



2007 SIGNATURE AWARDS

INSPIRING WOMEN, INSPIRING BUSINESS

2007 APPLICATION

NAWBO-NYC is the New York City chapter of the National Association of Women Business Owners, the largest collective voice of women entrepreneurs in the U.S.

Since 1994, NAWBO-NYC has been honoring the achievements of women entrepreneurs and celebrating their contributions to New York City's business community and culture. In 2001, the awards became known as The Signature Awards.

Just as a signature is a personal mark that can be replicated but not precisely duplicated, the Signature Award winner is a woman who has put her individual mark on a company and created a unique business.

Signature Award winners are pioneers who have forged their own path to success, carving out new rules in business along the way. With intelligence, compassion and courage, they have made their mark on the New York business community, and sometimes on the national economy.



2007 SIGNATURE AWARDS

AWARD CATEGORIES

Honorees can apply for a Signature Award in the following categories:

The Master Award: This award acknowledges the achievement of a woman who owns and operates a mature company, a company in business for a number of years that is financially stable with systems and procedures in place, yet continues to succeed by being constantly innovative—shifting her strategic focus, incorporating new technology, expanding her market, increasing her staff, etc.

The Promise Award: This award recognizes up to three women business owners whose businesses have the promise of breakthrough success based on innovation and progressive product and/or service plans.

Nominees are judged by conventional measures of business success (profitability, growth, etc.), as well as qualitative criteria, which vary depending on the award.

NOMINATING PROCEDURES

A woman business owner may nominate herself or be nominated by others. Please complete the required information, including all supporting materials, and send to the address listed below. All information will be kept confidential.

ELIGIBILITY

Nominees must own companies headquartered in New York City. They must be actively involved in and have a controlling interest in the company. Nominees must be in business for at least one year.

Nominees must commit in advance to attend the Signature Awards Gala on Tuesday March 20, 2007. Applications must be postmarked no later than December 31, 2006.

SUBMISSION INSTRUCTIONS

Send three copies of all written material, postmarked no later than December 31, 2006 to:

NAWBO-NYC Signature Awards Application
C/O Cellestine Burgess
171 Madison Avenue, Suite 1308
New York, NY 10016

FOR MORE INFORMATION

cburgess@nawbonyc.org
or call 212- 252-1100



2007 SIGNATURE AWARDS

NOMINATOR'S INFORMATION

NOMINATOR: SELF (PLEASE SKIP TO NOMINEE'S INFORMATION BELOW)
 OTHER (PLEASE COMPLETE BELOW)

NOMINATOR'S NAME: _____

TITLE: _____

ORGANIZATION/COMPANY NAME: _____

MAILING ADDRESS: _____

TELEPHONE: _____ FAX : _____

EMAIL ADDRESS: _____

ARE YOU A MEMBER OF NAWBO-NYC? YES NO

LETTER OF REFERENCE:

Required: One letter of reference from a person other than a family member.

Guidelines for the letter writer of reference: What about this Nominee as a woman business leader do you see as inspiring for other female entrepreneurs? Please use specific examples that demonstrate the qualitative criteria mentioned in the award description.

Please write your letter on your organization's letterhead and state the length of time you have known the Nominee, as well as the context in which you know her (as her employee, business partner, industry peer, attorney, accountant, customer, etc.).

NOMINEE'S INFORMATION

NOMINEE NAME: _____

TITLE: _____

COMPANY NAME: _____

MAILING ADDRESS: _____

TELEPHONE: _____ FAX : _____

EMAIL ADDRESS: _____ WEBSITE : _____

BUSINESS/INDUSTRY CLASSIFICATION (TYPE OF BUSINESS)

FORM OF INCORPORATION (CHECK ONE):

C - CORP. S - CORP. SOLE PROP. PARTNERSHIP OTHER:

PERCENT OF COMPANY OWNED BY NOMINEE: _____ DATE FOUNDED: _____

NUMBER OF EMPLOYEES: FT _____ PT _____ CONSULTANTS _____ INTERNS _____

2006 GROSS REVENUE: _____ 2006 NET REVENUE: _____

2005 GROSS REVENUE: _____ 2005 NET REVENUE: _____

2004 GROSS REVENUE: _____ 2004 NET REVENUE: _____

IS THE NOMINEE A CERTIFIED WOMAN BUSINESS OWNER? YES NO

IS THE NOMINEE A MEMBER OF NAWBO-NYC? YES NO

WHAT OTHER ORGANIZATIONS DOES THE NOMINEE BELONG TO? _____

TO BE COMPLETED BY NOMINEE

ESSAY

Please answer each of the following questions in 250 words or less, per question:

Entrepreneurship:

How and why did you start your business: In your response, please:

- Describe your product/service and target markets
- Clarify how you differentiate your product/service from others in the marketplace
- Explain how you raised start-up capital
- Describe how you marketed/branded your product/service
- Identify associations/groups/mentoring organization you have accessed for assistance in growing your business.

Qualitative Criteria:

Please highlight how you have met the criteria for the award you are applying.

Master Award: Succeeds by constantly innovating – shifting your strategic focus, incorporating new technology, expanding your market or increasing your staff, etc.

Promise Award: Have the promise of breakthrough success based on innovation and progressive product and/or service plans

Challenges:

Please describe a personal or professional challenge that you have overcome and how experiencing that challenge and overcoming it impacted your business.

Please respond to the following question in 500 words:

If you were to win NAWBO-NYC's Signature Award, what elements of your own story would you share with the audience to inspire other women business owners? In your answer, please include the qualitative criteria of the award for which you are applying. (See above.)

TO BE COMPLETED BY NOMINEE

FINANCIAL INFORMATION:

If you are a corporation, please attach signed copies (by you and your accountant), of the first four pages of your company's corporate tax return for each of the last three years.

If you are a Sole Proprietor, please attach a copy of Schedule C and any other forms and schedules connected with your business. You may blackout, if you wish, all identification numbers. All tax return information is confidential and will be used solely by Signature Award judges as one criterion within the overall judging process. Nominees who wish to have tax return information returned to them should include a stamped, self-addressed envelope for that purpose.

OTHER MATERIAL REQUIRED

- A resume
- A short bio for possible publication
- List of any business/industry-related awards you have received

OPTIONAL

Two press clippings published within the last three years

RELEASE

To the best of my knowledge, the information contained herein is true and complete.

I understand the information I am providing on this application will be used by NAWBO-NYC and the Signature Awards judges to select award recipients and I consent to the use of information for said purposes. I further consent to the use of such information for research, educational or any other purpose as long as such use does not divulge my identity or identify my company or organization to people other than those of the NAWBO-NYC Board and the Signature Awards judges.

If I am selected as a finalist or award winner, I hereby authorize the use, in connection with the Signature Awards event and NAWBO-NYC's programs and publications, of my name, non-financial information, photographs, video recordings and audio recordings of me from whatever source. I understand and agree that no compensation shall be due me or due my company for this usage.

NOMINEE'S SIGNATURE AND DATE