



U.S. Small Business  
Administration

## U.S. Small Business Administration (Houston) Annual Small Business Awards and Celebration!!

Celebrate resilient small businesses and those who help them!

**NATIONAL SMALL  
BUSINESS WEEK**  
**— AWARDS —**  
#SMALLBUSINESSWEEK  
SBA.gov/nsbw



### Why do we do it?

The SBA works hard all year for the American economy and society, so when the President designates one week each year as National Small Business Week, the SBA district offices host special events to honor and present awards to local entrepreneurs – some of which go on to be recognized nationally!

### Get Involved!

We are always looking for great candidates for our awards. Individuals may self-nominate, or if you are with an organization that assists small businesses in the U.S., you may submit nominations! But choose carefully - individuals may not be nominated for more than one award category. If you are an SBA employee, you cannot submit nominations. **Nomination Deadline: January 11, 2022 at 2pm CT.**

### 2022 Award Categories

#### **District Small Business Awards:**

[Small Business Person of the Year](#)  
[Small Business Exporter of the Year](#)  
[8\(a\) Graduate of the Year](#)  
[Minority Small Business Owner of the Year](#)  
[Veteran Small Business Owner of the Year](#)  
[Woman Small Business Owner of the Year](#)  
[Innovation \(SBIR/STTR\) Recipient of the Year](#)

#### **District Small Business Champion Awards:**

[Small Business Champion of the Year](#)  
[Small Business Media Advocate of the Year](#)

## Small Business Award Eligibility

Any legal resident of the United States or its Territories who own and operate or who bears principal responsibility for operating a small business for a minimum of **three years** and have received **at least one type of SBA assistance** such as, but not limited to, an SBA loan, SCORE counseling, Small Business Development Center (SBDC) assistance, Veteran's Business Outreach Center (VBOC) assistance, Women's Business Center (WBC) assistance, government contracting assistance, disaster assistance, Emerging Leaders Initiative, or Boots to Business training.

## Houston District Small Business Awards

### Small Business Person of the Year

Nominees will compete for the title of the National Small Business Person of the Year, SBA's signature award. Nominees must demonstrate success in business as well as contributions to their local communities. (see nomination instructions on page 7).

#### Selection 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 (**Question 12, Form 3301**)
- 2) Growth in number of employees — Increases over the three years must be in excess of growth in Gross Domestic Product (**Questions 8 and 13, Form 3301**)
- 3) Increase in sales, net profit, and net worth for the three prior calendar years, that is, 2018, 2019 and 2020 (**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 towards community-oriented projects (**Question 16, Form 3301**)

#### Required Forms

[SBA Form 3300 – Nominee Background Form](#)

[SBA Form 3301 – Small Business Person of the Year Nomination Form](#)

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### Small Business Exporter of the Year

SBA's Small Business Exporter of the Year recognizes individuals for their success and dedication to exporting products or services (see nomination instructions on page 7).

#### Selection Criteria

- 1) Increased sales, profits and/or growth of employment because of exporting. Clearly articulate what exporting has meant to the company, such as 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**)

## Required Forms

[SBA Form 3300 – Nominee Background Form](#)

[SBA Form 3302 – Small Business Exporter of the Year Nomination Form](#)

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## 8(a) Graduate of the Year

Any small business that is a graduate of SBA's 8(a) program **for at least one year as of April 1, 2020** may be nominated or self-nominate. The firm does not have to currently be a small business (see nomination instructions on page 7).

## Selection Criteria

- 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 8, 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**)

## Required Forms

[SBA Form 3300 – Nominee Background Form](#)

[SBA Form 3309 – 8\(a\) Graduate of the Year Form](#)

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## Minority Owned Small Business of the Year

Any individual, who qualifies as a federally recognized minority and who owns at least 51% (see nomination instructions on page 7).

## Selection 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 (**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 (**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**)

## Required Forms

[SBA Form 3300 – Nominee Background Form](#)

[SBA Form 3315 – District Office Award Form](#)

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## Veteran Owned Small Business of the Year

Any individual, who is a veteran of the U.S. armed forces and owns at least 51% (see nomination instructions on page 7).

### Selection 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 (**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 (**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**)

## Required Forms

[SBA Form 3300 – Nominee Background Form](#)

[SBA Form 3315 – District Office Award Form](#)

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## Woman Owned Small Business of the Year

Any woman, who owns at least 51% (see nomination instructions on page 7).

### Selection 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 (**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 2015, 2016, and 2017(**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**)

## Required Forms

[SBA Form 3300 – Nominee Background Form](#)

[SBA Form 3315 – District Office Award Form](#)

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## Innovation (SBIR/STTR) Recipient of the Year

A business that has successfully applied for and won one or more SBIR/STTR R&D awards and used this funding to commercialize a product (see nomination instructions on page 7).

### Selection Criteria

- 1) Individual(s) must own and operate a business with evidence of successfully receiving Phase I and/or Phase II SBIR/STTR funding in the past (**Questions 9 – 12, Form 3315**)
- 2) Furthered the development of and commercialized a product with SBIR/STTR funding (**Question 15, Form 3315**)
- 3) Increased employment opportunities created by the nominee’s business (**Question 11, Form 3315**)
- 4) Development and/or utilization of innovative or creative business methods (**Question 15, Form 3315**)
- 5) Demonstrated entrepreneurial potential necessary for long-term business success and economic growth (**Questions 8-15, Form 3315**)

### Required Forms

[SBA Form 3300 – Nominee Background Form](#)

[SBA Form 3315 – District Office Award Form](#)

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## District Small Business Champion Awards

### Small Business Champion of the Year

An individual who has fulfilled a commitment to the advancement of small business opportunities may be nominated (see nomination instructions on page 7).

### Selection Criteria

- 1) Demonstrated efforts to improve conditions in the small business community as a whole, not solely for individual personal advancement (**narrative explaining contributions**)

- 2) Demonstrated accomplishments in advising small business groups of opportunities within the overall business community (**narrative explaining contributions**)
- 3) Volunteer efforts beyond business/professional responsibilities to advance small business interests within the community, state and/or nation (**narrative explaining contributions**)
- 4) Volunteer efforts to provide professional services to the small business community in a legal, legislative, managerial or financial capacity (**narrative explaining contributions**)
- 5) Other accomplishments/recognition demonstrating the nominee's merit as an effective advocate for small business interests (**narrative explaining contributions**)

## Required Forms

[SBA Form 3300 – Nominee Background Form](#)

[SBA Form 3315 – District Office Award Form](#)

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## Small Business Media Advocate of the Year

This award will recognize an outstanding journalist from television, radio, web, electronic or print media whose work supports the growth and expansion of small businesses in the Houston District.

The nomination package must include a minimum of three (3) of the nominee's originally authored and published articles or URL links to such content. Nominees may or may not be small business owners.

## Selection Criteria

- 1) Concerted and demonstrated efforts to increase public understanding of the importance of small business contributions to the economy, especially in the Houston District. (**narrative explaining contributions**)
- 2) Contribution of content and feature stories, editorials, columns, and commentary that highlight and analyze small business issues in the Houston District. (**narrative explaining contributions**)
- 3) Voluntary community service aimed at enhancing small business opportunity and growth. (**narrative explaining contributions**)
- 4) Other achievements that exemplify the nominee's efforts to improve the understanding and importance of small businesses to the U.S. economy, with a particular focus on those in the Houston District.

## Required Forms

[SBA Form 3300 – Nominee Background Form](#)

[SBA Form 3315 – District Office Award Form](#)

## What is Included in a Small Business Award Nomination?

Incomplete nomination packages will not be considered... so be sure to complete everything!

A complete nomination package will include:

- 1) **FORM REQUIRED FOR ALL CATEGORIES:**
  - a. A completed background form (**SBA Form 3300, Award Nomination Background Form**) available online <https://www.sba.gov/nsbw>. For “team” nominations, a background form is required for each team member.
- 2) **ADDITIONAL FORM REQUIRED BASED ON CATEGORY:**
  - a. Small Business Person of the Year- Include **SBA Form 3301**, Small Business Person of the Year, available online <https://www.sba.gov/nsbw>.
  - b. Small Business Exporter of the Year- Include **SBA Form 3302**, Small Business Exporter of the Year, available online <https://www.sba.gov/nsbw>.
  - c. 8(a) Graduate of the Year – Include **SBA Form 3309**, 8(a) Graduate of the Year, available online <https://www.sba.gov/nsbw>.
  - d. Minority Owned Small Business of the Year, Veteran Owned Small Business of the Year, Woman Owned Small Business, and Innovation Recipient of the Year- Include **SBA Form 3315**, District Office Award, available online [here](#).
- 3) The nominee’s financial performance in chart format (**chart is included in Form 3301 & Form 3302; for Form 3315 include in Question #12**).
- 4) Additional supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the appropriateness (not to exceed 10 pages).
- 5) 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. For “team” nominations, a group photo is acceptable.

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## What is Included in a Small Business Champion Nomination?

Incomplete nomination packages will not be considered... so be sure to complete everything!

A complete nomination package will include:

- 1) A completed background form (**SBA Form 3300, Award Nomination Background Form**) which is available online <https://www.sba.gov/nsbw>. For “team” nominations, a background form is required for each team member.

- 2) A completed nomination form ([SBA Form 3315, District Office Award](#)) which is available online <https://www.sba.gov/tx/houston>. **ONLY answer questions: #1, 2, 3, 8, 13, 14, and 15.**

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**All nominations must be submitted online via [Box.com](#) by 2:00pm CT on January 11, 2022**