

## **Lifetime Achievement Award**

The recipient of this award has repeatedly gone beyond the standard obligations and contributed significantly to the business community during their working lifetime.

## **Young Professional of the Year**

This award recognizes a young entrepreneur, business owner or executive of a local company/organization who exemplifies business excellence, community spirit, innovation, personal integrity and has made impressive industry impact. The Young Professional of the Year is 35 years old or younger and serves as an ideal model for other aspiring young professionals and entrepreneurs.

## **Business Executive of the Year**

This award honors the executive who has made the greatest positive impact on their organization through innovation, integrity and growth, pushing their company to excellence in every aspect of business.

## **Educator of the Year Award**

This award recognizes an emerging classroom leader that consists of a cadre of distinguished teachers and principals. These educators may be considered for membership on advisory boards and task forces, as well as candidates for special recognition programs. to elementary and secondary schoolteachers, principals and other education professionals who are furthering excellence in education. By honoring outstanding educators, the program strives to attract, develop, motivate and retain talented people to the challenge and adventure of teaching.

## **Commitment to Green**

This award honors an individual or business that has shown a commitment to sustainable, green living in one of the following areas: promoting education and training; advocating green lawmaking and policies at the legislative level; engaging in green practices within their own organization; creating, sustaining or promoting programs in response to environmental issues; developing, implementing or sponsoring green events to get their community involved.

## **Corporate Social Responsibility**

Businesses nominated for this award demonstrate deliberate inclusion of public interest into corporate decision-making practices. They embrace responsibility for the impact of their activities on the environment, consumers, employees, and the community by proactively encouraging growth and development and voluntarily eliminating practices that harm the public sphere.

## **Best Government Contractor**

This award recognizes an outstanding company that has continuously given back to the military community through various military programs as the leaders in the market based on the success of the companies and their contributions to the community and industry.

## **Best Social Media Campaign**

Social media has changed marketing in business and become an integral part of a company's communications strategy. Nominees in this category have utilized these tools successfully and tracked the impact of social media marketing on the growth of their business.

## **Best Family-Run Business**

This award recognizes an outstanding company that has successfully merged family and business interests. They incorporate active collaboration across generations, remaining true to their background, values and heritage, and commitment to reinforcing core family values into a successful business model.

## **Best New Business**

New businesses emerge in Hawaii regularly. Nominees in this category have set themselves apart not only with their product or service, but have also become frontrunners in their field through innovation, marketing, good business practices, and a commitment to the community. This award recognizes companies that have been in business for no more than 3 years (2009-2011).