



## 2017 Nomination Form

The Wisconsin Family Business of the Year award highlights and celebrates the accomplishments and contributions of family businesses that make an impact on the Wisconsin business community. Why nominate your family business? A nomination alone is an honor to the business and the family. Award programs are an effective way to bring positive recognition for the good things you do in your community and your industry. A company's marketing and employee morale benefit from being involved in recognition programs. In addition, the process of evaluating your company and putting your accomplishments on paper is a beneficial and rewarding exercise.

For more information, inspiration and nomination materials, visit our website at: [www.familybusinessaward.com](http://www.familybusinessaward.com)





## Qualifications

- Be a Wisconsin-based family-owned company
- Have intentions of passing ownership to the next generation
- 2016 Grand Award winners are not eligible

## Award Categories

Grand Awards will be given in the following categories:

<b>Small</b>	Under 25 employees
<b>Medium</b>	25 to 99 employees
<b>Large</b>	100 or more employees

Special awards may also be given to companies excelling in a particular area.

## Judging Criteria

A panel of independent business leaders will judge the nominations. The nomination form requests a variety of information used to evaluate the nominee. The judges will consider:

- Contribution to community and industry
- Positive links between family and business
- How family values influence the business
- Business performance
- Innovative practices
- Challenges overcome
- How the business has been nimble and flexible
- How the business addresses strategic planning
- How the business addresses risk management

Judges will determine winners based on the content and quality of the completed nominations.

## Awards Banquet

An awards ceremony for the nominees and their employees, nominators, family, and friends will take place on **Thursday, May 4, 2017**, at Monona Terrace Community and Convention Center in Madison. Please mark your calendar for the gala event.

## Nominations

Self-nominations are encouraged. Nominations can also be submitted by anyone close to the business, such as a client, banker, accountant, attorney, or other advisor. All nominations must be received by **March 31, 2017**. Information in the nomination form including photographs will be used by the sponsors for presentations and news releases about the awards. Any confidential financial information will not be used.





# Application

**You must completely reply to all five sections to be a qualified candidate.**

## Section 1: Nominator Information

Contact name \_\_\_\_\_  
Relationship to nominee \_\_\_\_\_  
Company name \_\_\_\_\_  
Street address \_\_\_\_\_  
City/State/ZIP \_\_\_\_\_  
Phone number \_\_\_\_\_  
Email \_\_\_\_\_

## Section 2: Nominee Information

Company name \_\_\_\_\_  
Highest ranking business member \_\_\_\_\_  
Title \_\_\_\_\_  
Email \_\_\_\_\_  
Principal owners \_\_\_\_\_  
Year founded \_\_\_\_\_  
Principal product/service \_\_\_\_\_  
Number of employees company-wide \_\_\_\_\_  
Number of employees in Wisconsin \_\_\_\_\_  
Street address \_\_\_\_\_  
City/State/ZIP \_\_\_\_\_  
Phone/Fax \_\_\_\_\_  
Website \_\_\_\_\_  
Number of family members employed by the company (including board of directors) \_\_\_\_\_  
Number of generations actively involved since the company was founded \_\_\_\_\_  
Number of generations currently involved in the company \_\_\_\_\_  
Generation currently running the company (1st, 2nd, 3rd...) \_\_\_\_\_  
Please list all locations \_\_\_\_\_  
How did you hear about the Family Business of the Year Award? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Nominations due March 31, 2017.**





### Section 3: Tell Us Your Story

In 500 words or fewer, describe the qualities that make this family and family business so special.

### Section 4: Company Profile

In approximately 100 words per question, please answer the following inquiries.

1. Please provide a brief history of the company's business.
2. How have you successfully linked your family with your business?
3. Describe the impact the company has had on the community.
4. Has your family developed innovative business practices that have helped the family business succeed from one generation to the next?
5. How do the family's values influence the business?
6. Describe your growth in sales, employees, profits, locations, etc., since the company's beginnings.
7. Is it the family's intention to pass on the business to future generations? If so, what succession planning steps have been taken?
8. How does the business utilize strategic planning and risk management?

### Section 5: Additional Information

In order to create a complete picture of the company, please provide brochures, sales materials, catalogs, copies of articles on the company or family, photos of family members and staff, business location, and historical photos. **Please send an electronic file of your company logo (300 DPI in JPG or TIFF format) to [info@sgcpa.com](mailto:info@sgcpa.com). Electronic photos will also be accepted as part of the nomination.**

### Section 6: Packaging Instructions

In order for your nomination to be complete, please submit four three-hole punched, unbound copies of the following:

1. Cover letter
2. Family Business of the Year Award Application – Section 1 & 2
3. Paragraph from Section 3 – Tell Us Your Story
4. Answers from Section 4 – Company Profile
5. Any additional materials such as brochures, articles, photos, and company logo (one copy).

### Section 7: Mailing Instructions

Wisconsin Family Business of the Year Award  
Smith & Gesteland LLP  
8383 Greenway Boulevard  
Middleton, WI 53562

**Nominations are due March 31, 2016.**

### Questions?

Please contact Smith & Gesteland at 608-836-7500 or [info@sgcpa.com](mailto:info@sgcpa.com).





## Frequently Asked Questions

### **What are the judges looking for?**

We solicit feedback from judges each year after judging. The most common comments or questions are listed here for your consideration:

- Is there a compelling story behind the company?
- Although we don't need exact numbers, what has the success of the company been in sales, in profits and in customer satisfaction?
- We need to see all the questions answered, at least in part. We compare companies using all the information, and incomplete information does not make a nominee rise to the top.
- What are their plans for succession?

### **How much information is needed?**

Please answer each question or section with as much detail as you need to tell your story. Nominations typically are 12 to 25 pages, including supplemental material.

### **What types of supplemental material do people submit?**

Please be sure to submit marketing materials that explain your service or product. These materials will help our panel of judges better understand your company. If you have news clippings, a recent annual report, photographs, awards or other materials, please feel free to submit copies of these, too. They can help you tell your story.

### **How detailed does the information need to be?**

Be as specific as you can. For example, numbers tell an important part of your story. When reporting on your growth in sales and profits, please be aware that financial information is kept confidential. You may use percentages to describe growth if you wish.

### **What does "impact on the community" mean?**

If your business provides a significant number of jobs relative to the size of the community in which it is located, let us know. If your business participates in charitable acts, let us know. Do you have a program to match employee contributions? Offer scholarships? Do you partner with other businesses or groups to host an event? What makes your company a good citizen?

### **Who are the judges?**

It is important to know that the sponsors are not the judges, nor do the sponsors submit nominations. The judges are drawn from family-owned businesses, past winners and consultants.

### **Can I nominate someone as a surprise?**

Generally, no. Detailed and extensive information is necessary which makes it important to have the nominee involved in the process. Unless you are a company insider, consultant, or close advisor with access to the needed information, it would be difficult to prepare a successful nomination as a surprise.



## 2016 Award Winners

### Grand Awards

Empire Screen Printing, Onalaska  
 Badger Basement Systems  
 Shiloh Dairy, Brillion

### Category

Large Company  
 Medium Company  
 Small Company

### Special Awards

Architectural Design Consultants, Inc.  
 Gordon Flesch Company, Madison  
 Tamara's the Cake Guru, Oshkosh

Communication—Commitment—Creativity  
 Wired for Success  
 Sweet Success

## 2015 Award Winners

### Grand Awards

C. G. Schmidt, Inc., Milwaukee  
 Breuer Metal Craftsmen, Beaver Dam  
 Gellings Implement, Inc., Eden

### Category

Large Company  
 Medium Company  
 Small Company

### Special Awards

Kalahari Resorts & Conventions, Wisconsin Dells  
 Milk Source, LLC, Freedom  
 Moyer's Landscaping, Stoughton  
 Nasonville Dairy, Marshfield  
 Stan's Fit for Your Feet, Milwaukee  
 Yahara Bay Distillers, Inc., Madison

Fire Driven Passion  
 Innovation and Sustainability  
 Deep Family Roots  
 You Feta Believe  
 Sole of the Family  
 Spirits of Madison

## 2014 Award Winners

### Grand Awards

State Collection Service, Madison  
 Automation Components, Inc., Middleton  
 Michael F. Simon Builders, Inc., Waunakee

### Category

Large Company  
 Medium Company  
 Small Company

### Special Awards

HM Graphics, Milwaukee  
 Masters Gallery Foods, Inc., Plymouth  
 Mid-State Farm Equipment, Columbus  
 Peterson Wood Treating, Inc., Superior  
 Professional Construction, Inc., Waukesha  
 S&L Companies, Portage

Never Settle for Second Best  
 Culture of Fun – Passion for Cheese  
 Plowing the Way to Success  
 Preserving the Generations  
 Follow the Dream  
 Old Fashioned Culture of Service

**A complete list of previous winners is available at:  
[familybusinessaward.com](http://familybusinessaward.com)**

