



## Distinguished Public Service ribbon

### Coast Guard Distinguished Public Service Award – 2020

Aside from the Gold and Silver Life-Saving Medals, the Distinguished Public Service Award is the highest public recognition that the Commandant of the Coast Guard may give. It is given to recognize extraordinary heroism in advancing the Coast Guard's mission, exceptional coordination and/or cooperation in matters pertaining to the Coast Guard's responsibilities, or personal and direct contribution that has a direct bearing on the accomplishment of the Coast Guard's responsibilities to the public.

### This Year's Recipient is:

**COMO Vincent Pica** as President and Chief Executive Officer of the Coast Guard Auxiliary Association Inc.

**\*\* CITATION FOLLOWS \*\***

# **Distinguished Public Service Award To**

**Commodore Vincent T. Pica  
U.S. Coast Guard Auxiliary**

The Commandant of the United States Coast Guard takes great pleasure in presenting the Coast Guard Distinguished Public Service Award to Commodore Vincent T. Pica, U.S. Coast Guard Auxiliary, in recognition of his service as President and Chief Executive Officer of the Coast Guard Auxiliary Association Inc., to the Nation, the Coast Guard, and the Coast Guard Auxiliary from November 2018 to October 2020. Demonstrating keen financial management and organizational skills, he led major initiatives that significantly improved Association efficiency and value to its more than 23,000 members, the Coast Guard, and the boating public. By meticulously scrutinizing expenditures, he insightfully identified and implemented many cost-saving measures. These included travel management changes, staff consolidations, and merger of the Association's warehouse with the Coast Guard's Auxiliary National Supply Center in Granite City, IL. As a direct result of his superb management of Association resources, he enabled the corporation to save over \$40,000 in annual warehouse operating and maintenance costs and finish its 2019 fiscal year with a remarkable \$123,000 surplus which improved Association member benefits and revenue-sharing with Auxiliary units. He launched the Association's "Campaign for Zero" which prudently applied gifts, donations, and grants that increased the number of boating safety instructors and provided them with improved training and equipment. He greatly enhanced the value of Association membership, creating an attractive new quarterly "Benefits of Membership" newsletter that significantly raised member awareness of benefits that he greatly expanded through personal outreach like discounts at dozens of commercial establishments. Commodore Pica's dedication, professionalism, and unwavering support of the Coast Guard are most heartily commended and are in keeping with the highest traditions of the United States Coast Guard and the United States Coast Guard Auxiliary.