



2023 AWARDS FOR EXCELLENCE
Benefiting the Better Business Bureau Education Foundation

Eligibility: All applicants must be in good standing as an accredited business with the BBB of Metropolitan Houston.

Judging: No BBB staff or Board members are involved in the selection of the winners.

- Each application is judged and scored twice by a panel of independent judges.
- Applicants will choose their application's category. Note: The applicant will be notified if their category placement does not align with the "Type of Business" listed in the BBB Profile.
- A minimum of 3 unaffiliated companies per category. Categories can NOT be used in any advertising or marketing materials.
- Each category will list all the "Winners of Distinction." Based on points scored, one winner **may** receive the "Pinnacle" award in that business category.
- Pinnacle Award recipients must have a representative present to receive the award.
- ALL winners will be honored at a luncheon on **Tuesday, October 10, 2023** at the Bayou City Event Center, 9401 Knight Rd, Houston, TX 77045. **Luncheon tickets begin at \$90.**

Instructions: Type or legibly print your contact information and sign and date the compliance statement below

- Use this form as your application's cover page.
- Submit the following:
 - 1) completed application
 - 2) \$50 entry fee at the time of submission (required)
 - 3) Attach your logo or email if mailing in. (jpg, tiff, png, or gif)
- Choose ONE method (on-line or via mail) of application delivery (do not send multiple copies)

Online credit card payment & application upload: Click this link: bit.ly/bbbappfee23

1. **Mail check & application:** BBB Awards for Excellence, 1333 West Loop South, Ste. 1200, Houston, TX 77027

Deadline: Thursday, July 6, 2023 at 5:00 pm

***Late applications will NOT be accepted**

If you do **NOT** receive an email receipt confirmation within 3 business days, please **email or call** Jennifer Salazar:
jsalazar@bbbhou.org; 713-341-6184

Contact Name: _____

Company Name: (as it is listed with the BBB): **Should you be a winner, your event program listing and trophy will be printed as such.**

Address: _____ **City** _____ **Zip Code** _____

Phone: _____ **E-mail Address:** _____

Compliance Statement:

I understand that by signing this application I certify my compliance with federal, state and local laws and regulations governing my business, charity or industry. Any misstatement of material fact may justify recession of the award. I understand that the BBB will provide guidelines for using and/or referencing the BBB Awards for Excellence and any trademark or logos associated with the Awards for Excellence. I agree to abide by and follow the BBB guidelines, as well as all future versions of the BBB guidelines, as they may be amended from time to time at the sole discretion of the Houston BBB and/or the BBB Education Foundation. I understand and agree that, should I no longer be accredited with or a member in good standing of the Houston BBB, I shall cease all use of the trademarks and logos associated with the Awards for Excellence. All submitted entries become property of the BBB and cannot be returned.

Name (Please Print) _____ **Title** _____

Signature _____ **Date** _____

The Better Business Bureau Education Foundation is a charitable non-profit organization that informs, educates, and advocates on behalf of consumer and helps combat unethical business practices and provides protection from fraudulent schemes.

BBB 2023 Entry Questions: Business / For Profit Form

Business Name: _____

Business Category:

1.) When you are meeting people face-to-face, how do you describe your business and customers? Where are some of the places you do this (e.g. trade shows, networking events, associations, etc.). Describe in 5 sentences or less.

(15 points)

2.) What makes your business different, unique, and special and how would you define your mission statement and company culture? Describe in 5 sentences or less.

(10 points)

3.) How do you respond to unfulfilled customer expectations (eg. bad reviews on social media or BBB complaints)? Specifically address and identify the most frequent issues your company has had such as inflation, weather disruptions, supply chain, your service or something else. Describe in 5 sentences or less.

(20 points)

4.) Accountability is a key business component for owners and employees alike. How do you hold yourself and your employees accountable to their duties and goals? Describe in 5 sentences or less.

(20 points)

5.) A crisis can have a significant financial impact on your business. What steps are you taking to adapt your business model to adjust finances in both the short term (6 months) and the medium term (1 year) and what steps has your business taken to ensure the well-being and performance of your owners, managers, employees, customers, suppliers, and related parties? **EXPLAIN IN DETAIL (MINIMUM OF 5 SENTENCES).**

(20 points)

6.) What does BBB accreditation, a BBB award, and the community that supports your business mean to you and your business? Describe in 5 sentences or less.

(15 points)

BONUS POINTS: (For Tiebreaking)

When you reviewed your 2022 results what were the biggest goals you missed and how are you addressing that for 2023? (e.g. what are your company's Key Performance Indicators and how do you set standards and track progress or review these with management and employees?)

(10 points)