



***HELP US RECOGNIZE OUTSTANDING LEADERS  
IN THE SMALL BUSINESS COMMUNITY***

Dear Friend of Small Business:

SBA's New Hampshire District Office is now accepting nominations for its 2011 Small Business Awards, including the New Hampshire Small Business Person of the Year.

The process is simple:

- Submit a one-page preliminary nomination letter, in any format, to the NH District Office no later than **November 12**. Your letter should address as many of the nomination criteria as possible. (See the following pages for criteria for each award category.) Nominators must include their email address.
- Those who advance to the final selection stage will be asked to submit a more detailed nomination packet.

We will recognize some of the most successful and inspiring entrepreneurs and champions at the 2011 Annual New Hampshire Small Business Awards Celebration. We hope you will nominate a deserving business or individual and support New Hampshire's small business economy and the people who make it happen.

A list of our awards and evaluation criteria is attached. If you have any questions, or need assistance to assemble a nomination, please call Hugh Curley at 603-225-1402.

Send your nominations by mail to: U.S. Small Business Administration  
Attn: Hugh Curley  
55 Pleasant Street, Suite 3101  
Concord, NH 03301

or by email to [hugh.curley@sba.gov](mailto:hugh.curley@sba.gov).

Sincerely,

Witmer H. Jones  
District Director  
U.S. Small Business Administration  
New Hampshire District Office



## AWARD CATEGORIES

Please check one or more potential categories:

- Small Business Person of the Year:** For developing an outstanding, growing business; innovative product(s), increasing jobs, increasing sales, overcoming adversity, and community contributions.
- 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.
- SBA Young Entrepreneur of the Year:** Owner will not reach their 30<sup>th</sup> birthday by June 1, 2011, three-year evidence of success in sales and profits, increased jobs, innovative products, demonstrated potential.
- Entrepreneurial Success:** Business that started 'small' by SBA standards, then developed into a large business. Business must have received SBA assistance.
- Jeffrey Butland Family Owned Small Business of the Year:** A family owned business that has passed from one generation to another and owner has responsibility for operating the business with at least a 15 year track record
- New Hampshire Woman-Owned Business:** Any woman who owns and operates or bears principal responsibility for operating a small business. Must have received SBA assistance through counseling, training or loans.

**Small Business Champions of the Year:** Those who promote small business, including volunteering time and services to small business interests and groups, advocating the cause of small business in the legislative process. Champions may or may not be small business owners.

- Financial Services Champion**
- Women in Business Champion**
- Veteran Small Business Champion**
- Home-Based Business Champion**
- Minority Small Business Champion**

## PRELIMINARY NOMINEE INFORMATION

I nominate \_\_\_\_\_ Title \_\_\_\_\_  
Company/Organization \_\_\_\_\_ Address \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Nominee's Qualifications for this Award—**attach short description on why this business or champion should be considered:**

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When nominating a business owner, please complete the following: Is the company operating profitably \_\_\_\_\_  
# of years in business \_\_\_\_\_ # of employees \_\_\_\_\_ annual sales \$ \_\_\_\_\_ Type of Industry or NAICS code \_\_\_\_\_

## NOMINATOR'S INFORMATION:

Nominator Name \_\_\_\_\_ Title \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**Reply by November 12, 2010**

Please mail (or fax 603-225-1409) this form to:  
**Hugh Curley, U.S. Small Business Administration**  
**55 Pleasant Street, Suite 3101**  
**Concord, NH 03301**

For nomination information, please contact Hugh Curley at 603-225-1402 or e-mail [hugh.curley@sba.gov](mailto:hugh.curley@sba.gov) or visit [www.sba.gov/nh](http://www.sba.gov/nh). Self-nominations accepted. This form may be duplicated. **For further consideration, a nomination package with detailed materials will be requested.** SBA will contact the nominator with details. Thanks for your support of small business!

## Nomination Guidelines Small Business Week 2011

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 that week, the U.S. Small Business Administration, often in conjunction with public- and private-sector small business supporters, 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. Many of the award winners from those local and state events will be invited to Washington D.C. the week of May 15th for National Small Business Week 2011.

### To Nominate for Small Business Person and Small Business Champion Awards

Specific instructions are outlined in the attached pages. 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. Individuals may not be nominated for more than one award category.

## NEW HAMPSHIRE 2011 SBA AWARD NOMINATION CRITERIA BY CATEGORY

### SMALL BUSINESS PERSON OF THE YEAR

Any individual who owns or operates or bears principle responsibility for operating a small business may be nominated. Partners who jointly own or operate the business may be nominated as a team, as long as the team does not exceed four.

- ✓ 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
- ✓ Innovativeness of product or service
- ✓ Response to Adversity
- ✓ Contributions to aid community-oriented projects

*(For state consideration we request basic profit and loss & balance sheet info for past three years. The state winner will be asked to produce more complete P & L, and Balance Sheets for that time period)*

### SMALL BUSINESS EXPORTER OF THE YEAR

- ✓ Increased sales, profits and/or growth of employment because of exporting
- ✓ 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, relationships, products or services.
- ✓ Volunteer assistance to other small businesses entering the export market

*(For state consideration we request basic profit and loss & balance sheet info for past three years. The state winner will be asked to produce more complete P & L, and Balance Sheets for that time period)*

### SBA YOUNG ENTREPRENEUR OF THE YEAR

Any individual who serves as majority owner and operator for a small business with a three year track record, and who will not have reached the age of 30 by June 1, 2011.

- ✓ Evidence of success as measured by sales and profits
- ✓ Increased employment opportunities
- ✓ Development and utilization of innovative or creative business methods
- ✓ Demonstrated entrepreneurial potential for long-term success

*(For state consideration we request basic profit and loss & balance sheet info for past three years. The state winner will be asked to produce more complete P & L, and Balance Sheets for that time period)*

### **ENTREPRENEURIAL SUCCESS**

**Businesses that started 'small' by SBA standards, then developed into a large business. Business must have received SBA assistance.**

- ✓ Staying power - a substantiated history of an established business, including sustained expansion, steady growth including increased net worth
- ✓ Growth in number of employees (sustained over a minimum of 3 years)
- ✓ Increase in sales/and or unit volume - consistent growth
- ✓ SBA assistance – document the type and amount of assistance and the years obtained
- ✓ Innovativeness of product/service – describe uniqueness of product or service
- ✓ Response to adversity – examples of problems overcome
- ✓ Contributions to the community

*(For state consideration we request basic profit and loss & balance sheet info for past three years. The state winner will be asked to produce more complete P & L, and Balance Sheets for that time period)*

### **JEFFREY BUTLAND FAMILY OWNED SMALL BUSINESS**

**Family owned business that has passed from one generation to another and owner has responsibility for operating the business. Nominees must serve as a majority owner and operator or bear principal responsibility for operating a small business with at least a 15-year track record.**

- ✓ Evidence of success as measured by sales and profits.
- ✓ Increased employment opportunities for family and non family
- ✓ Demonstrated potential necessary for long-term business success and economic growth
- ✓ Voluntary efforts to strengthen family-owned businesses within the community

*(For state consideration we request basic profit and loss & balance sheet info for past three years. The state winner will be asked to produce more complete P & L, and Balance Sheets for that time period)*

### **NEW HAMPSHIRE WOMAN-OWNED BUSINESS AWARD**

**Any woman who owns or operates or bears principle responsibility for operating a small business may be nominated. Partners who jointly own or operate the business may be nominated as a team, as long as the team does not exceed four.**

- ✓ 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 Innovativeness of product or service
- ✓ Response to Adversity
- ✓ Contributions to aid community-oriented projects

*(For state consideration we request basic profit and loss & balance sheet info for past three years. The state winner will be asked to produce more complete P & L, and Balance Sheets for that time period)*

## **SBA CHAMPION AWARDS**

### **FINANCIAL SERVICES CHAMPION**

**Individuals who assist small businesses through advocacy efforts to increase the usefulness and availability of accounting or financial services for small businesses.**

- ✓ Outside of regular business duties, of assistance provided small businesses to obtaining financing
- ✓ Advocacy of changes in the financial services industry to assist small firms
- ✓ Encouragement of the flow of investment capital to small ventures
- ✓ Active support for legislative or regulatory action designed to help small firms
- ✓ Other significant contributions made by the nominee through financial services or accounting industry to advance small business interests

### VETERAN SMALL BUSINESS CHAMPION

- √ Active support for legislative or regulatory action designed to help small business
- √ Evidence of increased business opportunities for veterans as a result of the nominee's actions
- √ Advisory activities to improve awareness among veterans' groups of the small business opportunities
- √ Advocacy of special consideration for veteran-owned small businesses in government policymaking
- √ Demonstrated accomplishment in obtaining support within the community for the establishment of veteran-owned small businesses
- √ Other accomplishments demonstrating the nominee's effective advocacy of veteran-owned small businesses
- √ Other significant contributions through legal services to advance small business interests

### HOME BASED BUSINESS CHAMPION

- √ Volunteered time and energy to improve conditions for home-based businesses
- √ Engaged in entrepreneurial training, policy development efforts, or financial or business planning specifically tailored for home-based businesses
- √ Demonstrated interest in home based-business as an owner or former owner
- √ Measurable accomplishments in advancing home-based businesses, such as adoption of a public policy or expansion of a program assisting the growth of home based businesses.

### WOMEN IN BUSINESS CHAMPION

- √ Active support for legislative or regulatory action designed to help small business
- √ Efforts to increase business and financial opportunities for women
- √ Legal, financial or managerial assistance provided to enhance women's business ownership
- √ Volunteer efforts to strengthen the role of women owned businesses in the community
- √ Other accomplishments demonstrating effectiveness in improving environment for the creation and expansion of women owned businesses
- √ Advocacy of the women-owned business community as a whole, not solely for individual personal advancement

### MINORITY SMALL BUSINESS CHAMPION

- √ Volunteer efforts to advance minority owned small business interests within the state and/or nation.
- √ Efforts to improve conditions in the minority small business community as a whole.
- √ Volunteer efforts to provide professional services to the minority small business community in legal, legislative, managerial or financial matters.
- √ Accomplishments in advising the minority owned small business groups of opportunities within the overall business community.
- √ Other accomplishments demonstrating the nominee's efforts as an effective advocate for minority owned small business interests.

Please submit nominations to:

U.S. Small Business Administration  
New Hampshire District Office  
55 Pleasant Street Suite 3101  
Concord, New Hampshire 03301  
Attn: Hugh Curley

Nominations must be submitted to the New Hampshire District Office by close of business on Friday, November 12, 2010

## GUIDELINES FOR SUBMITTING NOMINATIONS FOR ALL AWARD CATEGORIES

Any individual or organization dedicated to the support of the small business community in the U.S., including, but not limited to, trade and professional associations and business organizations, may submit nominations for Small Business Person awards and Small Business Champion awards. All nominees for Small Business Person must own or operate a business defined as "small" under the applicable SBA size standards.

You may not nominate an individual for more than one award category. **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 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 email address if applicable;
  - the award for which the nomination is being made;
  - the nominator's name, title, place of business, business address, telephone number and email;
  - type of SBA assistance received (e.g., loan, SCORE counseling, SBDC assistance, etc.);
  - a one-paragraph description of the nominee's business for Small Business Person of the Year, Small Business Exporter of the Year, and SBA Young Entrepreneur of the Year nominations, or the profession/occupation for all Champion nominations.
2. A completed background form (SBA Form 3300, Award Nomination Form) is available on the New Hampshire District Office web page ([www.sba.gov/nh](http://www.sba.gov/nh)) 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 digital photo at least 300 dpi; **photocopies are not acceptable**. Four to five additional photos of the nominee's company, employees at work.
4. A nomination letter, to include a concise statement of the qualities and performance that merit the award, not exceeding four pages.
5. A brief biography of the nominee, not exceeding one page.
6. A business profile, not exceeding one page.
7. 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 (*required for Small Business Person of the Year, Entrepreneurial Success, Exporter of the Year, Jeffrey Butland Family-Owned Business of the Year, Woman-Owned Business of the Year and the SBA Young Entrepreneur of the Year*).
8. Any other support documentation deemed significant by the nominator, including news clips, letters of recommendation, and other evidence of the appropriateness of the nomination. Support documentation must not exceed 10 pages. Videos will not be considered.
9. A completed SBA Form 2137 Award Nomination Consent Form, (attached) also available at SBA offices.

### Selection Procedures

Small Business Persons of the Year and Entrepreneurial Success will be selected at the state and national level with all other award categories selected for state, regional and national levels. Winners are selected by an independent panel of judges and 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's Administrator based on the recommendations of the agency's Small Business Week panel of judges. The winner will be announced during National Small Business Week. Individuals serving as judges are required to sign a conflict of interest/non-disclosure certification.

All nominees for National Small Business Week awards 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.

**SMALL BUSINESS WEEK**  
**CONSENT FOR DISCLOSURE OF INFORMATION**

The undersigned herewith agrees and consents to the disclosure by the Small Business Administration (SBA) of the information in its file concerning his/her nomination for the Small Business and Small Business Champion Awards to those persons chosen by the SBA as judges for these awards.

This consent is given with the understanding that disclosure shall be limited to the information contained in that file, and that no disclosure shall take place after the selection of the Small Business Person of the Year and Advocate and Special Award winners is made.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_