



Office of the Mayor
Hobbs, New Mexico

PROCLAMATION

WHEREAS, CHARACTER COUNTS! is the most widely implemented approach to character education in the United States, especially in public school districts like our own Hobbs Municipal Schools; and

WHEREAS, CHARACTER COUNTS! is administered by the Josephson Institute, whose mission is to improve the ethical quality of society by changing personal and organizational decision-making and behavior; and

WHEREAS, Michael Josephson, the founder of the Josephson Institute and CHARACTER COUNTS!, gave the keynote address for the 2011 Hobbs Chamber of Commerce annual banquet; and

WHEREAS, Josephson challenged Hobbsans to adopt the CHARACTER COUNTS! framework, centered on basic values, called the Six Pillars of Character: Trustworthiness, Respect, Responsibility, Fairness, Caring and Citizenship; and

WHEREAS, "Promoting Character" is one of three watchwords central to the mission of the Hobbs Chamber of Commerce, which is a CHARACTER COUNTS! Coalition Member; and


WHEREAS, the City of Hobbs and the Hobbs Chamber of Commerce agree that good ethics is good business.

NOW, THEREFORE, in concert with the Josephson Institute and millions of students, business persons and public-sector employees celebrating CHARACTER COUNTS! Week, I, Joe Calderón, Mayor Pro Tem of the City of Hobbs do hereby proclaim October 21-27, 2012 as

"Hobbs Character Counts! Week"

and call upon the people of the City of Hobbs to embrace these Six Pillars of Character and observe the week with appropriate ceremonies and activities.

IN WITNESS WHEREOF, I have hereunto set my hand this 15th day of October, 2012, and cause the seal of the City of Hobbs to be affixed hereto.



JOE CALDERÓN, Mayor Pro Tem

ATTEST:



JAN FLETCHER, City Clerk

