



News for Immediate Release

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“Integrity is not optional in Business!”-- Jerry Colangelo Leads Integrity Summit 2011 Promoting, Cultivating Integrity as the #1 Organizational Value, Requiring Integrity in Employees

Integrity Summit 2011 Presentations by: Jerry Colangelo, Avnet, Go Daddy, the FBI, Arizona Commerce Authority, Molina Fine Jewelers, Plaza Companies, Blue Cross Blue Shield AZ, WP Carey School, Merchants Information Solutions

Phoenix, August 23, 2011— *“Integrity is not optional in Business!”* says Jerry Colangelo, internationally recognized sports business executive who built his career on integrity with trust, handshakes and keeping his word as his ethical means of doing business. Colangelo is turning his concerns about the seeming absence of integrity into action via Integrity Summit 2011 with executive presenters from Avnet, Go Daddy, the FBI, Arizona Commerce Authority, Molina Fine Jewelers, Plaza Companies, Blue Cross Blue Shield AZ, ASU Carey School and Merchants Information Solutions, September 13, 2011, 7:30am-Noon, Phoenix Country Club.

“If there ever was a time to make Integrity the predominant value—it is now! Just look at how a recent lack of integrity has cost big: a now-former executive resulted in damaging Berkshire Hathaway, News of the World shutting after a century, employees leaking iPad2 code and retail employee ‘shrinkage’ also known as employee theft equating to nearly 50% of the retail workforce—more than shoplifting by double digits,” Colangelo said. “On the plus side of integrity, look at the huge, enduring successes of well known people and companies who make Integrity number one like Avnet, Go Daddy, the Plaza Companies and Blue Cross Blue Shield to name a few,” Colangelo added.

Underscoring the “front burner” that Integrity is taking as a business focal point, HR Magazine’s “Your Cheating Heart” article cites how not screening for and not overtly requiring integrity in employees has resulted in tremendous losses to business. The HR Magazine article cites companies like AT&T, Hospitality Corp and others who are now using integrity testing in the pre-hiring process. Added to this is a recent Journal of Business and Psychology article that states that employees not screened for integrity are 500% more costly to an organization.

“On an Integrity speaking tour sponsored by Merchants Information Solutions, it was sobering to see a majority hands fly up when Jerry Colangelo asked graduate students at Thunderbird, WP Carey and Eller business schools if they had seen frequent activities at work that obviously lacked integrity,” said Gregg Ostro, co-founder of the Integrity Business Institute and creator of Integrity Summit 2011 with Jerry Colangelo. “The graduate school speaking engagements, data from Merchants who administers almost a million pre-hire Merchants Integrity Tests annually and the constant news of business improprieties from leaders to regular employees was the impetus for Jerry and me to consider a plan of action. We see a big need to help organizations bring Integrity front and center and how to make it an operational platform for all the benefits Integrity provides,” Ostro added.

More...





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Integrity Summit 2011 has a remarkable lineup of presenters who will share how they use and cultivate Integrity in their businesses and the community. Presenters and Topics currently scheduled include:

- Jun Li, Associate Chief Legal Counsel, Avnet, "*Growing, Profiting from Integrity as the #1 Value*"
- Sharon Harper, Pres., CEO, The Plaza Companies, "*Integrity Means Helping Your Community Too*"
- Russ Johnson, CEO, Merchants Information Solutions, "*Data Proves Integrity Employees Afford Huge ROI*"
- John Iannarelli, Asst. Special Agt. in Charge, FBI, AZ, "*Integrity, The FBI and the Price You Pay Without Integrity*"
- Don Cardon, Arizona Commerce Authority, "*Integrity: the Number Operating Philosophy*"
- Marianne Jennings Dept. of Mgmt, W.P Carey, ASU, "*Ethical Dilemmas, The Ethical Barometer*"
- Alfredo Molina, CEO Molina Fine Jewelers, "*Integrity, Trust: Must Haves in Who You Do Business With*"
- Deanna Salazar, Chief Legal Counsel, Blue Cross Blue Shield AZ, "*Cultivating Employee Integrity=Better Financials*"
- Christine Jones, Vice President, General Counsel & Corporate Secretary, The Go Daddy Group, Inc., "*Integrity Is Worth Billions: Integrity & The Go Daddy Partnership*"
- Jerry Colangelo, Chairman, USA Basketball, Basketball Hall of Fame and principal of JDM Partners, "*Integrity: Winning Gold in Beijing and Getting a Record Price for the Phoenix Suns*"

Famous Quotations about Integrity

"In looking for people to hire, you look for three qualities: integrity, intelligence, and energy. And if they don't have the first, the other two will kill you."

~ Warren Buffet

"Every decision, every hire should be made with integrity as the key criteria—if you want a bright and enduring future!"

~ Jerry Colangelo

"Real integrity is doing the right thing, knowing that nobody's going to know whether you did it or not."

~ Oprah Winfrey

"One person of integrity can make a difference, a difference of life and death."

~Elie Wiesel





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To Attend Integrity Summit 2011

Email Jennifer.evans@gomediaco.com for information, to be a sponsor, or to reserve seats.

About Integrity Summit 2011

Integrity Summit 2011 is a ½ day event created by and aimed to executives, management and thought leaders to be a powerful platform to poignantly guide and educate on how making Integrity the number one organizational value, advancing integrity programs and hiring employees with integrity will deliver greater and long-term successes while avoiding and reducing destructive and costly issues. Led by internationally recognized and highly respected sports and business icon Jerry Colangelo, Integrity Summit 2011 will deliver ready-to-use knowledge and strategies from a number of highly regarded speakers.

About the Integrity Business Institute

The recently-established Integrity Business Institute was created by Jerry Colangelo and GO Media Cos.' CEO and Community leader Gregg Ostro in response to an urgent need to help bring Integrity into the forefront of every business and organization. Colangelo and Ostro have been working together since 1989. The mission of the Integrity Business Institute is to help cultivate integrity throughout any organization via executive workshops and presentations, employee events, video and web-based interactive tools. Colangelo has presented on Integrity as a part of the Merchants Information Solutions* Integrity Tour. He spoke to grad students and visiting business executives at Thunderbird, Eller and W. P. Carey business schools. Well over 50% of attendees at the Integrity presentations said they saw co-workers NOT operating with Integrity. Integritybusinessinstitute.com integritysummit2011.com

*Jerry Colangelo is a national spokesperson for Merchants Information Solutions

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