



2021 Business Awards of Distinction Nomination Criteria

General Eligibility Requirements

- Member in good standing of the Greater Parkland Regional Chamber of Commerce
- Have a valid business license or development permit, where applicable
- Be operational for a minimum of 3 fiscal years, unless otherwise stated

Business of the Year (1 to 35 Employees) sponsored by Main Street Law LLP



- Be at least 51% Alberta owned and operated
- Have 35 or fewer full-time equivalent employees
- Be profitable in each of the last three years*
- Demonstrate significant achievement in business (growth, sales, and expansion)
- Demonstrate community involvement as a business
- *Can demonstrate a projection of profits prior to the COVID-19 pandemic

Business of the Year (36+ Employees) sponsored by Zender Ford Sales Ltd.



- Be at least 51% Alberta owned and operated
- Have 35 or more full-time equivalent employees
- Be profitable in each of the last three years*
- Demonstrate significant achievement in business (growth, sales, and expansion)
- Demonstrate community involvement as a business
- *Can demonstrate a projection of profits prior to the COVID-19 pandemic

Cultural Diversity Award of Distinction sponsored by TransAlta 'Building Inclusive Communities'

Demonstrates or aspires to exemplify:



- Effective Human Resources Strategies
 - Recruit, maintain and provide ongoing support to a culturally diverse workforce reflecting the community.
- Innovative Initiative (Projects and Initiatives)
 - Promote diversity in their community in a unique way.
- Inclusive Environment
 - Embraces diversity and creates a welcoming environment for culturally diverse groups in their organizations, businesses, and schools.
- Champions of Diversity
 - Work towards building an inclusive community



Marketing Award of Distinction sponsored by Panda Rose Consulting Studios Inc.

- Developed and implemented a successful marketing strategy that has had significant impact on the organization
- Embarked on the strategy within the last two (2) years
- Can demonstrate tangible results of marketing strategy and its success
- Achievement of its stated objective with measurable results
- Development of strong relationships and community support
- Innovation, originality, and cost effectiveness



New Business of the Year Award of Distinction sponsored by Decker Properties Group Inc. and Decker Properties Management Ltd.

- In existence, no longer than 36 months (under current ownership)
- Demonstrates significant achievement in business (growth, new product, sales, and expansion)
- Reflects the outstanding spirit and success of the business community



North Central

Outstanding Customer Service Award of Distinction sponsored by North Central Co-op

- A business that embodies leadership excellence in customer service
- Have positively impacted the business/organization
- Demonstrate business leadership for the industry in which the business/organization is situated
- Developed strong relationships and community support



Young Entrepreneur Award of Distinction sponsored by EQUUS REA Ltd.

- The nominee(s) must have played a direct and primary role in the business planning, financial investment, and establishment of the business, and currently be operating it in a leadership capacity
- Be operational for a minimum of 1 fiscal year
- The nominee(s) must be between the ages of 16-35 at time of awarding
- The business must demonstrate financial viability and sound potential growth