

Water safety promotion earns the Holsts May Legend Award



RecognizeGood[®] NEWS

Losing a child to drowning is one of the most difficult things a parent can go through. But for the RecognizeGood May Legends, Jeff and Jana Holst, the death of their 4-year-old son, Colin, just days after completing his swim lessons, drove them to create the non-profit organization Colin's Hope to promote water safety within their community and to educate parents, children, and lifeguards on drowning prevention.

At a ceremony May 19th at the YMCA Northwest Family Branch, Jeff and Jana were recognized for their outstanding contributions to the community. Speaking about the Holst's successes was Mr. James Finck, CEO of YMCA Austin, and Olympic swimmer Brendan Hansen presented several RecognizeGood gifts to the Holst family.

"I don't know what enables these guys to do what they do," said James. "To take unimaginable grief and to be able to transform that into healing, not just for yourself, but for everyone that comes into contact with you as well."

Drowning is the number one cause of death for children under the age of four. Over the past years, Colin's Hope organized several community events to spread the water safety awareness. Some of the events include the Annual Water Walk, the Annual Colin's Hope Golf Tournament, and Colin's Hope Got2Swim Lake Austin Event.

"Colin is always with us," said Jeff.

Ethics In Business Award celebrates its 10th year with successful ceremony



Earl Maxwell, Marjorie Mulanax, Bobby Jenkins, and Nancy Blaich pose after Hospice Austin won the Lifetime Achievement award at the 10th annual Ethics in Business Awards ceremony which took place at the Hyatt Regency.

It was around 11:30 a.m. May 3 when four new organizations were added to the list of those who have won the prestigious Ethics in Business Award. This year, at the 10th annual awards, RunTex Foundation won the non-profit award, Jon Levy won the individual award, Gonzalez Office Supply earned the small business award, and K&N Management was named the winner for large businesses category.

All nominees are researched by students from Concordia University who then narrow them down to three finalists per category who are then selected by the Ethics in Business voting board. This year also marks the first time a Lifetime Achievement award was given out at

the ceremony to one organization which won the award before. The Lifetime achievement award went to Hospice Austin, a non-profit organization that serves terminally ill and bereaved persons in the Austin community. It was accepted by the executive director, Marjorie Mulanax.

At the event former award winners Bobby Jenkins, president of ABC Home and Commercial Services, and Earl Maxwell, CEO of the St. David's Foundation, were masters of ceremonies. The two introduced all of the award presenters, videos, and speakers.

See **Ethics In Business** on page 2

Updates from the **RecognizeGood** Board



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

We are so proud of what RecognizeGood has accomplished in 2012. First, we formalized our non-profit status separating from the Samaritan Counseling Center of Austin which we formerly operated under. On December 21, 2011 we became RecognizeGood: THE Foundation. We are so thankful to have the Counseling Center as our non-profit 501c3 sponsor and now Ethics In Business and Community partner.

RecognizeGood added its second key in early 2012 by taking on the Ethics in Business award program and partnering with the Samaritan Center as the events primary beneficiary. The RecognizeGood

Legends program is now fully developed and adding individual as well as business and non-profit followers almost daily. I hope you enjoy Annie Brandt's, Shelby Romero's, and Jeff and Jana Holst's stories. It is always interesting to note that each of our Legends have three distinct characteristics, their community deeds are for lack of a better word extraordinary, each of their stories tug on your heart strings, and they are all multi-dimensional and very successful in multiple areas.

RecognizeGood continues to work on its third key – providing visionary leadership for socially responsible business. You will hear more on this subject in the next newsletter.

In closing, I would like to invite each of you to do these three things: 1) pass this newsletter on to a friend, 2) consciously look for the good in our community, and 3) recognize someone who has had a positive effect on your life by going to recognizegood.org and sharing your appreciation with the world.

Ethics In Business

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This ceremony marked the last time the Ethics in Business award was presented solely from the Samaritan Counseling Center of Austin. Next year, the award will be a joint effort between the Counseling Center and RecognizeGood, and renamed the Ethics in Business and Community Award. Not much else will change about the award or the selection process. RecognizeGood acquired the award in hopes of increasing the events community awareness as well as illuminating the awareness of the vastness of good the Samaritan Center is doing.



George Mihalcik presents the Individual award to Jon Levy, who, due to his absence from the ceremony, had his friend James Stacy accept the award on his behalf.

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“ I decided if I was going to die soon anyway, I was going to go with as much quality of life as I could. So I did some research and I found options that were very strong against the cancer, but gentle on me. And I not only survived, but I thrived. So I just knew I had to give back.”

– Annie Brandt

*Founder of the Best Answer For
Cancer Foundation*



Ron Oliveira was the presenter at the March Legend ceremony celebrating Annie Brandt's work with cancer patients.

Cancer survivor creates foundation so others can live too

March brought around a new addition to the RecognizeGood Legends. Annie Brandt, founder of the Best Answer for Cancer Foundation was given a \$1,000 Pay-It-Forward donation for her charity. Ron Oliveira of KEYE TV, presented Annie with the donation, a mug, a memento book, and a plant to signify her good work in the community.

What makes Annie so special is that in 2001, she was diagnosed with a grim prognosis of advanced-stage metastatic breast cancer and was told to get her affairs in order. She refused a double mastectomy, traditional high-dose chemo and radiation, and set about researching alternative and holistic ways to fight the cancer. Annie found that a targeted low-dose chemotherapy system proved effective for her. Two years later Annie was cancer-clear thanks to the Whole Being Healing Platform and in 2004 she started her charity the Best Answer for Cancer Foundation to help other cancer patients find alternatives to harsh cancer treatment.

“I decided if I was going to die soon anyway, I was going to go with as much

quality of life as I could. So I did some research and I found options that were very strong against the cancer, but gentle on me,” said Annie. “And I not only survived, but I thrived. So I just knew I had to give back.”

Annie created the Best Answer for Cancer foundation with a fellow cancer patient, Rachel Best. But unfortunately two years later, Rachel passed away due to an infection not related to cancer. Despite the loss of one of its initiators, the foundation continued to grow and thrive. In 2006, Annie reorganized the company into a 501c3 and enlisted physicians who supported targeted low-dose chemo as members of a new physician's organization. In 2007, she created a patient/survivor center.

Best Answer for Cancer is now the only hybrid organization of physicians and patients in existence. Over time, the foundation expanded online to include e-book platforms, a physician's discussion forum, and a support forum for patients and survivors to connect. In 2009, the organization's focus was expanded to include all options for integrative cancer care and a whole-being healing platform.

Annie said, “I just want to encourage patients to understand that when they are diagnosed, the day you are diagnosed, that the cancer has been growing from anywhere from five to ten years. So you've certainly got a week or two to figure out what you're going to do.”

Today, it stands “to more appropriately express our mission to teach people about whole-being healing platforms and targeted cancer therapies” so that they can find their own best answer for cancer. Annie and her foundation are also responsible for the Annual International IPTLD (Insulin Potentiation Targeted Low Dose) Integrative Cancer Conference to raise awareness about targeted therapies and whole-being healing. Since 2004, Annie has given her money, time and energy to the goals listed above. She spends countless hours every week on the phone with cancer patients, listening and sharing information.

Annie wants every cancer patient to be aware that they should, “Know that we don't know when our time is. Nobody knows when our time is except God.”

Shelby Romero was named the RecognizeGood Legend for the month of April for her tireless work organizing a book drive for the Dell Children's Medical Hospital.



High school sophomore donates record number of books to children's hospital

8,658 books. That's how many books a single person managed to collect and donate to the Dell Children's Medical Center. Shelby Romero, as a 15 year old high school sophomore, single-handedly organized Dell's largest book donation for hospitalized children. That is why RecognizeGood named her the April Legend of 2012.

At a ceremony held at Dell Children's Medical Center on April 12, 2012 at 4:00 p.m., Shelby shared her story.

"A few years ago I came to visit the hospital and we took a tour and we went to the library part of the hospital. They were telling me how, when the kids come in, they give them two or three books so it gives them something to do while they are in the hospital. They said they were in need of them," said Shelby. "After a while, we kind of got the idea that we can go to Barnes and Noble and we can get them to maybe help us out and do a holiday book drive."

With each patient receiving two or three books, Dell's Children's Medical Center can go through 300 books a month. Shelby saw this need and contacted all six Barnes and Noble stores in Austin to sponsor the book drive.

Shelby said, "First it was just going to be a book drive and then they were nice enough to let us have the entire month of December and we raised 8,658 books."

She excelled at motivating her community to participate in the drive by

talking to the principals and leaders of student organizations around Austin to gather volunteers. She arranged for 500 volunteer slots for each week. At each Barnes and Noble store, the volunteers would distribute a card that the hospital had designed to advertise for the book drive. This encouraged shoppers to go buy and donate on the spot, or to bring back books from home. Each time a book was donated Barnes and Noble would ring a bell at the check-out counter to celebrate the good deed.

"She's a phenomenal girl. She put together a spreadsheet so people could go online and sign up for the volunteer shifts and sent us emails letting us know when volunteers would be coming to pick up the books. She was on top of it," praised Charley Carroll, community relations manager at the Arboretum Barnes and Noble.

Speaking about Shelby was Dr. Gillian, the superintendent of Hutto Independent School District. Presenting Shelby with her awards and Pay-It-Forward donation was Diane Holland, Mayor of Hutto.

In addition to her work on book donations, Shelby is a member of the 4-H club and a community service officer in her Hoofpicks club

"Well really on the weekends we were really busy calling up schools, emailing and also during the week. It keeps you busy," said Shelby.

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