



Are you the next winner?

Nominate a Wisconsin Business or Champion for a 2020 SBA National Small Business Week Award!

Final Award Packages Due January 7, 2020

Nominating a small business or business champion for an SBA award is a terrific way to recognize their success and community contributions. See [last year's Wisconsin winners here](#). The SBA NSBW awards highlight the winners as among Wisconsin's best during National Small Business Week, when the entire country is celebrating the 30 million small businesses that create jobs and community. SBA Wisconsin will celebrate the winners at the 35th Annual SCORE/SBA Awards Breakfast on May 8, 2020.

There's a new state category this year--Rural Small Business of the Year.

Get started now and nominate a winner in your community (it could even be you!)

1. Send the following information to Rachel.apple@sba.gov (Shirah Apple) with subject line AWARDS:
 - **NOMINATOR:** Full name, phone, email
 - **AWARD NOMINEE:** Full name, business name, address, phone, email
 - **AWARD CATEGORY**
 - **BRIEF DESCRIPTION** of why they should be considered
(Self-nominations are accepted; submit by Tuesday, November 19, 2019)
2. **SBA Wisconsin** will send the award nominee (with copy to nominator) the full awards criteria and forms, along with instructions to complete the awards package.
3. **Final awards documents** must be delivered by mail/by hand to the Wisconsin District Office by **January 7, 2 pm Central Time**. E-mailed packages cannot be accepted. The address is: 310 W. Wisconsin Avenue, Suite 580W, Milwaukee, WI 53203.
4. We strongly recommend final packages be submitted by **Monday, December 16** to get feedback and support in advance of the final deadline.



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5. For questions, contact Shirah Apple, SBA Public Affairs Specialist, at Rachel.apple@sba.gov or 414-841-7013.

2020 SBA AWARDS CATEGORIES-SUMMARY (Detailed criteria/descriptions follow)

NATIONAL Awards—recognition possible at state/regional/national levels

- Wisconsin Small Businessperson of the Year:** For developing an outstanding, growing business; innovative product(s), increasing jobs, increasing sales, overcoming adversity, and community contributions.
- Small Business Exporter of the Year:** Significantly increased export sales and profits, encouraging other firms to export, increased jobs through exports, and innovative methods of creating markets, effective use of federal/state export programs
- 8a Graduate:** Business that graduated from the 8a Business Development Program by April 1, 2019
- Small Business Development Center Excellence and Innovation Center Award**-one of 13 Wisconsin SBDC locations, nominated by the SBDC Wisconsin
- Women's Business Center of Excellence Award**

STATE Awards—recognition possible in Wisconsin

- Young Entrepreneur of the Year:** Owner will not reach 30th birthday by June 1, 2019, three-year evidence of success in sales and profits, increased jobs, innovative products, demonstrated potential.
- Entrepreneurial Success:** Business that started 'small' by SBA standards, then developed into a large business. Business must have received SBA assistance.
- Jeffrey Butland Family Owned Small Business:** A family owned business that has passed from one generation to another and owner has responsibility for operating the business with at least a 15-year track record
- Emerging Small Business person:** For developing an outstanding business with at least a three year track record, under 25 employees, under \$2.5 million in sales and less than 10 years in business
- New category! Rural Small Business of the Year:** Three-year track record of success in a community of under 50,000 people, or in an area considered rural.



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Small Business Champions of the Year: Those who promote small business, including volunteering time and services to small business interests and groups, advocating the cause of small business in the legislative process. Champions may or may not be small business owners.

- Women in Business Champion**
- Veteran Small Business Champion**
- Small Business Legal Assistance**
- SCORE Mentor of the Year**
- Minority Small Business Champion**
- Financial Services Champion**
- Home Based Business Champion**

CRITERIA

National Categories

Nominees for national awards should have received help from an SBA loan, SCORE counseling, Small Business Development Center (SBDC) assistance, Veteran's Business Outreach Center (VBOC) assistance, Women Business Center (WBC) assistance, government contracting assistance, disaster assistance, Emerging Leaders Initiative, or Boots to Business training.

SMALL BUSINESS PERSON OF THE YEAR

Any individual who owns or operates or bears principal responsibility for operating a small business may be nominated. Partners who jointly own or operate the business may be nominated as a team, as long as the team does not exceed four.

- ✓ Staying power – a substantiated history as an established business
- ✓ Growth in number of employees
- ✓ Increase in sales and/or unit volume
- ✓ Current and past financial reports (For state consideration we request basic profit and loss & balance sheet info for past three years. The state winner will be asked to produce more complete P & L, and Balance Sheets for that time period)
- ✓ Innovativeness of product or service
- ✓ Response to adversity
- ✓ Contributions to aid community-oriented projects

SMALL BUSINESS EXPORTER OF THE YEAR

- ✓ Increased sales, profits and/or growth of employment because of exporting
- ✓ Creative overseas marketing strategies, with description of products & markets served
- ✓ Effective solutions to export-related problems
- ✓ Encouraged other small businesses to export
- ✓ Effective use of federal and/or state trade promotion financing programs

8(a) GRADUATE of the YEAR



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Business that has graduated from the 8a Business Development Program.

- ✓ Management – overall qualifications/expertise of management, familiarity with government regulations/contracting practices, staff qualifications in line with contract requirements, customer support, response to adversities, participation in community projects
- ✓ Exceptional Results/Special Achievements, deliverables in line with or exceed contract requirements
- ✓ Cost Performance, sustained control of performance costs, financial stability over length of contract, value engineering change proposals, internal cost controls
- ✓ Increase in sales and/or unit volume over last three years
- ✓ Current and past financial performance as documented through profit and loss statements showing upward growth, balance sheets showing increase in net worth and/or partners' returns
- ✓ Innovativeness of product/service – describe uniqueness of product or service
- ✓ Description of exceptional results and/or delivery of performance that makes this company a valued product/service provider
- ✓ Economic engagement of the disadvantaged community, use of minority firms as subs, employment of the disadvantaged

SMALL BUSINESS DEVELOPMENT CENTER SERVICE EXCELLENCE AND INNOVATION AWARD

- ✓ Delivers results: meets or exceeds milestones, reflected in on-site review (i.e. extended engagement clients, new businesses created, capital infusion, client satisfaction, success stories, counseling evaluations, job creation/retention)
- ✓ Innovates: Creates and develops innovative events and/or programs, publications, research materials and online applications to enhance small business awareness and solutions
- ✓ Champions: Advocates for SBA, SBDC, and the small business community
- ✓ Develops; Prepares center for success by actively participating with the lead center in the development and execution of the strategic plan and professional development of counselors

WOMEN'S BUSINESS CENTER OF EXCELLENCE

- ✓ Delivers results: meets or exceeds milestones, reflected in on-site review (i.e. long term clients, new businesses created, capital infusion, client satisfaction, success stories, counseling evaluations, job creation/retention)
- ✓ Innovates: Creates and develops innovative events and/or programs, publications, research materials and online applications to enhance small business awareness and solutions
- ✓ Champions: Advocates for SBA, SBDC, and the small business community
- ✓ Develops; Partners with variety of local, state and other entities to grow the program through unique collaborations that not only bring in monetary matching funds but also help market the WBC
- ✓ Good Standing: Center must be in good standing with the Office of Women's Business Ownership at SBA headquarters. This includes but is not limited to having no outstanding examination or review findings counselors



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State categories

SBA YOUNG ENTREPRENEUR OF THE YEAR

Any individual who serves as majority owner and operator for a small business with a three-year track record, and who will not have reached the age of 30 by June 1, 2019

- ✓ Evidence of success as measured by sales and profits
- ✓ Increased employment opportunities
- ✓ Development and utilization of innovative or creative business methods
- ✓ Demonstrated entrepreneurial potential for long-term success

EMERGING SMALL BUSINESS PERSON

A business with a three year track record, with fewer than 25 employees, under \$2.5 million in sales and less than 10 years in business

- ✓ Consistent overall growth (both in # of employees & sales growth)
- ✓ Innovativeness of product/service
- ✓ Response to adversity
- ✓ Contributions to the community

JEFFREY BUTLAND FAMILY OWNED SMALL BUSINESS

Family owned business that has passed from one generation to another and owner has responsibility for operating the business. Nominees must serve as a majority owner and operator or bear principal responsibility for operating a small business with at least a 15-year track record.

- ✓ Evidence of success as measured by sales and profits. (Profit & Loss and balance sheet information for the past three years will be requested)
- ✓ Increased employment opportunities for family and non family
- ✓ Demonstrated potential necessary for long-term business success and economic growth
- ✓ Voluntary efforts to strengthen family owned businesses within the community

RURAL SMALL BUSINESS OF THE YEAR

Must have been in business at least 3 years and have received at least one type of SBA assistance. Must be located in a community with a population of 50,000 or less, or in an area designated rural by the SBA.

- ✓ Evidence of success as measured by an increase in sales and profits over the course of 3 years
- ✓ Increase in the number of jobs created over the course of 3 years
- ✓ Innovativeness of product or service
- ✓ Response to adversity
- ✓ Demonstrated potential necessary for long-term business success and economic growth
- ✓ Community-based contributions or service



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ENTREPRENEURIAL SUCCESS

Businesses that started 'small' by SBA standards, then developed into a large business. Business must have received SBA assistance.

- ✓ Staying power - a substantiated history of an established business, including sustained expansion, steady growth including increased net worth
- ✓ Growth in number of employees (sustained over a minimum of 3 years)
- ✓ Increase in sales/and or unit volume - consistent growth
- ✓ SBA assistance – document the type and amount of assistance and the years obtained
- ✓ Innovativeness of product/service – describe uniqueness of product or service
- ✓ Response to adversity – examples of problems overcome
- ✓ Contributions to the community

VETERAN SMALL BUSINESS CHAMPION

- ✓ Active support for legislative or regulatory action designed to help small business
- ✓ Evidence of increased business opportunities for veterans as a result of the nominee's actions
- ✓ Advisory activities to improve awareness among veterans' groups of the small business opportunities
- ✓ Advocacy of special consideration for veteran-owned small businesses in government policymaking
- ✓ Demonstrated accomplishment in obtaining support within the community for the establishment of veteran-owned small businesses
- ✓ Other accomplishments demonstrating the nominee's effective advocacy of veteran-owned small businesses
- ✓ Other significant contributions through legal services to advance small business interests

FINANCIAL SERVICES CHAMPION

Individuals who assist small businesses through advocacy to increase usefulness and availability of accounting or financial services

- ✓ Outside of regular business duties, the amount and quality of assistance given small businesses in obtaining financing
- ✓ Advocacy of changes in the financial services industry to assist small firms
- ✓ Encouragement of the flow of investment capital to small ventures
- ✓ Active support for legislative or regulatory action designed to help small firms
- ✓ Other significant contributions made by the nominee through financial services or accounting industry to advance small business interests

WOMEN IN BUSINESS CHAMPION

- ✓ Active support for legislative or regulatory action designed to help small business
- ✓ Efforts to increase business and financial opportunities for women
- ✓ Legal, financial or managerial assistance provided to enhance women's business ownership



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- ✓ Volunteer efforts to strengthen the role of women owned businesses in the community
- ✓ Other accomplishments demonstrating effectiveness in improving environment for the creation and expansion of women owned businesses
- ✓ Advocacy of the women-owned business community as a whole, not solely for individual personal advancement

SMALL BUSINESS LEGAL ASSISTANCE

- ✓ Volunteer efforts beyond business/professional responsibilities to advance the legal assistance to small business
- ✓ Advocacy of changes in the legal services industry to assist small business
- ✓ Efforts to provide legislative or regulatory action to help small business
- ✓ Other significant contributions through legal services to advance small business interests

HOME BASED BUSINESS CHAMPION

- ✓ Volunteered time and energy to improve conditions for home-based businesses
- ✓ Engaged in entrepreneurial training, policy development efforts, or financial or business planning specifically tailored for home-based businesses
- ✓ Demonstrated interest in home based-business as an owner or former owner
- ✓ Measurable accomplishments in advancing home-based businesses such
- ✓ as initiating public policy or expansion of a program

MINORITY SMALL BUSINESS CHAMPION

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

SCORE MENTOR OF the YEAR

- ✓ Delivers Results – Meets or exceeds mentoring numbers and standards as set forth by SCORE National Association (i.e. Mentoring new businesses, mentors clients long term, follows up with clients to ensure success)
- ✓ Champion – advocates for SCORE, SBA and the small business community



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- ✓ Develops and Innovates: Assists and leads in developing and implementing current state of the art business practices and tools with clients, SCORE volunteers and resource partners

Questions? Contact Shirah Apple at rachel.apple@sba.gov, or visit www.sba.gov/nsbw/awards for more information on national awards and National Small Business Week.