

**COMBINED ROTARY CLUBS OF THE PANHANDLE**  
**UNIVERSITY OF WEST FLORIDA**  
**LEWIS BEAR JR. COLLEGE OF BUSINESS**  
11000 University Parkway  
Pensacola, FL 32514

**February 1, 2026**

Dear Rotarians and Friends,

The Combined Rotary Clubs of the Panhandle, in partnership with the University of West Florida's Lewis Bear Jr. College of Business, are committed to recognizing individuals who exemplify outstanding ethical practices in our community. We need your help in identifying those who deserve this community-wide recognition.

The **Ethics in Business Award** honors individuals who demonstrate integrity, leadership, and a commitment to ethical business practices. Now in its 24th year, this prestigious award will be presented at a luncheon on **May 7, 2026**. Two awards will be given: one for an individual from an organization with **50 or more employees** and another for an individual from an organization with **49 or fewer employees**.

Enclosed are the **2026 nomination materials**, including eligibility requirements, evaluation criteria, and the nomination form. Please note that recent updates to the process aim to reinforce the original intent of the award: **recognizing and celebrating ethics in business**.

We believe this initiative is vital because:

1. Ethical business practices strengthen our community by fostering trust, responsibility, and long-term success. Recognizing ethical leaders encourages others to uphold these values, even in challenging times.
2. This award highlights unsung heroes and innovative practices, strengthening relationships within the business community.
3. Participation in the nomination process fosters greater self-awareness and reflection on ethical decision-making.

Nominations are due by **Tuesday, March 31, 2026**. Please send complete submissions to:

**Scott Keller, Dean**  
Lewis Bear Jr. College of Business  
University of West Florida  
11000 University Parkway, Pensacola, FL 32514  
Fax: 850-474-2716

For questions, please contact **Ted Kirchharr** at **850-341-4674**.

Thank you for your support in recognizing ethical leadership in our business community.

**Sincerely,**  
Ted A. Kirchharr

## Nomination Procedure and Instructions

### 2026 Ethics in Business Award

#### Who Can Submit a Nomination?

While most nominations come from local Rotarians, any member of the community may submit a nomination.

#### Who is Eligible?

Any individual employed by a for-profit or non-profit business in **Escambia or Santa Rosa County** is eligible for nomination. The nominee does **not** need to be a Rotarian.

#### Exceptions:

- Past winners are **not eligible**.
- Previously submitted nominees **may be re-nominated** for consideration. **How to**

#### Submit a Nomination

1. **Complete the Nomination Form** and attach a **one-page statement** explaining how the nominee meets the award criteria.
2. **Optional:** Interview your nominee to gather detailed examples of their ethical business practices.
3. **Optional:** If possible, interview an **employee, vendor, or customer** for additional insights into the nominee's ethical conduct.
4. **Optional:** Provide a brief statement on how the nominee's business practices align with the **Rotary Four-Way Test** (see below).

#### Ethics in Business Criteria

Nominations should demonstrate how the nominee consistently upholds **honesty, integrity, fairness, and respect** in their business practices. Consider the following:

- **Employees:** How does the nominee approach hiring, training, compensation, advancement, and mentorship?

- **Contractors & Vendors:** How does the nominee handle communication, performance expectations, disputes, and payments?

- **Customers:** How does the nominee ensure truth in advertising, fair pricing, complaint resolution, and quality customer service?

#### Rotary Four-Way Test

A nominee committed to ethical business practices will likely uphold the **Rotary Four-Way Test**, which asks:

1. **Is it the TRUTH?**
2. **Is it FAIR to all concerned?**
3. **Will it build GOODWILL and BETTER FRIENDSHIPS?**
4. **Will it be BENEFICIAL to all concerned**

## 2026 NOMINATION FORM

**Ethics in Business Nominee:**

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**Nominee's Street Address, City, ZIP (Please indicate if home or office):**

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**Daytime Telephone Number of Nominee:**

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**CATEGORY:** \_\_\_\_ 50 or more employees \_\_\_\_ 49 or fewer employees **Name of Nominee's Business/**

**Employer:**

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**Nominated by:**

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**Nominator Street Address/City/Zip:**

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**Daytime Telephone Number of Nominator:**

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**Nominator's Rotary Club (if applicable):**

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**Attach a one-page statement** summarizing how the nominee demonstrates honesty, integrity, fairness, and respect when engaging with employees, customers, and contractors/vendors. (See "Nomination Procedures and Instructions.")

*Nominations submitted without the one-page statement will not be considered.* I hereby certify that I interviewed the nominee for the purpose of this nomination.

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Signature of Nominator Date