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**Finalists Announced for 2011 Rochester Business Ethics Award**

The Rochester Area Business Ethics Foundation and its sponsoring institutions and partners announce the finalists for the 2011 Rochester Business Ethics Award.

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

**Bergmann Associates** – Thomas C. Mitchell, president and CEO; 28 East Main Street, Suite 200, Rochester, NY 14614; 585-232-5135; [www.bergmannpc.com](http://www.bergmannpc.com) Bergmann Associates provides architecture, engineering, survey and planning services.

**First American Equipment Finance** – William Verhelle, CEO; 255 Woodcliff Drive, Fairport, NY 14450; 585- 598-0900; [www.faef.com](http://www.faef.com) FAEF provides lease financing for technology, medical equipment and other capital equipment purchases.

**Klein Steel Service, Inc.** – John Batiste, president; 105 Vanguard Parkway, Rochester, NY 14606; 585-328-4000; [www.Kleinsteel.com](http://www.Kleinsteel.com) Klein Steel is a metal service center providing metal processing and distribution.

**LaBella Associates, P.C.** – Sergio Esteban, chairman; 300 State Street, Rochester, NY 14607; 585-454-6110; [www.labellapc.com](http://www.labellapc.com) LaBella Associates, P.C. provides architecture and engineering consulting services.

**Toddler’s Workshop Daycare, Inc.** – Virginia S. Nacy, president and executive director; 12 May Street, Webster, NY 14580; 585-872-0663; [www.toddlerworkshop.com](http://www.toddlerworkshop.com) Toddler’s Workshop offers childcare to children from infancy thru age 12, including an accredited kindergarten.

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

“After nine 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.”

**More...**



The companies selected to receive RBEA awards will be announced at a luncheon event on Tuesday, September 20, 2011 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. Over the past few years, three Rochester companies have received national honors: Midnight Janitorial, PAETEC, and QED Technologies.

### **Judging and Criteria**

The 2011 judges are:

- John D. Keiser, Ph.D., Chair of the Department of Business Administration and Economics, The College at Brockport.
- Christopher Pape, President and CEO, Monroe Litho, Inc.
- Anthony Piazza, Esq., Partner, Hiscock & Barclay, LLP.
- Edward Reif, CPA, Chief Financial Officer, Home Care of Rochester.
- Richard Vega, Consultant, Office of Public Integrity, City of Rochester.
- Alice Curry, Manager, Employee Care Team, Hammer Packaging.
- John G. Doyle, Jr., President and CEO, Doyle Security Systems, Inc.

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 is a program of the Rochester Area Business Ethics Foundation. Organizational sponsors are 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 20th 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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