

BBB BUSINESS OF INTEGRITY AWARD WINNERS

At a luncheon in Grand Rapids, the Better Business Bureau announced the winners of the first BBB of Western Michigan's Integrity Awards. In addition to the Business awards, the BBB also presented three Student of Integrity Scholarships to regional high school seniors. Companies within the 37 county BBB's service area were nominated throughout the year at the BBB's website, www.westernmichigan.bbb.org. Those nominated sent in an application and were judged on overall ethical practices portrayed via employee practices, vendor and supplier practices, as well as the integrity shown in their marketing, advertising and community involvement.

Ken VanderMeeden, BBB of Western Michigan President, noted:

"We always like to recognize a few of the many reputable companies we have located within our region. West Michigan prides itself in the quality of life we have achieved but the quality of the companies we have located here is a big positive for the employee, vendors and customers of these companies. Too often we only hear about the negatives of business leadership and it is rewarding for the BBB to be directly involved in recognizing the positive contributions of these fine organizations."

The winners were segmented by the number of employees each had, though the criteria was the same for all companies.

1 to 10 Winner:	Morris Builders, Inc of Rockford, MI
11 to 99 Winner:	Dan Vos Construction of Ada, MI
100 to 999 Winner:	Grandville Printing of Grandville, MI
1000+ Winner:	Foremost Insurance of Caledonia, MI

VanderMeeden noted,

"Companies of integrity exist throughout our region; we encourage the general public to proactively nominate reputable firms from their community on our website throughout the year. As our local winners are eligible for the CBBB's International Torch Awards, our hope is to have a community be recognized within the global marketplace as a business community of integrity."