

**Ethics in Business
& Community
Alumni Gathering**



**RecognizeGood[®]
NEWS**

The First Annual Alumni Gathering For Ethics in Business & Community Award Recipients is coming soon. The gathering provides former winners of the award a chance to help us recognize this year's EIB&C Awards finalists, as well as an opportunity to engage in shaping the future of the program. We need the assistance of our alumni in providing leadership and support to the EIB&C mission and fostering the Concordia Student Leadership Program.

Dr. Thomas Cedel, President of Concordia University is the key note speaker, discussing *"Bridging Community Leadership Responsibilities and Fostering EIB&C Business Longevity."* We will also be announcing the finalists for this year's award and hope you will be the first to congratulate and share your stories.

When:

**Thursday, Feb. 27, 2014
4:00-6:00 PM**

Where:

**Concordia University of Texas
11400 Concordia University Dr
Austin, TX 78726
Auditorium, Building A**



**Record-Breaking Response For
SAY THANKS, Austin 2014**



SAY THANKS Austin, the crowning event capping off each year's RecognizeGood Legends program, presents the Austin area with a unique opportunity to say "thank you" to a select group of remarkable individuals who contribute their time and talents toward exemplary acts of good. The Class of 2013 Legends, known now and forever as Legends, are truly inspiring as a whole - and the staggering response to this group of individuals and their supporting casts not only set a new record for SAY THANKS Austin's success, but more importantly showed more than ever before how vast an impact one person can make.

Over 62,000 "thank you" votes

were cast over the course of the event, pouring in from seven different voting sources including email, text, Facebook, Twitter, paper voting cards, the web, and the SAY THANKS Austin mobile app. "Thank you" votes were cast from eighteen different countries, including all but five U.S. states and over 140 different cities in the state of Texas alone. Advertisements promoting SAY THANKS Austin, the 2013 Legends and their respective causes were highlighted by our partners, Majic 95.5 FM and KEYE TV, as well as around the web. On the word-of-mouth level, countless emails were sent, innumerable phone calls made, and

See **Say Thanks, Austin** on page 3

We'd Like to Extend a Special Thanks to Our Partners:





PETAustin.org is going places - A RecognizeGood Spotlight

When John Bosch, Jr. first learned of PET Austin during an international missions presentation at Tarrytown United Methodist Church, he felt like he might be able to help the program on a larger scale than most. As principal of the TyRex Group, Ltd., a family of technology and manufacturing companies launched in Austin over 19 years ago, he was blessed not only with vast experience in large-scale assembly, but with resources, warehouse space and an incredible team to boot. To put it simply, Bosch says, “This is something we know how to do.”

Three years passed since that initial seed was planted - but when Bosch first reached out to PET Austin president John Rudd to discuss a partnership, the timing couldn't have been better according to Rudd. PET Austin had recently lost its primary warehouse space – the “hub” where each rugged, hand-cranked wheelchair was assembled and packed for shipping – and production levels were being threatened, to say the least. Bosch had recently launched an intercompany bonding campaign called “2 Groups, One Family - and Family Lasts” within the iRex cable assembly and board design division, and believed that a community service project such as assembling PETs would provide the employees with a tangible experience in both volunteerism and team cooperation. Details were discussed, a plan was put into place and TyRex agreed to an initial goal of assembling 10 PETs

per month. “If I'd have called a month after I was first introduced to PET Austin,” Bosch reflects, “our relationship would have most likely been a much different situation.”

Today, the partnership between PET Austin and TyRex is strong and continues to grow stronger. Sponsored by iRex's “2 Groups, One Family” campaign, PET Austin has its own dedicated assembly and warehouse space, under the TyRex roof, where PETs are assembled and packed by TyRex business family volunteers. TyRex employees have also found other ways to help out, from finding vendors and cutting material costs to assisting with PET Austin's marketing efforts. The effect of PET Austin on TyRex employees as a whole is noticeable, as well – volunteer signup sheets continue to fill up, and the early-morning sounds of drilling and hammering are joined by those of encouragement and laughter. And on an individual level, each volunteer's satisfaction with a job well done is multiplied by the understanding that each PET provides the gift of mobility to someone in need. Volunteer Yolanda Menendez explains, “It's nice to know that something I touched is going to help give a new beginning to someone on the other side of the world.” As this new partnership continues to prove immensely beneficial both for PET Austin and for the TyRex companies, it's not hard to see why John Rudd and John Bosch believe it's a match made in heaven.

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1st Place

Steve & Tracey Brown

*The Miracle League
at Town and Country*

2nd Place

Erin Kiltz

Brookwood in Georgetown

3rd Place

Tom Perkins

PET Austin



Say Thanks, Austin - Yes We Did!

2014 Say Thanks, Austin Campaign winners, Steve & Tracey Brown at Miracle Field

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incalculable appeals posted across various social networks by not only the Legends themselves, but by the networks of supporters from their churches, professional organizations and nonprofit affiliates. Professional athletes from both the NFL and the NBA leveraged their considerable influence to support the Legends, both by spreading the word to their gigantic followings and by casting their own votes. Votes were cast by those as young as 4 and as old as 95. The sheer volume of the gratitude generated by this year's campaign has, as the event's founders intended, grabbed a massive amount of attention across the city – and as a light shines on the selfless endeavors of both the individual Legends and the wonderful nonprofit organizations they represent, the **Circle of Good** grows.

Lee Leffingwell, mayor of Austin, has remarked many times, “I hope that Austinites will lead the country in being the city that says “thanks” most often to the citizens who do great work in our community.” With over 62,000 total “thank you” votes this year, it would appear that Austin is well on its way to that distinction.

The Legend award itself is designed to recognize a community contributor, or Legend, who embodies the core beliefs of RecognizeGood through his or her extraordinary charitable actions. Each Legend's award includes a small ceremony, where the winner is presented with a \$1,000 donation in his or her name to a nonprofit organization of his or her choice. The Class of 2013 Legends includes seven individuals and two couples, representing not just Austin

itself, but surrounding communities like Round Rock, Georgetown, and Lakeway. Award ceremonies are typically held at a meaningful location of the Legend's choosing. In 2013, ceremonies were held at unique venues, such as a juvenile justice center, the lobby of a medical clinic, an assisted living facility, and even the middle of a baseball field! And as for the reason these Legends do what they do? Each Legend dedicates themselves to a worthy cause serving the greater good, advocating for the less fortunate and underprivileged, including the homeless, the disabled, the sick and underinsured, military veterans and their families, the elderly, and those in developing countries without the use of their legs.

Updates from the **RecognizeGood** Board



John Bosch, Jr.
Co-Founder of
RecognizeGood
Principal and Partner of
TyRex Group, Ltd

First, I'd like to congratulate the three highest recipients of Austin's gratitude. Special thanks to Steve and Tracey Brown, Erin Kiltz, and Tom Perkins. I also want to express my personal THANK YOU to ALL our 2013 Legends. I know the statistics are very impressive, with over 62,000 Thank You's and recognitions coming in from 146 Texas cities, etc., but for me, it is each Legend's story of beyond incredible kindness that strikes an emotional cord. These ordinary/extraordinary people are my personal heroes. They are all so committed to their causes. They have such passion, but remain refreshingly unassuming. We extend great appreciation

to them for allowing us to shine a light on their goodness in hopes that others will be inspired to make their own difference in their respective communities. Visit **RecognizeGood.org** to read the inspiring stories of all our 2013 Legends. Special thanks to George Mihalcik and Joel Coffman for leading this record-breaking SAY THANKS, Austin Campaign. And to all of our volunteers, great job!

We are also ecstatic to have the opportunity to shine a light on the amazing work of **PETAustin.org**. PET Austin is committed to providing mobility to a world in need of some caring people.

In closing, I would like to remind you that RecognizeGood's **Ethics in Business & Community Awards** program will be taking place May 22, 2014. Before that, Concordia University Texas will host our first annual **Ethics in Business & Community Alumni Gathering** on February 27, 2014; a program designed to connect our past and current Austin leaders with the young community leaders of our future.

RecognizeGood® Program Briefs



Business *in* Community Membership Program Seeks Contributors

RecognizeGood's newest program, Business *in* Community, is under development and looking for business individuals who would like to assist in the defining of a socially responsible business. The four categories of (1) Community (2) Culture (3) Employees as Residents and (4) Sustainability will have 20 subcategories that need clear definitions for local businesses to aspire to. These definitions will become the foundation for a new business association of Socially Responsible Businesses. Contact Brooke Slough, bslough@recognizegood.org, for more information.

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www.recognizegood.org