



2019 National Small Business Week Awards Guidelines

Nomination Deadline: January 9, 2019

The New York District SBA Office is now accepting nominations for National Small Business Week awards. Any legal resident of the United States or its Territories 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 (4).

All nominees, except the Small Business Champion of the Year, have to have received one type of SBA assistance such as, but not limited to an SBA loan, SCORE counseling, Small Business Development Center (SBDC) assistance, Women’s Business Center (WBC) assistance, government contracting assistance, disaster assistance, Emerging Leaders Initiative, or Boots to Business training.

2019 Award Categories:

National Awards

- Small Business Person of the Year
- Small Business Exporter of the Year
- 8(a) Graduate of the Year
- Small Business Development Center Excellence & Innovation Award
- Women’s Business Center of the Year

New York District Awards

- Minority Small Business Owner of the Year
- Veteran Small Business Owner of the Year
- Woman Small Business Owner of the Year
- Micro Business of the Year
- Young Entrepreneur of the Year
- SBIR/STTR Recipient of the Year
- Jeffrey Butland Family-owned Business of the Year
- Small Business Champion of the Year

2019 Small Business Week Awards Nomination Guidelines

1. All nominations must be type-written on one side of 8 ½" x 11" white stationery, collated and secured in a 1½" binder. Nominations must contain all required forms for each award category and a nomination letter from the person or organization nominating the business owner.
2. Nominations must contain 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 and are grounds for disqualifying the nomination package.
3. Any supporting documentation deemed significant by the nominator, including news clips, letters of recommendation, nomination letter and other evidence of the appropriateness of the nomination should be included in the binder. Supporting documentation not to exceed 10 pages; videos will not be considered.
4. All nominees are subject to background checks.

National Awards

Small Business Person of the Year

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.

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, 2015, 2016 and 2017 (**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

[SBA Form 1926](#) – SBA Success Story Form

Small Business Exporter of the Year

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 and engages in exporting may be nominated.

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

[SBA Form 1926](#) – SBA Success Story Form

8(a) Graduate of the Year

Any small business that is a graduate of SBA's 8(a) program may be nominated or self-nominate.

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 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

[SBA Form 1926](#) – SBA Success Story Form

Small Business Development Center Excellence and Innovation Award

This award honors a Small Business Development Center (SBDC) Service Center for excellence in providing value to small businesses from diverse backgrounds and advancing program delivery and management through innovation.

Selection Criteria

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) (**Question 10, Form 3310**)

5) 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

Required Forms

[SBA Form 3300](#) – Nominee Background Form for the Center director

[SBA Form 3310](#) – Nomination Form

Women’s Business Center of the Year Excellence Award

This award honors a Women’s Business Center (WBC) for its excellence and innovation in assisting diverse women entrepreneurs by providing a wide variety of training and counseling. The award should focus on the work of the WBC and not on the host organization.

The women's business center director may be highlighted in the application, but the award should be about the work of the WBC as a whole. Organizations hosting multiple WBC grants may submit separate nominations for each WBC.

Selection Criteria

- 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, 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 4, Form 3312**)

Required Forms

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

[SBA Form 3312](#) – Women's Business Center of the Year Nomination Form

New York District Awards

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.

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 (**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

[SBA Form 1926](#) – SBA Success Story Form

Veteran Small Business Owner

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

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 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

[SBA Form 1926](#) – SBA Success Story Form

Woman Small Business Owner

Any woman/women who owns at least 51% and has been operating a small business for at least three (3) years may be nominated.

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

[SBA Form 1926](#) – SBA Success Story Form

Micro Business of the Year

A business with 5 or less employees that has been in operation for at least one (1) year that is growing rapidly and poised for even more significant growth in the future can be nominated for this award.

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) Increase in sales, net profit and net worth for calendar years 2015, 2016, and 2017 (**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**)

Required Forms

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

[SBA Form 3315](#) – District Office Award Form
[SBA Form 1926](#) – SBA Success Story Form

Young Entrepreneur of the Year

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. The individual(s) must serve as a majority owner and operate or bear principal responsibility for operating a small business. The business owner will not have reached the age of 40 by June 1, 2019.

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**)

Required Forms

[SBA Form 3300](#) – Nominee Background Form
[SBA Form 3315](#) – District Office Award Form
[SBA Form 1926](#) – SBA Success Story Form

SBIR/STTR Recipient of the Year

A business that has successfully applied for and won one or more SBIR/STTR Research and Development awards and used this funding to commercialize a product. The business has to have been in business at least two (2) years

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

[SBA Form 1926](#) – SBA Success Story Form

Jeffrey Butland Family-owned 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.

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 strengthen family-owned businesses within the community (**Narrative paragraph**)
- 8) Increased employment opportunities for family members (**Narrative paragraph**)

Required Forms

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

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

[SBA Form 1926](#) – SBA Success Story Form

Small Business Champion of the Year

An individual who has fulfilled a commitment to the advancement of small business opportunities may be nominated. Nominee must respond to the following criteria by writing a brief narrative on each item

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

Tips for Winning Nominations:

- **Start your Package Right Away** – Pick a nominee you believe is a good candidate for the award; contact them and start putting together your nomination
- **Use the Evaluation/Selection Criteria as an Outline** – Judges follow the selection criteria when evaluating each nomination. Does your nomination package address each item listed in the criteria? Does the nomination contain a nomination letter? Have you given clear examples that show why the nominee is a good candidate? Use the headings as an outline when describing your nominee to organize the package and make it easy for the judges to follow along.
- **Always Include Supporting Documentation** – The support section allows for 10 pages of evidence to support your nomination. Include compelling letters, articles or pieces of evidence that clearly illustrate why the nominee is the best choice for the award. Show the judges, don't tell!
- **Photos** – In addition to the required headshot, include photographs of the nominee and what a regular day looks like at the business. Visuals paint a good picture. Provide an 8"x10" or 5"x7" headshot of the nominee and 4-5 photos of products or employees. You can email high-resolution, digital photos to ana.hernandez@sba.gov.
- **Presentation Counts** – Though the neatness and professionalism of the nomination is not a rated element, it does create an impression for the judges. Grammatical errors, typos and a sloppy presentation may distract from the quality of the nomination.
- **SBA Assistance** – SBA assistance is required for all small business categories. Explain the type(s) of SBA assistance that the nominee received and detail how this assistance helped the business start, grow or expand.

Questions? Contact Bailey Wolff, (212) 264-1489 | bailey.wolff@sba.gov, or Ana Hernandez, (212) 264-5664 | ana.hernandez@sba.gov

All nominations must be mailed or hand delivered by January 9, 2019 to:

SBA New York District Office
Attn: Ana Hernandez
26 Federal Plaza, Suite 3100
New York, NY 10278

**Winners will be recognized at a special ceremony during National Small Business Week,
at a special ceremony during the week of May 5 to May 11, 2019**