



The 10 minutes it takes to receive a Rochester Business Ethics Award yields a lifetime of corporate, consumer and community honor, good will and respect.

The time to enter the 2012 RBEA is now.

CEO Mark Davitt learns ConServe is a 2009 RBEA recipient.

The company that completes an RBEA entry can expect to reap tangible and intangible benefits - in profits and in process - from the experience. Plus, the public recognition can't be beat!

## PROFITS

A landmark Harvard Business School study of 207 large firms over an 11-year period showed that a strong corporate and ethical culture:

- ◆ Increased revenues by 400%
- ◆ Increased the workforce by 800%
- ◆ Increased the stock price by 1200%
- ◆ Increased net income by 7500%

## PROCESS

- ◆ The entry form is a template for defining and documenting your company's ethics policies.
- ◆ The entry form is also a tool for involving all employees in describing and improving your corporate culture.
- ◆ The completed document has a positive impact on employee recruitment, retention and morale.
- ◆ The completed document is a concise statement of the ethics culture at your company and a powerful asset with vendors, suppliers, professional advisors, customers and potential merger and acquisition candidates.

ROCHESTER  
AREA  
BUSINESS  
ETHICS  
FOUNDATION

## PUBLIC RECOGNITION



- ◆ Visibility and networking to an audience of 400- 500 business leaders.
- ◆ Finalist profile videos shown at the awards luncheon and available for your use after the event.
- ◆ Profiles in a special section of the RBJ prior to the awards luncheon.
- ◆ Print and broadcast news coverage - including *Rochester Business Journal*, *Democrat & Chronicle*, *Daily Record*, *Messenger-Post Publications*, TV, radio and other publications.
- ◆ Award Recipient and Finalist logo (print & electronic) for use on web site, stationary and e-mail.
- ◆ Membership in the RBEA "alumni group," invitations to special events and other activities.
- ◆ Visibility on the RBEA website, e-newsletter, Facebook and LinkedIn pages.
- ◆ Eligibility for national recognition - three RBEA recipients have received national honors: Paetec, QED Technologies and Midnight Janitorial.



RBEA committee members Twyla Cummings and Marty Palumbos with RBEA recipient Angella Luyk, CEO of Midnight Janitorial, Inc.

**Profit + Process +  
Public Recognition =  
ETHICS PAYS.**

*The time to enter is now.*

*For further information, go to  
[www.rochesterbusinessethics.com](http://www.rochesterbusinessethics.com)  
or contact Kevin Stone of the  
RBEA Entry Committee at  
(585) 242-1670*