



2018 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.

Since the program began in 2004, we have recognized 100 family-owned businesses. **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**





Qualifications

- Be a Wisconsin-based family-owned company
- Have intentions of passing ownership to the next generation
- 2017 Grand Award winners are not eligible

Award Categories

Grand Awards will be given in the following categories:

Small	Under 25 employees
Medium	25 to 99 employees
Large	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
- How the business is preparing the next generation

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 3, 2018**, 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 an employee, a client, banker, accountant, attorney, or other advisor. All nominations must be received by **March 30, 2018**. 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.





Nomination

**Sample nominations are available at familybusinessaward.com.
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 _____
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 30, 2018.





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. Electronic photos will also be accepted as part of the nomination.**

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).

Mailing Instructions

Wisconsin Family Business of the Year Award
Smith & Gesteland LLP
8383 Greenway Boulevard, Ste. 500
Middleton, WI 53562

Nominations are due March 30, 2018.

Questions?

Please contact Smith & Gesteland at 608-836-7500 or 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?

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.



2017 Award Winners

Grand Awards

Brakebuch Brothers, Inc., Westfield
 Crave Brothers Farm & Farmstead Cheese, Waterloo
 Wiedenbeck, Inc. Monona

Category

Large Company
 Medium Company
 Small Company

Special Awards

Central Storage & Warehouse Co., Inc., Madison
 County Materials Corporation, Marathon
 Stoughton Trailers, LLC, Stoughton
 Reynolds Transfer & Storage, Inc., Madison
 Qual Line Corporation, Waunakee

Service & Quality... Down Cold
 Bridging the Skills Gap
 Pulling for Success
 Moving Through the Generations
 Heart of Steel

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

**A complete list of previous winners is available at:
familybusinessaward.com**

