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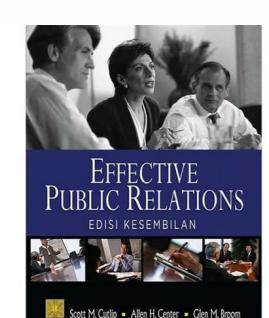
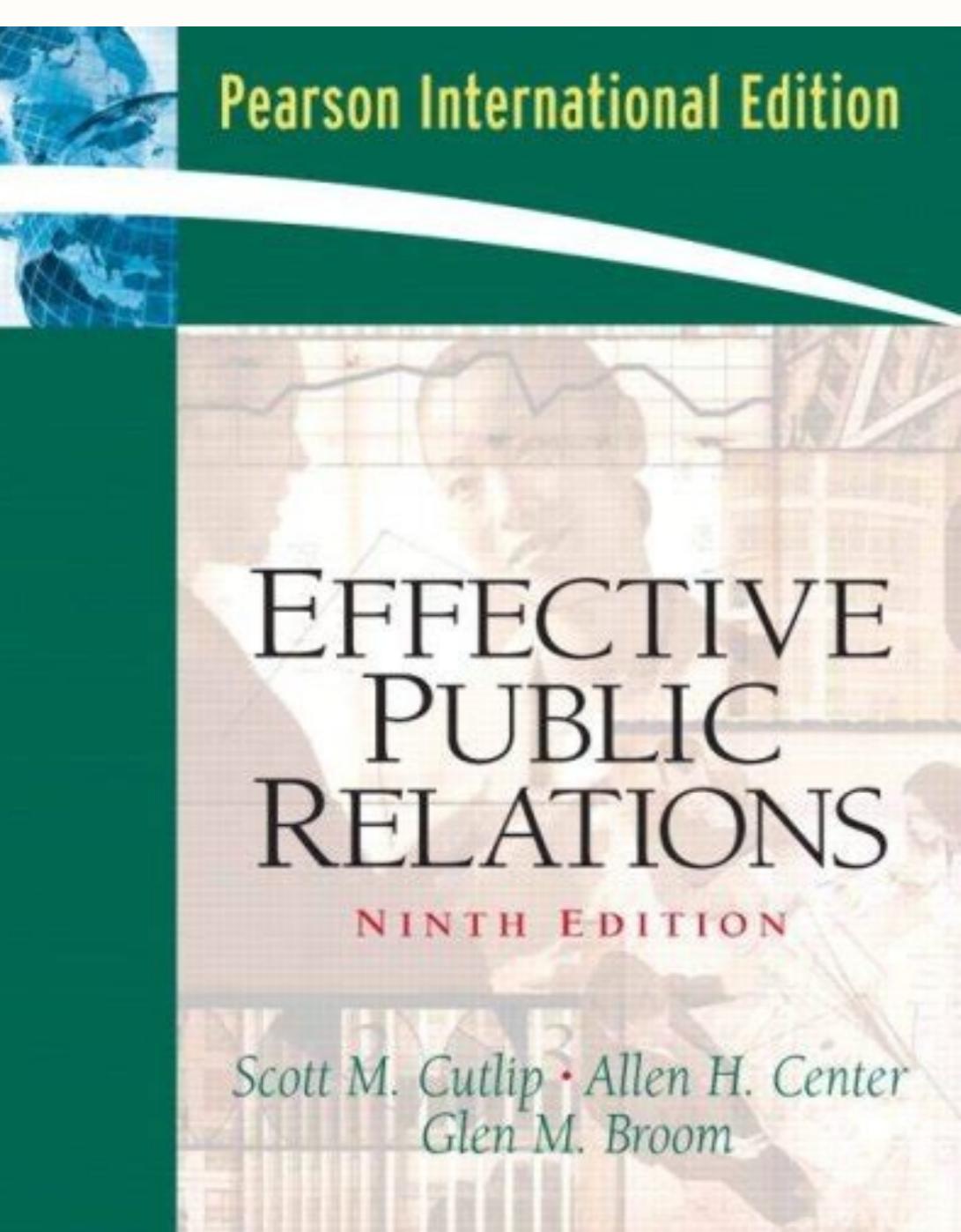
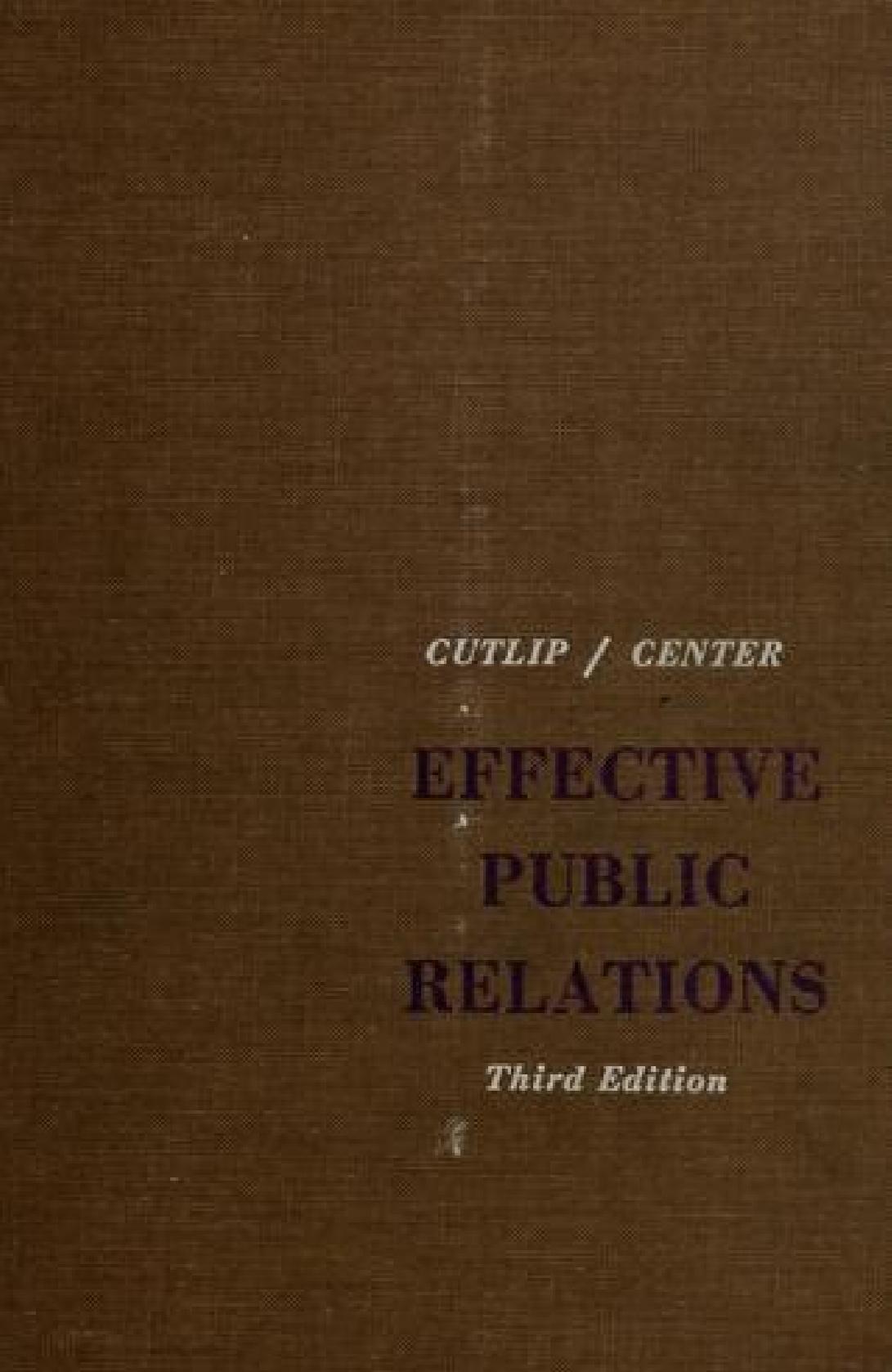
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**Scott M. Cutlip Professional Fundraiser Award**

Scott M. Cutlip is memorialized with this award in recognition of the influence his ideas had on the early development of fundraising as a career. Better known as a pioneer of public relations education, Cutlip spent 29 years on the faculty of the University of Wisconsin School of Journalism and Mass Communication, where he introduced the study of public relations. In 1952 he co-wrote the first edition of Effective Public Relations with Allen H. Center. This important textbook was reissued in its eleventh edition in 2012. Less well known, but equally influential, was his book "Fund Raising in the United States: Its Role in America's Philanthropy," considered required reading for all fundraisers from its publication in 1965 through the 1990's.

**Scott Cutlip Professional Fundraiser Awardees**

2012 Mary K. Abrecht  
2011 Stephen A. Ackerman  
2010 Julie A. Tolan  
2009 William R. O'Toole, Jr., CFRE  
2008 James L. Clark  
2007 James A. Unglabe  
2006 Mary Louise Mussoline  
2005 Linda D. Seeger  
2004 Larry W. Ward  
2003 John Nickels  
2002 Philip E. Meinzen  
2001 Dean Rein  
2000 Joyce Altman  
1999 William "Bill" Macklem  
1998 J. Russell Raker, III  
1997 Michael D. Hohner  
1996 Janet Cady  
1995 Gerald M. Schaefer  
1994 Doris H. Heiser  
1993 Lucia L. Steere  
1992 John R. Schultz  
1991 Dorothy H. Biver  
1990 Loyd Lewis  
1989 James N. Raffel  
1988 Virginia MacNeil  
1987 Sylvia Murn  
1986 John R. Gmeindl



## The new values underpin the brand

Think ahead, Focus on action	Be open, Work together	Drive progress, Enable change
<b>For the brand:</b> put things in place to meet the future needs of all of our stakeholders	<b>For the brand:</b> share best practice and encourage collaboration between our stakeholders	<b>For the brand:</b> advance the role of IT in bettering society, the economy, business and education
<b>For employees:</b> make the needs of our stakeholders a priority, embrace change, anticipate what needs to be done and act with a sense of urgency	<b>For employees:</b> build trust, communicate openly and honestly, and work as one team to serve our stakeholders	<b>For employees:</b> support colleagues, stretch your own potential and strive to make a difference
<b>Employee commitment</b> <i>I will:</i>	<b>Employee commitment</b> <i>I will:</i>	<b>Employee commitment</b> <i>I will:</i>
<ul style="list-style-type: none"> <li>Take an active interest in the business, making sure I understand the strategy, mission and objectives of the organisation as it evolves.</li> <li>Have my finger on the pulse of industry advances, taking the pulse of the business, and act on the account of and my role in the world.</li> <li>Show enterprise by suggesting ways to develop our business, using my initiative to anticipate customer / business needs, seeking appropriate, timely, solutions.</li> </ul>	<ul style="list-style-type: none"> <li>Treat my colleagues with respect, honesty, fairness and courtesy.</li> <li>Demonstrate a collaborative attitude to work by sharing information, supporting my colleagues and listening to their opinions.</li> <li>Buid professional relationships across departments, keeping others informed of my ideas, activities, issues and successes.</li> </ul>	<ul style="list-style-type: none"> <li>Take responsibility for my own professional and personal development so that I can achieve my full potential and adapt with change.</li> <li>Demonstrate ambition and enthusiasm for results, seeking opportunities for personal and business development, sharing my ideas and aspirations with my manager.</li> <li>Support others in their development, be prepared to be challenged and challenge others.</li> </ul>
<b>BCS commitment</b> <i>We will:</i>	<b>BCS commitment</b> <i>We will:</i>	<b>BCS commitment</b> <i>We will:</i>
<ul style="list-style-type: none"> <li>Be open and share business objectives, progress and results providing information about the business and business decisions.</li> </ul>	<ul style="list-style-type: none"> <li>Treat you to do your job, trusting you with respect, honesty, fairness and courtesy.</li> <li>Provide job training and development, giving you regular feedback on how you're doing and set you realistic, challenging goals.</li> </ul>	

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