



SHARED ETHICS ADVISORY COMMISSION

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SEAC Unveils New Branding, Website

PORTAGE — The Shared Ethics Advisory Commission (SEAC) is gearing up for its October Ethics Summit with a refreshed look.

In early 2024, SEAC began the process of creating a new logo and refreshing its branding. While the project goal was to modernize the look of SEAC, its core value remains the same: Bringing Ethics Awareness and Training to Northwest Indiana communities.

SEAC President Courtney Smith, Vice President Julie Wendorf and Communications Committee Chair Julie McElmurry oversaw the project, which wrapped in mid-July.

"I have been with SEAC for seven years, five of which I spent on the executive committee. This is a modernization and forward-thinking change for our commission, and we truly appreciate the work of our web designer, Mary Freda-Flores. This rebranding helps bridge the communication of our commissioners to their communities," Smith said.

The new branding maintains the established identity of SEAC, while incorporating new elements to further its branding as an ethics commission. The new logo features the State of Indiana and a torch, shining a light on ethics awareness in the Region.

"After almost 20 years of heightening ethics awareness and providing training to member communities, it's so exciting to see the refreshed, more modern SEAC brand, logo and website," McElmurry said. "We hope to reach more people in this pursuit of assisting municipalities with tools to make ethical decisions."

The refreshed website highlights member communities, current events, training materials and more. The website offers an accessibility toggle, making the website available to all users.

"SEAC has a new look, but the same dedication to providing public employees with ethics training. SEAC proudly remains an all-volunteer group working to establish an ethics culture in Northwest Indiana," said President Emeritus Cal Bellamy.

Join SEAC at its annual Ethics Summit on Thursday, Oct. 24, at Avalon Manor, located at 3555 U.S. 30, Merrillville. Registration is from 8-8:30 a.m. The program begins at 8:30 a.m. and ends at 11:30 a.m. This event is open to the public. Register online at sharedethics.com by Friday, Oct. 11.

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