

September 22, 2014
GEVA Theatre Centre



AUDIENCE

EVAN DAWSON

Good evening, ladies and gentlemen! Welcome to the 12th annual ETHIE Awards celebration. I'm Evan Dawson of WXXI-1370's Connections and I'm pleased to be your master of ceremonies.

As many of you realize, the ETHIE Awards have evolved over the past few years, and today's event represents the latest part of the evolution.

Last year we announced a new name for the award and a new public face and brand via our new website and logo. This year we have a new venue here at the Geva Theatre Center, and as a result, our event is comparable to the Oscars, the Tonys, the Grammys, and the Emmys.

Don't laugh...there are lots of similarities: each award is determined by an independent body of judges or voters.

4th FINAL draft

NEW

- a. Evan has his own ad lib statement up front in place of the joke.
- b. New sequence – scholarships interspersed with videos
- c. Award announcements altered a bit to allow recipient to get to the stage
- d. Scholarship corp. donors will have their own slide linked to Alan's presentation on page 8

Each award takes place at a big and well-known theatre filled with A-list movers and shakers. Uh....that would be all of you! POINTS TO AUDIENCE

And each award bestows unique prestige upon the finalists and the recipients.

And there's more. Many of these awards over the years have featured talk show hosts as Masters of Ceremonies.

Johnny Carson, Whoopi Goldberg, Ellen DeGeneres and David Letterman for the Oscars.

Oprah Winfrey, Jay Leno, Conan O'Brien and recently Seth Myers for the Emmys, and now... Evan Dawson for the ETHIES.

However, unlike those other award shows, I won't tell any jokes or poke fun at the seven finalists with us this evening.

PAUSE

But I will tell you why I chose to participate in this event.

EVAN'S OWN COMMENTS HERE

While much about the ETHIES is new, the principles on which the award is based haven't changed.

As we promote the Rochester region to the rest of the nation as a desirable place to locate a business, let's emphasize the many businesses located here that do things the right way and prosper as a result.

AUDIENCE APPLAUSE (WE HOPE!)

As I mentioned, I'm delighted to welcome you to the 2014 ETHIE Awards. We've recognized more than 60 area companies as finalists and recipients, and today we'll add a few more.

We've also honored some young business leaders of the future, and today we'll add a few more to that list, too.

And we'll give you the opportunity to help support our scholarship effort.

Let's welcome the chair of the Rochester Area Business Ethics Foundation, the Senior Associate Dean of the College of Imaging Arts and Sciences at Rochester Institute of Technology, **Twyla Cummings**.

TWYLA

Thank you, Evan.

I, too, am happy to welcome you to the 2014 ETHIE Awards. I've been on the board of the Rochester Area Business Ethics Foundation for a number of years and have served as chair of the award entry committee and now as the board chair.

Over the years, I've seen our organization grow and become a steady and persistent voice for the pursuit of good ethical behavior among the Rochester business community. And based on the long list of award recipients and award finalists, and the various special events we've sponsored, I believe we have succeeded.

From my vantage point, this growth in significance is due to our organizational partners – St. John Fisher College, the Rochester Business Alliance and the Society of Financial Service Professionals - and to the many individuals, organizations and sponsors who have made it possible – all acknowledged on our website.

Each sponsor has signed a pledge to uphold the highest standards of ethical behavior in their own business activities.

Our Diamond sponsor is Sage Ruddy, and we thank its president, Wayne Holly, for his support over the years.

Our Platinum Sponsors are Bergmann Associates, ConServe, Isaac Heating & Air Conditioning, and ITX Corporation.

Plus, 20 Gold sponsors....businesses that value what we stand for and are proud to support our mission.

Slide: STJFC, RBA, SFSP

Slide: Pledge

All of our sponsors are area companies that strive to set good examples for us all.

So, let's get the ball rolling this evening with the 2014 cohort of finalists. I'm sure you'll be inspired by their stories.

EVAN

Thank you, Twyla. As you know, we have seven finalists in contention for the 2014 ETHIE Awards. You've read profiles of our finalists in the Rochester Business Journal, but if you didn't, we have a copy of the RBJ for you in your gift bag....which you can pick up as you leave the building later this evening. See, a gift bag...just like those other award shows!!!

Today we'll add a dimension to those RBJ profiles with video, created by **Paul Tracy** of Envision Productions.

Our first video profile is of **Rainbow Restoration**.

Located on Flint Street in Rochester, Rainbow Restoration is a disaster restoration company, cleaning up and drying out properties that have experienced a loss from fire, water or mold.

Video #1 Rainbow Restoration

EVAN

Let's acknowledge Rainbow Restoration and its CEO, **Bob Cobb**. Let's have the team from Rainbow Restoration stand up and take a bow.

APPLAUSE.

EVAN

The next company we'll profile is **Rochester Rotary Club**. Located in Penfield, Rochester Rotary is affiliated with Rotary International and owns and operates The Sunshine Campus, a world-class camping experience hosting more than 2,500 local children and young adults annually with disabilities and special needs.

Video #2 Rochester Rotary Club

Video #1

VIDEO #2

EVAN

Let's congratulate the team from Rochester Rotary Club and its CEO **Tracey Dreisbach**. Let's have the team from Rochester Rotary stand up and take a bow.

APPLAUSE.

EVAN

We'll take a break from the videos and bring up the president of the Rochester Area Business Ethics Foundation, **Alan Ziegler**, and a senior officer of our diamond sponsor - Sage Ruddy, **David DeWind**

ALAN AND DAVID COME UP TO THE SPEAKER'S PODIUM

ALAN AND DAVID ACKNOWLEDGE THE CORPORATE DONATIONS MADE TO THE SCHOLARSHIP FUND

1. Alesco Advisors
2. Buckingham Properties
3. Canandaigua National Bank
4. Cheshire Audio Visual
5. ComTon
6. D4
7. Dale Carnegie Training

Slide of corporate contributors

8. Flower City Group
9. JC Jones & Associates
10. Klein Steel Service
11. Rochester Rotary

ALAN AND DAVID ANNOUNCE AND BRING UP SCHOLARSHIP RECIPIENTS, ONE AT A TIME. EACH RECIPIENT SAYS A FEW WORDS.

- **Junior Achievement-Adrienne Zand**
- **SUNY Brockport – Anna Loria**

EVAN

Folks, I have to tell you...if that isn't a vote of confidence in the business leaders of the future, I don't know what is. And there is more to come later on in the program.

To support the RABEF scholarship effort, there are donation envelopes in your programs and we hope you'll be generous.

Let's do our part to honor and reward tomorrow's business leaders who are on the right path today.

Continuing with our video tour of the 2014 Finalists, next up is **Genesee Valley Motors**. Based in Avon, Genesee Valley Motors is a franchised dealer for Chrysler, Dodge, Jeep and Ford products.

Video #3 Genesee Valley Motors

EVAN

Let's congratulate the team from Genesee Valley Motors and its CEO: Dom Genova. Please stand up and take a bow.

APPLAUSE.

VIDEO #3

EVAN

Our next video is about **Harbec Inc.** Based in Ontario, Harbec provides tightly toleranced prototypes, tooling, machined components and quality injection molded parts for the consumer product, sporting goods, defense/aerospace, transportation, medical, marine, and energy industries.

Video #4 Harbec Inc.

ALAN AND DAVID COME BACK ON STAGE DURING
HARBEC VIDEO

EVAN

Please acknowledge the team from Harbec Inc. and its CEO, **Robert Bechtold**. Stand up and take a bow.

APPLAUSE.

EVAN

Once again, Alan Ziegler and David DeWind.

Video #4

ALAN AND DAVID INTRODUCE TWO MORE SCHOLARSHIP WINNERS

- Nazareth College- Sofiya Kreminska
- RIT – Tamara Osipov

ALAN

On another note, as we honor our new class of scholarship recipients, we feel it is appropriate to memorialize one of our recent ETHIE award recipients. I'm referring to Jane Glazer, the CEO of QCI Direct and a 2012 ETHIE award recipient. As you know, Jane and her husband, Larry Glazer, died in a plane crash on Friday, September 5th. Larry was a personal friend of mine, and all who knew him stood in awe of his dedication and energy in revitalizing downtown Rochester.

I got to know Jane as she and her company entered the 2012 ETHIE awards, and I distinctly remember the joy on her face when her company was announced as a recipient. She and some of her QCI colleagues came up on stage and were truly ecstatic with a well-deserved

PLACEHOLDER
FOR NOW – ALAN
WILL HAVE HIS
OWN WORDS
HERE

honor. Both Jane and Larry did things the right way and succeeded, both in business and in life.

Should our scholarship recipients ever need a role model or example of dedication, commitment, philanthropy and integrity, I encourage them to learn more about Jane and Larry Glazer. You won't find any better.

EVAN

Our next video is about **Iberdrola USA Networks-RGE**, which provides electric and natural gas distribution and other utility services to the Rochester area.

Video #5 Iberdrola USA Networks-RGE

EVAN

Let's congratulate the team from Iberdrola USA Networks-RGE and its CEO, **Robert Kump**. Please stand up and take a bow.

APPLAUSE.

VIDEO #5

EVAN

Our next video is about **Optimization Technology, Inc.**

Located in Rush, Optimization Technology provides engineering and skilled trades services for industrial applications.

VIDEO #6 Optimization Technology, Inc

Let's congratulate the team from Optimization Technology, Inc and its president, **William Pollock**. Please stand and take a bow.

EVAN

Before we see our final video, I want to make you all aware of an exciting new program that takes place on Thursday Oct. 30th at Irondequoit Country Club. The program is ***Improving Trust & Ethics in the Public Sector*** and it's sponsored by two groups: Rochester Area Business Ethics Foundation and Conscious Capitalism Rochester. The guest speaker is Washington, D.C. consultant **Bill Benner**, who will show us ways to look at, measure and improve the perception and performance of government, law enforcement, the military, and not-for-profits – virtually any entity working in and for the public.

VIDEO #6

Watch your e-mail, the RABEF web site and the local news media for more details.

Our final video is about **Heritage Christian Services**. Based in East Rochester, HCS is a human services agency that offers residential support, service coordination, respite, community habilitation and employment supports.

VIDEO #7 Heritage Christian Services

EVAN

Let's congratulate the team from Heritage Christian Services and its CEO: **Marisa Geitner**.

APPLAUSE

EVAN

Once again, Alan Ziegler and David DeWind

ALAN AND DAVID INTRODUCE ANOTHER RABEF
SCHOLARSHIP WINNER

- **SJFC - Luke Zaporowski**

ALAN

At the Rochester Area Business Ethics Foundation, we consider it a priority to focus on the next generation of business leaders. We do this with our scholarship program and via various programs throughout the year. And we're beginning to see results as past scholarship winners make their way in the world of business.

ALAN CONTINUES – INTRODUCES A VIDEO THAT FEATURES A PAST SCHOLARSHIP RECIPIENT – THEN CLOSSES WITH ANOTHER BRIEF PITCH

EVAN

The ETHIE Award is a true competition based on entries submitted. Deciding on the finalists and the recipients is a distinguished panel of judges.

Let's welcome the chair of the ETHIE Award Process Committee, a past recipient of an ETHIE Award and the owner of Schoen Place Auto, **Jerry Elman**.

SCHOLARSHIP
VIDEO

JERRY

As Evan mentioned in his opening monologue, what sets the ETHIES apart from many other awards events is our independent panel of judges. Over the years, this panel has included many well-known, accomplished and respected business and community leaders – and this year is no different.

I'd like to acknowledge that group now. Audience, please hold your applause. The 2014 judges are:

- The CEO of LECESSE Construction, **Andy Hislop**
- The Past President and CEO of Catholic Family Center, **Carolyn Portanova**
- A Partner at Nixon Peabody, **James Bourdeau**
- The CEO, Midnight Janitorial, Inc., **Angella Luyk**
- The Program Director in Ethics, St. John Fisher College, **Linda MacCammon**
- A Senior Recruiter at Kelly Services, **Ann Seigler**
- A Partner at The Bonadio Group, **Mario Urso**

Will the judges in the audience please stand up...I'd like the audience to join me in a round of applause for this distinguished panel.

JERRY REMAINS ONSTAGE; TWYLA JOINS HIM ONSTAGE. JERRY AND TWYLA WILL PRESENT THE RECIPIENTS WITH THEIR AWARD STATUES WHEN THEY APPEAR ON STAGE

EVAN

As you know, we have seven finalists. All are excellent examples of companies that do business the right way.

The judges determined that there are three 2014 ETHIE recipients.

In the small company category, a 2014 ETHIE goes to
XXXXXXXXXXXXXXXXXXXXXXXXXXXXX.

WHILE THE RECIPIENT WALKS UP TO THE STAGE

EVAN

As XXXXXXXXXXXXXXXX comes up, I'd like to point out the banner behind me up on the screen. Each recipient and each finalist receives a banner that they'll proudly display at their place of business. Plus, they'll receive some icons for their websites and e-mails.

XXXXXX CEO COMES UP TO ACCEPT THE AWARD.

EVAN

In the medium-sized company category, a 2014 ETHIE goes to YYYYYYYYYYYYYYYYYYYYYYYYYY

WHILE THE RECIPIENT WALKS UP TO THE STAGE

EVAN

As YYYYYYY makes his/her way up, I want to remind everyone to join us in the lobby for complimentary wine, dessert and coffee. Please hang out with us a bit more and enjoy the party.

TO RECIPIENT



ZZZZZZZZ SAYS A FEW WORDS

EVAN

For our closing remarks, once again here is the chair of the Rochester Area Business Ethics Foundation, **Twyla Cummings**.

EVAN STAYS ON STAGE

TWYLA

So, another successful year. To our recipients, congratulations on a job well-done. And to our finalists, you are among the best of the best of Rochester-area companies and you should be proud of that accomplishment. I know we are.

Ladies and gentlemen, if you know of a company – for-profit or non-profit - deserving of the recognition we've seen today, please nominate that company for a 2015 ETHIE Award. Go to WWW.RochesterBusinessEthics.Com

We're holding an information session at St. John Fisher College on Friday morning, Oct 10th. Companies and organizations interested in entering the 2015 ETHIES are encouraged to attend and learn all about the process. Please to go rochesterbusinessethics.com for more information.

And if you were inspired by our scholarship program, you can contribute to the cause using the envelope in your program.

Please join us for a complimentary glass of wine, coffee and dessert. And remember to pick up your gift bag as you leave the building.

Evan, once again, thanks being an excellent Master of Ceremonies for us today. We continue to enjoy your insightful interviews on WXXI's 1370 Connection. Before long we expect to see you taking the place of Charlie Rose.

Thank you all for coming....have a good, and ethical, year. **THE END**

Script by Bob Loeb

