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Payday HCM Founder Honored at Literary Awards

Andrew Siegel Can Add Book Award Finalist to His List of Achievements

Albuquerque, New Mexico: Andrew Siegel founded Payday Inc. with a \$6,000 loan and no clients. Thirty years later, Payday HCM is an industry leader in the growing field of HCM - human capital management. On Friday, November 20, 2015 at the New Mexico Arizona Book Awards banquet ceremony, Siegel was a finalist for his guide to business growth principles entitled *Never Miss a Touch: The Search for Excellence*.

Excellence is a practice, explains Siegel. It is "a culture grounded in values, a commitment to customer service and a perpetual goal of achieving excellence." These three principles comprise the foundation of Siegel's business and they are expressed throughout *Never Miss a Touch*. The book succinctly details how Siegel used these principles to lead his company from ambitious startup to innovative leader in the highly competitive, ever-changing HCM industry.

Siegel's recognition on Friday, November 20, 2015, with the NMAZ Book Award honored with its nomination in the Business and Career category Siegel's work and his career. Siegel's book can be counted as a valuable how-to guide for those searching for excellence in their own work, lives and business -- no matter the discipline.



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