



**Portland District Office**  
601 SW Second Ave., Suite 950  
Portland, Oregon 97204  
503-326-2682

September 18, 2008

Dear Friends of America's Small Business Community:

For more than 40 years, the SBA and National Small Business Week have recognized outstanding owners of small businesses for their personal achievements and contributions to our nation's economy. Each year since 1963, Presidents have called for the celebration of Small Business Week.

On May 28, 2009, we will once again have a celebration gala event to be held at the Oregon Convention Center to honor those small businesses in Oregon that continue to be the driving engine of the state of Oregon. There are over 330,000 small businesses in Oregon and they have driven our economy, transformed their communities, created jobs and enabled people to realize their entrepreneurial dreams. It is through small businesses that we see innovation thrive and grow to become companies like Nike and Columbia Sportswear, both recipients of SBA assistance in the past. Small businesses take risks that others would not take. They believe in a vision and they know that they will match every dollar they put into the business with an equivalent \$10 of sweat equity.

National Small Business Week is our opportunity to showcase and recognize some of the best and brightest of those successful entrepreneurs. Please help us to select the most outstanding candidates for that honor. As a leader in your community I am asking you to submit nomination(s) of deserving candidates for consideration. With your help, support and timely nomination of truly outstanding small business owners, we can make Small Business Week 2008 the best ever!

Please find the 2009 award nomination instruction package attached for your use.

Sincere Thanks,

Harry L. DeWolf  
District Director  
Oregon & SW Washington

## 2009 Small Business Week Categories

1. [State Small Business Person of the Year Award](#)
2. [Small Business Exporter of the Year](#)
3. [SBA Young Entrepreneur of the Year](#)
4. [Jeffrey Butland Family-Owned Business of the Year](#)
5. [Small Business Champion Awards](#)
  - a. Financial Services Champion of the Year
  - b. Home-Based Business Champion of the Year
  - c. Minority Small Business Champion of the Year
  - d. Small Business Journalist of the Year
  - e. Veteran Small Business Champion of the Year
  - f. Women in Business Champion of the Year
6. [Entrepreneurial Success Award](#)

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

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. 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. Contact Sylvia Gercke, Director of Business Communications at [Sylvia.gercke@sba.gov](mailto:Sylvia.gercke@sba.gov).

### 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 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 and when is the deadline?

All nominations for the SBA Small Business Awards must be e-mailed to [Sylvia.gercke@sba.gov](mailto:Sylvia.gercke@sba.gov), postmarked or hand delivered to the Portland District Office, 601 SW Second Avenue, Suite 950, Portland, OR 97204-3192 no later than **November 14, 2008**.

## What information must the nomination package contain?

Nominations must be presented in a professional format and all evaluation/selection criteria must be specifically addressed with the following:

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 for Small Business Person of the Year.
2. A completed background form (SBA Form 912 Statement of Personal History) which will be made available through our office. 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. 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, which *responds to the numbered criteria*.
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 (financials are not required for Champion awards).
8. 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.
9. A completed Award Nomination Consent Form, available at our office.

**A selection committee will rank the nomination packages and notify the winners.**

The SBA awards to eligible businesses on the district level will be considered for the national level. National winners are selected from the state winners.

## State Small Business Person of the Year Award

### 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. *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.

## Small Business Exporter of the Year

## SBA Young Entrepreneur of the Year

## Jeffrey Butland Family-Owned Business of the Year

### ***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:

**Exporter:** Any individual who owns and operates a small business engaged in exporting may be nominated.

1. Increased sales, profits and/or growth of employment because of exporting.
2. Creative overseas marketing strategies.
3. Effective solutions to export-related problems.
4. Demonstrated encouragement of other small businesses to export.
5. Volunteer assistance to other small businesses entering the export market.
6. Cooperation with other businesses in the creation of export trading companies and/or introduction of unique trading relationships, products or services.

**Young entrepreneur:** 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, 2009.

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.

### **Family-owned business:**

This award honors a family-owned and operated business which has been passed on from one generation to another. 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.

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.

In addition, the nominee must be an 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 one of these awards must own or operate a business defined as “small” under the applicable SBA size standards. 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. Consult your nearest SBA 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 these Small Business Awards. Individuals may not be nominated for more than one award category.

## **Small Business Champion Awards**

- Financial Services Champion of the Year
- Home-Based Business Champion of the Year
- Minority Small Business Champion of the Year
- Small Business Journalist of the Year
- Veteran Small Business Champion of the Year
- Women in Business Champion of the Year

Small Business Champion awards are made to individuals or organizations dedicated to supporting small businesses.

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

#### **Financial Services Champion of the Year**

1. Outside of regular business duties, the amount and quality of assistance given small businesses to obtain financing.
2. Advocates for changes in the financial services industry to assist small companies.
3. Encourages the flow of investment capital to small ventures.
4. Actively supports for legislative or regulatory action designed to help small firms.
5. Other significant contributions through the advocacy efforts of the financial services or accounting industries to advance small business interests.

#### **Home-Based Business Champion of the Year**

1. Volunteers time and energy to improve the conditions for home-based businesses.
2. Engages in entrepreneurial training, policy development efforts, or financial or business planning specifically tailored for home-based businesses.
3. Demonstrates interest in home-based businesses by an owner or former owner.
4. Shows measurable accomplishments in advancing home-based businesses, such as adoption of public policy or expansion of a program.

### **Minority Small Business Champion of the Year**

1. Volunteer efforts beyond business/professional responsibilities to advance minority small business interests within the community, state and/or nation.
2. Demonstrates efforts to improve conditions in the minority small business community as a whole, not solely for individual personal advancement.
3. Voluntary provision of professional services to the minority small business community in a legal, legislative, managerial or financial capacity.
4. Demonstrates accomplishments in advising minority small business groups of opportunities within the overall business community.
5. Other accomplishments demonstrating the nominee's merit as an effective advocate for minority small business interests.

### **Small Business Journalist of the Year**

1. Concerted efforts to increase public understanding of the importance of small business contributions to the economy.
2. Contribution of news and feature stories, editorials, columns and commentary that highlight and analyze small business issues.
3. Voluntary community service aimed at enhancing small business opportunity and growth.
4. Other achievements that exemplify the nominee's media efforts to improve the understanding of the role of small business in the U.S. economy.

### **Veteran Small Business Champion of the Year**

1. Active support for legislative or regulatory action designed to help small businesses.
2. Evidence of increased business opportunities for veterans as a result of the nominee's actions.
3. Advisory activities to improve awareness of small business opportunities among veterans' groups.
4. Advocacy of special consideration for veteran-owned small businesses in government policymaking.
5. Demonstrated success in obtaining support within the community for the establishment of veteran-owned small businesses.
6. Other accomplishments demonstrating the nominee's effective advocacy of veteran-owned small businesses.

### **Women in Business Champion of the Year**

1. Active support for legislative or regulatory action designed to help small businesses.
2. Efforts to increase business and financial opportunities for women.
3. Legal, financial or managerial assistance provided to enhance women's business ownership.
4. Voluntary efforts to strengthen the role of women business owners within the community.
5. Advocacy of the women-owned business community as a whole, not solely for individual personal advancement.
6. Other accomplishments demonstrating effectiveness in improving the environment for the creation and expansion of businesses owned and operated by women.

### **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 Small Business Champion awards. Individuals may not be nominated for more than one award category.

## **Entrepreneurial Success Award**

Individuals meeting the following two criteria may be nominated: They must own and operate businesses initially launched as small businesses according to SBA size standards and subsequently developed into large businesses; and they must have received SBA assistance to help the businesses grow.

**The state small business person criterion is used for the entrepreneurial success award.**

### **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. Nominees must also be residents of and employed in the United States or its territories and will be subject to background checks. Consult your nearest SBA 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.