



NAWBO and Wells Fargo proudly present the



NAWBO/WELLS FARGO TRAILBLAZER AWARD

Recognizing the role women-owned businesses play in driving the American economy

Presented at the NAWBO Annual Women's Business Conference, June 12 -14, 2008, in Phoenix, Arizona.

Qualifications

- Be at least 18 years of age
- Be a woman who owns at least 51% and is an active principal of the business
- Own the business for at least three years
- Be a legal resident of the U.S. or its territories
- Be in compliance with all applicable laws/regulations

2007 Winners

Lucie Voves

Church Hill Classics & Diplomaframe.com
www.diplomaframe.com

Church Hill Classics & Diplomaframe.com designs and manufactures high quality diploma, certificate, and award frames. Creating distinctive frames to showcase and preserve treasured documents, the company partners with hundreds of colleges and universities nationwide.

Christine Wallace

Gracewinds Perinatal Services
www.gracewindsperinatal.com

Gracewinds Perinatal Services offers complete and continuous personalized support from early pregnancy, through labor and delivery to post-partum by providing high quality, professional programs for women and families during pregnancy and childbirth.

Debra Ruh

TecAccess Inc.
www.tecaccess.net

TecAccess Inc. provides compliance and accessibility solutions to corporations, government agencies, and educational institutions. Employing a diverse skilled team, most of whom are people with disabilities, TecAccess evaluates compliance, accessibility, and use from the perspective of people with disabilities.

To learn more about previous winners, visit: wellsfargo.com/biz/women

Award for trailblazing women business owners – Apply now for a chance to win \$5,000!

Award Background And Purpose

Wells Fargo and the National Association of Women Business Owners (NAWBO) want to recognize the fantastic talent, drive, and innovation of women business owners. In 2002 we launched the *NAWBO/Wells Fargo Trailblazer Award* to celebrate the enormous role women play in driving the American economy.

We are looking for women business owners, like yourselves, who have successfully developed unique products, services or delivery channels in their businesses. Tell us how your business reflects your vision and commitment to building an organization that truly makes a difference in your community.

Three outstanding women business owners will be recognized for their trailblazing spirit as demonstrated by their companies' business performance, innovation, growth, and personal service to the community. **Each winner will receive a cash grant of \$5,000, nationwide recognition, and will be recognized at the 2008 NAWBO Annual Women's Business Conference in Phoenix, Arizona.**

Evaluation Criteria

Please answer all of the following questions to be considered for the award. Limit your responses to three (3) pages, and enclose with the application form. Feel free to submit any marketing material, recommendation letters and awards you have received along with your application.

- 1) Describe your company and its products/services. What is your basic philosophy in conducting your business? Include your mission statement, if available.
- 2) Why did you start your company? What obstacles did you have to overcome as a woman business owner?
- 3) What sets your company's products or services apart from others? How do you think this innovation will impact your business and the market in the future?
- 4) What new innovations and/or competitive advantages has this transformation created for your company or industry?
- 5) How do you consider yourself a role model in your industry? Describe the benefits your company provides to your: a) community, b) employees, c) family.
- 6) Why should you be selected to receive the *NAWBO/Wells Fargo Trailblazer Award*? How will you utilize the funds?



Encourage a woman business owner to apply today!

NAWBO/WELLS FARGO TRAILBLAZER AWARD APPLICATION

Recognizing the role women-owned businesses play in driving the American economy

**- DEADLINE -
Must be received by February 1, 2008**

How to Apply

1. Complete and sign the application form.
2. Answer all six (6) Evaluation Criteria questions within three (3) typed pages.
3. Submit a brief biography of yourself (limit to 1-2 paragraphs).
4. Prepare four (4) complete copies of all materials submitted.
5. Submit all application materials by February 1, 2008:

NAWBO/Wells Fargo Trailblazer Award
 Wells Fargo
 MAC# A0103-220
 Women's Business Services - SBM
 PO Box 7402
 San Francisco, CA 94120

Applications become the property of Wells Fargo and will not be returned.

Details

1. Applications are reviewed by a committee from NAWBO and Wells Fargo leadership.
2. Three winners will be notified in April, 2008. Upon notification, winners will be required to provide a digital color photograph, for promotional purposes. Photo must be of professional quality; jpeg version is preferred. Photos will not be returned.
3. The *NAWBO/Wells Fargo Trailblazer Award* winners will be announced and awards presented at the NAWBO Annual Women's Business Conference, June 12 - 14, 2008, in Phoenix, Arizona. Presence of the winner is strongly encouraged. Travel, lodging and expenses are the sole responsibility of the winners.

Questions

Please contact Wells Fargo Women's Business Services at: wbs@wellsfargo.com

BUSINESS INFORMATION

Owner's Legal Name (under which tax returns are filed) _____
 % of Ownership (must be at least 51% to be eligible) _____
 Company Name _____ Established (MM/YY) _____
 Business Address _____
 City _____ State _____ Zip _____
 Business Phone _____ Fax _____
 E-mail _____
 Annual Sales (2007) _____ (2006) _____ (2005) _____
 Number of Employees _____ Number of Owner(s) _____
 Type of Ownership (Sole Proprietor/Partnership/Corporation/Trust/Other) _____

PERSONAL INFORMATION

Home Address _____
 City _____ State _____ Zip _____
 NAWBO Chapter and year joined (if applicable) _____
 Other Business or Women's Organizations and year joined (if applicable) _____

REFERENCES

Please provide two (2) letters of recommendation that verify your business operations. Letters should be from any of the following: banker, local NAWBO Chapter, local Chamber of Commerce, city/state representative, supply vendors (e.g., printer, utility), or customers. Each letter of recommendation must include a signature and contact information for the author.

Did your Wells Fargo banker give you this application? Let us know by telling us their name: _____

DISCLOSURE AND AGREEMENT

Applications become the property of Wells Fargo and cannot be returned. Each application will be verified for accuracy of information. The information contained in the application, in whole or in part, may be used by Wells Fargo or NAWBO for media informational purposes; however, all financial information will be held strictly confidential. The applicant authorizes Wells Fargo and NAWBO to use the awardee's pictures, likeness, name and all other information set forth in the application and personal interviews in articles, third-party publications (such as magazines, newspapers, and electronic media), and for advertising or promotional purposes. All financial information will be specifically excluded from publication.

The applicant also authorizes Wells Fargo and NAWBO, through a qualified third party, to conduct a background check to verify that no human or civil rights complaints or violations have been lodged against the applicant, her co-owners or her business. The Women's Business Services program does not influence credit lending decisions in any way. All applications for credit are subject to credit approval using our standard underwriting criteria. Failure to sign this form will disqualify your application.

Applicant Signature _____ Date _____
 (REQUIRED)

2007 NAWBO/Wells Fargo Trailblazer Award Winners



Left to Right: Lisa Hickey (07-08 NAWBO National President); Christine Wallace (Gracewinds Perinatal Services); Debra Ruh (TecAccess, Inc.); Lucie Voves (Church Hill Classics & Diplomaframe.com); Joy Ott (Wells Fargo Women's Business Services National Spokesperson)