

PITTSBURGH BUSINESS TIMES

OCTOBER 29, 2004

BUSINESS ETHICS AWARDS

Doing the right thing

SMALL-COMPANY CATEGORY

*G.S. Jones and Sons
protects its
reputation inside,
and out*

Maintaining high ethical standards is especially important for G.S. Jones and Sons, a company that deals with vulnerable clients in an industry that is sometimes fraught with misrepresentation.

"We deal with businesses and homeowners who have suffered devastating catastrophes, such as fires and floods, when they are at their most vulnerable and in need of ethical and professional assistance," said Scott Jones, vice president, construction.

"In the type of business that we are in, the threat of misconduct is significant. As a result, we have always aggressively protected our reputation both internally and externally. The recent corporate scandals only served to strengthen our resolve."

The company, which employs 23 people, is a general contractor/consultant specializing in property restoration to repair damage caused by fire, water, wind, mold, vehicle collision and virtually any other problem that could impact a building. The office is currently located in Emsworth, but the company will relocate to Robinson Township in December.



Photo by Joe Wojcik

HIGH STANDARDS: G.S. Jones and Sons vice president, Scott Jones, left, and senior consultant/vice president of construction operations, Dan Jones.

The majority of the company's construction work is done in Western Pennsylvania for a client base that consists primarily of insurance adjusters, insurance brokers, property owners, facilities managers and risk managers. The consulting services offered by G.S. Jones and Sons are utilized throughout the United States to assess commercial and industrial building damage to enable the

adjuster to settle claims.

"The important aspects of our code of conduct are to stand by our word and work product, and to be honest and fair in our dealings with the property owners and adjusters," said Mr. Jones. "We want employees to be motivated to do the right thing, and we want our clients to know they can rely on the fact that the information and work product we

provide are fair, accurate, impartial and of the best quality available."

G.S. Jones and Sons adopted the code of ethics from the National Institute of Disaster Restoration, a division of the Association of Specialists in Cleaning and Restoration, in the mid-1980s — long before corporate scandals erupted at companies such as Enron.

Employees must sign a writ-

G.S. Jones and Sons

Property restoration specialists

Employees: 23

Location: Emsworth

Phone: (412) 766-6886

Web site: www.gsjonesandsons.com

Code of ethics: Adopted from the National Institute of Disaster Restoration

ten document stating they have read, understand and will abide by the NIDR code. The company's handbook also includes in-

formation relevant to business ethics and conduct. Knowingly participating in unethical business practices will result in job termination.

"As a fire and water damage restoration contractor, we almost exclusively act as an intermediary of insureds and insurance companies. The insured will often ask us to waive or bury the deductible," said Mr. Jones. "Under no circumstances will G.S. Jones and Sons

accept the job under these conditions nor will we take shortcuts or use inferior products instead of the quality of the insured's products simply to appease an insurance company for future business."

The company maintains an open-door policy, allowing all employees to express their concerns. Employee evaluations are based on overall job production and performance, including adherence to ethical

standards. Internal auditing is conducted regularly between employees and management by discussing all job files that may pose conflicts of interest or ethical dilemmas.

"The company's commitment to ethics is demonstrated by daily personal communication between the CEO and employees about the files they are working on and potential conflicts of interest," said Mr. Jones.

— Tracy Carbasho

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