



Torch AWARDS BBB *for* Ethics

PRESENTED BY: ①fnbo

BBB Foundation Serving Northern Colorado and Wyoming

Invites you to congratulate our 2022 BBB Torch Awards for
Ethics and Spark Awards for Entrepreneurship Winners

ADVANCING TRUST

BY CELEBRATING MARKETPLACE ROLE MODELS!

Torch Awards for Ethics

The Torch Awards for Ethics is the most prestigious honor BBB can present to exceptional organizations for their dedication to integrity and ethical practices. It is an annual awards program that publicly recognizes organizations that have practices in place that elevate their commitment to ethical operations. The Torch Awards for Ethics is designed to not only promote the importance of building trust, but also the willingness and efforts made by outstanding organizations to help contribute to an honorable marketplace. Organizations who receive this award consistently demonstrate how they exceed the award criteria of Character, Culture, Customer and Community.



Ethics Scholar Internship Program

The Ethics Scholar Internship has been designed to provide university students with an out of classroom ethics learning experience while also providing business/nonprofit leaders with an opportunity to engage with our future workforce. Students from Colorado State University, University of Northern Colorado and University of Wyoming who are selected to participate in this internship work directly with businesses and/or nonprofits that have been nominated for the elite BBB Torch Award for Ethics. Ethics Scholar Interns research, advocate and work collaboratively with leadership, executive teams and employees to prepare both a written and verbal analysis as to how the organization exceeds the award criteria.

Spark Awards for Entrepreneurship

The BBB Spark Awards for Entrepreneurship 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. The Spark Award criteria is based on the three C's: Character, Culture and Community.

NOMINATIONS OPEN

For the 2023 BBB Torch Awards for Ethics

Nominations are now open for the 2023 BBB Torch Awards for Ethics. Members of the public, community leaders, businesses and nonprofits can nominate outstanding ethical organizations in Northern Colorado and Wyoming for this prestigious award, including their own company.

Nominate Today!

bit.ly/TorchNomination



FOUNDATIONAL CORE VALUES

LEAD KITTLE REAL ESTATE

If there's anything Rob Kittle wants to change about the real estate industry through the brokerage he founded; Kittle Real Estate, it can be summed up in two stats about the industry.

1) 65% of real estate clients do not remember their agent's name after 45 days, and 2) of the new real estate agents entering the industry each year, 50% will not make it to their second year and of those that do, another 50% will not make it to their third year.

Part of the reason for the second statistic is that real estate agents are often expected to be jack-of-all-trades. In addition to the core real estate skills of pricing and valuing homes, negotiating on behalf of buyers, and translating client's goals into actions, real estate agents can find themselves having to be marketers, interior designers, photographers, social media experts, etc. What Kittle Real Estate does differently is to take those functions off the plate of their agents and put them into the hands of specialists.

Marketing is handled by the marketing team, listing is handled by the listing team, and closing is organized by a transaction coordination team. This allows brokers to focus on those core functions they excel at and build deeper relationships with clients.



This leads to what Kittle Real Estate is doing about the first statistic. The entire team at Kittle Real Estate is hyper-focused on client care and follows up with clients on a regular basis prior to going under contract, throughout the course of the transaction, and following closing to see if they have questions or concerns.

Kittle Real Estate also hosts regular events for current and past clients, like renting out a bowling alley, corn maze or movie theater and providing free pies at Thanksgiving. Additionally, Kittle Real Estate maintains a list of home maintenance contractors and vendors that their valued clients have hired and trusted to work on their properties and makes that list available to anyone free of charge.

As an ethical foundation, Kittle Real Estate embraces a set of core values that the company bases its hiring, decision making, and allocation of resources around. Kittle Real Estate holds regular team meetings where a team member presents on one of the core values, and at these meetings, team members can also be nominated by colleagues for being "caught in the act of greatness" by going above and beyond to showcase one of the core values of the company.

While the red hot housing market might seem to make life easy for real estate firms, it also means intense competition for listings and a need to be exceptionally responsive to clients. Kittle Real Estate has a culture and systems in place to build lasting relationships with clients, and provide outstanding customer service while never compromising on their principles.



COMMITMENT TO CUSTOMERS, EMPLOYEES, AND INNOVATION IS THE FOUNDATION OF SNAPTRON

Snaptron, founded in 1990 by Earl Tatman and now led by his son, CEO Brett Tatman, is a company who manufactures products people use everyday without knowing it. Snaptron is the leading American manufacturer of tactile metal domes; small metal components under many of the buttons we use on electronic devices that provide tactile feedback and complete the electrical circuit to register the button press.

Snaptron's domes are in products from consumer electronics to automobiles to medical devices to the aerospace industry. A Snaptron dome could be pressed hundreds of times a day or sit for years waiting to be pressed once in an emergency, but they need to work every time.

Snaptron ensures reliability by focusing heavily on customer support and testing. Unlike overseas manufacturers who largely sell off-the-shelf designs, Snaptron works with customers both big and small to design exactly the right domes for their application. As with startups refining the design of a product to meet the rigorous demands of a large manufacturer, Snaptron extensively tests all its standard and custom metal dome offerings. The company has also developed a number of tools to help ease and automate placing or installing domes and selling these devices to customers rather than keeping them in-house.

Snaptron is able to provide this high standard of reliability and service thanks to a staff of many long-time employees. Almost two-thirds of Snaptron staff have been with the company for at least five years, and many managers have worked their way up from entry-level roles. The leadership team values work-life balance and is attentive to employee concerns. Snaptron shuts down for the week between Christmas and the New Year as a paid holiday so all employees can spend time with their families. And at the start of COVID, Snaptron instituted hazard pay for employees who still needed to come into the facility to do their work.

As a result, Snaptron is a company with a worldwide reach based right in our region in Windsor, CO. At a time when many people say American manufacturing cannot compete with overseas suppliers, Snaptron is disproving that notion. In valuing and investing in their people and providing exceptional service and technology to customers.





NEIGHBOR TO NEIGHBOR

HONORS LEGACY THROUGH GROWTH

Neighbor to Neighbor was founded in 1970 based on the idea that a stable home is a strong foundation. For the first 50 years of the organization, it was a steadily growing and well-run nonprofit focusing on helping individuals and families in Northern Colorado avoid losing their home, becoming homeless, and ultimately achieving the goal of homeownership. Then COVID-19 hit. Virtually overnight Neighbor to Neighbor went from a budget of \$3 million per year spread across a variety of programs to a budget of \$30 million with \$20 million focused on rent, utility and mortgage assistance.

Neighbor to Neighbor was ready for this challenge thanks to the character of its leadership and its focus on employee wellbeing. One-third of the board of directors is drawn from the populations that Neighbor to Neighbor serves. Many of the organization's most innovative and impactful programs have come from this group of board members and other community partners. Having members of the communities served by the organization on the board, keeps both the board of directors and the leadership staff more connected to the needs and concerns of the people they serve, and gives them a voice at the very top of the organization.



Neighbor to Neighbor is also heavily focused on the wellbeing of staff; always especially important in social services where staff are often dealing with clients in a state of crisis. This can be as small as encouraging staff in the office to take breaks to walk around the campus or a staff member who sends music playlists to the rest of the office based on monthly questions about their taste in music. It can also be as large as a recent review by the board of staff salaries to ensure that staff are not worried about their own ability to make ends meet while providing assistance to clients. Neighbor to Neighbor also sought ways to continue integrating its many new hires during COVID into its culture, including outdoor onboarding (weather permitting) to maintain a strong sense of connection.

Because of diverse leadership and strong values, Neighbor to Neighbor was able to quickly expand programs and their budget by ten times and triple the staff in two years while still maintaining their culture and staying true to their mission. The result was that Neighbor to Neighbor was the fastest growing organization in Colorado when it came to providing COVID-19 rental assistance and one of the fastest growing nonprofits in the country. While the pandemic is not over for Neighbor to Neighbor yet (the early months of 2022 saw some of their highest amounts of assistance provided), the organization has managed a period of immense change and is ready for a much different future than might have been imagined in February 2020.

ETHICS SCHOLAR INTERNSHIP PROGRAM



JARED CLAPPER
UNIVERSITY OF WYOMING

Jared Clapper is a junior at the University of Wyoming majoring in Finance. Prior to his internship with BBB, Jared worked with the University of Wyoming Center for Blockchain and Digital Innovation, an interdisciplinary center focusing on emerging technologies and involving four UW colleges and schools. Jared has begun his career working for MADToken whose mission is to create the software infrastructure needed for small nonprofits and charities to receive cryptocurrency donations and to be active in blockchain ecosystems.

“When asked about the internship experience, Jared said, **“I [learned] a lot; how to be in charge, the importance of defining ethics, and being intentional about them.”**”

MATTHEW CYMBOLUK
UNIVERSITY OF NORTHERN COLORADO

Matthew Cymboluk is pursuing his Masters of Accounting degree at the University of Northern Colorado. He is expected to graduate with the requirements for licensing as a CPA in May of 2023. Matthew will be working his third tax internship this winter at Plante Moran in Fort Collins, Colorado; a BBB Accredited business. His favorite experience during the Ethics Scholar Internship was meeting with management of both organizations he was paired with.



“Matthew said of his experience, **“This internship has been the highlight of my year and I cannot express how much this experience has meant to me.”**”



RJ MELLO
COLORADO STATE UNIVERSITY

RJ Mello is a senior at Colorado State University majoring in economics and minoring in media studies. During their spare time, RJ runs their own visual arts company, Mello Artwork. They are particularly passionate about serving marginalized people and underserved communities and felt that the internship at BBB was an important milestone toward their future career in service work.

“RJ said, **“This internship helped me to view why people search out careers they are passionate about instead of just financially-lucrative careers.”**”

ETHICS SCHOLAR INTERNSHIP PROGRAM



MOLLY MOXNESS
COLORADO STATE UNIVERSITY

Molly Moxness recently graduated from Colorado State University with her bachelor of arts degree in Philosophy and a minor in Biomedical Sciences. Molly recently returned to her home in Thousand Oaks, CA where she plans to attend graduate school to seek a master's degree in Biomedical Ethics and afterwards may seek her Ph.D. or pursue a career in the field of clinical bioethics; the branch of bioethics focused on resolving ethical questions in the practice of health care.

“Molly said of the internship, **“It helped me fine-tune my presentation skills, and how to effectively communicate and plan with others.”**”

JOE RUBALD
UNIVERSITY OF WYOMING

Joe Rubald is a senior at the University of Wyoming majoring in Entrepreneurship with a minor in Creative Writing. Prior to his internship with BBB, Joe participated in business competitions including the John P. Ellbogen Business Start-Up Competition and the Daniels Fund Ethics Case Competition. After graduating later this year, Joe plans to seek a career helping start-up companies in the arts and nonprofit sectors.



“Joe said, **“This internship really taught me how to juggle the time management, goals, and cultural norms of three different organizations”** including the two businesses Joe worked with as well as BBB.”



WALKER URBAN
COLORADO STATE UNIVERSITY

Walker Urban is a senior at Colorado State University majoring in Philosophy. Having previously studied computer science, psychology, and cognitive sciences at CSU, Walker plans to work in technology ethics, focusing his writing and journalism skills on a wide variety of topics. In his free time, Walker enjoys writing and recording music, spending time with his family and friends, and enjoying Colorado's outdoor landscapes and wildlife.

“He said of the internship, **“It helped me to think outside of the box and to come up with my own solutions to problems and become more self-sufficient in my work.”**”



2022 BBB SPARK AWARD FOR ENTREPRENEURSHIP WINNER

BETTER PEOPLE CARE

Better People Care is an occupational therapy practice specializing in care for people with dementia and providing training, education, and respite for their families. Better People Care uses the DAWN Method, a strength based and person centered approach to dementia care that helps meet the emotional needs caused by dementia. Founder, Jill Couch, was motivated to start Better People Care and provide a different type of dementia care after watching her grandmother live out the end of her life with an Alzheimer's diagnosis and without proper specialist care.



Character

Jill's time in the army taught her that "the best leaders are those who are mindful of those they are leading." Jill encourages her team to bring their own experiences and personal history to their work, just as she has. This leads to new ideas and ways of doing things that one person, with just one set of life experiences, would be unlikely to think of. Jill has also empowered her team members as "care leads", giving them more autonomy and responsibility to develop care plans; freeing up Jill's time for education, community outreach, and consulting.

Culture

Because the DAWN Method is a unique approach to dementia care compared to traditional methods, Jill makes sure potential team members understand and appreciate the approach. After an initial conversation, Jill sends videos from DAWN's training to see if the information resonates with them. If it does, Jill sends them videos of a Better People Care team member working with a client. Jill gauges whether someone is a good fit by what they see and share about watching the videos of the work they would be doing. This is a slow process but leads to very intentional hires that fit within the culture and philosophy of Better People Care.

Community

Better People Care looks to improve the quality of dementia care in Northern Colorado while also supporting those affected by dementia. The team donated over \$6,000 of care services in 2021. Better People Care has trained caregivers and worked with home care agencies to expand the availability of their services. The company also has a strong referral network to find clients who could benefit from their services while pointing those who might not need that level of care to more affordable services. Jill sits on the Larimer County Office on Aging Advisory Council to stay aware of and provide insight on senior issues in the community.

2022 BBB SPARK AWARD FOR ENTREPRENEURSHIP WINNER

ki.co MARKETING

ki.co Marketing is a branding, design, and marketing agency based in Fort Collins, Colorado. Founder, Cody Johnson, started ki.co Marketing after working for Downtown Fort Collins Business Association and the Fort Collins Downtown Development Authority providing creative and marketing communication services. ki.co Marketing's mission is to help businesses grow their brands where it matters most and to build marketing solutions focused on results through a culture of creativity and innovation.

Character

One of the biggest changes for Cody as a leader has been moving from the background to center stage. Working for the two downtown Fort Collins community organizations, Cody was behind the scenes producing marketing campaigns. Now as a small business owner, he is the face of his company; building relationships, interviewing potential employees, and selling and working with clients.

Culture

ki.co Marketing is built around a collaborative, flexible, and dynamic approach to serving its clients. The goal is not just to produce a deliverable for the client and get paid, but rather to develop a marketing strategy that will benefit the client which will ultimately bring long-term growth to ki.co Marketing. There is a sense of altruism in ki.co Marketing's work that comes from working for, and with, community organizations that have a larger mission than their profit margin.

Community

ki.co Marketing has donated branding services, website development work, and marketing strategy advice to nonprofits in Fort Collins including Outreach Fort Collins addressing homelessness and Off the Hook Arts, a BBB Accredited charity in our area that provides free music lessons to disadvantaged children. Cody is also active on the board of directors for Downtown Fort Collins Business Association and meets monthly with other marketing agency owners to share best practices, partnership opportunities, and a sense of connection in the local community.



2022 BBB SPARK AWARD FOR
ENTREPRENEURSHIP WINNER

ROCKY MOUNTAIN WOODWORKS

Rocky Mountain Woodworks builds playgrounds, but not the brightly colored metal and plastic playgrounds we typically think of today. The company believes all children deserve the opportunity to experience natural play elements and so they build playgrounds out of natural materials like wood, timber, logs, and rocks. Rocky Mountain Woodworks has constructed over 20 playgrounds, parks, and community spaces across the country in four states, including Colorado's Front Range.



Character

One of the biggest challenges for Rocky Mountain Woodworks' founder, Nick Moore, has been to learn to delegate and trust more in his team. Over the last couple of years, as the company has grown, Nick learned that trust and empowerment are a virtuous cycle. Trusting someone with something important gives them the opportunity to grow and blossom, which allows you to trust them with even greater responsibilities. This cycle has created a company that values growth, creativity, and change. To further facilitate this, Nick is implementing a cross-training program where the field crew and office/design staff will each learn more about the other's job to fully appreciate all the work the company does.



Culture

The goals that are set at Rocky Mountain Woodworks are not just about projects completed or revenue booked, but also about personal growth as well. At the beginning of the year, or when a new employee is onboarded, goals of personal growth are set and Nick checks in with employees every quarter to monitor progress toward those goals. He believes that by prioritizing this type of goal setting; one focused on growth, happiness, and impact, the company is able to more effectively rally around a common purpose of impacting as many kids and communities as possible.

Community

Ultimately the core of Rocky Mountain Woodwork's business is based on giving back to the community by designing and creating natural spaces for kids to play and explore. Many of Rocky Mountain Woodwork's projects are focused on equity, bringing high-quality playgrounds and natural spaces to traditionally underserved communities. Rocky Mountain Woodworks also partnered with dozens of community groups and nonprofits in 2021 to bring together a total of 300 volunteers in eight different communities to finish projects, including the planting of over 1000 trees and plants.

2022 BBB SPARK AWARD FOR ENTREPRENEURSHIP WINNER

SOLAR PATHWAYS ENERGY & ELECTRICAL



Solar Pathways Energy & Electrical was founded in 2021 by Blake Lund. The company designs and installs solar power systems and batteries as well as residential and commercial electrical vehicle (EV) chargers. But the purpose of the company according to Blake, is about people. The main goals of Solar Pathways are to grow employees' skills and further their careers while providing the highest possible customer satisfaction.

Character

Blake credits a great deal of his leadership ability to his father, Earl Lund, who taught him about work ethic, integrity, perseverance, and excellence. Another important mentor was one of Blake's college professors, Dr. Brian Morley, who showed him how to listen and communicate effectively to both teach and learn from those around you. The result is that the leadership at Solar Pathways is focused on listening to employees, accepting feedback both positive and negative, and staying flexible so the company can pivot to take advantage of opportunities as well as ride out storms.

Culture

Solar Pathways is focused on changing the image of the solar industry which has been defined by dishonest door-to-door salespeople, questionable quality of components and materials, and poor installations. This starts with setting reasonable long and short-term goals for sales and growth and making sure they support each other while also ensuring that employees have what they need to reach those goals. Employees, customers, partners, and vendors are all expected to hold the company accountable and to be held accountable by Solar Pathways.

Community

Beyond the environmental and sustainability benefits of the products and services Solar Pathways sells, the company also looks to give back to the community using its skills and expertise in unique ways. Last year the company held a contest where families in need were nominated to have Christmas lights professionally installed by the company in order to brighten their holiday season. Blake also leans into his penchant for reading to stay on top of industry news as well as contribute to the knowledge base of the solar industry and startup community.



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