



For Immediate release

BBB of Northwest North Carolina
David W. Dalrymple, President
336.777.3726

At The Top of Their Class!!!

Winners of the 2008 BBB Marketplace Ethics Awards

Winston-Salem, NC – March 20, 2008 – BBB Serving Northwest North Carolina announced the winners of the second annual BBB Marketplace Ethics Awards. Only a select few across the nation are honored with receipt of this prestigious award. This year's winners were honored at an awards luncheon, at the Benton Convention Center, for their remarkable commitment to promoting ethical business practices. Guest speaker for the event was sports legend, Rusty LaRue, Athletic Director at Forsyth County Day School. Mr. LaRue spoke on the importance of integrity and ethics in athletics.

"The judges had a tougher time this year than last," said David Dalrymple, President of the BBB of Northwest North Carolina. "Our goal each year is to increase the competition – to make it harder for them to make their decisions. If we are doing that, then we are building a marketplace of trust."

2008 BBB Marketplace Ethics Award Winners, in categories based upon the number of employees plus a new non-profit award, are: Lusk Tree Service, Inc., Winston-Salem; Anderson-Moore Builders, Inc., Winston-Salem; BB & T Corporation, Winston-Salem; Wachovia Bank, N.A., Winston-Salem; and Partnership for a Drug-Free NC, Inc., Winston-Salem.

The **2008 Honorable Mentions** are: Dry Cleaning Station, Winston-Salem; Winston Personnel Group, Winston-Salem; Flow Companies, Winston-Salem; and Children's Center for the Physically Disabled, Winston-Salem.

We'd like to thank our sponsors – Flow Companies, Wake Forest University Baptist Medical Center, Wachovia Bank, N.A., Southern Community Bank, ERA Piedmont Realty, BB & T, Truliant Federal Credit Union, Piedmont Natural Gas, WSJS Radio, WXII Television, W-S Living/Business Magazine, Winston-Salem Journal and Mountain Times.

We also thank our judges who gave their time and energy to the success of this event:
Deanna K. Ray – Program Coordinator, Forsyth Technical Community College; Alice B. Sineath – CPA – Department Chair, Accounting and Business Administration, Forsyth Technical Community College; Ananda Mitra – Professor of Communication, Wake Forest University; and Jessica Bailey – Ph.D. – Dean, Winston-Salem State University.

Be on the lookout for application and nomination deadlines for the 2009 BBB Marketplace Ethics Awards starting Fall 2008. In the meantime, be thinking of companies you know that demonstrate exemplary marketplace ethics – even your own – and nominate them or encourage them to apply.