

ROCHESTER
BUSINESS
ETHICS
AWARD

DIAMOND PARTNER

SageRutty
And Company, Inc.

PLATINUM PARTNERS

 **MassMutual**
FINANCIAL GROUP

 **NIXON PEABODY**
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Finalists Announced for 2010 Rochester Business Ethics Award

The Rochester Area Business Ethics Foundation and its sponsoring institutions and partners announce the finalists in the 2010 Rochester Business Ethics Award.

As decided by an independent panel of judges, six 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:

Christa Construction, LLC – David Christa, CEO; Bonnie Pagano, director of marketing; 119 Victor Heights Parkway, Victor, NY 14564; 585-924-3050; www.christa.com Christa Construction LLC provides general construction and construction management services.

Genesee Valley Parent Magazine – Barbara Melnyk, president and publisher; 266 Alexander Street, Rochester, NY 14607; 585-287-5330; www.GVParent.com GVP publishes a monthly magazine and maintains a web site resource for parents and families.

LaBella Associates, P.C. – Sergio Esteban, chairman; 300 State Street, Rochester, NY 14607; 585-454-6110; www.labellapc.com LaBella Associates, P.C. provides architecture and engineering consulting services.

LECESSE Construction Services – Andrew R. Hislop, CEO; Laura West-Zarcone, marketing coordinator; 75 Thruway Park Drive, West Henrietta, NY 14586; 585-334-4490; www.lecesseconstruction.com LECESSSE provides construction management.

Schoen Place Auto – Jerry Elman, president; 319 East Chestnut Street, East Rochester, NY 14445; 585-381-1970; www.schoenplaceauto.com Schoen Place Auto offers automobile service and repair.

Toddler's Workshop Daycare, Inc. – Virginia S. Nancy, president and executive director; 12 May Street, Webster, NY 14580; 585-872-0663; www.toddlersworkshop.com Toddler's Workshop offers childcare to children from infancy thru age 12, including an accredited kindergarten.

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.

“After eight 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 21, 2010 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 2010 judges are:

- **Christopher Pape**, President and CEO of Monroe Litho, Inc.
- **Richard Vega**, Former Director, Office of Public Integrity/Inspector General, City of Rochester
- **John D. Keiser, Ph.D.**, Chair of the Department of Business Administration and Economics at the College at Brockport
- **Edward Reif, CPA**, Chief Financial Officer of Home Care of Rochester
- **Sheila A. Gaddis, Esq.**, 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 21st award luncheon are available by calling (585) 383-1060 or via the RBEA website: www.RochesterBusinessEthics.com

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