

GOOD. CELEBRATED.



Kansas City's new approach to corporate philanthropy

Photo credits to Dr. Caroline Hexdall

Dr. Caroline Hexdall is a licensed psychologist in North Carolina, and she is the founder of the Center for Mindful Development (www.mindfuldevelopment.com). The Center is dedicated to providing psychological services and mindfulness education to all children, adolescents and families. Dr. Hexdall is also pursuing research at the unexplored intersection between the disciplines of positive psychology and philanthropy. Her current areas of study focus on how the combined dynamic of psychology and philanthropy plays out in families to promote healthy relationships. Dr. Hexdall is also involved in building innovative, research-based tools to celebrate philanthropy in the workplace to build a positive employee culture, which ultimately positively impacts families.

Dr. Hexdall is also an avid photographer. "For me," says Dr. Hexdall, "photography is a visual expression of mindfulness. Taking a photograph means you see the gift of the moment before you, just as it is, without changing it. Photography is a way of honoring each moment for its joyful simplicity. When you stop to recognize the gifts in front of you, you really do see they are abundant."

Philanthropy, according to the classic dictionary definition, means “love of humanity” in the sense of caring, nourishing, developing and enhancing “what it is to be human” on both the benefactors’ and beneficiaries’ parts.

Philanthropy works best when it’s fun, easy, inclusive, rewarding and self-directed. That’s why company cultures aligned with values drive returns that beat the S&P 500 by 400%. And that’s why we’re celebrating innovative ideas for “doing good” across a diverse group of Kansas City companies who are leading the way in building a positive corporate culture through the power of philanthropy.

Companies, just like individuals and families, make a difference in more ways than one. The pages of this magazine are filled with ideas for 10 ways to create positive social impact. After all, every act of philanthropy is worthy and deserves to be celebrated.

Giving

Serving

Volunteering

Recycling

Marketing

Sharing

Donating

Purchasing

Celebrating

Caring

Enjoy the stories. And you’ll see exactly why we believe Kansas City is #1 for innovation in corporate philanthropy.

Good. Celebrated.

SPENCER FANE BRITT & BROWNE



Giving can mean a lot of things. In philanthropy, "giving" refers specifically to contributing money to a charitable organization qualified under Internal Revenue Code Section 501(c)(3). The organization, in turn, uses the money to support people in need, pay for educational and research activities, engage in the arts, or pursue other charitable endeavors. Acts of giving include not only writing checks, but also transferring stock, making grants from a corporate foundation, or even dropping coins in a fountain to support a children's hospital.

Every gift makes a difference.

Giving to nonprofit organizations qualified under Internal Revenue Code Section 501(c)(3)—a pool of more than a million charities—is a booming industry in the United States, totaling more than \$335 billion dollars in 2013 alone. That's two percent of GDP. A whopping 95.4% of households give to charity each year. Corporate giving is itself a significant force in philanthropy. Businesses in America, for example, collectively gave \$16.76 billion in 2013 to charitable organizations.

A regional role model for corporate giving is the Kansas City-based law firm of Spencer Fane Britt & Browne LLP. In 2009, the firm established the Spencer Fane Foundation to support innovation and arts. This focus expanded the significant commitment the firm has historically made to organizations like the Kansas City Symphony and the Kauffman Center for the Performing Arts.

"Spencer Fane's core values are anchored in the firm's pride in its ability to work in partnership with clients to identify achievable goals," said Greg Ash, a partner in the firm's Overland Park office. "We find the best strategy for achieving those goals, and we implement powerful legal strategy in a skillful, aggressive and cost-effective manner." Greg practices in the firm's Employee Benefits Group and is Chair of its ERISA

Litigation Group. For over 20 years Greg's practice has focused exclusively on ERISA and other laws governing employee benefits, including matters affecting pension, profit sharing, ESOP, 401(k), executive compensation, and welfare plans.

Consistent with the firm's core values, the innovation and arts theme for its corporate giving enables Spencer Fane to balance support of the arts community's mature organizations with support of incubator organizations. By intentionally focusing on arts and innovation, the firm channels charitable support into local markets in a manner that is both meaningful and strategic.

Corporate giving is not only good for the community, but it's good for business, too. A study of hundreds of major brands, led by Procter & Gamble's former CMO, Jim Stengel, demonstrated that a business built upon values returns four times the S&P 500.

Spencer Fane's core values, its approach to client service, and a commitment to giving come full circle to reinforce the firm's focus on helping clients solve, plan and prepare for the future. "We believe our success is measured by our results," said Greg. And that's good for everyone.

FINANCIAL EXECUTIVES INTERNATIONAL, KANSAS CITY CHAPTER



“Serving” includes being a member of a board of directors, committee, or a similar group with responsibility for ensuring that a community or civic purpose is carried out successfully. Many companies encourage employees to serve on boards of directors of local nonprofit organizations. More and more companies are also beginning to acknowledge the contributions employees are making in their personal lives through service, such as serving on the board of a neighborhood association, joining a steering committee for a school fundraiser, or being part of a civic task force.

Sometimes the people you cannot see are the people who are making the biggest difference.

Financial Executives International (FEI) Kansas City is the local chapter of an international organization offering CFOs, treasurers and other financial leaders a forum to meet quality people and share solutions to crucial business issues. FEI Kansas City’s 200 members represent a cross-section of companies in the Kansas City region. The organization’s meetings, professional development and informal outings focus on high-quality speakers and entertainment to facilitate the flow of new ideas and perspectives, as well as sound career and business decisions.

FEI is leading the way in creating opportunities for professionals in areas that are becoming increasingly important to the success of corporate America. And “doing good” plays a big role. Why? Today’s marketplace demands doing good. And no one is more aware of that than the people who serve, often behind the scenes, to keep corporate fiduciary and financial structures running smoothly.

Indeed, regulatory influences, governance, and sustainability pressures are requiring businesses to pay increasing attention to social responsibility and “doing good.” At the same time, the definition of philanthropy has expanded well beyond giving to charities to reflect a global, more inclusive definition, adding even more

complexity to the notion of corporate social responsibility (CSR).

FEI helps its members navigate the financial responsibilities in a corporate marketplace that is becoming increasingly socially conscious. Engaging the talent base of professionals that companies need to hire to grow and be successful is a top priority. Studies of the emerging workforce, including Deloitte’s third annual millennial survey of nearly 7,800 millennials from 28 countries, consistently demonstrate that a clear majority of the younger talent base wants to work for companies that are committed to charitable giving, volunteering, and making a positive impact on the bottom line and beyond. Consistent with this trend, the 2014 Millennial Impact Study showed that 94% of millennials want to use their talents for doing good.

And that’s what FEI is all about. “As the top networking and professional development group for financial executives in Kansas City, FEI is committed to developing the next generation of finance and accounting leaders,” said Stacey Frye, Past President of the FEI Kansas City chapter. “Education is central to our mission, and FEI Kansas City’s annual academic awards promote excellence in the business programs at 15 universities in our region. We are happy to honor promising young people.”

BALANCEPOINT CORPORATION



“Volunteering” means a hands-on contribution of your time to an organized cause or a formal initiative that helps others. Examples of employee volunteering include serving meals in a soup kitchen, sorting clothes in a homeless shelter, helping out at a school, or picking up trash on the side of the road as part of a “Keep America Clean” project.

Muddy boots? You bet. Anything for your favorite cause.

The BalancePoint team is led by principals Jacquie Morgan (COO), Scott Lippert (CRO), and Michael Sommers (CMO) who founded the company in 2004 with a passion to provide IT consulting services in a way that is fair to every party involved. The team has a vision to be the most trusted IT consulting firm, transforming the industry, and earning top-of-mind relationships with clients and associates through truth, transparency, and genuine human interactions. “We’re proud of a high accountability, low control environment that is uniquely focused on external, internal and personal achievements for every team member,” says Jacquie.

A founding principle in BalancePoint’s management philosophy is Give Back. “We are blessed and compelled to serve our community,” Michael says, “as well as the wider needs of children around the world.” Indeed, a visit to BalancePoint’s corporate headquarters confirms a culture of doing good and personal achievement for every team member. The company’s values are painted artistically on the walls. BalancePoint even created the Giving Wall, a hallway devoted to celebrating the dozens of charitable organizations supported by the company and its employees—many of which are BalancePoint’s clients’ favorite causes.

Employees are encouraged to support the causes they care about in a variety of ways, including volunteering. “Our team at BalancePoint has the opportunity to Give Back on company time, with finances generated

through our corporate work,” said Scott. “We are planted firmly on this value. Our most recent commitment for 2014 and years to come is to give 10 - 15% of annual profits back to the community. This has brought a new sense of purpose to our team.”

BalancePoint is a role model for companies who celebrate philanthropy and core values to build a positive employee culture and create emotional loyalty with clients. In today’s marketplace, connection has become a commercial imperative—and philanthropy is a fundamental tool to allow a business to build meaningful relationships with employees and customers.

Why is philanthropy so powerful that it can drive a workplace culture that achieves results? At its classical origin, philanthropy is a love of humanity involving both the receiver and the giver—which includes a company that gives back. Philanthropy embodies emotional energy, storytelling, and universal human respect and understanding, which in turn connect people with each other and make it easier and more productive to conduct business together.

“We are committed to transparency in our interactions, and confidently reward above-marketplace performance,” said Michael. “As an ownership team, we have worked hard to produce a culture, not just a workplace. In this environment, everybody wins.”

McCORMICK DISTILLING CO., INC.

At McCormick Distilling Co., Inc., being green is not a marketing gimmick, it's a way of life. Based on the principles of reduce, reuse, recycle and rethink, McCormick created the world's first sustainable vodka, 360 Vodka. Everything about this Missouri-owned and Missouri-made eco-friendly brand is sustainable, from the recycled glass bottle, to the paper used for the label, to the ink and reusable cap. The company's commitment to the smooth, premium liquid inside the bottle is just as impressive, featuring locally-grown grains distilled in the most energy efficient manner using a state-of-the-art production process.

With this outstanding commitment to the environment, McCormick Distilling Co. is happy to share some tips for incorporating an eco-friendly approach into everyday life.

Reduce

By sourcing everything for 360 Vodka within its home state of Missouri, the company reduces fossil fuel consumption in transporting raw materials to the distillery.

Everyday tips for reducing:

- Bring your own shopping bags to the grocery store to reduce plastic bag waste
- Hang clothing to dry outside rather than using a dryer
- Install flow-reducing shower heads, faucets and other fixtures that reduce water consumption

Reuse

The 360 Vodka bottle was entirely designed for reusability, thanks to the swing-top cap and bottle design. The company has seen consumers use it for water, olive oil, candies, and even wind chimes! Those consumers who don't wish to reuse their bottles can send the swing-top caps back to the distillery, in a prepaid envelope, where the caps will be cleaned and reused for the next 360 Vodka bottle.

Everyday tips for reusing:

- Carry a reusable coffee mug or water bottle with you during the day, rather than using disposable paper or plastic containers
- Re-gift unused presents to avoid unnecessary waste
- Reuse all bottles and jars of various shapes and sizes to store items—just soak off the labels

Recycle

360 Vodka has won numerous international awards and accolades for its recycling efforts. The 360 Vodka bottle is made from 50 percent recycled glass and uses recycled paper on the label. Every year, the company recycles nearly 200 tons of glass, paper and plastic materials, and manages the composting program for the largest cocktail festival in the United States, collecting more than 5,000 pounds of produce, which the company donates to a local farm.

Everyday tips for recycling:

- Buy products from environmentally responsible companies that use recycled materials
- Print documents on both sides of the paper and then recycle any unneeded pages
- Donate items to charity instead of putting them in the trash

Rethink

"Sometimes all it takes to help the environment is re-thinking your usual habits," said McCormick Distilling Co.'s President, Mick Harris. "For us, going green is something we do every day."

Everyday tips for rethinking:

- Plant a tree as a family activity or assist with a community clean up project
- Put trash in garbage receptacles rather than dropping refuse on the ground
- Buy fluorescent lights for your house; they use 75% less energy than regular bulbs



"Recycling" is bigger than a bin next to every desk. Recycling means respecting a sustainable and regenerative environment. In the workplace, it means turning off lights, recycling aluminum cans and making an effort to use only recyclable supplies around the office. Some companies have even replaced the plastic silverware in the break room with stainless steel utensils.

Tire swings included? Why not. It's all good.

CORE CATALYSTS



In corporate philanthropy, “marketing” means anything you do to tell your workplace colleagues about a favorite cause, whether that’s recruiting people to fill a table at a gala or helping your children sell Girl Scout cookies by passing the order form around the office. The idea is that you are promoting a cause to encourage other people to support it, too. It can even be as simple as snapping a photo.

Smile. You’re doing good.

Core Catalysts, a management consulting firm based in Kansas City, has a vision for a better way to serve clients by being nimble, focused and offering experienced talent without the big firm fees and overhead. Core Catalysts helps clients solve business issues that are costing time and money.

Core Catalysts’ commitment goes beyond providing its clients the people, technology and resources to address challenges. Recognizing that many of the firm’s clients place a high priority on giving back, Core Catalysts also makes it a priority to support clients’ favorite causes. “We ask our clients what philanthropic activities they support,” says Core Catalysts’ Managing Member, Jim Wadella. “Then we seek to understand how our firm and our team can support those causes, too.” Sometimes that means the firm’s employees participate in a food drive, or volunteer time. Other times the firm writes a check or helps with a fundraiser to support a client’s favorite cause. “Our clients are more than just people who pay our invoices,” says Jim. “They have vested interests beyond the work environment.”

“We have full, rounded lives composed of raising families and being part of our communities,” said Jim, adding that “happy consultants means happier clients.” In addition to encouraging employees to get involved in the causes they love, and offering the flexibility to do so, Core Catalysts supports a handful of causes that relate directly to the firm’s overall mission to help businesses thrive. Initiatives include the Regnier Institute for Entrepreneurship & Innovation at the UMKC Bloch School of Business, as well as the Helzberg Entrepreneurial Mentoring Program, where firm executives are active in business mentoring activities. Core Catalysts also supports the Kansas City chapter of Financial Executives International, as well as Kansas City Women In Technology, an initiative founded by Jennifer Wadella, a talented young professional who works at MindMixer—and who just happens to be Jim’s daughter.

Core Catalysts’ team members can be found on the boards of the Boys and Girls Club, United Way of Greater Kansas City, Jewish Family Services and various local high school and college committees.

CRETCHER HEARTLAND & POWER GROUP



“Sharing” includes activities you do to directly help your own colleagues, family, and friends—especially those who are facing health issues or other challenges. For example, you might add money to a medical fund for a specific co-worker. Or you might prepare a meal for a neighbor who has experienced a loss in the family. Sharing means you are helping one particular individual or family, or a group of specific people whom you select.

If you can give a little, you’ve got a lot.

“From our very first discussion, we saw significant opportunities and an ideal fit—in culture, strategy and focus. Power Group’s industry strength in employee benefits consulting and Cretcher Heartland’s leadership in risk management and commercial insurance dovetailed perfectly.” That’s how Steve Nicholson, CEO, describes the 2014 partnership of two prominent companies in the Kansas City region.

When complementary businesses join forces, the whole package certainly transcends the sum of its parts. For example, by working together and sharing combined expertise and resources to serve clients, the combined companies are able to accelerate new service models that address clients’ total risk management needs with focused, integrated solutions. The alliance also reinforces

both organizations’ commitment to local ownership and service, counter to recent industry trends. Plus, the combination doubles the in-house expertise readily available to clients, including subject matter, industry and market expertise.

“Traditionally, organizations have managed their risks in several ‘silos,’” says Mark Avery, Chief Strategy Officer. “We believe that a thoroughly integrated, interrelated approach is far better, as this should advance our ability to deliver a forward-thinking client experience.”

Cretcher Heartland and Power Group are sponsors of KMBZ’s *Live with Rink and Laura* radio show, airing weekly to share Kansas City CEOs’ stories and celebrate companies that are making a difference.

Philanthropy Tip

When you think about “doing good,” giving to a charity—a 501(c)(3) organization—is often the first thing that comes to mind. Philanthropy is much bigger than that, of course. And what’s a “501(c)(3)” anyway? And how is giving to a 501(c)(3) organization any different from “sharing”—such as helping pay for a colleague’s medical care or putting money into a scholarship fund to help the neighbor’s children? Both giving and sharing are examples of philanthropy—but the tax treatment is different.

Giving to a charity is an act of doing good that involves contributing money to an organization, which in turn uses the money to carry out its mission. But giving money to just any organization doesn’t mean you’re eligible for a tax deduction. For a contribution to qualify for a charitable tax deduction, the receiving organization must be approved under Section 501(c)(3) of the Internal Revenue Code. This means that the organization meets certain government regulations for having an altruistic purpose that doesn’t drive profit for any particular individual or group of individuals.

By contrast, the act of sharing what you have—like money—directly with someone who needs it is a contribution that is not eligible for a charitable tax deduction. These contributions do not meet the IRS’s 501(c)(3) test, because the money is going directly to a specific individual or family. But that shouldn’t stop you from doing it. After all, philanthropy is philanthropy, whether or not a contribution is eligible for a tax deduction.

BANK OF KANSAS CITY



“Donating” means collecting necessities for people in need, like canned goods or used clothing. Food and clothing drives at the office are a great way for a company and its employees to do good during the holidays, or any time of year. Don’t forget to collect donations of gently-used books and toys—or even brand new toys. Making a child’s holiday wish come true is sure to bring every bit as much joy to you as it does to the little boy or girl. And maybe even more.

Doing good and doing well, all at the same time. That’s the magic of philanthropy.

Making a community stronger begins with clearly understanding its needs. In banking, that requires a team of dedicated employees. “Everybody has had to make an emotional, mental commitment to join this organization,” said Michael Viazzoli, Bank of Kansas City’s CEO, describing the company’s organic growth and positive culture. Bank of Kansas City actively encourages and supports employees serving on boards of directors of community nonprofits. Bank of Kansas City also sponsors KMBZ’s *Live with Rink and Laura* radio show, airing weekly to celebrate companies and CEOs who are making a difference.

And that’s not all. “One of the most simple and effective ways we help our community comes from hidden

treasures within our company,” says Michael. “We send teams of employees to volunteer at area nonprofits during business hours. We walk together as a team at charitable walks and runs on weekends. We open our banking center network to causes such as our annual literacy campaign, which collects thousands of new and used children books to donate to our nonprofit partners. Our employees participate in denim days to benefit a different charitable agency each month. We are big supporters of the United Way, and a member of its Circle of Caring since 2008. We believe in giving back and being an active community partner.”

“Long live your money” is the bank’s mantra. And “long live your community” is a big part of its mission.

JOB ONE



“Purchasing” means buying products and services that include a charitable element. For example, do you typically buy the brand of pasta that supports food pantries across America? Do you feel good when you know that a person across the world got a new pair of shoes, too, when you bought yours? Purchasing is a terrific application of doing good in corporate settings. For example, many businesses purchase services from organizations that employ adults with developmental disabilities.

Shopping—for good. Sounds pretty good, doesn't it?

JobOne is a vocational services organization employing over 300 people with significant disabilities. In fact, it is the largest employer of persons with developmental disabilities in Western Missouri, and second largest in the state.

“We have three facilities that provide packaging and light assembly services, a recycling center, secure document shredding service, and federal jobs through the AbilityOne program,” says JobOne’s CEO, Aaron Martin. “In the last year we’ve also added JobOne Careers, a customized employment program to match the needs of the business community with the unique talents of our workers. Our program variation is vast, yet we are still working to become more diverse to ensure our employment options are plentiful.”

Aaron is committed to the notion that every human being deserves a chance to reach his or her potential. With more than 20 years of experience working with people with developmental disabilities, Aaron believes that people’s strengths should never be underestimated. This belief, which is shared by the entire JobOne team, pushes the organization to work as a strong advocate for JobOne’s important mission.

A rapidly increasing segment of the consumer base appreciates and values businesses that support causes in a meaningful way. More than 90% of consumers, for instance, want to purchase products and services from companies that are doing good. The marketplace is shifting away from traditional “cause marketing,” in favor of “authentic social impact engagement”—a more powerful and effective driver of cause-based brand loyalty.

In other words, today’s consumer places more value in a company that is integrating philanthropy into its workplace and operations, compared with a company that is simply “tacking on” a cause to a product or service as a marketing technique. Companies that purchase services from organizations like JobOne are demonstrating an authentic commitment to doing good. Thanks to the companies that do business with JobOne, the team at JobOne is able to provide a range of employment options for hundreds of adults with disabilities in our community, enabling them to live more independent and fulfilling lives.

Good job, JobOne!

SAINT LUKE'S FOUNDATION



“Celebrating” is all about supporting favorite causes by showing up in person. Employees frequently represent their companies by attending community events—5Ks, galas, auctions and golf tournaments. Sometimes, though, the best celebrations are the informal gatherings, like the impromptu parties in the company break room to honor a colleague’s birthday or favorite charity.

Three cheers for charity. Especially if it’s your favorite cause.

Paint the Town. Toast for the Children. Boo Ball. HEARaid Gala. Holly Ball. If one or more of these fall celebrations sounds familiar, you’re in good company. Saint Luke’s Foundation is a regional role model for gathering supporters to promote important medical projects that make a difference in the lives of thousands of people in our region.

Saint Luke’s Foundation events benefit programs at Saint Luke’s Hospital, Saint Luke’s North Hospital, Saint Luke’s South Hospital, Saint Luke’s East Hospital, and affiliated programs within the health system. These

occasions provide a critical source of funds for equipment purchases, patient programs, community education initiatives, and care for the underserved in our community.

Thanks to event proceeds and generous donations from individuals and funders, Saint Luke’s Foundation provided \$25 million last year to support academic, community service, and medical programs within the Saint Luke’s Health System. Since 1963, the Foundation has provided a quarter of a billion dollars to Saint Luke’s programs and facilities.

Philanthropy Tip

So how does it work when a company supports a charitable event—from a business savvy standpoint? The short answer is, it works quite well. When the company pays for a sponsorship, buys a table at a fundraising event, or purchases tickets to a gala, it usually can be considered a marketing expense—a cost of doing business. That typically makes it deductible to the company for income tax purposes. Plus, many companies recognize that supporting community events is not only a way to support the charity hosting the event, but also an opportunity for employees to socialize for a good cause. This makes celebrating a win win win: a tax deduction, a good cause, and a good time. In fact, event tickets are a popular employee benefit at several innovative companies in our region.

What happens when an individual—rather than a company—purchases a ticket or a sponsorship for a charity event? A good cause and a good time—yes. But the tax dynamics are a little different.

Generally, from the perspective of the individual taxpayer, a tax deduction is possible if you itemize deductions on your income tax return instead of using the IRS’s standard deduction. In that case, it is helpful to understand that one of the basic ideas behind the deductibility of

donations to charitable organizations is that donations are eligible for a tax deduction on your tax return only for the portion for which you, the giver, receive nothing of tangible value in return for your donation.

Usually the idea of “value in return” is black and white and pretty easy to figure out. You write a check to charity. Or you give stock. Or you make a donation using your credit card. Make a note of the amount of the check you wrote, or the fair market value of the stock on the day you donated it, or the amount you put on your credit card. This is the amount that will be eligible for a tax deduction, depending on other tax factors. The charity will send you a letter confirming that amount, if the amount is over \$250.

When you contribute to an organization by buying event tickets, however, the rules are a little more challenging. When you buy a ticket to attend a charity event, some of that ticket amount is deductible and some of it is not. That’s because the IRS views attending an event as receiving value in return. To compute the deductible portion of your ticket, the charity will start with the price of the ticket, and then subtract the fair market value of the benefit you will receive at the event—food, beverage, entertainment, t-shirts, and gifts. The amount that is left is what you are eligible to deduct on Schedule A of your Form 1040. Most

of the time, you do not have to do the math yourself. When you buy a ticket to a charity event, the charity should give you the information about how much of the ticket price is deductible and how much is not.

Complicated? A little. But what’s the most important part to remember? That’s easier. Just because you don’t get to deduct the entire amount, the charity is probably still able to use most of your ticket price to fund its mission. This is because typically the charity hosting the event has secured in-kind sponsors for a lot of the event expenses. For instance, a wine distributor donates the wine, a band donates its time, a t-shirt company donates the t-shirts, a deli donates the chicken. The tax laws still say, though, that no matter how many of these things were donated to the charity, you, as the attendee, nevertheless benefited from the fair market value of all those things. Essentially, that portion of the ticket price is a purchase by you from the charity, not a donation to the charity.

Whew!

And of course, it’s still good! Celebrating by attending charity events is a great way to give back and do good. With or without the tax deduction.

ACENDAS



“Caring” means acting on a commitment to your own physical and mental health and wellness. The reason caring is important is because human beings are much better equipped to help others when they are also taking care of themselves.

Put on your oxygen mask first, before you help the child next to you.

“It’s how we do business that sets us apart,” says Brent Blake, President of Acendas, a Kansas City-based corporate and vacation travel company that is leading the industry in managing the risk of today’s travel, offering clients an array of services to reflect the travel industry’s growing demands. “Our strategic recommendations combine thought leadership with cost reduction technologies, intelligent data analysis and traveler health and safety policies to ensure a strong, well-managed travel program.”

Taking care of travelers is a top priority. That’s good for clients, and good for business. “The stability of our ownership, combined with considerable travel industry experience, allows us to successfully execute customized travel solutions for clients around the world.”

Acendas, led by Brent and Co-President Gary Davis, was founded as All About Travel in 1982. Its growth has ranked the company as a Top 25 Travel Management Company in the country, thanks to a commitment to utilizing the latest technology and hiring the most experienced personnel to provide clients with unmatched expertise and service.

Acendas’ structure as a joint venture with BCD Travel makes it a global powerhouse, and it allows Acendas’ clients to take advantage of BCD’s industry leading technology solutions and proprietary corporate travel discounts, as well as a variety of global resources. BCD Travel is comprised of over 1,300 locations across the U.S. and more than 3,000 offices around the world.

Philanthropy Tip

Is philanthropy good for your health? According to more and more emerging research, the answer is absolutely.

The Cleveland Clinic reports that philanthropy is associated with several health benefits, including lower blood pressure, increased self-esteem, less depression, lower stress levels, longer life and, perhaps most importantly, greater happiness.

Happiness and philanthropy are deeply connected.

“Despite worries like international conflict, climate change, and trans fats,” writes Gretchen Rubin, author of the *Happiness Project*, “we enjoy an extraordinary degree of affluence and security. This prosperity allows us to turn our attention to more transcendent matters—to yearn for lives not just of material comfort, but of meaning, balance, and joy.”

Indeed, in so many ways, the act of giving is an expression of gratitude and a search for meaning, which in turn

leads to happiness. In a series of studies at the University of California, people categorized as “grateful” reported feeling 25 percent more happiness and energy—and 20 percent less envy and resentment—than ungrateful people. Americans want to be happy and healthy. More and more Americans want their experiences with philanthropy to be an important component of self-worth, satisfaction, and pursuing a meaningful life.

This publication is brought to you by *Live with Rink and Laura* in collaboration with the generous sponsorship of the 10 companies featured on its pages. *Live with Rink and Laura* airs on KMBZ in Kansas City. Now in its sixth year, the show features owners and CEOs who share their personal experiences with the companies they lead—celebrating achievements, telling the stories behind how they got there and forecasting goals for the future. Each show's guest is unique, but all of the guests share a common talent for leading the most innovative and successful companies in our region, building strong businesses and doing good in their companies and in the community—all at the same time.



Since the show first aired on April 20, 2009, our guests have included over 150 of Kansas City's finest corporate leaders and the companies they lead. We invite you to visit www.livewithrinkandlaura.com, where you can listen to past shows and join the celebration of companies doing good.

We've made every effort to correctly capture all of the names of our guests and the companies they represent, from the first day the radio show aired as *Live with Rink and Marko* in 2009 through the end of our fifth season in August 2014. If we missed you, or if we've misspelled a name, we are so sorry! We hope you will please let us know by contacting allie@livewithrinkandlaura.com so that we can make the correction.

Greg Pryor
 Greg Truitt
 Heartland Chevrolet
 Henry Wurst
 Heritage Tractor
 Hermes Landscaping
 Hunt Midwest
 IBT
 Infusion Express
 InstaBol
 Jackson Davis

360 Architecture	Blue Springs Goodyear	Christine Garton	Dennis Tyner	Jana Root
A. L. Huber	Bo Govea	Chuck Reed	Derek Dummermuth	Jason Grill
Aaron Martin	Bob Burg	Citizens Bank	Dewey Williams	Jay Jones
Aaron Neighbors	Bob Fayard	clair de lune	Don Nissanka	Jeff Fromm
Aaron Sloup	Bob Marcusse	Clair Keizer	Don Peterson	Jeff Yowell
Acendas	Boulevard Brewing Company	Client Kudos	Doug Doerr	Jerry Hellebusch
AdamsGabbert	Boyd Rau	Cogent	Doug Smith	Jerry Kolich
Adaptive Solutions Group	Brandon Dougherty	Community Insurance Consultants	Economic Development Corporation of Kansas City	JGrill Media
Advanced Bank Solutions	Brandon Michaels	Consumer Credit Counseling Services of Greater Kansas City	Endless Referrals	Jill Schram
Angela Hurt	Brandon Schmidt	Core Catalysts	Erika Moody	Jim Wadella
ARC Physical Therapy+	Brent Blake	Craig Scherzer	Erin Redhair	JobOne
AVI Systems	Brett Gordon	Creative Candles	eShipping	Joe Edwards
Avila University	Brian Fleming	Cretcher Heartland & Power Group	Fillamental	John Barnes
B. E. Smith	BRR Architecture	Cy Wakeman	Freedom Bank	John Daly
Baker University	Burns & McDonnell	Dads Behaving Dadly	Front Flip	John Duffy
BalancePoint Corporation	C K Enterprises	Dalton Hermes	Gail Lozoff	John Geiger
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Many thanks to the generous people who have made *Live with Rink and Laura* possible—especially our guests, who have made the show worth hearing. Without question, each candid story speaks to the heart of what it means to run a business. Our guests bring to life “success by doing good” in Kansas City. We are honored to help celebrate Kansas City philanthropy over the radio waves, in print, and beyond. And of course, many thanks to the companies whose sponsorship and staff support make it all happen.



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