Last year, the Alliance celebrated an important milestone—its ten-year anniversary. I am honored to be serving as Trustee Chair as we usher in a new decade of growth and possibilities. The Trustee group is an important part of the inspiration and sustainability of the Alliance. Together, we have all committed to engaging in crucial conversations about the ethics and integrity of our organizations. We have committed ourselves to this work freely and enthusiastically because Omaha recognizes that strong ethics equals strong business, that fair deals and integrity are prerequisites for profit.

As one of the only organizations of its kind in the country, the Alliance will continue to create the spaces necessary for the conversations that foster moral courage, making businesses better for humankind and for society. The entire Gallup organization and I are proud to partner with a group of Trustees who, like us, are dedicated to transforming workplaces for the better.

JANE MILLER
PRESIDENT & COO, GALLUP, TRUSTEE CHAIR

Growing up I was taught that when things get tough, I should keep my head down, work hard, and do my best to make the world a better place. With the Alliance, I have been surrounded by Trustees and community leaders who have the same drive and determination for goodness, even in environments that are unsettled and stormy. The Alliance continues to be a respite in the storm. We deliver community programs, products, and services designed not only to educate but also to uplift – to provide relief from moral stress. We’ve done it for ten years, and we’re going to keep doing it.

This year, though, we embarked on a journey of strategic growth, building and rebuilding our ship while we steer it upstream. With growth inevitably comes challenges: new initiatives are almost never perfect the first time around, and sometimes old favorites need to be let go to make room for the new. But I know that it will all be worth it. With your help, we’ll come out the other side with new, exciting programs and products, reaching more people than we ever have before. The only thing better than our first ten years will be the next ten.

BEVERLY KRACHER, PH.D.
EXECUTIVE DIRECTOR
Thanks to our foundational partners: the Greater Omaha business community, the Heider College of Business at Creighton University, the Greater Omaha Chamber of Commerce, and the Better Business Bureau.

BETTER ETHICS. BETTER BUSINESS.

David Brown
Greater Omaha Chamber of Commerce

Anthony Hendrickson, Ph.D.
Creighton University Heider College of Business

James Hegarty
Better Business Bureau

Ethical OMAHA
The actions you take. The actions we take. Our success.
### Financial Details

#### 2017

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#### 2018

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### Total Income

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| Total Expenses                | $506,511 |      | $530,240 |      |
**OUR IMPACT**

- **360 unique organizations served**
- **1545 program attendees**
- **521 Elevate workshop participants**
- **45% increase in social media followers**
- **40 new trustees**
- **3850 database contacts**
- **30 press releases**
- **Over 120k readers**
- **93% increase in unique website visitors**
- **746 attendees**
- **18 talks**
- **Pro bono work**
- **Work in other cities**

**2018 Alliance Impact**
MISSION DRIVERS

Mission Drivers are those individuals, organizations, and foundations that are interested in making a big impact on Ethical Omaha. They believe that ethics benefit all organizations by creating strong leaders, engaging employees, and increasing employee and client retention.

These supporters have aligned themselves with our mission to build and foster an ethical culture that reaches every recess of the Omaha business community. Ethics are imprinted on their DNA, driving both their personal and professional ventures. They go above and beyond in their commitment to helping the Alliance make Omaha a beacon of business ethics.

Thank you to these Mission Driver organizations.
This unique award is bestowed upon individuals who have exhibited a lifelong dedication to ethics, integrity, and civic and social responsibility while guiding others toward ethical excellence.

**JOHN C. MAXWELL– JANUARY 2018**

Author and leadership guru John Maxwell is dedicated to developing ethical leaders who embody integrity and excellence. His impact in workplaces throughout the world is the legacy we honored with the Beacon of Ethics® Award in 2018.

In addition to his professional development coaching, John runs a nonprofit – The John Maxwell Leadership Foundation – which is dedicated to transforming communities around the world through values and intentional living programs.

**TOM OSBORNE – OCTOBER 2018**

Former Nebraska congressman, legendary coach, and TeamMates co-founder, Tom Osborne has spent a lifetime and a career making decisions that required moral courage. Time and again, he demonstrated how to live and lead by ethical values, no matter the situation. Thanks to his vision, the TeamMates mentoring program serves more than 9,400 young people.

He accepted the award on behalf of the entire TeamMates organization, which transforms young lives and elevates communities by recognizing that, with a teammate by your side, anything is possible.

**COLIN POWELL – OCTOBER 2018**

Retired Army General, diplomat for four different U.S. presidents, and former Secretary of State, Colin Powell has devoted his life to public service. Like the Alliance, he believes that great leaders are made, not born, and that positive, practical leadership is the way to make lasting change.

Powell headlined Creighton University’s Presidential Lecture Series—An Evening with Former Secretaries of State—alongside Dr. Madeleine Albright, a previous Beacon of Ethics Award® honoree.
This was our 10th anniversary Annual Trustee Meeting! We had the pleasure of meeting Bob Bates’s friend and mentee – Todd Drake, CEO of New Balance Commodities – and hearing Bob and Todd discuss ethical leadership and tools for living their values on a daily basis while running a profitable firm. Their conversation helped us see that great leaders concern themselves with being better than they were the day before even more than competition with others. It was inspiring and practical advice – the hallmark of Alliance work.

91% of attendees said that they are proud to be associated with the Business Ethics Alliance.

With nearly 300 registrants, our 2018 Annual Trustee Meeting was our biggest ever!

We were thrilled to welcome W. Grant Gregory, Chairman of Gregory & Hoenemeyer Inc., back to Omaha to lead our annual meeting. He interviewed General John Sattler (Ret.), Distinguished Chair of Leadership, Stockdale Center for Ethical Leadership, and Rear Admiral Linnea Sommer-Weddington, Director, C4 Systems & Information Technology at the United States Strategic Command.

This year’s theme was Ethical Leadership and our speakers shared so much wisdom with us all “from the battlefield to the boardroom.”

"The Alliance gatherings are always a highlight...I walk away energized and with additional tools for promoting an ethical workplace. Thank you for all you do!"
Moral Courage: A Discussion on Speaking Up About Sexual Harassment

Our first Executive Breakfast of 2018 featured Ariel Roblin, President and GM of KETV. Ariel shared with an audience of Omaha CEOs and other business leaders her experience of being sexually harassed early in her career. Ariel’s story lends a personal and local connection to the #MeToo movement that has swept our nation. She demonstrated commitment to integrity, community responsibility, and moral courage – both in her decision to report the harassment she experienced and in sharing as much as she could about her story so publicly. Omaha defines itself by these values, and the Alliance celebrates leaders like Ariel who defend them.

93% of attendees said that they will share research/insights from the breakfast with others in their organization.

So, You Want to “Do Good” in Business?

John Tyler, J.D., general counsel and Chief Ethics Officer for the Ewing Marion Kauffman Foundation, presented to a crowd of C-suite executives a range of business models that allow more flexibility for organizations to prioritize social good in their decision-making – even, sometimes, at the cost of profits. He addressed BlackRock CEO Larry Fink’s annual letter to CEOs, in which Fink pushed for extending “the purpose of business” beyond profit margins, as well as the history of benefit corporations and the B Corp Certification.

"Your programming is great! In our current world, the message of how ethics fits in our business culture can’t be overstated."
"The Right Way": Ethics and Compliance Best Practices

Raphael Richmond, Global Director of Compliance at Ford Motor Company, joined us for our Spring Ethics Luncheon. She let us pick her brain about how a company like Ford, with over 200,000 employees worldwide, empowers individuals across the organization to “Go Further – The Right Way.” She told us about Ford’s innovative ethics app and how anyone can download and customize it for their organizations.

The Ethics of Consumer Buying

At our Summer Ethics Luncheon, Dr. Neeru Paharia of Georgetown University helped us understand the myriad ways we process information and make decisions – and they aren’t always rational. Consumer decision-making is not the clear-cut process we might guess that it is. What factors impact that decision-making process? How do ethics and values play into it? Dr. Paharia helped us understand this and much more!

Creating an Ethical Culture to “Do Good”

John Tyler, J.D., joined us again to discuss how positive, ethical workplace culture powers organizations to “do good.” Mr. Tyler fielded audience questions and offered practical advice about doing right by those we work with.

"This is one of the best programs in town."
The Ethical and Business Imperatives of Retaining Diverse YP Talent in Omaha: Part One

During this record-breaking Dialogue event, young professionals, business practitioners, and community leaders told their stories of workplace diversity and inclusion. We all want Omaha to be a beacon of ethics, to live up to our values of accountability, integrity, and moral courage. Recent surveys from the Chamber show that we have a lot of work to do.

Thank you to our outstanding panelists, Cliff McEvoy, Lynda Shafer, Ashley Rae Turner, and Tom Warren, and to our moderator, Tim Burke. Their honesty and leadership helped set the tone for a conversation that inspired a call to action—a call to be accountable for the business climate we create and to have the moral courage to address inequities.

The Ethical and Business Imperatives of Retaining Diverse YP Talent in Omaha: Part Two

At the Spring Dialogue, we discussed the Chamber and Urban League recommendations for addressing our city's problem with retaining diverse YP talent. Panelists were Angela Cooper, Sarah Moylan, Carmen Tapio, and Richard Webb. They were moderated by Nicole Theophilus. We heard from Omaha firms that are striving to create policies and cultures that are diverse and inclusive. Without a thriving young professional talent pool, we won't have the employee base to attract future business. And the moral imperative is clear.

"The panel shed light on the important aspects of change necessary for a positive, diverse environment."

How Business Impacts the Social Good

The 2018 Fall Dialogue panelists David Cota, Megan Hunt, and Jay Wilkinson talked about the different ways business can impact the community. The audience heard how to balance the social contract between business, community, stakeholders, and the environment, and see how this can contribute to a competitive advantage.

The audience asked about topics like equal pay, doing good versus raising awareness, and whether ethics has to involve politics. Alliance audiences never shy away from the tough questions.
Environmental Ethics on Trial: The Good, "The Bag," and The Ugly

So often in this world, we’re presented with ethical dilemmas in either/or terms – the horns of the bull, as it were. We’re told that we can take the left horn or the right horn but not both. But here’s at least one other strategy: we can reject the constraints of an either/or choice and go between the horns. At our sixth annual Ethics on Trial event, that’s exactly what we did. We discussed the Hefty® EnergyBag™ program, which allows Omaha residents to collect non-recyclable plastics for energy recovery. Presenters offered perspectives on the benefits of the program as well as the dangers. But our audience members pushed us toward a third option, something beyond the either/or, pro/con model of thinking – something between the horns.

88% of participants said that Ethics on Trial is a unique event compared to other events they attend.

Thank you to our moderator and presenters:

- Dr. Amy Rodie, Associate Professor, UNO College of Business Administration
- Hal Daub, Senior Counsel, Husch Blackwell
- Dale Gubbels, CEO, Firstar Fiber
- Rick Yoder, Chief Sustainability Officer, UNO College of Business Administration

"Great event, especially the format of networking, presentation, and then follow up afterward."
Ethics on Tap

Ethics on Tap is a fun, casual forum in which emerging leaders and our seasoned Trustees come together, enjoy a drink, and discuss today’s pressing ethical issues. Each session is designed to bring about lively discussion and encourage connection and networking for emerging leaders in the Omaha area.

This new effort is one of many aimed at sustaining the “Omaha Way” and ensuring an Ethical Omaha for years to come. Our Emerging Leaders Board hosted seven Ethics on Tap events per year, convening Omaha’s business leaders of tomorrow to practice the ethical dialogue skills they’ll need as they take on leadership positions.

"2018 was an exciting first year for our Emerging Leaders group. We have had significant diverse interest in our group, and it grows every event. We aspire to reach all corners of the Emerging Leader community to educate and promote ethical culture."

Travis Sholin
Emerging Leader Chair

Trustees Talk Ethics

Our exceptional Trustee group has the exclusive opportunity to gather at regular meet-ups for networking and discussion of ethics in the news. These small-group discussions offer occasions for flexing ethics muscles, reconnecting with other Omaha leaders, and supporting our mission.

VP Ethics Exchange

We bring together top ethics and compliance officers from Omaha’s largest organizations for lively and candid discussions about workplace culture. Operating under the Chatham House Rule, these ethics leaders share best practices to help elevate ethics in their organizations.
These monthly infographics highlight current ethics research, practical tools, and ways organizations can foster ethical cultures. In 2018, we sent 10 custom infographics to nearly 3,000 primary subscribers, resulting in several thousand impressions via social media and other sharing methods.

Thank you to these Ethics Communications sponsors.

Access Bank  First National Bank
American National Bank  Hayes & Associates LLC
Business Ventures  Heafey Hoffman Dworak Cutler Mortuaries
Deeb Companies  Keystone Financial Services
Firstar Fiber  The Lund Company
WORKSHOPS
Elevate Ethics workshops enhance ethical awareness, decision-making, communication, and leadership. Participants leave with positive, practical tools they can implement in the workplace immediately.

ETHICAL LEADERSHIP
How to influence others with ethics

ETHICAL DECISION-MAKING
Empowering groups and individuals to make the best decision when faced with an ethical dilemma

BUSTING BLINDSPOTS
Learn why good people will sometimes fail to do the right thing

ETHICAL FIRST ADVISORS
Build confidence when addressing employee concerns about misconduct

GENERATIONAL ETHICS
Managing value differences between the generations

BIRTH OF A BLINDSPOT
How policies encourage or discourage ethical behavior

MORAL IMAGINATION
Encouraging innovative solutions when faced with an ethical dilemma

ETHICAL FIRST RESPONDER
Build confidence when speaking up during impromptu conversations

ETHICAL LENS INVENTORY
Identify your moral compass and effectively use it with your team

SEXUAL HARASSMENT IN THE WORKPLACE
Coming in 2019!

“Great workshop. Provides tools and info that can be immediately applied to the whole environment.”

“This was incredibly helpful. The fact that it was led in a casual, open atmosphere made the learning so much more experiential and therefore more effective.”

Participating Elevate Ethics Organizations in 2018
NEW ETHICS PRODUCTS

In addition to our workshops and consulting services, the Business Ethics Alliance® introduced in 2018 a menu of ethics products suitable for all employees at any size workplace in any industry. From new employees to seasoned veterans, C-suite to front-line, team members are sure to keep ethics top-of-mind with these engaging tools.

BOARD ETHICAL CULTURE ASSESSMENT

An online self-assessment that help boards understand members’ perceptions of their shared values, beliefs, and norms and provides a baseline to understand the current ethical culture.

GOVERNING BOARD ETHICS

This summer we developed a product line that aims to elevate the ethical culture of for-profit and nonprofit governing boards. Each mini-module helps boards engage in self-directed conversations about key areas of governance and common board dysfunctions. Embed into regular board meetings, include in on-boarding for new members, or pair with the annual signing of important documents.

BITE-SIZED ETHICS

This NEW series distills the lessons and tools from our popular Busting BlindSpots workshop into bite-sized modules. The same insights are abridged into mini-modules for use in team meetings, mailings, employee on-boarding, and any other areas organizations wish to inject ethics education with everyday application.

ETHICS COMMUNICATIONS ANNUAL PACK

A year’s worth of our popular Ethics Communications, printed as posters and ready for use in the office setting, helping companies keep ethics top of mind.

ETHICS STARTER KIT

Includes 12 Ethics Communications posters, 5 copies of the Ethinary, 5 sets of Ethics Conversation Cards, 5 sets of Ethics Compliment Cards, and a complimentary Digital Ethinary – a digital version of the popular Ethinary
Together, the Trustees and the Business Ethics Alliance® fully support Omaha's core values and uphold the highest standards and professionalism that is expected.

Our Newest Trustees

- **Jane Miller**
  Trustee Chair
  President & COO, Gallup

- **Karen Goracke**
  Trustee Vice Chair
  CEO, Borsheims

**AMBASSADORS**
Trustees are engaged in and supportive of the Business Ethics Alliance® programs and encourage others to participate, both within and outside their organizations.

**SUPPORTERS**
Trustees financially support the Alliance every year with a donation, sponsorship, grant opportunity, in-kind services, and/or purchase of a product or service.

**ADVISORS**
Trustees willingly discuss with the Business Ethics Alliance® strategies to ensure the Alliance remains vital and strong. They help us think big.

- **Allen Batschelet**
  First Responders Foundation
- **Brett Frevert**
  CFO Systems LLC
- **Cesar Garcia**
  DLR Group
- **Kassie Jorgenson**
  Arbor Bank
- **Mike McGinnis**
  Goodwill Industries
- **Tara Stingley**
  Cline Williams Wright Johnson & Oldfather, L.L.P.
- **Megan Belcher**
  The Scoular Company
- **Steve Goeser**
  Nebraska Methodist Health System
- **Chuck Kinzer**
  Aradius Group
- **Richard Messina**
  Play It Again Sports
- **Catherine N. Swiniarski**
  Elder Law of Omaha, P.C., LLO
- **Renee Black**
  planitomaha
- **Sheila Kuehn**
  Lamar Advertising
- **Joe Moglia**
  Moglia Family Foundation
- **Bill Murphy**
  Gavilon
- **Virginia Collins**
  SOLVE Consulting, LLC
- **Steven Grandfield**
  BlueCross BlueShield of Nebraska
- **Nancy Laug-Sholin**
  Keystone Financial Services
- **Michael Pallesen**
  Cline Williams Wright Johnson & Oldfather, L.L.P.
- **Pat Dees**
  WoodmenLife
- **Chuck Kinzer**
  Aradius Group
- **Jeff Kutash**
  Peter Kiewit Foundation
- **Sarah Waldman**
  TeamMates Mentoring
- **Scharlie Fitts**
  The Business Builder
- **Sheila Kuehn**
  Lamar Advertising
- **Jeff Miller**
  KPTM/KXVO
- **Gregg Wilson**
  Catholic Charities of Omaha
- **Larry Forsgren**
  KMTV
- **Tim Hassinger**
  Lindsay Corporation
- **Nancy Laug-Sholin**
  Keystone Financial Services
- **Carmen Tapio**
  North End Teleservices
- **Andrea Fredrickson**
  Revela
- **Scott Hills**
  Harry A. Koch Company
- **Dan Longo**
  Jet Linx
- **Sarah Waldman**
  TeamMates Mentoring
- **Anne Hindery**
  Nonprofit Association of the Midlands
- **James Linder**
  Nebraska Medicine
- **Bill Murphy**
  Gavilon
- **Michael Homa**
  R&R Realty Group
- **Chris Maher**
  Premier Bank
- **Chad Richter, Esq.**
  Jackson | Lewis, P.C.
- **Ron Siwa**
  Roloff Building Group
- **Jill Slupe**
  Verde Martin
- **Anne Hindery**
  Nonprofit Association of the Midlands
- **Stacy Martin**
  Lutheran Family Services
- **Tara Stingley**
  Cline Williams Wright Johnson & Oldfather, L.L.P.
- **Steve Goeser**
  Nebraska Methodist Health System
- **Nancy Laug-Sholin**
  Keystone Financial Services
- **Bill Murphy**
  Gavilon
- **Michael Pallesen**
  Cline Williams Wright Johnson & Oldfather, L.L.P.
TRUSTEES

Michael Alley
Alley Poyner Macchietto Architecture

Richard Azizkhan, M.D.
Children’s Hospital and Medical Center

Tom Baker
Lighthouse 5

John Barrientos
Community Leader

Deborah Bass
Nebraska Health Information Systems

Lew Batchelder
Gavilon

Bob Bates
Community Leader

William Bauhard
Community Leader

Mogens Bay
Valmont Industries

George Behringer
Community Leader

Thomas Belford
John A. Gentleman Mortuaries

C.R. "Bob" Bell
Community Leader

Dick Bell
Community Leader

Tom Berger
Community Leader

Richard Berry
United Seeds, Inc.

Chad Bertucci
Markel Corp.

Ken Bird
Avenue Scholars

James Blackledge
Mutual of Omaha

Andrew Blossom
KPMG

Bryce Bousquet
REAMS

Sara Boyd
Omaha Community Foundation

Dana Bradford
Waitt Company

Amanda Brewer
Habitat for Humanity

Ted Bridges III
Bridges Investment Management, Inc.

David Brown
Greater Omaha Chamber of Commerce

Ron Brown
Jones Automotive

Stephen Bruckner
Fraser Stryker PC LLO

Ray Bruegman
Miller Electric

Louis Burgher, M.D., Ph.D.
Clarkson College

Timothy Burke
Omaha Public Power District

Tom Burt
Election Systems & Software

Art Burtscher
Westwood Holdings

Sandy Callahan
Community Leader

Jim Champion
Charlie Graham

Clayton Chapman
The Grey Plume

Dick Coffey
Consortio Group

Patrick Corrigan
ACCESSbank

Brad Crosby
Arlite Plastics Co.

Bill Cutler
Hefay Hoffman Dworak & Cutler Mortuaries

Jim Dale
Seven Citadels

Robert Dalrymple
Bank of the West

Hal Daub
Husch Blackwell LLP

Dusty Davidson
Flywheel

Dick C.E. Davis
Davis Companies

John DeBoer
Community Leader

Gail DeBoer
Cobalt Credit Union

Van Deeb
Deeb Realty

Jack D. Diesing, Jr.
AON Risk Services

Boyd Dingman
Dingman’s Collision Center

Roger Dixon
MECA

Kate Dodge
NEI Global Relocation

Sandy Dodge
NP Dodge

Shonna Dorsey
AIM

Colin Duggan
Kitchen Table

Dick Egan
Egan Supply Company

Matthew Ellis
WoodmenLife

John Ellsworth
Community Leader

Michael Emsick
Emsick Architects

Susan Eustice
Salvation Army

Viv. L. Ewing, Ph.D.
PromiseShip

Brian Fahey
Missouri River Title

Mike Fahey
Community Leader

Joel Falk
UMB Bank

Jim Farrell
Farmers National

Peter Fink
Certified Transmission

Pamela Finn
Creative Enterprises

Jaye Firmature McCoy
First Light Home Care

Rex Fisher
HDR, Inc.

Shawna Forsberg
United Way of the Midlands

Jeff Francis
Nebraska Methodist Health System

Harris Frankel, M.D.
Nebraska Health Information Initiative

Paul Fraynd
Sun Valley Landscaping

Allen Fredrickson
Signature Performance

Greg Friipp
Whispering Roots

Lance Fritz
Union Pacific
Integrity Before Profits™

With a strong emphasis on ethical leadership and opportunities to truly make a difference – Creighton University’s Heider College of Business exists to form leaders who use their business knowledge to promote justice and improve the world.

Learn more at business.creighton.edu

#ChooseCreighton

we build a sustainable future

At Valmont®, we’re making good on our promise of Conserving Resources. Improving Life.® And the way we’re doing it will surprise you. See how at www.valmont.com.

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Proud sponsors of the Business Ethics Alliance
<table>
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<td>Jim Slimp</td>
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