



MAY 21, 2020  
JW MARRIOTT AUSTIN



This prestigious event, held at the JW Marriott, will begin with a cocktail reception where guests and 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

Texas has the highest percentage of women-owned businesses in the country and Austin plays a big role in that statistic. As the only publication solely for and about women who work and live in Austin, we wanted to find another way to recognize, support and promote woman-owned and woman-led businesses.

#### ABOUT THE AWARDS

The Woman's Way Business Awards are the only business awards for woman-owned and woman-led businesses in Austin. Award recipients span numerous industries and are chosen by a selection committee of successful local female business and community leaders. A Woman's Way award is a coveted endorsement for women all over Austin.

#### AWARD CATEGORIES:

Each award category will accept nominations from both woman-owned and woman-led businesses. 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 or Technology Innovation:** Innovation and creativity are at the root of all successful businesses and this business has proven as such with its unmatched product or technology development. *\*This company has developed a product and taken it to market. This can include a tangible/physical product or a technology-based product.*

**Maker:** This business was built by a woman artisan who is supporting herself with her craft and has reached a level of success that allows her to support other women artists. From jewelry and fashion to pottery and photography to music and art, this category is a celebration of all makers in all mediums.

**STEM:** 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 on-line businesses (if the business being on-line 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 its already making its mark. 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.

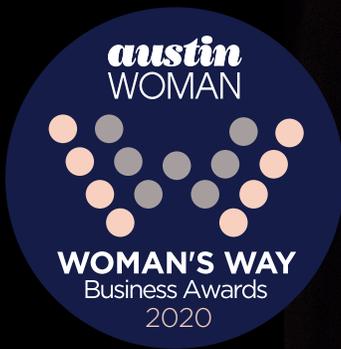
**Social Impact:** Social Impact is embedded in the core values, strategies and processes by which this business operates and measures results. This business may be a non-profit or a for-profit organization and has a big idea that satisfies a social need and clearly articulated core values.

**Business to Watch (more than + less than \$3M):** From impressive fiscal success to excellent leadership, this business is making a noteworthy mark on Austin and its industry at large. A key factor defining success may include the ability for future scale, community impact and opportunity for women.

**I Am Austin Woman:** 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 led 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 nominated businesses 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. Businesses must be based in Austin and/or have a significant portion of operations and staff located in Austin.

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 P+L 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.

The woman leader included in the application must be making a measurable impact in their company.

Please review the award categories for specific descriptions and eligibility requirements.

#### APPLICATION PROCESS

We encourage all women to apply themselves. If you are nominating on behalf of your woman owner or leader, we encourage you to get input from the nominee in order to form full, complete responses.

**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 on-line form.

**APPLICATIONS OPEN JANUARY 15, 2020.  
VISIT ATXEVENT.COM TO APPLY.**

#### SELECTION PROCESS

The Awards Selection Committee will evaluate all applications 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 may be asked to submit a short video to accompany your application.

#### Finalists will be announced in April.

Winners will be announced at the Woman's Way Awards Ceremony on Thursday, May 21, 2020 at the JW Marriott in Downtown Austin.



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