

## Ethics give 3 firms an edge

### Awards go to SenDEC, Toshiba Business Solutions, Home Care

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STAFF WRITER

Three local companies were honored Tuesday at the 2006 Rochester Business Ethics Awards.

The winners credited ethics for their ability to thrive in competitive environments and tough economic times.

"We thrived in challeng-



**Kenton Fiske**  
"We live by the golden rule," says SenDEC's CEO.



**Steven Sauer**  
It's "good business," says Toshiba Business Solutions chief.



**Louise Woerner**  
"Mom test" useful in hiring at Home Care.

ing economic times, leaving others wanting to know how we did it," said Kenton

W. Fiske, president and chief executive of SenDEC Corp., one of two winners

in the small-business category. "It's simple: We live by the golden rule. Treat

others as you like to be treated."

SenDEC, a Perinton-based electronics and digital design and manufacturing firm, tied with Toshiba Business Solutions New York, an office equipment company in Henrietta headed by Steven B. Sauer.

This is the first time there has been a tie in a cat-

egory since the local awards started in 2003.

Home Care of Rochester, a Henrietta-based home care agency headed by Chairman and CEO Louise Woerner, won in the large-company category (more than 250 employees).

The awards are given for

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## Ethics

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good business ethics, the company ethics program, conflict resolution procedures, demonstration of sound ethical business practices and demonstration of good corporate citizenship.

The awards were announced at a luncheon at the Riverside Convention Center and were sponsored by the Rochester Chapter of the Society of Financial Service Professionals, St. John Fisher College and the Rochester Business Alliance.

Rui Ventura, director of human resources for Home Care, said ethics are vital in providing good service and health care

outcomes, especially when customers want good, qualified people to care for them or loved ones in their homes.

Often, Ventura will ask other workers if a potential new hire passes the "mom test," meaning: "Would you want that person caring for your mom?"

The speaker at the event was John Bogle, author, business ethics advocate and founder and former chief executive of Vanguard Funds.

"Without values and ethical behavior business is not a calling but a hollow pursuit," he said.

Too often, top officials operate with selfish or bottom-line interests, and not by ethical behavior, he said.

"I hesitate to say where we'd be if we made decisions solely

on our wallets," Fiske said upon accepting the award. He doubted his company would have grown as much or retained quality workers, for example.

Toshiba's president, Sauer, meanwhile, said it's important to make good ethical decisions, even when it comes to the "little things."

One thing Sauer is proud of, for example, is how the company uses money that would normally go into product marketing to instead sponsor events at local nonprofits.

"Good ethics is good business," he said. "It's that simple."

The three local recipients will be entered in a national award competition, which local company PAETEC Corp. won in 2004. □

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