

2017 LOUISIANA District Small Business Awards

NOMINATION GUIDELINES SUPPLEMENT

This year the district office will recognize 11 awards, with 6 of these awards distinct and separate from National or Regional recognition. This supplemental guide is provided for guidance to nominees so that those awards only submitted for State level recognition. The guidelines for submitting National and Regional nominations will follow the procedures outlined on the SBA website at the following URL. <https://www.sba.gov/nsbw/awards> .

The table below identifies which awards are recognized at what level. The six awards listed at the bottom only carry state level recognition and use this guideline for submission in those categories. The winners of the STATE award for the categories with both Regional and National recognition will automatically be considered for regional awards for all categories except Small business person of the year, who will be selected from all nominees of all States. Nominees who wish to consider for awards higher than State, MUST follow the National guidelines specified above.

Category	National	Regional	District
Phoenix Award for Small Business Disaster Recovery	x		
Phoenix Award for Outstanding Contributions to Disaster Recovery	x		
Phoenix Award Public Official for Contributions to Disaster Recovery:	x		
Small Business Prime Contractor of the Year	x		
Dwight D. Eisenhower Awards for Excellence	x		
Veterans Business Outreach Center of the Year:	x		
Jody C. Raskind Lender of the Year:	x		
Small Business Investment Company of the Year:	x		
Small Business Person of the Year	x	x	x
8(a) Graduate of the Year	x	x	x
SBDC Excellence and Innovation Center Award:	x	x	x
Women's Business Center of Excellence Award:	x	x	x
Exporter of the Year	x	x	x
Women's Business Champion			x
Minority Business Champion			x
Veteran Business Champion			x
Entrepreneur Success Award			x
Young Entrepreneur Award			x
Green and Sustainable Business Award			x

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Introduction

In recognition of the small business community's contribution to the American economy and society, the President of the United States designates one week each year as National Small Business Week. Leading up to National Small Business Week 2017, the U.S. Small Business Administration (SBA), often in conjunction with public- and private-sector small business supporters, will host special events at the local and state levels to honor and present awards to local entrepreneurs and those who support and champion small business.

When are nominations due?

All nominations for National or Regional Award Consideration must be in the office **NLT 3PM January 10, 2017**. Awards for State level consideration can be considered if received by the District Office **before 4:30PM March 10, 2017**.

Who may submit nominations?

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 can only be considered for one award at the National/Regional Level, however eligible individuals can be considered in multiple categories at the STATE level. Meaning an eligible Family Owned Business of the year can be considered for both the Small Business Person of the Year, but will not win in both categories.

For more information

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The nomination, eligibility criteria, selection process, evaluation criteria and time frame for the various SBA Awards selected from nominated individuals or business are set forth below. The Agency reserves the right, in its sole reasonable discretion, to remove a nominee from the selection process.

**2017 SBA Louisiana District Small Business Person of the Year
2017 8(a) Graduate of the Year
2017 Exporter of the Year**

Eligibility as described in the National/Regional Criteria

What are the evaluation/selection criteria for these three awards?

As described in the National/Regional Criteria.

However, those nominations submitted only for STATE level consideration only needs a letter from a CPA confirming the business nominated is fiscally sound and profitable. HOWEVER, nominations with multiple years showing increased profitability will score higher

What information must the nomination package contain?

Nomination packages must be in compliance with National/Regional requirements. However, financial health need only be certified by a CPA, financial details will not be required for State consideration. As stated before, detailed financial analysis will be considered evaluative criteria at the State level. Nominations submitted without detailed financial requirements as specified in the National/Regional guidelines will not be forwarded for higher level consideration.

**SBDC Excellence and Innovation Center Award
Women's Business Center of Excellence Award**

Eligibility as described in the National/Regional Criteria

What are the evaluation/selection criteria for these two Center awards?

As described in the National/Regional Criteria.

Submission must be in strict compliance with National/Regional requirements, no exceptions.

What information must the nomination package contain?

Nomination packages must be in compliance with National/Regional requirements. No exceptions

Submission requirements for State level awards

Who may submit nominations for these awards?

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 these awards. Individuals may be nominated for more than one award category, if this is done that all the information required for each category must be included. However, only one award will be given to any individual.

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 11/2" 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 with —
 - a. the nominee's full name, title, business and home addresses with telephone and fax numbers, and e-mail address if applicable;
 - b. the award for which the nomination is being made. If additional nominations will be considered that additional information specifically required for any particular category will also be included
 - c. the nominator's name, title, place of business, business address and telephone number and e-mail address if applicable;
 - d. type of SBA assistance received this is a new SBA requirement that all nominees who are small businesses. It is possible that a "Champion" awardee is a service provided or noteworthy local political or community leader, if this is the case that individual is not required to have received SBA assistance.
 - e. A one-paragraph description of the nominee's business.
2. 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.
3. Four to five additional photos from the nominee's company, employees at work.
4. A nomination letter, to include a concise statement of the qualities and performance that merit the award, not to exceed four pages.
5. A brief biography of the nominee, not exceeding one page.
6. A business profile, not exceeding one page.
7. 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**. Or a letter from a CPA certifying the business is fiscally sound and profitable. Note: Detailed fiscal information is NOT a requirement; however this information will be used as evaluative criteria in the selection. Nominations submitted without detail could be a significant disadvantage in the competition.

8. 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.
9. A completed SBA Form 2137 Award Nomination Consent Form, which is available through SBA field offices.

What are the selection procedures for these awards?

The State awards will be selected at the district level by a panel of judges. The winners will be announced during National Small Business Week. All judges will be serving Federal Employees. All nominees will be evaluated

Eligibility and Evaluation Criteria

To be nominated and receive one of these awards, the small business nominee must fit within the category of the award. Each of the above awards has specific evaluation criteria which are listed in the following separate sections, unless specified in the separated section for each award type, all categories will be evaluated as follows:

1. **Staying power** — a substantiated history as an established business; including:
 - a. Number of years in business; minimum three years.
 - b. Sustained expansion, addition of territories, growth in square footage occupied.
 - c. 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.
 - a. Sustained over a minimum of three years.
 - b. 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.
 - a. Profit-and-loss statements for the last three years, reflecting sustained upward growth.
 - b. Balance sheets for the last three years, showing consistent increase in net worth and/or partners' return.
5. **SBA Assistance** – documentation of the type(s) and amount(s) of SBA assistance received by the business and the year(s) in which it was received.
6. **Innovativeness of product or service offered** — an illustration of the creativity and imagination of the nominee.
 - a. • Specific description of uniqueness of product or service.
 - b. Explanation of how product or service fits a niche not being adequately addressed by the competition.

7. **Response to adversity** — examples of problems faced in the nominee’s business and the methods used to solve them, including:
 - a. Specific description of financial, physical, legal or other crisis.
 - b. Substantiation of the threat to the continuity of the business.
 - c. Defined actions taken by the nominee to resolve the crisis.

 8. **Contributions to community-oriented projects** — evidence of the use of his/her personal time and resources, including:
 - a. Listing of specific contributions of money, time, or resources to charitable causes.
 - b. Membership in councils, boards and clubs providing support and services to the community.
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SBA Young Entrepreneur of the Year

To be considered a young entrepreneur, the individual must serve as a majority owner and operate or bear principal responsibility for operating a small business with a three year track record, and who will not have reached the age of 30 by June 1, 2017.

1. Evidence of success as measured by sales and profits.
2. Increased employment opportunities created by the nominee's business.
3. Development and/or utilization of innovative or creative business methods.
4. Demonstrated entrepreneurial potential necessary for long-term business success and economic growth.

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.

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.

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.

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 veteran-owned small businesses.

Minority Small Business Champion of the Year

An individual who has fulfilled a commitment to the advancement of small business opportunities for minority business owners may be nominated. Nominees may or may not be small business owners.

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.

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.

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.

Green and Sustainable Business Champion of the Year

An individual who has fulfilled a commitment to the advancement of green and sustainable small business initiatives, and improves commitment to the elimination of waste and demonstrated profitability with environmental considerations. Nominees may or may not be small business owners.

1. Volunteer efforts beyond business/professional responsibilities to advance Green and Sustainable small business interests within the community, state and/or nation.
2. Demonstrated efforts to improve viability of small business.
3. Volunteer efforts to provide professional services to small business community in a legal, legislative, managerial or financial capacity, to assist them in green and sustainable efforts.
4. Demonstrated accomplishments in advising green and sustainable small business groups within the overall business community.
5. Other accomplishments demonstrating the nominee's merit as an effective advocate for waste reduction and environmental interests.

Entrepreneurial Success Award

Individuals must own and operate businesses initially launched as small businesses according to SBA size standards and subsequently developed into large businesses; and they must have received SBA assistance to help the businesses grow.

SBA will make the above referenced award to eligible businesses on 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 winners will be selected from the State winners.

Who is eligible to be nominated for this award?

To be nominated and receive this award, the nominee must be an individual who owns and operates or who bears principal responsibility for operating a business. Partners who jointly own and operate a 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 this award must own or operate a business that initially was defined as “small” under the applicable SBA size standards, developed into a large business and must have received SBA assistance to help the business grow. Nominees must also be residents of and employed in the United States or its territories and will be subject to background checks. Consult your nearest SBA district office if you have questions.

The Agency reserves the right, in its sole reasonable discretion, to remove a nominee from the selection process.