

COMBINED ROTARY OF PENSACOLA
UNIVERSITY OF WEST FLORIDA COLLEGE OF BUSINESS
11000 University Parkway
Pensacola, FL 32514

February 2, 2009

Rotary Four Way Test

- 1) *Is it the TRUTH?*
- 2) *Is it FAIR to all concerned?*
- 3) *Will it build GOODWILL and BETTER FRIENDSHIP?*
- 4) *Will it be BENEFICIAL to all concerned?*

Dear Friend:

The Combined Rotary Clubs of Pensacola believe there are exemplary persons in our community who exhibit outstanding ethical practices. We need your help in identifying those persons who should be given community-wide recognition. That is why the Combined Rotary Clubs of Pensacola along with the University of West Florida College of Business established an Ethics in Business Award. This year's award is the seventh annual award and will be presented May 4, 2009. Two awards will be given, one for an individual from an organization with 100 or more employees and one from an organization with 99 or less employees.

Enclosed is a copy of the 2009 Nomination Form of the Combined Rotary of Pensacola Ethics in Business Award. The Combined Rotary of Pensacola and the University of West Florida are promoting this project because:

- 1) Community well being is enhanced by businesses that do well by doing good. Recognizing individuals and institutions encourages those who are doing the right thing in an environment that often disparages idealism.
- 2) A cooperative venture of this kind builds positive exchanges within the business community and uncovers innovative practices and unsung heroes.
- 3) The program invites scrutiny, heightening ethical awareness of ones' own practice.

On the nomination form you'll find the evaluation criteria. We ask that you attach a one-page description of the nominee's ethical activities, addressing criterion #1 and one or more additional criteria for the award.

Nominations must be received by April 3, 2009. Please send the completed application to Ed Ranelli, Dean, College of Business, University of West Florida, 11000 University Parkway, Pensacola, FL 32514 (or fax to 850-474-2716).

If you have any questions concerning this, please feel free to call Dr. Ed Ranelli at 850-474-2348 or Ted Kirchharr at 850-266-6192.

Sincerely,

Ted A. Kirchharr

**2009 NOMINATION FORM
COMBINED ROTARY OF PENSACOLA ETHICS IN BUSINESS AWARD**

PRIMARY CRITERION:

1. Adheres to the high ethical standards of honesty, integrity, and consistency in dealing with employees, contractors, and customers, while positively enhancing the economic well-being of the firm's stakeholders providing jobs, opportunity, and profits.

ADDITIONAL CRITERIA (2-4):

2. Participates in activities beneficial to the community beyond the provision of economic benefits as an ongoing enterprise.
3. Serves as a leader or innovator in the firm's business sector, enhancing the economic strength of the enterprise.
4. Adheres to fair and truthful principles of business practice reflected in the Rotary 4-Way Test.

***Attach a one page description of the nominee's actions addressing criterion #1 and any of the remaining criteria (2, 3, and 4).**

ROTARY FOUR WAY TEST

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- 3) Will It build **GOODWILL** and **BETTER FRIENDSHIP**?
- 4) Will it be **BENEFICIAL** to all concerned?

