

## **2011 Small Business Person of the Year Award**

SBA will make Small Business Person of the Year awards on the district level (in multi-district states), the State level (from each of the 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands and Guam) and the National level. The National Small Business Person of the Year is selected from the State winners.

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

Any individual 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. A nominee for Small Business Person of the Year 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.

### **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 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:

**U.S. Small Business Administration  
Attn: Larry Demirelli  
380 East Parkcenter Blvd., STE 330  
Boise, Idaho 83706**

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

Complete nomination packages for Small Business Person of the Year must be postmarked or hand delivered to the SBA Boise District Office **no later than December 17, 2010.**

### **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;
  - 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 will be made available through SBA field offices. For “team” nominations for Small Business Person of the Year, 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 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 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.
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.
11. Specific numbered responses to the Evaluation/Selection Criteria (1-7) below.

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

Small Business Persons of the Year award winners will be selected at the district (in multi-district states), state and national levels. In those states served by more than one SBA district office, additional awards may also be given at the district level. Winners are selected by a panel of judges. Winners at each level will be considered for awards at the next highest level. Nomination packages for each state winner will be sent to regional SBA offices and prepared for transmittal to the SBA’s Office of Communications and Public Liaison for review. The National Small Business Person of the Year will be selected by the SBA Administrator based on the recommendations of the Agency’s National Small Business Week panel of judges. The winner will be announced during National Small Business Week. Non-federal employees serving as judges must sign a conflict of interest/non-disclosure certification.

## **What are the evaluation/selection criteria for the Small Business Person of the Year 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.
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.