

2010 Massachusetts Small Business Person of the Year Award

Massachusetts
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Every year since 1963, the President has proclaimed National Small Business Week to recognize the contributions of small businesses to America's economy.

During Small Business Week, to be held May 24 thru May 28, 2010, the SBA will honor exceptional small business owners and advocates in Washington, D.C.

In Massachusetts, we will celebrate the achievements of our state award winners with an event next year.

Who Qualifies?

Any individual who owns and operates or 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. All nominees must be residents of and employed in the United States and will be subject to background checks. Small businesses owned and operated by nominees must comply with federal civil rights laws. The U.S. Small Business Administration's size standards apply in defining a business as small.

See www.sba.gov/services/contractingopportunities/sizestandardsttopics/index.html for size standards.

Evaluation Criteria

A complete nomination package must contain all of the following:

1. A single cover page with —
 - the nominee's full name, title, business and home addresses with telephone and fax numbers, e-mail address and website.
 - the award for which the nomination is being made;
 - the nominator's name, title, place of business, business address and telephone and fax numbers and e-mail address;
 - a one-paragraph description of the nominee's business; and type of SBA assistance received (e.g., loan, SCORE counseling, SBDC assistance, etc.)
2. A digital photo of the nominee.
3. A nomination letter from the person or organization submitting the nomination.
4. A brief biography of the nominee.
5. Any other support documentation such as: news clips, letters of recommendation, and other evidence of the appropriateness of the nominee. Support documentation must not exceed 10 pages. Videos will not be considered.
6. A completed *Award Nomination Consent Form* (SBA Form 2137).
7. A completed *Award Nomination Form* (SBA Form 3300).

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In addition, the nomination package **must** address each of the following criteria, including the bullet points with a narrative describing how the company meets or exceeds each of the elements.

8. Staying power — a substantiated history as an established business.

- 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.

9. 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.

10. 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 profit and loss statements over a minimum of three years (to illustrate growth).

11. Current and past financial reports — financial reports substantiate an improved financial condition.

The following financial statements must be provided to substantiate the financial position of the business:

- Profit-and-loss statements for last three years, reflecting sustained upward growth.
- Balance sheets for the last three years, showing consistent increase in net worth and/or partners' return.

12. 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.

13. 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.

14. Contributions to aid community-oriented projects — evidence of the use of his/her personal time and resources.

- Specific listing of contributions of money, time, or resources to charitable causes.
- Membership in councils, boards and clubs providing support and services to the community.

Note: The judges will score the nomination packages in this category by carefully reviewing elements 8-14.

Contact Elizabeth Moisuk at 617-565-5569, or e-mail her at elizabeth.moisuk@sba.gov with questions. All nominations must be postmarked or hand delivered no later than November 16, 2009.