

THANK YOU



RecognizeGood[®] NEWS

16th Annual Ethics in Business & Community Awards Announced

16th Annual
Ethics in Business & Community
Awards Finalists & Winners

Individual

*Amber Wakem
Misti Potter
Steve Stapp

Nonprofit

*Survive2Thrive Foundation
Footprints Children's Grief Ministry
Strider Safety Operations

Small Business

*Per Stirling Capital Management
Corvalent Corporation
STRÜB Residential

Mid-size Business

*DoubleTree Hotel Austin
Embree Group of Companies
R Bank Texas

Large Business

*Baylor Scott & White Health
A+ Federal Credit Union
Texas Mutual Insurance

Lifetime Achievement

*Karen Atchley,
Atchley & Associates

* indicates award recipient



A packed house of over 650 joined together at the AT&T Executive Education and Conference Center on May 17 for the **2018 Ethics in Business & Community Awards**, recognizing outstanding ethical business practices and celebrating the idea that doing the right thing is good business in Central Texas. Award recipients in five categories were honored, followed by the presentation of the Anita & Earl Maxwell Lifetime Achievement Award. The theme of the awards program is to encourage all businesses to exceed expectations when it comes to program tenets like honesty, respect, fairness, justice and sustainability in order to make Central Texas stronger.

Nominations are made by the community online at RecognizeGood.org, then vetted by business students at **Concordia University** before being trimmed to three finalists in each category and presented to a selection committee of distinguished **Leadership Austin** alumni and board members. Dr. Lynette Gillis, Associate Provost at Concordia University Texas, leads the program for Concordia along with adjunct professor Dr. Jack Allen of Dynamic Coaching, LLC. The official ballot counter is established accounting firm and program partner company Atchley & Associates.

While accepting the Small Business award, Robert Phipps of Per Stirling Capital Management commented on the experience. "To even be nominated for this award is a humbling and extraordinary honor. To have won this award is clearly the high point in the history of our company."

Tyson Tuttle of Silicon Labs reminded the crowd of the focus of the program, building businesses that will last in order to make Central Texas stronger. "Really, in the end, it's about leaving the world a better place than when we found it," he said during his presentation of the Large Business Award.

"This is a recognition of you and your trust in us," Ann-Marie Price of Baylor Scott & White Health told the crowd. "We're very happy to be a larger part of the presence here in Central Texas and thank you so much for your trust in us."

Be sure to check out event photos, video and more at recognizegood.org.

Kudos & Acknowledgments



Joel Coffman presented this year's PSA award from the Austin Advertising Federation to SAFE Alliance



Round Rock ISD students and staff enjoyed the photo booth at the Ethics in Business & Community Luncheon



Our May GOODTalks featured financial experts from Per Stirling Capital Management



Reina Wiatt and Joel Coffman spoke about the Ethics in Business & Community Awards on KOOP Radio



Leadership Austin gathered to select the 2018 Ethics in Business & Community Award winners



Rodman & Associates told our June GOODTalks group what businesses look for in nonprofit partnerships



Joel Coffman talked with T-Werx founder Jeff Kikel on their community web series, "Community Werx"



Concordia University Texas students presented their findings on the Ethics in Business & Community finalists

RecognizeGood[™] Board Members

- Bobby Jenkins** - Chairman
- John Bosch, Jr.** - Vice Chairman
- Andrew Cooper** - Secretary
- Earl Maxwell** - Board Member

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- Keith Smith** - Asst. Treasurer
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RecognizeGood[™] Endorsers



Recent RecognizeGood® Legends



Reading is truly a fundamental part of our lives – it helps us communicate, improves our memory, and exposes us to the wonders of imagination. One man is making a huge difference in the lives of countless Central Texas children by making sure they have access to books, and he's having fun doing it. Since retiring, **Wayne Glander** has volunteered thousands of hours of his time to local literacy nonprofit BookSpring, and has delivered close to a quarter million books – all while wearing a festive hat decorated with two stuffed beavers that earned him the nickname “Justin Beaver.” Wayne has also done a lot more than deliver books over the past 10 years, pitching in with BookSpring staff wherever he can and proving weekly to be an incredibly dedicated volunteer.

\$1,000 was donated to **BookSpring** in Wayne's name.

WOW!

Wayne has delivered over 250,000 books to children and families since he first began volunteering with BookSpring.



When **Ian McKenna** was eight years old, he found out that some of his classmates did not have access to food outside of school. That got his wheels turning and before long he'd successfully created a garden at his school growing fresh produce available to anyone. In its first year, Ian's garden produced over 750 pounds of food for his hungry neighbors – but that was just the beginning! Since then, Ian has launched another garden in his own backyard and provided over 2500 pounds of food to those who need it most. Ian even worked with local chefs and nonprofit Keep Austin Fed to organize a free dinner that fed over 350 people.

Katie's Krops received \$1,000 in Ian's name.

WOW!

Ian has grown and donated over 2,500 pounds of fresh produce to his neighbors living with food insecurity.



Now more than ever, people with learning and visual disabilities are flourishing in the classroom, launching productive careers and becoming assets in their communities. With over 7,000 hours logged reading to students with learning differences, retired University of Texas professor **Dr. Ian Thomas** is doing all he can to make sure those students are successful for years to come. Dr. Ian works both directly with young students inside the classroom at Manor Elementary and remotely with the organization Learning Ally, which involves reading into a microphone so each book can be accessed by any of the 10 million students in grades K-12 who have a learning difference. Both in the classroom and in the recording booth, Dr. Ian shows his passion for improving the way students learn and for keeping them on a positive path.

\$1,000 was donated to **The Salvation Army Austin** in Dr. Ian's name.

WOW!

Dr. Ian Thomas has logged over 7,000 hours reading to students with learning differences through Manor Elementary and educational nonprofit Learning Ally.



With Appreciation



Joel Coffman, Executive Director

RecognizeGood has been working for years to promote the value of GOOD, helping convince our neighbors in the community that goodness matters - in our individual lives, in our social circles, in our businesses. Over time it's become more and more clear that we're part of a majority that subscribes to this idea and lately we've been able to dig into a different, more exciting question than "why" good matters.

That exciting question is "how" to make good matter.

Our role as community educator has been forever tied to showing people the light and turning their attention to amazing examples of selfless volunteerism and ethical business leadership - but now, both formally and informally, we're listening to the community tell us that what's needed is a roadmap.

About Us

RecognizeGood is an Austin-based 501(c)3 nonprofit that provides the means for anyone to illuminate, connect with and learn from great examples of goodness. RecognizeGood is a partner and advisor to forward-thinking businesses, an advocate for the employees of those businesses, and an imaginative champion for all nonprofits in our community. With the help of all Central Texans who believe that goodness is an investment in our future, RecognizeGood is building the community we want to see for those who come after us. Since its inspiration in 2007, RecognizeGood has grown to include a variety of unique programs ranging from celebration to education, but the root remains the same – **illuminating the GOOD in our community.**

There's plenty of good happening all around us, right here in the Austin area - all you have to do is shine a light! Go out of your way to say thank you to a courteous driver, salute the volunteerism of a co-worker or give kudos to a local business for their corporate citizenship. Opportunities to show both large and small acts of gratitude are endless, but by making your thank you public at recognizegood.org you have the chance to inspire others.

To learn more about us and our programs, log on to recognizegood.org, sign up for our e-mail newsletter or connect with us on Facebook, Twitter, LinkedIn, YouTube, Pinterest or Instagram.

HOW do I become like one of your amazing Legends? That's neither easy nor complicated - start giving of your time and talent, then just keep doing it!

HOW do I join a service club to do good with others? Not complicated, very easy! Call them, sign up!

HOW do I implement ethical business practices into my organization? Not easy, but again not complicated. Set the tone from the top, communicate clearly, be attentive, be proactive, and embrace review. Whether your team is five or 500, these same tenets can be used for an effective ethical makeover or review.

We're excited to announce the upcoming launch of the RecognizeGood Ethics Accelerator program - we'll be hosting experts giving monthly insights on the tenets mentioned above, along with sharing best practices and some self-action plans for all attendees. We'll cover three distinct perspectives - ethical principles, ethical practices and ethical culture.

By helping build a stronger business community through goodness, we're actively shaping the future of our overall community. As RecognizeGood becomes more cemented as a catalyst for positive change, I am beyond excited to move from "why" to "how!"



ILLUMINATE

Thank You Notes

Legends

Lighthouses

Ethics in Business & Community

CONNECT

Business in Community

EDUCATE

Speaker Series

Ethics in Youth Education



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