



Media Release

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## **CBR FIRST IN INDUSTRY TO BE ETHICS AWARD FINALIST**

**Phoenix, Arizona** - April 10, 2006 - Creative Business Resources (CBR) became the first Professional Employer Organization in Arizona to be honored as a BBB Ethics Award Finalist for 2006. This award applauds employers as they strive to ensure that ethics remains a driving force in their business.



Wells Fargo Bank sponsored the Awards Banquet. Participants were honored in front of an audience of 380 Arizona business leaders at the Arizona Biltmore. The banquet was hosted by television personality, Pat McMahon and AMA President, Leonard Ditmanson, M.D., was the keynote speaker.

“The BBB is honored to recognize area companies that believe in and act on high principles of ethics and integrity in our community, “ said BBB President/CEO Matthew Fehling.

“Practicing ethics doesn’t mean being perfect to us...it means doing the right thing after you make a mistake, which we all make.” states Aaron Witsoe, President at CBR. “It is convenient to say a company has ethics, but the companies that were honored today have shown that ethical practice is a priority in their business and that is commendable.”

Among the participants five winners emerged as the BBB top picks. By company size and category, they were A.R. Systems, Keats Connelly & Associates, AIR Marketing, Centennial Leasing & Sales, and Take Charge America. These businesses join the ranks of past winners such as SRP, APS, Donley Service Center, and Southwest Gas.

For more information on the 2007 Business Ethics Award, please call (602) 212-2237 or email [pulicaffairs@arizonabbb.org](mailto:pulicaffairs@arizonabbb.org).

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*CBR is a Phoenix-based Payroll and Human Resources Management company, servicing most industries in multiple states across the U.S. CBR focuses on providing HR solutions for their clients so the client can focus on their core business, including payroll, workers compensation, employee benefits, 401k and more. CBR can be contacted locally at (602) 200-8500, nationwide (888) 700-8512 or at [www.cbri.com](http://www.cbri.com) for more information.*