

June 22, 2017

The Illinois Metro East Small Business Development at SIUE is proud to nominate Lorie Nelson, Founder of Signature Virtual Assistance, as our 2017 local St. Louis –IL. InnovateHER winner.

Ms. Nelson is the ideal candidate to move on to the national SBA Semi-Finalist round of this competition because her business meets all the criteria set by the SBA.

- Has a measurable impact on the lives of women and families (30%);
- Has the potential for commercialization (40%); and
- Fills a need in the marketplace (30%).

More women of today are taking on entrepreneurship and need a way to juggle the numerous professional and personal demands they are faced with. Lorie Nelson understands this first hand and created Signature Virtual Assistance to provide a solution to this problem business owners face on a daily basis. By offering the company numerous support services; business owners have the opportunity to focus on managing and, more importantly, growing, their company. Taking these tasks off the owner's plate helps the proprietor run the business more efficiently and profitably. Furthermore, families benefit by having a more relaxed home environment (and mother) because these work pressures are eliminated allowing mom to enjoy family time.

Furthermore, to her credit, Lorie Nelson has been running her company for over 5 years and has demonstrated great success and market demand. She is well established in the community and speaks on a regular basis to various groups of business professionals.

In summary, Lorie Nelson and Signature Virtual Assistance is the perfect business candidate for SBA InnovateHER. She has proven marketability and revenue potential during her 5 years of operation. Signature Virtual Assistance has helped improve the lives of women and families all over the country by easing the workload for these business owners, which allows them to run the company for efficiently

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and effectively. This turns in to profit for the business and ultimately increased revenue for the owner's family. Most importantly, this delegation of duties affords the women more family time and enhances her work life balance.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "J. May" or "Jo Ann May", with a stylized, cursive script.

Jo Ann Di Maggio May

Interim Director

IL Metro East SBDC

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