

THANK YOU



RecognizeGood[®] NEWS

Ethics Award Season Kicks Off



From: *Yolanda*

... **Andrew Cooper**, I work hard but I also have a blast coming to work. Andrew, you make working at TyRex FUN!

From: *Anonymous*

... **Rick Peloquin**, Thank you for always being on top of our IT systems. Your dedication and service is greatly appreciated.

From: *DLi*

... **Amy Bosch** is an exceptional component of the DLi family, and is always proposing new ideas that benefit the group. She is also joyful, warm and resilient in more ways than one! Glad to have her on our team!

From: *Anonymous*

... **George Ayad**, Thank you for ALL of the fantastic work you do at TyRex. The factory requires a tremendous amount of TLC and you bring that every day!

From: *Andrew Cooper*

... **Larry Krupicka**, Great Job! I really appreciate the effort to support Comdata after hours and in the early morning. This is what commitment is all about. Many thanks for the effort and commitment.

From: *Anonymous*

... Shout out to **James Pelley!!** For always being willing to lend a helping hand. It's appreciated!

To post a RecognizeGood Thank You, visit recognizegood.org.

Business and nonprofit leaders nominated for an **Ethics in Business & Community (EiBC)** Award joined together on Monday, November 7th in the community room of award winner Ronald McDonald House Charities of Central Texas. All those in attendance received details on each step of the awards process. Attendees heard from EiBC Program Director Scholley Bubenik, Ronald McDonald House CEO Carolyn Schwarz, Concordia University Texas College of Business Dean Dr. Lynette Gillis, Concordia student Sydnee Allison, and Leadership Austin CEO Christopher Kennedy.

Carolyn, a 2016 winner, told nominees, "The best part of [participating in] this program was the process. We were honored to win, but there were so many steps that led up to that moment that all made it so worth it. I don't think there are many awards out there that look at how you run your business. It is really something to be asked how transparent we are with our donors, how we make sure everyone is valued. These are hard questions and if you care about how you run your business, if you care about your

employees staying with you, why your constituents want to stay with you, you'll enjoy finding a way to answer those tough questions."

Scholley then gave a history of the award program, which was started in Central Texas by the Samaritan Center in 2002 before being adopted by RecognizeGood on its 10th anniversary. The seminar was then turned over to Dr. Gillis, who outlined in detail exactly what nominees could expect.

Dr. Gillis also explained the five principles her students base their interviews and subsequent reporting on, which centers around The Ethical Imperative by John Dalla Costa, and shared some student survey responses. "Some students have said that the Ethics in Business & Community experience affects their whole way of thinking about business ethics.

(continued on page two)

Others have said that it changes their perspective on the type of companies they want to work for, and what they want to look for. They build interviewing skills, and they build presentation skills and writing skills, but mostly it changes how they think about the way business should be done. That, for me, is the greatest part of this program.”

Concordia student Sydnee Allison, who was part of the award process in 2016, provided the student’s perspective. “It’s one of the best experiences I’ve had at Concordia,” she said. “I speak for every single one of us because we talk every week in class, and we discuss everything you tell us. I know that at the end of the day it’s about honoring what you’ve done, but you’re passing those things on to us – we’re going to take those things and use them in our futures.”

Finally, Christopher Kennedy of Leadership Austin talked about his organization’s new partnership with the Ethics in Business & Community award program. “We’re really honored to be part of this,” he said. “We’ve been watching these guys from afar for a long time and have just been so respectful of what they’re delivering. For us at Leadership Austin, it’s pretty simple – we try to bring together the business, the nonprofit, and the city leaders in the community.”

RecognizeGood® Lighthouses



Bikers Against Child Abuse

Biker’s Against Child Abuse (BACA) Austin has been announced as the 14th honoree of the RecognizeGood Lighthouse Award! BACA Austin is an organization made up of community members from all walks of life, from accountants to mechanics, that all have a passion for two things – bikes and advocating for abused children. Incorporated in 2001, BACA Austin has worked tirelessly in conjunction with local and state officials as well as the Center for Child Protection, Roxanne’s House and many other child advocacy organizations to help in empowering and ensuring the well-being of child abuse victims. While BACA has contributed in many ways, their ‘mock court’ program – a program designed to familiarize children with the courthouse and eliminate fear of testifying to ensure their story is heard – has stood out as a powerful tool for advocacy groups.

This recognition represented a sincere “Thank you!” from the Central Texas community for an amazing display of selfless service from the Biker’s Against Child Abuse Austin Chapter.



The High Road on Dawson

RecognizeGood is proud to honor The High Road on Dawson with our 15th RecognizeGood Lighthouse Award! With the presentation of this award, RecognizeGood gives The High Road on Dawson a heartfelt THANK YOU on behalf of the entire community. The High Road on Dawson has been in Austin since 1958 but changed their name to The High Road on Dawson in 2013. With those changes they were free to make an even bigger difference in our community! Because of their location and space The High Road on Dawson are privileged to be able to offer a meeting and fundraising location for many other nonprofits. In the past three years, they have managed to raise a minimum of \$15,000 and put this back into the community. In 2015, they totaled approximately \$51,800 in cash, donations of goods and room donations, and so far in 2016 are beating that total at approximately \$55,590 and counting! Their efforts offer a place for the everyday person to be able to give a little or a lot to the community!



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RecognizeGood Partners



Recent RecognizeGood® Legends



Willie Nelson's famous "On The Road Again" might be a fitting theme song for Drive A Senior volunteer **Bill Miller**. Since he began volunteering with the organization in 2007, Bill has provided over 760 drives to Central Texas seniors ranging from doctor appointments to grocery shopping. That translates to an estimated 17,000 miles of volunteer driving! Retired from the U.S. Air Force, Bill is known as an extraordinarily devoted and dependable volunteer driver. Drive A Senior was launched in 1985 to fill in the gaps left for non-driving seniors when family members, public transportation or taxi services proved unreliable or expensive. Today the nonprofit provides services to more than 20,000 Central Texas seniors. Bill has taken the group's mission and turned it into a reality for countless Austin-area seniors who want to continue to live active and healthy lifestyles.

\$1,000 was donated to **Drive A Senior** in Bill's name.

WOW!

Over the last 10 years as a volunteer driver for Drive A Senior, Bill Miller has provided over 760 volunteer drives equal to more than 17,000 miles.



For 35 years, **Frankie Fowler** has provided more than 26,500 hours of volunteer services to countless numbers of survivors and community members through her work for SafePlace, a partnership agency of the SAFE Alliance. She has worked in the shelter, been a voice of hope to callers on the hotline, engaged youth in presentations on healthy relationships and preventing domestic, sexual and dating violence, and volunteered at community events to raise funds and awareness of these issues. In all she does, Frankie teaches that love is about equality and respect. She has imparted this message to thousands, which they take with them and share with others. She helps break cycles of violence, and teaches tools that work to build healthy and thriving individuals, families and communities.

SafePlace received \$1,000 in Frankie's name.

WOW!

For 35 years, Frankie Fowler has provided more than 26,500 hours of volunteer services to countless numbers of survivors and community members through her work for SafePlace.



The message of Boys & Girls Clubs of the Austin Area (BGCAA) is an important one – the city's leading youth development agency provides over 12,000 kids each year with hope and opportunity, but thousands more still need their help. Getting the organization's voice out into the community effectively has been left to volunteer all-star **Mike Coffin** for more than 14 years, and over that time Mike has donated hundreds of thousands of dollars' worth of his own time – outside of his successful day job - developing a captivating and award-winning message which is now looked at as an example for all Austin nonprofits. Crafting key messages for every constituency, developing and expanding the BGCAA brand through "out-of-this-world" creative campaigns – Mike's boundless dedication has resulted in national recognition from the Boys and Girls Clubs of America for the areas of advertising and digital marketing.

\$1,000 was donated to the **Boys & Girls Clubs of the Austin Area** in Mike's name.

WOW!

Mike's all-volunteer, award-winning creative leadership over 14 years has helped Boys & Girls Clubs of Austin develop one of the strongest nonprofits in Central Texas.



With Appreciation



Joel Coffman, Executive Director

Recognizing good is a wonderful thing when it's a singular act, but the real power of this idea behind our organization is unlocked when it becomes a constant mindset. During our Business in Community Forum in September, one of our panelists used the term "checking the box" in reference to the approach by some businesses to community involvement. Sometimes this happens with volunteerism as well - my wife and I love to go volunteer for one day with the Austin Parks Foundation on National Trails Day. It feels great, but it's a little like using 10% of your brain instead of its full capability!

In 2016 I became a dad for the first time, and the idea of permanence really sunk in for me. I'm responsible for my daughter, June, all the time - not just when it's convenient for me,

not just when things are going well, but ALL the time. Parenthood changes a person fundamentally, but I've come to believe that a big part of that change is linked to the permanence of a parent's responsibility.

We see permanence change people in our Legends program all the time - folks who don't just serve others when it's convenient, but serve others ALL the time. We get an up-close look at businesses who do the right thing ALL the time through our Ethics in Business & Community program, now in its 15th year. I'm so honored to be able to talk with these leaders of both community and commerce, and in doing so it's plain to see the effect that the permanence of good has on everyone regardless of status or sector. Life's little frustrations roll right off their backs, and decisions that might otherwise cause stress become simple.

My new year's resolution is to live in permanent good, and I humbly suggest that anyone reading give it a try. If the folks I've been fortunate enough to meet through all of RecognizeGood's programs are any indication, it will be one heck of an example to set for the little life that I'm now so blessed to be responsible for.

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.

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.



RecognizeGood
Programs

RecognizeGood.org

Legends



Speaker / Book Series



Nonprofit Partnerships



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