



ROCHESTER
BUSINESS
ETHICS
AWARD

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Recipients of the 2006 Rochester Business Ethics Awards

Three Rochester companies today have been designated as recipients of the 2006 Rochester Business Ethics Awards.

The recipient in the large-company category (250 employees or more) is

- **Home Care of Rochester**, a licensed and certified home care agency with corporate offices on White Spruce Blvd. in Henrietta; Louise Woerner, chairman and CEO.

The recipients in the small-company category (250 employees or fewer) are:

- **SenDEC Corp.**, an electronics and digital design and manufacturing firm with corporate offices on Perinton Parkway in Fairport; Kenton W. Fiske, president and CEO.
- **Toshiba Business Solutions New York**, an office equipment company with corporate offices on Metro Park in Henrietta; Steven B. Sauer, president.

An independent panel of judges based its decision on published criteria that includes executive commitment to business ethics, company ethics program, conflict resolution procedures, demonstration of sound ethical business practices, and demonstration of good corporate citizenship.

The award recipients, and the finalists - Bergmann Associates in the large-company category and Borg Imaging Group, CXO on the Go, and JC Jones and Associates, LLC., in the small-company category – each submitted comprehensive entries that were the basis for the judging.

The recipients were announced at the annual Rochester Business Ethics Award luncheon at the Riverside Convention Center by Monroe County Supreme Court Justice, Hon. Francis Affronti, who chaired the judges panel. Guest speaker at the lunch was John Bogle, founder and retired chief executive officer of the Vanguard Funds.

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.

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In addition to the awards program, the RBEA funds two scholarships for business students at St. John Fisher College. The 2006 RBEA scholarship recipients announced today are:

- Angela Longway (a senior from Fairport, NY)
- Kimberly A. Freas (a junior from North Tonawanda, NY)

In 2006, 93 companies were nominated; of those, 18 chose to submit entries, and seven were chosen as finalists. The local recipients – Home Care of Rochester, SenDEC, and Toshiba – will be submitted to a national award competition. In 2004, PAETEC Corp., an RBEA recipient, was designated as a national winner.

“The number of nominations, entries and finalists each year suggests to us 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 93 companies that were nominated are perceived as operating in a highly ethical way, and that is a compliment to each and every one of them.”

The number of nominations and subsequent entries has been fairly consistent for the four years RBEA has sponsored the awards. Since the awards were inaugurated in 2003, close to 350 nominations have been received.

“Rochester’s ratio of entries to nominations is one of the highest in the nation,” says RBEA program chair Alan Ziegler, president of Futures Funding Corp. and a past national president of the Society of Financial Services Professionals. “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.”

The 2006 judges panel includes:

- Honorable Francis A. Affronti, Monroe County Supreme Court Justice
- Jane Greenlaw, Associate Professor of Medical Humanities, University of Rochester Medical Center
- David Hessler, Entrepreneur in Residence, High Technology of Rochester
- Judy Columbus, Owner, Judy’s Broker Network; Founder and retired CEO, Judy Columbus inc. Real Estate and Relocation

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