

### 2012 SBA North Carolina Small Business Person of the Year

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.

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 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.

Nominations due no later than **Thursday, November 10, 2011** to:

SBA North Carolina District  
 Small Business Week Awards Committee  
 6302 Fairview Road, Suite 300  
 Charlotte, NC 28210-2227  
 (704) 344-6563

**2012 SBA North Carolina Small Business Person of the Year (continued)**

**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;
  - type of SBA assistance received (e.g., loan, SCORE counseling, SBTDC assistance, etc.);
  - a one-paragraph description of the nominee's business.
  
2. A completed background form (SBA Form 3300, Award Nomination Form) 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 from the nominee's company, 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 exceeding one page.
  
7. A business profile, not exceeding 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 signed and dated Consent for Disclosure of Information (SBA Form 2137).

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*Help us recognize outstanding small business owners and Champions in the small business community*

**SBA 2012 SMALL BUSINESS AWARDS**  
TO NOMINATE A NORTH CAROLINA WINNER, PLEASE CHECK ONE OR MORE AWARD CATEGORIES

**Small Business Person Awards**

- Small Business Person of the Year:** For an individual who owns and operates or bears principal responsibility for operating a small business that has demonstrated, survival, growth, innovation, and community support.

**Small Business Champion Awards** (Champions may or may not be small business owners)

- Financial Services Champion of the Year:** Assisted small businesses to increase the usefulness and availability of accounting or financial services.

- Home-based Business Champion of the Year:** For an individual who has experienced the rewards and difficulties of a home-based business and has dedicated volunteer efforts to improve the climate for these businesses.

- Minority Small Business Champion of the Year:** Fulfilled a commitment to support minority entrepreneurship.

- Veteran Small Business Champion of the Year:** Individuals who have fulfilled a commitment to advancing small business opportunities for veterans of the U.S. armed forces.

- Women in Business Champion of the Year:** Individuals who have fulfilled a commitment to the advancement of women's business ownership.

**SBA Awards to other Small Businesses**

- Entrepreneurial Success:** Must own and operate a business initially launched as small by SBA size standards and subsequently developed into a large business; and must have received SBA assistance to help the business grow.

- Small Business Exporter of the Year:** For an individual who owns and operates small business engaged in exporting.

- SBA Young Entrepreneur of the Year:** For an individual who serves as a majority owner and bears principal responsibility for operating a small business with a three year track record, and who will not have reached age 30 by June 1, 2012.

- Jeffrey Butland Family-owned Business of the Year:** For a family-owned & operated business (with at least a 15-year track record) which has been passed from one generation to another. Nominee must be majority owner/operator or bear principal responsibility for the business.

**Nominee Information:**

**I nominate** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Company/Organization** \_\_\_\_\_

**Address:** \_\_\_\_\_ **City** \_\_\_\_\_ **St** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Reasons for nomination** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Name of Nominator** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Company/Organization** \_\_\_\_\_

**Address:** \_\_\_\_\_ **City** \_\_\_\_\_ **St** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Please mail or fax this page to April Gonzalez Fax Number: (704) 344-6769 or mail to: Small Business Awards Committee, SBA North Carolina District , 6302 Fairview Road, Suite 300, Charlotte NC 28210**

**A formal nomination package must be submitted by Thursday, November 10, 2011, to compete.  
You can duplicate this page for additional nominees.**