

## RecognizeGood Seeks Legendary Individuals



Our flagship program, RecognizeGood Legends, is dedicated to honoring the individuals who go the extra mile to serve this wonderful community. The program is constantly growing, and as we move forward we need help identifying those extraordinary, yet ordinary people who dedicate their lives to the community they call home.

If you know of someone who has heeded the call of service, and has worked tirelessly to contribute to the betterment of the Austin area, please visit us online, at [RecognizeGood.org](http://RecognizeGood.org) and tell us about them. Nomination is easy, simply click the “Nominate A Legend” button right there on the homepage and fill out the nomination form. This gives you the opportunity to shine a light on someone in this community who is truly making a difference.

Every month, RecognizeGood selects a member of the community whose service inspires those around them. The monthly Legend receives a \$1,000 pay-it-forward donation to their selected charity and the chance to be honored with \$10,000 at the yearly Say Thanks, Austin Closing Ceremony.

There’s never been a better time...

# RecognizeGood<sup>®</sup> NEWS

## 2013 Ethics in Business & Community Awards Makes Waves



Representatives of Texas Disposal Systems, winner of the 2013 Ethics in Business & Community Award in the Large Business Category

Back in May, RecognizeGood had its most successful and inspirational event to date. The lunch began with a Proclamation from Austin Mayor, Lee Leffingwell, declaring May 2, 2013 as the 11th Annual Ethics in Business Day in Austin, Texas. With 500 attendees, the 2013 Ethics in Business & Community Awards was a wonderful experience for everyone involved, but most importantly it gave the Austin community an opportunity to honor the leaders who help to make this such an amazing city. Hosted by Earl Maxwell of St. David’s Foundation and Bobby Jenkins of ABC Home & Commercial Services, the awards were presented with both humor and heart. Together,

they utilized their platform to celebrate winners, finalists and nominees from this year and years past. Proceeds from the program benefitted the Samaritan Counseling Center, which serves children, adults, veterans and their families who are struggling with stress, depression, abuse and addiction.

The selection process for this award is quite strenuous. It is an enormous undertaking of teamwork, and an invaluable learning tool for the researchers involved. Led by Lynette Gillis, nominees were researched and vetted by students of the College of Business at Concordia University.

See **ethics in Business & Community** on page 3



# Updates from the **RecognizeGood** Board



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

**RecognizeGood:** THE Foundation's design, vision, purpose and uniqueness are a catalyst for bringing businesses together with their communities as two legs of a triangle, strengthened by its business' employee community residences.

**RecognizeGood** has an unusual design. As a non-profit organization, it does not seek financial support that might be perceived as competing with other non-profit community organizations.

## Education is Key for this Month's RecognizeGood Legend

IBM electrical engineer Ruby Martinez Zgabay will be honored as our August 2013 Legend for volunteer efforts with nonprofit Austin Partners In Education that are truly "above and beyond." While over 80 IBM employees volunteer weekly in APIE's Classroom Coaching program, tutoring students at multiple AISD campuses in reading and math, Ruby has not only taken on more than three times the average assignment load, but has organized and advocated within her organization to recruit even more volunteers and challenge them to do the same. From counseling students and demonstrating relatable real-world application of math and reading skills to coordinating substitute tutors and introducing a "shadowing" program for shy first-time tutors, the endless ways Ruby has championed APIE's Classroom Coaching program is both truly remarkable and downright inspiring.

**RecognizeGood** seeks to establish itself as one of the champions of community non-profits by inviting, then educating business of the untapped values of fusing more enlightened partnerships between business and community.

**RecognizeGood's** vision is to create RG synergistic triangles composed of business and community NPO's connected by their workforce community residents.

**RecognizeGood's** purpose and power as a catalyst for improved business competitiveness comes from its ability to capture and illuminate the magic and untapped energy that can be sourced by communicating the good in our businesses, communities and their employee/community residences.



### August Legend Ceremony Honoring Ruby Martinez Zgabay

Wednesday, Aug 14, 1:30 PM

**IBM**

11501 BURNET RD  
BLDG 904 LONGHORN ROOM  
AUSTIN, TX 78758

*Or join us for the Live Stream -  
available online at:*

- [RecognizeGood.org](http://RecognizeGood.org)
- [RecognizeGood YouTube Channel](#)

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**Small Business**

\*Wag-A-Bag  
Home Therapy Austin  
Square Cow Moovers

**Large Business**

\*Texas Disposal Systems  
IBM  
Frost Bank

**Non-Profit**

\*Impact Austin  
Grid Earth Project  
Active Life

**Individual**

\*Matt Kouri  
Mark Curry  
Adrian Mertz



Impact Austin Executive Director, Elizabeth Fitzgerald presents a grant to Ecology Action

## Ethics in Business & Community

Continued from page 1

Selection was assessed on 5 criteria that make up the core of the Ethics in Business & Community Awards' values:

- **Be Respectful**
- **Be Fair**
- **Be Honest**
- **Strive for Justice**
- **Embrace Sustainability**

First, students invited nominees to participate, and conducted a screening process. The students interviewed the nominees in groups allowing them to debate the merits of each nominee, and see first-hand what it truly means to be ethical. After narrowing the field of nominees, the students interviewed colleagues, vendors, clients and friends to see how their nominees have affected their communities in their business and personal lives, and how they measured up to the selection criteria. They then wrote detailed reports and presented them to an esteemed selection committee. They found that their finalists had built fundamentals into their organizations and personal lives that would not only enable ethical practices but to actively promote them within their organizations and social groups. Not only did these students have the opportunity to hone their valuable interviewing and research skills, but they engaged directly with

community cornerstones that they will be succeeding in the coming years.

Non-Profit winner, **Impact Austin**, was selected for their practice of "by joining together a diverse group of women, they can make a big difference in the community." Impact Austin is a "progressive leader in women's philanthropy," enabling women to come together to make enormous contributions to the causes they elect to support. Each year, the group selects worthy causes within the community, and gives multiple grants in excess of \$100,000. Executive Director, Elizabeth Fitzgerald said of the organization, "we want our members to be inspirational role models in the community, and being honored shows that we are successful in doing that."

**Matt Kouri**, the Individual Winner, is said to have "strong ethics that pervade all aspects of his life". As the President of Greenlights for Non-Profits Success, Kouri is guided by his non-profits' commitment to strengthening other non-profits, and dedicated the award to the employees and volunteers that make it possible. He was also honored for his personal conviction to promote and encourage adoption around the world. He attributes his commitment to the plight of orphans to his wife, Julie. Together, they have traveled the world with a goal of improving the lives of

children worldwide.

Small Business winner, **Wag-A-Bag**, was honored for "enhancing the lives of stake holders at every level." As a local chain of convenient food stores, they set themselves apart from their competitors by promoting employee well-being, and encouraging them to take part in their community. They credit their success to the work of their employees, and their commitment to making their stores into true "community stores."

Large Business winner, **Texas Disposal Systems**, was chosen for their commitment to "not only demonstrate ethics, but live ethics." The company is most known for their promise to act as stewards to the environment. On the land surrounding their facility, they have installed a wildlife reserve to do just that. Home to over 2,000 animals, the TDS Exotic Game Ranch acts as a conservatory for exotic and endangered species, and provides a free, unique venue for non-profits to hold fundraisers. Through their business practices, as well as their philanthropic endeavors, TDS acts as a torchbearer for the Austin business community.

To make nominations for the 2014 Ethics in Business & Community awards please visit **RecognizeGood.org**.

# RecognizeGood® Program Briefs



## Seeking Nominations for 2014 Ethics in Business & Community Awards

It seems like this year's Ethics in Business & Community Awards just wrapped up, but there's never a dull moment at RecognizeGood. We're trying to get a jump-start on next year, so we are already seeking nominations for 2014 Awards, and we need your help. As always, we are seeking nominees in four categories; **Individual**, **Non-Profit**, **Small Business** and **Large Business**. If you know anyone whose daily lives and business practices embody ethical behavior, we hope you'll introduce us. Simply visit [RecognizeGood.org](http://RecognizeGood.org), navigate to the *Ethics in Business* section of the site, and click on *Nominations*.

## 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) Employee 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 non-profit, business association of Socially Responsible Businesses. Contact Brooke Slough, [bslough@recognizegood.org](mailto:bslough@recognizegood.org), for more information.

## Call for RecognizeGood® Community Reporters

Become a special member of the RecognizeGood family by signing up to search for and report the good in our community. Receive an official title as a **RecognizeGood Community Reporter**. It's easy. You simply look for the daily good in our community and report it or post a picture on the RecognizeGood website or Facebook page. Sign up by contacting [rstout@tyrexmfg.com](mailto:rstout@tyrexmfg.com). You will receive your special RecognizeGood designation credentials when you become a special member of RecognizeGood.

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

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