



Ernst & Young
Entrepreneur Of The Year®

Call for nominations
2012

achieving dreams, and
literally changing lives

Founded and produced by

 **ERNST & YOUNG**
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The Foundation of Entrepreneurship



> *“What makes a great entrepreneur? Perhaps the most significant quality is the ability to radically transform a business model or an industry. Successful entrepreneurs have great vision and a passion for creation, a focus that extends well beyond making money.”*

Bryan Pearce, Americas Director, Ernst & Young Entrepreneur Of The Year

Twenty-six years of vision, leadership and achievement

We believe that today, entrepreneurs are more important than ever. At Ernst & Young, we've been nurturing and celebrating entrepreneurs for more than a quarter of a century through the Ernst & Young Entrepreneur Of The Year® Program. Since its inception, we've celebrated the men and women who have triumphed over adversity and have seen many of the winners grow from startups to global leaders.

As we begin our 2012 search for the most innovative men and women to honor, we hope you'll share the vision and nominate someone you know, or even yourself, for Entrepreneur Of The Year.

About the Entrepreneur Of The Year Program

Over the last 26 years, we have recognized more than 8,000 entrepreneurial leaders in business through the Ernst & Young Entrepreneur Of The Year Awards.

We've also seen the community of entrepreneurs grow. In 1986, we held a single award ceremony in Milwaukee, Wisconsin. Today, the Entrepreneur Of The Year Program spans more than 140 cities and 50 countries worldwide, and the US program has grown from one award program to 26 regional programs.

Regional programs seek nominees to compete in their local geography and are evaluated by an independent panel of judges, comprising local business leaders. Each spring, the business community comes together to celebrate the semifinalists, finalists and winners. These honorees not only create and build market-leading businesses, but also help take the standard of excellence to new heights, transform the face of industry, create jobs and contribute to the vibrancy of communities.

The regional winners then compete for the Ernst & Young US Entrepreneur Of The Year Awards, announced at an annual black-tie gala every year in Palm Springs, California. The awards are the culminating event of the Ernst & Young Strategic Growth Forum®, a gathering of more than 2,000 business leaders from some of the best high-growth companies in the world. This one-of-a-kind event provides invaluable opportunities to gain strategic business insights and make important connections.

One individual will be named the US Entrepreneur Of The Year and will represent the US at the World Entrepreneur Of The Year® event in Monte Carlo. Winners from more than 50 countries will gather for four days of networking and global celebration.



Who is eligible?

Successful entrepreneurs, whether company founders or current leaders, take businesses to the next level. They find creative ways to acquire the capital and resources they need to achieve their goals and build and grow a business.

The Entrepreneur Of The Year Program recognizes these men and women who put everything on the line to turn an idea into a viable, sustainable enterprise.

Entrepreneurs include both founders of companies and also those who organize, manage and assume the risks of a business or enterprise early in its life cycle or during its growth and are still active in the company. Entrepreneurs who are a generation or more removed from the founder (such as in family-owned businesses) are eligible if the individual manages the business and assumes the associated risks.

If this describes you or someone you know, the next step is easy. Respond to the Entrepreneur Of The Year call for nominations. Self-nominations are encouraged.

Help us identify the outstanding entrepreneurs of 2012 by nominating them for the Entrepreneur Of The Year Award.

How you can nominate

An Entrepreneur Of The Year nominee must be an owner or manager of a private or public company with primary responsibility for the recent performance of the company and must be an active member of top management. The nominee's company must be at least two years old. To obtain an application form, you can do one of the following:

- ▶ Call +1 800 755 2927
- ▶ Visit our website at www.ey.com/us/eoy for downloadable forms or electronic submissions
- ▶ Complete and return the attached business reply card

How winners are chosen

Entrepreneur Of The Year nominees are evaluated by an independent panel of judges in the nominee's region. The judges are past winners and business and community leaders. They know what it takes to be an outstanding entrepreneur and what measures really matter when selecting award recipients in various categories.

The business an entrepreneur creates, how successful it has been, its everyday employee practices and its impact on the community are among the factors that contribute to the selection of Entrepreneur Of The Year winners. The following are also essential criteria:

- ▶ **Vision.** Creating or improving a business concept and implementing it effectively
- ▶ **Leadership.** Demonstrating the focus and strength of character that enable an entrepreneur to move forward – and inspire a team to do the same – despite skeptics and obstacles
- ▶ **Achievement.** Driving business success by going beyond developing an idea to continual innovation in order to generate new ideas
- ▶ **Social responsibility.** Knowing that commitment and responsibility aren't confined to business and leveraging energies and resources to give back to the community



Regional programs and contacts

- Alabama/Georgia/Tennessee** Maria Lalos | maria.lalos@ey.com
- Central Texas** Teri Steffek | teri.steffek@ey.com
(Austin and San Antonio)
- Carolinas** Amanda Dudley | amanda.dudley@ey.com
- Central Midwest** Ann Scharkey | ann.scharkey@ey.com
(Iowa, Greater Kansas, Missouri, Nebraska)
- Florida** Beverly Eha | beverly.aha@ey.com
- Greater Los Angeles** Kristan Ginther | kristan.ginther@ey.com
- Greater Philadelphia** Carolyn Maher | carolyn.maher@ey.com
- Greater Washington** Erika Chambers | erika.chambers@ey.com
- Gulf Coast Area** Genevieve Salazar | genevieve.salazar@ey.com
- Maryland** Erika Chambers | erika.chambers@ey.com
- Michigan and Northwest Ohio** Lisa Bower | lisa.bower@ey.com
- Midwest** Christine Evans | christine.evans@ey.com
(Illinois and Indiana)
- Mountain Desert** Courtney Story | courtney.story@ey.com
- National** Wendy Fox | wendy.fox@ey.com and Sherry Young | sherry.young@ey.com
- New England** Kara Saliba | kara.saliba@ey.com
- New Jersey** Sharon Knipper | sharon.knipper@ey.com
- New York** Megan Langone | megan.langone@ey.com
- Northeast Ohio** Susan Snyder | susan.snyder2@ey.com
- Northern California** Laura Gordon | laura.gordon@ey.com
- Orange County** Kathy Beckman | kathy.beckman@ey.com
- Pacific Northwest** Rachel Anderson | rachel.anderson@ey.com
- San Diego** Kathy Beckman | kathy.beckman@ey.com
- South Central Ohio and Kentucky** Jen Frost | jen.frost@ey.com
- Southwest Area North** Darlene Pearson-Lowe | darlene.pearsonlowe@ey.com
(North Texas, Arkansas, Oklahoma, Kansas-Wichita)
- Upper Midwest** Heather Komomua | heather.komomua@ey.com
(Minnesota, Wisconsin, Dakotas)
- Western Pennsylvania and West Virginia** Melissa Ungar | melissa.ungar@ey.com
- Utah** Chalyce Valgardson | chalyce.valgardson@ey.com

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About Entrepreneur Of The Year®

Ernst & Young Entrepreneur Of The Year is the world's most prestigious business award for entrepreneurs. The unique award makes a difference through the way it encourages entrepreneurial activity among those with potential, and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Ernst & Young Entrepreneur Of The Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 140 cities in 50 countries.

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2012



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Entrepreneur Of The Year®

Your information

Name

Title

Company

Address

City/State/ZIP code

Phone

Fax

Email address

I would like to recommend

Name

Title

Company

Address

City/State/ZIP code

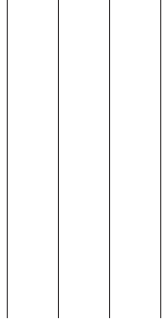
Phone

Fax

Email address

An application form will be sent to the nominee for completion. The application form needs to be completed and signed by the nominee no later than March 9, 2012.

Mail card or fax to +1 866 338 4803
or email wendy.fox@ey.com



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Ernst & Young
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220 South Sixth Street
Suite 1400
Minneapolis, MN 55402



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