



Press Release

For Immediate Release: May 15, 2013

2013 Minnesota Business Ethics Award Honors Four Companies Today

Minneapolis, Minn. – Two hundred twenty Minnesota business and professional leaders gathered Wednesday, May 15, to honor four companies with the 2013 **Minnesota Business Ethics Award** (MBEA).

The MBEA honors businesses that exemplify high standards of ethical conduct in the workplace, the marketplace and the community. Recipients are recognized in three size categories: small (under 100 employees), medium (100 to 500 employees) and large (more than 500 employees). The 2013 honorees are:

- *Small:* Cresa Minneapolis/St. Paul
- *Medium:* Affinity Plus Federal Credit Union
- *Large (two firms honored this year):* Cummins Power Generation and St. Francis Regional Medical Center

In addition to the engraved MBEA award, each recipient received a letter of congratulations signed by Minnesota Governor Mark Dayton.

Keynote speaker Gregg Steinhafel, chairman, president and CEO of Target Corporation, shared his company's belief about ethics in business: "We believe clear rules of the road are essential – not just for Target's overall performance, but for team members to succeed at our company." Emphasizing the point, Steinhafel added: "To Target, ethics is integral to disciplined execution. We want to win, but we want to win the right way."

Finalists for the 2013 awards cited for their commitment to ethics in business also included: Douglas Scientific; Latuff Brothers Auto Body; Mintáhoe Catering and Events; and Premier Disability Services, LLC. All were saluted as outstanding Minnesota businesses.

Since its inception in 1999, the MBEA has recognized 42 Minnesota-based businesses for embedding ethical standards into their cultures and practices.

“Strong ethical cultures don’t happen by accident; they grow out of intentional efforts by leaders who connect values and performance,” according to David Rodbourne, MBEA co-chair. “Minnesota is fortunate to enjoy a strong reputation for ethical business, and this award helps acknowledge that,” said Dyanne Ross-Hanson, president of Exit Planning Strategies, LLC and MBEA co-chair.

The MBEA is by the [Twin Cities Chapter of the Society of Financial Service Professionals](#) and the [Center for Ethical Business Cultures \(CEBC\)](#) at the University of St. Thomas Opus College of Business. Beginning this year the Minnesota chapter of the [National Association of Insurance and Financial Advisors \(NAIFA\)](#) joined as a co-sponsor.

Past recipients and a form for nominating candidates for the 2014 awards is available at www.mnethicsaward.org

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