

## 2011 For-Profit Business Nomination Form

Nominee:  
Nominee's Address:  
City and Zip Code:  
Nominee's Daytime Phone:  
Alternate Phone:  
Nominee's Email:  
Nominee's Number of Employees:  
Nominee's Number of Years in Operation:  
**(Minimum of three years required for consideration)**

Name of Person Submitting Nomination (Nominator):  
Nominator's Address:  
City and Zip Code:  
Nominator's Daytime Phone:  
Alternate Phone:  
Nominator's Email:

Please keep nomination narrative to 1000 words maximum. (In other words, all answers to the questions must not exceed 1000 words total.) A complete nomination will enable the Screening Committee to conduct an effective review of your nomination.

1. **Background:** Please provide a concise profile of the nominee.
2. **Impact:** How has this nominee's ethical behavior and decision making qualities had a positive impact in New Mexico or in their local community? How does this nominee instill or encourage ethical behavior?
3. **Role Model:** What sets this business apart from others? In other words, how does this nominee "walk the talk", set and adhere to high ethical standards in the business community?

Examples for questions 2 and 3 above might include implementing highly effective processes and practices to ensure ethical decision making; adoption of and/or championing ethical safeguards within organizations; demonstrating authenticity and transparency; achieving/requiring exemplary financial responsibility and accountability; effectiveness in collaborating with others to achieve these outcomes; examples of how the nominee may have demonstrated moral courage and "did the right thing" in the face of organizational, political or other pressures; how the nominee handled a particularly difficult ethical dilemma or conflict of interest; evidence of ethical behavior towards stakeholders such as customers, employees, the community at large and the environment; how company values are integrated into the business's culture; and the extent to which the business's activities go beyond what is required by law or industry standards.