



Mona Lovett, front, left, and Barbara Masi, right, of the Crosby Scholars program pose with some of the young scholarship winners after last week's ceremony.

Reynolds leader defends company in keynote address to students, businesses

BY DR. FELECIA PIGGOTT-
LONG
THE CHRONICLE

Twelve high school seniors received the first-ever Student of Integrity Awards last Thursday during the 2009 Marketplace Ethics Award Luncheon at the Embassy Suites Pavilion.

Presented by the Better Business Bureau of Northwest North Carolina, the awards have traditionally honored companies that go above and beyond in customer service and care. The Student Integrity Awards were added this year. A senior from each of the school system's 12 high schools earned a \$1,000 college scholarship for displaying traits such as strong character, benevolence and educational excellence.

"(It is phenomenal," BBB President David Dalrymple said of the student scholarships that were awarded. "I thank the local businesses who made it possible."

The student winners are: Franklin Stowe, Atkins High School; Reynita McMillan, Carver High School; Lindsay Ballard, East Forsyth High School; Callie Cullen, Glenn High School; Da'Shaun McIntyre, Middle College High School; London Alpeter, Mt. Tabor High School; Alaina Thum, North Forsyth High School; Rashad Wilkerson, Parkland High School; Isabel Echeverri, Reagan High School; Ian Hill, R.J. Reynolds High School; Nicole West, West Forsyth High School; and Melvin Aikens, Winston-Salem Preparatory Academy.

Susan Ivey, chairman, president and chief executive officer of Reynolds American, served as the keynote speaker. She used her time at the microphone to talk about the importance of integrity and trust within companies and individuals.

"We start with trust. This is a personal commitment to do the right thing, not the

popular thing," Ivey said. She also defended her industry, tobacco, which is under fire and the microscope again as politicians in Washington consider a proposal to have the industry regulated by the Food and Drug Administration, a move that Reynolds American, its competitors and many lawmakers oppose.

"I recently read an article



Susan Ivey

that said it was ironic that I, the head of a tobacco company, talk about ethics," she said. "Who better to talk about this issue? We have several youth non-smoking programs in order to keep cigarettes out of the hands of kids."

Ivey also charged that not enough is said about the efforts companies like hers have taken to reduce the dangers of their products.

"More than 45 million Americans use tobacco in this country. We are finding ways to reduce death and disease of cigarette smokers. We have been told that all tobacco products carry the same risk, but all tobacco products are not equally harmful," said Ivey. "Changes are being made in public health policy. Smokers can switch to lower risk products. Smokeless tobacco holds less risk and the cancer risk is lower."

this career move has been the best decision I've ever made."

Transou has played an active role at Brunson. She was part of a team that helped rewrite goals for Brunson Elementary's School Improvement Plan (SIP), she plans and implements small group reading to engage students in active learning and tutors Limited English Proficient students. Transou said she plans to use her award money to help students and pay for books and study materials.

This year's Marketplace Ethics Award winners included Home Instead Senior Care, Interstate Credit Collections, Flow Companies and Winston-Salem Industries for the Blind.

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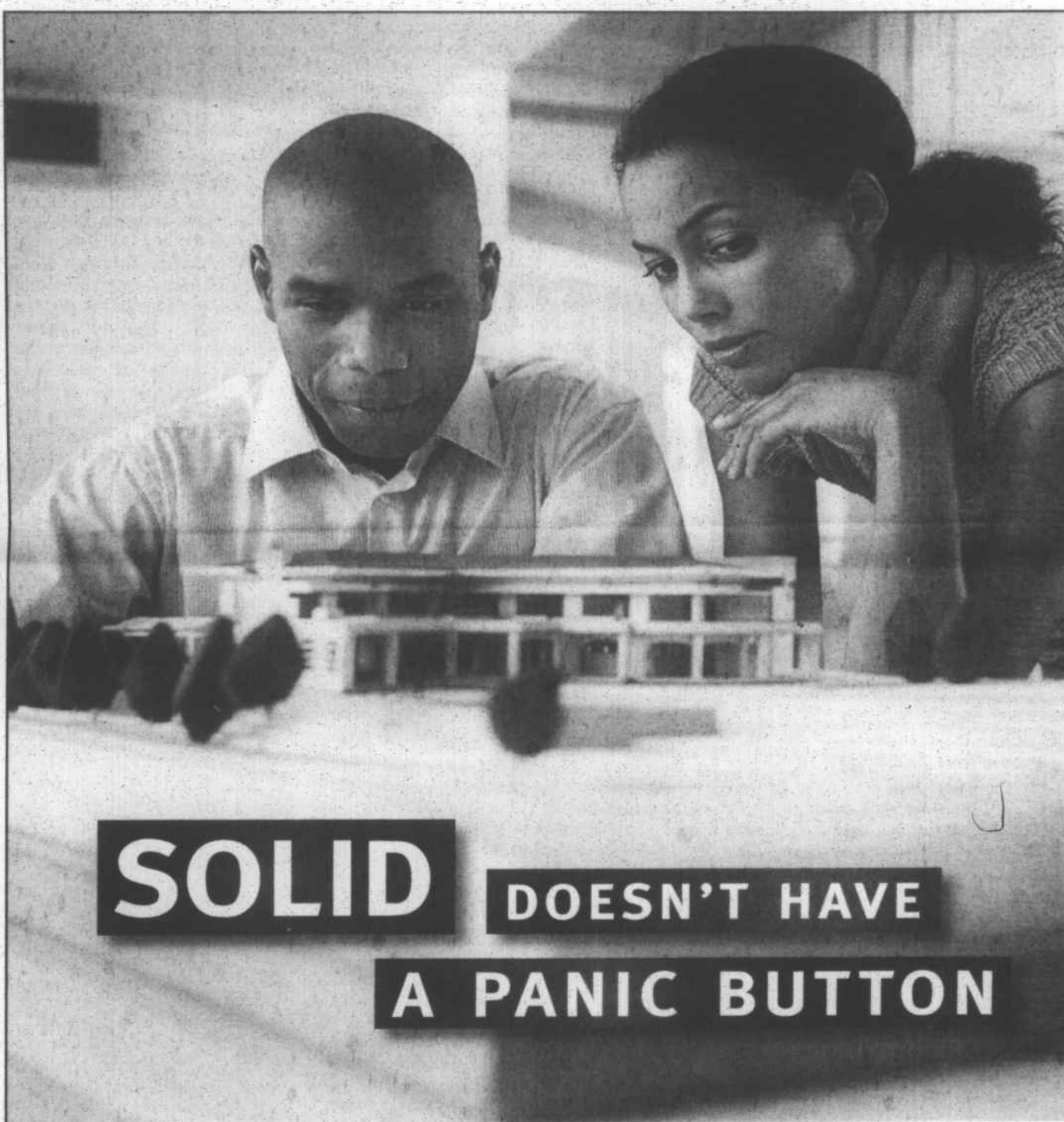
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