



**EY Entrepreneur Of The Year is a real competition, so everyone can't win. But there are many other benefits for competing companies and their leaders. Pictured are award recipients in Greater Los Angeles as revealed last year at the Beverly Hilton Hotel.**

What sets entrepreneurs apart from the pack? They like to compete. They're in a hurry and they're always only halfway there. To get above the crowd, they stick their necks out. And when opportunity knocks, they open the door.

That describes just about every winner in the 30-year history of EY's Entrepreneur Of The Year awards. Recognized as one of the most prestigious business award programs in the country, the awards celebrate the country's most innovative business leaders.

This year, our firm is proud to be a sponsor of the [30th anniversary program in Greater Los Angeles](#).

### **How does an entrepreneur get recognized?**

It's simple: [self-nominate or nominate another worthy entrepreneur](#).

Many of the EY Entrepreneur Of The Year participants are nominated by proud colleagues, their vendors, or any admirer who thinks recognition is due. Entrepreneurs can also self-nominate. There's no fee to enter, just a simple application the entrepreneur fills out.

It's a real competition, so everyone can't win. But there are many other benefits for companies and their founders and leaders, from raising awareness among customers and investors to igniting pride among employees and board members.

## Ways to take advantage of the program benefits

Entering the EY Entrepreneur Of The Year Program is a great public relations strategy for any company, whether you win the prize or not. Here's how to take advantage once you're nominated:

- Publish a press release announcing success at each stage of the competition -- semi-finalist, finalist, regional winner, national finalist and national winner. Distribute each release through a major wire service such as PRNewswire or Business Wire to increase your company's visibility online.
- Post updates on your company's website, share across all social media channels, and encourage employees to add details each step of the way to their LinkedIn profiles and email signature lines to truly celebrate the whole team. You'll boost employee morale and highlight company culture for all to see.
- Attend all award-related events to network and build relationships with other semi-finalists, judges, past winners, sponsors and influential media for business development/partnership opportunities.
- Distribute photos and award status updates through your company's e-newsletter to customers, prospects and key business partners to showcase the validation from other business leaders.



**Finalists Jaspar Weir and Bryce Maddock of TaskUs being interviewed at the awards gala in Los Angeles on June 16, 2015.**

Have you nominated yourself or another worthy entrepreneur yet? Visit [www.ey.com/us/eoy](http://www.ey.com/us/eoy) for more details on eligibility and deadlines. Give us a call to brainstorm additional ways to promote your company.

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## Nominate a game-changing entrepreneur for the EY Entrepreneur Of The Year Awards now

Applications are now open for the 30th Annual EY Entrepreneur Of The Year Awards in Greater Los Angeles. Recognized as one of the most prestigious business award programs, EY Entrepreneur Of The Year honors successful entrepreneurs in more than 145 cities in 60 countries around the world. For the past 30 years, EY has been at the forefront of identifying game-changing business leaders and celebrating three decades of American ingenuity. Prior winners from Greater Los Angeles include Jessica Alba, Brian Lee, Christopher Gavigan and Sean Kane, **The Honest Company**; John Kilroy, **Kilroy Realty Corporation**; Chris DeWolfe, **SGN**; David Overton, **The Cheesecake Factory Incorporated**; Robert Friedman, **Summit Entertainment LLC**; Don W. Chang, **Forever 21**, Inc.; and Brandon J. Beck and Marc Merrill, **Riot Games**.

To access the application and find out more about the program, please visit [www.ey.com/us/eoy/greaterla](http://www.ey.com/us/eoy/greaterla). **The deadline for 2016 applications is Friday, March 11.**

Join the conversation on social media by following **@EOY\_GLA** and using **#EOYGLA**. You can follow the global program **@EY\_EOY**.