



## Press Release

March 3, 2015

### James Lukaszewski to Keynote

### Minnesota Business Ethics Awards Luncheon on May 13

MINNEAPOLIS – The **Minnesota Business Ethics Award** (MBEA) announces James (Jim) Lukaszewski, president, The Lukaszewski Group Division of Risdall Marketing, New Brighton, MN will keynote the MBEA awards luncheon on May 13 at the Nicollet Island Pavilion.

Known as America's Crisis Guru®, Lukaszewski has an international practice devoted to helping organizations and their leaders respond to extremely serious trouble they are in or have caused; recover from the damage they suffer and cause; manage the victims they create and must care for; repair reputational damage thru constructive, workable ethical approaches.

Lukaszewski is among the most prolific authors in his profession with twelve books and manuals, many monographs and hundreds of articles on crisis management, leadership and organizational reputation recovery. He has served on the Public Relations Society of America's (PRSA) National Board of Ethics and Professional Standards (BEPs) for more than twenty years.

The recipients of the 2015 MBEA will be announced at the luncheon on May 13 at noon. Award recipients are evaluated by MBEA judges in three company size categories: small (under 100 employees), mid-size (100 to 500 employees) and large (more than 500 employees). Entries are reviewed by a preliminary judging panel for each size category, and up to three entries from each category are forwarded for review by the finalist judging panel.

Registration for the luncheon is open at [www.mnethicsaward.org](http://www.mnethicsaward.org).

*The MBEA recognizes Minnesota businesses that exemplify and promote ethical conduct in the workplace, the marketplace and the community. Since its founding in 1999, the MBEA has recognized 46 Minnesota-based businesses, ranging in size from less than 10 employees to more than 150,000. The MBEA was founded by the Society of Financial Service Professionals – Twin Cities Chapter and the Center for Ethical Business Cultures (CEBC) at the University of St. Thomas Opus College of Business. Joining these two organizations as a sponsor is the National Association of Insurance and Financial Advisors (NAIFA) – Minnesota. Information about the MBEA and a list of past MBEA recipients can be viewed at [www.mnethicsaward.org](http://www.mnethicsaward.org).*

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