

# Better Business Bureau Foundation 2011 Integrity Awards Application Form

## COMPANY INFORMATION

- Applications from businesses/organizations located in the Omaha metro area and southwest Iowa should be submitted to the BBB's Omaha office
- Applications from businesses/organizations located in the Lincoln metro area and the rest of Nebraska should be submitted to the BBB's Lincoln office
- Applications from businesses/organizations located in South Dakota should be submitted to the BBB's Sioux Falls office.

*Award Winners are honored at one of BBB's Integrity Awards luncheons.*

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ WEB ADDRESS \_\_\_\_\_

PRINCIPAL(S) \_\_\_\_\_ EMAIL \_\_\_\_\_

TITLE(S) \_\_\_\_\_

TYPE OF BUSINESS \_\_\_\_\_ NUMBER OF YEARS IN BUSINESS \_\_\_\_\_

FOR PROFIT BUSINESS/ NOT-FOR PROFIT ORGANIZATION

NUMBER OF EMPLOYEES  1-9  50-149

CHARITY 501(c)(3)

10-49  150+

(Two part-time employees = one full-time employee)

PARENT COMPANY/FRANCHISER (IF APPLICABLE) \_\_\_\_\_

### I LEARNED ABOUT THESE AWARDS:

BBB BULLETIN  BBB WEBSITE  MEDIA  DIRECT MAIL  EMAIL  OTHER \_\_\_\_\_

SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_

PRINT NAME \_\_\_\_\_ DATE \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

### CONTACT PERSON REGARDING ENTRY:

SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_

PRINT NAME \_\_\_\_\_ DATE \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

## APPLICATION INSTRUCTIONS

- Your entry, including this application form, must be received at a BBB office by **Friday, June 10, 2011**.
- One entry must be submitted on 8.5" x 11" paper in a one-inch 3-ring binder.** Tabs corresponding to each judging category must separate the five sections for businesses/organizations and six sections for charities. Please keep a copy for yourself.
- Provide five additional unbound copies (no sleeves or staples) separate from the entry in the binder.
- Include company name on the cover and spine of the binder.
- Each of the Judging Categories, on page 2 of this form, should be typed and addressed on separate pages with the title of the category at the top of the page (e.g., General Information). Judges will not review video, DVD, CD or Web-based products.
- All Judging Categories must be answered and sent with this application form. Applications that do not meet the parameters listed above will be returned.

***BOTH SIDES OF THIS APPLICATION ARE REQUIRED TO BE COMPLETED!***

# JUDGING CATEGORIES

- All applicants should address Categories 1–5. Charities should also address Category 6.
- The number of points listed for each category indicates the maximum amount of points a judge can give for that section, based on 100 points for businesses/organizations and 125 points for charities.

## REFER TO THE APPLICATION GUIDE WHEN RESPONDING TO THE CATEGORIES BELOW

- 1. GENERAL INFORMATION** (Limit to 1 page)  
*10 points maximum*
- 2. ETHICS STATEMENTS** (Limit to 5 pages or less)  
*25 points maximum*
- 3. IMPLEMENTING ETHICS IN YOUR BUSINESS**  
(Limit to 10 pages or less)  
*25 points maximum*
- 4. IMPLEMENTING ETHICS OUTSIDE OF YOUR BUSINESS**  
(Limit to 10 pages or less)  
*25 points maximum*
- 5. EXAMPLES OF CONFLICT RESOLUTION AND EVIDENCE OF SATISFIED CUSTOMERS** (Limit to 5 pages or less)  
*15 points maximum*
- 6. 501(c)(3) CHARITABLE ORGANIZATIONS**  
(Limit to 5 pages or less, excluding the 990 form)  
*25 points maximum*

## ADVERTISING AND PUBLICITY POLICIES FOR AWARD RECIPIENTS

The policy below describes the conditions under which recipients of any award given by the Better Business Bureau may, at the BBB's option, advertise and refer to an award in advertising campaigns and public announcements.

- Provided there is prior review and approval from BBB for all draft proofs of any advertisement or announcement, an award recipient may do any or all of the following:

***I have read the advertising and publicity policies above and by submitting an entry signifies my organization's agreement to abide by these policies.***

SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_

PRINT NAME \_\_\_\_\_ DATE \_\_\_\_\_

Information about the BBB Integrity Awards is posted on our website at [bbb.org](http://bbb.org). Go to the Announcements section on the home page and click on the link called Integrity Awards/Student Scholarship Programs—Learn More

Please direct questions to BBB Communications Director Margo Riekes at 402-898-8526, 800-649-6814 #8526 or [mriekes@bbbnebraska.org](mailto:mriekes@bbbnebraska.org).

RETURN THIS APPLICATION INCLUDING YOUR RESPONSES TO THE JUDGING CATEGORIES AND SUPPORTING DOCUMENTATION TO A BBB OFFICE BY FRIDAY, JUNE 10, 2011

BBB Headquarters  
Margo Riekes  
11811 P St  
Omaha, NE 68137

Lincoln Office  
Sharon Brodhagen  
3633 O St #  
Lincoln, NE 68510

Sioux Falls Office  
Jim David  
300 N Phillips Ave #202  
Sioux Falls, SD 57104

BETTER BUSINESS BUREAU  
**INTEGRITY**  
AWARDS 2011



- Reproduce a copy of the award, which must include the date of receipt
  - State the following: “[Year] [Recognition Received/ Name of Award, i.e. BBB Integrity Award Winner], [Better Business Bureau (BBB) with Geographic Indicator]
  - Issue announcements and press releases about receipt of the award
  - Make a brief factual statement about the award and the required business qualifications: the company is located in the service area of the Better Business Bureau (Nebraska, South Dakota and southwest Iowa); has been in business three years or more and has a rating in the “A” category with the BBB
  - Only Winners may use the Integrity Awards graphic that will be provided to them electronically
- b. A recipient may advertise in the following media:**
- Newspapers, periodicals, direct mail, billboards, annual reports, posters, flyers, television and radio, as long as the year the award was received is indicated
  - Printed Yellow Page advertisements and directories within the BBB's service area, as long as the year the award was received is indicated
  - On the organization's website and through electronic media [i.e. email]
  - A photo of the person accepting the award or a photo of the award may be used provided the award year is clearly visible
  - BBB “Torch” logo may not be used on any organization's website unless the company is a BBB Accredited Business and is also a BBBOnLine Member
- c. A recipient may advertise their award indefinitely as long as they maintain a BBB rating in the “A” category. The date that the award was given must be included.**