

## 2015 SMALL BUSINESS AWARD NOMINATIONS

SBA's Michigan District Office is now accepting nominations for its 2015 Small Business Awards. Winners will be honored at the Michigan Celebrates Small Business event in May, 2015 (<https://www.michigancelebrates.biz/>). The Michigan Small Business Person of the Year and will be in contention for the National Small Business Person of the Year award and the Exporter of the Year award which will be selected at the Small Business Week event in Washington, D.C. Please follow the steps below to nominate a small business. If you have questions, please call June Foyt at 313.324.3608. Those who advance to the final selection stage will be asked for a complete nomination packet that addresses the criteria below.

- A.** Submit a **one page nomination letter** that contains the following **required information** to [michigan@sba.gov](mailto:michigan@sba.gov).
1. Number of employees in the company
  2. Annual sales in 2011, 2012, and 2013
  3. North American Industrial Classification code: [Click here](#) to find your NAIC code.
  4. A brief paragraph that tells a compelling story.
- B.** Please ensure that the company being nominated meets SBA Size Standards. Only individuals who own and operate or bear principal responsibility for operating a small business are eligible. [Click here](#) for more information on SBA size standards.
- C. Deadline:** Submit the **one page nomination letter** no later than **November 17, 2014**.
- D.** When your **one page nomination letter** has been reviewed, and the nominees are reviewed for eligibility by the SBA Michigan District Office, you will be notified, and asked to submit a complete nomination package. The following criteria should be your guide for the one page nomination, and the subsequent complete nomination packages.

### Criteria for each Award

**Small Business Person of the Year:** For developing an outstanding, growing business; innovative product(s), increasing jobs, increasing sales, overcoming adversity, and community contributions. Criteria include:

- 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 (profit and loss statements & balance sheets for the past three years.)
- Innovativeness of product or service
- Response to Adversity
- Contributions to aid community-oriented projects

**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. Criteria include:

- Increased sales, profits and/or growth of employment because of exporting.
- Current and past financial reports (profit and loss statements & balance sheets for the past three years.)
- Creative overseas marketing strategies, with description of products & markets served
- Effective solutions to export-related problems
- Encouraged other small businesses to export
- Introduction of unique trading companies
- Volunteer assistance to other small businesses entering the export market

**SBA Young Entrepreneur of the Year:** Owner will not reach 30th birthday by June 1, 2015, three-year evidence of success in sales and profits, increased jobs, innovative products, demonstrated potential. Criteria include:

- Evidence of success as measured by sales and profits. (Profit & Loss statements and balance sheets for the past three years)
- Increased employment opportunities
- Development and utilization of innovative or creative business methods
- Demonstrated entrepreneurial potential for long-term success

**Veteran Owned Small Business:** A business owned by a member of the military community including Veterans, Service-disabled veterans, Active-Duty Service Members eligible for the military's Transition Assistance Program, reservists and National Guard members. Criteria include:

- Evidence of success as measured by sales and profits. (Profit & Loss statements and balance sheets for the past three years)
- Increased employment opportunities for members of the military community
- Demonstrated potential necessary for long-term business success and economic growth
- Voluntary efforts to strengthen veteran owned businesses within the community

**Women Owned Small Business:** Small business owned by 51% by a woman or women with outstanding growth, innovative product(s), increasing jobs, increasing sales, overcoming adversity, and community contributions. Criteria include:

- Evidence of success as measured by sales and profits. (Profit & Loss statements and balance sheets for the past three years)
- Increased employment opportunities
- Development and utilization of innovative or creative business methods
- Demonstrated entrepreneurial potential for long-term success