



# THE ETHICS ADVOCATE AWARD

J. MACK ROBINSON COLLEGE OF BUSINESS

The Center for Ethics and Corporate Responsibility

**Deadline:**

**May 30, 2009**

The **Ethics Advocate Award** is presented annually by The Center for Ethics and Corporate Responsibility to recognize the contributions of an individual who has been an effective **agent of change by seeking to raise ethical standards** in the business community or in his or her own field of endeavor.

## PAST HONOREES

2003 — **The Hon. Robert Benham**, justice on Supreme Court of Georgia, recognized as an advocate of judicial reform and outspoken proponent of ethics, equality and fairness in the state's judiciary, legal profession and business community.

2004 — **Mr. Ray Anderson**, chairman and founder of Interface Inc., the leading manufacturer of commercial carpet, honored as an advocate of environmental sustainability, a principle that led him to adopt a revolutionary strategy aimed at reducing his company's environmental impact to zero by the year 2020.

2005 — **Mr. Bill Bolling**, founder and executive director of the Atlanta Community Food Bank, recognized for his leadership in advocating that businesses take seriously their ethical responsibilities to those suffering from hunger and illiteracy.

2006 — **The Hon. Shirley Franklin**, mayor of Atlanta, selected for her steadfast commitment to ethics reform in city government. Ms. Franklin is recognized for her leadership in advocating and enforcing an "ethics first" approach to government.

2007— **Mr. Charles Brewer**, founder and CEO of MindSpring Enterprises until its merger with EarthLink, chosen for his public advocacy of values-based management, which he sees as the key to reforming the world of business.

2008—**Mr. Neville Isdell**, chairman of the board of The Coca-Cola Company, selected for his advocacy of corporate responsibility and environmental sustainability. Mr. Isdell championed transformations that model positive corporate responses to changing global needs and expectations.

## SELECTION CRITERIA

The general selection criteria are based on Aristotle's three components of ethical action: **Perception**, to recognize what needs to be done; **Reason**, to formulate and put forth practical solutions; and **Desire**, to persevere in bringing about positive change. The selection committee evaluates the following characteristics of nominees, who must have demonstrated leadership by:

- *Perceiving and raising awareness of a specific need, problem or opportunity that should be addressed*
- *Advocating a practical solution or course of action to benefit the common good*
- *Inspiring others to share his or her vision and goals*

## AWARD PRESENTATION

World-renowned artist **Malcolm Grear** has captured the spirit of the Ethics Advocate Award in a unique sculpture presented to the honoree. The award is presented at an evening reception at the Carter Presidential Center in Atlanta during which the award recipient is invited to give an address.





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2009 NOMINATION FORM

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**Name of Nominee** \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Telephone \_\_\_\_\_

**Nominator's Name** \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Telephone \_\_\_\_\_

E-mail address \_\_\_\_\_

## Executive Summary

Describe the specific problem perceived by the nominee and how the nominee demonstrated advocacy in promoting a solution to this problem. (Not to exceed 300 words.)

## Advocacy

Please provide one or more examples of ways in which the nominee has been an advocate for ethics. Specifically address the following for each example:

What need, problem or opportunity did the nominee perceive?

What solution to this need, problem or opportunity did the nominee advocate?

How has the nominee inspired others to share his or her vision and goals?

Please describe how the nominee's advocacy efforts have contributed to the betterment of an industry, profession or society at large.



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## Other Sources of Information on the Nominee

Please provide names and contact information of two other individuals with whom we may speak about the nominee's qualifications for this recognition:

Name \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

Name \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

To your knowledge, is the work of the nominee featured on any web site or online news source? If so, please provide URLs:

A volunteer committee of business and community leaders will evaluate the nominations and will recommend an award recipient to the Board of Governors of The Center for Ethics and Corporate Responsibility. The Board of Governors will confirm the selection of the recipient of the 2009 Ethics Advocate Award. The date of the award presentation will be set with the input of the award recipient once the honoree is named. The nominee must be available to attend the presentation and make a formal address. Nominees may reside in any geographic region of the world. Posthumous nominations will be considered only in special circumstances. Nominations **must be postmarked by May 30, 2009**. Submit this form, together with any supporting materials, to:

Ethics Advocate Award Committee  
**The Center for Ethics and Corporate Responsibility**  
J. Mack Robinson College of Business  
34 Broad Street  
P.O. Box 3994  
Atlanta, Georgia 30302-3994  
404-413-7420  
404-413-7427 (fax)

