



NEWS RELEASE

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American Foundation of Counseling Services Announces Ethics in Business Awards Finalists *The 9th Annual Awards to be presented at the KI Convention Center on November 10th*

GREEN BAY, WI – American Foundation of Counseling Services (AFCS) announces the finalists of the 2016 Ethics in Business Awards. This is the ninth year of the awards which recognize one business, one non-profit organization, and one individual who have demonstrated both business excellence and the highest standards, which includes ethical principles such as integrity, accountability, and responsible citizenship.

This year, nearly 80 individuals and companies were nominated for the three awards.

The finalists in each category are:

Individual Category:

- Denis Hogan (Associated Bank)
- Allan Jamir (Community Leader)
- Toni Loch (Howe Neighborhood Family Resource Center)
- Kathy Pletcher (Community Leader)

Business Category:

- Denmark State Bank
- Hillcrest Homes
- Foth & Van Dyke
- Koehler Flooring

Non-Profit Category:

- Aging & Disability Resource Center
- Bellin Health
- Cerebral Palsy, Inc.
- NEW Community Shelter

Over the next several months, the finalists will go through a research and selection process after which one finalist will be selected from each category as the award recipient.

Past years' award recipients include:

- **Individual category:** Andrea Pasqualucci, James Rivett, Diana Brown, Harry Maier, Rick Bahr, Bill Jartz, Connie Greenawald, and Mark Skogen.
- **Business category:** Sure-Dry Basement Systems, Inc., Grancare Nursing Center, Festival Foods, The Animal House, the Karma Group, MCL Industries, Inc., Nsight / Cellcom, and Arketype.



- **Non-profit category:** Greater Green Bay Community Foundation, Literacy Green Bay, Inc., Golden House, NWTC, Freedom House Ministries, Wisconsin Public Radio, Innovative Services, Inc., and ASPIRO.

AFCS founded and is hosting the Ethics in Business Awards to foster a climate of ethical integrity in northeast Wisconsin, to heighten awareness of AFCS within the business community, and to raise funds for AFCS's healing work.

The first event was held in 2008 and momentum continues to grow each year – in dollars raised and community involvement. Since this time, the following has evolved:

- Nearly **4,500** individuals have attended EIB luncheons.
- Over **740 nominations** have been submitted for businesses, non-profits, and individuals.
- More than **\$920,000** has been raised to provide services to individuals, children and families who do not have means to pay for counseling and preparing foster children to lead independent and successful lives once they turn 18 and are no longer eligible for foster care.
- Over **340 students** have participated in the annual Ethics in Government Forum.
- More than **250 classrooms** received presentations thru the "Excellence through Ethics, Ethics in Action" program of Junior Achievement.

This year's awards will be presented at a luncheon event on Thursday, November 10th at the KI Convention Center in Green Bay. The luncheon will be held from 11:00 a.m. – 1:10 p.m.; seats are available for \$50 per person or \$450 for a table of ten. Bill Jartz, WBAY-TV News Anchor, will serve as Master of Ceremonies. Rob Davis, Director of Player Development for the Green Bay Packers, will be the keynote speaker. Green Bay Packaging is the Founding Sponsor and Associated Bank is the Meal Sponsor of the event. For more information, visit: www.AFCScounseling.org.

About the Selection Process

- Nominations are solicited in the early spring.
- Initial screening completed by a selection committee.
- Finalists names are given to the Research Team, which is comprised of Enactus students at the University of Wisconsin – Green Bay.
- Teams of two Enactus members conduct personal interviews with all finalists with all being asked the same questions.
- Finalists provide three references and Enactus members interview each reference by phone.
- Enactus members write a report on each finalist from all of the information gathered and provide it to the Selection Committee.
- In August, award recipients are chosen by the Selection Committee after a thorough review of the reports.
- The activities of the Selection Committee and the Research Team are conducted independently of AFCS.

About AFCS

American Foundation of Counseling Services was established in 1965 by George Kress and Norman Vincent Peale with the original goal of providing training and counseling education to clergy and congregations in northeast Wisconsin. Today, AFCS provides outpatient counseling to individuals and families and provides payment alternatives to make counseling affordable for those who are uninsured and underinsured. The organization is also a state-licensed child placing agency, providing intensive out of home placement for children that have been a victim of abuse or neglect or who have delinquency issues. Additionally, AFCS provides a variety of leadership services through its Clergy and Congregational Care program. AFCS is affiliated with The Samaritan Institute of Denver, Colorado. To learn more about AFCS, visit www.AFCScounseling.org or contact Bob Johnson at (920) 437-8256.