



RecognizeGood[®]

The Voice for Socially Responsible Business

GOOD

Employee Hand Book

The Concept That Encouraging Good Promotes Greater Positive People Power Leading to Business Success

by John Bosch, Jr.

RecognizeGood is endorsed by the following:



Employee Good Book

The Concept That Encouraging Good Promotes Greater Positive
People Power Leading to Business Success

John Bosch, Jr.



Employee Good Book

Copyright© 2011 First Edition
Published in the United States of America 2011 by RecognizeGood®
Austin Texas, USA
www.RecognizeGood.org
ASIN number B00600ZWIE

Copyright© 2017 Second Edition
Published in the United States of America 2017 by Mira Digital Publishing
174 Chesterfield Ind. Blvd.
Chesterfield, MO 63005
Library of Congress Cataloging-in-Publication Data
Printed in the United States of America
ISBN-13: 978-0-9988306-0-5

The right of John Bosch, Jr., to be identified as Author of this Work is in accordance with the Copyright, Designs, and Patents Laws in the United States of America.

The right of Reina Wiatt to be identified as Co-author and Contributing Editor of this Work is in accordance with the Copyright, Designs, and Patents Laws in the United States of America.

We gratefully acknowledge the following additional contributors: Jack Allen-Contributing Editor; Judy Rock-Administrator; Grant St. Clair-Video Production; and Henry Shepard III-Copy Editor of this Work is in accordance with the Copyright, Designs, and Patent Laws in the United States of America

RecognizeGood: THE Foundation is a non-profit organization. All proceeds from REG Book sales go 100% to this organization.

RecognizeGood® is a registered mark and may not be used without the prior written permission of TyRex Group, Ltd.

All rights reserved. No part of this publication may be used or reproduced, stored in a retrieval system, transmitted in any form or by any means including but not limited to electronic, mechanical, photocopying, recording, or otherwise without the prior written permission of the publisher. Please purchase only authorized electronic editions, and do not participate in or encourage electronic piracy of copyrighted materials.

Table of Contents

Dedications.....	iv
Foreword	vi
Introduction	1
Chapter 1: The Primary Focus	4
Chapter 2: Recognize Employee Good Program	6
Chapter 3: The Traditional Company Handbook.....	8
Chapter 4: Why Company Culture Is Important	11
Chapter 5: Defining the RecognizeGood Company.....	13
Chapter 6: Defining Cultural Categories	16
Chapter 7: Defining Areas of Employee Good.....	20
Chapter 8: The RecognizeBad SM Company	21
Chapter 9: TyRex - A Recognize Employee Good Company.....	23
Chapter 10: Becoming a Recognize Employee Good Employer.....	37
Personal Invitation	39
About Our Company and Supporting Organizations	40
TyRex Community Service Programs	43
RecognizeGood Organization’s Purpose and Programs	44
Special Acknowledgment	48

Dedications

To the “special people” whose Good continues to touch my life.

Barbara Schmitt

For many years I have often called Barbara my own special angel as if I was the sole beneficiary of all her good deeds. It was during the time that I sat at my father’s bedside during his final days at St. John’s Victoria LTC Nursing facility that I realized Barbara is the personal angel to all elderly in need of special care. The individual attention and tender loving care Barbara brings to these sometimes difficult people has been the magical critical need that’s missing in most long-term nursing care facilities.

God bless, Barbara. Your passion and energy for the personal caring of human beings in their last and final days define you as a true angel of the elderly. You are my personal inspiration for doing Good every day.

Cheryl Burnette

I will always be eternally grateful for your many acts of kindness. You and James were my brother’s caretakers and transported my brother James (Jimmy) from his assisted living home in Wichita to visit our dad in Gorham, Kansas. However, it was that one special deed that truly inspired me to my personal RecognizeGood journey. I will always remember the five o’clock call from the hospital to Austin, Texas. The hospital called to advise me that my brother was being dismissed and returned to his apartment within the next hour. He had just suffered a stroke and lost the use of his only remaining limb (arm) function that remained from his lifetime of disabilities from cerebral palsy.

There were no care options available to me. It was too late to find on-site nursing care or any other assistance. Driving to Wichita was not an option because of the distance, and just days before my wife had fallen on our sloping driveway and fractured her back. She was waiting on our insurance to confirm coverage of her pending operation, and I was out of options! My phone call to you was out of absolute fear and sheer desperation from my total helplessness of this situation.

Your answer to my prayers was a simple yes, that your husband James and you would spend the night with my brother, and stay until I could arrange for his temporary and long-term care. It was no big deal to you and James. Yet for me, it was this true illumination of genuine and unconditional Good that altered my daily routine to conscientiously look for the Good in our communities

Nancy S. Bosch

Nancy, you are my daily inspiration of Good, as a mother, teacher, friend, and lifetime soul mate. I have always been in awe of your dedication to your passion and profession educating young minds regardless of any economic challenges or family baggage that may complicate their lives.

For 34 years, you approached the start of every school day with a positive can-do attitude. Now I can tell your story of how you agreed to early morning duty at 7:00 a.m., so you could greet the students with a smile and a hug; two very important ingredients in preparing and opening their young minds to all the possibilities that would accompany their day.

Your dedicated efforts have helped these students to gain knowledge from a passionate educational environment and teaching staff.

Foreword

Why focus on a healthy workplace? Because it is the right and ethical thing to do and it is the smart business thing to do.

As a nonprofit executive, I can relate to an enthusiastic and motivated leader who may sit at his or her desk and dream up policies that promote the ideal healthy workplace, try to push it through as much as possible, and wonder why others don't support it, or why it fails. In my experience, the traditional approach is to focus only on the physical health side of the equation and totally ignore the psychological or mental health, aspects. But the work environment contains both psychological and physical hazards and opportunities.

Many businesses recognize the cost of reduced performance due to absenteeism from physical illnesses or injury, but the costs associated with untreated depression and psychosocial distress are estimated to be five times as great. This book contains some excellent principles that are important to include in the development of a comprehensive approach to a mentally, physically, and spiritually healthy workplace—the ethical and smart business thing to do.

For many years, the Samaritan Center, a nonprofit counseling center located in Austin, Texas, has sponsored the Ethics in Business Award program to reward ethical workplace practices. Ethical businesses tend to be very mentally healthy places to work in, and this program was our way of promoting mental health in the community. In 2007, the TyRex Group was the award recipient.

A very surprised and humble John Bosch, Founder and Principal of TyRex accepted the award. This was the beginning of an eight-year business relationship between the TyRex Group and the Samaritan Center in Austin, Texas. A short time later, ABC Home and Commercial Services, the 2009 Business in Ethics Award recipient joined our partnership.

Our joint mission has been to elevate the world's spirit of community through the development and implementation of RecognizeGood and Legends of RecognizeGood programs.

In the process of refining these programs, the similarities between our organizations emerged: organizational cultures based on trust, honesty, and fairness; encouragement of employee recognition and rewards; and a pledge by each of our organizations to promote a strong mission and a commitment

to community involvement. Our similarities are the basis for the RecognizeGood Books.

Nancy Blaich,
Former CEO,
Samaritan Center
Austin Texas



Reprinted with Permission

Introduction

Inspiration for the RecognizeGood Programs

I recently read a book entitled *Start with Why* by Simon Sinek. The author asks simply: Do you truly know why you are doing this? Do your actions really matter?

To this, I add the following questions: Can you communicate to others your stated vision, goals, and objectives, as well as your ambitions that underscore your business purpose? Can you paint the picture of your dreams? Can you then illuminate the path forward for others to travel and follow your leadership? It is important for those who take the time to read this book to know why it was written and why it became both my personal passion and an unusual journey.

I have always been an independent person. Growing up in a small farming and cattle-ranching community in North Central Kansas, I developed a self-confidence and self-reliance at a very young age. I provided for myself and generally got by on my own, believing I was succeeding in business; I didn't realize that there might be a time when I couldn't do everything on my own.

Then in the spring of 2008, I encountered multiple family crises that far exceeded my bandwidth to handle. Almost out of nowhere, these angels of Good, people who I barely knew pitched in and helped my family out of our troubles and my extremely stressful situation. They never asked for money or special recognition, yet my words of thanks didn't seem to fill the recognition void.

I began an emotional journey to discover and understand why these individuals so selflessly helped my family and me personally in such a critical time of need. How could I genuinely show my appreciation? I knew that I had to approach this emotional dilemma from an entrepreneurial perspective. I put on my serial entrepreneur's hat to try to find a way to convey the warmth of my appreciation and my sincere debt of gratitude. I took a good hard look at my family of entrepreneurial businesses and my many years of business experience for inspiration.

I must thank my TyRex family of business partners; I am very privileged to witness the imagination and creativity of those who transform their

innovative ideas into products and technologies that will someday contribute in various large or small ways to our society's future.

I am lucky to work closely with people whose definitions of success are defined and directed by their personal and business relationships. Sourced from their hearts and creative minds, and energized by their passion of purpose and spirit, their entrepreneurial journey is lined with achievement and defined by monetary as well as non-monetary successes.

I am proud to be a part of our TyRex business family of companies that sees its collective self as necessary to our communities, customers, vendors, and ourselves. We are residents of our communities with a strong commitment to business longevity. We believe that strong personal and business relationships matter to each and every member of our internal and external business families and workplace partners.

As a technology family business leader, I am committed to performing to the highest level of my ability every day to uphold my responsibilities to every individual who is part of my TyRex family. I fully understand the concept of teamwork and the importance of being one of the leaders of a business family with a valuable and important business purpose. Each day I begin with the ambition to articulate and execute the responsibilities of my business family leadership and direct our business family's vision toward company, community, and Employee Good.

I believe that by shining the light of acknowledgment and encouragement on the Good in our companies and communities, accomplishments will increase and result in a more positive business and a more productive community. This type of elevated community promotes closer personal relationships between business and community leaders and creates connections that benefit both community residents and the company employees.

I believe greater social awareness of Good will result in additional acts of community service and volunteerism, thus raising the bar for community pride, community success, and the overall standards of accomplishment for the people in our communities to live by.

Collectively, individual residents of our communities will acknowledge these greater achievements, and elevate their own sense of self-worth and community pride. Corporate and community residents will join together and demonstrate their willingness to embrace other members of their

communities in a more positive and respectful way by practicing their own acts of charity, kindness, and Community Good deeds.

So tell me, what is your “why?” Does your individual and personal business “why” support and align with the leadership of your company? Finally, do you see yourself as a possible future leader of your company?

John Bosch, Jr. Principal & Partner,
Business Coach, Social Technologist
TyRex Group, Ltd.



Chapter 1: The Primary Focus

The RecognizeGood Program focuses on three significant areas of leadership and participation: Company Good, Community Good, and Employee Good.

Company Good

The first primary focus is Company Good. It is ironic that the hardest areas to describe and define are those related to Company Good. It is much easier to define Community Good and Employee Good.

For Company Good to succeed, a RecognizeGood Company must establish their core elements to provide support for the company's long-term sustainability and longevity. The leadership of the company must clearly articulate these critical business elements that are vital to the company's success. And here is the clincher: they must show trust and respect by sharing these insights with their entire workforce or business family.

Community Good

The second focus and significant distinction of a RecognizeGood Company are that as residents of their communities, these companies must participate not only with their pocketbooks risk but also with their hands and hearts, extending their involvement with a personal commitment of time and energy to their communities. If company managers and leaders cannot establish a strong relationship with a community service program, particularly with youth-oriented community groups, they have very little chance of establishing sustainable relationships with their customers, vendors, or with other employees or business family members.

Employee Good

The third focus of a RecognizeGood Company is Employee Good, meaning areas of employee well-being. Most of the components related to Employee Good are acknowledgments of the value and importance of individual employees who support their company's everyday culture with their hard work and sincere desire to contribute to the company's short and long-term success. Some of the employee well-being components are not greeted with

a positive response by employees, even though this area focuses on the employees' best interests. For example, one of those items might relate to promoting a healthier workforce as part of an overall health-focused employee program. Making the company's business family healthier, and therefore more attractive to health insurance providers, can be a very positive employee-employer joint initiative resulting in significant cost reductions. Feeling good and having more energy can enhance both the company and improve Employee Good.

Chapter 2: Recognize Employee Good Program

What the Program is all About

The RecognizeGood Company practices the Recognize Employee Good (REG) Program, which is a recognition, an acknowledgment, and an employee reward system that permeates through a company's culture underscores the company's mission and unifies employees to achieve the company's business purpose.

The RecognizeGood Company mission is to define its areas of Company Good and direct and encourage their employees to spend time recognizing, acknowledging and rewarding fellow employees in these defined areas.

The program requires the RecognizeGood Company to define well thought-out cultural categories that direct the company's energy toward its mission, values, and future, thereby creating a single business purpose with employee commitment and resolve.

With this in place, each employee's vision aligns with the company's mission and business purpose while providing encouragement through peer acknowledgment. It creates an improved alignment with the company's culture and focuses the entire workforce on a well-defined mission and single business purpose.

Design a Different Employee Good Book

If you could design an employee handbook that encourages your company's employees to focus on finding and acknowledging well-defined areas of Company Good, what would you put in your **REG Book**?

Most companies have an employee handbook filled with pages and pages of what not to do. The **REG Book** is different, as you will soon learn. By understanding and following the REG concept, you can guide your employees' positive focus to contribute to your company's overall business model and success.

Why It's Important

Now more than ever before, these concepts are critical to compete in the global business community. As a RecognizeGood Company, you will integrate into your employee culture an innovative, technologically advanced, creative and highly competitive business model focused on human-resource development.

The **REG Book** is the tool that sets the stage for the program in your company, and it serves as a guide to implementing the program with company employees.

Business Tool

The REG Program and associated books are important and essential tools that will help meet and exceed these basic business criteria:

- Improve overall company efficiencies
- Lower overall costs
- And most importantly, significantly improve customer service

Incorporating and implementing the REG Program provides a next generation business model. The results are a stronger, more purposeful company with employees united behind its business purpose to improve overall company efficiencies, lower costs, improve customer service, increase sales and referrals, and increase positive customer testimonials.

Chapter 3: The Traditional Company Handbook

Conflicting Messages

Consider an idea proposed by Adrian Gostick and Chester Elton in their book *The Orange Revolution* that discusses the writing and workings of a company's employee handbook. If you were on the team of experts charged with this task, your focus might likely be directed at assessing and mitigating the business risks to your company.

They suggest that it is ironic for businesses to expect their employees to trust and respect them when the first document employees receive after joining a company is an employee handbook filled with itemized details of what not to do, how to get fired, etc.

According to Gostick and Elton, this suggests a substantial lack of trust by the employer and often leads to a misalignment of the employer-employee relationship. They also report in their research that only twenty percent of workforce teams are working anywhere near their optimal capacity. This is a significant overall production deficit and supports the alternative principles contained in the REG Programs.

What's Missing?

Lawyers and legal experts construct and write, or at least guide, most company employee handbooks and focus on risk management and risk mitigation assessments of business.

The RecognizeGood program does not suggest eliminating or redefining risk management regarding employee behavior rules found in most company employee handbooks. These are necessary and should be taken to heart by all the company's employees, supervisors, managers, and company leaders. However, there needs to be more in a company's handbook that will empower employees.

A company handbook should provide areas of opportunity and understanding. They should act as complementary documents that focus employees' business visions on Company Good, Community Good, and areas of Employee Good.

Fundamentals

If we break the company employee handbook down to its fundamentals, it is easy to see that most companies have two strategies regarding the direction and vision provided to their employees.

1. The first is a stick used primarily as a threat to employees who wander outside the path of the company's borders, boundaries, and conditions of their employment.
2. The second is the company carrots that are intended to illuminate the path forward for employees and encourage them to focus their vision and energy on areas that will produce the greatest company value while propelling the company toward business success.

The “company carrot” concept and other examples of how companies can encourage their employees to better focus their efforts on the company vision and direction will contribute to the company's success. The concept is illustrated in the book written by Gostick and Elton, entitled *The Carrot Principle*. This book along with four other books written by Gostick and Elton, expand upon the Employee Good philosophy as outlined below.

The Carrot Principle. This book reveals the groundbreaking results of one of the most in-depth management studies ever undertaken. The book concludes that managers who offer constructive praise and meaningful rewards in ways that motivate their employees to excel will achieve dramatic business results.

A Carrot a Day. This book has 365 easy-to-use recognition ideas, hints, and pieces of advice to apply when regularly recognizing your employees.

The 24-Carrot Manager. A book of examples that shows how to choose the right reward for each employee, how to time the reward to motivate performance, how to present rewards properly, and how to motivate employees to work harder and smarter with company goals in mind.

The Orange Revolution. This book shows how a high performing team can generate its own momentum and achieve outstanding successes. The book reveals in detail how these teams operate and how managers can transform

their teams by fostering five rules that will generate a culture of positive teamwork and extraordinary results.

The Invisible Employee. This book is a business fable packed with hard-won wisdom to guide managers in combating one of the most common negative attitudes in business: the invisible employee. An invisible employee is one who feels threatened, ignored, and unappreciated and keeps his or her head down, never doing more than is asked. And now there is the **REG Book** to begin the business cultural workplace revolution!

Chapter 4: Why Company Culture Is Important

Cultural Lens of a Company

A company's culture is a camera, and the company's cultural alignment of its employees is the lens through which employees see.

The lens can be manipulated to create a laser-like focus on the company's business purpose. The trick is to paint the company's portrait of itself expressing a sincere and passionate message that effectively communicates and transmits the company's cultural message to each employee.

One of the goals of forward-thinking companies is to create a complete alignment and unity among the members of its business family. The first step to achieving this goal is to instill the company's business family with the company's entrepreneurial culture.

The culture of a RecognizeGood Company becomes the woven fabric that binds the business family together and provides for the future alignment, unity, and strength of its business foundation.

The fundamental concept behind the **REG Book** is to define and to provide clarity for company employees, so they may understand the areas of Company Good, and direct their individual and collective energies to promote the company's success.

The concept of defining areas of Good for the employees to focus their energies seems so fundamental, yet most company incentive programs provide rewards for employees who focus solely on the economics of their company's business success.

Net Effect

The net effect of achieving cultural alignment is that the company can speak with one collective voice representing their employees. This collective voice echoes throughout the company's entire business and becomes a communications tool that expresses the business family's purpose, pride, and passion.

The benefit of a culturally aligned business family is its ability to focus its positive energy into a single purpose from the employees' energy propulsion system. When properly managed by the management's leadership, the consolidation of the company's energy can be directed in support of the company's mission statement. It is this consolidation of the company's positive energy that will move the company forward in a more efficient, less costly, and a more customer-friendly path to business success.

Chapter 5: Defining the RecognizeGood Company

The culture of any company describes how the rest of the world will view and mentally frame the company portrait. In a RecognizeGood company, it is paramount to understand and to properly define the company's culture for its employees and its internal and external business family. From this company portrait, the outside world views the company's heart and its business soul.

Encouragement Centered

Encouragement is the **Art** of putting the heart into an individual, company or business entity while, discouragement is the **Act** of ripping out the heart of an individual, company, or entity. A company's cultural management practice becomes centered on encouragement, discouragement, or in some cases the practice of agnostic management. An encouragement-based management practice is truly the art of putting the heart and then the soul into the company's employees and its business family. Discouragement-based management practices equate to ripping out the heart of the company's employees and the collective business family.

When providing employee encouragement, the key is to lead by example. This is not as difficult as it might sound, and it's a practice often found in nature. For example, geese fly in their most aerodynamic formation to maximize speed, distance, and energy, much like what a RecognizeGood Company strives for. Geese flying in formation communicate positive encouragement and important information about the flock to their leader while the leader directs and motivates the whole flock.

This form of communication, when employed in a RecognizeGood company, suggests that encouraging communication can be sourced from top management down, as well as from front-line employees up to top management. It is a two-way communication channel of respect and appreciation.

Sustaining Multiple Relationships

Most RecognizeGood Companies express a strong belief in sustaining multiple business relationships. These relationships include those with customers, vendors and outside professionals, as well as, the company's internal relationships with employees and other extended members of the company's business and personal families. The desire to support the success of every member of the company's business family can become the foundation of the company's business philosophy.

A company's positive energy can become addictive for any individual or entity associated with the company. RecognizeGood Companies have a desire to capture, bottle, and distribute their business family's positive energy like a magic elixir to those that surround the business family.

It is also important to note that a company's positive energy can change to negative energy in a relatively short period. This change can occur from the simplest of events or changes in management practices, and can rapidly deteriorate company morale and eventually lead to a reduction in employee productivity. This is why it's important to recognize employee well-being as a key component of company culture, note its effect on productivity and business growth, and deploy a well-connected and time sensitive employee feedback system.

Active Commitment to Community

A RecognizeGood Company must also have a strong commitment to community citizenship and community service. Company cultural and community commitments become the pylons that anchor the company's business foundation, thereby providing the foundation a company needs to build its future successes. These commitments must be integrated into the company's mission statement. The company must strive not only toward economic business success but also to becoming a "special" company, thereby acting as a responsible community resident willing to contribute time and participation in community events and activities.

This contrasts with companies that act as "renters" within their community; these companies simply pass through on their way to perceived fame and fortune. A RecognizeGood Company is not just passing through the community; rather, it is interested in establishing both business and

community roots to support its foundation of activities and a strong desire for business longevity.

RecognizeGood Companies also have a high expectation of community participation from employees, asking them to embrace and to engage in the company's cultural and community commitments. Not only do RecognizeGood Companies encourage employees to participate actively in this commitment, but the company's management also provides an active leadership role in supporting these activities using the principle of lead-by-example.

High Employee Value

One of the other cultural characteristics of a RecognizeGood Company is that it places a strong value on each employee, and considers employees to be the most value-added company resource. It is not just their statement of value, but the individual acts and day-to-day commitments that, when accumulated, truly validate a company's commitment to viewing employees as their most valuable company resource.

Strong Business Foundations

RecognizeGood Companies are characterized by having a desire to build lasting structures on their foundation of activities that can withstand extreme adversities and sustain their business longevity. These companies stand strong on their foundations built by their cultural principles and are sourced from the encouragement and support of their employees and extended business family.

Chapter 6: Defining Cultural Categories

How a Company Benefits

Companies can benefit from recognizing, acknowledging, and rewarding Employee Good in many ways. This chapter highlights these benefits and suggests tools of how management can use to measure them.

Ten Commandments of Human Relations

The following commandments are on the back of the business card of Jack H. Hadsell, the 2010 RecognizeGood Austin Grand Legend:

1. Speak to people. There is nothing as nice as a cheerful word of greeting.
2. Smile at people. It takes 72 muscles to frown and only 14 to smile.
3. Call people by name. The sweetest music to many ears is the sound of one's own name.
4. Be friendly and helpful. If you would have friends, be friendly.
5. Be cordial. Speak and act as though everything you do is a genuine pleasure.
6. Have a genuine interest in people.
7. Be generous with praise, cautious with criticism.
8. Be considerate of the feelings of others. There are three sides to a controversy: your side, the other side, and the right side.
9. Be thoughtful of the opinion of others.
10. Be alert to give service. What counts most in life is what we do for others.

Ask yourself this question: What counts most in your business? Your answer will help you define your company's cultural categories.

Once a company finds the **REG Book** to be a valuable tool, they should ask themselves what type of business foundation this creates for benefiting the company in the future. More specifically: what are the benefits? There is a number of them as outlined below.

Measurement Tool

The first benefit is the opportunity to create a tool that measures and analyzes the energy of the company, a tool for company leadership to focus on the company's culture and its business purpose.

Although the mechanics of this measurement tool are somewhat complicated and require additional detail and definition, it is certainly a new, innovative business tool that can be very effective for the RecognizeGood Company.

Detect Changes in Company Culture

Another benefit that can be developed from using the **REG Book** is an energy-monitoring system that can be used to detect changes in the company's culture. This energy-monitoring system can cover every level of the company's staff, or a specific employee, and can provide information from the employees' responses to the company's well-being programs.

Recognize Positive Energy Employees

The ability to create an awareness of special employees is also a benefit for businesses that become RecognizeGood Companies. If RecognizeGood Companies seek out and recognize employees with positive energy, those employees with the "can do" attitude will achieve better performance and better results. Of course, the opposite of these individuals with positive attitudes are the doubters and gloom-and-doom employees; however, many of these employees will see the advantage of contributing rather than doubting.

The opportunity to determine workflow efficiencies and energy performance evaluations between the two types of employees is possible when a RecognizeGood Company establishes its **REG Book** program and integrates the related modules into the company as human capital resource management tools.

Recognize Above-the-Bar Performance

A further benefit of identifying special employees with positive spirits is the opportunity to acknowledge these employees and their above-the-bar performance achievements. This acknowledgment will illustrate and emphasize to all the company's business family the success generated from these employees' positive attitudes and positive energies.

Broader Communications

Future benefits include the ability to communicate information faster through the introduction of end-user mobile communication devices that deliver company communications to every employee throughout the organization. There are a number of benefits from utilizing a sophisticated communication system. For example, management can become aware of individual employees who remain mostly anonymous yet contribute significantly to the company's business success.

Future business communication opportunities promote the ability to become more globally competitive and create private company social enterprise networks using a 360-degree employee and business family communications loop.

Positive News NetworkSM (PNN)

Another potential benefit from today's employee communication network is in the company's ability to create its own Positive News Network (PNN) using peer recognitions, emphasizing company culture, providing feedback on Company Good, Community Good, and Employee Good. Next, these recognitions are directed into a daily internal company news network that is supervised by the company.

This network identifies special employee recognitions to the company's management for personal acknowledgment and then provides rewards for specific acts of Employee Good. The acknowledgments/rewards are then distributed into the company's PNN, thereby communicating this information to each member of the business family. Also included in this PNN is the ability for the company to emphasize its business foundation principles which are typically tied to the company's business partnering

success commitments with its customers, vendors, and outside professional support entities.

These communication capabilities are then added to the company's social business network communications system. The company can also recognize and reward these individuals for their individual, company, and community contributions.

Chapter 7: Defining Areas of Employee Good

This section paints the vision, frames the business expectations, and defines the mission of a company's **REG Book**.

It's hard to imagine an employee handbook that deals with or describes the areas of Good for employees to focus on. In fact, very few areas in a traditional employee handbook are positive in nature or reflect on areas of Good for employees. The possible exception is the area relating to employee compensation as special incentive packages. Most employee handbooks deal with reducing a company's business risks, legal exposure, and liabilities.

Heart of the Employee Good Book

The Employee Good Book is very simple and should be considered a corresponding document in addition to the traditional employee handbook. In its simplest form, the handbook aims to direct employees' attention to Company Good, Community Good, and Employee Good.

The objective is to establish very straightforward and efficient metrics that direct the company's employees toward areas of company, community, and Employee Good. It now becomes the responsibility of management to describe the company's "Book of Good" for its employees.

It is important to note that the details or areas of employee direction are harder to articulate than one might suspect. To begin with, you must ask questions that relate to the area of Company Good that company leadership would like their employees to focus on. Start by asking these questions:

1. What areas of Employee Good would increase your employee's energy output and production alignment in all spheres of employment?
2. Would it then translate to improving the company's financial success?
3. How much would it contribute to the overall business success of the company?

By answering these questions, you will have defined areas of Employee Good that will lead to significant increases in positive energy output and will equate into corresponding financial improvements, thereby contributing to the overall success and longevity of the company.

Chapter 8: The RecognizeBadSM Company

Sir Winston Churchill once said, “We make a living by what we get, but we make a life by what we give.”

The RecognizeBad Company is motivated by what they get and has little regard to what they give – especially to their employees.

If you embrace the concept of RecognizeGood Companies, then you must also acknowledge the presence of RecognizeBad Companies that are the complete opposite of Good.

These are companies that focus their attention solely on financial success to the exclusion of all else, thereby defining themselves by their economic greed. Unfortunately, RecognizeBad Companies have become experts at achieving product assembly cost reductions by using sinister and premeditated means to extract as much output as possible from their captured workforce.

These companies have such a tremendous thirst for economic gain and profit accumulation that they are willing to sacrifice all commitments to employees, vendors, and sometimes even customers. They lack the desire to create and grow social and business connections within their communities, look for any avenue to reduce costs, and have no desire to support other companies or business partners in their pursuit of financial business success.

Example of a RecognizeBad Company

Unfortunately, there are many examples of RecognizeBad Companies. For instance, one particular foreign-based company (name purposely excluded), while very successful within their industry, has reportedly done so at great cost to their employees. Many of their employees opted to end their lives rather than continue working in the company’s harsh and extremely controlling labor conditions.

Sadly, the company’s initial reaction was not to deal with the tragic problem of employee dissatisfaction but to add physical obstructions to keep employees in line and to ensure they continued to work in the same environment. While I cannot speak to specifics here, I can say their methods

reached the lowest level of a business's respect for humanity and the dignity that should be afforded to every employee.

A RecognizeBad Company often maintains a desire to extract the most productivity from its employees, thereby reducing its labor cost dollars to produce products. In the short term, there is no debate that a seemingly captured and controlled workforce produces the lowest labor costs per unit. Hopefully, these RecognizeBad management practices will one day no longer be supported by employees, or by the world communities that consume the products made by these companies.

In the long term, it is the strong desire of RecognizeGood Companies to compete with these appalling management practices by developing alternative business systems that utilize the positive energies of their employees and by promoting the "carrot" over the "stick" motivational tool in global business competitiveness. However, to become competitive with these RecognizeBad companies, we must adopt innovative management and operational efficiency structures that will allow successful competition.

It is important that we look to explore alternative business intangible assets such as human capital energy management, to find the areas of inefficiencies that can be redirected and refocused. This offers RecognizeGood Companies the best business solutions to become competitive with RecognizeBad Companies.

The REG Program promotes a balance between business righteousness, human equality, respect, and the commitment to capitalism. This concept confronts the RecognizeBad companies in the business field with the expected result being a more evenly balanced competition in the long run.

It is an expectation that RecognizeGood Companies will prevail because they innovate, use their collective imaginations, and network with other globally competitive RecognizeGood Companies.

Chapter 9: TyRex - A Recognize Employee Good Company

TyRex Family of Companies

TyRex opened its doors in 1995 as a premier cable manufacturer. We have expanded into several different areas that serve the high-tech market including six areas of light, product manufacturing, service logistics and supply chain management, contract manufacturing, software development, and product testing and repair. The TyRex Technology Family of Companies has developed into a world-class technology innovative service partner serving a growing list of clients worldwide.

The TyRex companies include Megladon Manufacturing Group, iRex Custom Cable Group, Arctos Assembly Group, SabeRex Group, Saber Data, Digital Light innovations (DLi), and Austin Reliability Labs. Each of these companies has carved out a niche in the high-tech market to provide quality products and services exceeding customer expectations.

The power of the TyRex entities is our ability to provide unique, creative, and effective solutions for our customers. At any stage of a product lifecycle, we have a service or product to increase efficiency, reduce costs, reduce time-to-market, increase customer satisfaction, and positively impact the bottom line. Bring us a challenge and we will provide the solution.

TyRex Cultural Categories

Company culture describes how a company wants the outside world to view it. Determining the cultural categories of a company will better define and provide additional strength to the company's existing culture.

Adding cultural components to each category provides employees with specific areas of company, community, and Employee Good to focus their collective attention and energy on. It is the alignment and forwards energy propulsion of each employee that, when properly consolidated and directed, propels the company toward its ultimate business destination.

The **REG Book** defines the areas of Company Good typically found in a company's culture. Our searches for the details defined in the book were found in the company cultures of each of the TyRex family companies.

The TyRex Six Cultural Categories

After sixteen years of deliberating on the details of the company's culture, the entire detailed six-component set of cultural categories reached its final form when I personally took the time to deliberate and self-assess the company culture of our TyRex companies.

These six (6) cultural categories became known as the TyRex Diamond Disciplines and include:

1. Prosperity to Longevity

The TyRex Diamond Discipline concept begins with economic prosperity. Unfortunately, without economic prosperity, none of the other disciplines would receive merit or recognition. Economic prosperity provides the platform for sustainability, growth, and longevity, and along with commitment, the RecognizeGood Company realizes long-term economic prosperity.

2. Employee Well-Being

It is evident that success for a company cannot advance to the level of **SPECIAL** without including the employees. Employee well-being programs promote employee pride and enjoyment, as well as celebrate the success of both the company and its employees.

3. Community Citizenship

TyRex Community Citizenship Programs promote the fundamental understanding of the concept of relationships. TyRex, at its core, is a group of relationship-based companies. If we care for the communities in which our employees live, our employees will thrive and contribute more to their TyRex team's effort. TyRex is a long-term corporate resident, not merely a business renter passing through its communities.

4. Entrepreneurship (in Every Company Position)

Entrepreneurship combines passion, desire, and technical ability with speed, flexibility, and creativity to be successful in the 21st business century, and to

become **SPECIAL**, as Professional Entrepreneurs® in the ever-increasingly competitive global markets.

5. Professionalism

Striving to reach the highest level of performance in technical and ethical standards enables the TyRex technology family to provide truly outstanding service to our vertical business partners and especially our customers.

6. Imagination and Innovation

Identified as the sixth and most recent TyRex Diamond Discipline, it represents the combining of creativity, problem-solving, efficiency, and utilization of new technologies with imaginative new ideas to increase company revenue. Dreams and big ideas, and cost-reduction initiatives are generated by all employees of the TyRex technology family.

When a company is developing its RecognizeGood cultural categories and corresponding components and sub-components, it should focus on all the elements necessary to define and to design Company Good, Community Good, and Employee Good.

For a long time, we had neglected our sixth cultural category, Imagination and Innovation. Those who know the company, will most surely have enjoyed a humorous moment and chuckle at this incredible oversight. I use this anecdote to emphasize how hard it is to state and establish the obvious in defining Company Good. We truly do not lack imagination, nor are we as a collection of companies, afraid to innovate.

These cultural categories create the reflection of our company's culture to the outside world, and they provide the internal boundaries, guidelines, and business style to each employee.

Each day, we are all responsible—whether as company leaders, group supervisors or fellow employees, to search for, recognize, and reward our colleagues for their quality of work, their “can do” spirit, and the contribution of their forward energy to the overall success of the company.

The TyRex Technology family of companies is an example of a business family that has a workplace environment where Good is recognized, acknowledged, and rewarded.

The photo below is the TyRex Wall of RecognizeGood.



If you know someone in your community or in your company that deserves to be recognized, the RecognizeGood.org website is an excellent tool to get you started. Sometimes, saying thank you just isn't enough.

When you recognize someone on RecognizeGood.org, we make a small donation in his or her honor to a local nonprofit.

Determining, Defining, Benchmarking

A RecognizeGood Company must establish its own cultural categories and components to create the opportunity for employees to focus on the company's Good. The company must first understand and define the company's culture.

As described earlier, this is the opportunity for company management to create how it would like the outside world to see the company under the

brightest lights, illuminating its best business image. Putting together the various components of company culture is both an art and an act that varies from company to company.

Your cultural categories can be filled with numerous components. It requires the art of determining which ones are important, the act of scientifically defining and benchmarking each component, and the act of placing the proper value on the component as it relates to the category.

Imagine which Employee and Company Good categories would be found in your company's culture. Then picture them featured in your company's **REG Book**.

Communicating Encouragement

Add RecognizeGood to your daily business routine. TyRex company employees are encouraged to take a few minutes each day to first listen and then learn about the positive deeds performed by their colleagues. Providing encouragement of recognition by way of peer acknowledgment captures Good and creates the expectation of business success in a positive way that defines the company and its culture.

Remember, encouragement is the **Art** of putting the heart into the company's culture, while discouragement is the **Act** of extracting the heart out of a company's culture and creating a negative workplace environment. Listening, learning, acknowledging, and encouraging are all part of the RecognizeGood leadership requirement skillset.

Communicating Passion

Once, while studying a course that I was auditing, I was introduced to the phrase "learned indifference." The emotions I felt from the discussion of these two words, and how they have been so deeply implanted in many of our companies' business cultures, created a personal emotional concern and call to action; I wanted to shout out that it doesn't have to be this way.

To be successful in the future, RecognizeGood Companies can and must find their passion and focus their employees' energies by doing the opposite of learned indifference. They must create an atmosphere and environment that compels every employee to live up to their abilities and capabilities and join

their coworkers in making a difference. It can make the difference between success and failure.

Fortunately, it is now becoming socially acceptable to be passionate about the purpose of our employer's business and the company's contributions to its internal and external success of its activities when the commitment includes company, community, and employees.

Computing Economic Benefit

A company's commitment to its employees as being of economic benefit is well documented. Management can compute their cultural category's value proposition in the form of financial return on investment (or return on investment – ROI).

This is accomplished by assigning a specific value to each component of the cultural category using REG as a unit of value and then measuring it with an assigned number of units and dollar values.

Schedule Examples - Categories & Components

Imagine the impact on your business of having every employee approach their workday looking for the Good you direct their attention toward. Then upon finding Good, the contributors of Good and the nominators are acknowledged by peer recognition.

This Good is then communicated to the entire business family sharing the warmth of their excitement and stimulation of the recipient's renewable energy source.

The Schedules on the following pages describe the six cultural company categories defined by TyRex and the top ten components for each cultural category.

Schedule 1: Six Cultural Company Categories

Professionalism		Prosperity to Longevity	
#	Component Description	#	Component Description
1	Maintain a Clean Working Environment and Workplace	1	Production Component Cost Savings i.e. Labor, Materials, or Overhead
2	Quality Performance - Individual, TEAM, or Division	2	Production Efficiency Improvement i.e. Actual Labor Time is Less Than the Estimate
3	Customer Recognitions - Received by Individuals or Part of a TEAM by Customer Text message, Email, or Letter	3	Back Office Overhead Cost Savings or Reduction of Overhead Expenses
4	Encourage or Communicate Employee Safety	4	Positive Project Management - Overall Project Comes in Under Budget
5	Act of Improving Employee Safety	5	Sharing a Success Idea with Other TyRex Groups, Divisions, or Companies
6	Making Outside Professionals Feel Welcome and Involved in the Company's Culture	6	Outside Professional Services Cost Properly Contracted
7	Vendor(s) are Appreciated for Their Positive Business Participation and Mutual Success	7	Elimination of a Process, Function, or Duplicate Task
8	Vendor Recognition for Exceeding Company Expectation	8	Being Green - Recycling of Materials or Waste Management Program with Positive Financial Effect
9	Dress in an Appropriate and Professional Manner	9	New Customer Sourced and Purchase Orders Secured
10	Change the Attitude of an Upset Customer, Vendor, or Fellow Employee by Being Accountable and Professional	10	Overall Improvement in the Company's Gross Margin Over Consecutive Periods of Company Profitability

Schedule 1: Continued

Entrepreneurship - In Every Company Position		Innovation and Imagination	
#	Component Description	#	Component Description
1	Any New Idea Proposal	1	New Idea Submitted for Possible Increase in Company Revenue
2	An Extra Ounce of Personal Customer Care	2	Problem Solving Without Affecting the Existing Business Flow
3	Mentoring and Coaching other Employees	3	New or Alternate Use of Existing and Available Company Technology
4	Sourcing a New Business Opportunity in Support of an Existing Customer or with Existing Technology	4	Process or Production Improvement or Cost Reduction Idea
5	Extra Effort on a "Business Project"	5	Dream About Being a Part of the Company's BIG Idea and Sharing it with Company Leadership
6	Promotion of Positive People Power i.e. a "Can Do" Company Spirit or Creating a 4P Moment	6	An Employee's Shared Statement of Their Personal Goals and Ambitions That Align with the Company's Goals and Objectives
7	Witness Someone Solving a Problem Without Supervision; Then Recognizing This Special Effort	7	New Effective or Efficiency Process Idea
8	Making the Division of Duties Transparent to the Customer	8	Eliminate the Duplication of Efforts or Functions
9	Being Cross-Trained for Multiple Job Assignments	9	Recognizing, then Solving a Potential Problem Before it Happens – Double Credit
10	TEAM Leader of a Successful Special Project	10	Sharing a Successful Idea with Others and Benefitting the TEAM, Company, Customers, etc.

Schedule 1: Continued

Employee Well-Being		Community Citizenship (Volunteerism)	
#	Component Description	#	Component Description
1	Birthday, Company Anniversary, or Volunteering Acknowledgements	1	NPO Community Project Participant or Project Leader
2	Witness a Random Act of Employee Kindness, then SAY THANKS	2	NPO Community Year-Round Participation and Leadership
3	Technical Skills Training or Higher Education Advancement for Personal Employee Growth and Career Development	3	# of Years of Continuous NPO Service, i.e. 5, 10, 15, etc.
4	Employee Special Event Participant or Coordinator	4	# of Verifiable Annual Hours Donated to One or More Organization(s) – 20, 40, 60, 80, 100, or more
5	Acts of Encouragement Toward Fellow Employees	5	Special Community Good Deed
6	Assist a Fellow Employee with a Work Related Burden	6	“Being” Community Green
7	Assist a Fellow Employee Outside of the Work Place	7	Youth Sports Leadership Participation
8	Communication of Safety Awareness Issues	8	Civic Participation, Affiliation, or Leadership
9	Witness a Compliment Directed Toward a Fellow Employee then Reporting the Exchange	9	Healthcare Participation for Non-Family or Relatives
10	Health & Fitness Participation, Providing Encouragement or Leadership	10	Blood Donation – the Gift of Life, i.e., Save Three Lives One or More Times a Year
			*NPO - Non-Profit Organization

Schedule 2: Cultural Categories by Assigned REG Unit Value

Here we've assigned specific values to each component of the cultural category: using REG as a unit of value or cultural currency.

#	Component and Sub-Component Description	Assigned (REG) Value	Freq of Recognition	Comments
1	Birthday, Company Anniversary, Volunteering Acknowledgements	1		Recognition of a Fellow Employee for Their Special Celebration
2	Witness a Random Act of Employee Kindness, then SAY THANKS	1		Any Act of Kindness from One Employee to Another
3	a. Technical Skills Training b. Higher Education Degree c. Advancement of Personal Employee Growth and Career Development	a. 4 b.10 c.2		Acknowledge an Employee's Desire to Improve Their Individual Skills and Make Themselves More Valuable
4	Employee Special Event a. Participant b. Coordinator	a. 2 b. 4		Recognize Someone for Their Special Effort to Coordinate an Employee Recognition Event
5	Acts of Encouragement Toward Fellow Employees	1		Written or Verbal Encouragement Expressions or Gratitude Gifts as a Symbol of Appreciation
6	Assist a Fellow Employee with a Work Related Burden	2		Knowing Someone Cares Enough to Help Build Self-Worth and Lightens the Work Load
7	Assist a Fellow Employee Outside of the Work Place	2		Relationships Between Employees Go Beyond the Work Environment
8	Communication of Safety Awareness Issues	2		An Employee Making Themselves More Valuable
9	Witness a Compliment Directed Toward a Fellow Employee, then Reporting the Exchange	1		Acknowledging a Simple Act Can Pay Great Dividends
10	Health & Fitness a. Participation b. Participant Providing Encouragement c. Leadership	a. 2 b. 2 c. 4		Positive employee well-being helps keep the mind and body health

Schedule 3: Cultural Company Categories by **Frequency** of Recognition

#	Component and Sub-Component Description	Assigned (REG) Value	Freq of Recognition	Comments
1	NPO Community Project a. Participant b. Project Leader	a. 1 b. 3	Per Project	Employees as well as the Entity are Both Residents of the Community
2	NPO Community Year-Round Leadership	3	Monthly	Community Involved Leadership
3	# of Years of Continuous NPO Service, i.e. a. 5, b. 10, c. 15, etc.	a. 5 b. 10 c. 15	Annually	Longevity of Service Provider the Foundation for NPO's Sustainability
4	# of Verifiable Annual Hours Donated to One Organization -20, 40, 60, 80, 100, or More	1-5	Annually	Work at Animal Shelter, Food Bank, etc. that Requires High #'s of Service Hours
5	Ongoing Special Community Good Deeds	1-3	Monthly	Park Clean Up, etc.
6	"Being" Community Green	1	Monthly	Recycling Coordinator
7	Youth Sports Participation Leadership	1	Per League Event	Coaching, Team Mom/Dad, Treasurer, etc.
8	Civic Participation, Affiliation, or Project Leadership	2	Annually	Scout Leader, Lions Club Officer, etc.
9	Healthcare Participation for non-family or relatives	5	Monthly	Medical Trips, Delivering Meals, Nursing Home Entertainment
10		5	Quarterly	Every Pint of Blood Helps Save Three Lives. It Also Increases the Value of Your Life.

Practicing Community Stewardship

RecognizeGood Companies believe in being good community stewards. When a RecognizeGood Company successfully partners with the community, financial data quantifies the value and participation level of the community partnership. This is done by the cultural category's component computation and frequency using (see Schedule 3 above).

Recognizing the Reenergized Organization

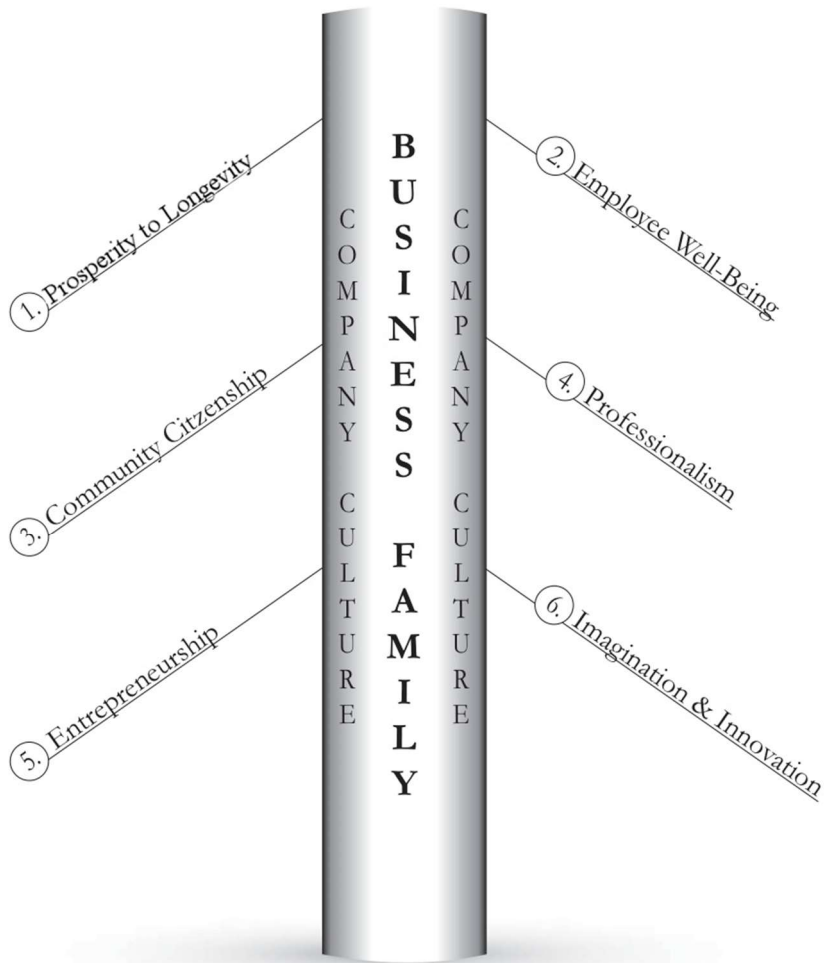
We have established that recognizing Company, Community, and Employee Good can be directed and integrated into the company's culture. By implementing the **REG Book** principles, the company's business leaders now have the opportunity to mold and focus these newly expanded workforce energies.

An efficient way to recognize the reenergized organization is to understand your aerodynamically engineered and reenergized organization model; also called the company AERO:

- A. Aerodynamically: The desire and ability to create the most effective and efficient business structure and design for managing the company's collective energy
- E. Engineered: The company's structural human resource design, which has been engineered for strength, durability, and longevity.
- R. Reenergized: The new source of forward-only energy created by the implementation of the **REG Book**
- O. Organizations: The RecognizeGood entity has the full support of its leadership, management, employees, and an invitation for others to participate.

The acronym AERO refers to a virtual business vessel that is designed with the least resistance to create forward movement. It optimizes the progressive energy propulsion system (i.e., the business family's energy) to move the company further and faster on the path to its ultimate success.

Depicted in the **AERO** diagram below are TyRex Group's six cultural components and their sub-components.



Keystones of Success

A RecognizeGood Company understands that the company's success translates back and around to each employee's success.

It expects every employee to understand the company's mission, and its directives toward Company, Community, and Employee Good.

It provides the opportunity and method for every employee to commit their individual and collective support toward the future success of their company.

Chapter 10: Becoming a Recognize Employee Good Employer

The Big Question

Can you see yourself designing and creating your own company employee handbook? Can you see yourself earning the responsibility of directing employee focus to areas of Company Good and providing encouragement by peer acknowledgments of individual employees in well-defined areas of cultural alignment and Company Good?

If so, the critical question becomes, What would you put in your **REG Book** that defines Company Good, Community Good, and Employee Good?

The Big Answer

The handbook should include well thought-out company cultural categories, containing well-defined components and sub-components that collect, consolidate, and direct the company's human resources with greater forward thrusting energies toward the company's mission, vision, and future success. The result is creating one business purpose with the collective commitment and resolve of its entire business family.

Recognizing Cultural Benefits

Acknowledging and Rewarding Employee Good cultivates these benefits:

- A measurement tool that can be used to measure and analyze the energy of the company with the collective focus on its cultural connection to the company's business purpose
- Management tools that direct employee energy in the most positive, productive, and energy-efficient design possible to form the company's AERO
- Energy-monitoring devices that can be used to detect changes in the company's culture, its "spirit of success," as well as levels of specific employee well-being and performance participation

- Awareness of special employee contributions that include positive company spirit, undiscovered cultural leadership, and positive energy that have an effect on other employees' contributions
- Illumination of specific employees via peer recognitions for their positive work-related results; these are then communicated to the entire RecognizeGood company's workforce as examples of RecognizeGood participation
- A state-of-the-art company communications system with end-user devices for improved employee/employer communications creating more cultural connectivity and business-alignment of defined objectives
- Management awareness and recognition of individual employees receiving special **"Doin' Good"** recognitions in the company or community
- Internal positive company energy awareness and the company's **"Doin' Good"** or **Ambassador of Good** news outlets
- Daily internal company news: 360° networking
- A company's use of its Positive News Network
- External customers/vendors/community, etc., and communications connectivity with the company's positive news distribution tools
- A private social business family network

Personal Invitation

The way Recognizing Employee Good can develop to the level of providing world-class competitive advantages is evident in this simple expression:

A Journey of Personal Passion and Conviction!

This is your personal invitation to join us in our journey and quest to create more globally competitive companies. I share my personal passion and purpose to embrace and release the positive energies of an empowered workforce and business family under the unification and shared commonalities of a single business purpose, i.e. **Business Singularity**.

In this handbook, there are clues and conversations that tell the possibilities of a path of research to discover and develop the tools to measure, manage, and monitor in real-time, the energies of a company.

I invite you to share my path of personal passion for uncovering and discovering this new business understanding of unbridled business intangibles of human resource capital utilizing state-of-the-art business analytics, tools, and concepts.

Come explore with us as we create a new passageway of business management based on the power of positive energy.

Will you join us on our personal TEAM and RecognizeGood entity's journey to research and discover new meanings and understandings in the management of our human resources by illuminating and recognizing the contribution of Employee Good in our companies.

John Bosch, Jr. Principal & Partner,
Business Coach, Social Technologist
TyRex Group, Ltd.



About Our Company and Supporting Organizations

TyRex Group, LTD.

www.tyrexmfg.com



Providing the High Tech Market with Quality Products and Services

The power of the TyRex entities is in our ability to provide unique, creative, and effective solutions for our customers. At any stage of a product lifecycle, TyRex has a service or product to increase efficiency, reduce costs, reduce time-to-market, increase customer satisfaction, and ultimately impact the bottom line. Bring us a challenge and we will provide the solution.

TyRex has migrated into several different areas that serve the high-tech market including six (6) areas of light, along with five (5) special technologies. The TyRex Technology Family of Companies has developed into a global provider, serving a growing list of clients worldwide.

Each one of the TyRex companies carved out a niche in the high-tech market to provide quality products and services exceeding customer expectations.

The Samaritan Center

www.samaritan-center.org



The Samaritan Center has been saving lives, healing emotional wounds and giving hope to Central Texas families for 37 years. We are an interfaith counseling center whose mission is to provide professional counseling, integrative medicine, and community education to prevent and treat abuse, teach healthy life skills, and strengthen families.

The Center offers counseling for people of all ages and walks of life and believes in treating the whole person (body, mind, soul, and community). We strive to serve everyone regardless of their ability to pay. Our HOPE for HEROES program focuses on the unique mental health needs of veterans and military families and our Integrative Medicine program (acupuncture, biofeedback, medical massage, herbs, yoga, and tai-chi)

offers a ground- breaking combination of traditional and nontraditional therapies for a large variety of mental health problems that interfere with healthy individual and family functioning.

ABC Home & Commercial Services

www.abchomeandcommercial.com

ABC serves the general public, our co-workers, our families, and God. The ABC name goes hand-in-hand with reliable, professional service.



Reprinted with Permission

Bobby Jenkins, CEO of ABC brings a lifetime commitment to each of the five ABC offices he operates in the Austin, San Antonio, and Bryan College Station areas. Brothers Raleigh and Dennis do the same in Houston and Dallas-Ft. Worth. ABC Lawn services and ABC Handyman & Remodeling Services provide environmentally responsible, reliable, and superior services. We have an unquenchable desire to increase our knowledge while pursuing the highest standards of professionalism and performance; we are committed to excellence and strive to be the best service company in any industry.

Wiatt Consulting Services, LLC

trwiatt@swbell.net

Reina Wiatt, CMA, CPA, has spent over 25 years in the fields of accounting and tax. She now serves clients including the TyRex Group through her consulting company, Wiatt Consulting Services, LLC. In addition to her professional memberships with the International Management Accountants organization and the Accounting & Financial Women's Alliance, she serves as treasurer of the RecognizeGood Foundation and supports their annual scholarship fund for Concordia University, located in Austin, Texas.



In addition to her consulting work, she has authored several articles on tax, charitable giving, and other business-related subjects. Ms. Wiatt also teaches money management skills to elementary school-aged children and funds

various events for faith-based organizations supporting battered women and their children.

Primeier HR Solutions

<http://premierhrsolutions.net/>



Premier HR Solution's mission is to provide business owners effective solutions for their human capital needs. Consider us as your HR advisor who will work with your management team to achieve the company's business goals.

After working 20 years in Human Resource Management, Scholley Bubenik, principal owner of Premier HR Solutions, decided to start a Consulting Firm unique to the industry. Her vision was to provide the executive level human resource management to small, medium and start-up companies who needed this level of expertise to successfully grow and manage their business without the extreme high cost of employing a fully time executive Human Resource partner. As her business, grew, so did her services and Premier HR Solutions began working with companies involved in mergers and acquisitions as well as those who needed special assistance for recruiting services and customized training.

TyRex Community Service Programs

- Employees annually contribute time and money to over 30 community non-profits:
- Last Five Years - Donated 1,000 Easter baskets to Safe Place in Austin.
- Past Twelve Years - Provided back-to-school supplies to over 500 students of low-income families.
- Eleven Years - Bi-annual donations to the Capital Area Food Bank - approximately four tons of canned food.
- Six years of Austin Blood & Tissue Blood Drives resulted in over 600 pints of blood donated.



- RecognizeGood.org - Founded 2008, launched site in 2009, RecognizeGood Legends program launched in 2010.
- Initial Investment greater than \$100,000 and over 5,000 hours of volunteer time.
- RecognizeGood Legends has honored many Legends since its inception.
- Legends Program has contributed over \$100,000 of Pay-it-Forward contributions to area non-profit organizations.

RecognizeGood Organization's Purpose and Programs

RecognizeGood is an organization based on the idea that recognizing and encouraging Good elevates community spirit, promotes Good deeds, and recognizes unselfish charity. Since it began in 2007, RecognizeGood has grown to include many unique programs that not only recognize our community's Good in all forms but also helps our community partners through the Pay-it-Forward program. This program enables employees to participate directly in the company's charitable funding efforts and carry on the "Circle of Good." For more information about this program, visit our website at www.RecognizeGood.org.

RecognizeGood.org

OUR GOAL: WE RECOGNIZE that by making our gratitude public for those who do Good deeds, we will motivate others to do the same.

RecognizeGood.org is an online platform for illuminating and sharing everyday Good deeds. Opportunities to show gratitude are endless, but by making a "Thank You" public at RecognizeGood.org, we have the chance to inspire others. Email us a recognition of Good and we convert it to an online SAY THANKS e-note or when provided an address, a magnetic SAY THANKS note suitable for displaying on a metal surface such as a refrigerator.

RecognizeGood Legends

OUR GOAL: WE RECOGNIZE selfless individuals who perform extraordinary deeds for others, inspire community citizenship, promote volunteerism, and illuminate the Good done each day.

Sometimes a simple "Thank You" isn't enough, and the RecognizeGood Legends program highlights those amazing individuals who go above and beyond for others. Since its inception in 2010, nine or more RecognizeGood Legend Awards are presented annually to these individuals who truly put service above self and encourage us all.

RecognizeGood Lighthouse Awards

OUR GOAL: WE RECOGNIZE the selfless community and philanthropic efforts of area service organizations to tell their stories and inspire others to make our communities a better place to live and conduct business.

We believe that by sharing the stories of “special” organizations that often go unrecognized for their community service, we can inspire others to follow their example and help achieve our goal of improving the communities in which our business and its employees reside.

Ethics in Business & Community

OUR GOAL: WE RECOGNIZE those businesses, individuals, and non-profit organizations who believe that doing Good is also Good business. The Samaritan Center created this annual award in 2002 and the program was later adopted by RecognizeGood in 2012. This program helps facilitate greater community awareness that doing Good improves the quality of the overall business landscape. By promoting ethics in the workplace, companies will prosper, grow, and better support our Central Texas communities.

Ethics in Youth Education

OUR GOAL: WE CONNECT students and entry-level employees with local businesses through discussions on the value of Good in the workplace to improve ethical standards for both businesses and employees.

Today’s students are tomorrow’s workforce, and the strength of our community depends on their success. By instilling the value of Good in the workplace and encouraging students to brand themselves as people of high integrity and ethical standards, we can help tomorrow’s leaders succeed in their future endeavors.

RecognizeGood Speaker Series, SAY THANKS Notes, and REG Book Distribution

OUR GOAL: WE CONNECT local service organizations, schools, and other organizations with business leaders who believe in the value of investing in Good across all sectors.

This program focuses on spreading the word about the founding ideals of RecognizeGood, and connects community-minded leaders who exemplify these ideals with diverse audiences, ranging from classrooms to boardrooms.

Business in Community

OUR GOAL: WE CONNECT local companies and local non-profit organizations together from the Central Texas area and then build a mutually beneficial relationship on our in-depth understanding of each other's role in the community.

This program focuses on the idea that investing in meaningful relationships from both the business and the various community sectors results in benefiting not only the companies and non-profit organizations involved but our entire communities as well.



This Book is Sponsored and Supported by Following the TyRex Family of Companies

- Saber Data, Ltd.
www.saberdata.com/
- iRex Group,
Ltd.
www.irexmfg.com/
- Custom Cable Group
www.irexmfg.com/
- Arctos Assembly Group
www.irexmfg.com/article/arctos-assembly-group
- Megladon Manufacturing Group, Ltd.
www.megladonmfg.com
- SabeRex Group, Ltd.
www.saberex.com
- Austin Reliability Labs
www.austinrl.com
- Digital Light Innovations
www.dlinnovations.com
- The TyRex Technology Family is located at 12317 Technology Blvd.
Suite 100, Austin, Texas 78727

Special Acknowledgment

In collaboration with John Bosch Jr. and his team, the first edition of this book was organized and edited by Sonia St. James, author, entrepreneur, and muse to creative minds. Although Sonia has passed away, her contributions to the RecognizeGood Books and aspiring writers everywhere will have a lasting impact on their future success. In addition to self-publishing five books, she and her partner Lindsey Powell created the company listed below.

eBookClasses provides the roadmap to develop your book manuscript, publish it in hardcover and as an eBook, and market it to Amazon, iBookstore, and make it available to eReaders across the world.

www.ebookclasses.com

Dear Reader:

It is my sincere pleasure to have the opportunity to work with John Bosch and his team at TyRex Group. The creative process of writing and publishing a book is challenging; it is also extremely rewarding when the project comes together and the book is on hand and available on an eReader.

As a professional creative consultant, I worked with John and his team to understand their project, goals, and their passion that drives them to make a difference and contribute.

The key contributions I bring to the project are:

- Imagining the end result of an idea or concept
- Collaborating to realize the vision of their creative minds
- Providing the method, and crafting the tangible outcome

By utilizing the dynamic methods from my two companies, I'm able to achieve desired results for the TyRex team.

Sonia St.

James Author, Entrepreneur, and Muse to Creative
Minds Austin, Texas | stjaustrin@gmail.com

May God provide everlasting blessings on Sonia. We truly miss our “muse to creative minds.”

This Book Sponsored by:
ABC Home & Commercial Services



9475 Hwy. 290 East, Austin, TX 78724
(512) 837-9500
abchomeandcommercial.com



RecognizeGood[®]

12317 Technology Blvd., Ste. 100, Austin, TX 78727
(800) 232-4810 · recognizegood.org

*Illuminating **GOOD** In Our Community*

This Book is sponsored by the following:



**Wiatt
Consulting**

**Premier HR
Solutions**

