Are you unstoppable?

Here's to the unstoppables transforming our world.

Driven by their desire to better the world around them, they stop at nothing to achieve their greatest ambitions. They cut through the noise of this transformative age by breaking away from the pack – and then end up leading it.

If you've been inspired by an unstoppable entrepreneur or are one yourself, submit a nomination for the Entrepreneur Of The Year® 2019 program.

Visit us online at ey.com/us/eoy for nomination materials. The entry deadline is March 8, 2019.

The better the question. The better the answer. The better the world works.

Founded and produced by
We’re looking for the unstoppables.

There are a lot of successful people in the world. But to accomplish something truly remarkable, you can’t let anything stand in your way. And only a few leaders are part of this special group.

The leaders who never give up.

They inspire innovation without limitation. These are the greatest entrepreneurs. They fuel growth and prosperity by being unstoppable.

Since 1986, we have celebrated the accomplishments of thousands of entrepreneurs who are never satisfied.

Do you know an unstoppable entrepreneur?

If you’ve been inspired by an unstoppable entrepreneur or you are one yourself, we’d like you to submit a nomination to the Entrepreneur Of The Year® 2019 program.

Over three decades, the program has grown to span more than 145 cities in more than 60 countries. In the US, we now boast a roster of more than 10,000 visionary leaders who have been honored with the title of Entrepreneur Of The Year.

Benefits of participating

Entrepreneur Of The Year winners and finalists represent the world’s most influential, innovative and exclusive network of entrepreneurs. The award has become the mark of world-class individuals leading innovative companies. Get ready to:

- Expand your network and build relationships with successful entrepreneurs and thought leaders
- Elevate the prominence of your company’s brand
- Increase exposure to potential customers and suppliers, M&A opportunities, and private equity and venture capital investors
- Celebrate and build morale by publicly recognizing your team and support network

Judging criteria

The information provided in your application will be reviewed by an independent panel of judges who will select finalists and award recipients based on the following criteria.

Entrepreneurial spirit | Strategic direction and innovation | Vision leadership and achievement | Financial performance | Social responsibility | Personal integrity and influence

Entrepreneur Of The Year® Call for nominations 2019
Submit your nomination today

Applying to the Entrepreneur Of The Year program is simple. Just visit https://geoy.ey.com today.

Deadline for entries: March 8, 2019

Application guidelines

A snapshot of the information required for a nomination to be complete is featured below.

- **Nominee information**
  Personal information such as name, title, address, etc.

- **General information**
  Company details such as company description, etc.

- **Financial data**
  This information is considered confidential. Financial information is an important quantifiable indicator of success available to the panels of independent judges; therefore, it is required that the financial data section be completed in full.
  - Company mergers (within the past three years)
    - Percentage of growth due to merger
  - Three years of financial data, to include:
    - Fiscal year-end
    - Total employees
    - Annual sales
    - Income before taxes
    - EBITDA
    - Total assets
    - Total equity

- **Essays**
  This is the opportunity to “tell the story” behind the nominee’s success. Four essay sections will highlight the entrepreneur. Each section is limited to a maximum of 2,000 characters, or approximately 250 words.
  - About the nominee
  - Type of business and current activity
  - Innovative approaches and future plans
  - Company initiative/culture

Measures that matter

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

The business an entrepreneur creates, how successful it has been, its everyday employee practices and culture, and its impact on the community are among the factors the judges consider when selecting Entrepreneur Of The Year winners.

Compelling submissions tell the story of the nominee’s success, reveal the ingenuity that brought his or her vision to life, and help us understand what’s special about the company’s culture.

Help creating your submission

Our website is full of tips on creating a nomination that’s compelling to the independent panels of judges.

But the most important thing is to get your submission in on time. We have a firm deadline of Friday, March 8, 2019. To review a summary of the required nomination information, please visit ey.com/us/eoynominations.

Visit https://geoy.ey.com today to start preparing your nomination.
Brad Keywell, Uptake Technologies, Inc.
Entrepreneur Of The Year 2018 National Overall Award winner

Highlights of the US class of 2018

Some unstoppable visionaries across the US

- John Foraker, Annie's, Inc.
- Jyshree Ullal and Andreas Bechtolsheim, Arista Networks
- Lewis Bird III, At Home
- Richard Schulze, Best Buy Co., Inc.
- Matt Salzberg, Ilia Papas and Matthew Wadiak, Blue Apron
- Maxine Clark, Build-A-Bear-Workshop
- Philip Krim, Casper
- Hamdi Ulukaya, Chobani, Inc.
- Kenneth Lin, Credit Karma
- Michael Dell, Dell Technologies
- Keith Krach, DocuSign, Inc.
- Michael Dubin, Dollar Shave Club
- Jack Taylor and Andy Taylor, Enterprise Rent-A-Car
- James Park, Fitbit
- Nick Woodman, GoPro
- Robert Unanue, Goya Foods
- Kara Goldin, hint Inc.
- Arthur Blank, The Home Depot
- Jack Link, Jack Link’s Beef Jerky
- Kendra Scott, Kendra Scott LLC
- Reid Hoffman and Jeff Weiner, LinkedIn Corporation
- John Foley, Peloton
- Tom Adams, Rosetta Stone, Inc.
- Howard Schultz, Starbucks
- Jessica Herrin, Stella & Dot
- David Trone, Total Wine & More
- Kevin Plank, Under Armour
- Dan Flaherty and Jason McCann, VARIDESK
- Jodi Berg, Vitamix
- Adam Neumann, WeWork
- John Mackey, Whole Foods Market, Inc.
- Phyllis Winchester Newhouse, Xtreme Solutions, Inc.

Participating executives

- Nominees: 1,439
- Finalists: 701
- Winners: 231

Eligibility

- The nominee must be an owner or manager of a private or public company who is primarily responsible for the recent performance of the company and an active member of top management.

- The nominee must have been in his or her current role for at least two years, dating back from the time of the application deadline in March.

- Non-founding entrepreneurs are also eligible if the individual manages the business and assumes the associated risks.

- Co-nominees are eligible if they share leadership responsibilities at the company.

- The nominee’s company must be at least two years old for Emerging category candidates (companies two to five years old) and at least three years old for all other categories.

Sales growth (y-o-y): 35%
Total revenues: US$158b
Total employed: 522,029

Nominees: 1,439
Finalists: 701
Winners: 231

Eligibility:

- The nominee must be an owner or manager of a private or public company who is primarily responsible for the recent performance of the company and an active member of top management.

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Celebrating the unstoppable entrepreneurs in the Utah Region

2018 Utah Region finalists by the numbers

Participating companies

Nominees 48

Finalists 25

Winners 9

Sales growth (y-o-y) 32%

Total revenues US$4.2b

Total employed 9713

Key program dates

March 8 Application deadline

April 4 Announcement of finalists

April 15-30 Onsite Finalist Interviews

May 7 Finalist Reception

June 15 Regional awards gala

Salt Lake City, Utah

November 13-17 The 13th annual Strategic Growth Forum®

Curious about our judging panel? Visit www.ey.com/us/eoy/utah_region to learn more.

Select regional award winners

1. Tim Sullivan
   Ancestry.com

2. Robert Moore
   Big-D Construction Corp

3. Will West
   Control4

4. Kenneth Woolley
   Extra Space Storage

5. Crystal Maggelet
   FJ Management, Inc.

6. Josh Coates
   Instructure

7. Patrick Byrne
   Overstock.com

8. Aaron Skonnard
   Pluralsight

9. Rick Alden
   Skullcandy

10. Jerry Atkin
    SkyWest Airlines, Inc.

11. Jeremy Andrus
    Traeger Grills LLC

12. Todd Peterson
    Vivint
Utah Region

Shawn Goff
Salt Lake City Managing Partner
Entrepreneur Of The Year Program Director

Jenny Brock
Entrepreneur Of The Year Program Manager
utaheoy@ey.com

Teresa Michel
Entrepreneur Of The Year Program Coordinator
utaheoy@ey.com

For more information, visit ey.com/us/eoy/utah_region

Join the conversation!
Follow us @EY_EOYUS and use #EOYSLC.

About EY
EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

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About Entrepreneur Of The Year®
Entrepreneur Of The Year® is the world's most prestigious business awards program for entrepreneurs. The program 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 awards program of its kind, 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 145 cities in more than 60 countries.

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ED 1219

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CorporateAlliance

Diversified Insurance Group

Strong & Hanni Law Firm

The Community Foundation of Utah

Utah Business
A snapshot of the information required for nomination is featured below.

Nominee information
For co-nominees, add the details for the additional person.
Personal information such as name, title, email, photo, etc.

General information
Company details such as company name, address, company description, etc.

Financial data
This information is considered confidential. Financial information is an important quantifiable indicator of success available to the panels of judges; therefore, it is required that the financial data section be completed in full.

• Provide percentage of the growth due to merger
• Three years of financial data, to include:
  • Fiscal year-end
  • Total employees
  • Annual sales
  • Income before taxes
  • EBITDA
  • Total assets
  • Total equity

If necessary, please provide sufficient information to explain any unusual trends in the information provided in an attached narrative.

To apply
Visit the Utah Region website www.ey.com/us/eoy/utah_region and click on the link to nominate an entrepreneur or submit an application.

For more information
Contact us at utaheoy@ey.com.

Executive summary
For co-nominees, submit one executive summary.
Summarize the three to five (3-5) most important elements that have contributed to the success of the entrepreneur and his or her venture in these six (6) categories:

• Entrepreneurial leadership
• Talent management
• Degree of difficulty
• Financial performance
• Community philosophy
• Originality, innovation and future plans

Email the two-page Executive Summary to utaheoy@ey.com. Use the Executive Summary Word .doc template EXACTLY as it is formatted.

Video interview
For co-nominees, submit one video
Learning about the entrepreneurial venture from the leader’s perspective is invaluable in the judging process. Please share the following elements of the organization through a brief video interview:

• Company description | Max length: 2 minutes
• Founding story | Max length: 3 minutes

Record and submit your video online using the link provided in the application instruction email that you have received. Or, you may use this URL: https://eyhiringplatform.com/25393-entrepreneur-of-the-year/67464-ey/en

If you have any technical difficulties with the video system please contact our provider, VidCruiter, at support@vidcruiter.com.
You must use the VidCruiter platform. There is no ability to upload a video.
## Events and opportunities

### Nomination phase

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>FEB–MAR</td>
<td><em>Attendance required</em></td>
</tr>
<tr>
<td>Wednesday, February 20</td>
<td>Application Workshop</td>
</tr>
<tr>
<td>Thursday, February 21</td>
<td>Application Workshop</td>
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<tr>
<td>Friday, March 8</td>
<td>Application deadline</td>
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</tbody>
</table>

### Finalist phase

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>APR–MAY</td>
<td><em>Attendance required</em></td>
</tr>
<tr>
<td>Thursday, April 4</td>
<td>EY announces finalists in press release</td>
</tr>
<tr>
<td>Thursday, April 11</td>
<td>Finalist Celebration*</td>
</tr>
<tr>
<td>St. Regis Deer Valley</td>
<td></td>
</tr>
<tr>
<td>April 15–30</td>
<td>Finalist Onsite Interviews*</td>
</tr>
<tr>
<td>Each finalist will participate in one 60 minute interview at the company headquarters. Interview led by a member of the judging panel and attended by EY and sponsor representatives.</td>
<td></td>
</tr>
<tr>
<td>Wednesday, May 1</td>
<td>Thursday, May 2</td>
</tr>
<tr>
<td>Tuesday, May 7</td>
<td>Finalist Filmed interview*</td>
</tr>
<tr>
<td>(finalists to choose one date)</td>
<td></td>
</tr>
<tr>
<td>SLC EY Office</td>
<td></td>
</tr>
<tr>
<td>Tuesday, May 7</td>
<td>Finalist reception and judges interviews*</td>
</tr>
<tr>
<td>Speed dating style in-person interviews with the judging panel and networking reception with fellow finalists.</td>
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</table>

### Award winner phase

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>JUNE</td>
<td><em>Attendance required</em></td>
</tr>
<tr>
<td>Saturday, June 15</td>
<td>Award Gala</td>
</tr>
<tr>
<td>Black Tie award gala at the Grand America Hotel where finalists will be recognized and winners will be announced.</td>
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<tr>
<td>EY announces award winners in press release</td>
<td>Award winners may send out their own press release.</td>
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</tbody>
</table>

### Post-gala phase

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>JUL–OCT</td>
<td><em>Attendance required</em></td>
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<tr>
<td>Follow-up meeting with EY and sponsor representatives</td>
<td></td>
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</tbody>
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### Strategic Growth Forum phase

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>NOV</td>
<td><em>Attendance required</em></td>
</tr>
<tr>
<td>Wednesday-Sunday, November 13-17</td>
<td>Strategic Growth Forum™ and National Entrepreneur Of The Year Awards Gala</td>
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<tr>
<td>Palm Springs</td>
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*Attendance required*