



FORT WORTH  
CHAMBER OF COMMERCE

Small Business  
of the Year

2012

# Application Guidelines & Form

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# Application Guidelines

The Fort Worth Chamber of Commerce is now accepting applications for the 2012 Small Business of the Year Awards. Completing this application is a wonderful exercise in reviewing the strengths of your business. The process may help you identify some marketable assets within your organization that you had not previously considered. Participation in this awards program is a positive experience not only for you as the business owner, but for your employees as well. In addition, valuable marketing exposure through a variety of opportunities is granted to each applicant.

To continue in this prestigious awards program you must complete the following application form, and **submit it no later than Friday, October 14, 2011** to:

Small Business of the Year Awards  
Fort Worth Chamber of Commerce  
777 Taylor Street, Suite 900  
Fort Worth, Texas 76102

Or by fax to: (817) 335-8280

Or by e-mail to: [lhall@fortworthchamber.com](mailto:lhall@fortworthchamber.com)

If you have any questions, please contact Lydia Hall, Fort Worth Chamber of Commerce:  
[lhall@fortworthchamber.com](mailto:lhall@fortworthchamber.com) or (817) 338-3370

## OBJECTIVE

To recognize and honor businesses who have demonstrated exemplary "Best Practices."

## CRITERIA

- « Any for-profit business headquartered in Tarrant County
- « The applicant must be the owner, partner or major shareholder of the business, and active in its day-to-day operations
- « The business must be financially stable and operational for a minimum of three years with the exception of the Emerging Business which is less than three years
- « Businesses that have an employee serving on the Fort Worth Chamber of Commerce Board of Directors or Small Business Council Committee will not be eligible for consideration
- « Past Small Business of the Year recipients cannot apply in the same category they have previously won in
- « Businesses must be a member of the Fort Worth Chamber of Commerce at time award is presented

## CATEGORIES

There will be five awards presented in the following categories:

- « **Emerging Business** (start-up company in business less than three years, cannot be a buy-out of an existing company)
- « **1-10 Employees** (in business three or more years)
- « **11-50 Employees** (in business three or more years)
- « **51-150 Employees** (in business three or more years)

*\* Awards are based on information relevant to the conclusion of the businesses' most recent fiscal year prior to September 1, 2011.*



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## **JUDGING ELEMENTS**

- « Business Growth and Performance
- « Sound Business Strategies and Practices
- « Customer Service Strategies and Practices
- « Business Challenges
- « Unique and Innovative Approaches
- « Community Involvement and Contribution
- « Employee Relations

## **JUDGING PROCESS**

- « After reviewing all applications, an evaluation team will choose three finalists in each category to continue on in the competition.
- « Finalists in each category will be presented to a blue ribbon judges' panel for final judging, which will include an on-site visit. The winner in each of the five categories will be announced at a special reception just prior to the Mayor's State of the City Luncheon.

## **PARTICIPANTS RECEIVE**

### **Applicants:**

- « Highlighted on the Fort Worth Chamber of Commerce website as Applicant

### **Finalists:**

- « Two complimentary reservations to the Mayor's State of the City Luncheon
- « Recognition in program at Mayor's State of the City Luncheon
- « Highlighted on the Fort Worth Chamber of Commerce website as Finalist
- « Special Business After Hours Reception honoring Finalists

### **Award Recipients:**

- « Small Business of the Year Award to display in your place of business
- « A Small Business of the Year Award winner banner to keep and display
- « Highlighted on the Fort Worth Chamber of Commerce website as Award Recipient
- « Listed in the Fort Worth Chamber of Commerce Annual Meeting program as Small Business of the Year Award Recipient
- « Inclusion in the "How the Small Business of the Year Award Can Work For You" marketing information provided by the Fort Worth Chamber of Commerce Communications Department
- « Other awards to be determined

## **TIMELINE**

- |                      |  |
|----------------------|--|
| « September 30, 2011 | Nominations Due  |
| « October 14, 2011   | Applications Due   |
| « December 16, 2011  | Finalists Announced  |
| « January 2012       | Finalists On-Site Judging  |
| « January 17, 2012   | Business After Hours Reception Honoring the Finalists                    |
| « February 23, 2012  | Mayor's State of the City Luncheon ( <i>Award Recipients Announced</i> ) |
| « March 27, 2012     | Impact Your Business Series - "Best Practices from Best Businesses"      |



# Application

Include no more than **SEVEN** pages along with this application, plus **ONE** company brochure (if available).

**APPLICANTS NOT FOLLOWING STATED INSTRUCTIONS WILL BE DISQUALIFIED!**

--- PLEASE TYPE ALL INFORMATION ---

--- FOR PDF FORM GO TO [www.fortworthchamber.com](http://www.fortworthchamber.com) AND CLICK ON LOGO---

Business Name: \_\_\_\_\_

Owner/Principal & Title: \_\_\_\_\_

Contact's Name & Title: \_\_\_\_\_

Contact's Address: \_\_\_\_\_

Contact's Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact's E-mail: \_\_\_\_\_

Business Website: \_\_\_\_\_

This application is a submission for the following category: (check only one)

- Emerging Business** (start-up company in business less than three years, cannot be a buy-out of an existing company)
- 1-10 Employees** (in business three or more years)
- 11-50 Employees** (in business three or more years)
- 51-150 Employees** (in business three or more years)

*“Employee” is defined as: one full-time employee; multiple, part-time employees, equivalent to one full-time employee; and independent contractors.*

\_\_\_\_\_

**Information provided will be kept confidential. Only selected Chamber Staff and the specially selected Judges will view the information. Chamber Staff reserves the right to verify any information provided in this application.**

I, \_\_\_\_\_, (print name) acknowledge the information provided in this application is true and factual to the best of my knowledge.

Applicant's Signature: \_\_\_\_\_



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**General Information:**

Year Established \_\_\_\_\_

SIC or NAISC Code(s) \_\_\_\_\_

Type of Business (i.e. Manufacturing, retail, service, etc.) \_\_\_\_\_

Main Product(s) and/or Service(s) \_\_\_\_\_

	% Revenue Growth	% Profitability Growth	% Employee Growth
2009	_____	_____	_____
2010	_____	_____	_____
2011	_____	_____	_____

What percentage of your current business comes from the following areas:

\_\_\_\_\_ Fort Worth      \_\_\_\_\_ Greater Tarrant County      \_\_\_\_\_ Metroplex  
 \_\_\_\_\_ State      \_\_\_\_\_ National      \_\_\_\_\_ International

Has your company or you as the owner filed bankruptcy in the last five years? \_\_\_\_\_

Has your company had any unanswered complaints with the Better Business Bureau in the last five years? \_\_\_\_\_

Please list three current customers:

Business/Client Name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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

Business/Client Name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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

Business/Client Name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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

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## **Employee Relations:**

### **Benefits**

- |  |  |
|--|--|
| <input type="checkbox"/> Health Insurance        | <input type="checkbox"/> Policy or Employee Handbook |
| <input type="checkbox"/> Dental Insurance        | <input type="checkbox"/> Vacation Time               |
| <input type="checkbox"/> Life Insurance          | <input type="checkbox"/> Sick Time                   |
| <input type="checkbox"/> Disability Insurance    | <input type="checkbox"/> Personal Time               |
| <input type="checkbox"/> Cafeteria Plan          | <input type="checkbox"/> Flexible Work Schedule      |
| <input type="checkbox"/> 401(k)                  | <input type="checkbox"/> Employee Assistance Program |
| <input type="checkbox"/> Stock Option            | <input type="checkbox"/> Company Car                 |
| <input type="checkbox"/> Profit Sharing Programs | <input type="checkbox"/> Other _____                 |

### **Training and Empowerment**

- |   |   |
|---|---|
| <input type="checkbox"/> Leadership Training            | <input type="checkbox"/> Team Bonus                           |
| <input type="checkbox"/> Computer Training              | <input type="checkbox"/> Company Loans/Continuing Education   |
| <input type="checkbox"/> Skill Set Training             | <input type="checkbox"/> Reimbursement/Certification Training |
| <input type="checkbox"/> Diversity/Sensitivity Training | <input type="checkbox"/> Tuition Reimbursement                |
| <input type="checkbox"/> Customer Relations Training    | <input type="checkbox"/> Other _____                          |

### **Other Personnel Benefits**

- |   |   |
|---|---|
| <input type="checkbox"/> Loan Forgiveness Program       | <input type="checkbox"/> Personal Concierge Service for Employees |
| <input type="checkbox"/> On-site Daycare Services       | <input type="checkbox"/> Employee Recognition Programs            |
| <input type="checkbox"/> Time Off for Community Service | <input type="checkbox"/> Other _____                              |

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**References (where applicable):**

**Attorney Reference:**

Business Name \_\_\_\_\_  
Contact \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_

**Bank Reference:**

Business Name \_\_\_\_\_  
Contact \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_

**Accountant Reference:**

Business Name \_\_\_\_\_  
Contact \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_

**Supplier/Vendor Reference:**

Business Name \_\_\_\_\_  
Contact \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_

**Supplier/Vendor Reference:**

Business Name \_\_\_\_\_  
Contact \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_

**Supplier/Vendor Reference:**

Business Name \_\_\_\_\_  
Contact \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_

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### **Instructions for Narratives:**

**APPLICANTS NOT FOLLOWING STATED INSTRUCTIONS WILL BE DISQUALIFIED!**

- « All narrative information must be typed.
- « Minimum type size is 10 pt.
- « Spacing must be at least 1.5 or double spaced.

### **Business Profile:**

In **100 words or less**, please describe your business, including but not limited to its history, its products and/or services offered. Consider including what makes your business stand out, what about your business makes you proud, what awards and recognitions your company has received and what you attribute the success of your business to. By submission of the Business Profile you authorize its use in future marketing initiatives, such as luncheon and breakfast programs, print ads, etc.

**In addition to the application, use ONE SEPARATE PAGE for each of the following six judging elements.**

### **Business Growth and Performance:**

Describe growth and/or stability for the business, number of employees, sales volume, location (possible expansion), revenue, expanded or enhanced services to clients. Give Examples.

### **Sound Business Strategies and Practices:**

Describe the strategic vision and management philosophy. Give Examples.

### **Customer Service Strategies and Practices:**

Describe your approach to customer service, both internal and external, giving innovative and creative examples. Give Examples.

### **Business Challenges:**

Describe challenges your business has faced and how they're being addressed. Give Examples.

### **Unique and Innovative Approaches:**

Describe innovation and creativity in areas of product development, marketing, etc. you use in your business. Give Examples.

### **Community Involvement and Contribution:**

Describe your business' community involvement and corporate citizenship. Give Examples.

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