



# news release

BBB Serving Central, Northern & Western Arizona  
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## **BBB Reveals 2011 Business Ethics Awards Winners**

**(Phoenix, AZ- May 27, 2011)** Better Business Bureau serving Central, Northern and Western Arizona (BBB) celebrated its 10<sup>th</sup> Annual Business Ethics Awards on May 26<sup>th</sup>, revealing the 2011 BBB Business Ethics Awards winners during a dinner featuring ASU Professor Marianne Jennings as keynote speaker.

"Along with BBB Foundation, BBB is proud to announce and congratulate the following five businesses selected as winners," said Matthew Fehling, BBB President/CEO. "These businesses not only operate ethically, they also succeeded and stand out in the marketplace because of it."

### **2011 Ethics Awards Winners:**

Category 1 (1-10 Employees)  
***The Accountant's Office, LLC***  
Chandler, AZ

Category 2 (11-20 Employees)  
***CyberMark International***  
Phoenix, AZ

Category 3 (21-50 Employees)  
***Fairytale Brownies, Inc.***  
Phoenix, AZ

Category 4 (51-150 Employees)  
***Advanced Auto Service and Tire Centers***  
Valley wide

Category 5 (Over 150 Employees)  
***Sonora Quest Laboratories, Inc.***  
Phoenix, AZ

The BBB Business Ethics Awards recognize firms whose business practices and related activities exemplify BBB's mission and principles to ensure our marketplace remains fair and honorable. The awards consist of an annual program to gain public recognition for businesses that maintain a solid commitment to operating ethically. Companies are selected by an independent panel of volunteer community leaders based on criteria established by the Council of Better Business Bureaus International Torch Award. This year, local company ACME Locksmith was selected as a finalist for the 2011 BBB International Torch Award in the category of Marketplace Excellence.

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The following finalists were also honored during the event as they, together with the winners, serve as marketplace roles models for their dedication to building an ethical marketplace.

- 25<sup>th</sup> Street Automotive
- RIPE Creative, Inc
- Boyett Family Rayne Water Conditioning
- Integrity Tree Service, Inc.
- Arizona Fire & Water Restoration, Inc.
- Phoenix Tent and Awning Company
- Dircks Moving Services
- Schumacher European, Ltd
- CarMax, Inc.
- GoDaddy.com Inc.

The program included a keynote address from ASU Professor Marianne Jennings who shared her thoughts on how ethics and successful business go hand-in-hand. Television and radio personality Pat McMahon served as the master of ceremonies for the sixth year in a row, charming attendees with his famous wit and charm. Wells Fargo was this year's event sponsor.

For more information on the winners and finalist of the 10<sup>th</sup> Annual BBB Ethics Awards, visit [www.facebook.com/azbbbnews](http://www.facebook.com/azbbbnews) where you will find video clips.

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#### **About BBB Serving Central, Northern & Western Arizona**

BBB is an unbiased organization that sets and upholds high standards for fair and honest business behavior. Businesses that earn BBB accreditation contractually agree and adhere to the organization's high standards of ethical business behavior. Incorporated locally in 1938, today your BBB serves communities in Central, Northern and Western Arizona, supported by over 9,400 BBB Accredited Businesses. BBB provides objective advice, free business BBB Business Reviews™ and charity BBB Wise Giving Reports™, and educational information on topics affecting marketplace trust.