



September 20, 2011

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**Recipients of the 2011 Rochester Business Ethics Awards announced today**

*Award is given a new, informal name: The **ETHIE***

*Two local college students and two high school students receive scholarships*

Two Rochester companies today have been named recipients of a 2011 Rochester Business Ethics Award, now informally known as The **ETHIE**. The announcement was made at the 9<sup>th</sup> annual awards luncheon today at the Rochester Riverside Convention Center.

In the Medium-Sized category (between 50 and 150 employees), the **ETHIE** recipient is **Toddler's Workshop Daycare, Inc.**, Virginia S. Nacy, president and executive director. Toddler's Workshop offers childcare to children from infancy thru age 12, including an accredited kindergarten. [www.toddlersworkshop.com](http://www.toddlersworkshop.com)

In the Large-Sized category (more than 150 employees), the **ETHIE** recipient is **Bergmann Associates**, Thomas C. Mitchell, president and CEO. Bergmann Associates provides architecture, engineering, survey and planning services. [www.bergmannpc.com](http://www.bergmannpc.com)

There were no finalists in Small Company category of less than 50 employees.

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. Companies vying for the award submit a detailed application that documents their policies and activities in these criteria.

The 2011 recipients are eligible to compete in the 2011 American Business Ethics Award, a national ethics competition sponsored by the National Society of Financial Service Professionals.

The 2011 **ETHIE** recipients were chosen from a group of finalists that also included:

**First American Equipment Finance** – William Verhelle, CEO. FAEF provides lease financing for technology, medical equipment and other capital equipment purchases. [www.faef.com](http://www.faef.com)

**Klein Steel Service, Inc.** – John Batiste, president. Klein Steel is a metal service center providing metal processing and distribution. [www.Kleinsteel.com](http://www.Kleinsteel.com)

**LaBella Associates, P.C.** – Sergio Esteban, chairman; LaBella Associates, P.C. provides architecture and engineering consulting services. [www.labellapc.com](http://www.labellapc.com)

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“The fact that this year’s recipients had entered in prior years and did not receive an award shows that the **ETHIE** Award is an accolade that doesn’t come lightly and is worth pursuing,” said Marty Palumbos, RBEA steering committee co-chair. “We’re proud of all of these companies – recipients *and* finalists – for the excellent example they set, and each should be proud of its stature in the Rochester business community,”

#### **The 2011 RBEA judges:**

- John D. Keiser, Ph.D., Chair of the Department of Business Administration and Economics, The College at Brockport.
- Christopher Pape, President and CEO, Monroe Litho, Inc.
- Anthony Piazza, Esq., Partner, Hiscock & Barclay, LLP.
- Edward Reif, CPA, Chief Financial Officer, Home Care of Rochester.
- Richard Vega, Consultant, Office of Public Integrity, City of Rochester.
- Alice Curry, Manager, Employee Care Team, Hammer Packaging.
- John G. Doyle, Jr., President and CEO, Doyle Security Systems, Inc.

#### **Scholarships**

In addition to bestowing ethics awards, the Rochester Area Business Ethics Foundation announced four scholarships:

- Michael Bohling (St. John Fisher)
- Varzan Patel (R.I.T.)

From Rochester Junior Achievement:

- Angela Ralph from East High School (now away at college)
- Sparsh Kumar from Pittsford Mendon High School

“As we grow, it is the hope of Rochester Area Business Ethics Foundation to award a scholarship to students at all of the business schools in the Rochester area,” said RABEF president Alan Ziegler. “We’re proud of these young people today and look forward to hearing about their accomplishments tomorrow.”

The RABEF scholarship program started in 2003 with a single scholarship to a St. John Fisher student.

#### **Award Sponsors**

The Rochester Business Ethics Awards are sponsored and organized by the Rochester Area Business Ethics Foundation, a 501(c) (3) charitable foundation.

Organizational partners are 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 and scholarships were initiated in 2003.

The RABEF web site is [www.rochesterbusinessethics.com](http://www.rochesterbusinessethics.com)

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