

2014

TREASURE VALLEY ROTARY CLUBS PRESENT



# ETHICS IN BUSINESS RECOGNITION

RECOGNIZED ON THE 29TH DAY OF MAY IN THE YEAR 2014

Why sponsor an “Ethics in Business Award?” Because as Rotarians we are all about spreading “civic contagion,” a beneficial influence on our community and beyond wherever Rotarians live and work. We can be the original cause of this contagion that encourages business owners and the wider society to engage in fair dealing, truth-telling and humility.

For every high-profile example of shameless greed -- Worldcom, Enron & Bernie Madoff come to mind -- we elevate our fellow citizens who conduct their enterprises honestly so we can say to our community, “Follow this example.”

Said American philosopher and longshoreman, Eric Hoffer, “The good society is a society in which people have neither the time nor the inclination to exploit or oppress or otherwise harm their fellow man.”

We are about building a good society as Rotarians, upholding the Four-Way Test of the Things We Think Say or Do, because we know the virus of vicious behavior must be combatted by the healing power of selfless behavior. We live “Service above Self” as part of our civic contagion.

Our behavior is meant to counteract the dominant political and civic culture where some see citizens as automatons, mindlessly seeking advantage over one another, as observed Liu and Hanauer in their wise book, *The Gardens of Democracy*.

Pierce Murphy, former Boise City Ombudsman and fellow Rotarian, was a bright light in our Rotary world. He was a keynote speaker at the Presidents Elect Training session in Twin Falls in 2011 at which time he said the following:

*As consumers of 24-hour cable news and an endless stream of blogs, tweets, and internet sites, we have an almost insatiable appetite for news and gossip about super star personalities, be they sports stars, politicians, entertainers, talk show hosts, or otherwise. Nowhere is there a measurable demand for the stories of men and women who quietly and humbly labor to be faithful to*

*their commitments and their obligations, people who experience hardship and willingly sacrifice their own self-interests so that others might have a better and brighter future. Yet, it is men and women such as these who make our society flourish.*

- *The dentist who gladly gives a few hours a week of pro bono dental services to people who otherwise could not afford treatment so as to alleviate their pain and save their teeth.*
- *The father who regularly takes his children with him to visit and read aloud to elderly shut-ins.*
- *The factory owner who discovers a product defect before his customers complain and initiates contact with them to offer a refund or to correct the defect.*

New York Times columnist Thomas Friedman has observed that technology has made us more interconnected. “It has also made us more ethically interdependent with others around the world.”

“Our values and ethical system ... have to harmonized as much as our markets. To put it differently, as it becomes harder to shield yourself from the other guy’s irresponsibility, both he and you had better become more responsible.”

We honor the nominees for the “Ethics in Business Award,” as exemplary fellow citizens who enrich us all.

**Terry Gilbert,  
RC of Boise Sunrise  
PDG (2010-11)**

**The Treasure Valley Rotary clubs are proud to sponsor Ethics in Business Recognition. The individuals and businesses listed on the following pages live by the Rotary 4-Way Test in their personal and business life.**

**Of the things we think, say, or do:**

**Is it the TRUTH?**

**Is it FAIR to all concerned?**

**Will it build GOODWILL and better FRIENDSHIPS?**

**Will it be BENEFICIAL to all concerned?**



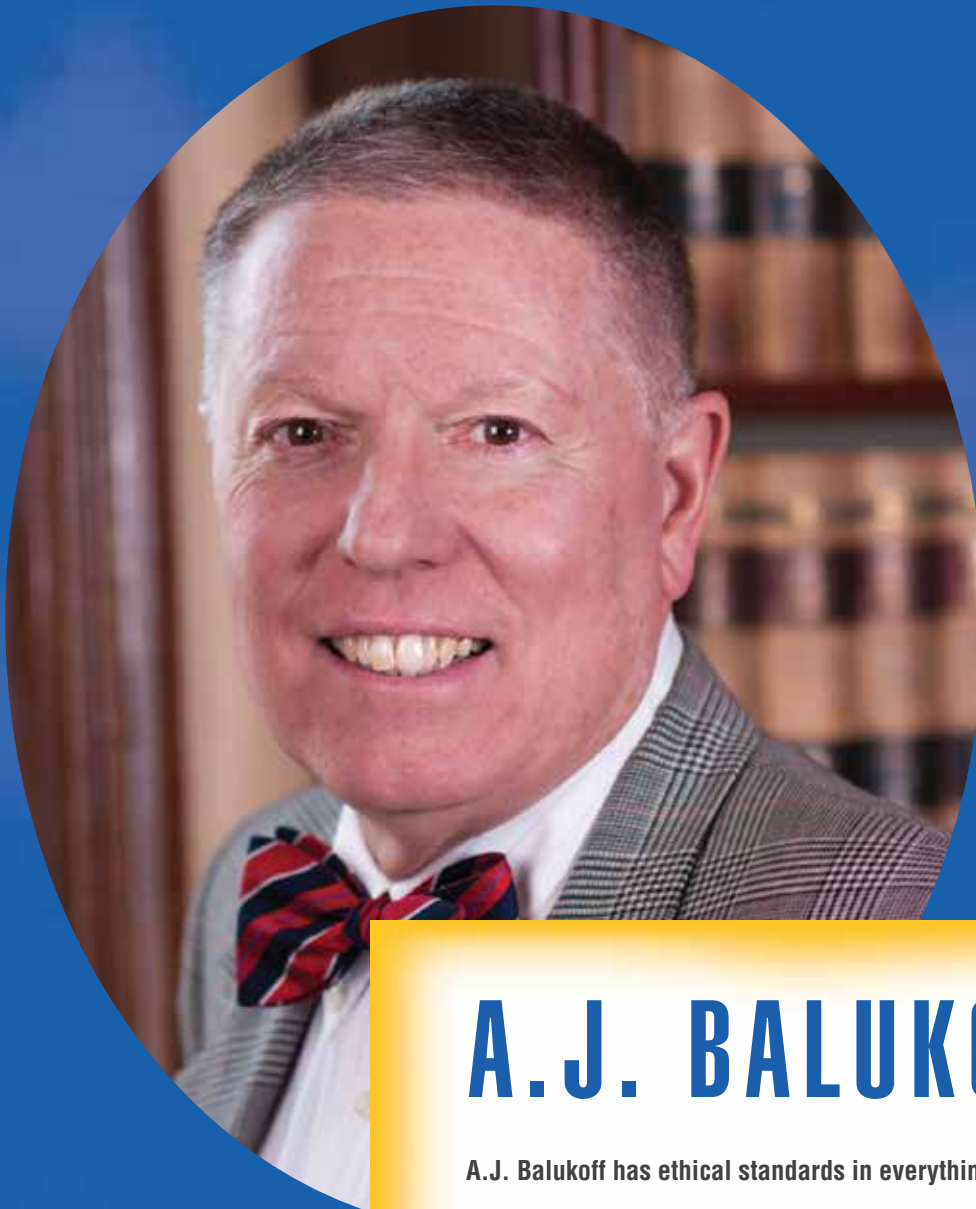


**PEPPERSHOCK MEDIA**  
16719 N. IDAHO CENTER BLVD, BOISE

## DREW ALLEN

Drew Allen is a man of his word. Keeping his promises is a definitive part of his work ethic. He's a great example to his sons, his staff, and others associated with him. He follows up and follows through because it's the right thing to do. His keen sense of organizing and understanding of project management allows him to effectively manage and exceed expectations and helps teach others at Peppershock Media to do the same. Through his actions, other team members are able to achieve their own goals.

Drew is the backbone of Peppershock Media, which he owns with his wife, Rhea Allen. Although outwardly he seems humble and quiet, he is mighty when it comes to talent, expertise, his community commitments, and his family. Peppershock Media, Rhea and their family wouldn't be where they are without his quiet guidance, integrity in business, and commitment to excellence.



**GROVE HOTEL**

**245 S. CAPITOL, BOISE**

## **A.J. BALUKOFF**

A.J. Balukoff has ethical standards in everything he does. That's just a part of how he functions. At work or at home, he is always upbeat as he assists those he works with to reach their highest potential. He is persistent in finding ways to accomplish what he feels is correct. If one way is blocked, he will find a way to make it happen. If A.J. gets more change from a store than he should, he returns to the store to give it back. It's just the right thing to do according to A.J. In the businesses and organizations that A.J. is involved in, he has a way of getting everyone involved in the decision process so they all take part in the success of the accomplishment. He works to get those in the trenches involved in the work and then to show them the rewards of their labors. A.J. has been recognized as a business leader and many non-profits seek his advice and his service by being on their board. Currently he is on no less than 10 non-profit boards.





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## **ROGER BRAZIER**

Roger has been providing exceptional service for 39 years. A recent example of his honesty and integrity in business was during a large project where he offered the client a discount. Much later he realized the discount hadn't been applied to their account. He contacted them to make it right and issue their refund. The recession was very difficult, but during that time he engaged the entire company in a cost cutting initiative to keep everyone employed. Integra's longevity is a reflection of Roger's resolve to always look forward, to be optimistic and to give whatever you can. The company rallied around Roger during that difficult time and now, together, they are optimistic about the future.

Roger teaches integrity daily and runs the business in line with a code of ethics. The company operates on an "open door" mentality where information is readily shared and employee feedback is always welcome. Roger has hired hundreds of people over the past 39 years, and donated thousands of hours and energy to their special interests. He gives everyone a chance and puts their needs above his own.

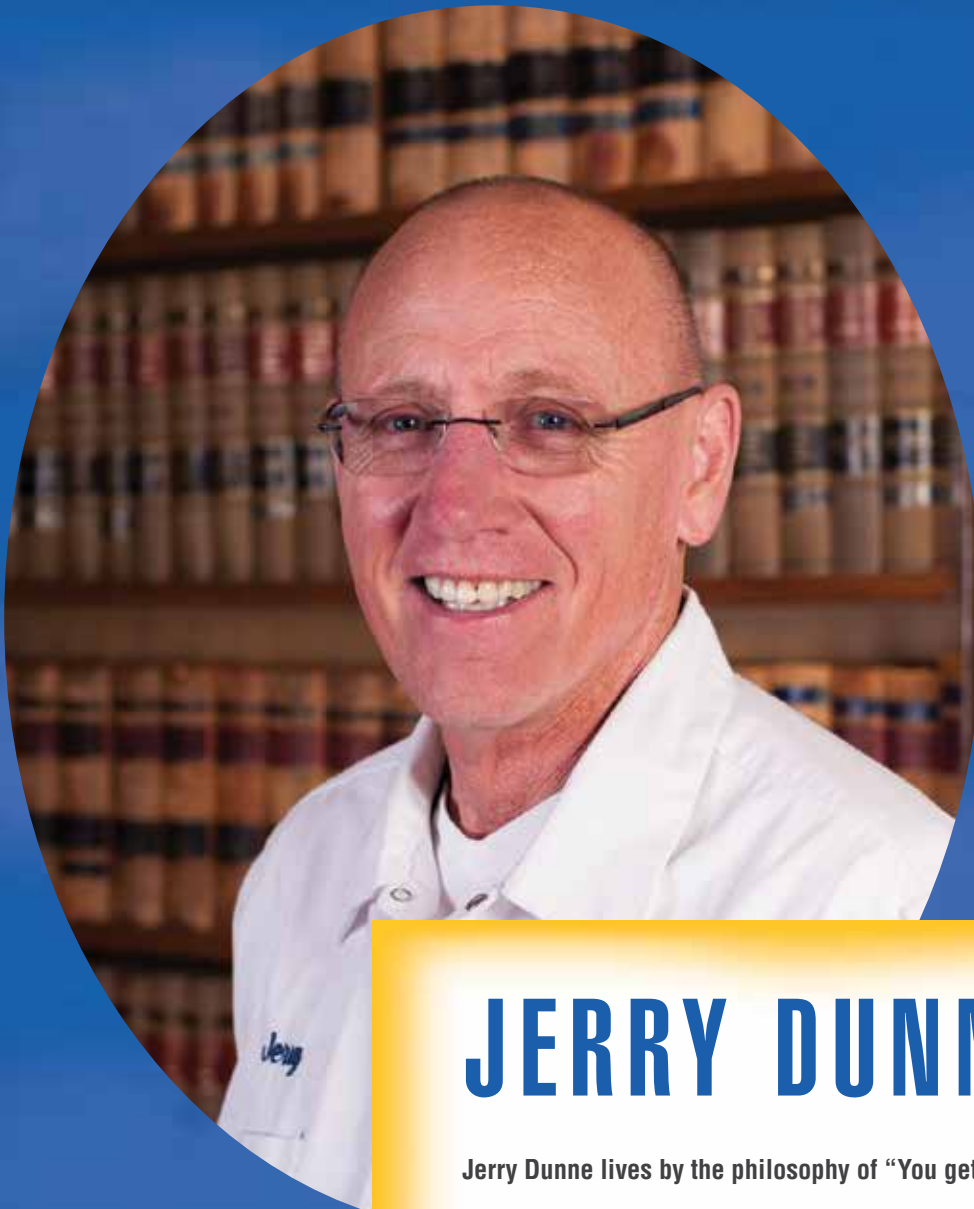


**MOXIE JAVA**

**4490 W. CHINDEN BLVD, GARDEN CITY**

## **RICK & STEPHANIE DEAN**

Moxie Java has recently emerged from restructuring where many of the former stores were required to rebrand. This is a testament to the commitment of the Deans to maintain high and contractually-specified standards and not adopt a cost and corner-cutting process as many other franchises have done. When restructuring, many a business owner would lick wounds, descend into chaos, scale back, or otherwise flounder. But not the Deans. They have used this opportunity to begin a reinvention of the company, bringing in outside expertise, optimizing processes, mounting major business development initiatives, and dusting off the brand with the intent of leveraging Moxie Java's legacy as Idaho's leading local coffeehouse company and further asserting itself as the coffee shop chain that celebrates Idahoan's lifestyles.



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## **JERRY DUNNE**

Jerry Dunne lives by the philosophy of “You get what you give”, so his interpersonal connections with his employees, his fellow business partners and his customers is far more important to him than “just getting the job” for his company. His suppliers know his word is trustworthy, his employees feel he expects the best of them and treats them like family and he runs his business by his own example of honesty, modesty, and straightforwardness. Jerry chooses to meet each of his customers personally, if at all possible, and connects with them as individuals, insuring that every experience they have with his business is positive and satisfactory to them in every way.





**RED SKY PR**

**405 S 8TH STREET, BOISE**

## JESSICA FLYNN

As a business, Red Sky sets the bar high. Jessica insists that if any client is dissatisfied with the work of the team, that portion is written off. Jessica is an honest and strong leader, willing to take responsibility for their team's performance while always coaching them to improve. Jessica has seen the company through high and low times. When business was slow, she challenged and encouraged her team and together, they turned it around. She has a "never say die" attitude and conveys that to clients and employees.

When Jessica works with a client, she encourages candid, honest and transparent communication. Integrity is written in the employee manual and is reiterated regularly. Additionally, giving back to the community is in the life blood of the entire team.



**BANDANA RUNNING AND  
WALKING COMPANY**

**504 W MAIN ST, BOISE**

## **SHANNON & RICH HARRIS**

Shannon and Rich are that rare combination of gifted businesspeople and committed community leaders and philanthropists. While running a very successful local business, Shannon and Rich have always looked for ways to give back to their community. They have been supporting Team Idaho, a YMCA youth running program that is open to all, for 17 years and Bandanna was the Y's first cause partner. They helped bring "Meet Me Mondays" to Boise, a weekly walk that has drawn more than 1,500 participants, 90 of whom are regulars. Working with Washington Elementary School, the Harris' sponsored and ran a Jog-a-Thon fundraiser that has been so successful that it has since spread to 5 other area schools. All of these efforts have made Bandanna one of the most trusted and frequented of our local Boise businesses and serve as a shining example of what can be achieved when business acumen is combined with a spirit of philanthropy.



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224 16TH AVE. SOUTH, NAMPA**

## **RANDY HAVERFIELD**

Randy's reputation within the construction field has been consistent through his 20 plus years. Several of the contractors that started with him when he started the business continue to do business with, and refer to him still today. They work to maintain an upfront transparency with all fees and obligations while providing a quality level of awareness for potential concerns that can arise during the constructions process.

Randy has served on a variety of boards and committees for the City of Nampa and was recently elected to be a Nampa City Councilman where he continues to uphold his principles of integrity and honesty for the betterment of the community in which he serves.





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Member of Rotary Club  
of Boise Southwest

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2014 Ethics in Business Award Nominee.

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Treasure Valley Rotary Club's  
Ethics in Business Nominees

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DREW ALLEN FOR  
BEING RECOGNIZED  
BY ROTARY FOR  
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# ROTARIANS IN THE





# COMMUNITY





IDAHO STAMPEDE

## BILL ILETT

Integrity is often exhibited on a selective basis, when it is easy or convenient to do so. But not for Bill Ilett. When the safest thing for Bill to do is to sit quietly and do nothing, he chooses instead to risk what is safe for the sake of what is right which has earned him a high level of trust and respect from his peers. Bill has tremendous energy and a very goal-oriented personality and when he sets his mind to something he is unstoppable. He always stands up for others even when it is not popular or he risks criticism. Bill likes people and he values relationships resulting in strong relationships and respect from all. He is a natural storyteller with a fabulous sense of humor. He is never overbearing and a great listener which makes him the best friend of many.



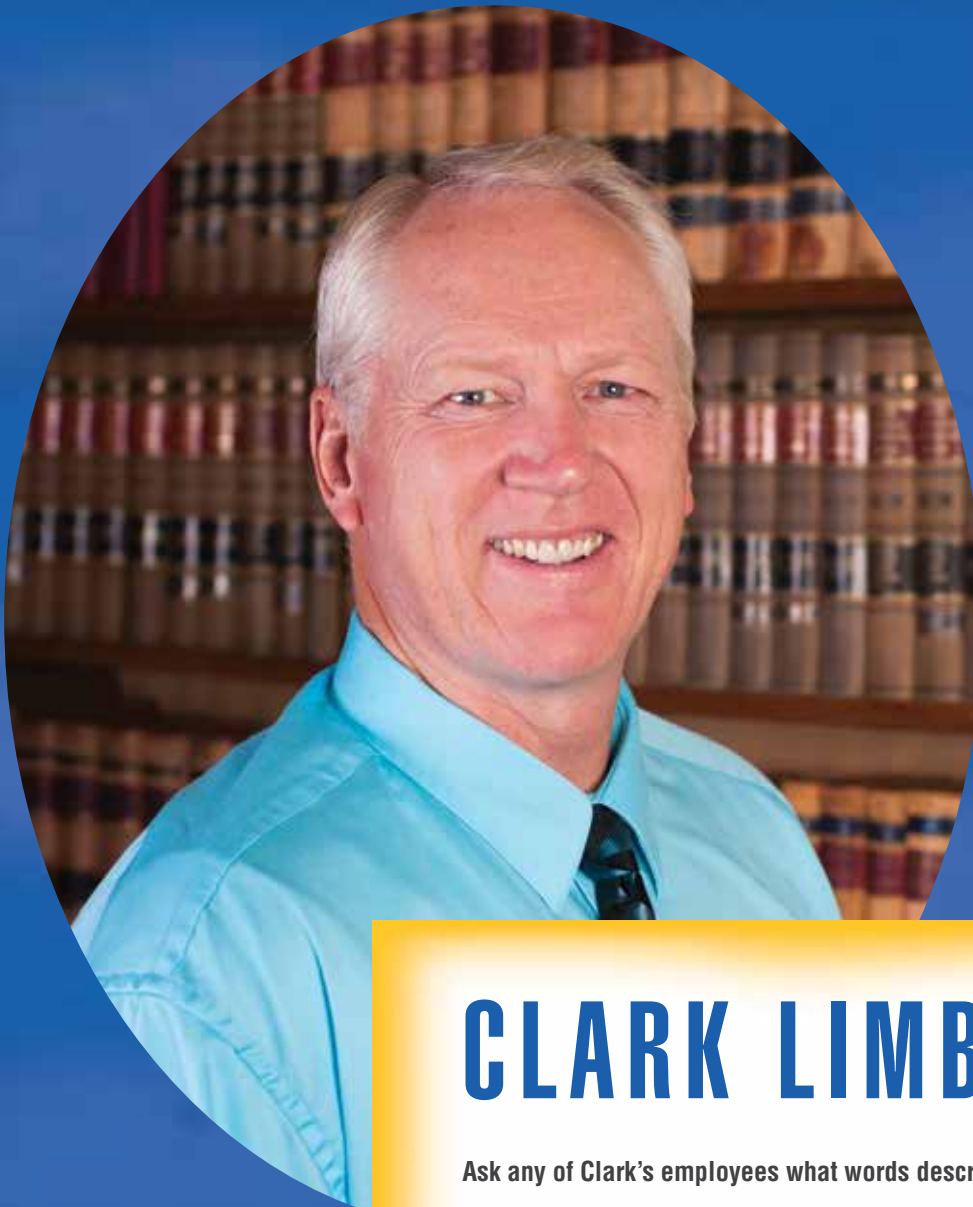


**EVENGREEN  
TECHNOLOGY INC.**  
423 ANCESTOR PL., STE 100, BOISE

## BRYAN LAWLEY

EvenGreen has spent an immense amount of time on developing a business plan to ensure the proper platform is followed to achieve their business goals. In doing so, they overcame several political hurdles during their first three years due to entrenched resistance to developing renewable energy resources within the State of Idaho. They played a significant role in the formation and establishment of the ICEA (Idaho Clean Energy Association) which has grown from 3 members in late 2011 to over 300 members advocating for clean energy for Idahoans. Their persistence and tenacity has made EvenGreen Idaho's largest solar provider.

EvenGreen operates according to strict business ethics and integrity, and devotes many hours to training employees and contractors on this conviction. EvenGreen's sales platform is based on educating customers, allowing them to make an educated decision and be actively involved in the design process. They work to collaborate with their competitors, as they believe that together they will have better overall success.



## TREASURE VALLEY HOSPICE, LLC

8 6TH STREET NORTH, STE 200, NAMPA

# CLARK LIMB

Ask any of Clark's employees what words describes him best, and they'll answer "integrity". The word comes up frequently in conversations. Not only does he aspire to live a life of integrity, but he inspires others to do the same. Every month during staff meetings, Clark tells a story (a parable in a sense). The story always involves subjects like; doing the right thing, living a life of integrity, living a well-balanced life, and more. Clark's motivational speeches at monthly staff meetings, is one of the ways that his company meets its objectives and goals. Clark feels like his number one responsibility is to keep his staff from turning over and keeping them happy. He so frequently uses the phrase "do the right thing" that it is a part of his company's culture. It drives the decisions they make.

His actions speak louder than words however. He has allowed his employees to do funerals for those that can't afford one. In the last year, Treasure Valley Hospice held a wedding for someone that wanted to renew their vows before they died. He gives each employee a profit sharing check two times annually. He provides each employee a little spending money for black Friday because "everyone should have some money on black Friday." How Clark treats his employees sets an example and encourages everyone in the company to build good will.





**BEST BATH**  
**723 GARBER ST, CALDWELL**

## GARY MULTONEN

If the definition of integrity is “doing the right thing when nobody is watching” then Gary is the epitome of Integrity. He is well respected and very influential with the community, among his peers and within his industry. Gary was committed to creating a bath product that would allow aging people to live their life with dignity while at home. Many of his peers called him crazy but because of his “never say die” attitude and dogged persistence, he created a product which has become the envy of the industry. Gary believes that minimum wage is not a living wage and all should have benefits. His company offers full transparency with the companies P & L and has instituted a true profit sharing program with every employee from the custodian to the CEO. Gary has been the president of a National Bath Manufacturers Association twice, considered a maverick by some and has recently received a Life Time Achievement Award from the ACMA. Currently he is actively involved with the efforts at the College of Western Idaho in creating an empowered and educated work force here in the Treasure Valley.

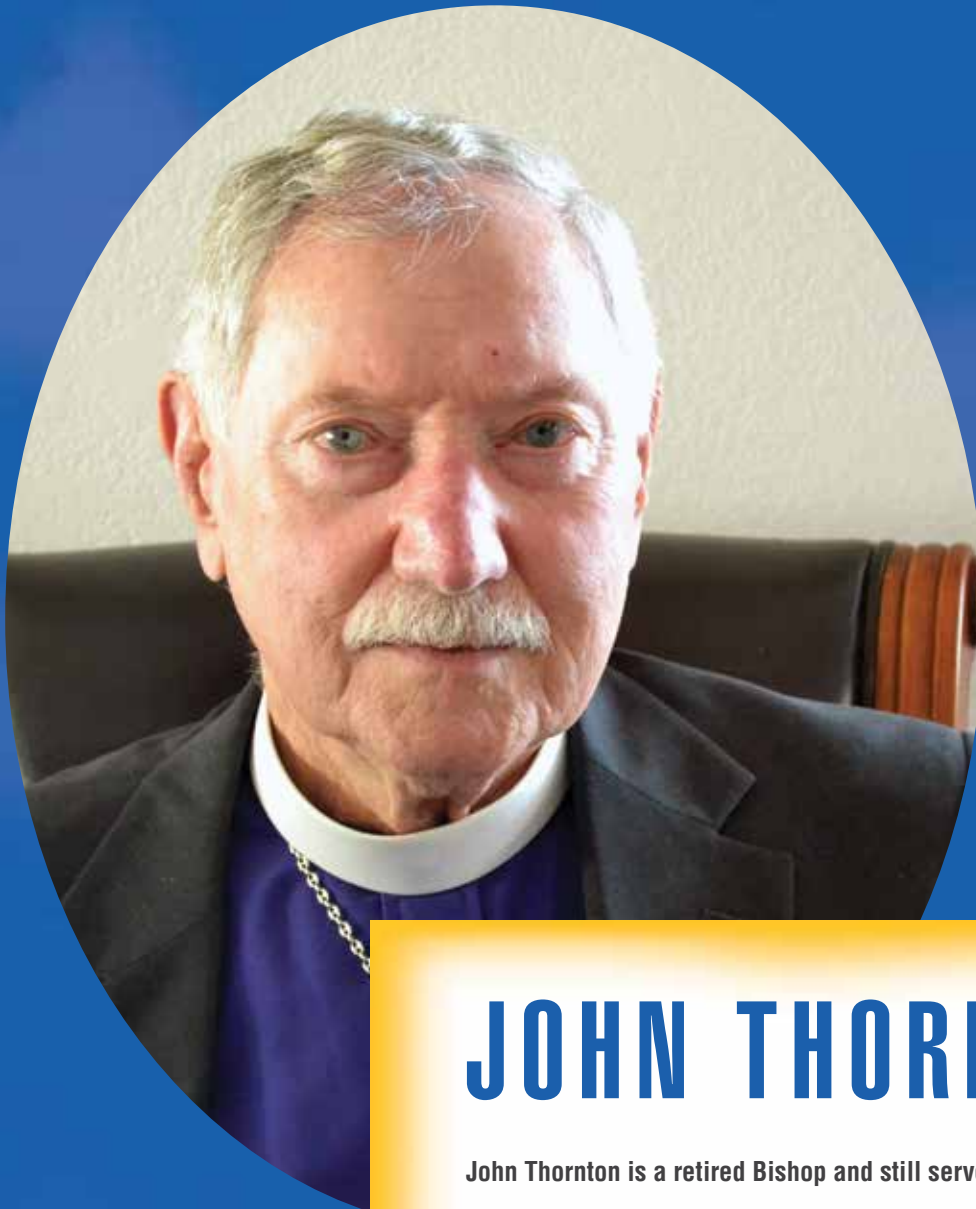


**CAMILLE BECKMAN**  
**175 S. ROSEBUD LANE, EAGLE**

## **SUSAN CAMILLE BECKMAN-ROGHANI**

Susan Camille Beckman-Roghani dreamed of creating a company that could grow and create jobs for women. Today, her company sells to approximately 8000 independent locally owned stores across the country and around the world. After much success and outgrowing three previous locations, Camille Beckman built their current energy efficient building in Eagle. It runs on approximately 30% of the energy used for similar buildings. Every aspect of their plan was carefully crafted to create an overall atmosphere where employees can thrive in a space more like a garden than a production facility.

This same level of care is applied to the products they create, utilizing ingredients from US suppliers whenever possible. The result of their efforts has allowed their business to grow every year with a stable workforce of happy employees, most of who are women. Additionally, in 1995, the Camille Beckman Foundation was established and it has helped over 100 charitable organizations in efforts to better the lives of women, children, and the elderly in need.



**ST. MICHAEL'S  
CATHEDRAL**  
518 N. 8TH ST, BOISE

## JOHN THORNTON

John Thornton is a retired Bishop and still serves as a full-time pastor at St. Michael's Cathedral in Boise. He has extraordinary compassion and kindness in all areas of life and always looks for solutions that will benefit all concerned. Bishop Thornton has dedicated his life to serving people and continues to do so during his "retirement". As Bishop in Idaho, many got to know him and love him as a preacher, teacher, friend and confessor. He never judges but accepts people as they are and helps them be the best they can be. Pastors, Deacons and parishioners at St. Michael's are thrilled that he hasn't fully retired and hope that he continues to serve them for many years to come.



**SPRINGHILL  
SUITES-PARKCENTER  
424 E PARKCENTER BLVD, BOISE**

## LISA VICENT

As a hotelier, Lisa is responsible for the wellbeing of her staff, guest and their belongings. A hotel, by its very nature, is subject to tremendous scrutiny as room attendants and maintenance staff routinely are responsible for entering guest rooms where valuables are regularly left in plain view. As a result, the General Manager is required to entrust their guests' possessions and lives to their staff; there is no greater measure of integrity by Lisa, and her business. She, the hotel, and her team continue to have a tremendously positive reputation which speaks volumes to not only her, but her Team's behaviors and the honesty and integrity of their business.

During the recent recession, Lisa never lost a sense of purpose to her Owners, but more importantly to her team. It is her ability to concentrate her efforts on providing a positive sense of calm when the market is in turbulence, while keeping owners and guests happy. In an industry that is prone to high employee turnover, Lisa has been able to retain highly skilled, highly motivated team members through the stress while also maintaining extremely high guest satisfaction scores.





**STAPLEY ENGINEERING**

**8701 W HACKAMORE DR, BOISE**

## **JAN WELCH**

Jan and her two partners purchased Stapley Engineering in 2000. They are committed to exceeding client expectations, empowering employees to achieve their personal and professional goals, and enhancing the environment with the state of the art structural designs. The company owners lead by example. They have developed a very high degree of integrity and ethical standards. If it is not fair and beneficial to both parties, it is not pursued.

Jan is the President of Stapley Engineering and oversees the marketing aspect as well as the day-to-day operation of the company. Over the last 29 years, she has been responsible for the structural design of buildings including schools, commercial buildings for offices, and retail services, and heavy industrial buildings.



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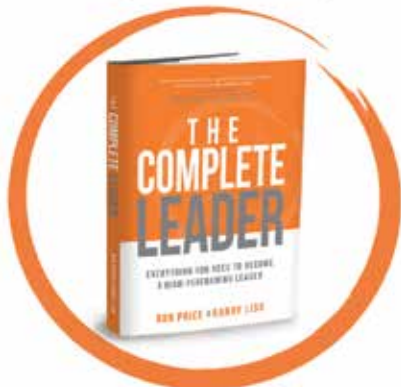
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Our 1.2 million-member organization started with the vision of one man—Paul P. Harris. The Chicago attorney formed one of the world's first service organizations, the Rotary Club of Chicago, on 23 February 1905 as a place where professionals with diverse backgrounds could exchange ideas and form meaningful, lifelong friendships. Rotary's name came from the group's early practice of rotating meetings among the offices of each member.

We're truly international. Only 16 years after being founded, Rotary had clubs on six continents. Today we're working together from around the globe both digitally and in-person to solve some of our world's most challenging problems.

We persevere in tough times. During WWII, Rotary clubs in Germany, Austria, Italy, Spain, and Japan were forced to disband. Despite the risks, many continued to meet informally and following the war's end, Rotary members joined together to rebuild their clubs and their countries.

Our commitment to service is ongoing. We began our fight against polio in 1979 with a project to immunize 6 million children in the Philippines. By 2012, only three countries remain polio-endemic—down from 125 in 1988.

Rotarians not only work on international projects but local projects as well. You can see Rotarians throughout the communities serving dinners to the poor, planting flowers to beautify an area, helping kids learning to read, and making quilts for the poor.

**Rotarians meet weekly for fellowship and learning from a special speaker.  
Guests are welcome to any of the meetings in the Treasure Valley:**

**Boise Rotary Club** – Thursday at Noon  
Crystal Ballroom, Hoff Building

**Boise Centennial Rotary**  
Thursday at 7:00 AM  
Riverside Boise

**Boise East Rotary**  
Tuesday at 5:15 PM  
Smokey Mountain Pizza, Parkcenter

**Boise Metro** - Tuesday at Noon  
Stone House, Parkcenter

**Boise Sunrise Rotary** – Tuesday at 7:00 AM  
Riverside Boise

**Boise Southwest Rotary**  
Wednesday at Noon  
Riverside Boise

**Caldwell Rotary Club**  
Wednesday at Noon  
Kaley Center, West Valley Medical Center

**Caldwell County Sunrise Rotary**  
Thursday at 7:00AM  
Karcher Estates Retirement Center

**Eagle/Garden City Rotary**  
Thursday at Noon  
Plantation Golf Course

**Meridian Rotary** – Monday at Noon  
Meadow Lake Grand Lodge

**Nampa Rotary** – Tuesday at Noon  
Canyon Creek

**To find where all District Clubs meet go to: <http://idahorotary.org/find-a-club/>.**

**THE MISSION OF ROTARY INTERNATIONAL IS TO PROVIDE SERVICE TO  
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