

# Women Business Owners Excellence Award

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TO RECOGNIZE AND HONOR A **WBO** MEMBER WHO HAS  
ENHANCED THE STATUS OF WOMEN ENTREPRENEURS THROUGH  
HER VISION, PERSEVERANCE AND FEARLESS LEADERSHIP IN  
BUSINESS AND THE COMMUNITY.

Strategic Partner:



# Women Business Owners Excellence Award

*Dear WBO Excellence Award Applicant:*

Welcome to the Women Business Owners (WBO) Excellence Award program! Your application for the Excellence Award speaks highly of your entrepreneurial achievement. This award serves to honor outstanding businesswomen who exemplify the qualities of Nellie Cashman Award winners, although on a slightly different scale. Unlike the Nellie Cashman Award, however, the Excellence Award is exclusively bestowed on WBO members, making this award particularly special to us.

The Nellie Cashman Award, presented annually since 1982, is the oldest award of its kind in Puget Sound region. Its steward since 1995, Women Business Owners (WBO) is proud of the caliber of nominees, finalists, and winners associated with our event. The Excellence Award is now part of that great tradition and we welcome your participation!

The Nellie Cashman Award and The Excellence Award event now attracts hundreds to the annual gala. The evening banquet program is the culmination of a rigorous application process, followed by personal interviews for the finalists with a panel of judges. If you are a finalist, you will take part in a number of celebratory events and have your photo and story appear in our media promotions. The process is demanding, but our winners have told us many times that it has been both enjoyable and extremely rewarding for them, definitely worth their efforts.

No matter what the results of your participation, you can go forth proudly, knowing you are in great company with an elite group of women. Please know that the story you have chosen to share with us is treasured and will inspire many. Thank you again for your participation!

**Debbie Leviton**

*President ~ 2010*

***Women Business Owners***

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## CALENDAR OF EVENTS

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**APPLICATION DEADLINE:**

Postmarked by Tuesday, March 30, 2010

**CANDIDATES BREAKFAST:**

Thursday, April 29, 2010 at 7:30 a.m.

**FINALIST INTERVIEWS:**

Wednesday, May 26, 2010 at 4:00 p.m.

**WBO LUNCHEON – FINALIST INTRODUCTIONS:**

Thursday, June 24, 2010 at 11:30 a.m.

**FINALISTS' LUNCHEON:**

Thursday, September 16, 2010 at 11:30 a.m.

**NELLIE CASHMAN GALA DINNER:**

October 14, 2010

**WBO LUNCHEON – NELLIE CASHMAN KEYNOTE SPEECH:**

Thursday, January 27, 2011 at 11:30 a.m.

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## QUALIFICATIONS

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- Applicant must be a current At-Large, Established Business Owner or Sustaining Member of WBO for at least the past three (3) consecutive years.
- Applicant must be a current woman **business owner or entrepreneurial corporate provider**, with primary place of business located in Western Washington
- The business must gross less than \$1,000,000 and have at fewer than 3 employees.
- **Business Owner Applicant** must be primarily responsible for the financial performance of her business and must have been in business for at least 5 years.
- **Entrepreneurial Corporate provider** must be compensated 100% thru commissions or fees (non-salaried; non-hourly position) and must have financial risk of building her business, and must have been in her current position for at least 5 years.

## JUDGING GUIDELINES

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- Entrepreneurial Spirit ~ 35%
- Ethics and Community Spirit ~ 25%
- Financial Management Skills ~ 20%
- Risk and Difficulty of Business ~ 20%

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## APPLICATION INSTRUCTIONS

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Please return the completed Application, along with any collateral materials (marketing materials, articles and excerpts; letters of commendation) and your \$100.00 application fee to:

**Nellie Cashman Awards Committee**  
**c/o Women Business Owners**  
**9594 First Avenue NE, #274**  
**Seattle, WA 98115**

Please be advised that all financial and competitive information included in the Application will be kept confidential by the WBO Excellence Award Selection Committee and Judges. Additionally, all WBO Excellence Award Selection Committee and Judges will sign confidentiality and non-disclosure agreements prior to review of applications. The committee will request **third party** verification of financial information for applicants who become finalists. All application materials submitted will be destroyed at the end of the judging process.

It is each applicant's responsibility to confirm the committee's receipt of the application materials. Applicants may contact Yvonne Gitchel, Co-Chair Nellie Cashman Award Committee, at [info@womenbusinessowners.org](mailto:info@womenbusinessowners.org) to confirm receipt.

## MEDIA RELEASE INFORMATION

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Please be advised that if you are selected as a WBO Excellence Award Finalist, your biographical information will be shared with the Seattle Business Monthly, Chat with Women, and any other media outlets WBO uses in its promotion of the event. Your financial information will be shared **only** with the Nellie Cashman Selections Committee and Judges.

By signing below, you authorize WBO to release your biographical information to WBO media outlets.

Signature \_\_\_\_\_ Date \_\_\_\_\_

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**PART A: General Information**

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Name \_\_\_\_\_

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

Business Address \_\_\_\_\_

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

Phone \_\_\_\_\_

Fax \_\_\_\_\_

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

Website \_\_\_\_\_

Have you or your company ever file for Chapter 7 or Chapter 11 Bankruptcy? If yes, please explain.

Have you or your company ever been subject to any investigation of a civil or criminal nature in the last three years? If yes, please explain.

Signature \_\_\_\_\_ Date \_\_\_\_\_

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## PART B: Questions

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Please attach your responses to the following questions:

1. When was your company founded or when did you assume leadership?
2. Has the company been under your leadership continuously for the last five years?
3. Where did the original capital come from for your business? How much was it?
4. Please describe your products or services in detail. Tell us why you are a leader in your industry.
5. What is the vision of your company and how has it evolved? What are the strategies and innovations that make your company successful?
6. What are your company's core values? How have these values led to you and your company's success?
7. Please describe any personal or professional obstacles you have encountered as you built your business and the strategies and techniques you used to overcome them.
8. Please describe your participation in business, professional, community or civic organizations. Include any awards or commendations you or your business have been nominated for or have received.

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## PART C: Financial Information

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Please be advised that this information is for the WBO Excellence Award Selections Committee and Judges' review *only*. It will be held in confidence and will not be released without your written consent.

Financial information is used to:

- Evaluate the growth of the business
- Evaluate the financial performance of the business
- Evaluate the size and scope of the business

Please check the appropriate box for your business structure:

- Sole Proprietorship    
  Limited Liability Company (LLC)    
  General Partnership  
 C Corporation (Inc. or Ltd.)    
  Sub Chapter S Corporation (Inc. or Ltd.)

	2009	2008	2007	2006	2005
Gross Sales*					
Net Profit Margin◇					
EBITDA^					
Number of Employees					

\* Gross Sales is typically on line 1 of your business' tax return.

◇ Net Profit Margin = Net Income after Taxes ÷ Revenue

^ EBITDA stands for earnings before interest, taxes, depreciation and amortization. To calculate, start with Net Income after Taxes and add back any interest expense, income taxes, depreciation and/or amortization expenses included in the Net Income after Taxes figure.

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**PART D: References**

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Please provide the following references. Let them know that we will be contacting them as part of the selection process.

Customer Name \_\_\_\_\_

Business Address \_\_\_\_\_

Business Address \_\_\_\_\_

Business Phone \_\_\_\_\_

Business Fax \_\_\_\_\_

Customer E-mail \_\_\_\_\_

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

Customer Name \_\_\_\_\_

Business Address \_\_\_\_\_

Business Address \_\_\_\_\_

Business Phone \_\_\_\_\_

Business Fax \_\_\_\_\_

Customer E-mail \_\_\_\_\_

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

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PART D: References (continued)

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CPA/CFO Name \_\_\_\_\_

Business Address \_\_\_\_\_

Business Address \_\_\_\_\_

Business Phone \_\_\_\_\_

Business Fax \_\_\_\_\_

CPA/CFO E-mail \_\_\_\_\_

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

Professional  
Reference \_\_\_\_\_

Business Address \_\_\_\_\_

Business Address \_\_\_\_\_

Business Phone \_\_\_\_\_

Business Fax \_\_\_\_\_

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

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

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PART D: References (continued)

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Professional  
Reference

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Business Address

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Business Address

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Business Phone

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Business Fax

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E-mail

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Business Website

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By providing this information, I give the WBO Excellence Award Selection Committee and Judges permission to check my credit references and to contact these references as part of the selection process.

Signature

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Date

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