



U.S. Small Business
Administration

SBA BALTIMORE DISTRICT OFFICE
100 S. Charles Street, Ste. 1201, Baltimore, MD 21201

2020 Maryland Small Business Week Awards Program Nomination Guidelines

Any individual or organization dedicated to the support of the small business community in the United States may submit nominations for Small Business Person of the Year, Small Business Exporter and District specific local Small Business Week awards. Nominees must be located within the SBA Baltimore District Office service area (the state of Maryland, with the exception of Prince George's and Montgomery counties).

All nominations are due in the SBA's Baltimore District Office by **January 7, 2020 3pm EST**. It is anticipated that winners will be announced in late March. Maryland winners will be honored at the **36th Annual Maryland Small Business Week Awards Luncheon** on **Thursday, June 4, 2020** at Martin's West, Woodlawn, Md.

For questions or additional information, contact Rachel Howard by phone at (410) 244-3337 or by email at rachel.howard@sba.gov.

2020 Award Categories

Small Business Person of the Year (National Award)

Small Business Exporter of the Year (National Award)

Entrepreneurial Success
Financial Services Champion
Home-Based Business
Family-Owned Business
Minority Owned Small Business
Accountant Advocate
Veteran Owned Small Business

Woman Owned Business
Young Entrepreneur
Attorney Advocate
Insurance Advocate
Rising Star Student Entrepreneur

Eligibility and Evaluation Criteria

All nominees for Small Business Week awards must 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. The SBA size standards apply in defining a small business as small. Individuals may not be nominated for more than one award category. ***The Agency reserves the right, in its sole reasonable discretion, to remove a nominee from the selection process.***

MD Small Business Person of the Year 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. Business must qualify as “small” according to 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. **SBA assistance IS required** (one or more of the following: counseling, financing, contracting).

Evaluation 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
- 3) Increase in sales, net profit, and net worth for the three prior calendar years, that is, 2015, 2016 and 2017.
- 4) Response to adversity — examples of problems faced in the nominee’s business and the methods used to solve them
- 5) Contributions to community-oriented projects — evidence of the use of his/her personal time and resources

Nomination Packages must include, in this order:

1. A completed background form (SBA Form 3300, Award Nomination Form). For “team” nominations, a background form is required for each team member.
2. A completed nomination form (SBA Form 3301, Small Business Person of the Year)
3. An original 8” x 10” or 5” x 7” photo of the nominee; or a digital photo (at least 300dpi). Photocopies are not acceptable.
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. A completed SBA Form 2137 Award Nomination Consent Form. For “team” nominations, a separate form is required for each team member.

Submit nominations by 3pm EST on January 7, 2020.

Mail or hand-deliver to the U.S. Small Business Administration, Baltimore District Office, ATTN: SBW Awards Nomination Committee, 100 South Charles Street, Ste. 1201, Baltimore, MD 21201. (Paper nomination packages must be typewritten on one side of 8 ½” x 11” white paper, and secured in a 1½” 3-ring binder. Please do not use page protectors, except as necessary for supporting documentation (brochures/flyers, certificates, newspaper articles, etc.)

SBA Forms 3300 & 3301 can be found online at www.sba.gov/nsbw.

In order to be considered for competition, the nomination package must contain each of the items listed above. All evaluation/selection criteria must be specifically addressed. Incomplete packages will not be considered.

For questions, contact Rachel Howard by phone at (410) 244-3337 or by email at rachel.howard@sba.gov.

Small Business Exporter of the Year Award

Any individual who owns and operates a small business engaged in exporting may be nominated. **SBA assistance IS required** (one or more of the following: counseling, financing, contracting).

Evaluation 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) Demonstrated encouragement of other small businesses to export and/or volunteer assistance to other small businesses entering the export market
- 5) Effective use of Federal and/or State government trade promotion or financing programs

Nomination Packages must include, in this order:

1. A completed background form (SBA Form 3300, Award Nomination Form). For “team” nominations, a background form is required for each team member.
2. A completed nomination form (SBA Form 3302, Small Business Exporter of the Year)
3. An original 8” x 10” or 5” x 7” photo of the nominee; or a digital photo (at least 300dpi). Photocopies are not acceptable.
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. A completed SBA Form 2137 Award Nomination Consent Form. For “team” nominations, a separate form is required for each team member.

Submit nominations by 3pm EST on January 7, 2020

Mail or hand-deliver to the U.S. Small Business Administration, Baltimore District Office, ATTN: SBW Awards Nomination Committee, 100 South Charles Street, Ste. 1201, Baltimore, MD 21201. (Paper nomination packages must be typewritten on one side of 8 ½” x 11” white paper, and secured in a 1½” 3-ring binder. Please do not use page protectors, except as necessary for supporting documentation (brochures/flyers, certificates, newspaper articles, etc.)

SBA Forms 3300 & 3302 can be found online at www.sba.gov/nsbw.

In order to be considered for competition, the nomination package must contain each of the items listed above. All evaluation/selection criteria must be specifically addressed. Incomplete packages will not be considered.

For questions, contact Rachel Howard by phone at (410) 244-3337 or by email at rachel.howard@sba.gov.

Local Awards

(Specific to the SBA Baltimore District Office; do not advance for national competition)

Young Entrepreneur of the Year

Any individual who serves as a majority owner and operates or bears 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, 2020**, may be nominated.

Evaluation Criteria:

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

Family-Owned Small Business of the Year

This award honors a family owned and operated business which has been passed on from one generation to another. Nominees 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.

Evaluation Criteria:

- Evidence of success as measured by sales and profits.
- Increased employment opportunities for family members and non-family members in the business.
- Demonstrated potential necessary for long-term business success and economic growth.
- Community contributions

Financial Services Champion of the Year

Individuals who assist small businesses through advocacy efforts to increase usefulness and availability of accounting or financial services for small businesses may be nominated. Nominees may or may not be small business owners.

Evaluation Criteria:

- Outside of regular business duties, the amount and quality of assistance given small businesses to obtain financing.
- Advocacy for changes in the financial services industry to assist small companies.
- Encouragement of the flow of investment capital to small ventures.
- Measurable accomplishments through the advocacy efforts of the financial services industry to advance small business interests.

Home-Based Small Business of the Year

Individuals who have experienced the rewards and difficulties of home-based businesses may be nominated. Nominees must be current small business owners operating from their residence.

Evaluation Criteria:

- Evidence of success as measured by sales and profits.
- Innovativeness of product or service
- Response to adversity
- Demonstrated potential necessary for long-term business success and economic growth.
- Community contributions

Minority Owned Small Business of the Year

Nominee must be a minority and the sole proprietor or majority owner of a small business.

Evaluation Criteria:

- Evidence of success as measured by sales and profits.
- Innovativeness of product or service
- Response to adversity
- Demonstrated potential necessary for long-term business success and economic growth.
- Community contributions

Veteran Owned Small Business of the Year

Nominee must be a veteran of the U.S. armed forces and be a sole proprietor or majority owner of a small business.

Evaluation Criteria:

- Evidence of success as measured by sales and profits.
- Innovativeness of product or service
- Response to adversity
- Demonstrated potential necessary for long-term business success and economic growth.
- Community contributions

Women Owned Business of the Year

Nominee must be a woman and the sole proprietor or majority owner of a small business.

Evaluation Criteria:

- Evidence of success as measured by sales and profits.
- Innovativeness of product or service
- Response to adversity
- Demonstrated potential necessary for long-term business success and economic growth.
- Community contributions

Accountant Advocate of the Year

Individuals who have contributed as accountants to a better economic and financial climate for small firms may be nominated. Nominees may or may not be small business owners.

Evaluation Criteria:

- Volunteering time and energy outside of business duties to assist small firms.
- Advocacy of a reduction of financial and regulatory requirements for small business.
- Support for initiatives to promote legislation strengthening the financial health of small businesses.
- Participation in other activities that exemplify the nominee's efforts to improve the economic climate for small businesses.

Attorney Advocate of the Year

Individuals who have contributed as lawyers to a better economic and financial climate for small firms may be nominated. Nominees may or may not be small business owners.

Evaluation Criteria:

- Volunteering time and energy outside of business duties to assist small firms.
- Advocacy of a reduction of regulatory requirements for small business.
- Support for initiatives to promote legislation strengthening the overall health of small businesses.
- Participation in other activities that exemplify the nominee's efforts to improve the economic climate for small businesses.

Insurance Advocate of the Year

Individuals who have contributed as insurance professionals to a better economic climate for small firms may be nominated. Nominees may or may not be small business owners.

Evaluation Criteria:

- Volunteering time and energy outside of business duties to assist small firms.
- Advocacy of a reduction of regulatory requirements for small business.
- Support for initiatives to promote legislation strengthening small businesses.
- Participation in other activities that exemplify the nominee's efforts to improve the economic climate for small businesses.

Entrepreneurial Success of the Year

Individuals meeting the following two criteria may be nominated: They must own and operate businesses initially launched as small businesses according to SBA size standards and subsequently developed into large businesses. SBA assistance is NOT required.

Evaluation Criteria:

Staying power — a substantiated history as an established business; including:

- Number of years in business.
- 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.

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 excesses of growth in Gross National Product.
- 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.

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.

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/other crisis; defined actions taken to resolve the crisis. Substantiation of the threat to the continuity of the business; defined actions taken to resolve the crisis.

Contributions to community-oriented projects:

- 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.

Rising Star Student Entrepreneur of the Year

MD Small Business Week Awards Program, Inc., in association with the Network for Teaching Entrepreneurship (NFTE) - Baltimore Washington Metro Region, will honor one student entrepreneur annually as part of the local celebration honoring the Maryland winners of the U.S. Small Business Administration's (SBA) National Small Business Week Awards Program.

To be eligible, the student must be enrolled in grades 6-12 at a Maryland-based educational institution. Refer to pages 9&10 of this Guide for complete details.

NOTE: Rising Star nominations are due Friday, December 20, 2019.

Submission of Local Awards:

Submit nominations as listed below not later than **3pm EST on January 7, 2020**

Mail or hand-deliver to: U.S. Small Business Administration, Baltimore District Office,
ATTN: SBW Awards Nomination Committee, 100 South Charles Street, Ste. 1201, Baltimore, MD
21201.

Nomination packages **must be typewritten on one side of 8 ½" x 11" white paper, and secured in a 1½" 3-ring binder.** Please do not use page protectors, except as necessary for supporting documentation (brochures/flyers, certificates, newspaper articles, etc.)

In order to be considered for competition, the nomination package must contain each of the items listed above. All evaluation/selection criteria must be specifically addressed. Incomplete packages will not be considered.

For questions, contact Rachel Howard by phone at (410) 244-3337 or by email at rachel.howard@sba.gov.

***Note:** Small Business Person of the Year & Small Business Exporter of the Year nominations must be submitted as outlined in pages 2 & 3.

In order to be considered for competition, the nomination package must contain each of the items listed below. All evaluation/selection criteria must be specifically addressed. Incomplete packages will not be considered.

Nomination Packages must include, in this order:

- A. SBA Form 3300 (Award Nominee Background Form) available online at www.sba.gov/nsbw.
- B. SBA Form 2137 (Award Nomination Consent Form) see next page
- C. A nomination letter
- D. A brief biography of the nominee, not exceeding one page.
- E. A business profile, not exceeding one page.
- F. A concise statement of the qualities and performance that merit the award, not exceeding four pages. Please refer to bulleted items listed under the category you are entering
- G. 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.

NOTE: Finalists in each category may be asked to provide additional information as requested by the panel of judges.



U.S. Small Business
Administration

AUTHORIZATION, GRANT & RELEASE OF MATERIALS

I hereby grant permission to the U.S. Small Business Administration (SBA), in perpetuity, to use, reproduce, publish, assign or distribute worldwide and in any manner, any and all materials, including but not limited to, written works, photographs, pictures, digital media and products, films, video and/or audio recordings, and all underlying intellectual property rights, or any part thereof, which the SBA, or those acting with SBA's authorization and consent, such as contractors, agents, or representatives, collects, receives, produces or makes use of, which includes any representation of me, including but not limited to, my name, voice, or likeness, in which my business or I may be represented in whole or in part, for any purpose, including but not limited to, informational, educational, publicity and advertising ("materials").

I hereby waive any and all claims for compensation, remuneration, fees or costs related to the use of materials granted herein.

I hereby waive any right that I may have to inspect or approve any edited or unedited version of the finished product or products comprised of materials and any written copy or other matter that may be used in connection with materials or to approve the use to which materials may be applied.

I understand that SBA policy prohibits the depiction of persons younger than 18 years of age in any of its materials, and I acknowledge that I am 18 years of age or older.

I acknowledge that nothing in this release shall be deemed to obligate SBA to use any of the rights granted herein.

I hereby represent, by my signature below, that I have the right to authorize, grant and release materials and that any use thereof by the SBA, its assigns, contractors and affiliates, will not infringe or violate the right of any third party. I further state that I have read the foregoing, prior to its execution, and that I am fully familiar with the contents hereof.

Signature: _____

Date: _____

Printed Name: _____

Business Name: _____

Title: _____

Address: _____

Telephone: _____

Email: _____

Project: _____

Privacy Act Statement: This information is provided to comply with the Privacy Act (PL 93-579). 5 U.S.C. 301 and 7 CFR 260 authorizing acceptance of the information requested on this form. The data you furnish will only be used to provide the U.S. Small Business Administration with contact information pertaining to this release form.

March 2014



2020 Rising Star Student Entrepreneur Nominations

MD Small Business Week Awards Program, Inc., in association with the Network for Teaching Entrepreneurship (NFTE) - Baltimore Washington Metro Region, will honor one student entrepreneur annually as part of the local celebration honoring the Maryland winners of the U.S. Small Business Administration's (SBA) National Small Business Week Awards Program.

Please provide the information requested on these 2 pages (contact information form and Word document that addresses each of the questions that follow the form) for each Rising Star Student Entrepreneur award nominee.

To be eligible, the student must be enrolled in grades 6-12 at a Maryland-based educational institution.

Send the completed nomination materials to Rachel Howard, Public Information Officer, SBA Baltimore District Office, rachel.howard@sba.gov, or by fax (202) 481-4944. Note: Form can be scanned as a PDF and emailed with Word doc narrative or form can be faxed and Word doc narrative can be emailed, whichever is most convenient for student/nominee.

Deadline: All materials must be submitted by **December 20, 2019.**

Announcement: Winner will be announced in late March 2019.

Ceremony: Award presented during the *36th Annual MD Small Business Week Awards Luncheon* on Thursday, June 4, 2020 at Martin's West in Woodlawn, Md.

Nominee:

Student's name: _____

Business Name: _____

Business Phone: _____

Email: _____

Website: _____

Student's School: _____

School City/Location: _____

Student's Age/Grade: _____

Parent/Guardian Name: _____

Parent/Guardian Phone or Email: _____

Nominated by:

Nominator's Name: _____

Business Name: _____

Business Phone: _____

Email: _____

2020 Rising Star Youth Entrepreneur Award

Please answer the following questions and submit with the previous page (contact info. form). Send the completed nomination to Rachel Howard, Public Information Officer, SBA Baltimore District Office, rachel.howard@sba.gov, or by fax (202) 481-4944.

Deadline: All materials must be submitted by **December 20, 2019**.

What product or service does the business offer?

When was the business started?

Why did the student decide to start their business?

Is the business a sole proprietorship, partnership or LLC?

Is your business registered in the State of Maryland?

How has the business grown?

Current sales/revenues?

Has the student overcome any challenges in starting or growing the business? How did they solve the problem?

How does the student market the business? Does the student use social media to market their business? Please explain and provide hashtags, etc. if applicable.

Plans for the future? (i.e.: keep the business going, college, etc.)