

Celebrating and recognizing excellence in business



Since 1955, Whitby has had the distinct pleasure of honouring outstanding accomplishments in the community. This tradition continues with publicly recognizing local businesses that have demonstrated a passion for excellence, a commitment to their community and a strong entrepreneurial spirit. The Whitby Chamber of Commerce (WCC) is pleased to present the Peter Perry & Business Achievement Awards.

The awards will be presented at our awards ceremony on **Thursday, November 7, 2024.**

General information

The WCC proudly moved the Business Achievement Award nominations to an online platform in 2020! This was undertaken to increase clarity and convenience for nominators, nominees and evaluators and has proven to be very successful for both nominators and nominees to submit their package for evaluation.

The Business Achievement Awards categories and evaluation criteria remain consistent, but nominees now have the opportunity to submit their packages electronically, and evaluators can leverage this technology to review submissions without coming to read them at our Chamber offices. After the evaluation period, evaluators will continue to attend a final consensus scoring meeting where the three finalists in each category, as well as the winner, will be determined.

Awards in each category are not necessarily presented annually. If there are insufficient nominees to meet a minimum of three nominees per category, the decision to not present an award is at the discretion of the evaluators.

Business Achievement Award nomination process

Online nominations are open from April 8 to May 17, 2024.

- Nominations will be validated by WCC staff to check eligibility (nominees must be a member of the WCC in good standing throughout the process).
- Nominations may be submitted by individuals and/or businesses, including self-nominations. **Please ensure nominations meet the award criteria.**
- Both nominators and nominees will be contacted by the WCC.
- The online nominations form can be accessed at whitbychamber.org.

If you are having difficulty understanding the process OR any of the language in these forms, please contact:
Susanne Gagnon Susanne@whitbychamber.org

Business Achievement Award submission process

Once a nomination is accepted, the online submissions are open from May 21 to August 30, 2024:

- Each nominee must complete the online submission to describe and demonstrate their qualifications in each category (see below for category details and criteria).
- Submissions will only be accepted through the electronic portal.

Business Achievement Award evaluation process

The evaluation period is September 4 to September 13:

- Business Achievement Awards evaluators are comprised of past WCC Board Presidents and current committee chairs reporting to the Board of Directors (evaluators must be a member of the WCC in good standing throughout the process).
- In the case where an evaluator is also a nominee, they will be removed from the evaluation panel for that year.
- The evaluators' decisions are based only on information provided by the nominee in the submission (and possibly an interview if requested by the evaluators).
- **The review of the submission packages is completely independent of the WCC staff and the decisions of the evaluators are final.**
- The final decisions will remain confidential until the evening of the awards gala.
- WCC staff do not review the submission packages in advance of the awards gala. The WCC only facilitates the process ensuring that it is consistent, fair and respectful of the evaluators who dedicate an enormous amount of time to review submissions.

Award categories and criteria

Each of the **eight** awards has unique criteria in which businesses and individuals will be evaluated against. Nominees will have the opportunity to describe and demonstrate how they fulfill the criteria in their submission. In addition to the criteria outlined in each category below, please note:

- A prior winner of a category **is not eligible to win in the same category for three years.**
- Receiving a Business Achievement Award is not meant as a business endorsement by the Chamber.
- **Each business or individual can only be nominated in one category each year.**
- For each category, an Attachments Tab is provided in the online submission portal in order to demonstrate criteria (attach applicable supporting materials) i.e. relevant company literature, processes, annual report and letters of support.
- Letters of support cannot be submitted from current WCC Board members.
- Packages with additional and/or unrelated data to criteria requested, will be frowned upon.

Business Achievement Award

Three distinct categories:

- 1-15 Employees
- 16-49 Employees
- 50+ Employees

This award is presented for business excellence in any type of for-profit business or service having been in business for a **minimum of three years**; but is evaluated based on key principles and criteria below. These business awards celebrate and recognize businesses based on number of employees.

Please note:

1. "employees" is defined as full-time or part-time (full-time equivalent). Students and volunteers are not included in the calculation of categories.
2. Franchisees **are not** able to participate in this category.
3. Publicly funded organizations (where over 80% of their operations are funded by a public entity) are not able to participate in this category.

criteria

Business Management: demonstrated by business results i.e. per cent of growth, customer base growth, industry standing etc., while describing your business and entrepreneurial spirit.

Outstanding Customer Service: demonstrated by customer satisfaction measures, customer service orientation and related processes.

Entrepreneurship & Innovation: demonstrated by entrepreneurial vision and how innovation is applied to your business and product offerings, resulting in enhanced business results.

Continuous Improvement: demonstrated by ongoing management of continuous improvement, related processes, quality control and the development of social responsibility programming.

Community Engagement: demonstrated by community spirit through WCC membership, active participation in other local activities and associations throughout the Durham Region, including volunteerism, staff engagement and community leadership roles.

Corporate Social Responsibility: demonstrated by environmental responsibility and sustainability as well as commitment to diversity and mentorship, including supporting staff engagement in related efforts.

Achievements: demonstrated by affiliation with professional organizations and recognition and/or awards.

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Not-for-Profit Organization of the Year

This award is presented to any type of not-for-profit organization excelling in its field (includes post-secondary educational facilities, associations and registered charities); but evaluates based on key principles and criteria below. It celebrates organizational excellence and community engagement.

criteria

Not-for-Profit Attributes: demonstrated by your organization's objectives, programming results, budget management and future-planning.

Leadership & Business Management: demonstrated by business results, including growth measures, industry standing etc., in addition to describing employee management and related processes.

Outstanding Customer Service: demonstrated by customer satisfaction measures, customer service orientation and related processes.

Continuous Improvement: demonstrated by ongoing management of continuous improvement, related processes, quality control and the development of social responsibility programming.

Community Engagement: demonstrated by community spirit through WCC membership, active participation in other local activities and associations throughout the Durham Region, including volunteerism, staff engagement and community leadership roles.

Corporate Social Responsibility: demonstrated by environmental responsibility and sustainability as well as commitment to diversity and mentorship, including supporting staff engagement in related efforts.

Achievements: demonstrated by affiliation with professional organizations and recognition and/or awards from organizations or partners.

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Todd Skinner Young Entrepreneur of the Year

This award recognizes a young business owner/operator **40 years of age or younger**. It celebrates their entrepreneurial spirit and capabilities and is evaluated based on key principles and criteria below.

Please note:

1. This award recognizes only one individual.
2. Franchisees **are able** to participate in this category.

criteria

Leadership & Business Management: demonstrated by business results, including growth measures, industry standing etc., in addition to describing employee management and related processes.

Outstanding Customer Service: demonstrated by customer satisfaction measures, customer service orientation and related processes.

Entrepreneurship & Innovation: demonstrated by entrepreneurial vision and how innovation is applied to your business and product offerings, resulting in enhanced business results.

Community Engagement: demonstrated by community spirit through WCC membership, active participation in other local activities and associations throughout the Durham Region, including volunteerism, staff engagement and community leadership roles.

Career & Business Achievements: pivotal moments along your business journey including business accomplishments, affiliations with professional organizations, recognition and/or awards from organizations or partners.

Continuous Improvement: demonstrated by ongoing management of continuous improvement, related processes, quality control and the development of social responsibility programming.

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Businessperson of the Year

This award celebrates the extraordinary business achievements of a business owner in the Durham Region and is evaluated based on key principles and criteria below.

Please note:

- This award recognizes only one individual.
- Franchisees **are able** to participate in this category.

criteria

Leadership & Business Excellence

- Do they demonstrate distinguishable leadership capabilities?
- Do they demonstrate an entrepreneurial spirit and focus?

Outstanding Customer Service

- Are there solid examples of customer satisfaction and/or customer service orientation?
- Are there customer service policies and/or related training for staff?
- Are there tools in place to measure customer satisfaction that highlight areas for continuous improvement?

Community Engagement

- Is there active involvement in the Whitby Chamber of Commerce membership (i.e.) attend events, participate in committees etc.?
- Is there demonstrated community involvement including participation in other local activities and associations through volunteerism, staff involvement and significant leadership in community affairs?

Entrepreneurship & Innovation

- Is there demonstrated entrepreneurial initiatives and/or spirit in enhancing business results?
- Is there any recognition of innovations with their business or product offerings?

Corporate Social Responsibility

- Has this businessperson demonstrated commitment to environmental responsibility and sustainability?
- Please provide examples of their commitment to diversity, equity, accessibility and inclusion through policy, action or engagement in the community.

Employee & Partner Relations

- Is there a commitment to leadership? And does their leadership style demonstrate a commitment to culture, employee retention, development and mentorship?
- Have they developed strategic partnerships within the business community to strengthen their overall success?
- Have they been recognized by community partners?

Career & Business Achievements

- Has this person described pivotal moments along their journey to success?
- Has this person listed their achievements and accomplishments, such as professional development, innovations and awards?

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New Business of the Year

This award recognizes a new for-profit business operating for a **maximum of three years**, with demonstrated excellence and extraordinary business achievement in the Durham Region; but is evaluated based on key principles and criteria below.

Please note:

1. Franchisees are not eligible in this category;
2. Nor is an existing business operating under newownership.

criteria

Leadership & Business Excellence: demonstrated by leadership and business results that distinguishes you, including growth measures, industry standing, business spirit, ongoing business management and workplace innovation.

Outstanding Customer Service: demonstrated by customer satisfaction measures, customer service orientation and related processes.

Entrepreneurship & Innovation: demonstrated by entrepreneurial vision and how innovation is applied to your business and product offerings, resulting in enhanced business results.

Community Engagement: demonstrated by community spirit through WCC membership, active participation in other local activities and associations throughout the Durham Region, including volunteerism, staff engagement and community leadership roles.

Employee & Partner Relations: demonstrated by employee management processes, enthusiasm and engagement with strategic partners.

Corporate Social Responsibility: demonstrated by environmental responsibility and sustainability as well as commitment to diversity and mentorship, including supporting staff engagement in related efforts.

Achievements: demonstrated by affiliation with professional organizations and recognition and/or awards from organizations or partners.

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Franchise Achievement Award

This award is presented for business excellence in a franchise business or service having been in business for a minimum of two years; the franchise is evaluated based on key principles and criteria below. This business award celebrates and recognizes a franchise that is outstanding in the community.

criteria

Business Management: demonstrated by business results i.e. per cent of growth, customer base growth, industry standing etc., while describing your business and entrepreneurial spirit. Outstanding Customer Service: demonstrated by customer satisfaction measures, customer service orientation and related processes. Entrepreneurship & Innovation: demonstrated by entrepreneurial vision and how innovation is applied to your business and product offerings, resulting in enhanced business results.

How does your business achieve employee engagement, satisfaction and retention?

How does your organization demonstrate high quality customer service?

Improvement: demonstrated by ongoing management of continuous improvement, related processes, quality control and the development of social responsibility programming. Do your KPI's show growth year after year?

During the past 12 months, what are your biggest achievements beyond revenue growth or increased profitability?

Community Engagement: demonstrated by community spirit through WCC membership, active participation in other local activities and associations throughout the Durham Region, including volunteerism, staff engagement and community leadership roles.

Corporate Social Responsibility: demonstrated by environmental responsibility and sustainability as well as commitment to diversity and mentorship, including supporting staff engagement in related efforts. Achievements: demonstrated by affiliation with professional organizations and recognition and/or awards.

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