**Instructions**

**Please Note: This application is for businesses established BEFORE 1/1/2015. If your business was established AFTER 1/1/2015, please refer to the Rising Star Award application.** In order to receive an award, applicants must be in good standing with the State of Wisconsin; this will be verified prior to the announcement of award finalists.

\* IMPORTANT NOTE: Please fill out all sections of the application to the best of your ability, every Section has “POINTS” helping you WIN! Do not worry if your narrative responses are longer than the text box provided. Text boxes with longer responses will expand and judges will receive your entire response.

Return this application form by email to [awards@MarketplaceWisconsin.com](mailto:awards@MarketplaceWisconsin.com) Deadline: **August 1, 2019**.

**Company Information**

**1. Please enter the following company information.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Official Company Name: |  | | | | |
|  |  |  |  |  |  |
| Date Established: |  | | | | |
|  |  |  |  |  |  |
| Address: |  | | | | |
|  |  |  |  |  |  |
| City: |  | State: |  | Zip: |  |
|  |  |  |  |  |  |
| Phone Number: |  | | | | |
|  |  |  |  |  |  |
| Website: |  | | | | |

**2. Please enter the following company owner information.**

|  |  |
| --- | --- |
| i. Owner/CEO Name: |  |
|  |  |
| Owner Title: |  |
|  |  |
| Owner Email: |  |
|  |  |
| ii. Co-Owner Name: |  |
|  |  |
| Co-Owner Title: |  |
|  |  |
| Co-Owner Email: |  |
|  |  |
| iii. Other Owner Name: |  |
|  |  |
| Other Owner Title: |  |
|  |  |
| Other Owner Email: |  |

**3. Business Certification(s).**

Certifications must be current and issued by one of the following agencies:

State of Wisconsin Department of Administration Supplier Diversity Program, DBE from the Unified Certification Program (UCP) including WisDOT, WBENC, North Central Minority Supplier Diversity Council (NCMSDC) or the U.S. Veteran’s Administration.

Check all of your firm’s certifications:

|  |  |  |
| --- | --- | --- |
| State of WI MBE  Expiration: | State of WI WBE  Expiration: | State of WI DVB  Expiration: |
|  |  |  |
| WBENC – Woman Owned  Expiration: | NCMSDC – Minority Owned Expiration: | VA Verified SDVOSB  Expiration: |
| DBE – UCP  Expiration: |  |  |
|  |  |  |

**Company Description**

**4. Please enter the following company information.**

|  |  |  |
| --- | --- | --- |
| Agribusiness | Construction | Manufacturing |
|  |  |  |
| Professional Services | Retail | Technology |
|  |  |  |
| Tourism | Wholesale / Distribution | Other Services |
|  |  |  |
| Other (please specify) |  |  |
|  |  |  |

|  |
| --- |
|  |

**5. Please provide a brief description of your products or services and the markets you serve.**

|  |
| --- |
|  |

**Company Growth and Current Market**

**6. Please enter the following company information.**

Calculate each year’s percentage of growth relative to the previous year. Example: If 2014 sales were $100,000 followed by $150,000 in 2015, growth would be 50%. If 2014 sales were $200,000, growth from 2014 to 2015 would be 100%. Leave years blank if before company started.

|  |  |  |  |
| --- | --- | --- | --- |
| 2018 🡪 2019  *(Estimated)* |  |  | % |
|  |  |  |  |
| 2017 🡪 2018 |  |  | % |
|  |  |  |  |
| 2016 🡪 2017 |  |  | % |
|  |  |  |  |
| 2015 🡪 2016 |  |  | % |
|  |  |  |  |
| 2014🡪 2015 |  |  | % |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **7. List the number of FULL-TIME employees.** | | | |  | **8. List the number of PART-TIME employees.** | | | |
|  |  |  | |  |  |  |  | |
| 2018 |  |  |  |  | 2018 |  |  |  |
|  |  |  | |  |  |  |  | |
| 2017 |  |  |  |  | 2017 |  |  |  |
|  |  |  | |  |  |  |  | |
| 2016 |  |  |  |  | 2016 |  |  |  |
|  |  |  | |  |  |  |  | |
| 2015 |  |  |  |  | 2015 |  |  |  |
|  |  |  | |  |  |  |  | |
| 2014 |  |  |  |  | 2014 |  |  |  |

**Company Growth and Current Market**

**8. Describe challenges that your company has overcome to stay relevant and successful.**

|  |
| --- |
|  |

**Growth Strategy**

Judges will consider the company’s strategy for pursuing new markets and opportunities. Use the questions below to explain the steps your company is taking or will take to expand in the future.

**9. Describe your current strategy to expand into new markets, reach new customers, or pursue new business opportunities.**

|  |
| --- |
|  |

**10. List any steps your company has taken to gain a competitive market advantage.**

|  |
| --- |
|  |

**11. List any awards or recognitions your company or employees have received. Also list any leadership roles held by your company or its employees and any community, youth, mentoring or similar initiatives supported by your company or employees.**

|  |
| --- |
|  |

**Investments Made to Support Growth**

Judges will consider investments made by the company in employee development, business systems, marketing, assets, or other areas that support future growth.

**12. How has your company recruited and retained employees with the skills and capabilities needed to support growth and success?**

|  |
| --- |
|  |

**13. List any business and professional organizations.**

|  |  |
| --- | --- |
| Trade or business associations: |  |
|  |  |
| Professional certifications: |  |
|  |  |
| Chambers of Commerce: |  |
|  |  |
| Other: |  |
|  |  |
| Other: |  |
|  |  |
| Other: |  |

**14. Describe areas of investment of company resources that have supported the growth and development of your business. Have the investments added value to your business:**

* Management practices
* Business systems and/or software
* Marketing
* Equipment and/or facilities
* Outside advisory team or board
* Employee development
* Customer service tools
* International / export
* Other assets or investments

|  |
| --- |
|  |

**15. What benchmarks, key goals or other targets do you measure to track your company’s performance? How do you measure success?**

|  |
| --- |
|  |

**Overcoming Challenges**

Judges will consider how the company may have overcome challenges and celebrated success in the past to gauge the company's sustainability and capacity.

**16. OVERCOMING CHALLENGES – What has been your most unexpected challenge that your company has had to face and overcome?**

|  |
| --- |
|  |

**17. CELEBRATING SUCCESS – What has been your most unexpected and gratifying success that your company experienced and celebrated.**

|  |
| --- |
|  |

**18. Attach a copy of your company’s capabilities statement. Example -**  [http://www.wispro.org/wp-content/uploads/2019/06/Developing-a-Capabilities-Statement-Wisconsin-Procurement-Institute-1.pdf](https://nam03.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.wispro.org%2Fwp-content%2Fuploads%2F2019%2F06%2FDeveloping-a-Capabilities-Statement-Wisconsin-Procurement-Institute-1.pdf&data=02%7C01%7Cseyoum.mengesha%40wedc.org%7C8fb72a36fc244817b8c008d6ef83363c%7Ca4d0c6039c7f4293b89ca08c1a8eb571%7C0%7C0%7C636959744715671074&sdata=Z%2BesCmjhuMX7%2BTItNXV0tisZzdK6M1IMvXmVrcv6Q1k%3D&reserved=0)