

# ETHICS IN BUSINESS & COMMUNITY



## ABOUT THE PROGRAM

Perhaps doing the right thing is most extraordinary in the business world, where socially responsible behavior is not always the norm. The **Ethics in Business & Community Award (EiBC)** is given annually to businesses, nonprofits and individuals who exemplify ethical practices in their official dealings and day-to-day endeavors.

As Austin grows in size, diversity and complexity, these awards not only help facilitate a greater community dialogue among those who believe that **doing GOOD is good business**, but also help preserve and expand the ethical environment that allows our businesses to prosper, grow, and better support the communities that surround Austin.

The Ethics in Business & Community Awards Luncheon consistently draws hundreds of attendees to recognize individuals and organizations in Central Texas that exemplify the highest level of ethical standards and demonstrate a strong commitment to integrity. Proceeds from the Awards Luncheon benefit the founding presenter of this program in Central Texas, the Samaritan Center.



RecognizeGood



## GET INVOLVED

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## OUR GOAL

***We Recognize* businesses, nonprofits and individuals who demonstrate exemplary ethical practices, in order to promote that doing GOOD is good business.**

## HOW IT WORKS

Each nominee for the **Ethics in Business & Community Awards** are evaluated according to the following criteria:

- ✓ **Be Respectful**
- ✓ **Be Honest**
- ✓ **Embrace Sustainability**
- ✓ **Be Fair**
- ✓ **Strive For Justice**

Nominations are collected by RecognizeGood and submitted to business ethics students at Concordia University Texas who then conduct initial research and correspond with nominees or their representatives. Each nominee is encouraged to attend an informational **Nomination Seminar** (held in early November) where they will have the opportunity to meet past finalists, learn about the award process, ask questions and provide feedback.

Shortly thereafter, the Concordia students conduct phone interviews and then select three finalists in each award category:

- ▶ **Small Business** (5-49 employees)
- ▶ **Mid-size Business** (50-399 employees)
- ▶ **Large Business** (400+ employees)
- ▶ **Nonprofit**
- ▶ **Individual**



All nominees and award alumni gather together at an annual **Alumni Reception** to learn from and network with each other before finalists are announced. The students then conduct in-depth research on each finalist, including interviews with key personnel and an evaluation of policies, procedures, mission statements, media and community events. Once the research is complete, the students present comprehensive reports to an independent selection committee made up of hand-selected Leadership Austin alumni. Winners are selected by secret ballot and announced in May at the **Awards Luncheon**.

"All of us in leadership positions have the responsibility to share our ethics and demonstrate integrity in our daily walk, especially when it isn't easy. I was honored and humbled by this award."

Brian McCoy, CEO – **McCoy's Building Supply Centers**

"Our firm has won more than 50 industry awards over the last eight years. Winning the Ethics in Business Award is by far, the greatest recognition we have ever received."

Kevin Tuerff, President – **EnviroMedia Social Marketing**

"If we try to be an example to others, it stands to reason that we also look for examples to emulate. If you surround yourself with groups that you admire, you have the opportunity to take on their positive characteristics. You do good, you see others do good, they see you do good ... it's a neat cycle!"

Marc Bove, President – **The Bommarito Group**

# Tell us about those who believe doing the right thing is good business ...

## EIBC Award Nomination

### SELECT AWARD CATEGORY

- Small Business (5-49 employees)
- Mid-size Business (50-399 employees)
- Large Business (400+ employees)
- Nonprofit
- Individual

### NOMINEE NAME

### NOMINEE EMAIL & PHONE

### TELL US ABOUT YOUR NOMINEE

### NOMINATOR NAME

### NOMINATOR PHONE & EMAIL

Turn in your nomination to a RecognizeGood staff member or email your EIBC nomination to [recognize@recognizegood.org](mailto:recognize@recognizegood.org).

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