

## Nomination Package Information

Last Updated Wednesday, 14 October 2009

Here are some handy tips for putting together the Small Business Week awards nomination packet.

This should take no more than 2 to 4 hours time, counting the writing, printing and hole punching &ndash; with some work being outsourced to your accountant if you are in a category that requires financials (most don&rsquo;t). Where there are page limitations, don&rsquo;t feel like you have to have that many pages. Keep all narrative succinct and to the point. You will not lose any points for brevity, if you have covered the facts.

When you have completed your nomination, I print it and put it in a standard 1 or 1½ inch 3 ring binder and mail (or carry) it to:

Patti Guttman, Public Information Officer

Small Business Administration

200 N. Broadway, Suite 1500

St. Louis, Mo. 63102

(314) 539-6600 x255

Nomination packets must be received by the close of business on the November 13, 2009.

If you haven&rsquo;t done so already, open up the &ldquo;Award Packet Contents&rdquo; and let's go over it line-by-line. Bear in mind there are some differences in the submittal requirements for various categories of awards. The HANDY TIPS refers to the first package of contents for the Small Business Person of the Year Awards. Different guidelines may be specified for your award.

- COVER PAGE - The single cover page is straightforward. Name, title, business, address etc. The name of the award you are being nominated for. Contact info for whoever nominated you... in the cases where we don't know who nominated you (and that happens) just ask a business acquaintance of yours if they&rsquo;d consider nominating you. If you win, the person who nominates you will be named in all press materials too. For the Small Business Person Award the type of SBA assistance needs to be listed. The SBA programs have touched almost every small business (Loan programs, SBDC, SCORE, certifications, export assistance, minority programs). The cover page also calls for a one paragraph description of your business.... it's probably on your website but just needs to be crunched down a bit. Shorter is better.

- SBA FORM 3300 BACKGROUND &ndash; Award Nomination Form. It's all pretty routine stuff. Everyone needs to complete it. It can be found here or [www.sba.gov/nominationguidelines/](http://www.sba.gov/nominationguidelines/). A form is required for every &ldquo;team&rdquo; member if there is more than one person involved.

- PHOTO - This is actually the biggest sticking point that is encountered by nominees. Most people don't have a picture. Don't worry about this part. Just send a picture and if you are the winner, we will make arrangements to get a picture taken of you.

- ADDITIONAL PHOTOS

- NOMINATION LETTER. - It's simple. The person who nominated you just writes a simple paragraph saying why you are a good candidate for the award you're being nominated for. A paragraph or two or whatever it takes. Look at the judging criteria for content ideas. Review the Evaluation Criteria example to see if this page will enhance your nomination.

- BIOGRAPHY - "A brief biography of the nominee not to exceed one page." A narrative version of your resume will work very well. Don't have a recent resume? I bet you've done one before and can whip one together fast. Again, keep to the mileposts... don't show the whole journey.

- BUSINESS PROFILE ... you've already put this together. It's in your business plan right at the top, or on your website under 'about' or near the top of any loan application you've ever filled out. This is already done. Just print it out and stick it in your nominations binder.

- FINANCIAL STATEMENTS &ndash; Ignore submitting financial statements unless you are up for Small Business Person of the Year, Exporter, Family-owned Small Business, Entrepreneurial Success or Young Entrepreneur. Otherwise, attach statements for Small Business Person Awards. Don't freak out. This one is easy. Only judges see the statements. Your secrets are not disclosed. Ask your accountant to show a P&L of your revenue, expenses and profit for each of the last three years. This isn't for the SEC so you don't have to go into great detail. Financials just help the judges see how you're handling growth. Time wise, this is an email or phone call to your accountant &ndash; but be sure to tell them when you need it by. If you are using Quick Books or similar internal program, you can do it yourself. Just stick to the summary accounts, not the detail.

- SUPPORTING DOCUMENTS &ndash; Include anything you think will enhance your story. But don't go overboard and send volumes. Judges usually don't read them anyway. Include news clips, nice &lsquo;thank you&rsquo; letters for community service, copies of other awards you've won for business or service related to your award, just about anything &ndash; but not a video. You'll know what you have in this arena &ndash; it's probably framed, and on the wall behind your computer. Be sure to include community service as well as your professional stuff.

- CONSENT FORMS &ndash; Complete SBA Form 2137 and the Award Nomination Consent Form . Now, if you're in a category that requires financials you may balk at the part about "disclosing information about me" but they're not talking financial data. Only judges see your financials. This form is asking if the SBA can mention to the press that you got nominated for an award. That kind of stuff. Even we, on the nomination committee, don't see financials. Neither does the press.

And, please, if you need any personal help with this, that's what the Nominations Committee is here for. Seriously, lean on the committee and we'll help you in any way you need.

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