

# Leaders Portfolio

## **2013 Leaders Portfolio Awards**

Simplified nomination process  
National categories added  
Nominees to be recognized publicly

### ***About the Awards***

A very public corporate ethics crisis among select businesses, in addition to, a lack of leadership by certain business leaders were a few of the driving factors in creating a global financial crisis. But clearly all leaders and businesses do not operate like the ones that drove us into the crisis. The **Leaders Portfolio Awards** offer opportunities for businesses and business leaders to publicly state that they are committed to operating within a framework of leadership and ethics.

At a time when clients, colleagues, and government and business partners are scrutinizing the businesses and business leaders around them, The **Leaders Portfolio Awards** couldn't have been launched at a more opportune time! The **Leaders Portfolio Awards** debuted three years ago with leadership entries representing one-person privately-funded start-ups to large government contractors.

The **Leaders Portfolio Awards** were created for two reasons. Our host Dr. 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 Ivy League led 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 seven award categories. Nominating parties are welcome to nominate multiple leaders or leadership businesses. An applicant may apply for more than one award if eligible and may use the same answers on similar questions across categories. A separate application is to be filled out for each award category. For the 3 DC/BLT/Northern VA area categories, businesses that apply must be located within 75 miles of *The White House* zip code 20500. For the 4 national categories, both DC area and Non-DC area businesses are eligible. Being an on-air guest or sponsor on **Leaders Portfolio** does not increase nor does it decrease your chance of receiving an award. Past nominees, applicants, and winners are encouraged to apply.

An example would be: 45 employee DC-Area Company XYZ may apply for Leadership Business of the Year (DC Area), as well as, Leadership Business of the Year (National). The President of Company XYZ may apply for Business Leader of the Year (1-50 employees, DC

Area), in addition to, Business Leader of the Year (1-50 employees, National). Company XYZ may also nominate an employee as their Rising Business Leader. A company is eligible to win across multiple categories as each category is individually judged.

### ***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 Dr. Rebecca Blacksmith for winner on ***Leaders Portfolio***
- Online announcement of winner at [www.leadersportfolio.com](http://www.leadersportfolio.com)
- Audiocast of winner's interview on [www.leadersportfolio.com](http://www.leadersportfolio.com)
- Announcement on ***Leaders Portfolio*** Mailing List targeted for the business and government communities (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 and will be offered a one hour private leadership session with leadership speaker Dr. Blacksmith.

### ***Criteria***

Eligible applicants will be judged on their responses to questions about leadership. The panel of judges includes host Dr. Rebecca Blacksmith, members of the ***Leaders Portfolio*** team, and hand-selected business/ policy leaders and leadership experts. This panel of judges will independently score each nominee and select a winner. Award winners are selected based on an applicant's 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. Anyone may also submit a nomination for a potential applicant by e-mailing [connect@leadersportfolio.com](mailto:connect@leadersportfolio.com) with both the nominator and nominee's contact information (including e-mail and mailing address) and the award(s) you're nominating them for along with a brief statement regarding the reason for nomination. Nominations are due no later than August 20, 2013. Leaders Portfolio will announce any nominee who wishes to be publicly recognized once their completed application is received.

### ***Application Procedure***

Applications are available at [www.leadersportfolio.com](http://www.leadersportfolio.com). Submit applications via e-mail ([connect@leadersportfolio.com](mailto:connect@leadersportfolio.com)), fax (866-373-7597) or by mail to:

Leaders Portfolio  
52 West Main Street, Suite 21A  
Somerville, NJ 08876

### **Application Fee**

Nomination is free. The application and application fee (may be paid by the nominator or applicant) are due by September 17, 2013. These application fees are utilized to partially underwrite the costs associated with advertising and administering this awards program. In an effort to support 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
- \$55 for an application received prior to or on May 15, 2013
- \$85 for an application received May 16, 2013 - September 17, 2013

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. All nominees and applicants are added to the *Leaders List* (digital mailing list) in order to receive the winners announcement.

### **Timeline/Deadlines**

- Nominations due by August 20, 2013
- Applications due by September 17, 2013
- Winners Announced on October 3, 2013 via **Leaders Portfolio Leaders List**
- Award winners interviews scheduled

\***Leaders Portfolio** reserves the right to substitute any of the promotions offered to award winners, as well as, to provide winners additional promotional opportunities. **Leaders Portfolio** also reserves the right to deem no winner in any award categories based on judges recommendations or due to insufficient quality entries. Additional awards questions may be directed to Sheria Sellers at [connect@leadersportfolio.com](mailto:connect@leadersportfolio.com).

### **Award Sponsors**

**Leaders Portfolio** sponsors are recognized at [www.leadersportfolio.com](http://www.leadersportfolio.com) and/or announced on-air. For as little as \$150 a month, you can make the government and business communities aware that you support leadership. If you represent a business or non-profit interested in sponsoring **Leaders Portfolio** and the awards program, please contact Chris Padot, Vice President, 864-323-2600 or [cpadot@leadersportfolio.com](mailto:cpadot@leadersportfolio.com).

## **2013 Leaders Portfolio Awards Application Form**

- I. Please check only ONE award for this application. A separate application is to be filled out for each award.

### **For Leaders**

- Business Leader of the Year (1-50 employees, DC Area)***
- 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
- Business Leader of the Year (51+ employees, DC Area)***
- 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
- Rising Business Leader of the Year (National)***
- 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 is U.S. college/graduate student or U.S. employee
- Business Leader of the Year (1-50 employees, National)***
- Applicant is a CEO, President, Chairman, Principal, Partner or Owner of a business with principal operations anywhere in the U.S.
- Business Leader of the Year (51+ employees, National)***
- Applicant is a CEO, President, Chairman, Principal, Partner or Owner of a business with principal operations anywhere in the U.S.

### **For Businesses**

- Leadership Business of the Year (DC Area)***
- 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
- Leadership Business of the Year (National)***
- Applicant is a public or private business with principal operations anywhere in the U.S.

## II. Applicant.

Name of Applicant (either Leader or Business):

Name of Business (if not stated as Name of Applicant):

Mailing Address:

Website (if any):

Authorized Contact Person for Applicant (or self):

Title:

E-mail:

Telephone:

Fax:

### III. Eligibility

Number of Employees (not applicable to ***Rising Leader*** or ***Leadership Business***):

For DC Area categories only, is the applicant (leader or business) located within 75 miles of 20500? (Yes or No)

For the ***Leader of the Year***, please state the position of the applicant – whether it be a CEO, President, Chairman, Principal, Partner or Owner:

### IV. Questions (for ***Business Leader*** or ***Rising Leader of the Year*** applicants ONLY)

- What is your current business and what areas of the business do you lead?

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- What is your abbreviated bio including education and work history?

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- What is your overall leadership philosophy?

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- What is the most unrecognized aspect of your leadership?

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- What responsibility does a leader have to their community?

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- What public crisis have you faced and how did you respond?

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- Name one variable that has played a role in your success (exs: luck, mentors, education).

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- When have you failed *privately* and what did you learn?

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- Once you realized you were a leader, did you want to be one?

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V. Leadership Questions (for ***Leadership Business of the Year*** applicants ONLY)

- What is your current business?

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- What makes the business a “leadership business”?

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- What leadership challenge does your business face that is unique to your industry?

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- How has the business succeeded in leading?

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- When has the business faced a *private* ethical dilemma and responded *correctly* in your estimation?

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- When has the business faced a *public* ethical dilemma and responded *incorrectly* in your estimation?

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- What leadership practices does the business utilize that have largely gone unrecognized?

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- What is the greatest structural impediment to your business' success? (exs: government regulation, weak lending market, federal budget uncertainties).

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- What is the leadership philosophy of the business?

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## VI. Applicant Agreement

May we announce your *nomination* publicly? Yes/No

The applicant certifies they meet the eligibility requirements for this particular award and that the information contained in this application is accurate. The applicant as well as their related businesses discussed in this application grant permission to Leaders Portfolio to publicly discuss and release information about applicant, applicant's business, and applicant's business relationships stated within application in conjunction with Leaders Portfolio. In no event will Leaders Portfolio, its subcontractors, judges, representatives, or members of the Leaders Portfolio team be liable to the applicant, the applicant's company, or any of its representatives for anything directly or indirectly related to the *Leaders Portfolio Awards* or Leaders Portfolio. If a dispute arises, the applicant and the applicant's business agree to waive any rights to pursuing the dispute if Leaders Portfolio reimburses 100% of the application fee for the application in dispute.

Printed Name:

Title:

Signature:

Date:

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