



Sonny Brown Business of the Year Award Rotary District 5520

1. This award was established in Rotary's Centennial Year to recognize businesses in our District that exemplify **The High Ethical Standards of Rotary**.
2. Nominations may be made by Rotarians, Rotary Clubs or anyone from the community at large within the District.
3. Criteria:
 - a. The ethics and integrity of the business.
 - b. How the business deals with its customers or clients.
 - c. How the business treats its employees.
 - d. How the business represents its products or service.
 - e. How the management and employees give back to the community.
 - f. Businesses owned or operated by Rotarians are not eligible for the award.
4. Guidelines:
 - a. Awards will be given in three categories: Small business - up to 10 employees; Medium business - from 11 to 50 employees; and Large business - over 50 employees.
 - b. Participating Rotary clubs can submit one application in each category.
 - c. Nominee(s) must be located in the club's area.
 - d. The sponsoring Rotary club must complete an application with the company name, location, principal(s), number of employees, type of business, sponsoring Rotary club, club contact, and answer questionnaire in less than 500 words.
5. Each participating Rotary club should hold a separate competition in its area and the recipient(s) should be honored at a club meeting or banquet.
6. Each participating Rotary club must submit its recipient's application by March 1, 2007 to the District Vocational Service Chair:
Jim Wheatley, 202 Cabeza Negra Ct. SE, Rio Rancho, NM 87124; Phone: (505) 892-2998; Fax: (505) 892-0094; E-mail: jwheat@aol.com.
7. The district selection committee will review the clubs' nominations and choose the District 5520 ***Sonny Brown Business of the Year*** recipients in each category.
8. The recipients of the district awards will be honored at the 2007 District Convention.



IRVING J. "SONNY" BROWN

Sonny is Chairman and Founder of Sonny Brown Associates, an international commercial and industrial real estate consulting firm. He was born in Parral Chihuahua, Mexico. Spanish is his first language. He is an active member of the Society of Industrial and Office Realtors and other regional and national real estate organizations.

He has served his community as director of the El Paso Industrial Development Corporation, as a commissioner on the Housing Authority of El Paso, and as vice-president and director of the El Paso Chamber of Commerce. For his service to the El Paso Community, he was awarded the Distinguished Service Award, an award given annually by the Rotary Club of El Paso.

A Rotarian since 1960, Sonny has served RI as club president, district governor, RI director and RI vice-president. In addition he has served as an international Assembly training leader, vice-chairman of the World Community Service Resource Network, Chairman of the First International RYLA Committee and chairman of the 2001 San Antonio Convention. A Trustee of the Rotary Foundation, 2000-04, he served as General Coordinator of The Family of Rotary Task Force in '04-'05. He is currently the Moderator of the Regional Rotary Foundation Coordinators Institute and Advisor to the International RYLA Committee. He will serve as Chairman of the Rotary International Leadership Development and Training Committee in 2006-07.

Along with other outstanding Rotarians in the El Paso area, he helped develop the "Institute for Leadership". It is a unique Rotary leadership program more easily recognized when described as "RYLA for Rotarians". Graduates from over 14 separate Institutes total 180 Rotarians, many of whom have become Rotary Club Presidents.

Sonny has received the Rotary Foundation's Citation for Meritorious Service and the Distinguished Service Award and his District named their new vocational service award "The Sonny Brown Business of the Year Award".

Both he and his wife, Ann are Major Donors of the Rotary Foundation and Members of the Bequest Society. They are proud parents of four children, all Paul Harris Fellows, along with most of their ten grandchildren.