

THE *Nellie* PRESENTED BY
Women Business Owners

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

Strategic Partner:





Dear Nellie Cashman Award Applicant:

Welcome to the Nellie Cashman Award program! Your application for this prestigious award testifies of your stature as a preeminent woman entrepreneur. The “Nellie”, 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. For us, honoring the accomplishments of our fellow businesswomen affirms our personal and professional success ideals and belief systems. We are delighted to have you to join us in this commemoration of extraordinary women in business.

WBO takes great pride in The Nellie, which 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 five finalists with a panel of community judges. If you are a chosen 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 Nellie winners have told us repeatedly 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. To find out more about Women Business Owners and the history of this award, please find us at www.womenbusinessowners.org. Thank you again for your participation!

Debbie Leviton

President ~ 2010

Women Business Owners





CALENDAR OF EVENTS

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.





QUALIFICATIONS

- Candidate must be a current woman business owner, with headquarters in Western Washington.
- Candidate must be primarily responsible for the financial performance of her business.
- The business must gross over \$1,000,000 and have at least 3 employees.
- The business must have been in operation for at least 5 years.
- Candidate must have **greater than 50%** equity ownership in her business, unless the company is publicly held. If the company is publicly held, the candidate must be the original founder or purchaser and be actively involved in the company's day-to-day management.

JUDGING GUIDELINES

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





APPLICATION INSTRUCTIONS

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 Nellie Cashman Selections Committee and Judges. Additionally, all Nellie Cashman Selections Committee members 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 to confirm receipt.

MEDIA RELEASE INFORMATION

Please be advised that if you are selected as a Nellie Cashman 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 _____





PART A: General Information

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 _____





PART B: Questions

Please attach your responses to the following questions:

1. When was your company founded or when did you assume leadership?
2. What percent of the company do you presently own?
3. Is your company publicly held? If yes, when did it go public? What percentage of the company's stock do you hold?
4. Has the company been under your leadership continuously for the last five years?
5. Where did the original capital come from for your business? How much was it?
6. Please describe your products or services in detail. Tell us why you are a leader in your industry.
7. What is the vision of your company and how has it evolved? What are the strategies and innovations that make your company successful?
8. What are your company's core values? How have these values led to you and your company's success?
9. 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.
10. 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.





PART C: Financial Information

Please be advised that this information is for the Nellie Cashman 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.





PART D: References

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 _____





PART D: References (continued)

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 _____





PART D: References (continued)

Professional
Reference

Business Address

Business Address

Business Phone

Business Fax

E-mail

Business Website

By providing this information, I give the Nellie Cashman Selections Committee and Judges permission to check my credit references and to contact these references as part of the selection process.

Signature _____ Date _____

