



2010

## 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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## nominee qualifications

- Be a Wisconsin-based family-owned company
- Have intentions of passing ownership to the next generation
- 2009 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 the 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 13, 2010*, 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 *March 26, 2010*. 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.

Please include the code on the bottom right of this page in your nomination

### Section III – Tell Us Your Story

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

### Section IV – Company Profile

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In approximately 100 words per question, please answer the following:

1. 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

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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](mailto:info@sgcpa.com). Electronic photos will also be accepted as part of the nomination.*

### Section VI – Packaging Instructions

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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 I & 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 is necessary)

### Section VII – Mailing Instructions

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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 March 26, 2010

*To answer any 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

### *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 programs, let us know. Do you have a program to match employee contributions? Offer scholarships? 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 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

## award winners 2008

### *Grand Awards*

Skyward, Inc., Stevens Point  
K-tech Kleening Systems, Inc., Weston  
Drake & Company of Madison, Inc., Madison

### *Category*

Large Company  
Medium Company  
Small Company

### *Special Awards*

J.J. Keller & Associates, Inc., Neenah  
Gordy's Lakefront Marine, Inc., Fontana  
O'Leary Plumbing & Heating, Inc., East Troy

Jack Keller Award  
Southern Wisconsin Fixture  
Half Century Success

## award winners 2007

### *Grand Awards*

The Boelter Companies, Inc., Milwaukee  
Great Lakes Custom Tool Manufacturing, Inc., Peshtigo  
Glorioso Brothers Company, Milwaukee

### *Category*

Large Company  
Medium Company  
Small Company

### *Special Awards*

Chase Lumber and Fuel Company, Inc., Sun Prairie  
Konz Wood Products, Appleton  
K-tech Kleening Systems, Inc., Weston  
Mocha Moment, LLC, Janesville  
Prairie Athletic Club, Inc., Sun Prairie  
Riteway Bus Service, Inc., Richfield

Three Centuries  
Second Wind  
Good Neighbor  
Raving Fans  
Big Splash  
50 Years: The Right Team on the Bus

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