

Leaders Portfolio

with Rebecca Blacksmith

2010 Leaders Portfolio Awards

About the Awards

We created the **2010 Leaders Portfolio Awards** for two reasons. First, our host Rebecca Blacksmith wanted an outlet for rewarding strong leadership within the DC area (Baltimore, DC, Northern VA) business community.

Secondly, we received an overwhelming and unexpected response from people wanting to nominate CEOs for the show but with no outlet for doing so since guests are exclusively selected to appear on **Leaders Portfolio** by our research team. This awards program was created as a way to allow CEOs to nominate their colleagues, employees to reward bosses, businesses to recognize clients, and listeners to identify leaders.

Eligibility

There are six award categories. An applicant may apply for more than one award if eligible. However, a separate application is to be filled out for each award. Businesses that apply must be located within 60 miles of *The White House* zip code 20500 for the DC area awards which include Baltimore, DC, and Northern VA areas – Being a prior guest or sponsor on **Leaders Portfolio** does not increase nor does it decrease your chance of receiving an award.

For Leaders

1. Business Leader of the Year (1-50 employees)

- Applicant is a CEO, President, Chairman, Principal, Partner or Owner of a business located in the DC area
- Not necessary for all employees to be located at the DC area business

2. Business Leader of the Year (51+ employees)

- Applicant is a CEO, President, Chairman, Principal, Partner or Owner of a business located in the DC area
- Not necessary for all employees to be located at the DC area business

3. Rising Business Leader of the Year

- Applicant has never been and does not currently hold any of the following positions: CEO, President, Chairman, Principal, Partner or Owner of a business
- Applicant must work in DC area
- No age requirement

For Businesses

4. Leadership Business of the Year (1-50 employees)

- Applicant is a public or private business located in the DC area
- Not necessary for all employees to be located at the DC area business

5. Leadership Business of the Year (51+ employees)

- Applicant is a public or private business located in the DC area
- Not necessary for all employees to be located at the DC area business

6. Leadership Business of the Year (outside DC area)

- Applicant is a public or private business outside the DC area (defined as at least 60 miles from zip code 20500)
- Applicant makes a portion of their revenues from DC area clients
- Not necessary for all employees to be located outside the DC area business

Award Winners

Each award winner (with the exception of **Rising Business Leader**) will receive the following branding and market awareness of their distinction as a leader:

- On-air **Leaders Portfolio** radio announcement of winner
- Numerous additional on-air mentions of winner by host
- On-air interview with Rebecca Blacksmith for winner on **Leaders Portfolio** radio show on DC radio station Money 1260
- Online announcement of winner at www.leadersportfolio.com
- Audiocast of winner's interview on www.leadersportfolio.com
- Audio Streaming of winner's interview on www.moneytalk1260.com
- Announcement on **Leaders Portfolio** Mailing List targeted for the business community (includes description of what winner's business provides)
- Award announcement press release for winner's distribution to clients, etc.
- And of course – an award to display at winner's business headquarters!

The **Rising Business Leader** award winner will be announced on-air/online, will be offered the opportunity to sit in on studio award winner interviews, and will receive a one hour leadership session with host and leadership speaker Rebecca Blacksmith.

Criteria

Eligible applicants will be judged on their responses to questions on leadership. The panel of judges includes host Rebecca Blacksmith, members of the **Leaders Portfolio** team, and hand-selected business leaders and leadership experts. This panel of judges will independently score each nominee and select a winner. Award winners are selected based on an applicants' stated past leadership performance and as such does not reflect future leadership decision-making by the applicant.

Submit your Nomination

Leaders and leadership businesses are encouraged to directly apply for the award. In addition, anyone may submit a nomination for a potential applicant. Nominations are due no later than March 1, 2010.

Application Procedure

Applications are available at www.leadersportfolio.com. Apply via mail, e-mail (connect@leadersportfolio.com) or fax by March 10, 2010 to:

Leaders Portfolio
Attn: 2010 Awards
52 West Main Street, Suite 21A
Somerville, NJ 08876
Fax: 866-373-7597

Application Fee

Nomination is free. The application and application fee (to be paid by the nominator or applicant) are due by March 10, 2010. These application fees are utilized to partially underwrite the costs associated with advertising and administering this awards program. In an effort to encourage rising leaders, we have waived the fee for the **Rising Business Leader of the Year** award.

- No fee for **Rising Business Leader of the Year** award
- \$50 for an application received prior to or on December 17th, 2009
- \$85 for an application received December 18th, 2009 – March 10th, 2010

Please make this non-refundable check/money order payable to Leaders Portfolio and submit via mail. You will receive a confirmation of your application once both payment (if required) and application are received.

Timeline/Deadlines

- Nominations due by March 1st, 2010
- Applications due March 10th, 2010
- Winners Announced March 19th via **Leaders Portfolio** Mailing List
(All nominees/applicants will be added to the mailing list)
- Winners will be invited to tape their interview between 1-4pm on March 30th
- Award winners interviews to air in April 2010

Award Sponsors

Leaders Portfolio sponsors are recognized at www.leadersportfolio.com and/or announced on-air. If you represent a business/non-profit interested in sponsoring **Leaders Portfolio** and the awards program, please contact Chris Padot, Vice President, 864-323-2600 or cpadot@leadersportfolio.com.

Leaders Portfolio reserves the right to substitute any of the promotions offered to award winners, as well as, to provide winners additional promotional (radio, web, etc.) opportunities. Although not anticipated, **Leaders Portfolio** reserves the right to cancel an award category (and submit a refund to applicant) due to insufficient entries. All information regarding the **2010 Leaders Portfolio Awards** is available at www.leadersportfolio.com. If you have additional questions, please e-mail Sheria Sellers at connect@leadersportfolio.com

2010 Leaders Portfolio Awards Nomination Form

You may nominate the potential applicant for more than one category if they are eligible. Leaders Portfolio will notify the nominee of his/her nomination.

Award Nominee:

Name of Nominee (Leader or Business):

What award(s) are you nominating them for?

Name of Business (if not stated previously):

Contact Name:

Title:

Mailing Address:

Telephone:

Fax:

E-mail:

Reason for Nomination (brief statement):

Nominating Organization:

Contact Name:

Title:

Mailing Address:

Telephone:

Fax:

E-mail:

How did you learn about these awards?

Please submit this 1 page completed nomination form by March 1, 2010 to connect@leadersportfolio.com OR mail to:

Leaders Portfolio
Attn: 2010 Awards
52 West Main Street, Suite 21A
Somerville, NJ 08876

You will receive a confirmation of your nomination via e-mail. And thank-you for your commitment to leadership!