

## Press Release

(Austin, TX) Sept. 20, 2004 Dr. Kurt Senske, chief executive officer of Lutheran Social Services, is a finalist for the 2004 Ethics in Business Awards presented by the Samaritan Center of Austin and St. Edward's University. The award recognizes local businesses, nonprofit organizations and individuals who have demonstrated high moral standards in the workplace and community.

Senske's nomination comes as no surprise to those who know him personally or professionally. For the past 10 years, Senske has guided LSS through achievement and adversity by applying the Golden Rule, "Do unto others as you would have them do unto you." During his tenure, Senske has been responsible for more than doubling the size of the agency and steering the once-troubled organization back into financial stability. Now, LSS has a budget of \$70 million, 900 employees and serves more than 25,000 children, elderly and poor annually.

Senske has written two books on the importance of ethics in business and in life: *Executive Values: A Christian Approach to Organizational Leadership* and *Personal Values: God's Game Plan for Life*.

"Many of us came to the realization that we have for too long compartmentalized our lives into work, home and church, and have applied different standards to each," said Senske. "We have come to see that values, ethics, spirituality—however one chooses to describe them—cannot be checked at the office door. The standards we live by at home, in church, and among family and friends should be incorporated in the workplace."

Senske and four other finalists will be honored at the third annual Samaritan Center Ethics in Business Awards dinner on Oct. 19, at the Hyatt Hotel on Town Lake.

Lutheran Social Services is the social service arm of The Lutheran Church—Missouri Synod and the Evangelical Lutheran Church in America. LSS and its affiliated ministries annually serve more than 25,000 children, elderly and poor in Texas and Louisiana regardless of religious beliefs, ethnicity, gender or age. Its ministries include children's residential treatment centers, therapeutic foster care, adoption, emergency assistance, health care and retirement centers, disaster response and emergency assistance.—Lutheran Social Services