

**Ethics in Action Awards**  
**Nomination for Ongoing Social Responsibility-**  
**Individual**  
**Jan Hamilton**

During the past five years I have grown to know Jan Hamilton through business and personally. This nomination for an Ethics in Action Award is on behalf of BC TEL, my employer, and myself.

In the world of business, it is a rare and wonderful experience to come across an individual who espouses social responsibility as completely and fervently as Jan Hamilton. Jan has demonstrated and lived the principles of ethical behavior to such an extent that she has been able to successfully nurture and lead many others to choose an ethical path.

On a personal level, Jan is constantly aware of those around her. She surrounds herself with those who share her beliefs. Never one to bully or force herself, Jan always demonstrates her convictions in the hope that they may rub off on others and thus create a better society. Social responsibility is a silent gathering of strength in numbers. Jan is among the early adopters and sensitively encourages friends and colleagues to find the positive benefits in embracing a socially responsible life style.

Ever an advocate of ethical practices, Jan inspires those who meet her to carefully consider their actions and decisions. Ethical practices are developed and encouraged in all those she works with. Jan treats people fairly, honestly and with respect. Her employees, colleagues and friends share her vision.

Jan is the co-founder of *Canadian Business for Social Responsibility* and under her gentle tutelage the membership increased to include small and large businesses alike. Her advocacy was rewarded when she became Co-President of the organization and brought it to a truly professional level. Jan has lead, facilitated and moderated numerous seminars and workshops on corporate social responsibility over the past few years.

On the business front, Jan is the principal of *Jan Hamilton and Associates*, a successful, well-respected sponsorship and event marketing company, now located in Kelowna. Jan consistently promotes sponsorship connections that enhance business and community relationships.

Before meeting Jan, we were in the somewhat hazy world of dealing with sponsorship representatives who showed up as the proverbial guy flashing open his trench coat.

“Wanna buy a sponsorship?”

It was one size fits all sponsorship brokerage. If any sponsorship package didn't fit, perhaps another one would. There was no thought to logical, synergistic sponsorship connections that would be mutually beneficial in relationship building. Nor was there any thought to actually delivering on promises and obligations.

With Jan, a whole new era dawned.

For the first time, her clients could feel they were respected and their concerns were taken seriously. Jan does not propose a sponsorship that doesn't fit corporate and community interests in equal measure. The outcome of any of Jan's community partnerships is greater than the sum of the parts. This attitude has now pervaded our dealings in any sponsorships and we now expect fair and ethical treatment when we invest in our communities.



Jan's sense of social responsibility is so intrinsic that she will not represent conflicting companies or product categories just to make a profit for her company. Jan represents not for profit groups, companies and products she personally believes in. Should a conflict arise, Jan is willing to resign business to uphold her personal beliefs rather than be motivated by profit.

The most impressive characteristic that Jan exhibits is her willingness to go far beyond expectations to act with a community's and stakeholders' well-being in mind. Jan tirelessly builds awareness of ethical practices and encourages others to examine their own beliefs.

She challenges us to examine our strengths and weaknesses and live in more socially responsible ways for the benefit of all.

By way of this nomination, it is our hope and belief that Jan Hamilton will be recognized as a leader in the realm of social responsibility.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Donna Serviss". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Donna Serviss