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**National Instruments employee receives November Legend award virtually**

Devchandar Mohan, the RecognizeGood® Legend for November 2011, became the first international Legend award recipient. Mohan, a group research and development manager for National Instruments India, is also an integral part of NI India Cares, an employee-driven initiative that aims to reach out to underprivileged children in the community.

To improve the quality of life and education for orphaned children in India, NI India Cares supports five childcare homes and a free medical clinic via the generous contributions of 50 percent of its employee participants.

“NI India Cares goes that extra mile beyond merely providing monetary assistance to deserving students,” said Mohan. “It also gives us the opportunity to meet, interact and mentor the children from homes that we support, which leaves a far more lasting



Devchandar Mohan received the November 2011 RecognizeGood® Legend award at a ceremony that was teleconferenced from India to the Austin ceremony.

“ **This gesture and recognition given from Austin inspires me to do more, which will ripple into the community and hopefully make others want to create additional ripples of good in our community.** ” – Devchandar Mohan

See **International Legend** on page 4

**RecognizeGood® becomes incorporated**

Effective January 1, 2012, RecognizeGood®: THE Foundation became incorporated as a 501c(3) non-profit public charity. Prior to this date, all RecognizeGood® programs functioned under one of its founding partners, the Samaritan Counseling Center of Austin.

Founding board members are Bobby Jenkins, co-founder of RecognizeGood® and president of ABC Home and Commercial Services; Earl Maxwell, CEO of St. David’s Foundation; Nancy Blauch, RecognizeGood® co-founder and executive director of the Samaritan Counseling Center of Austin; Andrew Cooper, president and partner

of the TyRex Group, Ltd.; and John Bosch Jr., RecognizeGood® co-founder and principal and partner of the Tyrex Group, Ltd.

Two existing RecognizeGood® programs will be transferred from the Samaritan Counseling Center of Austin; the RecognizeGood.org original public recognition program, and the RecognizeGood® Legends program. In addition, the annual Ethics in Business Awards program will move to the new public charity. Other community-benefiting, socially-responsible programs are scheduled to be released in 2012.



Scan using your phone’s QR app to go directly to the RecognizeGood website.

[www.recognizegood.org](http://www.recognizegood.org)



## Samaritan Counseling Center Award becomes joint effort with THE Foundation

As of January 1, RecognizeGood®: THE Foundation officially assumed responsibility for the Central Texas Ethics in Business Award.

The Ethics in Business Awards program honors organizations and individuals who demonstrate exemplary ethical practices. Since 2002, the award has been given annually by the Samaritan Counseling Center of Austin to encourage a dialogue about business ethics in the community.

“By recognizing such behavior, we all learn that doing the right thing is good business,” touts the Samaritan Counseling Center website.

The Ethics in Business Award is given in four categories: small business, large business, non-profit and individual. Past business winners include Maxwell, Lock & Ritter, ABC Home and Commercial Services, Grande Communications, Athens Group and the TyRex Group, Ltd. among others.

TyRex Group and ABC Home and Commercial Services, along with the Samaritan Counseling Center of Austin, are co-founders and original sponsors of RecognizeGood®. This integration serves as one of the reasons RecognizeGood® accepted responsibility for the Ethics in Business Award.

May 3, 2012, will mark the tenth anniversary of the Ethics in Business Awards luncheon. This year, it will be a joint effort between RecognizeGood® and the Samaritan Counseling Center, a partnership that will last for at least the next 10 years.

“As a past Ethics in Business winner, I have since come to better understand the value and significance of the award,” said John Bosch, Jr., TyRex partner. “It clearly has become TyRex’s ‘True North Compass’ for ethical behavior and business standards. I would encourage all members of the Austin business community to find and follow their own ‘True North Compass.’ It is my hope that the City of Austin will embrace and expand its identity as one of being an ethically RecognizeGood® place for companies who choose Austin to be their home.”

### Recent Recognitions

**Thanks:** Travis Johnston

Your work with your Care Partner goes above and beyond our training for our volunteers. You have taken our unconditional care vision and gone above and beyond to be there for your Care Partner. The walks, talks and support to the Doctor’s office have made a world of difference to her. Thank you for all that you continue to do with The Care Communities.

**Thanks:** Tiahra Laughlin

**From:** Dawn Rothhoff

I would like to recognize the fact that Tiahra Laughlin always seems to get back to positive. Her energy and positive attitude can be very contagious. Tiahra has gone through some considerable challenges this year, both at home and at work, and while she may have a down moment, it is only a moment. Tiahra is also very active in helping children in the Cedar Park community and is a huge child advocate.

**Thanks:** Carlos Mojica

**From:** Kevin Moran

Carlos, thanks for organizing another successful blood drive at TyRex. Your continued commitment to this cause is a shining example of the TyRex commitment to community citizenship.

**Thanks:** Dasha Chichasova

**From:** Kayla Wilson

Dasha sat with me while I was giving blood and gave me moral support to keep me from getting scared. Great friend and co-worker!

**Thanks:** Timothy Wright

Tim Wright turned his community’s attention towards a woman diagnosed with cancer and helps to organize her Care Team to provide her with practical care such as rides to doctor’s appointments, grocery shopping, meal preparation, laundry and light housekeeping.

**Thanks:** Andrew Cooper

**From:** Judy Rock

Andrew, thank you, and Rachel, for walking with the TyRex Team in support of the Austin Heart Walk. It was an awesome day for everyone!

To Recognize somebody doing amazing deeds in your company or community, go to [www.recognizegood.org](http://www.recognizegood.org) and click **RECOGNIZE SOMEONE NOW!**

# Christmas volunteer named first Legend of 2012

Laura Orona is the RecognizeGood® Legend for January 2012.

Orona has been active in the non-profit organization, the Just Because Christmas Project, for the past 20 years. The purpose of the organization is to serve underprivileged families that do not get help from other agencies by providing gifts and food during the holiday season. With help from the community the group has been able to sponsor nearly 600 needy families for 2011.

Orona was nominated to be a Legend of RecognizeGood® by her friend Kitti Williams.

"As Laura deals with Stage 4 colon and liver cancer now, her passion refuses to fade and she continues working, answering phone calls and sending emails even from her hospital bed. She will continue to sit outside of Mass and greet the church members, and spread the spirit of giving to make sure these children don't go without this Christmas," said Williams. "I have had the pleasure of seeing the impact she has had on so many lives, and believe she is an inspiration to us all and deserves to be recognized for all the good

she does, no matter what challenges she faces."

Orona's leadership in the Just Because Christmas Project has made the organization much more efficient. Because of her, the group can do more with less each year. Laura spends her volunteer time on a wide range of tasks including filling out forms, compiling information, making phone calls, visiting businesses and churches, and shopping and searching for donors.

She has chosen to give her \$1,000 Pay It Forward donation to the Just Because Christmas Project. The Legends ceremony will take place 5:30 p.m. Tuesday, January 10th, at Hernandez Middle School in Round Rock. Tino Hernandez, director of the Just Because Christmas Project, and Williams will provide additional background on Orona and her achievements. Alan McGraw, mayor of Round Rock, will present Orona with a memento book and present her with her check.



Laura Orona received the January 2012 Legend award for her work with the Just Because Christmas Project.

For more information or to make a donation to the Just Because Christmas Project, go to [www.austindiocesemedicalmission.org/justbecause.html](http://www.austindiocesemedicalmission.org/justbecause.html) or call 512.259.5746.

## RecognizeGood® launches Speaker Series Program

January marks the launch of the newest RecognizeGood® program. The organization will officially commence the Speaker Series Program at 5:30 p.m. on Thursday, Jan. 19. The program is meant to have innovative benefits to area non-profit community service entities.

The RecognizeGood® Speaker Series program is a way to raise awareness about the collective benefits gained by businesses when they find common ground with their communities and city governments.

"For the program to be successful it has to receive three check marks: first for being *good* for the company, second for doing *good* in the community, and third for being *good* for the individual promoting the Speaker Series program," said John Bosch Jr., RecognizeGood® co-founder.

Bobby Jenkins, co-founder of RecognizeGood® and president of ABC Home and Commercial Services, will be the first official RecognizeGood® speaker in the series. He will be presenting a lecture promoting RecognizeGood®

ideology and giving an overview of the RecognizeGood® book series to the Austin Cosmopolitan Rotary Club during one of their regular meetings. The club invites any guests to sit in on their meetings.

"Not only is it a great opportunity for RecognizeGood® to spread awareness of our organization," said Dasha Chichasova, a RecognizeGood® marketing associate and event planner. "But it is a way to encourage businesses to create an ethical community from within."

### About the Speaker



Jenkins graduated from Texas A&M University in 1981 and was a past president of the Texas Pest Management Association and the National Pest Management Association. At present, he is the chairman of the Greater Austin Chamber of Commerce and is a past chair of the Better Business Bureau along with several other non-profit organizations.

In his discussion, Jenkins will introduce the idea

of corporate citizenship and why it is important for businesses to become an active member of the community. Jenkins will rely on his many years of community service to discuss the benefits to companies that approach business in an ethical and fair way, which include increased efficiency in all business operational areas. He will also spend a few minutes discussing his personal passion for helping to make Austin the best city it can be.



## “Say Thanks” Austin kicks-off January to choose Grand Legend of 2011

January 15 marks the first day of voting for “Say Thanks” Austin to honor the RecognizeGood® Legends class of 2011.

Monthly in 2011, RecognizeGood® chose an individual in the community who displayed extraordinary charitable acts as a Legend. “Say Thanks” Austin is a time that brings the Legends back together and gives them an opportunity to make a contribution to the community with a Pay It Forward donation.

Eight legends will be participating in the class of 2011 “Say Thanks” Austin event this year. The voting will begin January 15th and go through midnight February 3rd. During this time, with the help of the RecognizeGood® team, each legend and their non-profit partner will be working to raise awareness for both on Twitter, Facebook and the RecognizeGood® website. The Austin community is encouraged to go onto

[www.recognizegood.org](http://www.recognizegood.org) to “Say Thanks” to this year’s legends with a vote. Each voter may cast up to one vote per day for one or more Legends.

The Legend with the most “Say Thanks” votes will receive \$10,000 to be paid forward to their non-profit partner or organization of choice. The Legend with the next most votes will receive \$2,500 and third place will receive \$1,500. So no RecognizeGood® Legend feels underappreciated, each will receive \$1 for each vote they receive, up to \$500, to be paid forward.

The goal of “Say Thanks” Austin is to shed light on the extraordinary amount of good happening in the Austin community and recognize the people who have gone out of their way to make a difference in the lives of others. Our sponsors for this year are the TyRex Group, ABC Home and Commercial Services, KEYE TV and Entercom Communications Corp.

## International Legend

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influence, bonding, and sense of belonging for both the volunteer and the child.”

Mohan will soon assume ownership of the WeDo Robotics campaign, which aims to educate and inspire children in the fields of science, technology, engineering and math.

He gave his \$1,000 Pay-It-Forward donation to Youth for Seva, a program through which he recently developed an ophthalmological facility. Formed in 2007, Youth of Seva is an organization intended to inspire youth to volunteer, connect them to grass roots projects, and provide ongoing support and training for its volunteers.

The ceremony to recognize Mohan was unique in that it took place in two locations simultaneously. Mohan was presented with his award at 8 a.m. in Austin, which was 6 p.m. in India. National Instruments community relations manager Amanda Webster spoke at the event. TyRex Group CEO Andrew Cooper presented the award.

“National Instruments would like to say thanks in general to all those involved in NI India Cares, and specifically to Dev who has put in so much time and effort into improving the lives of underprivileged children in India,” said Traci Clayton, National Instruments representative and the one who initially recognized Mohan on RecognizeGood®’s website. “It’s because of people like Dev that we can look forward to a brighter tomorrow.”

### Founding Sponsors



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### “Say Thanks” Austin Sponsors



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### Beneficiary



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