



## WOMAN'S WAY AWARDS 2016 NOMINATION FORM

\*DEADLINE FOR SUBMISSION IS **FRIDAY, APRIL 1, 2016.**

### About the Awards

*Austin Woman* magazine's **Woman's Way Awards** are the *only* business awards for woman-owned businesses in Austin. With a selection committee of Austin's most powerful and influential women, a Woman's Way award is the most prestigious, sought after award for women in business. Woman-owned firms account for 30% of all enterprises and are growing faster in number and employment than most other firms. Texas is leading the way as the second fastest growth of women-owned firms. A Woman's Way award is a coveted endorsement for women all over Austin.

### Eligibility:

All nominees must be based in Austin and/or have a significant portion of operations & staff in Austin. Specific award descriptions and eligibility requirements are below:

#### 1. **LEADERSHIP: Woman-owned businesses leading in their field of expertise**

##### **General rules:**

- Must be 51% or more woman-owned (your signature will serve as affidavit to that fact for the nomination process, additional verification may be requested)
- Must be based in Austin and/or have a significant portion of operations & staff in Austin

### AWARDS

- **Health & Wellness:** This woman-owned business is making significant impact in the health and wellness category through its products & services. This category can include medical, physical and mental wellness, fitness, nutrition, spas etc.
- **Product Innovation:** This woman-owned business has developed a product and taken it to market. This can include a tangible/physical product or a technology-based product.
- **Service Provider:** This woman-owned business provides a service to her clients, such as accounting, legal work, coaching, consulting, or other professional services.
- **Marketing/PR/Media:** This woman-owned business helps her clients drive business through marketing, public relations and social media.
- **Blog/Podcast/Newsletter/Webinars:** This woman-owned business has taken a blog/podcast/newsletter and/or webinar and turned it into a revenue-generating business while making an impact on its readers/listeners in its subject matter category.

2. **PINNACLE**: Female individuals or woman-owned or woman-led companies who have achieved excellence.

**General rules:**

- Applicant must be a female business owner, a female leading a company, or an individual leader.
- Must be based in Austin and/or have a significant portion of operations & staff in Austin

**AWARDS**

- **Woman-Led Business of the Year**: This award will go to a business owned by a man but led by a woman. We are looking for innovative businesses making an impact in Austin and in their industry at large. Depending upon response, we will have two categories for this award: A. Gross Revenue under \$1M or B. Gross Revenue over \$1M.
- **Woman-Owned Business of the Year**: This award will go to a WOMAN-OWNED business making an impact in Austin and in their industry at large. Depending upon response, we will have two categories for this award: A. Gross Revenue under \$1M or B. Gross Revenue over \$1M.
- **Women in Technology**: This award will go to a woman who is an innovative leader in a technology company. Specifically, what has this woman done to help other women or girls break into this traditionally male-dominated industry?
- **Rising Star Award**: This award will go to either a woman-owned or woman-led business that is less than 3 years old. We are looking for innovative businesses making an impact in Austin and in their industry at large, and have the potential to become market leaders.
- **Philanthropic Business of the Year**: This award will go to either a woman-owned or woman-led business that has made a significant contribution to female-focused causes and is making a difference in the community through financial support and volunteer work. This award recognizes a business who demonstrates generosity of spirit and a commitment to social impact.

3. **THE AWARD**: Our Woman of the Year Award

- **I AM Austin Woman**: This woman must own or be in leadership at a company and has done significant work to promote and advocate for other women business owners or women in business. She has also had a remarkable career and reached a pinnacle in her industry. Her spirit and contributions will align with the *Austin Woman* core mission to encourage, celebrate and engage the women of Austin and its core values of gratitude, integrity and accountability to others.

## Criteria:

The award winner will be selected based on a written entry of up to 500 words that includes the answers to the following guiding questions. Please also review the criteria for the specific award(s) for which you are applying and include pertinent information.

- What are the company's core values, goals and overall mission?
- Please provide a brief history of your company.
- How has the company built and maintained its leadership role in Austin's business community?
- What has the company done to create a corporate culture that is supportive of its employees and their quality of life?
- In what way does the company give back to the Austin community?
- How does the company support and/or advocate for other women business owners or women in business?
- What professional organizations does the company participate in?
- Nominees are asked to provide a photo/headshot with submission.

## Selection Process

Winners will be selected through an *Austin Woman Awards* Selection Committee judging process. The members of the Selection Committee were carefully chosen for their deep and broad knowledge in the key areas of excellence that guide the Awards program. Employees of *Austin Woman* magazine do not in any way influence the Selection Committee's voting; however, they do administer and facilitate the awards selection process.

## Nomination Process:

**Businesses that meet the awards requirements are encouraged to apply directly for the award. In addition, a business may be nominated by another business person, community leader or business organization.**

## How to Enter:

**STEP 1: Select the award you wish to enter.** You may enter up to 3 (three) categories. Each entry must be submitted separately.

**STEP 2: Submit this completed form and criteria questions pertaining to your specific category.** (Nominees are encouraged to submit additional relevant supporting data and background information such as press releases, brochures, newsletters, reports, etc. Entries may be submitted in a word and/or pdf format.)

**STEP 3: Submit online at [austinwomanmagazine/womansway2016](http://austinwomanmagazine/womansway2016) or return completed nomination packages to Austin Woman at [womansway@awmediainc.com](mailto:womansway@awmediainc.com) or mailed directly to 3921 Steck Ave. Suite A111, Austin, Texas 78759 (Attn: WOMAN'S WAY AWARDS).**

**NO LATER THAN **FRIDAY, APRIL 1, 2016.****

Finalists will be announced on May 5, 2016.

Winners will be announced on June 9, 2016 at the 2016 Woman's Way Awards event at One World Theater @ 7701 Bee Caves Road. Austin, Texas 78746.

AWARD CATEGORY (Select One. Additional entries must be must be submitted separately.)

- |   |   |
|---|---|
| <input type="checkbox"/> Woman-Led Business of the Year     | <input type="checkbox"/> Health & Wellness                |
| <input type="checkbox"/> Woman-Owned Business of the Year   | <input type="checkbox"/> Product Innovation               |
| <input type="checkbox"/> Women in Technology                | <input type="checkbox"/> Service Provider                 |
| <input type="checkbox"/> Rising Star Award                  | <input type="checkbox"/> Marketing/PR/Media               |
| <input type="checkbox"/> Philanthropic Business of the Year | <input type="checkbox"/> Blog/Podcast/Newsletter/Webinars |
| <input type="checkbox"/> I AM Austin Woman                  |   |

NOMINEE

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Headquarters Address (if different): \_\_\_\_\_

Company contact name & title: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Web Address: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Is Business 51% or more woman-owned? Y\_\_\_\_ N\_\_\_\_

Please provide owner(s) name(s): \_\_\_\_\_

If yes, please sign here as affidavit: \_\_\_\_\_

Is the company: publicly held\_\_\_\_, or privately held \_\_\_\_?

Number of Employees: Overall \_\_\_\_\_, Based in Austin \_\_\_\_\_

Number of Years in Business: \_\_\_\_\_

Annual Revenue: up to \$500K\_\_\_\_ \$500-\$1M\_\_\_\_ \$1M-\$5M\_\_\_\_ Over \$5M\_\_\_\_

Social Media Handles: Facebook\_\_\_\_\_ Twitter\_\_\_\_\_

Instagram\_\_\_\_\_

NOMINATOR

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_