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Jeffrey Broadhurst, president and chief executive officer of Eat'n Park, receives the Pittsburgh Business Ethics Award for large companies (more than 2,500 employees) from Denise He, a marketing student in leadership and ethics at the University of Pittsburgh, and Dr. Audrey Murrell, director of the David Berg Center for Ethics and Leadership at the university. Broadhurst was honored at the ninth annual ethics award presentations Friday at the Omni William Penn Hotel, Downtown.

Ethical decisions applauded

BY THOMAS OLSON
TRIBUNE-REVIEW

Ethics can be described as "how you act when you think no one is looking."

That's how Bayer Corp. CEO Greg Babe put it Friday in a speech before the Ninth Annual Pittsburgh Business Ethics Awards luncheon at the Omni William Penn Hotel, Downtown. That kind of thinking typified the award nominees and winners.

"Ethics is at the heart of everything a company does to build on the value — shareholder and otherwise — that its products or services create," said Babe.

For instance, Eat'n Park Hospitality Group executives this week decided to bend its health insurance policies in order to cover more people.

Normally, its workers must put in so many hours to receive health coverage, but the snowstorms cut into diner traffic and its restaurants' staffing needs. So officials at the Homestead company decided to waive the hourly requirement this quarter. "It was just the right thing to do," said Jeffrey Broadhurst, president of Eat'n Park, which received the 2009 ethics award in the large



Aaron Herbick, human resources director for #1 Cochran, accepted the award for medium-sized companies (250-2,500 employees), and Barbara VanKirk, IQ Inc. owner, president and founder, received the award for small companies (up to 250 employees).



The luncheon was presented by the University of Pittsburgh's David Berg Center for Ethics and Leadership and the Society for Financial Service

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Providers' Pittsburgh chapter. The event, which drew nearly 300 people, was cosponsored by Trib Total Media.

The medium-sized award winner was automotive dealer #1 Cochran, Monroeville. The small-company winner was IQ Inc., an information technology software consultant in Murrysville.



Babe

"Ethics and trust are cut from the same cloth," said Bayer's Babe. He added that ethical standards lead to better financial results in the long run.

"Customers are willing to pay more for products or services from companies who stand behind what they sell," he said.