

2020 Small Business Week Awards Nomination

Criteria by Category

All Nomination Forms: <http://www.sba.gov/nsbw/>

GENERAL ELIGIBILITY REQUIREMENTS

Any legal resident of the United States or its Territories who owns and operates or who bears principal responsibility for operating a small business for a minimum of three years 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 (4).

Individuals who have received one type of SBA assistance such as, but not limited to an SBA loan, SCORE counseling, Small Business Development Center (SBDC) assistance, and Women’s 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 for a minimum of three years 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.

Nominee must respond to the following criteria via SBA Form 3301:

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. **(Question 12, Form 3301)**
2. Growth in number of employees – Increases over three years must be in excess of growth in Gross Domestic Product 2.23%. **(Question 8 and 13, Form 3301)**
3. Increase in sales, net profit and net worth for calendar years 2016, 2017, and 2018. **(Question 8 and 13, Form 3301)**
4. Response to adversity – examples of problems faced in the nominee’s business and the methods used to solve them. **(Question 15, Form 3301)**
5. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources **(Question 16, Form 3301)**

SMALL BUSINESS EXPORTER OF THE YEAR

Any individual who meets the general eligibility requirements and owns and operates a small business engaged in exporting may be nominated.

Nominee must respond to the following criteria via SBA Form 3302:

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.) **(Questions 9, 14 & 15, Form 3302)**
2. Creative overseas marketing strategies, exporting history and current export markets **(Question 16, Form 3302)**
3. Effective solutions to export-related problems, including trade financing, payment, and currency issues; market-entry and logistical challenges; cultural differences, etc. **(Question 17, Form 3302)**
4. Demonstrated encouragement of other small businesses to export and/or volunteer assistance to other small businesses entering the export market **(Question 18, Form 3302)**
5. Effective use of Federal and/or State government trade promotion or financing programs **(Question 13, Form 3302)**

8(a) GRADUATE OF THE YEAR

Any small business that meets the general eligibility requirements and is a graduate of SBA's 8(a) program.

Nominee must respond to the following criteria via SBA Form 3309.

1. Management – overall qualifications/expertise of management, customer interface (customer engagement), response to adversities, obstacles, etc. to achieve present level of success. **(Questions 11, 14 & 15, Form 3309)**
2. Exceptional results/special achievements – deliverables in line with or exceeding contract requirements, exceptional past performance record; and description of exceptional results and/or delivery performance that makes this company a valued product/service provider, awards and recognitions. **(Questions 10 & 16, Form 3309)**
3. Cost performance – financial stability and credit worthiness, value engineering change proposals (performance adjustments), increase in sales, net profit and net worth, growth in full-time employees. **(Questions 6, 12 & 13, Form 3309)**
4. Innovation – specific description of innovation or unique/superior product or service, explanation of how the product or service fills a niche or technical need not being adequately addressed by the competition. **(Question 8, Form 3309)**
5. Economic engagement of the disadvantaged community – use of minority firms as suppliers, subcontractors, etc., noted recruitment and employment of socially disadvantaged personnel, participation in community projects and charitable affairs. **(Questions 17 & 18, Form 3309)**

SMALL BUSINESS DEVELOPMENT CENTER EXCELLENCE AND INNOVATION AWARD

Any of SBA's Small Business Development Center locations in good standing with the SBA and host SBDC may be nominated.

Nominee organization must respond to the following criteria via SBA Form 3310.

S – Surpasses- Meets or exceeds the service center's performance milestones including long-term counseling clients (5 hours of counseling contact time), new businesses started, capital infusion, client satisfaction and may include other center goals (include actual results and the related goal). **(Question 5, Form 3310)**

B – Builds - Helps build small businesses, including startups, by creating and implementing innovative programs, events, publications, research materials, and online applications. This success is demonstrated through success stories, job creation/retention and revenue growth resulting from SBDC counseling and training assistance. **(Questions 8 &9, Form 3310)**

D – Develops - Prepares the service center for success by actively participating with the lead center in the professional development of counselors in accordance with the network's strategic plan. **(Question 11, Form 3310)**

C – Champions - Acknowledged by the local/regional small business and economic development community as an advocate for advancing opportunities for entrepreneurial development (include any relevant news articles and/or letters from partners - limited to 4 total). Recognized by the local SBA district office as a champion for SBA products and services including effective amplification of the SBA mission and priorities and strong education efforts about the SBA and its programs to small businesses. **(Question 10, Form 3310)**

SBA's Women's Business Center of the Year

Any of SBA's Women's Business Center's currently in good standing with SBA.

Nominee organization must respond to the following criteria via SBA Form 3312.

1. **Innovates:** Creates and develops innovative events and/or programs, publications, research materials and online applications to enhance small business awareness and solutions. **(Question 6, Form 3312)**
2. **Champions:** Advocates for women's entrepreneurship and the overall small business community. **(Questions 7 & 8, Form 3312)**
3. **Develops:** Partners with a variety of local, state and other entities (including SBDCs and SCORE) to grow the program through unique collaborations that not only bring in monetary matching funds but also help market the WBC. **(Question 10, Form 3312)**
4. **Collaborates:** Recognized by the local SBA district office as a champion for SBA products and services including effective amplification of the SBA mission and priorities and strong education efforts about the SBA and its programs to small businesses. **(Question 9, Form 3312)**

JEFFREY BUTLAND FAMILY OWNED SMALL BUSINESS OF THE YEAR

Any small business that is family-owned and operated, with a 15-year track record that has been passed on from at least one generation to another.

Nominee must respond to the following criteria via SBA Form 3315 and provide a brief narrative paragraph responding to elements 6-8.

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. **(Question 11, Form 3315)**
2. Growth in number of employees – Increases over three years must be in excess of growth in Gross Domestic Product 2.23%. **(Question 12, Form 3315)**
3. Increase in sales, net profit and net worth for calendar years 2016, 2017, and 2018. **(Question 12, Form 3315)**
4. Innovativeness of product or service offered – Explanation of how the product or service fits a niche not being adequately addressed by the competition. **(Address in Question 10, Form 3315)**
5. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources **(Question 13, Form 3315)**
6. Response to adversity – examples of problems faced in the nominee’s business and the methods used to solve them. **(Narrative paragraph)**
7. Volunteer efforts to strengthen family-owned businesses within the community **(Narrative paragraph)**
8. Increased employment opportunities for family members **(Narrative paragraph)**

MINORITY SMALL BUSINESS OWNER

Any individual who qualifies as a minority and who owns at least 51% and operates a small business may be nominated.

Nominee must respond to the following criteria via SBA Form 3315 and provide a brief narrative paragraph responding to elements 6 and 7.

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. **(Question 11, Form 3315)**
2. Growth in number of employees – Increases over three years must be in excess of growth in Gross Domestic Product. **(Question 12, Form 3315)**
3. Increase in sales, net profit and net worth for calendar years 2016, 2017, and 2018. **(Question 12, Form 3315)**
4. Innovativeness of product or service offered – Explanation of how the product or service fits a niche not being adequately addressed by the competition. **(Address in Question 10, Form 3315)**
5. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources **(Question 13, Form 3315)**
6. Response to adversity – examples of problems faced in the nominee’s business and the methods used to solve them. **(Narrative paragraph)**
7. Volunteer efforts to advance minority business interests within the community **(Narrative paragraph)**



VETERAN SMALL BUSINESS OWNER

Any individual(s) who owns at least 51% and operates a small business and is a veteran of the U.S. armed forces may be nominated.

Nominee must respond to the following criteria via SBA Form 3315 and provide a brief narrative paragraph responding to elements 6-8.

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. **(Question 11, Form 3315)**
2. Growth in number of employees – Increases over three years must be in excess of growth in Gross Domestic Product. **(Question 12, Form 3315)**
3. Increase in sales, net profit and net worth for calendar years 2016, 2017, and 2018. **(Question 12, Form 3315)**
4. Innovativeness of product or service offered – Explanation of how the product or service fits a niche not being adequately addressed by the competition. **(Address in Question 10, Form 3315)**
5. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources **(Question 13, Form 3315)**
6. Response to adversity – examples of problems faced in the nominee’s business and the methods used to solve them. **(Narrative paragraph)**
7. Volunteer efforts to advance veteran business interests within the community **(Narrative paragraph)**
8. Increased employment opportunities for veterans **(Narrative paragraph)**

WOMAN SMALL BUSINESS OWNER

Any woman/women who owns at least 51% and operates a small business may be nominated.

Nominee must respond to the following criteria via SBA Form 3315 and provide a brief narrative paragraph responding to elements 6 and 7.

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. **(Question 11, Form 3315)**
2. Growth in number of employees – Increases over three years must be in excess of growth in Gross Domestic Product. **(Question 12, Form 3315)**
3. Increase in sales, net profit and net worth for calendar years 2016, 2018, and 2018. **(Question 12, Form 3315)**
4. Innovativeness of product or service offered – Explanation of how the product or service fits a niche not being adequately addressed by the competition. **(Address in Question 10, Form 3315)**
5. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources **(Question 13, Form 3315)**
6. Response to adversity – examples of problems faced in the nominee’s business and the methods used to solve them. **(Narrative paragraph)**
7. Volunteer efforts to advance woman business interests within the community **(Narrative paragraph)**



MICROENTERPRISE

Any individual(s) who founded, owns and operates a business with 5 or fewer employees (including the owners), which received assistance through SBA loan programs or as a client of our SBA technical service providers. Partners who jointly own and operate the business may be nominated as a “team”, so long as the number of individuals in the team does not exceed four.

Nominee must respond to the following criteria via SBA Form 3315 and provide a brief narrative paragraph responding to elements 5 and 6.

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. **(Question 11, Form 3315)**
2. Increase in sales, net profit and net worth for calendar years 2016, 2017, and 2018. **(Question 12, Form 3315)**
3. Innovativeness of product or service offered – Explanation of how the product or service fits a niche not being adequately addressed by the competition. **(Address in Question 10, Form 3315)**
4. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources **(Question 13, Form 3315)**
5. Response to adversity – examples of problems faced in the nominee’s business and the methods used to solve them. **(Narrative paragraph)**
6. Demonstrated creativity and/or commitment to a social mission in hiring policy, buying local, etc. **(Narrative paragraph)**

YOUNG ENTREPRENEUR

Any individual(s), under the age of 30 by June 1st 2019, who owns at least 51% and operates a small business may be nominated.

Nominee must respond to the following criteria via SBA Form 3315 and provide a brief narrative paragraph responding to element 6.

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. **(Question 11, Form 3315)**
2. Growth in number of employees – Increases over three years must be in excess of growth in Gross Domestic Product. **(Question 12, Form 3315)**
3. Increase in sales, net profit and net worth for calendar years 2016, 2017, and 2018. **(Question 12, Form 3315)**
4. Innovativeness of product or service offered – Explanation of how the product or service fits a niche not being adequately addressed by the competition. **(Address in Question 10, Form 3315)**
5. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources **(Question 13, Form 3315)**
6. Response to adversity – examples of problems faced in the nominee’s business and the methods used to solve them. **(Narrative paragraph)**

SMALL BUSINESS MANUFACTURER

Any small business manufacturer may be nominated.

Nominee must respond to the following criteria via SBA Form 3315 and provide a brief narrative paragraph responding to elements 6 and 7.

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. **(Question 11, Form 3315)**
2. Growth in number of employees – Increases over three years must be in excess of growth in Gross Domestic Product. **(Question 12, Form 3315)**
3. Increase in sales, net profit and net worth for calendar years 2016, 2017, and 2018. **(Question 12, Form 3315)**
4. Innovativeness of product or service offered – Explanation of how the product or service fits a niche not being adequately addressed by the competition. **(Address in Question 10, Form 3315)**
5. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources **(Question 13, Form 3315)**
6. Response to adversity – examples of problems faced in the nominee’s business and the methods used to solve them. **(Narrative paragraph)**
7. Demonstrated creativity and/or commitment to a social mission in hiring policy, buying local, etc. **(Narrative paragraph)**

HOMEBASED BUSINESS OWNER

Any small business operated out of a home office location may be nominated.

Nominee must respond to the following criteria via SBA Form 3315 and provide a brief narrative paragraph responding to element 5.

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. **(Question 11, Form 3315)**
2. Increase in sales, net profit and net worth for calendar years 2016, 2017, and 2018. **(Question 12, Form 3315)**
3. Innovativeness of product or service offered – Explanation of how the product or service fits a niche not being adequately addressed by the competition. **(Address in Question 10, Form 3315)**
4. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources **(Question 13, Form 3315)**
5. Response to adversity – examples of problems faced in the nominee’s business and the methods used to solve them. **(Narrative paragraph)**

FINANCIAL SERVICES CHAMPION

Any Individual who assists small businesses through advocacy to increase usefulness and availability of accounting or financial services

Nominee must respond to the following criteria by writing a brief narrative on each item.

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

What Do I need to Include in a complete award package?

Nominations must contain the information below. Incomplete nomination packages will not be considered:

- 1) A completed background form (SBA Form 3300, Award Nominee Background Form) which is available at www.sba.gov/nsbw. For “team” nominations, a background form is required for each team member.
- 2) A completed nomination form (SBA Form 3301, for Small Business Person of the Year; Small Business Exporter Nominees should use SBA Form 3302; 8(a) Graduate should use SBA Form 3309; SBDC’s should use SBA Form 3310; Women’s Business Centers should use SBA Form 3312 and the Connecticut District & New England Regional Award Nominees should use SBA Form 3315) which is available at www.sba.gov/nsbw.
- 3) A nomination letter from the person or organization nominating the business owner for the award, not to exceed 3 pages.
- 4) An additional narrative paragraph on any criteria not contained on corresponding award form (see award criteria).
- 5) An original 8” x 10” or 5” x 7” photo of the nominee or a digital photo – at least 300 dpi is required; photocopies are not acceptable. For “team” nominations, a photo of each nominee or group photo is acceptable.
- 6) 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.
- 7) All Packages must be in hardcopy – mailed to:

[SBA Connecticut District Office](#)
[Attn: Moraima Gutierrez,](#)
[280 Trumbull St., 2nd flr.](#)
[Hartford, CT 06103.](#)

Connecticut District Office
**Top 10 Tips for Writing Winning Local Small Business
Week Award Nomination Packages**

1. Use the rating criteria (bullets under each award category) as an outline for organizing your nomination and use headings to transition from one rating criteria to the next. Doing so enables judges, who have limited time to review each nomination, to quickly evaluate the nomination. It will also reduce the chance that critical information will be overlooked. (Judges may not seek relevant information that is out of order or difficult to locate.)
2. Speak directly to each rating criteria. Failing to respond to any one of the rating criteria could prevent an otherwise outstanding nominee from being selected. Have someone else proofread your nomination. Grammatical errors and misspelled words detract from the quality of the nomination.
3. Keep your narrative to a minimum. Critical facts about your nominee's successes can easily get lost in unnecessary verbiage. However, include all information necessary to highlight the nominee's accomplishments in simple language and explain technical terms in a manner that a non-expert would understand.
4. Include all information required for the award category. Nominations may be disqualified if nominators fail to submit all information required for that particular award. Sign and date all forms. When in doubt, contact your local district office for direction.
5. Include a high resolution, 300 DPI, color headshot. A group photo is acceptable for team nominations. Photocopies are not acceptable.
6. Be aware that judges will only be reviewing black and white duplicate copies of the material you submit. Content is more important than a decorative presentation.
7. Fully disclose any and all SBA assistance a nominee has received, including SBA loans, Procurement assistance or assistance from SCORE, the SBDC, a Women's Business Center, or direct counseling/assistance from an SBA district office.
8. Businesses and individuals with compelling stories are often seen very favorably by judges; look for a factual, yet engaging angle to present your nominee.
9. Letters in support of nominations are an excellent way to highlight individual or business accomplishments, but seek letters from individuals having firsthand knowledge of these accomplishments and ask that the letters cite specific examples of the nominee's successes and contributions.
10. Use underlines to bring attention to important facts in your supporting documents - such as letters of support and news clippings. Don't use highlights; doing so may mask the words when duplicates are made.

Questions?

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