



Tough Cookie Awards Entry Form

Deadline for Entries: Monday, February 1, 2010, 5:00 p.m., MST

Application Policies

Applications become the property of the Northern New Mexico Chapter of NAWBO and cannot be returned. Your signature below verifies that all information is correct. The information contained in the application, in whole or part, may be verified by NAWBO and may be used for media information purposes.

Consent

The applicant authorizes the Northern New Mexico Chapter of NAWBO to use entrant's picture, likeness, name, and all information set forth in this application and information from personal interviews in articles, publications such as magazines, newspaper, newsletter and electronic media, and for advertising and promotional purposes. Failure to sign below will disqualify your application.

Applicant Signature

Date

Eligibility

To be eligible, a business must be at least 51% women-owned and have 5 or fewer employees. The business must be based in New Mexico and must have been in business at least 1 year. You do not have to be a member of NAWBO to submit an entry. You may nominate yourself or another.

Category (NAWBO reserves the right to verify information and to change categories of nominees.)

- Small manufacturer Retail (must have storefront)
 Services/Consulting E-commerce only

General Information

Name of Nominee _____

First

Middle

Last

Title _____

Business Name _____

Principal Business Address _____

Other locations _____

Day/Evening Telephone _____ Fax _____

E-Mail _____ Web Address _____

Type of business _____



Business started (month & year) _____ % woman-owned _____

Is your business a: Sole Proprietor Corporation Partnership Other (specify)

Is your business a franchise? Yes No

Do you have employees? Yes No

Not including yourself, how many: Full-time _____ Part-time _____ Contract _____

What is your target market?

- General consumer and public Specific market segment Large business Small business
 Government (federal, state, local) Other (specify) _____

What is the primary geographic area to which your product or service is marketed?

- Local Regional National International

Range of your gross revenues:

- Under 100K \$101 - \$250K \$251 - \$500K Over \$1M

What aspects of your business do you feel are unique? (Check no more than two items and explain below):

- | | |
|--|---|
| <input type="checkbox"/> Innovative product/service | <input type="checkbox"/> Highly unusual for a woman to own this type of business |
| <input type="checkbox"/> Meets specialized market need | <input type="checkbox"/> Marketing approach is unique or non-traditional for the market |
| <input type="checkbox"/> Use innovative or trail-blazing management approaches | <input type="checkbox"/> Highly targeted market or audience |
| <input type="checkbox"/> Have extraordinary employee benefits | |
| <input type="checkbox"/> Other (be specific) _____ | |

Explain:

Answer each of the following questions in 500 words or less on the next pages. Be sure to write your name on the bottom of each page.

1. What is the mission of your business?
2. What was the major obstacle you faced in starting your business?
3. Describe how you overcame that obstacle to make your business successful
4. What are your goals going forward and what are you doing now to attain your goals?

**Email completed application and attachments by Monday February 1, 2010 to:
Lynne S. Marcus, Lmarcus@marcusco.com**