



NEWS RELEASE

For Immediate Release  
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Contact:  
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American Foundation of Counseling Services  
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**American Foundation of Counseling Services  
Announces Good Ethics Day Activities  
Community-wide events to be held in conjunction with Annual Award Luncheon**

GREEN BAY, WI –Two companies and an individual, fostering a climate of ethical integrity in northeast Wisconsin, will be honored on Thursday, November 10th during the fourth annual Ethics in Business Award luncheon. Sponsored by American Foundation of Counseling Services, the event will be held from 11:30 a.m. – 1:10 p.m. at the KI Center in downtown Green Bay. Seats are available for \$45 per person or \$400 for a table of ten (see ticket order information below).

The keynote speaker for the event will be Mike Haddad, President & CEO of Schreiber Foods, Inc. Bill Jartz of WBAY-TV will serve as Master of Ceremonies. Green Bay Packaging is the Founding Sponsor for the event.

Events planned to promote Good Ethics Day and to foster a climate of ethical integrity include the following:

- Good Ethics Day Proclamation: Brown County Executive Troy Streckenbach and Green Bay Mayor Jim Schmitt will present the proclamation to Robert Johnson, Executive Director of American Foundation of Counseling Services. The proclamation will be held in the Common Council Chambers at Green Bay City Hall on Tuesday, November 10, 2011 at 9am.
- Ethics in Government Forum: Former Brown County Executive Tom Hinz and other local area government leaders will interact with students to discuss ethical values and experiences as government officials. They will present case studies and facilitate discussion so that students may apply this learning. This forum will take place in the Common Council Chambers at Green Bay City Hall on Tuesday, November 10, 2011 from 9am-11am. Students can then attend the Ethics in Business Awards Luncheon compliments of participating sponsors. For more information, please contact Debra Polster, forum coordinator at (920) 655-8878) or [dpolster@jagoutdoor.com](mailto:dpolster@jagoutdoor.com).



- Junior Achievement of Wisconsin “Excellence through Ethics, Ethics in Action”: This program brings together Brown County area high school students with corporate executives. Executives spend 45-55 minutes in the classroom sharing insights on ethics in the workplace, personal values and beliefs on ethical behaviors and engaging students in discussion and activities regarding the role of ethics in their school life and personal business situations. Sponsorship and speaker opportunities are available to support over thirty participating classrooms. Please contact Junior Achievement Director Laura Bilotti at (920) 336-1444 or [lbilotti@javis.org](mailto:lbilotti@javis.org) for more information.
- Brown County Library-Central Branch: Celebrate Good Ethics Day on November 10 with children’s stories about honesty, making good choices, and being a fantastic friend. Times are 9:30 a.m. for toddlers (ages 2-3) and 10:30 a.m. for pre-school children (ages 3-5). Please contact Katie Guzek at (920) 448-4400, extension 5842 or visit [www.co.brown.wi.us](http://www.co.brown.wi.us) for the listing of this event.
- Philosophers’ Café: A series of monthly forums, held at different venues in the Green Bay area, led by UW-Green Bay and St. Norbert College faculty. The general public is invited to engage in open, friendly and respectful dialogue on various philosophical topics in a relaxed and informal setting. “Ethics of Food” is the November topic in observation of Good Ethics Day. Moderator is Christopher Martin, PhD., UWGB; Philosophy. Forum will be held on Tuesday, November 10 from 7pm-8:30pm at Kavarna in downtown Green Bay. Please contact Leanne Kent, Ph.D., St. Norbert College, at (920) 403-2909 or, [leanne.kent@snc.edu](mailto:leanne.kent@snc.edu) or visit <http://www.snc.edu/philosophy/philosopherscafe.html> for more information.
- Future Leaders Essay Contest: Provides college-bound seniors at East High School the opportunity to compete for a \$1,000 scholarship by writing and submitting an essay on a topic concerning ethics in business. The winner then goes on to participate in the Ethics in Business Award Luncheon by reading the winning essay to those in attendance. The winner this year is Casey Schwartz. Currently, Casey has applied to several colleges including University of Wisconsin – Madison.

American Foundation of Counseling Services (AFCS) founded and is hosting the Ethics in Business Awards to foster a climate of ethical integrity in northeast Wisconsin, to heighten awareness of AFCS within the business community and to raise funds for AFCS’s healing work. **To reserve seats, contact Annah Dugan at (920) 437-8256 or [aholstead@afcscounseling.org](mailto:aholstead@afcscounseling.org).**



### **About AFCS**

American Foundation of Counseling Services was established in 1965 by George Kress and Norman Vincent Peale with the original goal of providing training and counseling education to clergy and congregations in northeast Wisconsin. Today, AFCS provides outpatient counseling to individuals, regardless of their insurance coverage or ability to pay. The organization is also a state-licensed child placing agency, providing intensive out of home placement for children that have been victims of abuse or neglect or who have delinquency issues. AFCS continues to work closely with the faith community in the area by providing pastor leadership groups, premarital counseling workshops, marriage enrichment seminars and individual consultation to clergy and church leadership teams. AFCS is affiliated with The Samaritan Institute of Denver, Colorado. To learn more about AFCS, visit [www.americanfoundationonline.org](http://www.americanfoundationonline.org) or contact Bob Johnson at (920) 437-8256.