



## **SBA 2013 Small Business Week Awards**

### **Nomination Criteria**

*NOTE: The SBA Richmond District Office has streamlined its local awards (see page 4). The SBA also presents a number of other awards at National Small Business Week. The entire nomination guidelines will be available on the Richmond District Office website at [www.sba.gov/va](http://www.sba.gov/va).*

### **Small Business Person of the Year Awards**

SBA will make Small Business Person of the Year awards at the district level (in multi-district states), the State level (from each of the 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands and Guam) and the National level. The National Small Business Person of the Year is selected from the State winners.

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

Any individual who owns and operates or who bears principal responsibility for operating a small business 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. A nominee for Small Business Person of the Year must own or operate a business defined as “small” under the applicable SBA size standards. Individuals who have received the Small Business Person Award at the State level within the past five years are not eligible. Nominees must also be residents of the United States or its territories and will be subject to background checks. Small businesses owned and operated by nominees must comply with federal civil rights laws. While receipt of SBA assistance is not required, it is preferred. Consult your nearest SBA district office if you have questions.

#### **Who may submit nominations for this award?**

Any individual or organization dedicated to the support of the small business community in the United States, including, but not limited to, trade and professional associations and business organizations, may submit nominations for the Small Business Person of the Year award. Individuals may not be nominated for more than one SBW 2013 award category.

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

Nominations must be submitted in one of two ways:

1. Nominations may be submitted to the SBA Richmond District Office at 400 N. 8<sup>th</sup> Street, Suite 1150, Richmond, VA 23219.
2. Nominations may be submitted via the online nominations portal on [www.sba.gov](http://www.sba.gov) (information to be disseminated on or before Nov. 1, 2012).

#### **What is the deadline for nominations?**

All nominations for Small Business Person of the Year must be postmarked or hand delivered to the appropriate SBA District Office **no later than January 3, 2013**.

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

Nominations must be typewritten on one side of 8 1/2" x 11" white stationery, collated and secured in a 1 1/2" binder. Incomplete nomination packages will not be considered. All evaluation/selection criteria must be specifically addressed. A complete nomination package will also include, in the following order:

1. A single cover page stating —
  - the nominee's full name, title, business and home addresses with telephone and fax numbers, and e-mail address if applicable;
  - the award for which the nomination is being made;
  - the nominator's name, title, place of business, business address and telephone number and e-mail address if applicable;
  - the type of SBA assistance received (e.g., loan, SCORE counseling, SBDC assistance, etc.), if applicable; and
  - a one-paragraph description of the nominee's business.
2. A completed background form (SBA Form 3300, Award Nomination Form) which is available through SBA field offices. For "team" nominations for Small Business Person of the Year, 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; photocopies are not acceptable;
4. Four to five additional photos of the nominee's company and employees at work;
5. A nomination letter, to include a concise statement of the qualities and performance that merit the award, not to exceed four pages;
6. A brief biography of the nominee, not to exceed one page;
7. A business profile, not to exceed one page;
8. The nominee's financial statement — including balance sheets, profit-and-loss statements and financial reports — not exceeding 12 pages, on 8 1/2" x 11" paper - for the last three years;
9. Any other supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the appropriateness of the nomination. Supporting documentation must not exceed 10 pages. Videos will not be considered.
10. A completed SBA Form 2137 Award Nomination Consent Form, which is available through SBA field offices.

### **What are the selection procedures for this award?**

Small Business Persons of the Year Award winners will be selected at the district (in multi-district states), state and national levels. In those states served by more than one SBA district office, additional awards may also be given at the district level. Winners at each level will be selected by a panel of judges. Winners at each level will be considered for awards at the next highest level. Nomination packages for each state winner will be sent to the appropriate regional SBA office and prepared for transmittal to the SBA's Office of Communications and Public Liaison for review. The National Small Business Person of the Year will be selected by the SBA Administrator based on the recommendations of the Agency's National Small Business Week panel of judges. The winner will be announced during National Small Business Week. Non-federal employees serving as judges must sign a conflict of interest/non-disclosure certification.

## Key Deadlines

**January 3, 2013** National Small Business Week 2013 nominations must be received by SBA district offices.

**January 24, 2013** SBA district winners will be selected from multi-district states; state winners will be selected from single-district states.

**February 7, 2013** A panel of judges will select state winners in multi-district states.

**April 1, 2013** State Small Business Persons of the Year will be announced.

### What are the evaluation/selection criteria for the Small Business Person of the Year award?

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

1. Staying power — a substantiated history as an established business; including:
  - Number of years in business; minimum three years.
  - Sustained expansion, addition of territories, growth in square footage occupied.
  - Steady growth in net worth as evidenced by total assets less total liabilities on fiscal year end annual balance sheets over three years.
2. Growth in number of employees — a benchmark to judge the impact of the business on the job market.
  - Sustained over a minimum of three years.
  - Increase over the three years must be in excess of growth in Gross National Product.
3. Increase in sales and/or unit volume — an indication of continued growth over the last three years.
  - Consistent growth in net income as evidenced by fiscal year annual profit-and-loss statements for a minimum of the last three years.
4. Current and past financial performance — financial reports substantiate an improved financial position of the business.
  - Profit-and-loss statements for the last three years, reflecting sustained upward growth.
  - Balance sheets for the last three years, showing consistent increase in net worth and/or partners' return.
5. Innovativeness of product or service offered — an illustration of the creativity and imagination of the nominee.
  - Specific description of uniqueness of product or service.
  - Explanation of how product or service fits a niche not being adequately addressed by the competition.
6. Response to adversity — examples of problems faced in the nominee's business and the methods used to solve them, including:
  - Specific description of financial, physical, legal or other crisis.
  - Substantiation of the threat to the continuity of the business.
  - Defined actions taken by the nominee to resolve the crisis.
7. Contributions to community-oriented projects — evidence of the use of his/her personal time and resources, including:
  - Listing of specific contributions of money, time, or resources to charitable causes.
  - Membership in councils, boards and clubs providing support and services to the community.
8. If applicable, a description of the products exported and markets served.

**VIRGINIA LOCAL SMALL BUSINESS WEEK AWARDS**  
**PLEASE NOTE THE NEW STREAMLINED PROCESS**

**SBA Richmond District Office Awards**

Note: These awards are no longer judged at the regional and national level. They have been streamlined to ease the nomination process.

**The deadline for nominations is COB Thursday, February 28, 2013.**

**Small Business Champion Awards**

- Small Business Exporter of the Year
- Family-Owned Business of the Year
- Financial Services Champion of the Year
- Minority Small Business Champion of the Year
- Veteran Small Business Champion of the Year
- Women in Business Champion of the Year

**Who is eligible to be nominated for these awards?**

To be nominated and receive one of these awards, the small business nominee must fit within the category of the award:

Small Business Exporter of the Year: Any individual who owns and operates a small business engaged in exporting may be nominated.

Family-Owned Business of the Year: This award honors a family-owned and operated business which has been passed on from one generation to the next. The owner must also serve as a majority owner and operator or bear principal responsibility for operating a small business with at least a 15-year track record.

Financial Services Champion of the Year: An individual who assists small businesses through advocacy efforts to increase the usefulness and availability of accounting or financial services for small businesses may be nominated. Nominees may or may not be small business owners.

Minority Small Business Champion of the Year: An individual who has fulfilled a commitment to support the advancement of small business opportunities for minority business owners may be nominated. Nominees may or may not be small business owners.

Veteran Small Business Champion of the Year: An individual who has fulfilled a commitment to the advancement of small business opportunities for veterans of the U.S. armed forces may be nominated. Nominees may or may not be veterans.

Women in Business Champion of the Year: An individual who has fulfilled a commitment to the advancement of women's business ownership may be nominated. Nominees may or may not be small business owners.

Nominees must also be residents of and employed in the United States or its territories and will be subject to background checks. Small businesses owned and operated by nominees must comply with federal civil rights laws.

**Nominations must be sent to the following address:**

**SBA Richmond District Office  
400 N. 8<sup>th</sup> Street, Suite 1150  
Richmond, VA 23226  
(804) 771-2400**

**Deadline for Champion Awards is Thursday, February 28, 2013.**

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

All evaluation/selection criteria must be specifically addressed. The nomination must include the following:

- A single cover page with —
  - the nominee's full name, title, business and home addresses with telephone and fax numbers, and e-mail address if applicable;
  - the award for which the nomination is being made;
  - the nominator's name, title, place of business, business address and telephone number and e-mail address if applicable; and
  - a one-paragraph description of the nominee's business, if applicable.
- A photo of the nominee(s).
- A nomination letter addressing why the nominee deserves the award based on the award criteria, no more than 2-3 pages.
- FOR THE SMALL BUSINESS EXPORTER OF THE YEAR AND FAMILY-OWNED BUSINESS OF THE YEAR ONLY - Financial statements — including balance sheets, profit-and-loss statements and financial reports — not exceeding 12 pages, on 8 1/2" x 11" paper — for the last two years.
- OPTIONAL - Any other supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the appropriateness of the nomination. Supporting documentation must not exceed 10 pages. Videos will not be considered.
- A completed background form (SBA Form 3300, Award Nomination Form) which is available through SBA field offices. For "team" nominations for any of the above Small Business Champion Awards, a background form is required for each team member.
- A completed SBA Form 2137 Award Nomination Consent Form, which is available at SBA offices.

## **EVALUATION/SELECTION CRITERIA FOR THE SMALL BUSINESS CHAMPION AWARDS:**

### **Small Business Exporter**

1. Increased sales, profits and/or growth of employment because of exporting.
2. Creative overseas marketing strategies.
3. Effective solutions to export-related problems.
4. Demonstrated encouragement of other small businesses to export.
5. Volunteer assistance to other small businesses entering the export market.
6. Cooperation with other businesses in the creation of export trading companies and/or introduction of unique trading relationships, products or services.

### **Family-Owned Business of the Year**

1. Evidence of success as measured by sales and profits.
2. Increased employment opportunities for family members and non-family members for the nominee's business.
3. Demonstrated potential necessary for long-term business success and economic growth.
4. Voluntary efforts to strengthen family-owned businesses within the community.

### **Financial Services Champion of the Year**

1. Outside of regular business duties, the amount and quality of assistance given small businesses to obtain financing.
2. Advocacy for changes in the financial services industry to assist small businesses.
3. Encouragement of the flow of investment capital to small businesses.
4. Active support for legislative or regulatory action designed to help small businesses.
5. Other significant contributions through the advocacy efforts of the financial services or accounting industries to advance small business interests.

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

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

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

1. Active support for legislative or regulatory action designed to help small businesses.
2. Evidence of increased business opportunities for veterans as a result of the nominee's actions.
3. Advisory activities to improve awareness of small business opportunities among veterans' groups.
4. Advocacy of special consideration for veteran-owned small businesses in government policymaking.
5. Demonstrated success in obtaining support within the community for the establishment of veteran-owned small businesses.
6. Other accomplishments demonstrating the nominee's effective advocacy of and support for veteran-owned small businesses.

## **Women in Business Champion of the Year**

1. Active support for legislative or regulatory action designed to help small businesses.
2. Efforts to increase business and financial opportunities for women.
3. Legal, financial or managerial assistance provided to enhance women's business ownership.
4. Voluntary efforts to strengthen the role of women business owners within the community.
5. Advocacy of the women-owned business community as a whole, not solely for individual personal advancement.
6. Other accomplishments demonstrating effectiveness in improving the environment for the creation and expansion of businesses owned and operated by women.

**For more information contact the SBA Richmond District Office at (804) 771-2400.**

**\*\*\***