

2012 MINNESOTA BUSINESS ETHICS AWARD™ JUDGING CRITERIA AND ENTRY FORM



www.MNETHICSAWARD.org

AWARDS LUNCHEON | MAY 16, 2012

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.

Founded in 1939, FSP-Twin Cities 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. Serving at the intersection between thought and practice leadership, the Center brings together leading academic and business practitioners in the field of business ethics providing public programs; engaging in research; and building and delivering governance and leadership development programs and services. 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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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.

ELECTRONIC SUBMISSION REQUIREMENTS

Tab 1 Company Information

- A copy of the official Entry Form.

Tab 2 Mission and Values

What You Say You Stand For

Please include the full text of any company mission, vision or values statements, along with any other documents of a similar nature (ethics code, “credo”, “direction statement”, etc...) This is the place to describe “what you SAY” in your company’s ongoing efforts to “DO what you SAY you stand for”.

Tab 3 Ethics & Compliance Program

How You Do What You Say You Stand For

(No more than 8 pages allowed for Tab 3)

1. Values statements, codes of conduct, ethics programs, and the like serve only one purpose: to promote an ethical business culture. Describe two (2) examples within your organization that you believe demonstrate the ethical culture of your organization.
2. Succinctly describe the key elements of the organization’s ethics and compliance programs, as well as written or unwritten standards and procedures to be followed by employees and agents. How does the organization communicate these standards and procedures?
3. Identify the job titles and relevant responsibilities of the specific individual(s) (from the top of the organization down) who have been assigned responsibility for the organization’s ethics and compliance programs. How does the organization ensure that substantial discretionary authority is delegated to appropriate individuals at appropriate levels?
4. Describe steps the organization has taken to ensure its standards and procedures are followed by employees and agents (e.g. monitoring, auditing and reporting systems) and how the organization ensures the standards and procedures are consistently enforced.
5. State in one or two (1-2) examples how the organization has ensured its employees and agents are appropriately rewarded and recognized for adherence to the organization’s standards and procedures.
6. Provide one or two (1-2) examples of how the organization responds to a violation of the standards and procedures.

Tab 4 Demonstration Excellence in Stakeholder Management-Balancing Relationships *How Well You’ve Done*

(No more than 6 pages allowed for Tab 4)

NOTE: Your examples in this tab are critical. Demonstrate how your company has excelled in its ethical performance with all of its stakeholders. Be specific.

1. How has the organization exceeded industry norms, raised industry standards, or developed a unique way of serving one or more of its stakeholders?
2. How has the organization displayed responsibility for its actions that respect the dignity and interests of its stakeholders?
3. How has the organization responded to an ethical challenge or crisis in a way that is exemplary and could serve as a benchmark for others? Describe how the organization assessed the impact on stakeholders in its response to the challenge.
4. Describe a situation where the organization was required to assess the long and short term impact of a decision on the organization and its stakeholders, and how the final decision was reached.
5. Provide an example of the organization balancing its relationship with “immediate stakeholders” such as employees, customers and owners/shareholders with those of broader stakeholders such as the local and global communities in which the organization conducts business.

NOTE: If application materials exceed the page limits for specific sections or include appendices, judges are not obligated to review those additional materials in judging a submission.

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DEADLINE FOR ENTRIES: **APRIL 6, 2012**

HOLD THIS DATE:

SUBMIT YOUR ENTRY ONLINE AT:
www.mnethicsaward.org

May 16, 2012 | Wednesday
12:00 — 1:30 P.M.
Nicollet Island Pavilion
40 Power Street
Minneapolis, MN 55401

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: _____

COMPANY CONTACT FOR THE MBEA

NAME: _____

TITLE: _____

STREET ADDRESS: _____

PHONE: _____

FAX: _____

EMAIL: _____

VERIFICATION STATEMENT

I have reviewed the foregoing Minnesota Business Ethics Award submission, and to the best of my knowledge, the information contained in this submission is a true and accurate reflection of our ethical aspirations, processes and performance.

SIGNATURE: _____

NAME (PRINT): _____

DATE: _____

QUESTIONS?

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OR VISIT

www.mnethicsaward.org



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