

Comments of Stephen Potts
2011 National Capital Business Ethics Awards
Small Company Category Recipient
RightStar Systems
Richard Stark, President

About 10 years ago, my friend Fred Mcnair asked me to serve as a judge in the National Capital Business Ethics Awards competition. Every year at this time since I thank Fred for suggesting me. It is an honor to serve with my fellow judges and have an opportunity to learn about the successful and ethical businesses in the National Capital area. I am inspired and especially because it is such a powerful counterweight to the almost universally negative image of business portrayed in the media. When was the last time you saw a TV show portraying a business man or woman in a positive light?

We all know many businesses and managers that deserve that respect and I am delighted to announce one that stands above the rest in the small business category. It is an information technology consultancy and BMC solution provider focused exclusively in the business service management space. It has strong ethical leadership at the top and ethics permeates the entire organization.

Dick Stark, president and CEO of RightStar Systems, applied for this award last year and was named a semi-finalist. Not one to leave things done half way, Dick took it upon himself to contact the 2010 recipient in his category and learn what that company had instituted that RightStar might be lacking. What impressed me and the judges was that Dick acted in the past year to strengthen the business ethics role in his day to day corporate model even though he had a strong program already in place.