



## TRUST ACROSS AMERICA™ FEBRUARY 2013 NEWSLETTER

We completed a busy and productive January at Trust Across America. The monthly highlight occurred with the release of our 2013 Top Thought Leaders list bringing close to 20,000 visitors to our website within a few days.

### What's Happening Now

#### Campaign for Trust™ has begun:

January 3: our first press release. <http://reut.rs/WPzeFF>

January 14: release of our 3<sup>rd</sup> annual Top Thought Leaders in Trustworthy Business Behavior including global honorees for the first time. <http://bit.ly/XpBGmM>

**Alliance of Trustworthy Business Experts:** <http://bit.ly/13TX5Kj>

All basic and premium members are invited to list their books and blogs on our website. You can send the information to <mailto:Barbara@trustacrossamerica.com>

Premium Members are engaging through:

- Display of our Alliance of Trustworthy Business Experts emblem
- Trust Sheet postings: Monthly listing of member news
- Trust Across America radio hosting <http://bit.ly/X7nfFe>
- Trust Experts Talk Trust™ blog interviews <http://bit.ly/WI0Kc8>
- Trust Chain™ a growing collection of leadership quotes from our members.

If you have not already joined, we hope you will consider doing so. A free 3-month trial membership is available. <http://bit.ly/13TX5Kj>

**Trust Directory™:** Trust Across America will compile an eBook directory to showcase the work of our Trust Alliance members. The directory will be available for sale on our website, and will be updated semi-annually.

**Trust Apparel:** We have set up an online store via our logo vendor. <http://bit.ly/13TX88M>  
We have also added a special "Campaign for Trust 2013" T-shirt <http://bit.ly/VxicN2>

**Trust Meet Up™:** Our first meet up will be via teleconference on **February 19** from noon-1PM EST. We will be discussing goals and objectives for the Alliance. The meeting invitation is now closed. Those who registered should have received call-in instructions.



## What's New for March 2013

**Trust Store™:** We will open an online store in March to showcase Alliance member trust products. If you have a product, other than a book, please let us know so we can collaboratively create ways to build additional exposure.

**Most Trustworthy Public Companies 2012:** While our official announcement of our third annual Most Trustworthy Public Companies will be made on April 1, an awareness campaign will begin in March- more details to follow.

Once again, thank you for your support and don't forget to join the Alliance today to receive regular updates on our Campaign for Trust™. <http://bit.ly/13TX5Kj>

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