



May 26, 2009

Dear Nominee,

Congratulations on being nominated for 2009's Socially Responsible Business Award.

In order to consider your nomination, please provide us a short paragraph that describes your actions for each of the following nine categories. Completed applications must be received by end of day, August 10, 2009.

The awards will be presented at our annual breakfast ceremony held at Natural Products Expo East Thursday, September 24, 2009. (Winners will be notified in early September.)

Please contact jill@jilletter.com if you have any questions on the application or are interested in sponsoring this year's ceremony.

Good luck!

The SRBA Team

Gurudhan Khalsa
Golden Temple

Suzanne Shelton
The Shelton Group

Frank Lampe
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Jill Ettinger
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1. **Ethics** The company develops and implements ethical standards and practices in dealings with all company stakeholders. The company's commitment to ethical behavior is widely communicated in an explicit statement and is rigorously upheld.
2. **Accountability** The company acknowledges that many constituents have legitimate interests in its activities and discloses information in a timely manner so that stakeholders can make informed decisions. Stakeholder need-to-know takes precedence over inconvenience and cost to the corporation.
3. **Governance** The company balances the interests of employees, customers, investors, lenders, suppliers, affected communities, and other stakeholders in strategic objectives as well as day-to-day management and investment decisions. The company manages its resources conscientiously and effectively, seeking to enhance both financial and human capital.
4. **Financial Returns** The company compensates providers of capital with an attractive and competitive rate of return while protecting company assets and sustainability of these returns. Company policies and practices are established to enhance long-term growth and shareholder value.
5. **Employment Practices** The company engages in human resource management practices that promote personal and professional employee development, diversity at all levels, and empowerment. The company regards employees as valued partners in the business, respecting their right to fair labor practices, competitive wages and benefits, and a safe, harassment-free, family-friendly work environment.
6. **Business Relationships** The company is fair and honest business partners, including suppliers, distributors, licensees, and agents. The company promotes and monitors the corporate social responsibility of business partners.



7. **Products and Services** The company identifies and responds to the needs, desires, and rights of its customers and ultimate consumers. It strives to provide the highest levels of product and service value, including a strong commitment to integrity, customer satisfaction, and safety.
8. **Community Involvement** The company fosters an open relationship with the community in which it operates that is sensitive to the community's culture and needs. The company plays a proactive, cooperative, and where appropriate, collaborative role in making the community a better place to live and conduct business.
9. **Environmental Protection** The Company strives to protect and restore the environment and promote sustainable development with products, processes, services, and other activities. It is committed to minimizing the use of energy and natural resources and decreasing waste and harmful emissions. The company integrates these considerations into day-to-day management decisions.