

Judging Criteria

Essays will be judged by a group of volunteers composed of state and local business leaders, state and local humanities scholars and BBB personnel.

Essays should focus on one of the following Laws of Life:

- Honesty
- Transparency
- Proactivity
- Humility
- Equality

Students are encouraged to talk with the following people about these principles:

- Family Members
- Community Leaders
- Business Leaders
- Various Accredited Businesses Provided by BBB Serving Central and South Alabama