



TRUST ACROSS AMERICA™ FEBRUARY 2012 NEWSLETTER

Someone asked me recently WHY we “do the work we do” at Trust Across America. “We believe that restoring trust in corporate America is the most important issue facing our society, and we decided to take the lead.” We encourage all of you to join us in as many ways as you can. Here is a quick look at the progress we have made since launching the Trust Across America initiative three years ago. We hope our progress excites you as much as it does us. The needle is beginning to move in the right direction!

2009 Launch of Trust Across America whose mission is to advance trustworthy business behavior.

- Creates Trust Across America **Website** at <http://www.trustacrossamerica.com>
- Launches Trust Across America **Radio**
- Creates Trust Across America **Group** on LinkedIn
- Begins to tweet our progress on Twitter **@BarbaraKimmel**
- Creates the **FACTS™ Model of Trustworthy Business Behavior**, a holistic health checkup for public companies, industries and sectors, analyzing five drivers of trust – Financial Stability, Accounting Conservativeness, Corporate Integrity, Transparency and Sustainability.

2010 Develops **Fides™**, a software program that generates FACTS reports for approximately 2500 public companies.

December 2010 Begins to track the most trustworthy companies against the S&P to build a case for the notion that good business is better business, meeting the needs of all stakeholders, not just shareholders. Begins to test **Trust Based Investing™** financial products using the FACTS model.

December 2010 Issues inaugural **Top Ten Most Trustworthy Public Companies**. Trust Across America focuses on highlighting companies whose corporate culture embraces long term trustworthy behavior that benefits all stakeholders, not just shareholders.

January 2011 Issues inaugural **Top 100 Thought Leaders in Trustworthy Business Behavior** One hundred people were honored to bring attention and awareness to the importance of trustworthy business behavior and to recognize those individuals whose professional focus is encouraging this behavior.

July 2011 Issues inaugural **Top 100 Thought Leaders Europe/Middle East** in collaboration with the Centre for Sustainability and Excellence.

<http://trustacrossamerica.com/offerings-thought-leaders-ue-mena.shtml>

December 2011 Issues 2nd Annual Top Ten Most Trustworthy Public Companies

<http://trustacrossamerica.com/documents/offerings-companies/TopTenTrustworthyCompanies.pdf> Nine out of 10 companies engage with us to learn more. Several companies issue press releases and display our emblem on their website.

January 2012 Issues Top Companies by Sector

<http://trustacrossamerica.com/documents/offerings-companies/SectorPressRelease.pdf>

We acknowledge the challenges in comparing companies in different sectors. We also highlight the notion that industry is not destiny.

January 2012 Issues 2nd Annual Top 100 Thought Leaders in Trustworthy Business Behavior.

<http://trustacrossamerica.com/offerings-thought-leaders.shtml>

We improved our methodology with an official Call for Nominations and by enlisting six judges to assist in compiling the final list. Dozens of thought leaders issued press releases and have chosen to display our emblem on their websites, blogs and other social networks.

January 2012 Thought Leaders Radio Series launches with Dov Seidman as our first guest. This is a monthly series that will run through the end of 2012. http://trustacrossamerica.com/radio_show.shtml

February 2012 Launches **BEST!** (Business Excellence through Strategic Trust) a collaborative media program to shine the spotlight on trustworthy companies. More information will be available on our website in the next several weeks.

2009- Present Write articles and develop into an authoritative source on trustworthy business behavior.

http://trustacrossamerica.com/press_center.shtml

Our core programs continue to develop and we welcome your interest and collaboration in as many as possible. Please join us!

➤ Trust Across America **LinkedIn Group**

<http://www.linkedin.com/groupInvitation?groupId=2955795>

Please join our group that is expanding in both members and quality of discussions.

➤ Trust Across America **Radio Show**

http://trustacrossamerica.com/radio_show.shtml

If you would like to recommend a guest, please let us know.

➤ **Trust Across America Blog** <http://www.trustacrossamerica.org/blog>

and **Blog Index** <http://www.trustacrossamerica.org/blogs.shtml>

We welcome and encourage guest bloggers and suggestions for links to new blogs.

➤ **Trust Across America Reading Room**

http://www.trustacrossamerica.org/reading_room.shtml

New books on organizational trust and leadership are added frequently. Books are written by experts from corporate America, academia and consulting.

Thank you for supporting Trust Across America. We look forward to continuing to build our trust ecosystem and in providing valuable resources to both individuals and companies. Please feel free to forward this newsletter to others who may be interested in the work we are doing.

Barbara Brooks Kimmel, Executive Director

www.trustacrossamerica.com

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