



Message from the Chair

James J. Tyrpak, CLU, ChFC, AEP

Oh, what a night! The lyrics of Frankie Valli come to mind as I try to describe the wonderful evening that was the 2009 Foundation Awards Dinner. This annual event is the focal point of the Foundation's calendar because it celebrates the very essence of the Foundation's mission—ethics and scholarship for the overall good of the American public.

The dinner, held this year in Phoenix, Arizona, on October 27, honors the recipients of the Foundation's three award programs: the Journal Author Awards, the Paul Mills Scholarships, and the American Business Ethics Award (ABEA). Each of these programs recognizes ethical behavior, professionalism, and/or scholarship in its own unique way, but, for me, the crowning glory is the ABEA.

I know that as a Foundation trustee, I shouldn't play favorites, but there is a special feeling that

comes from meeting the people behind the companies that are being honored for ethical business practices. From Angella Luyk, the young CEO of the 34-employee Midnight Janitorial to Alice Eldridge, Vice President of Ethics for Lockheed Martin with 140,000 employees worldwide, and including Tim Keenan, founder and president of High Performance Technologies, Inc., which with 325 employees took the award in the midsize category, each honoree has a story that gives life to the concept of doing business the right way—the ethical way.

By talking with these individuals, shaking their hands, looking into their eyes, you come to know that ethics is not just something they talk about or give lip service to because of compliance regulations. For these companies, ethics is a part of the culture. It influences every decision they make, from

hiring decisions, to product development, to relationships with their customers and the communities where they do business. It is truly inspiring!

Do you know of a company that gives you this feeling? I suspect there are many more of them out there than we are led to believe by the news media. Consider nominating such a company for the 2010 American Business Ethics Award. Check out the Foundation's Web site at www.financialpro.foundation to learn more. ■

THIS ISSUE

2

ABEA Recipients

4

Golf Tournament Winners

Paul S. Mills
Scholarship Recipients

Foundation Honors Three U.S. Companies with American Business Ethics Award

The 2009 American Business Ethics Award (ABEA) was presented to Lockheed Martin, High Performance Technologies, Inc., and Midnight Janitorial as part of a black-tie ceremony on October 27, 2009, in Phoenix. Rich Linsday, recently retired chair of the Foundation, commended the three companies for their deep commitment to ethical business conduct.

Foundation for Financial Service Professionals

BOARD OF TRUSTEES

Chair

James J. Tyrpak, CLU, ChFC, AEP

President

Roderick P. Hansen, CLU, ChFC, CFP

Chief Executive Officer

Joseph E. Frack, CPA

Secretary

Thomas L. Petsche, CLU, ChFC, RHU

Trustees

Richard A. Bell, CLU, ChFC, CFP
 R. Clifford Berg, Jr., CLU, ChFC, AEP
 April K. Caudill, JD, CLU, ChFC
 Pennilou P. Foust, CLU, ChFC
 Patricia A. Nowak, CLU, ChFC
 Terry L. Owens, CLU, ChFC, CFP
 Geoffrey E. Pfeiffer, JD, CLU, ChFC

Ex Officio

Anne M. Rigney, JD, CLU, ChFC

Contact Information

Foundation for
 Financial Service Professionals
 17 Campus Blvd., Suite 201
 Newtown Square, PA 19073
 610-526-2500 • Fax: 610-359-8113
www.financialprofoundation.org

Midnight Janitorial

Midnight Janitorial, based in Rochester, New York, was selected as the 2009 ABEA recipient in the small company category (fewer than 250 employees). In presenting the award to its CEO, Angella Luyk, Foundation trustee Tom Petsche cited Midnight Janitorial's belief that the company operates as a member of a larger community and has responsibility for implementing business practices that contribute to the overall health of its employees, clients, and the Rochester area.

Petsche also highlighted Midnight Janitorial's exemplary treatment of its employees, which it demonstrates by an above-average pay scale and a commitment to hiring and promoting people with disabilities.

In accepting the ABEA, Luyk stated, "Money is not always the most important thing in this life. It is more important to know that you believe in something, and you can be proud of what you stand for." Angella Luyk and Midnight Janitorial are proud of "doing things the right way, no matter what the cost."

High Performance Technologies, Inc., Mid-sized Company

Timothy Keenan accepted the 2009 American Business Ethics Award for mid-sized company (250-2,500 employees) High Performance Technologies, Inc., of Reston, Virginia, stating that "good ethics is good business."

In making the presentation to



Angella Luyk accepts the 2009 ABEA on behalf of Midnight Janitorial. Also pictured, left to right, Alan Ziegler, Harry Powell, and Rich Linsday.



Alice Eldridge accepts the 2009 ABEA on behalf of Lockheed Martin. She is pictured with Jim Tyrpak (left) and Rich Linsday.

HPTi, Foundation trustee Cliff Berg noted the company's steadfast commitment to its vision, and core values that stress team work, respect, professional development, client satisfaction, and integrity.

Founded in 1991, HPTi offers technology solutions to the federal government and, according to Keenan, was built on the belief that "without good ethics you cannot have trust in business and without trust there is no



HPTi President Tim Keenan makes acceptance remarks at the 2009 Foundation Awards Dinner.

innovation or collaboration." He also stressed the importance of not just identifying values, but giving them life in the everyday culture of the company. He stated, "If you don't make the core values alive and actionable then they're just glossy branding."

Lockheed Martin, Large Company

Global security and IT corporation, Lockheed Martin, of Bethesda, Maryland, was the 2009 ABEA large company recipient (more than 2,500 employees). Lockheed Martin is the first company in the 16-year history of the ABEA to be recognized a second time. The company was first honored in 1998.

In presenting the award to Lockheed Martin, Foundation President Jim Tyrpak cited its exceptional core values—to do what's right, to respect others, and perform with excellence—as instrumental in the company's

leadership position in the aerospace and defense industry. Tyrpak added that it is Lockheed Martin's values-based ethics and business conduct program that is the guiding force for all of its business initiatives and operating processes.

Accepting the award on behalf of Lockheed Martin, Alice Eldridge, VP, Ethics, reinforced this philosophy.

"It all starts with our values," said Eldridge, in describing how over 140,000 Lockheed Martin employees meet the constant challenges of devising new ways of contributing to global stability in a rapidly changing world.

"Those values are the bedrock of our company,"

continued on page 4

The 2009 ABEA recipients were selected by a distinguished panel of judges following review of over 40 entries measured against stringent criteria. Grateful appreciation is expressed to the 2009 judging panel:

Clark B. McCleary, CLU, ChFC, past president of the Foundation, and principal, McCleary & Associates, Houston, Texas

Ronald F. Duska, PhD, professor of ethics, The American College, Bryn Mawr, Pennsylvania

Marianne Jennings, PhD, professor of ethics, Arizona State University, Mesa, Arizona

Jeffrey Seglin, ethics columnist, *New York Times Syndicate*, and associate professor, Emerson College, Boston, Massachusetts

David Sokolsky, President, Daisy Brand, LP, Dallas, Texas

Asha P. Williams, PhD, Villanova, Pennsylvania

Scramble on Lookout Mountain

Golfers used a scramble format on the Lookout Mountain Golf Course in Phoenix, Arizona, to raise close to \$9,000 for the Foundation for Financial Service Professionals. The annual event, held this year on October 25, 2009, supports Foundation initiatives, such as Financial Education Partners, ABEA, and Paul S. Mills Scholarships.

Taking first place in the tournament were Rod Hansen, Luke Kaplan, Adi Toth, and Kavanaugh Tucker. The second place foursome were Jack Dempsey, John King-Beckles, Dave Stratton, and Ray Wheeler.

The third place foursome were Brad Day, Kelly Harris, Geoff Pfeiffer, and Jerry Thielmann.

Other winners were Bill Cox (closest to the pin) and



And the winners are...(l to r) Adi Toth, Rod Hansen, Kavanaugh Tucker, and Luke Kaplan.

Jennifer O'Neill (longest drive).

A total of 48 golfers, plus 30 sponsors, and an absolutely beautiful Phoenix day helped make this a successful event for everyone involved.

Jim Tyrpak, chair of the Foundation, extended his congratulations to the winners and

thanked all the golfers. He expressed special appreciation to Jim Mader and Geoff Pfeiffer for chairing the tournament this year. ■

ABEA Awards

continued from page 3

added Eldridge.

Eldridge also cited the “tone at the top” coming from Lockheed Martin Chairman, President, and CEO, Robert J. Stevens, as “invaluable in the creation and maintenance of an ethical culture.”

Closing Comments

Lindsay closed the evening by congratulating all the 2009 ABEA recipients and thanking them for reminding us that integrity remains a vital element of American business. ■

Paul S. Mills Scholarship Recipients



The Foundation honored Paul S. Mills Scholars Lewis Hershey, Kemberly Washington, Ken McNutt, and Scott Renshaw, pictured here with Foundation Chair, Jim Tyrpak. (Gary Ruchin not pictured.)