



 **BBB** Torch
Awards
for Ethics

— PRESENTED BY:  **fnbo** —

BBB Foundation Serving Northern Colorado and Wyoming

Invites you to celebrate our 2020 Torch Awards for
Ethics and Spark Awards for Entrepreneurship Winners



The Torch Award for Ethics is the most prestigious award BBB can present to a business and nonprofit. Since 1999, we have honored more than 100 local businesses and nonprofits with this elite award. Last summer, 11 businesses and 3 nonprofits were chosen out of a pool of more than 25 nominees to compete for this year's BBB Torch Award for Ethics.

Our past winners agree that competing for the Torch Award is no easy feat. To win this award, organizations must be willing to take a hard look at their culture and processes and answer tough questions about just how well ethics are integrated into everything they do from top to bottom. They must demonstrate how their organization met BBB's TRUST Principles, which serve as the criteria for the Torch Award.

 2020
BBB Torch Awards
for Ethics
Candidates

BUSINESS

Davidson-Gebhardt Chevrolet/Subaru
Elder Construction, Inc.
EnviroPest
Exodus Moving & Storage
Fort Collins Nursery
Handel Information Technologies
Jireh 7 Enterprises
Juli y Juan's Kitchen
Neenan Archistruction
Tough Guy's Lawn Care
Zak George Landscaping

NONPROFIT

Be the Gift
Homeward Alliance
The Matthews House



ELDER CONSTRUCTION'S CORE VALUES SHINE THROUGH

Elder Construction, Windsor, was started in 1994 by Tom Elder and is now run by his two sons, Chris and Patrick alongside their childhood friend, Austin. The company is built on strong core values and leverages technology to provide the capabilities of a large firm with the feel and attention of a small, local business. Find out below how Elder Construction embodies the BBB Trust! Principles.

Creating a list of core values is treated by some companies as a box that needs to be checked; the list is made, it might get posted around, and success is declared. At **Elder Construction**, creating a list of core values was just the beginning of a deeper journey. Elder starts with a list that is impressive and comprehensive:

- **Serve Others First,**
- **G.R.I.T. (Guts, Resolve, Integrity, and Toughness),**
- **What if We Did it Differently,**
- **Humble, Hungry, Smart,**
- **Family, Work, Life, and**
- **Start With the End in Mind.**



Elder Construction takes considerable steps to ensure that these core values are routinely communicated so they can stand as the basis for all decision making. According to President and CFO Chris Elder, when it comes to a hard decision, the right choice should be clear by looking back to the company's core values. This mindset is immediately apparent to anyone who walks in the door as the core values are the first thing you see on the lobby's feature wall.

Elder Construction's core values also build upon each other, working in synergy rather than competing for attention and resources. For example, Finding Balance and Results Driven are not considered to be opposites that must be balanced in a zero-sum way. Rather, because Elder looks to hire results-driven individuals as employees, it can provide benefits that support work-life balance like unlimited vacation/ flex time, and work-from-home arrangements.

The value of Constantly Curious has also pushed Elder Construction to become an industry leader in adopting new technology. Virtual reality is now used to allow clients to experience their building before ground is broken. This is not just an impressive demo at the beginning of a project but identifies issues and avoids costly changes to a project midstream. Beyond technology, Elder Construction empowers their employees to be well-rounded in the construction industry. The company will soon launch Elder University, a training program that will teach about all aspects of construction from carpentry, to project management, to finances.



The result is that Elder Construction has become one of the fastest-growing and most respected construction firms in Colorado. Core values that have been passed on from one generation to the next have been translated into a framework for making decisions that invests heavily in people and technology to deliver an exceptional client experience.

MOVING IS MORE THAN BOXES AND TRUCKS AT EXODUS MOVING AND STORAGE



Exodus Moving and Storage was founded in 1996 by Ilan Levy and has grown to be a premier moving and storage company, offering a range of services to fit almost any situation. Below you'll learn how Exodus Moving and Storage has grown while staying true to the BBB Trust! Principles.

Every move handled by **Exodus Moving and Storage**, Johnstown, starts with the recognition that moving is a stressful and difficult time even under the best of circumstances. And often the situations that cause people to move mean it isn't the best of circumstances. The leadership team at Exodus also understands that the movers themselves can be part of that stress. Company president Ilan Levy asks all potential hires in interviews how they would feel if someone they didn't know came into their home and started moving their belongings. While this might seem like an odd question, it is exactly what Exodus is asking its customers to trust the company to do.



To build that trust, Exodus starts by employing all its drivers and movers rather than using contract labor. This means responsibility for the quality of the move and professionalism of the movers rests with the company. Customers are paired with a move coordinator who does not just provide an estimate but remains a single point of contact for the customer. And Exodus has a comprehensive range of services to provide options for every type of moving situation. This allows Exodus to tailor what it offers to customers to handle complex moves such as when someone moves to the area but their home is not yet ready.

The moving industry also has a major impact on the environment and Exodus Moving and Storage is committed to reducing that impact. Customers can choose to receive reused moving boxes, and for commercial moves Exodus uses plastic totes. Loads are packed and grouped onto trucks to create routes that use the least fuel. Move coordinators drive fuel-efficient hybrids. And Exodus partners with BBB Accredited Charity Trees, Water, and People to plant a tree for every customer.

By starting with the realization that the moving process involves much more than simply packing and logistics, Exodus Moving and Storage has become a trusted option for people moving to and from all areas of the United States. In building their company to that status, Exodus has also put down deep roots in Northern Colorado while they work to reduce their impact on the environment while increasing the work they do for the community.

RELATIONSHIPS RATHER THAN PAPERWORK FORM THE FOUNDATION OF NEENAN ARCHISTRUCTION

Neenan Archistruction, Fort Collins, was founded in 1966 as Burton Builders and went through a number of transformations to become the company it is today. Below you'll learn what type of business was created by those transformative experiences and how the BBB Trust! Principles can be seen throughout the organization.



Neenan Archistruction's blend of construction and architecture may not be as unique as it once was as more firms begin to offer both services. What continues to set Neenan apart is how they do it. Since Neenan switched from doing construction to archistruction over 40 years ago, the two sides of the business have been tied together by relationships rather than contracts. This results in an integrated and seamless experience for clients over the entire lifecycle of their project.

The most visible example of how Neenan operates is their Fort Collins office space. Everyone, including company president David Shigekane, sits in an open-plan office and routinely moves desks to form new project teams. A variety of common spaces from the office kitchen to the design lab allow for additional impromptu collaboration as well as the free flow of information and ideas.

The start of each meeting at Neenan Archistruction is also a window into their culture. Every meeting starts with a mental check-in where participants are asked what's on their mind, work-related or not. Those who do not feel they can participate adequately in the meeting are excused without judgment. This practice allows employees to be fully present by getting other work and personal issues off their chest before the meeting begins.



Neenan also makes it a point to reinvest in all the communities in which they work. That obviously includes Northern Colorado where an office charitable committee works on a variety of fundraising and volunteer projects. But it also extends to the many communities where Neenan has worked on buildings. Neenan employees at remote job sites have taught English to non-native speakers, coached youth sports teams, and even been named honorary Mayor of the Day.

All of this flows from Neenan's foundational commitment to approach everything holistically. That starts with the archistruction in the company's name, taking clients through the entire process of designing and building a structure. It is also the guiding principle for what types of structures Neenan creates, how the company treats their employees, and what type of impact it will have on the communities in which they live and work.

THE MATTHEWS HOUSE STAYS TRUE TO EXPANDING MISSION

The Matthews House, Fort Collins, works to build relationships with children, adults, and families who are facing difficult times and connect them to programs and resources in order to disrupt the cycles of poverty and abuse. Find out how The Matthews House puts the BBB Trust! Principles into practice as they work to fulfill their mission.

One of the keys to the success of **The Matthews House** is how they treat every individual from clients to employees to volunteers as unique, valuable, and deserving of respect. The Matthews House continues to meet everyone where they are and adapts to the needs and abilities of both its service providers and service recipients.

A key aspect of delivering such individualized attention to clients at scale is The Matthews House's Positive Future Pathways program. Developed in house, this innovative case management program tracks participants on a scale from crisis to thriving in five key areas: housing, well-being, education, employment, and life skills. While all of these are universal needs no matter someone's age or life situation, the PFP system is flexible enough to track what thriving looks like in each of these dimensions for the diverse populations served by The Matthews House.



The Matthews House



The flexibility of the Positive Future Pathways system goes beyond how The Matthews House uses it to manage their own clients. The organization is currently in the process of developing the PFP system for use by other nonprofits, just one example of The Matthews House's innovation and industry leadership.

When it comes to the people The Matthews House relies on to deliver these services, there is a constant recognition that social work can be as demanding and draining as it is rewarding. Employees are encouraged to take one hour each week to engage in some form of self-care. The Matthews House also strives to invest in the professional development of its staff and has promoted 6 of its 8 program directors from within the organization.

By maintaining a focus on the individual needs of their clients and cultivating the capabilities of their staff, The Matthews House has come a long way from their original focus on youth aging out of the foster care system. Yet while their mission has grown considerably to include a wide range of at-risk groups, their core value of providing people with the tools to escape the cycles of poverty and abuse and thrive as individuals has not changed.

Bulldog Carpet Cleaning
Centerline Energy Construction, LLC
Distilled Bath and Body
Double D's Discrete Delights
Forge at NoCO
Fresh Coat Painting of South Platte
Gryphon Inspection Services, LLC
Hand Therapy of Wyoming, LLC
HRx Services
Let it Be Light
Medicare Peace Of Mind, Inc
NOCO Roofing
On Pointe Complete
Pancake Digital Solutions

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UnEARTH
Vectis Automation LLC
WOW 1 DAY PAINTING
Yoga Pod Fort Collins

2020 BBB SPARK AWARD FOR ENTREPRENEURSHIP WINNER: **CENTERLINE ENERGY CONSTRUCTION**

Centerline Energy Construction in Windsor, CO was started in December 2018 by Jody Walters and Ty Calkins and provides a variety of oil and gas construction services from oilfield pipeline construction to commercial and residential natural gas installations to oil and gas consulting services and beyond.



CHARACTER

When starting Centerline Energy Construction, Walters and Calkins leaned heavily on their experience from their careers in the construction and oil and gas industry and were fortunate to have a large network of mentors to guide them as they launched their business. One key aspect of leadership development for Walters and Calkins was adapting from wearing the many hats of a lean, startup-style operation to growing into more defined roles as Centerline Energy grew over the course of 2019. This was helped by their commitment to be active with a number of local and national industry associations, keeping them up to date on best practices and industry advancements.

CULTURE

Centerline Energy Construction was started with a focus on making sure that employees were valued and respected in an industry that many times seems to forget its frontline workers. Centerline Energy has committed to providing a benefits package to all employees that includes time off to ensure proper work/life balance. Centerline also makes safety a priority, working on developing a safety incentive program that will protect workers and aligning company goals with proper safety practices.

COMMUNITY

During the 2019 holidays, Centerline had an innovative way to get employees personally engaged in giving back to the community. At the company Christmas party, employees were given two envelopes. In the one labeled "keep" was their Christmas bonus. In the one labeled "give" was money that was to be shared with someone they knew or ran into who they felt was in need. The employees then shared stories of how they shared the money, which included a few recipients who then paid the gift forward by helping someone else, spreading the impact even further.

2020 BBB SPARK AWARD FOR ENTREPRENEURSHIP WINNER: **DISTILLED BATH AND BODY**

Erica Feucht, CEO and Founder of **Distilled Bath and Body**, Fort Collins, based her 2017 business on the premise that business should be an entity that makes the world a better place in all ways and at all times. Their natural deodorant products are made entirely organic from all food-grade products; nearly 100% local, and are packaged in glass.



CHARACTER

Erica has been inspired by local Boulder entrepreneur Jamba Dunn who has challenged her to become more resilient, relentless, and committed to their passion and dreams. The Distilled Bath and Body team strives to follow Dunn's focus on excellence, purity, and the impact not only on the globe but on the lives of their employees. Growing through innovation, technical insights and online sales and marketing has helped to hone their brand and guide their "why" as they grow their internal culture and look to their employees for insight and inspiration.

CULTURE

"As you watch us grow, we will make waves," says Erica. "We have a big 'why' For earth, body, health and sustainability and we believe we can do something different by hiring American workers for a fair wage, supporting the local economy and agriculture, and changing the way the industry functions." Tripling revenue with companies like Urban Outfitters and Nordstrom has proved their beliefs were accurate and their dreams attainable. DB&B's operating belief is to always make the most generous choice by believing the best in their customers and vendors and always putting the "why" to the test in ethical situations.

COMMUNITY

Erica and her team are proud of their commitment to helping the next person in line. Their team donates to schools and local nonprofits, global and environmental causes and those closest to their employee's hearts. Through their own nonprofit empowerment project in Guinea-Bissau, West Africa, local needs including medical bills and micro-loans are assessed and funded through local-led initiatives. Distilled Bath and Body was invited by NPR to showcase their products at the "How I Built This" Summit.





2020 SPARK AWARD FOR ENTREPRENEURSHIP WINNER: **SANTÉ HEALTH AND WELLNESS**

Santé Health and Wellness is a unique integrative and evidence-based wellness company started in Fort Collins in 2017 by Madeline Kent, Certified Nutrition Therapy Practitioner. Madeline views the body as one interconnected system and addresses the whole person to optimize health. Santé focuses on education and values forming a partnership with each client, supporting and empowering them to restore balance to their life.



CHARACTER

Before the formation of Santé, Madeline had the support and inspiration of her mentor, June, a Registered Dietician. She encouraged Madeline to identify her values and hopes for the future of healthcare, pushing her to not only choose a path but to pave one. With that advice and a clear vision, Madeline became a Nutrition Therapy Practitioner and opened Santé Health and Wellness.

CULTURE

As Madeline's client base grew, she recognized the challenges and limitations of being a solopreneur. Finding a work-life balance and prioritizing personal well-being provided her with clarity and entrepreneurial solutions. Madeline prepares for continued growth in the future and has begun to introduce online programs complete with educational videos, resources, and tasks. This service will allow management of 50 participants while providing individualized care through check-ins and tele-health education.

COMMUNITY

Santé Health and Wellness stays involved with the industries that supported their launch and growth, such as the Chamber of Commerce and Small Business Development Center. Madeline enjoys giving back to the community by offering free workshops and classes, often collaborating with other providers. Santé Health and Wellness annually donates gift certificates to support non-profit missions of local businesses and charitable causes, such as the McKee Wellness Foundation.

NOMINATIONS OPEN LATE 2020 FOR THE **BBB SPARK AWARDS FOR ENTREPRENEURSHIP**

This awards recognition program celebrates emerging entrepreneurial businesses whose leaders demonstrate a high level of character, generate a culture that is authentic about its mission and genuinely connects with their community. Eligible businesses include those who have been in operation for at least 6 months, but not more than 3 years.

To learn more visit: bbb.org/wyoming-and-northern-colorado/spark-award



ETHICS SCHOLAR INTERNSHIP PROGRAM

MAMADOU BALDE



Mamadou Balde recently graduated from Colorado State University with a bachelor of science in journalism and communications with a minor in business administration. Before becoming a BBB Ethics Scholar, Mamadou was the assistant sports director for the Rocky Mountain Collegian and held jobs both in retail management as well as providing technical support for CSU Online Plus class recordings.

Originally from Atlanta, GA, Mamadou chose to attend college at Colorado State specifically because he had no experience with the region and wanted to get completely out of his comfort zone. Following his graduation, Mamadou recently accepted a position with Dish Network in Littleton, CO.

“**Mamadou takes on challenging workloads and delivers informative stories from a thoughtful and concise viewpoint,**” said BBB Intern Manager, Jennifer Hahnke. **“You feel compelled to learn more not only about his subject, but also more about what Mamadou can share on other topics.”**

KYRIE BLANEY

Kyrie Blaney graduated in May 2020 with a bachelor of science in business marketing from the University of Wyoming. Kyrie’s focus is on the nonprofit sector, having worked as a grant writer, served on nonprofit boards, and having recently started her own nonprofit—Build Mothers, Build the World—focused on eliminating barriers that prevent mothers from obtaining post-secondary education.

She will continue part time as the Executive Director while launching a new career with Northwestern Mutual.



“**Kyrie’s measured confidence is a reflection of her dedication to exhausting research and a driven commitment to her subjects of study,**” said BBB Intern Manager, Jennifer Hahnke. **“She maintains a highly educated focus on the many facets of her busy life.”**

KENNA NOBLE



Kenna Noble graduated in May from the University of Wyoming with a bachelor of science in business management with a concentration in human resource management. Kenna already has extensive work experience, having held intern and peer positions with organizations such as the Goshen County Economic Development Corporation, the Wyoming Department of Agriculture, and the UW Career Center.

Kenna also participates in many charitable ventures including heading SparkTank, a nonprofit pitch competition. Kenna was recently accepted to the University of Wyoming’s College of Law for fall 2020.

“**Kenna believes in extreme ownership—having the self-confidence in her ability to hold herself to high standards of ethical conduct,**” said BBB Intern Manager, Jennifer Hahnke. **“She excels beyond measure and raises the bar through each and every endeavor.”**

ETHICS SCHOLAR INTERNSHIP PROGRAM

JADA HARBEN



Jada Harden graduated from the University of Northern Colorado's Monfort College of Business with a Masters of Accounting degree. Jada plans to work as an auditor at Plante Moran after passing her CPA exams. Prior to working with BBB, Jada gained experience as an accounting assistant with the UNC Financial Services office as well as an accounting intern with a general contractor and construction firm.

Originally from Mississippi, Jada enjoys playing her ukulele, attending live music concerts, reading, and taking care of her cats.

BBB Intern Manager Jennifer Hahnke said of Jada:

“**She is quietly remarkable. One of those women who confidently dedicate themselves to spectacular results. I am excited to follow Jada's career with Plante Moran.**”

Plante Moran is a BBB Accredited Business and BBB Foundation Advocate Sponsor.

JENNA GARDNER

Jenna Gardner is a student at the University of Wyoming who is expected to graduate in December with a bachelor of science in business marketing and a minor in marketing communications. Alongside her school work Jenna has worked as a receptionist with the Spine and Injury Clinic of Laramie where she developed the business's code of ethics as well as assisting in provider outreach and managing the schedules of over 11 different providers.

Jenna rounds out her busy schedule with numerous volunteer opportunities and is excited to start seeking career opportunities in the public relations field.



“**Jenna is intelligent, thoughtful, and committed,**” said BBB Intern Manager, Jennifer Hahnke. “**Her fact-based approach to projects and passion for corporate social responsibility guarantee that Jenna will be an ethical and effective leader throughout her career.**”

COURTNEY YARRINGTON



Courtney Yarrington graduated in May from the University of Wyoming with a bachelor of science in business management with a human resources focus and minor in Spanish from the UW Honors College. In addition to her coursework, Courtney has held a leadership position in the Chi Alpha Campus ministry at UW and is certified in ethical leadership from the National Association of State Accountancy Boards Center for Public Trust.

Courtney is originally from Thermopolis, WY and is looking forward to new experiences and challenges after graduation.

“**The good you do today, people will often forget tomorrow. Do good anyway,**” says Courtney of her personal integrity code. “**Courtney may seem soft spoken and gentle in her demeanor but make no mistake, she is powerful in her ethical convictions,**” said BBB Intern Manager, Jennifer Hahnke. “**Her strong principles combined with excellent written and oral presentation make her a true powerhouse and leadership champion.**”

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