



WILL YOUR COMPANY BE ONE OF THE 12 TO WATCH IN 2011?

12 TO WATCH

SPONSORED BY:

*The United States Senate Productivity and
Quality Award Program for Virginia*

Become a part of the community of hundreds of businesses seeking performance excellence!

What is “12 to Watch?”

“12 to Watch” is an initiative of the **United States Senate Productivity and Quality Award Program in Virginia** (Virginia SPQA) to promote the participation of, and provide Virginia SPQA Discovery Program technical assistance benefits to twelve selected Virginia small businesses. Selection as “one of the 12” is in and of itself a measure of recognition.

Eligible small businesses apply to become “one of the 12” based on selection criteria. The criteria considers among other factors, a small businesses’ position today relative to high level requirements of the U.S. Department of Commerce’s Baldrige Criteria for Performance Excellence (CPE) as articulated through Virginia SPQA’s Discovery Program.

Small businesses interested in becoming “one of the 12” should visit: www.spqa-va.org and download the **12 to Watch Guide** which outlines application requirements and participation expectations and benefits of becoming “one of the 12” along with the **2011-12 Virginia SPQA Discovery Guide**.

How to become “one of the 12”

Basic Eligibility Criteria

Please review the basic Eligibility Criteria below to determine if your Business can apply to be “one of the 12”:

- The Company’s headquarters and principle operations are primarily located in the Commonwealth of Virginia
- The Company is at least five years old.
- Annual revenue has been less than \$10 million during the past five or fewer years.

- The Company has at least 35 employees today, but less than 250 during the past five or fewer years.
- During the past five years, the Company has not filed for bankruptcy.
- The Company or its owners are not subject of investigations and not a named subject of any current criminal investigations or criminal proceedings.

**SMALL BUSINESSES
SELECTED TO BE
“ONE OF THE 12”
ARE CONSIDERED TO
BE THOSE POISED
FOR POSITIVE AND
SUSTAINABLE JOB
GROWTH IN THE
COMMONWEALTH.**

Submit an Application

“12 to Watch” applications must be submitted by **May 31, 2011**. Only small businesses, which meet the basic Eligibility Criteria may apply. Detailed application information is found in the **12 to Watch Guide**. The MS Word version of the application to be used is available on-line at www.spqa-va.org or you can request one from director@spqa-va.org, or call us at **571.215.8881**.

Organizations assisting in the development and promotion of the “12 to Watch” initiative include the:

- Virginia Department of Business Assistance
- United States Small Business Administration
- National Federation of Independent Business
- Office of the Lieutenant Governor, Commonwealth of Virginia
- Virginia Business Magazine