



STERLING AWARDS



2023 MICRO BUSINESS AWARD APPLICATION

Application Deadline: Thursday, July 20, 2023

AWARD CRITERIA

The Sterling Award for Micro Business recognizes an entrepreneurship or emerging business exhibiting success through innovation, creativity, and collaboration. Eligible applicants must meet the following criteria:

- 1-10 full-time equivalent employed by Arizona operation
 - Full-time equals 30+ hours per week
 - Example: Two (2) part-time employees working 15 hours per week = one (1) full-time employee
- Established for a minimum of three (3) years
- Licensed as a legitimate business in the State of Arizona
- Current member in good standing of the Scottsdale Area Chamber of Commerce
- Five (5) years since being awarded as an Honoree in this category

JUDGING AND SELECTION PROCESS

The Sterling Award selection process is among the most credible of all business award competitions in the metro Phoenix area. Following submission, your application will be reviewed by a panel of six (6) judges who will individually score your responses to each question. Judges will use a 10-point grading system for each question, resulting in a cumulative score for each applicant. The three (3) applicants with the highest scores will advance as finalists. Current applicants are not eligible to be a judge.

The second phase of the judging process will include an on-site interview during which the judges will visit the finalists' place of business. Each finalist will have an opportunity to make a formal presentation, conduct a facility tour and respond to additional questions from the judges. This process will result in a second and final set of scores which will determine the Honoree in the category.

Honorees will remain confidential until announced on stage at the Sterling Awards Ceremony on **Thursday, November 9, 2023**. All finalists will be recognized at the ceremony along with all video presentations.

IMPORTANT DATES AND DEADLINES

Please make note of the following important dates and deadlines (dates are firm and cannot be changed):

- Application Workshops – Thursday, June 22; 4:00pm-5:00pm or Tuesday, July 11; 9:00am-10:00am
- Application Deadline – Thursday, July 20, 2023
- On-Site Judging (Finalists Only) – August 15, 16 or 17, 2023 (date will be assigned)
- In-Studio Filming (Finalists Only) – Thursday, August 24, 2023
- On-Site Video Shoots (Finalists Only) – September 6, 7 or 8, 2023 (date will be assigned)
- Sterling Awards Ceremony – Thursday, November 9, 2023; 2:00pm-4:30pm



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APPLICATION INSTRUCTIONS

Use this form as a draft, then enter all answers into the online application. Applications **MUST** be submitted online; you are allowed 1300 characters (about 200 words) for each answer on the online forms. Once you start entering your information in the online form you must complete it. You are not able to stop and start. Incomplete applications will not be considered. Please check [here](#) for updates.

- All fields are required.
- If you have questions about the application or how to properly complete the application process, please contact Ann Deasy, 480-355-2712 or adeasy@scottsdalechamber.com.

BASICS

Legal Business Name

DBA

State of Business License

CEO/Owner

Phone

Email

If selected as a finalist, will the CEO/Owner be representing the organization as the spokesperson in the video?

If not, who? (Please include title)

Phone

Email

If selected as a finalist, will the CEO/Owner be representing the organization as the spokesperson at the ceremony?

If not, who? (Please include title)

Phone

Email

Business Street Address

City

State

Zip

Type of Business (manufacturing, service, etc.)

Principal Products/Services:

Please indicate whether your company/organization is a branch location, headquarters, or regional office.



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If branch or subsidiary, where is the headquarters located and what is the parent company's name?

How many years has the company/organization been in operation in Arizona?

How many years has the company/organization been a member of the Scottsdale Area Chamber of Commerce?

Current number of Full Time Equivalent employees. FTE Employees

- Full-time equals 30+ hours per week
- Example: Two (2) part-time employees working 15 hours per week = one (1) full-time employee

Has your company applied for and/or been previously selected as a finalist for the Sterling Award?

Yes No - If yes, what year and category?

Has your company been selected as an honoree/winner in this category within the past five (5) years?

Yes No - If yes, what year?

Name of person submitting entry:

Affiliation with company:

Phone

Email

Main contact with the company:

Phone

Email



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Please provide a response to the following questions and include any information that distinguishes your company and makes it uniquely deserving of the Sterling Award.

NOTE:

For the following questions you are allowed 1300 characters (about 200 words) for each answer.

DEFINITION OF BUSINESS

Please describe your core business.

MISSION, VISION, VALUES, GOALS

State your corporate/organizational mission, vision, values, and goals.



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CULTURE

Please describe your management practices as they pertain to corporate/organizational culture, leadership, training, and work environment. Give examples of how your company/organization cultivates an atmosphere that promotes employee growth, recognition, and work/life balance in a multi-generational workforce.

UNIQUENESS

What is your company's/organization's competitive advantage? What makes your company unique in its industry? How has your company/organization demonstrated innovation in the delivery of its product and/or delivery of service?



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IMPACT AND CONTRIBUTIONS TO THE COMMUNITY

Please provide details regarding economic impact and investment in the local economy. How does your company make a significant impact on the economy and local workforce considering its relative size and resources? How has your organization improved the lives of those you serve? Please cite specific examples.

ADAPTABILITY

How has your company/organization responded to economic changes in your industry? Please cite specific examples.



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CREATIVITY AND INNOVATION

Please describe your management practices and how you exhibit creativity and imagination in the running of your business. Give specific examples.

EVIDENCE OF SUCCESS/FUTURE GROWTH

How does your company/organization define success? Please describe your success measures or metrics and provide appropriate historical data to substantiate your achievements. What about growth? What is your vision for the future? Awards or other recognitions?



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COMMUNITY SERVICE

Please describe ways that your company/organization supports the community and the Scottsdale Chamber through the involvement of its executives and employees in community projects and/or volunteer efforts.

ALLIANCE PARTNERS

Please describe any important alliances or collaborations that contribute to your ability to provide service and expertise to your clients/customers.

Thank you for submitting your application for the
Scottsdale Area Chamber of Commerce Sterling Awards.
For additional questions, please contact
Ann Deasy at adeasy@scottsdalechamber.com or 480-355-2712.