

2025 Outstanding Business Achievement Awards Criteria

Nominees for all categories may be self-nominated or nominated by another community member. Nominees must operate a business located in Norfolk County.

Toyotetsu Canada Outstanding Business Achievement Award – Service/Retail

To recognize and acknowledge a service or retail business that:

- has demonstrated innovative practices, technological advancements, and/or creative ideas
- has improved business and services provided in Norfolk County
- has served the community and participated in the advancement of the community
- has helped the community by providing employment, demonstrating environmental responsibility or other socially responsible business practices
- has been in the area for more than five years

Millards Outstanding Business Achievement Award – Agribusiness/Industrial

To recognize and acknowledge an agricultural or industrial enterprise that:

- has demonstrated innovative practices, technological advancements, and/or creative ideas
- has improved business and services provided in Norfolk County
- has served the community and participated in the advancement of the community
- has helped the community by providing employment, demonstrating environmental or other socially responsible business practices
- has been in the area for more than five years

Good Redden Klosler Excellence in Community Service and Engagement Award

To recognize and acknowledge any non-profit or charity organization that contributes outstanding service to the community.

The Norfolk Association for Community Living IDEA Award
(IDEA AWARD for Inclusivity, Diversity, Equity and Accessibility)

To recognize and acknowledge any employer who:

- acts as a model to other employers of an inclusive workplace
- encourages other employers to hire people with disabilities
- has involved the employee with a disability as part of the team, not special, as equal.
- has provided an inclusive working environment to meet the needs of the employee with a disability
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*Note: The Winner is selected by Norfolk Association for Community Living

JRL Wealth Management Outstanding Entrepreneur Award

To recognize and acknowledge any individual who exhibits extraordinary entrepreneurship, energy, inspiration, leadership and/or innovation in their business pursuits in Norfolk County. The individual will:

- have started the business from scratch rather than acquiring an existing business and been in business for a minimum of 1 year
- have demonstrated good business standards and ethics, and employee relations
- have demonstrated entrepreneurial innovation, innovations in product/service/technology
- be a good corporate citizen and demonstrate involvement in Norfolk County

Fanshawe College Simcoe Young Leader Award

To recognize and acknowledge any young individual, age 25 years or less, who exhibits extraordinary entrepreneurship, energy, inspiration, leadership and/or innovation in their business pursuits in Norfolk County.

The individual will:

- have developed an initiative or venture
- have demonstrated good business standards and ethics

- have demonstrated entrepreneurial innovation, creativity, and drive
- be a good citizen and demonstrate involvement in Norfolk County

Norfolk County Tourism & Economic Development Excellence in Hospitality & Tourism Award

The winner will have a track record of excellence in the past year through increasing awareness of Norfolk County as a tourist destination, exceeding customer expectations, demonstrating measurable success and business sustainability, and making an exceptional contribution to promoting community betterment.

The following are the business leadership attributes which are considered when selecting the “Hospitality & Tourism Award” recipient:

- Provides outstanding Customer Service training for staff and applies a customer first focus
- Exhibits a strong record of business success in the tourism industry
- Made exceptional contributions to promoting the visitor length of stay in the County through new product development
- Engaged with local community organizations and other businesses in joint initiatives to promote the County
- Applies marketing initiatives geared to attracting visitors to the County of Norfolk

Tatjana Burcul ARC Benefits Citizen of the Year Award

To recognize and acknowledge an exemplary citizen and resident of Norfolk County who has served the Norfolk County community above and beyond that which is required or expected through the individual's employment. The individual will have:

- Demonstrated, either as an individual or through an organization, character, commitment, and/or leadership that made a positive difference
- Contributed his/her talents in helping others through acts of goodwill, without personal or monetary compensation

- Demonstrated leadership resulting in contributions that had a positive impact on Norfolk County
- Made a noteworthy contribution during the last year or over a number of years, to our community and helped to make Norfolk County a great place to live, play and learn
- Made outstanding contributions in areas such as fundraising, charitable and voluntary services, arts, culture and heritage, sports, education and/or health

Stelco Legacy Award

The Stelco Legacy Award recognizes an organization of long-standing success that has served the community in Norfolk for more than 50 years.

- Must have remained open, under the same name for at least 50 years
- Must have changed ownership no less than 2 years prior to nominations opening

Women in Wealth Edward Jones Women In Business Achievement Award

To honour and celebrate a person who identifies as a woman, and who uplifts others and embodies the spirit of entrepreneurship, resilience and empowerment. This person will serve as a role model for other women in business. The individual will have:

- Demonstrated exceptional vision and leadership in her field or industry
- Shown strategic thinking and strong decision-making that led to sustainable growth
- Owned or led a business that has experienced measurable growth in revenue, client base or service offerings in the past 1-3 years (Must have been in business for a minimum of two years)
- Demonstrated adaptability in overcoming challenges in business
- Actively given back to her community through philanthropy, volunteerism, mentorship or advocacy, especially for causes that support women, youth, or marginalized groups in the community

- Exhibits integrity, authenticity and a commitment to ethical practices