



# WILL YOUR COMPANY BE **ONE** OF THE **12** TO **WATCH** IN 2012?

# **12** TO WATCH

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

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## **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 which apply to become one of the twelve participants are selected based on criteria outlined in the **Eligibility Application**. There is no guarantee of acceptance. 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](http://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 51% independently owned and controlled by one or more individuals who are U.S. citizens or legal resident aliens.
- One or more of the individual owners controls both the management and daily business operations.
- The Company is at least five years old.
- The Company's annual revenue was no more than \$10 million for its fiscal year prior to the Eligibility Application submission.
- The Company has at least 15 employees including those who are part

time at the time of Eligibility Application submission, but no more than 150.

- 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.**

**IMPORTANT:** Prior to submitting the Eligibility Application to become "one of the 12", the Company's leadership should review the Virginia SPQA Discovery Program Guide for 2011-12 to determine if the internal resources are available to fully participate consistent with the schedule below. Selection of the "12 to Watch" will occur on or about June 15, 2012.

### **Submit an Application**

"12 to Watch" applications must be submitted by **May 31, 2012**. 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](http://www.spqa-va.org) or you can request one from [director@spqa-va.org](mailto: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:**

- The Office of the LT. Governor of Virginia as Chief Jobs Creation Officer
- The National Federation of Independent Business
- The Virginia Department of Business Assistance
- The Virginia Office of the U.S. Small Business Administration
- Virginia Small Business Development Centers