



# NAWBO/Wells Fargo Trailblazer Award

Application must be received by February 19, 2010

Awards will be presented at the NAWBO Women's Business Conference, June 2010 in Washington, D.C.



## Qualifications

- Be at least 18 years of age
- Be a woman who owns at least 51% and is an active principal of the business
- Own the business for at least three (3) years
- Be a legal resident of the United States
- Be in compliance with all applicable laws/regulations

## Award background and purpose

Wells Fargo and the National Association of Women Business Owners (NAWBO) want to recognize the extraordinary talent, drive and innovation of women business owners across the country. In 2002 we launched the NAWBO/Wells Fargo Trailblazer Award to celebrate the enormous role women entrepreneurs play in driving the American economy.

We are looking for women business owners who have built successful businesses with unique products, services or delivery channels and are serving as role models for others to follow. Tell us how your business reflects your vision and commitment to building an organization that makes a difference in your community.

**Three (3) outstanding women-owned businesses** will be recognized for their trailblazing spirit as demonstrated by their companies' business performance, innovation, growth and contribution to the community. **Each winning business will receive a commemorative award, a \$5,000 grant and national recognition during the NAWBO Women's Business Conference, June 2010 in Washington, D.C.**

## Nominee's business information

Please complete all sections below and print and sign your application.

Number of owners	Owner 1 legal name (under which tax returns are filed)	% of ownership		
	Owner 2 legal name (if applicable)	% of ownership		
	Owner 3 legal name (if applicable)	% of ownership		
Company name (exactly as it should appear in the media)				
Business address		City	State	Zip
Date established (mm/yy)		Taxpayer I.D. Number		
Business phone		Business e-mail address		
Annual revenue 2007	Annual revenue 2008	Annual revenue 2009		
Number of employees 2007	Number of employees 2008	Number of employees 2009		
Type of ownership (sole proprietorship/partnership/corporation/trust/other)				
Company's Web site				

## Nominee's personal information

Personal address		
City	State	Zip
Personal phone	Personal e-mail address	
NAWBO chapter and year joined (if applicable)		
Other business or women's organizations and year joined (if applicable)		

Together we'll go far



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## How to apply

1. Complete and sign the award application form.
2. Answer all six (6) evaluation criteria questions within three (3) typed pages.
3. Include a brief biography about yourself (limit to 1-2 paragraphs).
4. Prepare four (4) complete copies of all materials submitted.
5. Submit all application materials, postmarked by **February 19, 2010**, to:  
NAWBO/Wells Fargo Trailblazer Award  
Wells Fargo  
MAC# A0103-220  
P.O. Box 7402  
San Francisco, CA 94120

*The award application will become property of Wells Fargo and will not be returned.*

## Details

- Award applications are reviewed by a committee from NAWBO and Wells Fargo leadership.
- Upon notification, winners will be required to complete and sign an Affidavit of Eligibility and a Publicity Release.
- Winners will also be required to provide a digital color photograph for promotional purposes. Photo must be of professional quality; a JPEG version is preferred.
- Prize is not transferable. Federal, state and local taxes, and any unspecified expenses related to the acceptance and use of the prize, are the responsibility of the winner.
- The NAWBO/Wells Fargo Trailblazer Award winners will be presented at the NAWBO Women's Business Conference, June 2010 in Washington, D.C. The presence of the winners is strongly encouraged. Travel, lodging and expenses are the sole responsibility of the winners.

## Questions?

Please contact Wells Fargo Women's Business Services at [wbs@wellsfargo.com](mailto:wbs@wellsfargo.com).

## Evaluation criteria

**Please answer all of the following questions to be considered for the award. Feel free to also submit any marketing materials and awards you have received.**

1. What is your business philosophy and how does it manifest in your organization?
2. Why did you start your company? What obstacles/challenges did you have to overcome as a woman business owner?
3. Describe the company's market and products/services. What sets your company's products or services apart from others?
4. How are you serving as a role model? Describe how your business has impacted your personal life, the employees and customers you serve, and the community where you live and work.
5. What legacy do you want to leave to the next generation of women entrepreneurs?
6. Why should you be selected to receive the NAWBO/Wells Fargo Trailblazer Award? How will you use the \$5,000 grant?

## References

1. Please provide two (2) letters of recommendation that verify your business operations. Letters should be from any of the following: banker, local NAWBO chapter, local chamber of commerce, city/state representative, supply vendors (e.g., printer, utility) or customers. Each letter of recommendation must include a signature and contact information for the author.
2. Did your Wells Fargo banker give you this application? Let us know by telling us their name:

## Disclosure and agreement

Applications become the property of NAWBO and Wells Fargo & Company (Wells Fargo) and will not be returned. Each application will be verified for accuracy of information. The information contained in the application, in whole or in part, may be used by Wells Fargo or NAWBO for media purposes; however, all financial information will be held strictly confidential. The applicant authorizes NAWBO and Wells Fargo to use the awardee's pictures, likeness, name and all other information set forth in the application and personal interviews in articles and third-party publications (such as magazines, newspapers and electronic media), and for advertising or promotional purposes. All financial information will be specifically excluded from publication.

**The applicant also authorizes each of NAWBO and Wells Fargo by itself and through third parties to conduct background checks on the applicant's business and its owner(s), including but not limited to a review of public records, credit bureau reports and personal investigations. NAWBO and Wells Fargo reserve the right in their sole discretion to make the final determination of the acceptability of each applicant and nominee. Failure to sign this form will disqualify your application.**

By participating, entrants agree to: a.) the award rules and the decisions of NAWBO and of Wells Fargo in their sole discretion, which shall be final in all respects; and b.) release, discharge and hold harmless NAWBO, Wells Fargo, their respective subsidiaries, affiliates, officers, directors and employees from any liability, claims or damages arising out of their participation in the contest and the acceptance, use, misuse or possession of any prize.

Winners will be notified by telephone, mail and/or email during May 2010 using the information provided on the online entry form and must acknowledge notification within five (5) days. Within fourteen (14) days of notification, each winner must return the promotional photographs and the signed, notarized Affidavit of Eligibility and Liability Release and a Publicity Release. If a winner fails to respond to prize notification or return the required materials within the time allowed, the prize may be forfeited and awarded to an alternate winner.

NAWBO and Wells Fargo are not responsible for printing or typographical errors in any award-related materials or for stolen, lost, late, misdirected, damaged, incomplete or illegible entries. NAWBO and Wells Fargo reserve the right to cancel or modify the contest if fraud or technical failures compromise the integrity of the contest as determined by NAWBO and Wells Fargo in their sole discretion.

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Applicant signature

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Date

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Applicant signature

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Date

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Applicant signature

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Date