

# 24TH ANNUAL SMALL BUSINESS AWARDS LEGACY APPLICATION FORM



## **ELIGIBILITY**

A completed application package must be submitted. Failure to complete all sections of the application form may disqualify the nominee.

Nominees must have been **operating continuously for 50+ years** and headquartered in the NewVa region (Roanoke and surrounding areas). Other eligibility requirements specific to your industry are listed in the letter enclosed with your application. If you have additional questions, call Debbie Lindsay at 540.983.0717 x239.

## **BUSINESS INFORMATION**

Business Name: \_\_\_\_\_  
(List as it should appear on your award.)

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Web Site: \_\_\_\_\_

Number of Years in Business: \_\_\_\_\_ Number of Full Time Employees: \_\_\_\_\_

## **BUSINESS DESCRIPTION**

Describe your business in approximately 50 words. What do you want people to know about your business? What does your business do? What makes it unique? The Chamber may use this information to promote your business during the awards dinner, in *Business Connections* magazine, and on [www.roanokechamber.org](http://www.roanokechamber.org).

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*If your organization is a **not-for-profit** or has been **in business less than 50 years**, call Debbie Lindsay at 540.983.0717 x239 to obtain the correct not-for-profit or for-profit application form.*

## **AWARD CRITERIA**

Please complete this section on separate page(s) and attach to this form. By submitting a completed application packet, you certify that the information provided herein is true and correct to the best of your knowledge.

**Tell your story!** Remember that selection committee members make their selection solely on the information you provide in this section. Do not assume the selection committee knows anything about your business. Also, be clear and concise with your information. When using a fact, back it up with numbers and/or graphs when applicable.

**Please note that the percentage to the left of each item indicates the weight assigned to it by the selection committee. However, each question plays a valuable role in choosing the category award winner.**

- 30% Evolution:** Please describe how the company has evolved and adapted in the past 50+ years. Provide a brief company history and describe your major products and/or services.  
*For example: How has technology affected and changed business? Describe how the company survived economic down times. How have the customers' preferences and trends affected and changed business?*
- 30% Increase in Sales and/or Unit Volume:** Please provide information indicating continued growth.  
*For example: What percentage of growth has the company experienced? How does the percentage compare to actual revenue growth?*
- 20% Growth in Number of Employees:** Please describe the impact of the business on the job market.  
*For example: Is employment stable? Is the company using outside labor pools in addition to employees? Include number of employees and percentage of growth.*
- 10% Innovativeness of Product or Service Offered:** How is the business unique or innovative?  
*For example: Has the company evolved and changed the way it does business to grow or stay in business? Has the company developed a product or process that gives the company a competitive advantage?*
- 5% Contributions by Business to Community-Oriented Projects:** Describe ways in which the business has contributed to the community to overcome social or environmental problems.  
*For example: Is the business giving time or financial assistance to community organizations? Does the company encourage employees to volunteer on company time? (Do not include volunteer activities of individual employees, unless volunteer activities are encouraged on company time.)*

**Additional Information:** List or explain anything else you would like the selection committee to know about the business and/or its employees. (Limit additional information to 700 words.)

## **FINANCIAL DATA**

Financial data, consisting of three years of balance sheets and income statements, will only be required of the overall Small Business of the Year winner. The Roanoke Regional Small Business Development Center will contact the overall winner for its financial data to compete in the Virginia Small Business Administration's State Competition.

## **APPLICATION PACKET**

The deadline for submitting your application packet is **Thursday, July 15 at 5 PM**. Only completed application packets will be accepted. A completed application packet contains 10 individual copies of this completed form with separate page(s) for award criteria attached (see above). Letters in support of your application or any additional materials are not required, but must be submitted with your application packet and are limited to five pages. Each individual application should not measure more than 9" by 12". If you have additional questions, call Debbie Lindsay at 540.983.0717 x239.

## **PHOTOS FOR PRESENTATION**

Pictures are not required for the application process; however, if you have high resolution digital pictures of your business and/or your employees in their field, please submit these with your application on a compact disc (only one copy is needed). The Roanoke Regional Chamber may use these pictures to promote your business during the awards dinner, in *Business Connections* magazine, and on [www.roanokechamber.org](http://www.roanokechamber.org).