



# 2012 BBB TORCH Award Nomination Form

Company Name: \_\_\_\_\_

(Include parent and subsidiary names if applicable.)

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Submitted by/Name/Title: \_\_\_\_\_

CEO/President (name & title): \_\_\_\_\_

Telephone No.: \_\_\_\_\_ E-mail: \_\_\_\_\_

Web site url: \_\_\_\_\_ Fax No.: \_\_\_\_\_

Mission Statement: \_\_\_\_\_

INDUSTRY: Automotive \_\_\_\_\_ Financial \_\_\_\_\_ Healthcare \_\_\_\_\_ Food \_\_\_\_\_ Retail \_\_\_\_\_ Service \_\_\_\_\_

Manufacturing \_\_\_\_\_ Home Remodeling/Construction \_\_\_\_\_ Other \_\_\_\_\_

NUMBER OF EMPLOYEES: \_\_\_\_\_

YEARS IN BUSINESS: \_\_\_\_\_ MARKET: local \_\_\_\_\_ regional \_\_\_\_\_ national \_\_\_\_\_ international \_\_\_\_\_

Person responsible for customer relations/service: \_\_\_\_\_

Person responsible for sales/marketing/advertising: \_\_\_\_\_

Person responsible for HR/Training/Employee Relations: \_\_\_\_\_

Person responsible for PR/Community Relations: \_\_\_\_\_

**SUPPORTING DOCUMENTS:** Please explain in 500 words or less, why you believe this company should be considered for the BBB TORCH Award. You may use the second page for your essay or attach separate sheets.

Please send any of the following materials that you have available. (Submission of these documents is not a requirement, but it will help us with the selection process.)

1. Include 2 or 3 examples of complimentary letters or emails received from your customers.
2. Provide 2 or 3 samples of sales, marketing and/or advertising materials from the past 6 months.
3. Attach a list of any awards, recognition, certifications received by the company or employees for outstanding performance, and examples of any of community involvement activities.
4. Enclose examples of employee training, incentive or communications materials.
5. Customer feedback forms and results (comment cards; surveys, etc.)

**AGREEMENT:** We understand that if we are selected as a finalist, we must be available for onsite interviews of key personnel and a review of our operations and policies. If our organization is selected as a winner, we will abide by BBB guidelines for referencing the TORCH Award in any advertising or public announcements, and our chief executive at this location will be available to accept the award on our behalf.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

APPLICATIONS ARE DUE BY May 1, 2012. Please send all materials to Chris Thetford, Director of Communications, BBB, Metropolitan Square, 211 N. Broadway, Suite 2060, St. Louis, MO 63102.

## Supporting Essay