



BECK & CO. Awarded NIC Laurel Wreath Award

INDIANAPOLIS (4/24/09) - The recipient of the North-American Interfraternity Conference (NIC) 2009 Laurel Wreath Award is BECK & CO. The firm was honored for its work leading, developing and producing the "Response Ability" video that also was honored in Washington D.C. at the Centennial Meeting of the NIC.

The Laurel Wreath is presented annually by the conference to the individual, program or organization that best exemplifies the advancement of fraternal ideals. BECK & CO. has worked tirelessly to organize fraternities and sororities into the Greek Video Consortium and produce the "Response Ability" video. The production deals with bystander behavior in, as one nominator stated, "...a language our members can understand and in a medium they typically use. This video has everyone buzzing."

Toby Smith, the Executive Director of Phi Kappa Sigma and a member of the Greek Video Consortium states, "The notion that too many of our members sit idly by while some on campus allow atrocious behavior to go unchecked is inexplicable. This video is simply an excellent example of the kind of educational product we think everyone should ensure is distributed and viewed throughout our organizations, and for that matter, across all campuses."

Each year the NIC accepts nominations for the Laurel Wreath Award. Recipients are chosen by the NIC Awards Committee chaired by the immediate past chairman of the conference. The medals are presented at the closing banquet and the Laurel Wreath during the luncheon that is named for the award. For more information regarding NIC recognition efforts please contact the headquarters at 317-872-1112.