



NEWS RELEASE

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American Foundation of Counseling Services
Names Ethics in Business Award Recipients
Awards to be Presented at the KI Convention Center on November 10th

GREEN BAY, WI – American Foundation of Counseling Services is pleased to announce the recipients of the 2011 Ethics in Business (EIB) Awards. One hundred and ten individuals and companies were nominated for the three awards, and 13 finalists were selected. Award criteria included demonstrating both business excellence and the highest standards of such values as civic and social responsibility, integrity, and ethical conduct. The EIB Selection Committee selected a finalist from each category – Individual, Non-Profit, and Business – to showcase at this year's event.

Freedom House Ministries will be presented with the 2011 award in the Not-for-profit category. Freedom House Ministries serves homeless families with children in Brown County. It provides shelter, food, clothing and on-site medical assistance and seeks to impact the entire family by offering a holistic, tailor made approach to breaking the cycle of homelessness and hopelessness.

With regard to Freedom House, the EIB Selection Committee noted that:

- They have demonstrated fairness with their process and treat all equally, while continually facing the dilemma of a long wait list and choosing who gets in shelter.
- They honor their ethical standards and their families trust and confidentiality, and have been faced with terminating an employee who crossed those boundaries.
- They make every effort to continue relationships and support for residents who have left the shelter and are no longer in their program. Even though they no longer have a responsibility for these individuals, they believe that ethically it is their role to help these families succeed.

Other Finalists in the Non-Profit category were: Cerebral Palsy, Inc., Encompass Early Education & Care, Inc., Literacy Green Bay, and N.E.W. Curative Rehabilitation.



the Karma Group will be presented with the 2011 award in the Business category. The Karma Group is an advertising and marketing firm that works with all types of mediums. It has served the greater Green Bay area since 1984. It continues to receive recognition for its work and won the Best of Show Broadcast top honor at the 2010 ADDY® Awards show.

The EIB Selection Committee applauds the Karma Group for their ethical practices as reflected by the following:

- They adhere to their ethical principles and values and have even walked away from business when it went against their principles and could not be resolved.
- They demonstrate the importance of putting principle before profit, while acknowledging the difficulty that brings, especially during times of recession and budget cuts.
- On an annual basis, they commit the full-time equivalency of two staff members to pro-bono and in-kind work. With only 35 employees, this represents nearly 6 percent of their total productivity.

Other Finalists in the Business category were: Ariens Co., Great Lakes Asset Corporation, and Wisconsin Public Service.

Rick Bahr will be presented with the 2011 award in the Individual category. Rick is the Executive Director of Innovative Services, Inc. He believes that personal ethics should be something a person practices every day, and that ethical behavior should not be something practiced only when “someone is watching”.

With regard to Rick, the EIB Selection Committee notes his ethical behavior and recognized the following:

- Rick believes he has a social responsibility as a steward of taxpayer’s money. When counties who contract services have offered rate increases, he has often declined because the existing rates were sufficient. In fact, Rick has even approached funding agencies with rate decreases because it was the right thing to do.
- He has exemplified generosity by forgoing pay increases for himself for multiple years in order to ensure that Innovative Services, Inc. employees received maximum benefits.
- He strives to address problems that arise, even if doing the right thing does not always feel good.

Other Finalists in the Individual category were: Robert (Bob) Bush, Kimberly Garner, and Herbert Liebmann.



The awards will be presented at a luncheon event on Thursday, November 10 at the KI Convention Center in Green Bay. The awards luncheon will be held from 11:00 a.m. – 1:10 p.m., and seats are available for \$45 per person or \$400 for a table of ten. The keynote speaker for the event will be Mike Haddad, President & CEO of Schreiber Foods, Inc. Bill Jartz, WBAY-TV anchorperson, will serve as Master of Ceremonies. Green Bay Packaging will serve as Founding Sponsor of the event. To reserve seats, contact Annah Dugan at (920) 437-8256 or aholstead@afcscounseling.org. For more information, visit www.americanfoundationonline.org.

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.

About the Selection Process

- Nominations are solicited in the early spring
- Initial screening completed by a selection committee
- Finalists names are given to the Research Team which is comprised of Students in Free Enterprise (SIFE) members at the University of Wisconsin – Green Bay
- A team of two SIFE members conduct personal interviews with all finalists. All are asked the same questions
- Finalists provide three references and SIFE members interview each reference by phone
- SIFE members write up a report on each finalist that includes information from all of the above
- The Selection Committee bases its decisions upon the information gathered in the reports
- The activities of both the Selection Committee and the Research Team are conducted independently of AFCS



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 or contact Bob Johnson at (920) 437-8256.