

ROCHESTER  
BUSINESS  
ETHICS  
AWARD

DIAMOND PARTNER

*SageRutty*  
And Company, Inc.

PLATINUM PARTNERS

 **MassMutual**  
FINANCIAL GROUP

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ATTORNEYS AT LAW

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**Finalists Announced for 2009 Rochester Business Ethics Award**

The Rochester Area Business Ethics Foundation and its sponsoring institutions and partners announce the finalists in the 2009 Rochester Business Ethics Award.

As decided by a panel of independent judges, four companies have submitted award entries judged to be outstanding descriptions of their commitment to ethical business practices, earning them places as finalists.

**ConServe** - Mark E. Davitt, president; Sheri McKenna, director of marketing; 200 Cross Keys Park, Fairport, NY 14450, 585-421-1000, [www.conserve-arm.com](http://www.conserve-arm.com) ConServe is a financial/collection and recovery services firm specializing in higher education.

**Dawnbreaker** – Jenny C. Servo, Ph.D., president and CEO; 2117 Buffalo Road, Suite 193, Rochester, NY 14624, 585-594-8641, [www.dawnbreaker.com](http://www.dawnbreaker.com) Dawnbreaker is a professional services firm providing commercialization assistance to advanced technology firms: business planning, market research and valuation.

**xpedx** – Merit Wilkinson, group vice president; 1059 West Ridge Road, Rochester, NY 14615, 585-581-4120, [www.xpedx.com](http://www.xpedx.com) xpedx is a distributor of equipment and supplies, printing paper, facility supplies, graphic imaging supplies and related products.

**Parrone Engineering** - Edward G. Parrone, president and CEO; 349 West Commercial Street, Suite 3200, East Rochester, NY 14445, 585-586-0200, [www.parroneng.com](http://www.parroneng.com) Parrone Engineering provides civil engineering and land surveying services

In the RBEA format, area companies are invited to enter the awards competition by clients, vendors, consultants, colleagues, employees and others.

Invited companies can then submit a comprehensive entry – a three-ring binder with detailed documentation and evidence of their policies and processes that address ethics issues, challenges and opportunities. The judges choose the finalists, and ultimately the award recipients, based on these entries.

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“After seven years of conducting this competition, we remain impressed by the continued interest among area businesses in doing things right,” said Martin Palumbos, co-chair of the Rochester Business Ethics Award program and a principal in the financial planning firm PS&E LLC. “We have to believe this interest is indicative of the high ethics standards found throughout Rochester’s business community.”

The companies selected to receive RBEA awards will be announced at a luncheon event on Tuesday, September 22, 2009 at the Rochester Convention Center. Subsequently, the award recipients from competitions in Rochester and across the nation can enter a national competition known as the American Business Ethics Awards.

### **Judging and Criteria**

The 2009 judges are:

- Christopher Pape, President and CEO of Monroe Litho, Inc.
- Richard Vega, Director of the Office of Public Integrity/Inspector General, City of Rochester
- William Dresnack, Senior Associate Dean at the E. Philip Saunders College of Business, Rochester Institute of Technology
- Kent Gardner, Director and Chief Economist of the Center for Governmental Research
- Sheila A. Gaddis, Executive Director of the Volunteer Legal Services Project and Partner, law firm of Hiscock and Barclay, LLP
- Susan O’Brien, Vice President of Outsourcing Service, HR Works

The judges rate each company’s entry against a published judging criteria organized along the following lines:

- Executive Commitment to Business Ethics
- Company Ethics Program
- Conflict Resolution Procedures
- Demonstration of Sound Ethical Business Practices
- Demonstration of Good Corporate Citizenship

### **Award Sponsors**

The Rochester Business Ethics Awards are sponsored and organized by the Rochester Chapter of the Society of Financial Service Professionals, the Rochester Business Alliance, and St. John Fisher College. The awards program was established in 1994 by the National Society of Financial Service Professionals. The Rochester awards were initiated in 2003.

Individual and group tickets to the September 22<sup>nd</sup> award luncheon are available by calling (585) 383-1060 or via the RBEA website: [www.RochesterBusinessEthics.com](http://www.RochesterBusinessEthics.com)

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