

ROCHESTER BUSINESS ETHICS AWARD

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Finalists Announced for 2008 Rochester Business Ethics Award

As we follow the news in Rochester and the nation, we occasionally see significant lapses of ethical behavior in the conduct of business, perhaps to the embarrassment of those companies, organizations and individuals who “do things right.”

Today, there is news we can all be proud of as the Rochester Area Business Ethics Foundation and its sponsoring institutions and partners - Rochester Chapter of the Society of Financial Service Professionals, the Rochester Business Alliance, and St. John Fisher College - announce the finalists in the 2008 Rochester Business Ethics Award.

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

- **Schuler-Haas Electric Corp.** Edward T. Schuler, Chief Operating Officer; Daniel J. Streicher, Chief Executive Officer, 250 Mt. Hope Avenue, Rochester, NY 14620 (585-325-1060) Schuler-Hass is a 47-year old union electrical contracting company specializing in industrial, governmental, institutional, and commercial installations.
- **Midnight Janitorial**, Angella Luyk, CEO, P.O. Box 67669, Rochester, NY 14617 (585-414-6960) Midnight Janitorial is an all-inclusive janitorial company that specializes in small to medium size professional offices.
- **Siewert Equipment Company.** Mark R. Siewert, President and CEO, 175 Akron Street, Rochester, NY 14609 (585-482-9640) Siewert Equipment is a leading provider of pumps, mixers, process equipment and application solutions for industrial and municipal customers.
- **Wayne Regional Orthopaedics, PLLC**, Frederick A. Kaempffe, M.D., Physician Director, 4425 Old Ridge Road, Suite 100, Williamson, NY 14589. (315-589-2800) Wayne Regional Orthopaedics is a community-based orthopaedic and hand surgical practice.
- **Doyle Security Systems, Inc.** John G. Doyle Jr., President and CEO, 792 Calkins Road, Rochester, NY 14623 (585-244-3400) Doyle Security Systems provides, installs, services and monitors electronic security and life safety systems; in addition, Doyle is in the safe and lock and medical monitoring business.

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In the RBEA format, area companies are invited to enter the awards competition by clients, vendors, consultants, colleagues, employees and others. In 2008, 42 companies were invited to participate.

Invited companies can then choose to 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.

“The number of invitations, entries and finalists each year suggests that Rochester has a large depth and breadth of businesses operating in a highly ethical manner,” said Martin Palumbos, co-chair of the award program and a principal in the financial planning firm PS&E LLC. “At the very onset this year, the forty two companies that were invited are perceived as operating in a highly ethical way, and that is a compliment to each and every one of them.”

“By any measure, Rochester is a national leader in ethical business behavior, and that is a credit to the reputation of our business environment and our business leaders,” says RBEA founder Alan Ziegler, president of Futures Funding Corp. and a past national president of the Society of Financial Services Professionals

The companies selected to receive RBEA awards will be announced at a luncheon event on September 23, 2008 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 2008 judges are:

- Jane Greenlaw, Associate Professor of Medical Humanities, University of Rochester Medical Center
- David Hessler, Entrepreneur in Residence, High Technology of Rochester
- William Dresnack, Chair of the Department of Business and Economics, SUNY Brockport
- Kent Gardner, Director and Chief Economist of the Center for Governmental Research
- Sheila A. Gaddis, Executive Director of the Volunteer Legal Services Project and of Counsel to the law firm of Hiscock and Barclay, LLP
- Susan O’Brien, Vice President of Outsourcing Service, HR Works

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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 23 award luncheon are available by calling (585) 383-1060 or via the RBEA website: www.RochesterBusinessEthics.com

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