



BBB Business Ethics Torch Awards

Trust • Performance • Integrity

BBB Serving Wisconsin

Congratulations! Your business or charity has been recommended for the 2010 BBB Business Ethics Torch Awards! To apply for the Torch Awards, you'll need to follow the three steps on the following page. Each step along the way has been designed with your busy schedule in mind, but will take some time to complete. So let's get started with some basic information on the awards and why you'll want to apply.

About the Torch Awards

The Wisconsin Better Business Bureau's Business Ethics Torch Awards were created in 2002 to showcase ethical Wisconsin companies and charities that build trust, advertise honestly, tell the truth, remain transparent and honor their promises. Spotlighting these companies and charities fits the BBB mission to be the leader in advancing marketplace trust.

Entries are evaluated by an independent panel of prestigious judges from the business and academic communities throughout the state. Winners and finalists are recognized in six (employee size) award categories. Each year the Wisconsin BBB may recognize up to twelve companies and six charities as winners or finalists. Each of these winners and finalists will be recognized throughout the state as one of Wisconsin's most ethical companies through a free recognition campaign paid for by the generous support of our Torch Award sponsors - Presenting Sponsor: **US Cellular**; Program Sponsors; **Ariens, Johnson Controls, Inc., and Rockwell Automation.**

All businesses and charities who do business in the state of Wisconsin are eligible to apply. Government agencies are not eligible.

Why Apply?

Simply put, applying for the Torch Awards will help you spotlight your employees for the great things they do every day. Past applicants have noted a benefit from taking the time to put the application together and from the valuable feedback provided by our judges.

If you are lucky enough to be named one of Wisconsin's most ethical companies or charities, the rewards include: free press & publicity, a crystal award, a personalized DVD capturing the experience, special promotion on the BBB's website and much, much more. The free publicity includes being featured in a full-page, full-color Journal Sentinel "Congratulations" advertisement and in several small congratulations advertisements (placement dependent upon location of the winners).

Mark Your Calendars!

Applications for the 2010 Business Ethics Torch Awards are now being accepted. Applications must be received on or before the application deadline of 5 pm on July 12, 2010. Finalists are expected to be announced mid-September 2010. Join us on Thursday, October 14, 2010 as we honor award recipients at a special luncheon.

Need Help?

Turn to the final page in this packet to find out how the BBB can help you with your application.

2009 Award Recipients

• All American Window & Door Co., Inc. • Apple Awards, Inc. • CARITAS For Children • Cobblestone Builders • Ellenbecker Investment Group, Inc. • Great Lakes Roofing Corporation • H.E. Stark Agency • **Intercession, Inc.** • **Make-A-Wish Foundation of WI** • **Mouse Bytez, LLC** • **PyraMax Bank** • Paul Davis Restoration and Remodeling of SE Wisconsin • Tucker Family Construction • WeatherTight Corporation • (bold denotes winners)

Past Award Recipients:

Action Organizing Services, LLC • Allen Edmonds Shoe Corporation • Alliant Energy • Alta Resources • American Family Insurance • Appleton Group Wealth Management LLC • Badger Basement Systems • **Badger Meter, Inc.** • **Barb's Interior Design, Inc.** • Batzner Pest Management • CarMax Auto Superstores of SE Wisconsin • Catholic Knights • **Charter Manufacturing** • **Children's Hospital & Health System** • Connecting Cultures • D & D Automotive Repair, Inc. • David Hobbs Honda • **Ellenbecker Investment Group, Inc.** • **Festival Foods** • Fi-Med Management, Inc. • **Great Lakes Roofing Corporation** • Greenhouse Café • Hampton Dental Associates • **JP Cullen & Sons** • **Johnson Controls, Inc.** • **Kelmann Corporation** • **Kerzner Remodeling & Construction** • Kolb + Co • Lakeland Supply, Inc. • **Marshall & Ilsley Corporation** • **Milwaukee Center for Independence** • Milwaukee Women's Center • **Paul Davis Restoration & Remodeling of Fox Valley** • Paul Davis Restoration of SE WI • Pop-A-Lock of Milwaukee • Portal Industries, Inc. • PyraMax Bank • R.A. Smith & Associates, Inc. • **Rockwell Automation** • St. Ann Center for Intergenerational Care • Schlitz Audubon Nature Center • **SmokeStacks, LLC** • **State Collection Service** • **Stowell Associates SelectStaff, Inc.** • T.E. Brennan Company • **The Bentley Company** • **The Boldt Company** • The Creative Company • **The Juvenile Diabetes Research Foundation of SE Wisconsin** • Thera-Dynamics Physical Therapy • Thomas Fence & Deck • Total Administrative Services Corporation • Tucker Family Construction • WeatherTight Corporation • West Bend Mutual Insurance Company • **Wisconsin Humane Society** • **Zoological Society of Milwaukee** (bold denotes winners)

NOTE: Each year the winners are asked to sit out for the next three years and the Runners Up and Honorable Mentions are encouraged to re-apply.

Getting Started!

Step One / The Application Form

Complete the Application Form on page five of this packet. Remember to have an officer of your company or charity sign the form. You may also want to let us know that you are actively interested in applying. If we know you're interested we'll email you tips and hints on preparing your application about once a month from December until the application deadline in early summer.

Step Two / Your History

This one to two-page history provides the judges with an introduction of your organization, yourself and your industry standards. **What is your unique story?** Explain the name and purpose of your organization. Introduce who you are in relation to your company. Describe your industry in basic layman terms, include a basic understanding of regulation standards. And finally, explain why your company merits being named a Torch Award winner.

Step Three / The Submittal

Provide four, separate, two-three page summaries. **Create a two-three page summary for each of the four criteria along with proof to back up your statements.** Each summary will be no more than two-three pages in length and should list two examples of your ethical practices or an ethical dilemma relating to that specific criteria. You are expected to include proof that what you state in these summaries is a true reflection of your company or charity. This proof can come in the form of outside verification of your programs or services or you can include a section just behind each summary with data or measurements backing up your statements.

Better Business Bureau of Wisconsin Foundation, Inc.

BBB|Business Ethics Torch Awards 2010 Judging Criteria

Criteria One/Ethical Management Practices

This is where you would list two of your best examples of ethical management practices or explain an ethical dilemma relating to management practices and the steps your company took to overcome that dilemma. Your two examples for this section should not exceed two to three pages in length and **should clearly define how your daily/monthly/yearly management practices are “above and beyond” others in your industry.**

Examples you could refer to in this summary....

- Pertinent sections from an employee handbook, company manual or training program (formal or informal) showing how your ethical policies are communicated and implemented by employees.
- Formal training procedures an employee may have in dealing with an ethical dilemma.
- The existence of an Ethics Officer, compliance officer or ombudsman.
- Formal or informal management practices that foster positive employee relations.
- Employee benefits that will contribute to the quality of family life.
- Actions by the business/charity to assess risks and take appropriate actions to prevent workplace injury.
- Examples of sound environmental practices.
- A charity can show how hard your organization has worked to keep its management costs to a minimum.

Examples of proof you could refer to in this summary are...

(There is no limit to the amount of proof you can provide behind each summary)

- Any measurements explaining how you identified an ethical dilemma and data showing how it improved after the issue was addressed.
- Any outside verification or data to emphasize your statements are true.

Criteria Two/Ethical Customer, Employee and Stakeholder Relation Practices

List two examples of your best ethical practices or ethical dilemmas that have helped define the “above average” relationships you have with your employees, customers, vendors, stakeholders, or anyone that you deal with regularly in your industry. Your two-three pages will **clearly show “above average” practices that define your industry relationships.**

Examples you could refer to in this summary...

- Examples of how your business has prospered because of your belief in honesty, integrity and doing the right thing.
- Complimentary feedback from customers, vendors, suppliers or previous employees.
- Company policies and practices that assure excellence and quality products and/or services and demonstrate accountability. A code of conduct for your employees or sales team.
- Examples of tough decisions that had short-term consequences but led to long-term benefits.
- If your company is publicly traded, discuss how the company or charity demonstrates accountability to its shareholders.
- A section from your sales training binder referring to how your customers are expected to be treated or a customer “Code of Ethics”.

Examples of proof you could refer to in this summary are...

(There is no limit to the amount of proof you can provide behind each summary)

- Any measurements explaining how you identified an ethical dilemma and data showing how it improved after the issue was addressed.

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Criteria Three / Honest Communications and Marketing Practices

Within your two - three pages for this summary, include two examples of your best ethical practices or ethical dilemmas that **prove your daily/weekly/yearly communications and advertising or marketing efforts are consistent, honest and transparent.**

Examples you could refer to in this summary...

- Descriptions of methods your company or charity uses to assure all sales, promotional materials and advertisements are truthful and accurate.
- Examples of efforts by your company on whole to improve communications, advertising, marketing and sales practices that benefit your industry as a whole.
- Sales training policies and/or codes of ethics used by sales personnel that ensure all transactions are made in an up front and ethical manner.
- Show the judges how you ensure your employees don't exaggerate your expectations/products/services, or what the consequences are if they do.
- For charities, you can emphasize the transparency of your fund raising efforts.
- Charities can also supply information on cause-related advertising, such as an affinity program. If you have arrangements with firms that sell customer goods or services that state the charity will benefit from the sales, include the contracts or agreements.
- For small companies, you can compare your marketing against others in your industry.

Examples of proof you could refer to in this summary are...

(There is no limit to the amount of proof you can provide behind each summary)

- Any measurements explaining how you identified an ethical dilemma and data showing how it improved after the issue was addressed.
- Any outside verification or data to emphasize your statements are true.
- Results from an ethical dilemma that show a plan and proof of monthly or yearly review.

Criteria Four / Trustworthy Reputation in Your Industry and Community

Include two examples of your best ethical practices or ethical dilemmas that **show how your exceptional reputation is important and helpful to your industry and community.**

Examples you could refer to in this summary...

- Articles in trade/industry publications and news media that reflect your reputation in your industry and community.
- Awards, recognition and/or complimentary letters from others within your industry or trade group.
- Recognition for charitable and/or community service projects.
- For charities, include how your reputation has impacted your mission.

Examples of proof you could refer to in this summary are...

(There is no limit to the amount of proof you can provide behind each summary)

- Any measurements explaining how you identified an ethical dilemma and data showing how it improved after the issue was addressed.
- Any outside verification or data to emphasize your statements are true.

HINT: Start to collect information well in advance. Ask your most senior employees if they remember past ethical dilemmas. This will spur your memory as to why your company or charity has current policies in place.

Better Business Bureau of Wisconsin Foundation, Inc.

BBB|Business Ethics Torch Awards 2010 Application Form

Applicant's Contact Information

Name of Company/Charity: _____

President/Executive Director: _____

Contact Person: _____

Address: _____ City, State, Zip: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

Type of Business/Organization

____ For-Profit Business/501(c)(6)Non-Profit ____ 501(c)(3) Charity

Size of Business

____ 1-5 employees ____ 6-50 employees ____ 51-500 employees ____ 501 or more employees

Size of Charity

____ 1-50 employees ____ 51 or more employees

Applicant's Statement

As finalists, we agree that we will abide by the BBB guidelines for referencing the WI BBB Business Ethics Torch Award program in all advertising or public announcements. We understand that all submissions are protected under the BBB Privacy policy and will not be shared with the public without the applicant's written consent, and that site visits by our Torch Award judges may be requested in the final stages of the award process. As a finalist, we also understand that we will be asked to participate in a taped interview for inclusion in the awards ceremony presentation. Each year the winners will be asked to sit out for three years and runners up and honorable mentions are invited to reapply.

Signature of an authorized officer

Signature _____ Date _____

Printed Name _____ Title _____

History

Provide a brief history about your company or charity and its industry. Include information about your industry and its standards that may not be common knowledge to the judges. Briefly describe why your organization should win this award.

Application Submittal

Prepare four sections, one section for each of four criteria noted on the second page of the application packet. Each section should be two to three pages in length and should describe your best proven examples of ethical practices, for that criteria. Ethical practices can also be defined as an ethical dilemma and how it was handled. Every section should include enough detail to clearly demonstrate how such efforts were "above and beyond" your company's normal business practices. At the end of each section, back-up your statements with proof, internal or outside verification of your statements.

Better Business Bureau of Wisconsin Foundation, Inc.

BBB | Business Ethics Torch Awards Tips and Hints for Success

Keep it brief, but clearly demonstrate how your company goes above and beyond ordinary business practices and ethics. Include only the information you feel proves your example for each section. Remember each issue is weighted equally, so you'll want to provide your best practices and/or an ethical dilemma, and how you resolved it, for each category. Consider attending a Torch Award workshop to find out more about what the judges are looking for and reviewing a past winning application log on to www.wisconsin.bbb.org/workshops.

Suggested questions to help you find examples of ethical behavior in your organization:

- 1) Is there a typical, ethical dilemma in your industry? Explain and discuss how your company/charity handles the situation and how it defines your ethical work practices.** TIP: Include your organization's vision/mission, or corporate ethical beliefs in your answer. Inter-office ethics is another great topic of discussion. How does management handle employee personality issues; or how co-workers support each other within the organization.
- 2) Is there another person (besides the boss) inside or outside of your organization that an associate or employee can turn to if they have ethical or legal questions about your company or industry?** TIP: Include the firm's open communication policies in your answers.
- 3) Do your employees openly discuss your firm's limitations along with the benefits of your services/products with potential customers?** TIP: Include examples of how you accurately market your services and prevent misleading industry statements or promises.
- 4) Does your company set the standard for your industry on any advertising, service or product?** TIP: Explain how other organizations have followed your lead.
- 5) Can you explain any training, hiring or retention procedures and include how they have changed due to an ethical situation in your company or industry?** TIP: Describe the ethical situation, copy a page or two from your employee handbook that references your ethical policies. Provide samples of training content that show how ethics are addressed.
- 6) Does your strategic planning include discussion of corporate values? How have these values affected your everyday ethical practices?** TIP: Include examples of how your company rewards ethical behavior even if it costs the organization time or money.
- 7) Do you choose vendors/suppliers simply based on cost or because they have the best service, quality or product safety?** TIP: Include an example of a poor quality product or service you may have discovered and how you remedied the practice in an ethical way.
- 8) Are there any consequences for those associates who do not meet the company's ethical standards?** Describe a situation and how you handled it. TIP: Include how often the company reviews its associates relative to those ethical standards. Give an example of employees being rewarded for their ethical behavior or reprimanded for not meeting those standards.
- 9) Have you elevated standards for your industry or developed standards that are now used across several industries? List activities, how employees participated and what services were provided.** TIP: Include information about improving the quality of existing services or products.
- 10) Has someone in your company/charity led a local, national or international effort focused on consumer education, protection or consumer advocacy?** TIP: Focus on team efforts, as well as the results.

Getting Help

The BBB staff has put together a few ways to give applicants the help they need in preparing their submittal.

• Student Help

The BBB is currently working with instructors from Marquette University and University of Wisconsin-Whitewater to provide college students to aid in the application process. The number of students is limited and availability is based on a first come first served basis. Please let us know if you are interested in this unique type of assistance and we'll add your name to the waiting list. Student help is only available during the school year in late fall or early spring.

• Regional Workshops & Judges Workshops

Each month from November through July the BBB hosts a Torch Award Application Workshops at the Milwaukee and Appleton offices. The BBB also hosts separate regional Judges Application Workshops geared to non-profits, charities and businesses generally in Greater Milwaukee, LaCrosse, Whitewater, and Green Bay. If you'd like to request a regional workshop in your area please contact Carole at 414-847-6064. For the latest workshop listings, visit www.wisconsin.bbb.org/events.

• Private Meeting/Mentoring

The BBB can meet privately with an organization to answer any application questions you may have. Just give us a call and we'll do our best to either answer your questions or find a past applicant to answer your questions. Contact Carole at 414-847-6064 or email cmilos@wisconsin.bbb.org.

Interested in sponsoring the event?

There are several different ways you can support the event. As a Presenting Sponsor, Program Sponsor, Production Sponsor, Corporate Table Sponsor or a Workshop Sponsor. Call Liz Fredrichs at 414-847-6066 if you're interested in learning more about sponsorship opportunities.

International Torch Awards for Marketplace Ethics

Each year, all local winners, runners up, and honorable mentions are eligible to compete in the Council of Better Business Bureaus International Torch Awards for Marketplace Ethics. Applications for this award are generally due mid August with the awards being announce early spring in advance of the awards ceremony in Washington DC.

Contact the BBB

Please do not hesitate to contact us if you have any questions.

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Submit your application

Submit your application to the BBB on or before Monday July 12, 2010.

Attn: Carole Milos, Torch Award Entry
Better Business Bureau of Wisconsin Foundation, Inc.
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Milwaukee, WI 53214