



2012

Wisconsin Family Business of the Year Award
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.

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Smith & Gesteland,^{LLP}
Certified Public Accountants & Business Consultants
Not The Same Old Bottom Line

nominee qualifications

- Be a Wisconsin-based family-owned company
- Have intentions of passing ownership to the next generation
- 2011 Grand Award Winners are not eligible

award categories

Grand Awards will be given in the following categories:

<i>Small</i>	Under 50 employees
<i>Medium</i>	50 to 99 employees
<i>Large</i>	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 business
- Business performance
- Innovative practices
- Challenges overcome
- How the business has been nimble and flexible in these economic times?

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

awards banquet

An awards ceremony will take place on **May 10, 2012**, at the Marriott Madison West, for the nominees and their employees, nominators, family, and friends. Please mark your calendar for this 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 **April 13, 2012**. Information in the nomination form will be used by the sponsors for 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 I — Nominator Information

Contact Name

Relationship to Nominee

Company Name

Address/City/State/Zip Code

Telephone

Email

Section II — Nominee Information

Company name

Highest ranking business member

Title

Email address

Principal owners

Year founded

Principal product or service

Number of employees company-wide

Address/City/State/Zip Code

Phone

Fax

Website address

Number of family members employed by the company, including those on board of directors

Number of generations actively involved since the company was founded

Number of generations involved in the company at present

Generation currently running the company (1st, 2nd, 3rd...)

Please list all locations

Please tell us how you heard about the Family Business of the Year award

Section III — Tell Us Your Story

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

Section IV — 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, how are major management decisions made, and what succession planning steps have been taken?

Section V — Additional Information Requested

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 – JPG or TIF format) to info@sgcpa.com. Electronic photos will also be accepted as part of the nomination.*

Section VI — Packaging Instructions

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

1. Cover letter
2. Family Business of the Year Award Application – Section 1 & II
3. Paragraph from Section III – Tell Us Your Story
4. Answers from Section IV – Company Profile

And, additional materials such as brochures, articles, photos, and company logo (only one copy necessary)

Section VII — Mailing Instructions

Please send four three-hole punched, unbound copies of the completed nomination to:

Wisconsin Family Business of the Year Award, Smith & Gesteland LLP, 8383 Greenway Boulevard, Middleton, WI 53562. **Nominations are due April 13, 2012.**

To answer any 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.

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, consultants, government, and business media.

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.

award winners 2011

Grand Awards

C. G. Schmidt, Inc, Milwaukee
Hellenbrand, Inc., Waunakee
Botham Vineyards, Inc., Barneveld

Category

Large Company
Medium Company
Small Company

Special Awards

The Fireside Theatre, Fort Atkinson
Hunzinger Construction Company, Brookfield
Rockweiler Insulation, Inc., Verona
Standard Process, Inc., Palmyra Special Award

The Show Must Go On
Community Star
Hometown Hero
Setting the Gold Standard

award winners 2010

Grand Awards

Miron Construction Company, Inc., Neenah
Gordy' s Lakefront Marine, Inc., Fontana
Home Lumber Company, Whitewater

Category

Large Company
Medium Company
Small Company

Special Awards

CJ & Associates, Inc., New Berlin
Rechek' s Food Pride, Beaver Dam
Ryan Brothers Ambulance, Inc., Madison
Sowinski Farms, Inc., Rhinelander

Family 4 Families
Food for Thought
First Community Response
Chip Off the Old Block

award winners 2009

Grand Awards

Bassett Mechanical, Kaukauna
Breuer Metal Craftsman, Inc., Beaver Dam
The Gialamas Company, Madison

Category

Large Company
Medium Company
Small Company

Special Awards

The Konop Companies, Green Bay
Vogel Bros. Building Co., Madison
Sherman Plaza, Inc., Madison

Staying Power
More Than a Family Business
Anchoring the Neighborhood

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