

News Release

For Immediate Release

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Trust Across America Spearheads Campaign for Trust and Honors the Late Dr. Stephen R. Covey

Chester, N.J. January 3, 2013—After a well-documented 10+ years of declining trust in government, business and the media, Trust Across America (TAA) (www.trustacrossamerica.com) and its ambassadors are launching the Campaign for Trust™, a two-year initiative to reverse this cycle. “As the leaders in information, standards, data and the Who’s Who of trustworthy business, this is the next step in our initiative that began in 2009,” said Barbara Brooks Kimmel, a Co-founder and the Executive Director.

In the fourth quarter of 2012 TAA created The Alliance of Trustworthy Business Experts (ATBE) to collaborate in advancing the cause of trustworthy business through the creation of trust tools and communications outreach. Over 100 global thought leaders from Fortune 500 companies, leading academic institutions; global media and consulting have joined since the mid-October launch.

Much of the work of the alliance will be via strategic partnerships with our Founding Members listed alphabetically: Patricia Aburdene (author of Megatrends); William Benner (WW Consult); Randy Conley (Ken Blanchard Company); Stephen M.R. Covey (CoveyLink); Linda Fisher-Thornton (Leading in Context); Bahar Gidwani (CSR Hub); Charles Green (Trusted Advisor Associates); Nadine Hack (beCause Global Consulting); Michael Hopkins (MHC International); Gary Judd (Speed of Trust); Barbara Kimmel (Trust Across America); Jim Kouzes (The Leadership Challenge); Deb Krizmanich (Powernoodle); Mike Krzus (One Report); Greg Link (CoveyLink); Linda Locke (Reputare Consulting); Edward Marshall; Jon Mertz (Thin Difference); Deb Mills-Scofield; Dennis Reina (Reina Trust Building Institute); Frank Sonnenberg; John Spence; Robert Vanourek (Triple Crown Leadership); and Bob Whipple (Leader Grow).

According to Kimmel, “We will be assembling a Trust Toolbox™ in 2013, beginning with the January 14 announcement of our third annual Top Thought Leaders in Trustworthy Business. Our 2013 recognition list will honor the late Dr. Stephen R. Covey, whose professional accomplishments in the field of trust were instrumental to the founding of the Trust Across America initiative four years ago. This year our Alliance members will guest-host Trust Across America radio, now entering its fourth year on air. Other collaborative projects in development include the

publication of a book- *Trust Inc.: Strategies for Building Your Company's Most Valuable Asset*, a collection of short essays from our global thought leaders; the Trust Directory™; the creation of online trust assessment tools; the development of a Trust Index™; educational Trust Talks™; a monthly publication called the Trust Sheet™, announcing trust alliance member news from around the world; and the opening of our online Trust Store™, a virtual one stop shop for trust products.”

According to Amy Lyman co-founder of Great Place to Work Institute, “The evidence is irrefutable. Cultures of trust, created by leaders who are credible, respectful and fair bring with them significant economic, social, community and environmental benefits. It is what every employee wants and what every business leader should strive for.” Trust Across America, through its new trust alliance, hopes to develop the requisite tools to enhance cultures of trust, and encourages those interested in furthering the cause of trustworthy business to join the alliance.

<http://trustacrossamerica.com/cgi-bin/alliance.cgi>