

IS YOUR BUSINESS SUPER?

Apply now for the
2017 Marvin S. Gilman Superstars in Business Award
and tell Delaware why you deserve star status!



MARVIN S. GILMAN
SUPERSTARS
IN BUSINESS

Superstars in Business Awards Luncheon

Wednesday, November 8, 2017

11:15 a.m.

Hotel du Pont, Gold Ballroom



WHAT MAKES YOUR BUSINESS SUPER?

This application form is a simple self-evaluation that can improve your business management skills, and put you in the running to win the 2017 Marvin S. Gilman Superstars in Business Award!

Step 1 / Self-Evaluation:

- If your organization is a business, please use Form A.
- If you are a nonprofit, please use Form B.

Please answer the questions as a separate Word file with your company letterhead or complete it online at www.dscc.com/superstarsinbusiness.html. Electronic PDFs and paper versions are also available. Please contact Kelly Wetzel at kwetzel@dscc.com or (302) 576-6564.

Eligibility:

- Member of the Delaware State Chamber of Commerce.
- In business for at least three continuous years.
- 150 employees or fewer.
- Previous Award of Excellence recipients and applicants that were not selected for an award may resubmit their same application up to three years back.
- Previous Superstars in Business winners may re-apply after five years.

If you would like to be connected with a previous Superstars in Business winner for assistance in completing your application, please contact Kelly Wetzel at kwetzel@dscc.com or (302) 576-6564.

Step 2 / Submission:

Applications must be submitted to the Superstars in Business Committee no later than Thursday, August 17, 2017 at 12 p.m. No late entries will be accepted. Please note that materials submitted cannot be returned, but all information remains confidential.

***Your application may not exceed 15 pages total. This includes any attachments. Applications longer than 15 pages will not be accepted.*

Step 3 / Application Review:

Within each category, the finalists may be contacted for additional information or validation of the information submitted. The review made at this step is held in strict confidence.

Step 4 / The Awards:

Each winner will be presented with a special award recognizing their superior achievement on November 8, 2017 at a luncheon in the Gold Ballroom of the Hotel du Pont in Wilmington. Marketing and recognition will be given to all the Business Superstars throughout the year.

Awards may be judged in the following categories (Please note that categories will be decided upon at the Selection Committee's discretion based on number of entries and quality of applications):

- 1 to 24 employees
- 60 to 150 employees
- 25 to 59 employees
- Nonprofits

Below each question we have provided you with 'Ideas for Success.' They aim to help you form more robust answers and provide suggestions on what information may make your response more competitive. These are not requirements, but may help judges compare your business against other applicants. Please answer questions as concisely as possible.



DELAWARE STATE CHAMBER

Small Business Alliance

STRENGTH • SECURITY • SKILLS • SAVINGS

ENTRY DEADLINE: August 17, 2017 at 12p.m.

Apply online or mail completed applications to:

Small Business Alliance / Delaware State Chamber of Commerce
1201 N. Orange Street, Suite 200, P.O. Box 671, Wilmington, DE 19899

Superstars in Business | Apply online at www.dscc.com/superstarsinbusiness.html | 302-576-6564



Form A for BUSINESSES

Please answer all questions as concisely as possible on your company letterhead or online at www.dsc.com/superstarsinbusiness.html

Your entire application may not exceed 15 pages. This includes any attachments.

1. **Business name, address and phone number; Primary contact's name, title, phone number and email address.**

2. **Please describe your business.**

3. **List the number of years in business and briefly explain how your business was started.**

4. **Number of employees and average tenure (Please distinguish between full-time and part-time).**

5. **Please provide your business mission statement and/or business philosophy.**

Provide your mission statement, vision statement, guiding principles or strategies for success. How is your mission statement communicated to clients, investors and/or the general public, i.e. word of mouth, through marketing materials, etc.? Also explain how they were developed – were they customer or leadership driven, and how do you ensure they are understood by your entire company? Tell us here if you have team building meetings, strategy sessions and/or safety meetings that may include a regular discussion on these important guiding statements.

6. **Given the current economy, how have you been able to sustain and/or grow your business?**

Here is the place to highlight any strategies or measures taken that have resulted in savings, stability or growth. An index of profitability, projection and/or financial summary is required (examples could be revenue growth percentage, profit margin, etc.). Profitability results or a steady financial track record would be great evidence of skillful business management. How do your financial records measure up to other companies in your industry? Smaller companies should show growth or sustainability and share projections for the future. Actual financial metrics will separate your application from the competition. Tell us of innovative ways you have used to market or boost sales that have produced a good ROI, be specific. **Remain assured that all information is kept confidential.**

7. **What makes your business stand apart from your peers and/or similar businesses?**

Please use this question to outline how you identify customer needs and priorities. Customer loyalty, years of experience, low associate turnover and industry awards are all competitive weapons. Tell us if you are measuring customer satisfaction or if you have moved to customer loyalty or customer advocacy. Share with us how you brand your company and how you maintain it, i.e. social media, online networking, marketing campaigns, etc. Tell us if you have a customer database or process to retain information about customers to use in the future. If you have a formal process for tracking and resolving complaints, please highlight your program here and brag about your results. If associate training or education reimbursement programs are a big part of your employee retention program or your quality/safety programs, please tell us about that too. Specific examples are appreciated.

8. **Identify two or three of the most significant challenges in growing your business. Explain how you handled them.**

Some companies highlight their hiring and retention programs here and others may share their success in adapting to economic climate changes. If there are challenges, financial or otherwise, how did the leaders of the organization rally associates to meet the challenge? How were the challenges identified and did you anticipate them coming? If they could not have been predicted, what have you learned for the next time to make the company stronger? If there are no challenges/problems to list because all employees are proactively taking care of all aspects of the business in the best possible way, tell us that too!

9. **Briefly discuss the nature and involvement of your community service efforts.**

List key leaders' involvement – describe investments of time, as well as causes supported financially. This is also the place where you may highlight efforts to care for our environment. List efforts regarding investment in friendlier vehicles or equipment, and to conserve and recycle materials. Do you have a formal program that includes fundraising or service hours donated? Are the commitments or passions you have for certain causes conveyed in your marketing? Are they a part of the image you relate to others? Describe any support for a health and safety program where you may even include family members.

10. **Please provide the names and contact information of your professional support, i.e. banks, accounting firms, etc. If you are an award winner, we will contact them on your behalf to share the good news.**

We also encourage you to provide customer testimonials with your application.



Form B for NONPROFITS

Please answer all questions as concisely as possible on your company letterhead or online at www.dsc.com/superstarsinbusiness.html

Your entire application may not exceed 15 pages. This includes any attachments.

- 1. Business name, address, and phone number; Primary contact's name, title, phone number and email address.**
- 2. Please describe the work of your nonprofit.**
- 3. Number of years serving the community.**
- 4. Number of paid staff and average tenure.**
- 5. Number of volunteers and their average tenure.**
- 6. Percentage of your organization's budget that is:**
Program Services_____, Fundraising_____, Management and General_____.
- 7. Please provide your organization's mission statement and/or philosophy.**

A mission statement, vision statement, guiding principles or strategies for success should be listed here or can be included as attachments. How is your mission statement communicated to clients, investors and/or the general public, i.e. word of mouth, through marketing materials, etc.? Also explain how they were developed – were they customer or leadership driven, and how do you ensure they are understood by your entire organization? Tell us here if you have team building meetings, strategy sessions and/or safety meetings that may include a regular discussion on these important guiding statements.

- 8. What makes your nonprofit stand apart from your peers and/or similar nonprofits?**

Please outline the measurable outcomes you monitor that indicate client satisfaction, program delivery, volunteer tenure and retention and fundraising effectiveness.

- 9. What is the number of people or groups that have benefited from your organization? (Please provide results for each of the last three years.)**
- 10. What have been the two or three most significant challenges in meeting the needs of your constituency? And how have you approached these challenges?**

Do you have a survey process for your constituents and/or your benefactors to identify how their needs are changing? Have any changes to your organization come from this survey process in the past few years?

- 11. Please provide the names and contact information of your professional support, i.e. banks, accounting firms, etc. If you are an award winner, we will contact them on your behalf to share the good news.**

We also encourage you to provide customer testimonials with your application.