



News

FOR IMMEDIATE
RELEASE

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Better Business Bureau Announces Integrity Award Finalists

September 8, 2008 - Saint Paul, Minn – The Better Business Bureau of Minnesota and North Dakota (BBB) today announced the finalists of the prestigious Better Business Bureau Integrity Award. The event will take place on Tuesday, October 28, 2008, 5:30 – 8:00 pm at the Walker Art Center in Minneapolis, with Mike Veeck as the keynote speaker.

The BBB presents the Integrity Award each year to companies who display ethics and integrity toward their employees, vendors, customers, and their community. The Integrity Award is open to all for-profit businesses located within the Minnesota and North Dakota region. Each year the BBB invites anyone to nominate a company they feel demonstrates exceptional ethics. Nominees are offered the opportunity to submit an entry to the BBB where a panel of independent volunteer business and community leaders review the entries and decide on a winner(s). Companies compete in three different categories by number of employees.

This year's finalists are:

- Category I (1-10 employees): **Quality Coaches**, Minneapolis, MN; **Signature Home Services**, St Paul, MN; **On the Level Homes of Distinction**, Chaska, MN; and **Vision Remodeling, Inc.**, Little Canada, MN.
- Category II (11-99 employees): **Metcalf Moving and Storage**, St Paul, MN; **Chuba Company**, Elk River, MN; **Complete Basement Systems**, Mankato, MN; and **Victory Auto Service & Glass**, Fridley, MN.
- Category III (100-999 employees): **Best Buy Co., Inc.**, Richfield, MN; **Certes Financial Pros**, St Louis Park, MN; and **Rochester Athletic Club**, Rochester, MN.

“This event is a perfect vehicle to gain recognition for businesses that are committed to bringing a sense of trust into the marketplace,” said Bert Hubbell, president and CEO of the BBB. “These business organizations are a testament that conducting business in an honest way brings about stronger customer loyalty, and sustained long-term business success.”

Recipients of this year's Award will be announced live at the event on Tuesday, October 28, from 5:30 – 8:00 p.m., at the Walker Art Center, 1750 Hennepin Ave., Minneapolis. Mike Veeck, co-owner and president of the Saint Paul Saints, will be this year's key-note speaker. Veeck is probably best known for bringing fun to the ballpark with crazy contests and themes at games. Veeck was named winner of the MacPhail Award in 1992, given annually for excellence in promotions with minor league teams. Veeck's remarks at the Integrity Awards will revolve around the theme "Who Says Integrity Can't Be Fun?"

Tickets for this event can be purchased through Sarah Hilliker at shilliker@thefirstbbb.org or 651-695-2417. Pre-registration is required. Ticket costs are:

- Member pricing:
 - Individual tickets are \$55
 - 10 tickets are \$495
- Non-member pricing
 - Individual tickets are \$75
 - 10 tickets are \$675

This is the second year that the BBB will present its Student of Integrity Scholarship Awards to high school seniors who demonstrate (through essay) their understanding of the impact ethical decisions have on their lives. Last year five \$1000 and one \$5000 scholarships were awarded and this year should bring about the same number of awards.

"We are proud to honor trustworthy organizations and students who are leading lives of integrity," said Sarah Hilliker, Director of Accredited Business Services. "What a great way to mix ethical businesses and future ethical business leaders."

The Better Business Bureau of Minnesota and North Dakota is a private, non-profit organization providing services to consumers and businesses. The focus of the Bureau's activity is to promote an ethical marketplace by encouraging honest advertising and selling practices, and offering dispute resolution. For more information on the Better Business Bureau, or to nominate a company for an Integrity Award, visit the Bureau's Web site at www.thefirstbbb.org or call 651-699-1111, toll-free 800-646-6222.

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