



MAY 17, 2018
JW Marriott Austin



This prestigious event, held at the JW Marriott, will begin with a cocktail reception where sponsors can interact with the top business women and companies in Austin. The reception is followed by a dinner, inspiring keynote and awards ceremony.

HOW IT ALL BEGAN

The power of the purse needs little explanation these days. In fact, women make or influence over 85% of all purchases made in the U.S. What's even more exciting is the number of women-owned businesses that are benefiting from that powerful female consumer. Texas has the highest percentage of women-owned businesses in the country and Austin plays a big role in that statistic. We have been in the business of celebrating women for 15 years and we wanted to recognize, support and promote women-owned and -led businesses.

ABOUT THE AWARDS

The Woman's Way Business Awards are the only business awards for woman-owned and -led businesses in Austin. As the only free publication solely for and about women who work and live in Austin, Austin Woman wanted to celebrate the important and influential achievements of our fellow women. Award recipients span numerous industries and are chosen by a selection committee of successful local female business and community leaders. Woman-owned firms account for 30% of all enterprises and are growing faster in number and employment than most other firms. Texas is leading with one of the fastest growths of women-owned firms. A Woman's Way award is a coveted endorsement for women all over Austin.

AWARD CATEGORIES:

Each category will accept both woman-owned and woman-led applicants. We are celebrating companies that are succeeding because of the Austin women at the helm.

Health & Wellness: This business is leading the way in Austin's ever-growing health and wellness industry with a product or service offering.

Professional Services: In the services industry, this business is at the top of its class, making a significant impact with the service it provides, including but not limited to marketing, event planning, PR, accounting, legal work consulting or other professional services.

Product Innovation: Innovation and creativity are at the root of all successful businesses and this business has proven as such with its unmatched product development.

**This company has developed a product and taken it to market. This can include a tangible/physical product or a technology-based product.*

Digital Influencer: This savvy entrepreneur is a social media maven, digital marketing master and a thought leader, using platforms such as websites, blogs, podcasts, webinars and social media to generate revenue and establish a flourishing business, while influencing her readers and followers.

STEM: Women represent half of the workforce, but are still underrepresented in science, technology, engineering and mathematics. This business stands on the principle of women supporting women and encouraging more female involvement in STEM at large. *Technology industry encompasses technology products or services, businesses that utilize a technology platform, and online businesses (if the business being online only is the reason for the success of the business, rather than the good or service).

Rising Star (must be less than 3 years old): This business is fresh on the Austin scene, but is already one to watch. Over the next few years, we expect great things from this company, as it is on track to scale and become an influencer in its category.

Social Impact: Social Impact is embedded in the core values, strategies and processes by which this business operates and measures results against. This business may be a non-profit or a for-profit organization and has a big idea satisfying a social need and clearly articulated core values.

Business of the Year (Under + Over \$3M): From impressive fiscal success to excellent leadership, this business is making a noteworthy mark in Austin and its industry at large. Key factors defining success may include the ability for future scale, community impact and opportunity for women.

I AM AUSTIN WOMAN Woman of the Year: This woman is beloved in the Austin community for her innate ability to foster engaging and empowering conversation and inspire those around her. Throughout her lengthy career and avid community involvement, she has left with exceptional grace and finesse, her actions echoing the core mission of Austin Woman magazine. The impact she has made as a woman and for women is key.



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ELIGIBILITY

All nominees must be woman-owned or woman-led businesses that not only create a measurable impact in their field, but set the standard for all businesses in their chosen field. Nominees must be based in Austin and/or have a significant portion of operations and staff located in Austin. Please review the award categories for specific descriptions and eligibility requirements and the nomination criteria and selection process for additional details.

GENERAL RULES

To qualify as woman-owned, business must be 51% or more woman-owned (your signature will serve as affidavit to that fact for the nomination process, additional verification may be requested).

To qualify as woman-led, an Austin-based woman must be in an executive role, with PNL responsibilities, and be the most senior-level employee of either the whole company or of a branch of the company. The business is successful because an Austin-woman is leading it.

Must be based in Austin and/or have a significant portion of operations & staff in Austin.

NOMINATION PROCESS

We encourage all businesses to nominate themselves or their female owners or leaders directly. Businesses may also be nominated by another member of the business community, community leader or business organization.

STEP 1: Select the award(s) for which you would like to submit a nomination. Nominees may be entered in up to two categories. If you won in a previous year, you must wait 1 year before applying again in a different category.

STEP 2: Submit the completed nomination criteria for each award category by using the online form.

NOMINATIONS MUST BE SUBMITTED NO LATER THAN Friday, March 9th.

SELECTION PROCESS

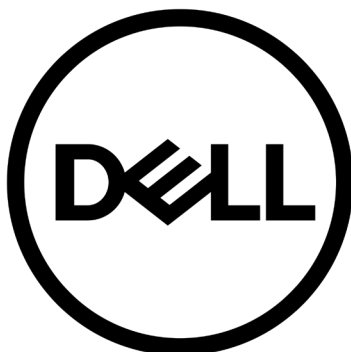
The Awards Selection Committee will evaluate all nominees based on the submitted criteria and select finalists in each award category. Employees of Austin Woman administer and facilitate the awards selection process but do not participate in or in any way influence the Award Selection Committee's voting.

*Please note, if you are selected as a finalist you will be asked to submit a short video to accompany your application.

Finalists will be announced Wednesday, March 28.

Winners will be announced at the Woman's Way Awards Ceremony on Thursday, May 17, 2018 at the JW Marriott in Downtown Austin.

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