

# 2010 MINNESOTA BUSINESS ETHICS AWARD™ JUDGING CRITERIA AND ENTRY FORM



[www.MNETHICSAWARD.org](http://www.MNETHICSAWARD.org)

AWARDS LUNCHEON | MAY 19, 2010

THE MINNESOTA BUSINESS ETHICS AWARD™ (MBEA) was established in 1999 by the Minnesota Chapters of the Society of Financial Service Professionals (SFSP–MN) and the Center for Ethical Business Cultures® (CEBC) at the University of St. Thomas to raise the standards for business ethics in Minnesota and to honor those companies that exhibit the highest standards. The Minnesota Society of Certified Public Accountants joined as an award sponsor in 2009, replacing the Rotary Club of Edina as award sponsor from 2004-2009. The Minnesota Society of Certified Public Accountants joined as a sponsor in 2009.

Founded in 1939, SFSP–MN has over 300 members across the state of Minnesota who provide personal, family and business financial services. Members meet stringent educational, professional experience and ethics requirements. Founded in 1978 by Minnesota CEOs, CEBC assists business leaders in creating ethical and profitable business cultures at the enterprise, community and global levels. It provides educational and consulting services in ethical leadership development, builds awareness of the critical importance of ethical cultures for business and the community, helps educate the next generation of business leaders and, with its university partner, fosters research in the creation of ethical business cultures. The MNCPA, founded in 1904, is a not-for-profit professional organization with more than 9,300 members who work in public accounting, industry, government and education. To help members succeed professionally while mindful of serving the public interest, the MNCPA incorporates ethics into its core ideology. Members and the Society are motivated to conduct business with honesty and professional ethics.

In addition to the recognition which MBEA recipients receive, completion of the MBEA Entry Form provides businesses with a procedure for examining their ethics management goals and processes in light of best practices.





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# JUDGING CRITERIA AND ENTRY FORM

## MBEA CATEGORIES

Companies entering the MBEA competition, whether public or privately held, will be judged in one of three categories based on number of employees:

SMALL	Under 100 employees
MEDIUM	100 - 500 employees
LARGE	Over 500 employees

## JUDGING

Judging for the MBEA is conducted by preliminary and final panels of ethics experts drawn from business and academia. At the judges' discretion, the award may not be given in a particular category. If there is a finalist in a category, at least one award will be given in that category. Previous winners of the MBEA are not eligible to win again for five years from the year the award was received. The MBEA is designed to recognize Minnesota businesses. Companies that do business nationally and internationally are requested to focus the information provided on their Minnesota operations.

## THE MINNESOTA PRINCIPLES

The foundational standards for the MBEA are found in *The Minnesota Principles*.

Published by CEBC, The Principles may be found in their entirety on the Web at:

<http://mnethicsaward.org/mnprinciples.html>

*The Principles* describe the ethical relationships which businesses are expected to maintain with key stakeholders: Customers, Employees, Owners & Investors, Suppliers, Communities and Competitors.

In light of the stakeholder relationships described in *The Minnesota Principles*, the MBEA looks at:

- √ What you say you stand for
- √ How you do what you say you stand for, and
- √ How well you do what you say you stand for.

# SUBMISSION REQUIREMENTS

Submit TWO identical copies of your official MBEA entry in one-inch binders. Keep a copy for your records also. Please organize the information into four tabs as indicated. Print your company name on both binders' covers and spines.

## Send completed entries to:

Minnesota Business Ethics Award  
C/O SFSP Twin Cities Chapter  
2697 East County Road E, Suite 282  
White Bear Lake, MN 55110

**DEADLINE: COMPLETED ENTRIES MUST BE POSTMARKED ON OR BEFORE April 2, 2010.**

Original documents are preferred but copies will be accepted. Please use at least a 10-point typeface for all narrative. Entries exceeding the page limitations will be disqualified. *Non-text attachments, e.g., videos, CDs, etc., will not be considered by the judges.*

## Tab 1 Company Information

- A copy of the official Entry Form.
- A one-page cover sheet with the company's name; street address; CEO's name; and a key contact's name, phone and fax numbers and email address.

## Tab 2 Mission and Values

### *What You Say You Stand For*

Please include the full text of any company mission, vision, and/or values statements, along with any other documents of a similar nature (ethics code, "credo," "direction statement," etc.). Essentially, this is the place to describe "what you SAY" in your company's ongoing efforts to "DO what you SAY you stand for." Please include no more than a page indicating the dates and any other pertinent information about the adoption of these statements.

## Tab 3 Ethics & Compliance Program

### *How You Do What You Say You Stand For*

Use no more than one page each for the following:

1. Succinctly describe the **elements of the organization's ethics and compliance program**.
2. If written provide, or if unwritten describe, the organization's ethics and compliance **standards and procedures** to be followed by its employees and other agents.
3. Identify the job titles and relevant responsibilities of the specific individual(s) within high-level personnel of the organization (including, if applicable, members of the Board of Directors) who have been assigned **responsibility** for the organization's ethics and compliance program.
4. Describe how the organization ensures that it does not **delegate substantial discretionary authority** to individuals whom the organization knows, or should know through the exercise of due diligence, have a propensity to engage in unethical or illegal activities. Give two examples of the successful operation of this process (without giving any details that would violate confidentiality needs).

5. Describe how the organization **communicates its standards and procedures** (identified in (2), above) to all employees and other agents, e.g., by requiring participation in training programs or by disseminating publications that explain in a practical manner what is required.
6. Identify the **specific steps** the organization has **taken** to ensure its standards and procedures (identified in (2), above) are actually followed by its employees and agents, e.g., by utilizing monitoring and auditing systems and by having in place and publicizing a reporting system whereby employees and other agents could report unethical or illegal conduct by others within the organization without fear of retribution.
7. State how the organization has ensured its standards and procedures (identified in (2), above) are **consistently enforced** through appropriate disciplinary mechanisms, including, as appropriate, discipline of individuals responsible for the failure to detect a violation. Give two examples of the successful operation of this process (without providing any details that would violate confidentiality needs).
8. State how the organization has ensured its employees and agents are **appropriately rewarded and recognized** for adherence to the organization's standards and procedures (identified in (2), above). Give two examples of the successful operation of this process (without providing any details that would violate confidentiality needs).
9. Describe what the organization does **after a violation** has been detected, including how it responds to the violation and what steps it takes to prevent further similar violations. Give two examples of the successful operation of this process (without providing any details that would violate confidentiality needs).
10. Values statements, codes of conduct, ethics programs, and the rest serve only one purpose: to promote an ethical business culture. The bottom line question is whether they actually work to create that culture. Please describe something you believe demonstrates the ethical culture of your organization

## Tab 4 Demonstrated Excellence in Stakeholder Management

### *How Well You've Done*

**NOTE: Your examples in this tab are critical. Show how your company has excelled in its ethical performance. Be as concrete as possible.**

In no more than four pages, use examples to show how your company has

1. Exceeded industry norms, raised industry standards, or developed a unique way of serving one or more of your stakeholders

AND/OR

2. Responded to an ethical challenge or crisis in a way that is exemplary and could serve as a benchmark for others.

# 2010 MINNESOTA BUSINESS ETHICS AWARD™ ENTRY FORM



DEADLINE FOR ENTRIES: **APRIL 2, 2010**

MAIL ENTRIES TO:  
MBEA C/O SFSP TWIN CITIES CHAPTER  
2697 East County Road E, Suite 282  
White Bear Lake MN 55110

HOLD THIS DATE:

Wednesday, May 19, 2010  
12:00 — 1:30 P.M.  
Doubletree Hotel Minneapolis Park Place  
1500 Park Place Blvd.  
Minneapolis, MN 55416

[www.MNETHICSAWARD.org](http://www.MNETHICSAWARD.org)

## COMPANY INFORMATION

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

BUSINESS ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

WEBSITE: \_\_\_\_\_

CEO NAME: \_\_\_\_\_

BRIEF DESCRIPTION OF BUSINESS: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

COMPANY SIZE:

SMALL (Under 100 Employees)

MEDIUM (100-500 Employees)

LARGE (Over 500 Employees)

LOCATION OF PRINCIPAL HEADQUARTERS: \_\_\_\_\_  
\_\_\_\_\_

YEAR COMPANY WAS FOUNDED: \_\_\_\_\_

IF THEY SO CHOOSE, MBEA FINALISTS MAY RECEIVE FEEDBACK FROM THE JUDGES.

If your company is a finalist, do you wish to receive feedback from the judges?

YES  NO

COMPANY CONTACT FOR THE MBEA

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

COMPANY CERTIFICATION

To the best of my knowledge, the information provided herein is true and complete.

SIGNATURE: \_\_\_\_\_

NAME (PRINT): \_\_\_\_\_

DATE: \_\_\_\_\_

QUESTIONS?

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OR VISIT  
[www.mnethicsaward.org](http://www.mnethicsaward.org)



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