

- 2). **Innovativeness.** The second criterion is innovative product or service. Which Filipino American business has been creative and ingenious in their product or service? Which one has launched a unique business, which may probably be the only such kind of business or service offered in the Filipino community. The main consideration would be "uniqueness", meaning, the PCC recognizes efforts by Filipinos to pursue certain business endeavors that no kababayan had previously ventured into, although done so in the most careful and businesslike manner: with profitability as a goal.

### DISTINGUISHED SERVICE AWARD

This award has always been given to the PCC member who has served with distinction and who fulfills the following requirements:

- 1). **Dependability.** Can this PCC member be trusted to follow through and deliver, as opposed to one who pays lip service or says "yes" without actually doing anything?
- 2). **Consistency.** Is he always there to provide service, ready to lend a helping hand either on his own or when asked? Does he need any prodding?
- 3). **Quality of service.** Is the service or services rendered complete? Does he "leave no stone unturned?" Does he deliver A-1, thorough and excellent service?
- 4). **Impact.** The service may not necessarily be "earth-shattering", but is it highly impacting on any PCC affair or endeavor?
- 5). **Extent.** Does he go the "extra mile", so to speak? Does the job or service go beyond the call of duty?

### BUSINESS EXECUTIVE OF THE YEAR

This award may be given to a non-member, whose criteria are the following:

- 1). **Must occupy a senior management in business.** The nominees for this award have to come exclusively from the business world: a corporate executive, with sufficient seniority to merit the award. Such a responsible position in a corporation justifies winning the award, for his employer would not give him that job if

he does not have enough trust and confidence in his skills, talents and competence to do the job.

- 2). **Service or Honor/Distinction Brought to the Community.** In his capacity or position, how has he served the Filipino American community? Has he enhanced the Filipino's reputation of reliability, honesty and that of being hard-working? Through his work, has he brought prestige to the community?
- 3). **Membership in professional societies.** Who among the nominees has been in high regard by his peers? Has he held responsible positions (president [which carries to most weight], vice president, secretary, down the line) in these professional societies?
- 4). **Number of Filipinos Assisted/Helped (optional).** In his capacity or position, how many kababayans has he helped? Many Filipino Americans are highly placed in government and business, but have they gone out of their way in trying to serve our countrymen who were in need of their assistance? How many Filipinos has he hired or helped hire in his company?

### PREMIER MARKETING AWARDS

The rationale is that the general community and the business community in particular have failed to recognize the important work being done by the people who tirelessly toil and perform these all-important jobs. Without salespersons and their production, there is no revenue, and hence no gross profit and net profit to talk about for the business. No sales, no business!

Indeed, salespeople are the backbone of any business enterprise, and they need to be recognized. Only sales personnel are to be considered for these awards, although an exemption may be made of a broker or sales executive if he does direct personal selling.

1. **Honesty & Integrity.** To be considered in the salesmanship awards are questions about the nominee's honesty and integrity. His reputation weighs heavily in awarding this honor: is he trustworthy and scrupulous? Is he honest and sincere in dealing with his customers?
2. **Sales Volume.** Is he a sales topnotcher? How does he rank among the sales personnel in his company, or in the industry? What sales