CELEBRATING and RECOGNIZING local companies that demonstrate INTEGRITY and a STRONG COMMITMENT to ethics in all that they do.
CONGRATULATIONS

Better Business Bureau of Minnesota and North Dakota (BBB) Torch Awards for Ethics recognize and publicly acknowledge companies that display an outstanding level of ETHICS, CUSTOMER SERVICE and INTEGRITY in all aspects of their operations. These companies generate a high level of TRUST among their employees, customers and their communities. This award EMBODIES BBB’s mission of advancing marketplace trust.

This Torch Award really helps us become a BETTER COMPANY but also a more ATTRACTIVE COMPANY to do business with because our clients know our customers are going to be in GOOD HANDS.

- Peter Gaetz, Vice President for Preferred Credit | 2018 Winner

ELIGIBILITY AND AWARD CATEGORIES

The Torch Awards for Ethics are open to all for-profit businesses of any size in Minnesota and North Dakota. Nominees must be in good standing with BBB; however, BBB Accreditation is not a requirement.

KEY DATES

Preparation Workshops
June 7, 2019 | 10:00 - 11:00 am OR June 11, 2019 | 1:00 - 2:00 pm

BBB will offer free workshops at its Burnsville office to assist nominees and representatives of their companies in assembling Torch Awards for Ethics entry packets.

Nominees may choose one of the two workshop sessions to attend:

Workshop participants must preregister for these sessions at thefirstbbb.org/events.

Award Ceremony
November 20, 2019 | 2:30 - 5:00 pm at the Radisson Blu, MOA

The Official Torch Awards for Ethics Entry Deadline
4:00 PM ON FRIDAY, AUGUST 15, 2019

EXCLUSIONS

• A company is not eligible to compete if any of the following conditions apply:
  • Been in business less than three years
  • Earned less than a “B” rating from BBB
  • There are indications they have not met their financial obligations
  • They have won this award in the past three years

CATEGORIES

Companies entering the 2019 Torch Awards for Ethics competition will be judged in one of four categories based on the number of employees:

| CATEGORY I | 1-10 Employees | CATEGORY II | 11-50 Employees |
| CATEGORY III | 51-175 Employees | CATEGORY IV | Over 175 Employees |

JUDGING PROCESS

Entries for the BBB Torch Awards for Ethics will be reviewed by a panel of volunteer judges independent of BBB and its Board of Directors. Criteria for selection are based on the six “PRINCIPLES OF TRUST!” established by BBB.

If your company has been the subject of a major lawsuit, including class action suits, or adverse government actions in the past three years, this information must be disclosed as part of your entry and will be taken into account.

Decisions made by the judges are final.

PRINCIPLES OF TRUST

Transformation at the Top
Reinforce and Build
Unite the Team
Steer Performance
Treasure People
Enthusiastically Reinvest!

An unexpected BENEFIT was it created the opportunity to really think about our policies and procedures, how we treat our employees and customers, and if we successfully conveyed our ETHICS in day to day interactions with those customers.

- Plumb Right | 2015 Winner
SUBMISSION REQUIREMENTS

Your business must submit one hard copy of the entry packet to BBB, as well as an electronic copy.

FOLLOW THESE STEPS TO COMPLETE YOUR ENTRY

1. Complete the enclosed entry form. Your signed entry form attests that your company is in full compliance with all laws and has not incurred adverse government action, nor engaged in any other business conduct which would reflect negatively on the company or BBB.

2. Address the questions in each of the six sections listed on the following page.

3. Provide three references from one of each: customer, vendor and community partner.

4. Include evidence of financial integrity such as a current credit report, a bank reference, vendor reference or a Dunn & Bradstreet report.

5. Use tabs to separate the binder into seven sections (one for each criterion and another for references and financial documents). Videos, DVD or CD media will not be reviewed.

6. Include any supporting documents (examples of policies, manuals, communications, etc) in the correlating sections.

7. Include company name on the cover and spine of the binder.

8. Submit one hard copy of your entry to BBB. The entry must be in a 1-inch, 3-ring binder.

9. Submit an electronic copy of your completed entry to: bbb.org/minnesota/ta-entry

10. Please retain a copy of your completed entry. All submitted entries become the property of BBB and cannot be returned.

11. Mail or drop off your completed entry to: Better Business Bureau
    ATTN: Zeta Kilbride
    220 S. River Ridge Circle
    Burnsville, MN 55337

Questions: Zeta Kilbride | zeta.kilbride@thefirstbbb.org | 651-695-2459

2019 TORCH AWARDS FOR ETHICS
ENTRY GUIDELINES

A company should demonstrate its commitment to HIGH ETHICAL STANDARDS of behavior and provide documentation in all of the SIX SECTIONS noted below. We understand that each company is unique and has different needs, experience and policies.

It is not necessary to address ALL of the suggested content in each of the six sections, they are merely provided as illustrations of possible content to demonstrate that criteria. We encourage you to find examples of your leader’s/organization’s practices that best exemplify each, or any, of the six “PRINCIPLES OF TRUST!”

For each section provide a narrative summary that addresses the content or questions asked.

SECTION 1: TRANSFORMATION AT THE TOP
Include a letter from the CEO/President or Owner that includes a personal statement of their commitment to ethical business practices.

Suggestions for content:
- A statement of the leader’s or leadership team’s personal code of ethics and how this code became significant
- Participation in workshops/conferences or training in ethics
- Examples of ethical challenges faced and how they were resolved
- Examples of any public statement (speech, advertising or publication) of the leader’s commitment to ethics
- How the leaders are transparent, value candor or receive feedback from the organization, vendors or customers

SECTION 2: REINFORCE AND BUILD
Describe how your organization uses internal and external communication and/or activities that help your organization intentionally build and maintain an ethical culture and practice.

Suggestions for content:
- How new employees are informed and/or trained in the company’s ethical policies
- How the CEO/President/Owner’s personal code of ethics is communicated to employees, vendors or customers
- Tools or activities that model, mentor, teach and reinforce defined character ethics as part of management communications/practices
- Use of a character code or content in staff meetings
- Vendor relations manuals, customer policies and stakeholder relations procedures (narrative description only)
- How ethical behaviors of employees are identified and recognized
I would **HIGHLY RECOMMEND** applying for this award. Taking the time to reflect on our business practices through an ethics lens has really helped us to solidify our **CORE VALUES** and has made our commitment to **ETHICAL BUSINESS PRACTICES** even stronger as a result.

- Discount Steel | 2017 Winner
WHAT IS THE TORCH AWARDS FOR ETHICS?
The Better Business Bureau Torch Awards for Ethics (previously known as the Integrity Awards) recognize companies that display an outstanding level of ethics and integrity in all of their business dealings. These companies generate a high level of trust among their employees, customers and their communities. The award embodies the Better Business Bureau mission of advancing marketplace trust. The Torch Awards is open to all for-profit businesses of any size in Minnesota and North Dakota. Nominees must be in good standing with BBB; however, BBB Accreditation is not a requirement.

WHO JUDGES THE ENTRIES?
Entries are reviewed by a panel of volunteer judges, independent of BBB and its Board of Directors. The panel is comprised of business and community leaders, including at least one previous winner.

HOW MANY ENTRIES DO YOU RECEIVE?
We receive a number of entries – generally around 35 total – in our varying size categories.

There are four available size categories based upon number of employees:
• Category I: 1 – 10 employees
• Category II: 11 – 50 employees
• Category III: 51 – 175 employees
• Category IV: 176+ employees

TO SUBMIT AN ENTRY FOR MY COMPANY, DO I JUST NEED TO FILL OUT THE ENTRY FORM AND SEND IT IN?
There is more to it than that. You need to follow the instructions on pages 2-5 of the Entry Packet and put together an entry binder. This entry is a reflective process to which you will want to devote some time and focus. A completed entry binder must contain the entry form, responses to sections 1-6, three reference letters (customer, vendor, community partner), evidence of financial integrity and any other supporting documents.

DO I HAVE TO ADDRESS ALL OF THE SUGGESTED CONTENT FOR EACH OF THE SIX SECTIONS?
No, you do not have to address all (or any) of the suggested content. It is there as a guideline and to help generate ideas. Find areas in each section that best exemplify your company’s practices and culture. We recommend having 2-3 key messages in each section and try not to get carried away by including anything and everything your company does. There are no page limits. Any supporting materials should go with their correlating section when organizing your entry.

HOW SHOULD PART-TIME EMPLOYEES, SUB-CONTRACTORS AND SEASONAL WORKERS BE COUNTED FOR THE COMPANY SIZE CATEGORY?
Sub-contractors and seasonal employees should not be included in the employee count. Part-time employees, however, should count as half; so two part-time employees are equivalent to one full-time employee when determining your company size.

HOW SHOULD WE DETERMINE EMPLOYEE COUNT IF WE ARE A LOCAL OFFICE AND OUR HEADQUARTERS IS LOCATED IN A STATE OUTSIDE OF MINNESOTA OR NORTH DAKOTA?
It is preferred that the headquarters location be the initiating location to enter any BBB awards competition. The headquarter company location should enter for all locations (total number of employees) in the headquarters’ city (there are BBB’s across North America with similar awards programs). However, BBB of MN and ND will allow regional locations to enter, with the following requirements:
• The headquarters should give written permission to apply as a division/regional office (include this permission in the entry)
• The entire award entry must be focused only on the regional location’s statistics, resources and outputs in the community
• The company size is determined by the regional office number of employees
• Finalist or winner status (if obtained) may only be advertised in Minnesota and North Dakota

WHY ARE WE REQUIRED TO INCLUDE A FINANCIAL INTEGRITY DOCUMENT?
The purpose of asking for this information is to provide the judges evidence of a company’s financial integrity from a third party (not their accountant). BBB wants to ensure that companies have met their financial obligations.

WHAT CAN WE PROVIDE AS OUR FINANCIAL INTEGRITY DOCUMENT?
This can be a current credit report, bank reference, letter from vendor, or Dunn & Bradstreet report. If you’re including a bank reference, your bank would need to state that “X company is a customer since X time. X company has a line of credit and has paid as agreed according the terms of the loan.” If a bank will not provide this for you, another suggestion is to ask for this information from a vendor, or someone that has a history of doing business with your company.

I AM A ONE-PERSON COMPANY, AND MUCH OF THE SUGGESTED CONTENT IS GEARED TOWARD ORGANIZATIONS WITH EMPLOYEES. DO YOU HAVE ANY FEEDBACK ON HOW TO COMPLETE EACH OF THE SIX SECTIONS?
Focus on all of the people you have come in contact with and standards that you hold. Have you worked with vendors? If so, highlight those experiences in Section 5. Think about projects you have worked and share those. Have you worked with an intern, volunteers or sub-contractors? What standards do you hold yourself to? You most likely have a set of guidelines that you adhere to; it just might not be written down because it’s not necessary to.
FREQUENTLY ASKED QUESTIONS CONTINUED

DO I NEED TO PAY ANYTHING TO COMPETE FOR THE TORCH AWARDS?
There is no cost associated with submitting an entry.

HOW DO I UPLOAD THE ONLINE VERSION OF MY ENTRY?
You are required to upload your entry online and it should be the exact same version
as your hard copy entry. This allows the judges to review the entries prior to their
judges meeting. Visit BBB’s website (bbb.org/minnesota/ta-entry) to upload your
entry. Your online entry needs to be uploaded by Thursday evening, August 15. Follow
the instructions on each page, as it will walk you through the process. You have the
ability to save your work and go back at any time to complete it.

DO YOU HAVE EXAMPLES OF WINNING ENTRIES FROM PREVIOUS YEARS?
Yes, we have entries from past award winners available. If you would like to arrange
a time to come to our office in Burnsville to review these,
contact Zeta Kilbride at 651-695-2459 or zeta.kilbride@thefirstbbb.org.
Appointments can be made during regular business hours.

It’s so fun to say we won this award from the BBB - we think we’re
doing great and so do they. Everyone looks up to the BBB as just that -
you’re making sure companies are doing the RIGHT THING.
It’s something the BBB doesn’t just hand out lightly. There’s a ton of work
in it, and we’re very well thought of because of that award.
- Tomas Zewski, Chief Marketing Officer, Handi Medical Supply | 2018 Winner

BBB Accreditation signifies TRUST, INTEGRITY
and an unwavering COMMITMENT to ethics.

Finalist
YOUR COMPANY WILL RECEIVE:
• Company name on BBB website, with link to your own website
• Company name and logo in all Torch Awards related materials, prior to event:
  ▪ Invites (sent to approx. 7,000 businesses in MN & ND)
  ▪ Emails to MN & ND BBB Accredited Businesses (7,000+ businesses)
  ▪ Consumer E-Newsletter (21,000+ subscribers)
• Company name, logo and description in event program
• Company recognition in Torch Award-related press releases
• Company featured in a short, background video that is played at the Torch
  Awards ceremony and distributed for the company’s use
• Professional photos for promotional use
• Finalist award presented onstage during ceremony at Radisson Blu
• Authorized use of the Torch Awards finalist logo

Recipient
YOUR COMPANY WILL RECEIVE ALL OF THE ABOVE BENEFITS, PLUS:
• Company representative invited onstage to accept award and give acceptance
  speech
• Posting of your award status in the Consumer E-Newsletter, in emails to BBB
  member companies, on BBB social media, and in BBB issued press release
  following the event
• Authorized use of the Torch Awards winner logo and the ability to promote your
  award winner’ status
• Company prominently featured in radio PSAs promoting the 2020 Torch Awards
• Consideration for the International BBB Torch Awards for Ethics

As a 2019 BBB Torch Awards for Ethics FINALIST or RECIPIENT,
your company will receive ...

*NOTE: BBB reserves the opportunity to add additional benefits