

**Philadelphia District Office**  
**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. (Be aware, judges may not go see 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 and five or six candid action shots showing the nominee(s) with their employees, customers or engaged in work or community activities and /or electronic 300 dpi photos of the same on CD. Xeroxed copies 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 site 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?**

**Contact Rob Goza**  
**Economic Development Specialist and Public Information Officer**  
**610-382-3084 [robert.goza@sba.gov](mailto:robert.goza@sba.gov)**

# **SBA Philadelphia District Office Local Award Nomination Guidelines**

## **Introduction**

In recognition of the small business community's contribution to the American economy and society, the President of the United States designates one week each year as National Small Business Week. Leading up to National Small Business Week (SBW), the U.S. Small Business Administration (SBA), often in conjunction with public- and private-sector partners, will host special events at the local and state levels to honor and present awards to the nation's entrepreneurs and those who support and champion small business.

Local SBA Philadelphia District Office Awards given in celebration of National Small Business Week include the following, in addition to the National Small Business Week Awards:

- **Entrepreneurial Success**
- **Family-Owned Business of the Year**
- **Minority-Owned Small Business Person of the Year**
- **Veteran-Owned Small Business Person of the Year**
- **Woman-Owned Small Business Person of the Year**
- **Young Entrepreneur of the Year**

## **SBA Philadelphia District Office Awards**

The nomination and selection process, evaluation criteria and time frame for the various local SBA Philadelphia District Office Awards are set forth below.

### **Who is eligible to be nominated for these awards?**

To be nominated and receive one of these awards, the small business nominee must fit within the category of the award (contact the SBA Philadelphia District Office if you have questions):

**Entrepreneurial Success:** To be nominated and receive this award, the nominee must be an individual who owns and operates or who bears principal responsibility for operating a business. Partners who jointly own and operate a business may be nominated as a "team," so long as the number of individuals in the team nomination does not exceed four. A nominee for this award must own or operate a business that initially was defined as "small" under the applicable SBA size standards, developed into a large business and must have received SBA assistance to help the business grow. Nominees must also be residents of and employed in the United States or its territories and will be subject to background checks.

**Family-Owned Business of the Year:** This award honors a family-owned and operated business which has been passed on from one generation to the next. The owner must also serve as a majority owner and operator or bear principal responsibility for operating a small business with at least a 15-year track record. Nominees must also be residents of and employed in the United States or its territories and will be subject to background checks. Small businesses owned and operated by nominees must comply with federal civil rights laws.

**Minority-Owned Small Business Person of the Year, Veteran-Owned Small Business Person of the Year, Woman-Owned Small Business Person of the Year:** Any individual who owns and operates or who bears principal responsibility for operating a Minority-Owned, Veteran-Owned or Woman-Owned small business may be nominated. A nominee for a local SBA Philadelphia District Office Small Business Person of the Year award must own or operate a business defined as "small" under the applicable SBA size standards. Individuals who have received the small business person award at the state level within the past five years are not eligible. Nominees must also be residents of the United States or its territories and will be subject to background checks. Small businesses owned and operated by nominees must comply with federal civil rights laws. While receipt of SBA assistance is not required, it is preferred. Consult the SBA Philadelphia District Office if you have questions.

**Young Entrepreneur of the Year:** To be considered a young entrepreneur, the individual must serve as a majority owner and operate or bear principal responsibility for operating a small business with a three year track record, and who will not have reached the age of 30 by June 1, 2013.

### **Who may submit nominations for these awards?**

Any individual or organization dedicated to the support of the small business community in the United States, including, but not limited to, trade and professional associations and business organizations, may submit nominations for these awards. Individuals may not be nominated for more than one award category.

### **Where are the nominations to be sent?**

Nominations must be submitted to the *U.S. Small Business Administration Philadelphia District Office, C/O Small Business Week, 1150 First Ave., Ste 1001, King of Prussia, PA 19406.*

### **What is the deadline for nominations?**

All nominations for the local SBA Philadelphia District Office Awards must be postmarked or hand delivered to the SBA Philadelphia District Office **no later than February 28, 2014.**

### **What information must the nomination package contain?**

Nominations must be typewritten on one side of 8 1/2" x 11" white stationery, collated and secured in a 11/2" binder. Incomplete nomination packages will not be considered. All evaluation/selection criteria must be specifically addressed. A complete nomination package will also include, in the following order:

1. A single cover page with —
  - the nominee's full name, title, business and home addresses with telephone and fax numbers, and e-mail address if applicable;
  - the award for which the nomination is being made;
  - the nominator's name, title, place of business, business address and telephone number and e-mail address if applicable; and
  - a one-paragraph description of the nominee's business, if applicable.
2. A completed background form (SBA Form 3300, Award Nomination Form) which is available through SBA field offices. For "team" nominations for any of the above Small Business Champion Awards, a background form is required for each team member.
3. 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.
4. Four to five additional photos of the nominee's company, employees at work
5. A nomination letter, to include a concise statement of the qualities and performance that merit the award, not to exceed four pages.
6. A brief biography of the nominee, not exceeding one page.
7. A business profile, not exceeding one page, if applicable.
8. The nominee's business financial statement — including balance sheets, profit-and-loss statements and financial reports — not exceeding 12 pages, on 8 1/2" x 11" paper – for the last three years, if applicable.
9. Any other supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the appropriateness of the nomination. Supporting documentation must not exceed 10 pages. Videos will not be considered.
10. A completed SBA Form 2137 Award Nomination Consent Form.

### **What are the selection procedures for this award?**

Local awards for the SBA Philadelphia District Office Small Business Award winners will be selected at the district level. The winners will be recognized during the Philadelphia District Office Small Business Week Awards Luncheon. Non-federal employees serving as judges must sign a conflict of interest/non-disclosure certification.

### **What are the evaluation/selection criteria for these awards?**

Each of the SBA Philadelphia District Small Business Awards has specific evaluation criteria which are listed below.

## **SBA Philadelphia District Minority-Owned Small Business Person of the Year, SBA Philadelphia District Veteran-Owned Small Business Person of the Year and SBA Philadelphia District Woman-Owned Small Business Person of the Year**

Local SBA Philadelphia District Office will make Minority-Owned Small Business Person of the Year, Veteran-Owned Small Business Person of the Year, Woman-Owned Small Business Person of the Year awards at the district level.

### **Who is eligible to be nominated for this award?**

Any individual who owns and operates or who bears principal responsibility for operating a Minority-Owned, Veteran-Owned or Woman-Owned small business may be nominated. A nominee for a local SBA Philadelphia District Office Small Business Person of the Year award must own or operate a business defined as “small” under the applicable SBA size standards. Individuals who have received the small business person award at the state level within the past five years are not eligible. Nominees must also be residents of the United States or its territories and will be subject to background checks. Small businesses owned and operated by nominees must comply with federal civil rights laws. While receipt of SBA assistance is not required, it is preferred. Consult the SBA Philadelphia District Office if you have questions.

### **Who may submit nominations for this award?**

Any individual or organization dedicated to the support of the small business community in the United States, including, but not limited to, trade and professional associations and business organizations, may submit nominations for the Minority-Owned, Veteran-Owned or Woman-Owned Small Business Person of the Year award. Individuals may not be nominated for more than one award category.

### **Where are the nominations to be sent?**

Nominations must be submitted to the *U.S. Small Business Administration Philadelphia District Office, C/O Small Business Week, 1150 First Ave., Ste. 1001, King of Prussia, PA 19406.*

### **What is the deadline for nominations?**

All nominations for Small Business Person of the Year must be postmarked or hand delivered to the appropriate SBA District Office **no later than February 28, 2014.**

### **What information must the nomination package contain?**

Nominations must be typewritten on one side of 8 1/2” x 11” white stationery, collated and secured in a 1 1/2” binder. Incomplete nomination packages will not be considered. All evaluation/selection criteria must be specifically addressed. A complete nomination package will also include, in the following order:

1. A single cover page with —
  - the nominee’s full name, title, business and home addresses with telephone and fax numbers, and e-mail address if applicable;
  - the award for which the nomination is being made;
  - the nominator’s name, title, place of business, business address and telephone number and e-mail address if applicable;
  - type of SBA assistance received (e.g., loan, SCORE counseling, SBDC assistance, etc.); and
  - a one-paragraph description of the nominee’s business.
2. A completed background form (SBA Form 3300, Award Nomination Form) which is available through SBA field offices.
3. 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.
4. Four to five additional photos of the nominee’s company and employees at work.
5. A nomination letter, to include a concise statement of the qualities and performance that merit the award, not to exceed four pages.
6. A brief biography of the nominee, not to exceed one page.

7. A business profile, not to exceed one page.
8. The nominee's financial statement — including balance sheets, profit-and-loss statements and financial reports — not exceeding 12 pages, on 8 1/2" x 11" paper - for the last three years.
9. Any other supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the appropriateness of the nomination. Supporting documentation must not exceed 10 pages. Videos will not be considered.
10. A completed SBA Form 2137 Award Nomination Consent Form, which will be made available through SBA field offices.

### **What are the selection procedures for this award?**

Local awards for the SBA Philadelphia District Office Small Business Award winners will be selected at the district level. Winners at each level will be selected by a panel of judges. The winners will be recognized during the Philadelphia District Office Small Business Week Awards Luncheon. Non-federal employees serving as judges must sign a conflict of interest/non-disclosure certification.

### **What are the evaluation/selection criteria?**

In evaluating the nomination packages, the judges will look at the following criteria:

1. Staying power — a substantiated history as an established business; including:
  - Number of years in business.
  - Sustained expansion, addition of territories, growth in square footage occupied.
  - Steady growth in net worth as evidenced by total assets less total liabilities on fiscal year end annual balance sheets over three years.
2. Growth in number of employees — a benchmark to judge the impact of the business on the job market.
  - Sustained over a minimum of three years.
  - Increase over the three years must be in excesses of growth in Gross National Product.
3. Increase in sales and/or unit volume — an indication of continued growth over the last three years.
  - Consistent growth in net income as evidenced by fiscal year annual profit-and-loss statements for a minimum of three years.
4. Current and past financial performance — financial reports substantiate an improved financial position of the business.
  - Profit-and-loss statements for the last three years, reflecting sustained upward growth.
  - Balance sheets for the last three years, showing consistent increase in net worth and/or partners' return.
5. Innovativeness of product or service offered — an illustration of the creativity and imagination of the nominee.
  - Specific description of uniqueness of product or service.
  - Explanation of how product or service fits a niche not being adequately addressed by the competition.
6. Response to adversity — examples of problems faced in the nominee's business and the methods used to solve them, including:
  - Specific description of financial, physical, legal or other crisis.
  - Substantiation of the threat to the continuity of the business.
  - Defined actions taken by the nominee to resolve the crisis.
7. Contributions to community-oriented projects — evidence of the use of his/her personal time and resources, including:
  - Listing of specific contributions of money, time, or resources to charitable causes.
  - Membership in councils, boards and clubs providing support and services to the community.

### **SBA Philadelphia District Young Entrepreneur of the Year**

1. Evidence of success as measured by sales and profits.
2. Increased employment opportunities created by the nominee's business.
3. Development and/or utilization of innovative or creative business methods.
4. Demonstrated entrepreneurial potential necessary for long-term business success and economic growth.

## **SBA Philadelphia District Family-Owned Business of the Year**

1. Evidence of success as measured by sales and profits.
2. Increased employment opportunities for family members and non-family members for the nominee's business.
3. Demonstrated potential necessary for long-term business success and economic growth.
4. Voluntary efforts to strengthen family-owned businesses within the community.

## **SBA Philadelphia District Entrepreneurial Success Award**

SBA will make the above referenced award to eligible businesses on the district level.

### **Who is eligible to be nominated for this award?**

To be nominated and receive this award, the nominee must be an individual who owns and operates or who bears principal responsibility for operating a business. Partners who jointly own and operate a business may be nominated as a "team," so long as the number of individuals in the team nomination does not exceed four. A nominee for this award must own or operate a business that initially was defined as "small" under the applicable SBA size standards, developed into a large business and must have received SBA assistance to help the business grow. Nominees must also be residents of and employed in the United States or its territories and will be subject to background checks. Consult the SBA Philadelphia District Office if you have questions.

### **Who may submit nominations for this award?**

Any individual or organization dedicated to the support of the small business community in the United States, including, but not limited to, trade and professional associations and business organizations, may submit nominations for this Award. Individuals may not be nominated for more than one award category. Nominations must be submitted to the U.S. Small Business Administration Philadelphia District Office: *U.S. Small Business Administration Philadelphia District Office, C/O Small Business Week, 1150 First Ave., Ste. 1001, King of Prussia, PA 19406.*

### **What is the deadline for nominations?**

All nominations for the above Small Business Champion Awards must be postmarked or hand delivered to the SBA Philadelphia District Office **no later than February 28, 2014.**

### **What information must the nomination package contain?**

Nominations must be typewritten on one side of 8 1/2" x 11" white stationery, collated and secured in a 11/2" binder. Incomplete nomination packages will not be considered. All evaluation/selection criteria must be specifically addressed. A complete nomination package will also include, in the following order:

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  - the award for which the nomination is being made;
  - the nominator's name, title, place of business, business address and telephone number and e-mail address if applicable; and
  - a one-paragraph description of the nominee's business.
2. A completed background form (SBA Form 3300, Award Nomination Form) which will be made available through SBA field offices. For "team" nominations for this award, a background form is required for each team member.
3. 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.
4. Four to five additional photos of the nominee's company, employees at work
5. A nomination letter, to include a concise statement of the qualities and performance that merit the award, not exceeding four pages.
6. A brief biography of the nominee, not exceeding one page.
7. A business profile, not exceeding one page.

8. The nominee's financial statement — including balance sheets, profit-and-loss statements and financial reports — not exceeding 12 pages, on 8 1/2'' x 11'' paper – for the last three years.
9. Any other supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the appropriateness of the nomination. Supporting documentation must not exceed 10 pages. Videos will not be considered.
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#### **What are the evaluation/selection criteria for this award?**

In evaluating the nomination packages, the judges will look at the following criteria:

1. Staying power — a substantiated history as an established business; including:
  - Number of years in business.
  - Sustained expansion, addition of territories, growth in square footage occupied.
  - Steady growth in net worth as evidenced by total assets less total liabilities on fiscal year end annual balance sheets over three years.
2. Growth in number of employees — a benchmark to judge the impact of the business on the job market.
  - Sustained over a minimum of three years.
  - Increase over the three years must be in excesses of growth in Gross National Product.
3. Increase in sales and/or unit volume — an indication of continued growth over the last three years.
  - Consistent growth in net income as evidenced by fiscal year annual profit-and-loss statements for a minimum of three years.
4. Current and past financial performance — financial reports substantiate an improved financial position of the business.
  - Profit-and-loss statements for the last three years, reflecting sustained upward growth.
  - Balance sheets for the last three years, showing consistent increase in net worth and/or partners' return.
5. SBA Assistance – documentation of the type(s) and amount(s) of SBA assistance received by the business and the year(s) in which it was received.
6. Innovativeness of product or service offered — an illustration of the creativity and imagination of the nominee.
  - Specific description of uniqueness of product or service.
  - Explanation of how product or service fits a niche not being adequately addressed by the competition.
7. Response to adversity — examples of problems faced in the nominee's business and the methods used to solve them, including:
  - Specific description of financial, physical, legal or other crisis.
  - Substantiation of the threat to the continuity of the business.
  - Defined actions taken by the nominee to resolve the crisis.
8. Contributions to community-oriented projects — evidence of the use of his/her personal time and resources, including:
  - Listing of specific contributions of money, time, or resources to charitable causes.
  - Membership in councils, boards and clubs providing support and services to the community.

***All SBA programs and services are provided on a nondiscriminatory basis. The Agency reserves the right, in its sole reasonable discretion, to remove a nominee from the selection process.***

***Please address questions to:***

**Robert Goza, Public Information Officer Tel: 610-382-3084 | Email: [robert.goza@sba.gov](mailto:robert.goza@sba.gov)  
U.S. Small Business Administration, Parkview Tower, 1150 First Ave., Ste 1001  
King of Prussia, PA 19406**