

Ethical Businesses are Recognized

by Jim Aroune
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Businesses that make their decision based on more than the bottom line are being recognized.

Three local companies earned top honors Tuesday at the Rochester Business Ethics awards.

Companies small and large vied for the award by providing outstanding descriptions of their commitments to ethical business practices.



The Rochester Business Ethics Awards.

For companies with 250 employees or fewer, SenDEC Corporation and Toshiba Business Solutions of New York were recognized.

"When you instill that trust in the company that you're doing business with, then they know you're not playing games," said Kenton Fiske. "They can trust you and business grows from there."

"It means we're doing the right things," said Steve Sauer. "And doing the right things is good business."

Home Care of Rochester earned the ethics award for large companies. Borg Imaging Group, CXO on The Go, JC Jones and Associates and Bergmann Associates were nominated for the ethics award.

They're given out by the Rochester Chapter of the Society of Financial Service Professionals, the Rochester Business Alliance, and St. John Fisher College.



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