

Integrity Awards 2011

A Program of the BBB Foundation Nebraska, South Dakota and southwest Iowa

Application Guide

BENEFITS FOR AWARD WINNERS

- Enhanced customer confidence
- Employee pride
- Media exposure
- Customized promotional materials
- Prominent recognition on BBB's website
- Video highlighting your organization
- Inclusion on a congratulatory billboard
- Ability to advertise the award
- Featured in the BBB newsletter
- A distinctive award for display
- Honored at a BBB Integrity Awards Luncheon



Trust — Performance — Ethics ABOUT THE BBB INTEGRITY AWARDS

*The mission of the Better Business Bureau is
“to be the leader in advancing marketplace trust.”*

In this spirit, the BBB Integrity Awards were created to:

- Gain public recognition for organizations that go “above and beyond” in serving their customers, suppliers, employees and communities
- Acknowledge organizations for their commitment to maintaining cultures that consistently set exceptionally high standards of behavior in buyer and seller relationships
- Highlight the importance of corporate conscience and responsibility in fulfilling an organization’s obligation to the marketplace to do what is right and fair
- Demonstrate that adhering to BBB ethical standards is the hallmark of successful, competitive organizations

APPLICATION QUALIFICATIONS

- Must have been in business three years or more with the same ownership
- Have a BBB rating in the “A” category through the date of the award presentations
- Must agree to BBB’s advertising and publicity guidelines for all award recipients as stated on the Application Form
- Organizations do not have to be BBB Accredited Businesses, but must be physically located within this BBB’s service area—Nebraska, South Dakota and southwest Iowa
- Have met financial obligations
- BBB Board members are not eligible to apply
- Past Integrity Award Winners are eligible to apply again after a 3-year waiting period

AWARD CATEGORIES

Awards are presented to for-profit businesses, not-for-profit organizations and charities in each of the following categories:

- 1-9 Employees
- 10-49 Employees
- 50-149 Employees
- 150+ Employees
- 501 (c) (3) Charitable Organizations

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

APPLICATION SUBMISSION

BBB has separate Integrity Award competitions and events.

- Applications from businesses/organizations and charities located in the Omaha metro area and southwest Iowa should be submitted to the BBB’s Omaha office
- Applications from businesses/organizations and charities located in the Lincoln metro area and greater Nebraska should be submitted to the BBB’s Lincoln office
- Applications from businesses/organizations and charities located in South Dakota should be submitted to the BBB’s Sioux Falls office
- **Application submission deadline is June 10, 2011**

THE JUDGING PROCESS

Entries are evaluated by independent panels of judges comprised of volunteers from the business and academic communities, based on criteria established by the BBB Integrity Award Committees. A company must demonstrate exceptionally high standards of behavior in their business practices.

APPLICATION GUIDELINES

- **The judges understand that each organization is unique and has different experiences and policies, It is not necessary to address all of the lettered areas listed under each Judging Category in order to compete, they are provided as examples of possible content to demonstrate that criteria. Although, the more you are able to address, the higher your score will be. If you did not respond to one of the lettered areas listed, please state why you have not addressed it.**
- **All applicants should address Judging Categories 1-5 on the application form. 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.**
- **Below are suggestions to assist you in preparing your entry.**
- **For additional guidance, please consult the Business Ethics Alliance Toolkit at www.businessethicsalliance.org/resources-main/toolkit**

JUDGING CATEGORIES

Integrity Award Winners have clearly demonstrated that they **have formally integrated ethics and integrity into all facets of their corporate cultures**. This is reflected in relationships with key stakeholders including customers, employees, vendors and the community-at-large. They also provided educational materials such as guidelines/manuals and employee training to facilitate their commitment to ethics.

1. GENERAL INFORMATION

(Limit to 1 page)

10 points maximum

- a. Provide a brief statement that explains why your organization merits receiving a BBB Integrity Award
- b. Provide a brief description of your organization’s creation, the intentions of the founders and how later leaders have maintained the original vision or changed course to address new conditions

2. ETHICS STATEMENTS

(Limit to 5 pages or less)

25 points maximum

List any formal or informal statements of your organization’s business ethics philosophy. Please provide only information pertaining to ethics.

a. Code of Ethics/Compliance Policy

Provide a copy of your written Code of Ethics or Code of Conduct. Show how your ethics policies are implemented by including sections from a company handbook, ethics pamphlet, employee manual or any written policy/instruction that directs employees in dealing with ethical dilemmas, customer complaints or fulfilling company

AND SUGGESTIONS

promises. If you are the owner of a company, with no employees or few employees, explain how ethics are used in everyday business practices

- b. Values Statement describing your organization's commitment to exceptional standards that benefit its customers, employees, vendors, shareholders and surrounding communities
- c. Mission Statement or Business Objectives

3. IMPLEMENTING ETHICS IN YOUR BUSINESS

(Limit to 10 pages or less) **25 points maximum**

Describe your ethics policy towards its stakeholders: customers/clients, employees, vendors, donors and/or shareholders. Please provide only information pertinent to ethics.

- a. Customer service policy: how employees are trained to treat customers, key points emphasized, procedures for handling customer dissatisfaction
- b. Actions taken by your organization showing that it went "above and beyond" in its service
- c. Training programs, internal and external, that instruct employees on the organization's philosophy of ethics and integrity in the marketplace
- d. Examples of ethical treatment of employees (2 examples)
- e. How your organization demonstrates accountability to customers/clients, vendors, donors, and/or constituents/shareholders and adheres to good business practices
- f. Privacy Policy/Public Disclosure Policy regarding customer information
- g. Examples of internal marketing pieces - employee newsletters or other communications to employees which reflect your commitment to ethics

4. IMPLEMENTING ETHICS OUTSIDE OF YOUR BUSINESS

(Limit to 10 pages or less) **25 points maximum**

Describe what actions your organization has taken for the betterment of your industry and/or your community.

- a. Membership in BBB
- b. Membership in other local/national - industry/professional organizations
- c. Examples of corporate citizenship, community involvement and service
- d. Awards received for your organization's contributions to your community, your industry or the environment (present copies and/or associated articles/media releases)
- e. Awards received by individuals in your organization for ethics, customer service and/or meritorious service to the public, etc. (present copies and/or associated articles/media releases)

f. Articles in trade/industry publications and news media that reflect your reputation in your industry and/or community

g. Examples of external marketing/communication materials that display your organization's dedication to ethics (advertisements, slogans, posters, etc.) For small companies, compare your marketing to others in your industry

5. EXAMPLES OF CONFLICT RESOLUTION AND EVIDENCE OF SATISFIED CUSTOMERS

(Limit to 5 pages or less) **15 points maximum**

Your documentation should include the following:

- a. Two examples of how your organization has applied the philosophy and policies stated to resolve a conflict. Please give an overview of the underlying problem, your organization's response and the result. State customer's name, address and phone number. (You may need permission from the customer to include this information)
- b. Three letters from satisfied customers/clients, vendors, donors, and/or constituents/shareholders

6. CHARITIES — 501(c)(3) Organizations

(Limit to 5 pages or less, excluding the 990 form)

25 points maximum

For guidance, please refer to BBB's Charity Standards at: www.bbb.org/us/Charity-Standards/

- a. How your organization is governed
- b. Copy of your most recent IRS 990 form (Will not count towards your page limit)
- c. Financial statement that includes a breakdown of expenses (e.g., salaries, travel, postage, etc.) that shows what portion of these expenses was allocated to programs, fund raising, and administrative activities
- d. Percent of related contributions spent on fund raising. Related contributions include donations, legacies, and other gifts received as a result of fund raising efforts
- e. Percent of total expenses spent on program activities

As a for-profit, not-for-profit or charitable organization located in Nebraska, South Dakota or southwest Iowa, you are invited to apply for the 2011 BBB Integrity Awards.

Award Winners will be honored at one of BBB's Integrity Awards luncheons.

COMMENTS FROM 2010 AWARD WINNERS

For **Monarch Siding & Windows** to win a BBB Integrity Award for a second time, we used our award in 2002 as a new starting point on which to build and the belief that we can always do better. We knew then that we could never go backwards. Winning this award means 'walking the walk' and giving our best to our customers 100% of the time.

Tom Galgerud, President (1-5 Employees)

This award reconfirms that **Remodelers Council of Lincoln** is doing a good job and people appreciate our organization. It also shows that our members are ethical and they do good work too. It's a great honor that we have been selected for this award.

Nadine Condello, executive vice president (1-5 Employees)

Total Construction Services is proud to be honored with the BBB Integrity Award! For over 22 years our attitude about integrity and professional work has been consistent. It's been important for us to serve the customer with integrity. This award validates our efforts and gives us the incentive to do even better.

Kevin Jackson, President (6-24 Employees)

It feels great that **Nebraska's Home Improvement Center** has been recognized for all the hard work that we have done. We started our business based on integrity and it's a part of our lives as well. It just means a lot to us. We are ecstatic about winning!

Jim Sipes, President (6-24 Employees)

Winning a BBB Integrity Award is validation that **Early Out Services (EOS)** is conducting its business the right way... ethically and with integrity. This recognition is very important because it provides verification to our clients, and employees that our company embodies integrity. This helps build trust in the Accounts Receivable Healthcare Industry.

Therese Yakel, CEO of Operations (25-99 Employees)

I'm very proud of the staff at **Schaefer's** and I'm proud of the fact that we were selected for this award. It is something that I don't take lightly. I really appreciate getting the award, but the award didn't come because of me, it came because of our company.

Ron Romero, President (25- 99 Employees)

Certified Transmission considers the Integrity Award one of highest honors any business can receive. It does not measure dollars and cents or percent of growth, but rather looks beyond that to the choices made when dealing with your customers, vendors, associates and community. Since the BBB itself stands for ethical business practices, to be honored with this award from the BBB is the most anyone can ask for!

Peter Fink, President (100 + Employees)

Bryant State Bank applied for the BBB Integrity Award to seek an independent evaluation of our commitment to integrity and our ability to live up to these ideals. At Bryant State Bank, integrity is not only one of our core values, but it is also one of our strategic advantages within our industry. We are extremely honored to be the company in South Dakota that was selected to win the 2010 BBB Integrity Award.

Lee Jacobson, President (South Dakota)

Make-A-Wish Foundation of Nebraska is thrilled to be the Winner of a BBB Integrity Award! It is an honor to have this opportunity to be highlighted by an organization as reputable as the BBB.

Brigette Young, President (Charity)

