

WISCONSIN SBA 2005 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 (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)
- √ Innovativeness of product or service
- √ Response to Adversity
- √ Contributions to aid community-oriented projects

SMALL BUSINESS EXPORTER

- √ 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
- √ Volunteer assistance to other small businesses entering the export market

SBA YOUNG ENTREPRENEUR

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, 2005.

- √ 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

ENTREPRENEURIAL SUCCESS

Must have been launched as small business, received SBA assistance and grown into a large business

- √ Document type & amount of SBA assistance
- √ Growth in number of employees
- √ Increase in sales and/or unit volume
- √ Current & past financial reports (Profit and Loss statements for past three years)
- √ Innovativeness of product or service
- √ Evidence of contributions to community-oriented projects

MINORITY SMALL BUSINESS PERSON

- √ Staying power
- √ Growth in sales & employees
- √ Is firm in the 8a program? If previously in the program give years and largest contract amount and name of customer
- √ Is firm a minority small business under public law 95-507?
- √ Overcome obstacles
- √ Innovativeness of product/service
- √ Contributions to the community
- √ Describe any other pertinent facts

EMERGING SMALL BUSINESS

A business with fewer than 25 employees, under \$2.5 million in sales and less than 10 years in business

- √ Consistent overall growth (both in # of employees & sales growth)
- √ Innovativeness of product/service
- √ Response to adversity
- √ Contributions to the community

MINORITY SMALL BUSINESS CHAMPION

- √ Volunteer efforts beyond business/professional responsibilities to advance minority small business interests/community, state or nation
- √ Demonstrated efforts to improve conditions in the minority small business community as a whole, not solely for individual personal advancement
- √ Voluntary provision of professional services to the minority small business community in legal, legislative, managerial or financial capacities
- √ Demonstrated accomplishment in advising minority small business groups of opportunities within the overall business community
- √ Other accomplishments demonstrating the nominee's merit as an effective advocate for minority small business

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

SMALL BUSINESS LEGAL ASSISTANCE

- √ Volunteer efforts beyond business/professional responsibilities to advance the legal assistance to small business
- √ Advocacy of changes in the legal services industry to assist small business
- √ Efforts to provide legislative or regulatory action to help small business
- √ Other significant contributions through legal services to advance small business interests

FINANCIAL SERVICES CHAMPION

Individuals who assist small businesses through advocacy to increase usefulness and availability of accounting or financial services

- √ Outside of regular business duties, the amount and quality of assistance given small businesses in 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

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

SMALL BUSINESS JOURNALIST

Journalists representing television, radio, electronic or print media may be nominated. Sample articles or tapes are encouraged.

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

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 initiating public policy or expansion of a program

FAMILY BASED SMALL BUSINESS

Family owned and operated business which has been passed from one generation to another. 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. (Profit & Loss and balance sheet information for the past three years will be requested)
- √ 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

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