



women business owners

PRESENTS

THE
Nellie

WOMAN BUSINESS OWNER
OF THE YEAR AWARD

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 Sponsor:





Dear Nellie Cashman Award Applicant:

Welcome to the Nellie Cashman Woman Business Owner of the Year Award (the “Nellie Cashman Award”)! Your application for this prestigious award testifies to your stature as a preeminent woman entrepreneur. The Nellie Cashman Award, presented annually since 1982, is the oldest award of its kind in the 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 business women 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 Cashman Award, 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 winners have told us repeatedly that it has been both enjoyable and extremely rewarding for them, and 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 WBO and the history of the Nellie Cashman, please find us at www.womenbusinessowners.org. Thank you again for your participation!

Shawn K. (Mercalde) Harju

President ~ 2012

WOMEN BUSINESS OWNERS



APPLICATION PROCESS

The Call for Nominations launched in December 2011. Nominees will be contacted and provided with an Application Form. To qualify as a candidate, nominees must meet the following 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 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.

Applications must be submitted by the Application Deadline of **March 1, 2012** as follows:

To move forward please return seven (7) copies of the completed Application, along with any collateral materials (marketing materials, articles and excerpts; letters of commendation) and your \$250.00 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.

Applicants who submit an application will receive an email acknowledgement. It is each applicant's responsibility to confirm the committee's receipt of the application materials. Applicants may contact Jessica Adair or Kalai Wineland, Co-Chairs of the 2012 Nellie Cashman Award event, at Nellie@womenbusinessowners.org to confirm receipt.





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SELECTION PROCESS

Applications received by the deadline will be reviewed for completeness and eligibility.

The judging panel will review the applications and meet to select five finalists, who will be notified by May 4, 2012.

The finalists will be interviewed in May and subsequently judged on the following criteria:

- Entrepreneurial Spirit ~ 35%

Considerations include evidence of innovation in developing new business opportunities in products or services, the market niche, employment, etc., while considering the future.

- Ethics and Community Contributions ~ 25%

Considerations include evidence of courage to make wise decisions that are in the best interest of the company, serving as a positive role model for leadership both internally and in the community, and community outreach efforts through business or personal activities.

- Financial Management Skills ~ 20%

Considerations include demonstrated ongoing growth of the business in revenues, profitability, staff and vendors as demonstrated by financial statements and the company's history over the last five years.

- Risk and Difficulty of Business ~ 20%

Considerations include obstacles that were overcome, the inherent difficulty in the applicant's industry, and ongoing business risks.

All candidates will be expected to attend the applicable mandatory events listed in the Calendar of Events below.

FOR THE FINALISTS AND WINNER

The finalists of the Nellie Cashman Award receive media coverage through our media and other sponsors.

Press releases will also be issued to media and the finalists' local media and industry outlets. In addition, the finalists will receive a membership to WBO.

The winner will be expected to present a keynote speech to the membership at a luncheon in early 2013 and will be asked to attend and to sponsor the 2013 Nellie Cashman Award event.





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CALENDAR OF EVENTS

The Nellie Cashman Award process starts with a Call for Nominations in late 2011 and concludes with the Gala award event in October 2012. Applicants must be prepared to attend the following mandatory activities as applicable.

CANDIDATES BREAKFAST (all qualified applicants attend):

Date: Wednesday, April 18, 2012
Time: 7:30 am – 9:30 am
Location: The Harbor Club in Bellevue, WA

FINALIST INTERVIEWS (finalists will be notified by Friday, May 4, 2012):

Date: Tuesday, May 15, 2012 at 10:00 am
Time: 30 minute interview to be scheduled between 10:00 am and 5:00 pm
Location: Gordon & Rees LLP, 701 Fifth Avenue, Suite 2100, Seattle, WA 98104

WBO LUNCHEON – FINALIST INTRODUCTIONS:

Date: Thursday, June 22, 2012
Time: 11:30 am – 1:30 pm
Location: The Harbor Club in Bellevue, WA

FINALISTS' LUNCHEON:

Date: Wednesday, September 12, 2012
Time: 11:45 am – 1:45 pm
Location: TBD

NELLIE CASHMAN GALA DINNER:

Date: Thursday, October 4, 2012
Time: 5:00 pm – 9:30 pm (immediately preceded by onsite rehearsal)
Location: The Four Seasons Hotel in Seattle, WA

WBO LUNCHEON – NELLIE CASHMAN KEYNOTE SPEECH:

Date: Thursday, January 24, 2013
Time: 11:30 am – 1:30 pm
Location: TBD





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MEDIA RELEASE INFORMATION

Please be advised that if you are selected as a Nellie Cashman Finalist, your biographical information will be shared with the public and any 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 _____

APPLICANT RESOURCES

A number of resources are available for applicants are available on our website at www.womenbusinessowners.org.





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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 _____





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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.





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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.)

	2011	2010	2009	2008	2007
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

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 _____





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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 _____

