

Thursday, April 9, 2026 | 5-9:30 PM  
Warren Station at Keystone

# Summit Chamber **BUSINESS** *Excellence* **AWARDS**

## Tips for Submitting a STELLAR BEA Application

The following tips were developed from suggestions from judges over the years.

### 1. Submit a completed, cohesive application

- Ensure your answers are easy to understand by a judge who might not know anything about your business or industry.
- Make sure you fully and clearly answer the question – *watch out for those multi-part questions!*
- Proofreading and the use of spell check are strongly encouraged.
- Ensure your answers are complete thoughts (*if you cut and paste, make sure your answer didn't get cut off by the character limit*).

### 2. Provide unique answers

- Ensure you are providing a unique answer to EACH question. Even if you feel the question can best be answered by repeating information, challenge yourself to find a different, yet equally great response.

### 3. Tell a story with your answers

- The judges want to hear about real-life situations from your team, customers, and/or business that help to answer the question. So, tell us a story!

### 4. Be specific, NOT generic

- Judges want specific, detailed answers to questions, NOT generic, high-level, or canned answers. Facts and business-specific information to answer the questions are great. The quantity of items in your answer isn't always better than the quality and details of your answer.

### 5. Bullet points can be your friend

- For multi-part questions or answers where you are trying to communicate several different ideas, bullet points are GREAT – use them!

