

THANK YOU



RecognizeGood[®] NEWS

Hundreds Gather to Celebrate the Spirit of Ethical Business Community



15th Annual
Ethics in Business & Community
Awards Finalists & Winners

Individual

Fayruz Benyousef
Ashley Spence Clauer
*John Lorek

Nonprofit

Boys & Girls Clubs of the Austin Area
Foundation For The Homeless
*Mother's Milk Bank at Austin

Small Business

Corvalent Corporation
*Five Stone Tax Advisers
Per Stirling Capital Management

Mid-size Business

Kasasa
Lamb's Tire & Automotive
*WP Engine

Large Business

H-E-B
NXP Semiconductors
*Silicon Labs

Lifetime Achievement

*John Garrett,
Community Impact Newspaper
*Susan McDowell, LifeWorks

* indicates award recipient

A packed house of 600 joined together at the AT&T Conference Center for the **15th annual Ethics in Business & Community Awards**, which recognizes outstanding ethical business practices and celebrates the idea that doing good 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.

"Here in Central Texas we're blessed that we do live in a community that understands that doing good is what's normal here," RecognizeGood board chairman **Bobby Jenkins** (ABC Home & Commercial Services) told the crowd, emceeding along with **Earl Maxwell** (St. David's Foundation). "What we're doing here today is worth protecting – it's worth all of us standing up for. When we're doing GOOD and we're providing that GOOD environment, we form a foundation that the business community is built on. When we do that, we all are better, we all thrive – business and the community – and that's something that's really worth fighting for."

Lifetime Achievement award winner **John Garrett** (Community Impact Newspaper) was also reminded of the old saying that birds of a feather flock together. "We need to flock together," he said. "We need to hold each other accountable, we need to help each other, inspire each other, motivate each other. We're not perfect, we all know that, but we can help each other be even better."

This year's honorees were selected by Leadership Austin alumni, and board chair Ali Khataw expressed his joy to partner together in the program. In another first, multiple past award winners were invited to present awards together to demonstrate the spirit of an ethical business community that the program celebrates and hopes to build.

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The distinguished group of presenters included Sandy Dochen (IBM), Russell Bridges (3M), Andrew Cooper (TyRex), Dave Holden (Radiation Detection Co.), Megan Potts (WAG-A-BAG), Wayne and Pam Gonzalez (Gonzalez Solutions for Business), Missy Strittmatter (Ronald McDonald House Charities), Nancy Krenek (R.O.C.K.), Jerry Davis (Goodwill Central Texas) and Brett Cenkus (Cenkus Law). The official ballot-counter was **Harold Ingersoll** of Atchley & Associates.



RecognizeGood Board Members

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

RecognizeGood® *Lighthouses*



Rotary Club of Austin

Rotary Club of Austin has supported the Austin community since it was established in 1913, contributing to and supporting numerous youth-oriented programs. With approximately 225 business and community leaders as members, the Rotary Club of Austin is able to make a huge difference in the community, raising \$130,000 to \$180,000 annually. The Rotary Club of Austin has supported many organizations including BookSpring, The Helping Hand Home, American Youth Works, Council on At-Risk Youth, Iraqi Children's Fund, and Rise Up Against Hunger. The club also screens and awards approximately \$50,000 in scholarships to college bound and graduate degree bound students, while providing staff and funding to support the Early Act/First Knight Program (EAFK) at Dawson and Pecan Springs Elementary Schools - a program that teaches elementary school children values and ethics in an interactive manner. Additionally, Rotary Club of Austin supports Camp Enterprise, an annual program teaching approximately 120 high school juniors how to become entrepreneurs.



**Vista Rige High School
Navy JROTC**

The Vista Ridge High School Navy JROTC has supported the greater Austin community since the start of the program in 2009, focusing both on support for local schools as well as community service volunteer hours. The organization offers cadets a diverse selection of volunteer opportunities, emphasizing to students that there are many ways to give back to the community. The Vista Ridge High School Navy JROTC has supported many organizations including Ronald McDonald House Charities, the Central Texas Food Bank, the City of Cedar Park Veterans Memorial Park, Special Olympics Track & Field, and the Greater Austin Council of the U.S. Navy League. The group also assists with flag presentations at Texas Stars and Austin Spurs pregame ceremonies, as well as with multiple Color Guards for Vista Ridge and Rouse High Schools athletics. Over the last two years, the cadets of the Vista Ridge High School Navy JROTC raised thousands of dollars for organizations like the Dell Children's Medical Center and Disabled American Veterans Austin. The Vista Ridge High School Navy JROTC serves as an inspiring example by recognizing the importance of charitable work as a foundation for building strong communities.

RecognizeGood Officers & Team

- John Bosch, Jr.** - *President*
- Judy Rock** - *Secretary*
- Reina Wiatt** - *Treasurer*
- Keith Smith** - *Asst. Treasurer*
- Joel Coffman** - *Executive Director*
- Dr. Jack Allen** - *Program Director*
- Scholley Bubenik** - *Program Director*
- George Mihalcik** - *Program Director*
- Karolyn Knaack** - *Legal Counsel*

RecognizeGood Endorsers



Recent RecognizeGood® Legends



Suzanne Gladden's passion for throwing birthday parties had always been something her daughters looked forward to. On a whim, she called the Texas Baptist Children's Home in Round Rock and asked what they did for children in their care during their birthdays. The person speaking with her said they didn't have a budget for birthday events and relied on public donations. Suzanne then committed to throwing a birthday party for every child in the home. "She said, 'Well, we have 100 kids,'" Suzanne remembered. That was the beginning of Happy Birthdays. With the help of social media, she had found enough volunteers to throw birthday parties for the 100 kids at the Texas Baptist Children's Home. From then, the idea kept on growing and Suzanne has been running the completely volunteer-based organization since November 2014. The group and its approximately 500 volunteers have delivered birthday gifts to nearly 1,100 children from 15 different groups since then.

\$1,000 was donated to **Happy Birthdays** in Suzanne's name.

WOW!

After what started as a whim, Suzanne Gladden has been responsible for providing birthday gifts to nearly 1,100 homeless and foster children who would otherwise have gone without.



It would be difficult to find someone who's made as large or far-reaching an impact on Austin's animal community as **Dr. Ellen Jefferson**. Recognizing the needs of key groups of animals that had little hope of surviving life in a shelter, Ellen launched innovative no-kill programs now being replicated across the country, and since joining Austin Pets Alive! (APA!) in 2008 she has helped save the lives of over 25,000 animals in Austin alone. Due in large part to her tireless efforts and pioneering programs, Austin is now the largest city in America with a no-kill status. "This year alone, we've been able to save approximately 4,387 animals directly from euthanasia lists largely thanks to her passion and the foundation on which she built this organization," says APA! marketing manager Rebecca Reid.

Austin Pets Alive! received \$1,000 in Dr. Jefferson's name.

WOW!

Dr. Ellen Jefferson has helped save the lives of over 25,000 animals in Austin alone since joining Austin Pets Alive!



Scott Hardy has dedicated his life to spreading kindness around Austin – one good deed at a time. Scott gives back to the community in a variety of ways, serving as a volunteer firefighter and EMT, volunteering with Austin's HERO rescue program, and also organizing a dog rescue with his wife, all in addition to his day job. Scott films all of his daily activities and posts vlogs to his YouTube page, Uncle Mullet Everyday Heroes. You can often find him driving around Austin on his motorcycle and handing out flowers to people on the street as a random act of kindness. Every flower has a wooden coin attached that says "See how far kindness can travel". Scott's hope – to spread the currency of kindness and encourage others to do good deeds throughout the community and the world.

\$1,000 was donated to **Bastrop County First Responders** in Scott's name.

WOW!

Volunteer firefighter, EMT, roadside assistance HERO, and dog rescue owner Scott Hardy is dedicating his life to spreading kindness around Austin one good deed at a time.



With Appreciation



Joel Coffman, Executive Director

There's a saying that's come up in a handful of very different conversations lately. The saying goes, "No one will care how much you know until they know how much you care."

After our awards luncheon in May as part of our Ethics in Business & Community program, I heard so much feedback about the GOOD people in the room. Five Stone Tax Advisers gives a THIRD of their profits to charity, and hopes to be able to give even more. Silicon Labs CEO Tyson Tuttle talked about how they invest in youth development because it strengthens our whole community, not just their business. I heard countless recollections from folks learning about people and organizations for the first time - not about what their expertise is, but about how they CARE.

About Us

We are a local nonprofit that provides a means for individuals, businesses and other nonprofits to illuminate selfless volunteers, charitable acts and community service throughout the greater Austin area. Our mission is to elevate the spirit of community by catalyzing a movement of good deeds and unselfish charity through recognizing, rewarding and promoting good in our businesses and the communities in which they reside. RecognizeGood® has several active programs that work toward this mission from different angles, but the common theme is simple – **illuminating GOOD in our community** and encouraging others to contribute, while becoming **the voice for socially responsible businesses.**

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.

Recognizing good in your daily life is easy and only costs a few moments of your time – help us illuminate the GOOD in our community by joining our "Community Reporters" and reporting the GOOD you see at recognizegood.org.

Think about the business implications of a successful first impression - walls come down, and the relationship deepens. I may not need your product or your services right now, but instead of just dismissing our encounter I promise I will keep you in mind once I know how much you care.

Hiring practices support that feeling, too - 82% of respondents to a recent Deloitte survey said they were more likely to choose a job candidate with volunteer experience, and 85% said they were willing to overlook resume flaws when a candidate includes volunteering on that resume. There's not a product or service for sale, but the candidate's fit for a position is certainly being pitched, and to me that feels so real! I think many business leaders in Central Texas would agree with those respondents, as would I.

I have such a different feeling about someone when I hear what they care about instead of hearing what they have to sell. I love hearing about cool new products or services and learning about people's skill sets too, but connecting to someone's passion is a POWERFUL connection. As RecognizeGood creates more opportunities for Central Texans to connect through GOOD, I'm beyond excited about the ripple effects we'll see!



RecognizeGood
Programs

RecognizeGood.org

Legends



Speaker / Book Series

Nonprofit Partnerships



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