



The Racine County
Workforce Development Board

APOLLO AWARD

"For launching a new and innovative business"

When people hear about your new venture, do their thoughts spring to phrases such as: "Wow!," "Very Innovative," "How Creative," or the highly over used, but very effective, "Cool?" If so, you're the perfect business for the new Apollo Award. This award recognizes the accomplishments of a business owner or entrepreneurial team who started a new and innovative business in Racine County.

Nominee Information:

Nominations Due March 13, 2009

Name of Nominee(s)

Name of Business

Type of Business

Number of Employees

Date Business Established

Business Address

City

ZIP

Phone

email

To Make a Nomination: Please write a letter describing why this nominee should receive the Apollo Award using the criteria described below.

Criteria for Nominations:

1. Describe how the nominee has achieved success in introducing a new business, product or service, or providing a business product or service with an innovative or unique approach in Racine County.
2. Show how the business relates to the economic growth of Racine County.
3. Show how the business is sustainable for long-term success. Describe some benchmarks that will be used to measure success.
4. Describe the growth opportunity for the business.
5. Describe the biggest challenge currently faced by the business.
6. Describe the "cool factor" of the business – what makes this business stand out from the crowd?

Please sign the nomination:

I hereby certify that the information included in this nomination is factual and accurate to the best of my knowledge.

Signature

The Award:

\$2000 for Business Development

In recognition of being named winner of the Apollo Award, the business will receive a \$2000 Prize from the Racine County Workforce Development Board to be used for Marketing, Product Development or Research and Development. The company principal will be asked to participate on the following year's selection committee. The winning company will also be asked to provide a written statement describing how the award helped them make their business more successful. The statement may be used as a testimonial in promoting future awards or in promotions for Racine County.

The Event

The presentation of the Racine County Apollo Award will be made at the RAMAC business awards dinner at the Racine Marriott on April 7, 2009. Tickets will be made available to the award winner(s) and their families.

The Timeline

Nominations are due by March 13, 2009

Submit 6 copies of your nomination to:

Workforce Development Center

Attn: Kim Bartel

1717 Taylor Avenue

Racine, WI, 53403

Notification of the Award winner will take place on or before March 20, 2009.