

IS YOUR BUSINESS SUPER?

Apply now for the
2021 Marvin S. Gilman Superstars in Business Award
and tell Delaware why you deserve star status!



MARVIN S. GILMAN
SUPERSTARS
IN BUSINESS

Superstars in Business Awards Luncheon
Wednesday, November 3, 2021



WHAT MAKES YOUR BUSINESS SUPER?

This application form is a simple self-evaluation that can improve your business management skills and put you in the running to win the 2021 Marvin S. Gilman Superstars in Business Award!

Step 1 / Self-Evaluation:

- If your organization is a business, please use Form A.
- If you are a nonprofit, please use Form B.

Please answer the questions by completing the application online at www.dsc.com/superstarsinbusiness. Electronic PDFs and paper versions are also available for reference, but your application must be submitted online. Please contact Helana Rodriguez at kbasile@dsc.com or (302) 576-6564 with questions.

Eligibility:

- Member of the Delaware State Chamber of Commerce.
- In business for at least three continuous years.
- 150 employees or fewer.
- Previous Award of Excellence recipients and applicants that were not selected for an award may resubmit their same application up to three years back.
- Previous Superstars in Business winners may re-apply after five years.

If you would like to be connected with a previous Superstars in Business winner for assistance in completing your application, please contact Helana Rodriguez at hrodriguez@dsc.com or (302) 576-6575.

Step 2 / Submission:

All applications must be submitted online. Applications must be submitted to the Superstars in Business Committee no later than Friday, July 16, 2021 at 12 p.m. No late entries will be accepted. Please note that materials submitted cannot be returned, but all information remains confidential.

***Each question has a word count limit. Please follow those word count limits. Applications longer than the outlined limits will not be accepted.*

Step 3 / Application Review:

Within each category, the finalists may be contacted for additional information or validation of the information submitted. The review made at this step is held in strict confidence.

Step 4 / The Awards:

Each winner will be presented with a special award recognizing their superior achievement on November 3, 2021 at a luncheon in the Gold Ballroom of the Hotel du Pont in Wilmington. Marketing and recognition will be given to all the Business Superstars throughout the year.

Awards may be judged in the following categories (Please note that categories will be decided upon at the Selection Committee's discretion based on number of entries and quality of applications):

- 1 to 24 employees
- 25 to 59 employees
- 60 to 150 employees
- Nonprofits

Below each question we have provided you with 'Superstar Suggestions.' They aim to help you form more robust answers and provide suggestions on what information may make your response more competitive. These are not requirements, but may help judges compare your business against other applicants. Please answer questions as concisely as possible.



ENTRY DEADLINE: July 16, 2021 at 12p.m.

Apply online at www.DSCC.com/SuperstarsinBusiness

Join us on April 21 at 8:30 am for a workshop on how to best write your application. Register at www.DSCC.com



Form A for BUSINESSES

Please answer all questions as concisely as possible online at www.dsc.com/superstarsinbusiness

1. **Business name, address & phone number; primary contact and CEO's name, title, phone number & email.**
2. **450 total words: Background information**
 - **Please describe your business.** Superstar suggestion: Assume reader has no understanding of your industry.
 - **List the number of years in business and briefly explain how your business was started.**
 - **Number of employees and average tenure** (Please distinguish between full-time and part-time).
3. **450 words: Please provide your business mission statement and/or business philosophy including core competencies and strengths. How do you align your day-to-day operations to this statement / philosophy?**
Superstar suggestion: Provide your mission statement, vision statement, guiding principles or strategies for success. How is your mission statement communicated to your clients, employees, investors and/or the general public (i.e. word of mouth, through marketing materials, etc.)? Also explain how they were developed – were they customer or leadership driven, and how do you ensure they are understood by your entire company? Tell us here if you have team building meetings, strategy sessions and/or safety meetings that may include a regular discussion on these important guiding statements.
4. **450 words: What are your key metrics and tools and how are you measuring your results? How do you use these to proactively measure your performance and guarantee future success?**
Superstar suggestion: Here is the place to highlight any strategies and measures taken that resulted in savings, stability or growth. You should be monitoring outcomes that are consequence of its operational performance and then serve as predictors of future performance. How do your results measure up to other companies in your industry? Be specific and tell us about innovative tools you use to market or boost sales, which in turn produced a good ROI. Customer loyalty, years of experience, low associate turnover and industry awards are all competitive weapons. We want to know that your business is sustainable and will be around in the years to come. Actual financial metrics (i.e. revenue growth percentage, profit margin, etc.) could separate your application from the competition. ***Remain assured that all information is kept confidential.**
5. **450 words: When thinking about your customers, what makes your business stand apart from your peers and/or similar businesses?**
Superstar suggestion: Please use this question to outline how you identify customer needs and priorities. Tell us if you are measuring customer satisfaction or if you have moved to customer loyalty or customer advocacy. How do you engage your customers? Share with us how you brand your company and how you maintain it (i.e. social media, online networking, marketing campaigns, etc.). Tell us if you have a customer database or process to retain information about customers to use in the future. If you have a formal process for tracking and resolving complaints, please highlight your program here and brag about your results. What makes your business a Superstar?
6. **450 words: A qualified workforce is a main concern for all businesses. How do you recruit and retain your associates?**
Superstar suggestion: What are your key workforce practices and how are they directed towards creating and maintaining a high-performance work environment. How do you determine and meet the needs of your employees? If associate training or education reimbursement programs are a big part of your employee retention program or your quality/safety programs, please tell us about that too. Specific examples are appreciated.
7. **450 words: What recent or current significant challenges have you had to overcome to continue to be a successful business? Identify and describe the steps you took.**
 - a) **If your business was specifically impacted by COVID-19, please expand here.**
 - b) **What recent or current significant challenges have you had to overcome not specifically related to COVID-19?**Superstar suggestion: How were the challenges identified and did you anticipate them coming? If they couldn't be predicted, what did you learn for the next time to make the company stronger? For these opportunities, financial or otherwise, how did the leaders of the organization rally and engage associates to adapt to change and meet the challenge? Please list challenges within the past two years.
8. **450 words: Discuss the nature and involvement of your community service efforts from leadership to employees.**
Superstar suggestion: We want to know what organizations your company chooses to align with and why. How in depth is your involvement? How does your owner/leadership's commitment and involvement influence the corporate culture as it related to community service efforts? Describe investments of time, as well as causes supported financially. Highlight efforts regarding care for our environment, care for underserved communities and/or social equality. Do you have a formal program that includes fundraising or service hours donated? Are the commitments or passions you have for certain causes conveyed in your marketing, company brand and culture?



Form B for NONPROFITS

Please answer all questions as concisely as possible online at www.dsc.com/superstarsinbusiness

1. **Business name, address & phone number; Primary contact & Executive Director's name, title, phone number & email address.**

2. **450 words: Background information:**

- Please describe the work of your nonprofit.
- Number of years serving the community.
- Number of paid staff and average tenure (Please distinguish between full-time and part-time).
- Number of volunteers and their average tenure.

3. **450 words: List your organization's functional expense allocation as a percentage of total expenses:**

Program Services _____, Fundraising _____, Management & General _____

What is the calculation of your unrestricted net assets to current operating expenses? _____

Superstar suggestion: A well-run nonprofit should meet standards where at least 65% of its total expenses are on program activities. Please explain if your organization's ratio is below that. Also, a well-run nonprofit should avoid accumulating funds that could be used for current program activities. To meet this standard, the organization's unrestricted net assets should be no more than 3x the size of the past year's expenses or 3x the size of the current year's budget, whichever is higher. Please explain any variance from this standard. Examples may be that your organization is planning on a large capital project, introducing a new program or in the midst of a capital campaign and the organization is accumulating funds for that expense.

4. **450 words: Please provide your organization's mission statement and/or philosophy including core competencies and strengths. How do you align your day-to-day operations to this statement / philosophy? Also please provide the number of people or groups that benefit from your organization** (Please provide results for each of the last three years).

Superstar suggestion: Provide your mission statement, vision statement, guiding principles or strategies for success. How is your mission statement communicated to your beneficiaries, staff, board, contributors and/or the general public (i.e. word of mouth, through marketing materials, etc.)? Also explain how they were developed - were they constituent or leadership driven, and how do you ensure they are understood by your entire organization? Tell us here if you have team building meetings, strategy sessions and/or safety meetings that may include a regular discussion on these important guiding statements.

5. **450 words: When thinking about your key constituents (i.e. recipients of service, board members, donors and / or customers), what makes your organization stand apart from your peers and / or similar nonprofits?**

Superstar suggestion: Please use this question to outline how you identify constituent needs and priorities. Are you measuring their satisfaction? How do you engage your constituents? Share with us how you brand your organization and how you maintain it (i.e. social media, online networking, marketing campaigns, etc.). Tell us if you have a database or process to retain information about your constituents to use in the future. If you have a formal process for tracking and resolving complaints, please highlight your program here and brag about your results.

6. **450 words: A qualified workforce and board of directors are main concerns for all nonprofits. How do you recruit and retain both your staff, board members and volunteers?**

Superstar suggestion: What are your key workforce practices and how are they directed towards creating and maintaining a high-performance work environment. How do you determine and meet the needs of your staff, board and volunteers? How often does your board meet and are there term limits? What is the percentage of board members who make financial contributions to your organization? If associate training or education reimbursement programs are a big part of your employee retention program or your quality/safety programs, please tell us about that too. Specific examples are appreciated.

7. **450 words: What recent or current significant challenges have you had to overcome to continue to be a successful nonprofit? Identify and describe the steps you took.**

a) **If your organization was specifically impacted by COVID-19, please expand here.**

b) **What recent or current significant challenges have you had to overcome not specifically related to COVID-19?**

Superstar suggestion: How were the challenges identified and did you anticipate them coming? If they couldn't be predicted, what did you learn for the next time to make the company stronger? For these opportunities, financial or otherwise, how did the leaders of the organization rally and engage associates to adapt to change and meet the challenge? Please list challenges within the past two years.