



U.S. Small Business  
Administration

## **National Small Business Week**

### Seattle District Office 2020 Award Nominations Guide

Deadline for submission: **12:00 p.m. PT, January 7, 2020**

Nomination Forms: <https://www.sba.gov/offices/district/wa/seattle/resources/2020-seattle-district-small-business-week-award-nomination-guide>

Additional NSBW information: [www.sba.gov/nsbw](http://www.sba.gov/nsbw)

*District award winners will be recognized at the annual Washington State Small Business Awards Gala – a BIG night for small business – held in Seattle during National Small Business Week, May 3-9, 2020*

In recognition of the small business community's contribution to the American economy, the President of the United States designates one week each year as National Small Business Week. This year it will be May 3-9, 2020.

The SBA Seattle District Office invites you to nominate a local small business and/or individual or organization to be considered for recognition for one of the following awards:

**State Awards** – *winners in these categories will move forward to compete for regional and/or national recognition on behalf of Washington state and will be recognized at the annual small business awards gala in Seattle.*

- Small Business Person of the Year

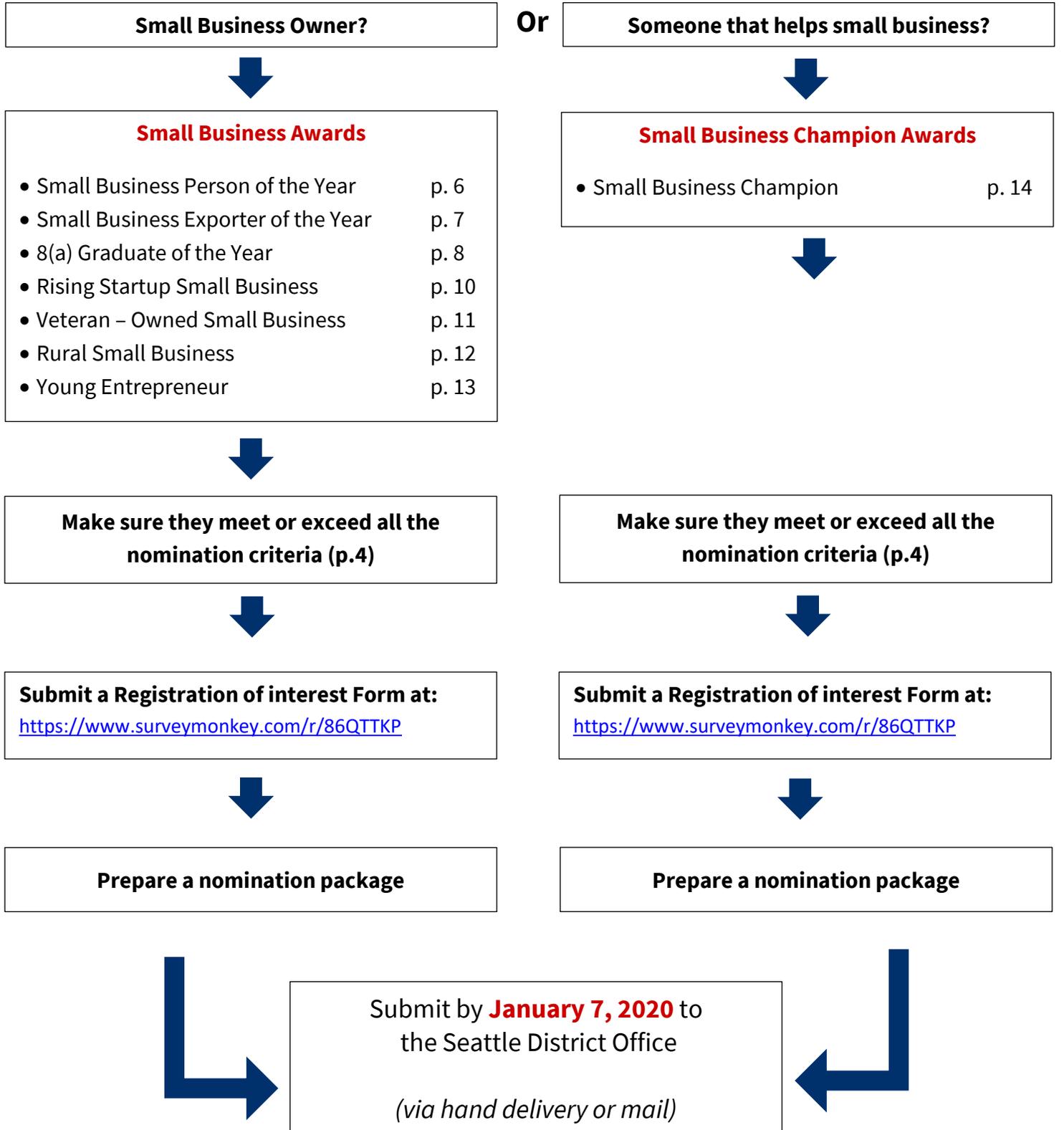
**District Awards** – *winners in these categories will be recognized at the annual small business awards gala in Seattle*

- Small Business Exporter of the Year
- 8(a) Graduate of the Year
- Rising Startup of the Year
- Veteran-Owned Small Business of the Year
- Rural Small Business of the Year
- Young Entrepreneur of the Year

**Champion Awards** – *winners in these categories advocate and support small businesses and will be recognized at the annual small business awards gala in Seattle*

- Small Business Champion

**How does the nomination process work?** It starts by answering the question who are you nominating? **Are they a...**



## **General Eligibility Requirements** (excluding the Small Business Champion award)

### **Who is eligible to be nominated for small business week awards?**

Nominees for small business week awards must meet both of the following eligibility requirements. Consult your nearest SBA district office if you have questions.

- 1) Any legal resident of the United States or its Territories who owns and operates or who bears principal responsibility for operating a small business for a minimum of **three years\*** prior to being nominated may be nominated. Partners who jointly own and operate a small business may be nominated as a “team” so long as the number of individuals in the team nomination does not exceed four (4); **and**
- 2) Individuals who have received at least one type of SBA assistance such as, but not limited to, an SBA loan, SCORE counseling, Small Business Development Center (SBDC) assistance, Veteran’s Business Outreach Center (VBOC) assistance, Women’s Business Center (WBC) assistance, government contracting assistance, disaster assistance, Emerging Leaders Initiative, or Boots to Business training.

*\*The rising start-up small business should have 1 to 3 years in operation*

### **Who is NOT eligible to be nominated for small business week awards?**

- 1) Individuals or teams who have received the award for which they are being nominated for at the State level within the past three years;
- 2) Elected officials;
- 3) Individuals or teams who own or operate a business defined as “other than small” (i.e. large businesses) for its primary industry under the applicable SBA size standards; or
- 4) Individuals or firms who are currently suspended or debarred by the Federal government.

### **Who may submit nominations for small business week awards?**

- 1) Individuals or organizations dedicated to the support of the small business community in the United States such as trade and professional associations and business organizations, may nominate small businesses owners who meet eligibility requirements for awards.
- 2) Individuals (business owners) may self-nominate.

### **What information must the nomination package contain?**

Nominations must contain the information below. Incomplete nomination packages will not be considered.

- 1) A completed nomination form
  - a. [Small Business Person of the Year \(SBA Form 3301\)](#)
  - b. [Small Business Exporter of the Year \(SBA Form 3302\)](#)
  - c. [8\(a\) Graduate of the Year \(SBA Form 3309\)](#)

- d. [Rising Startup of the Year \(SBA Form 3315\)](#)
  - e. [Veteran-Owned Small Business of the Year \(SBA Form 3315\)](#)
  - f. [Rural Small Business of the Year \(SBA Form 3315\)](#)
  - g. [Young Entrepreneur of the Year \(SBA Form 3315\)](#)
  - h. [Small Business Champion Award Form](#)
- 2) A completed [Award Nominee Background from \(SBA Form 3300\)](#). For “team” nominations, a background form is required for each team member;
  - 3) An original 8” x 10” or 5” x 7” photo of the nominee or a digital photo – at least 300 dpi is required; photocopies are not acceptable. For “team” nominations, a photo of each nominee or group photo is acceptable; and
  - 4) Additional supporting documentation deemed significant by the nominator, including news clips, letters of recommendation, nomination letter (if not self-nominated), and other evidence of the appropriateness of the nomination (supporting documentation must not exceed 10 pages). Videos will not be considered.
  - 5) [SBA Release of Materials Form](#)
  - 6) Any additional information listed under each award category below.

**What are the evaluation/selection criteria?**

Selection criteria are available under the description of each award below.

**Where are the nominations to be sent?**

All nominations must be hand delivered or mailed to the address below. Electronic submission of SBA Awards Forms is not accepted\*.

U.S. Small Business Administration  
Attn: SBW 2020  
2401 4<sup>th</sup> Avenue, Suite 450  
Seattle, WA 98121

*\*digital photographs may be emailed to [desiree.albrecht@sba.gov](mailto:desiree.albrecht@sba.gov)*

**When will the winners be announced?**

National Small Business Week is May 3-9, 2020. Local winners will be announced mid to late March 2020. National winners will be announced in Washington, DC during award ceremonies on May 3-4, 2020. Travel costs are not provided. For a sneak peak of events, check out the [National Small Business Week highlights videos](#) from previous years.

## **Washington Small Business Person of the Year Award**

The Small Business Person of the Year for Washington will move forward to compete against nominees from each of the 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands and Guam for the title of the National Small Business Person of the Year, SBA's signature award. Nominees must demonstrate success in business as well as contributions to their local communities. Previous award winners include Simple Box Storage, Dan The Sausageman, RHD Enterprises, Edensaw Woods, Kids N Us Early Learning School, Frontline Call Center, Andelcare, and Bramble Berry Inc.

### **Additional Eligibility Requirements**

- 1) Nominees must operate or bear principal responsibility for operating a small business within the State of Washington. Businesses located in Idaho should apply to the Boise District Office.

### **What are the evaluation/selection criteria?**

In evaluating the nomination packages, the judges will look at the following criteria:

- 1) Staying power — a substantiated history as an established business; including but not limited to expansion, exporting, addition of territories, or growth in square footage occupied;
- 2) Growth in number of employees — Increases over the three years must be in excess of growth in Gross Domestic Product as determined by the Bureau of Economic Analysis ([www.bea.gov](http://www.bea.gov));
- 3) Increase in sales, net profit, and net worth for the three prior calendar years, that is, 2016, 2017 and 2018;
- 4) Response to adversity — examples of problems faced in the nominee's business and the methods used to solve them; and
- 5) Contributions to community-oriented projects — evidence of the use of his/her personal time and resources towards community-oriented projects.

## **Small Business Exporter of the Year**

The Exporter of the Year for the Seattle District office will move forward to compete regionally against winners in Alaska, Idaho, and Oregon, and potentially compete nationally. SBA's Small Business Exporter of the Year recognizes individuals for their success and dedication to exporting products or services. Previous winners include FLEXHIBIT, Mobile Semiconductor Corp., Forest Marketing Enterprises, Sequoia Scientific Inc., and No. 9 Hay LLC.

### **Additional Eligibility Requirements**

- 1) Nominees must operate or bear principal responsibility for operating a small business within the territory of the Seattle District Office: Washington State\* (minus Wahkiakum, Cowlitz, Skamania, and Clark Counties) and the 10 counties of Northern Idaho.

*\*Businesses located in Wahkiakum, Cowlitz, Skamania, and Clark Counties should apply to the Portland District Office.*

### **What are the evaluation/selection criteria?**

In evaluating the nomination packages for the Exporter of the Year award, the judges will use the following criteria:

- 1) Increased sales, profits and/or growth of employment because of exporting. Clearly articulate what exporting has meant to the company (e.g. exports as a percentage of sales, jobs created by exporting, etc.);
- 2) Creative overseas marketing strategies, exporting history, and current export markets;
- 3) Effective solutions to export-related problems, including trade financing, payment, and currency issues, market-entry and logistical challenges, cultural differences, etc.;
- 4) Effective use of Federal and/or State government trade promotion or financing programs.

## **8(a) Graduate of the Year Award**

SBA will make the 8(a) Graduate of the Year Award to a formerly certified 8(a) Business Development Program participant that has **graduated from the 8(a) Program for at least one year as of April 1, 2019**. The firm does not have to currently be a small business.

### **Who is eligible to be nominated?**

Nominees for this award must meet the following eligibility requirements. Consult your nearest SBA district office if you have questions.

- 1) Firm must have a demonstrated history of successful performance on 8(a) contracts while in the 8(a) Business Development Program;
- 2) Companies and/or their principal owner(s) must not appear on the suspended or debarred list as published at [www.sam.gov](http://www.sam.gov);
- 3) Firm must still be primarily owned, managed, and controlled by the person(s) whom 8(a) eligibility was based at the time of participation;
- 4) The firm must show reduced reliance on 8(a) contracts; the most recent fiscal year-end financial statement must reflect non 8(a) sales of 50% or more of total sales;
- 5) Businesses owned and operated by nominees must comply with federal civil rights laws;
- 6) If nominee or nominee's firm has an SBA loan, payment record must be satisfactory and the loan must be current and in good standing;
- 7) Firm must be in satisfactory financial condition (i.e. financial capability: sufficient capitalization, financial performance, bonding capacity, manageable debts). Applicants are ineligible if it is found that the firm, or any of its principals, has failed to pay Federal financial obligations;
- 8) For government contracts, the nominee must have performed satisfactorily on all contracts, and have had no terminations for default;
- 9) Before SBA publicly announces any awards, nominee must be cleared by the SBA's Office of Inspector General and EEO/CR offices;
- 10) The nominee must be a formerly certified 8(a) Business Development Program participant that graduated from the 8(a) Program for at least one year as of April 1, 2019 ; and
- 11) The firm does not have to be a small business.

### **Additional Eligibility Requirements**

- 1) Nominees must operate or bear principal responsibility for operating a small business within the territory of the Seattle District Office: Washington State\* (minus Wahkiakum, Cowlitz, Skamania, and Clark Counties) and the 10 counties of Northern Idaho.

*\*Businesses located in Wahkiakum, Cowlitz, Skamania, and Clark Counties should apply to the Portland District Office.*

### **What are the evaluation/selection criteria?**

In evaluating the nomination packages, the judges will look at the following criteria:

- 1) Management
  - a. Overall Qualifications/Expertise of Management
  - b. Customer Interface (Customer Engagement)
  - c. Response to adversities, obstacles, etc. to achieve the present level of success
- 2) Exceptional Results/Special Achievements
  - a. Deliverables in line with or exceeding contract requirements
  - b. Exceptional past performance record; and description of exceptional results and/or delivery performance that makes this company a valued product/service provider
  - c. Awards and Recognition
- 3) Cost Performance
  - a. Financial Stability and Credit Worthiness
  - b. Value Engineering Change Proposals (Performance Adjustments)
  - c. Increase in sales, net profit and net worth Growth in full-time employees
- 4) Innovation
  - a. Specific description of innovation or unique/superior product or service
  - b. Explanation of how the product or service fills a niche or technical need not being adequately addressed by the competition
- 5) Economic engagement of the disadvantaged community
  - a. Use of minority firms as suppliers, subcontractors, etc.
  - b. Noted recruitment and employment of socially disadvantaged personnel
  - c. Participation in community projects and charitable affairs

## Rising Startup of the Year

This award honors a business owner who has utilized one or more SBA services to start their small business and shows potential for growth.

### Additional Eligibility Requirements

- 1) Nominees for this award should have one to three years in operation and less than five employees.
- 2) Nominees must operate or bear principal responsibility for operating a small business within the territory of the Seattle District Office: Washington State (minus Wahkiakum, Cowlitz, Skamania, and Clark Counties) and the 10 counties of Northern Idaho.

### What are the evaluation/selection criteria?

In evaluating the nomination packages, the judges will look at the following criteria:

- 1) Utilization of SBA resources — how has the business utilized SBA resources to start their business;
- 2) Increase in sales, net profit, and net worth for the three prior calendar years, that is, 2016, 2017 and 2018 (as applicable);
- 3) Response to adversity — examples of problems faced in the nominee’s business and the methods used to solve them; and
- 4) Contributions to community-oriented projects — evidence of the use of his/her personal time and resources towards community-oriented projects.

Please be sure to include the following financial chart (as applicable) with your application to help answer question #12

Financial Summary			
Year	2016	2017	2018
Number of Employees			
Total Sales			
Net Profit (before tax)			
Total Assets			
Total Liabilities			
Net Worth			

## Veteran-Owned Small Business of the Year

This award honors a veteran-owned and operated business that demonstrates staying power and substantiated history as an established business with at least three years of business operation.

### Additional Eligibility Requirements

- 1) Nominees for this award must be a veteran who owns at least 51% of a small business within the territory of the Seattle District Office territory: Washington State (minus Wahkiakum, Cowlitz, Skamania, and Clark Counties) and the 10 counties of Northern Idaho.

### What are the evaluation/selection criteria?

In evaluating the nomination packages, the judges will look at the following criteria:

- 1) Staying power — a substantiated history as an established business; including but not limited to expansion, exporting, addition of territories, or growth in square footage occupied;
- 2) Growth in number of employees — Increases over the three years must be in excess of growth in Gross Domestic Product as determined by the Bureau of Economic Analysis ([www.bea.gov](http://www.bea.gov));
- 3) Increase in sales, net profit, and net worth for the three prior calendar years, that is, 2016, 2017 and 2018;
- 4) Response to adversity — examples of problems faced in the nominee's business and the methods used to solve them; and
- 5) Contributions to community-oriented projects — evidence of the use of his/her personal time and resources towards community-oriented projects.

Please be sure to include the following financial chart with your application to help answer question #12

Financial Summary			
Year	2016	2017	2018
Number of Employees			
Total Sales			
Net Profit (before tax)			
Total Assets			
Total Liabilities			
Net Worth			

## Rural Small Business of the Year

This award honors a small business located in a rural county in the Seattle District Office territory as described below.

### Additional Eligibility Requirements

- 1) Nominees for this award must have their primary office location in one of the following rural counties:
  - a. Washington: Adams, Clallam, Columbia, Ferry, Garfield, Grant, Grays Harbor, Island, Jefferson, Kittitas, Klickitat, Lewis, Lincoln, Mason, Okanogan, Pacific, Pend Oreille, San Juan, Stevens
  - b. North Idaho: Bonner, Boundary, Clearwater, Idaho, Latah, Lewis, Shoshone

### What are the evaluation/selection criteria?

In evaluating the nomination packages, the judges will look at the following criteria:

- 1) Staying power — a substantiated history as an established business; including but not limited to expansion, exporting, addition of territories, or growth in square footage occupied;
- 2) Growth in number of employees — Increases over the three years must be in excess of growth in Gross Domestic Product as determined by the Bureau of Economic Analysis ([www.bea.gov](http://www.bea.gov));
- 3) Increase in sales, net profit, and net worth for the three prior calendar years, that is, 2016, 2017 and 2018;
- 4) Response to adversity — examples of problems faced in the nominee's business and the methods used to solve them; and
- 5) Contributions to community-oriented projects — evidence of the use of his/her personal time and resources towards community-oriented projects.

Please be sure to include the following financial chart with your application to help answer question #12

Financial Summary			
Year	2016	2017	2018
Number of Employees			
Total Sales			
Net Profit (before tax)			
Total Assets			
Total Liabilities			
Net Worth			

## Young Entrepreneur of the Year

This award honors a young entrepreneur that demonstrates staying power and substantiated history as an established business with at least three years of business operation.

### Additional Eligibility Requirements

- 1) Nominees for this award must be under the age of 35 by June 1, 2020
- 2) Nominees must operate or bear principal responsibility for operating a small business within the territory of the Seattle District Office: Washington State (minus Wahkiakum, Cowlitz, Skamania, and Clark Counties) and the 10 counties of Northern Idaho.

### What are the evaluation/selection criteria?

In evaluating the nomination packages, the judges will look at the following criteria:

- 1) Staying power — a substantiated history as an established business; including but not limited to expansion, exporting, addition of territories, or growth in square footage occupied;
- 2) Growth in number of employees — Increases over the three years must be in excess of growth in Gross Domestic Product as determined by the Bureau of Economic Analysis ([www.bea.gov](http://www.bea.gov));
- 3) Increase in sales, net profit, and net worth for the three prior calendar years, that is, 2016, 2017 and 2018;
- 4) Response to adversity — examples of problems faced in the nominee's business and the methods used to solve them; and
- 5) Contributions to community-oriented projects — evidence of the use of his/her personal time and resources towards community-oriented projects.

Please be sure to include the following financial chart with your application to help answer question #12

Financial Summary			
Year	2016	2017	2018
Number of Employees			
Total Sales			
Net Profit (before tax)			
Total Assets			
Total Liabilities			
Net Worth			

## **Small Business Champion of the Year**

This award honors those who advocate and promote small business above and beyond the call of their professional duties and responsibilities. Nominees must demonstrate how they have made a measurable impact to the small business community. Nominee should demonstrate any advocacy efforts supporting the cause of minority-owned, veteran-owned and/or woman-owned small businesses in particular. Nominee may or may not be small business owners.

### **Who is eligible to be nominated for this award?**

- 1) Nominees must be legal resident of the United States or its Territories who supports the small business community. Teams or groups of up to four (4) people can be nominated together.
- 2) Nominees for this award must be located within the territory of the Seattle District Office territory: Washington State (minus Wahkiakum, Cowlitz, Skamania, and Clark Counties) and the 10 counties of Northern Idaho.
- 3) Nominees do not have to be small business owners to be eligible

### **What are the evaluation/selection criteria?**

- 1) Volunteer efforts beyond business/professional responsibilities to advance (minority, women, veteran) small business interests within the community, state and/or nation
- 2) Demonstrated efforts to improve conditions in the (minority, women, veteran) small business community as a whole, not solely for individual personal advancement
- 3) Volunteer efforts to provide professional services to the (minority, women, veteran) small business community in a legal, legislative, managerial or financial capacity
- 4) Demonstrated accomplishments in advising (minority, women, veteran) small business groups of opportunities within the overall business community
- 5) Other accomplishments demonstrating the nominee's merit as an effective advocate for (minority, women, veteran) small business interests