

## Wisconsin BBB Names 2010 Torch Award Winners

10/13/2010

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*October 13, 2010, Milwaukee, Wis.* – The Better Business Bureau of Wisconsin is pleased to announce the winners of its prestigious 2010 Torch Awards for Business Ethics and Integrity.

The five winners were selected by an independent panel of twelve business ethics experts and announced at a ceremony at the Pfister Hotel in downtown Milwaukee on Tuesday, October 13th. The winners were chosen based on submissions that demonstrated excellence in ethical practices, service excellence, reputation, honest advertising, peer recognition, management practices and employee training in ethical behavior. The winners are:

**Charity** – Feeding America Eastern Wisconsin, Milwaukee.

**Category I** (1 to 5 employees) – Allrite Home & Remodeling, Milwaukee.

**Category II** (6 to 50 employees) – Ellenbecker Investment Group, Pewaukee.

**Category III** (51 to 500 employees) – The Benefit Services Group, Pewaukee.

**Category IV** (more than 500 employees) – Bergstrom Automotive, Neenah.

In addition to the above winners, the following awards were given:

**Charity** – Ronald McDonald House Charities of Eastern Wisconsin, Milwaukee (honorable mention).

**Category I** – Kyle Financial Services, Milwaukee (runner up); and Cobblestone Builders, Menomonee Falls (honorable mention).

**Category II** – The Starr Group, Greenfield (runner up); and Feldco Windows, Siding and Doors, West Allis (honorable mention).

**Category III** – Batzner Pest Management, New Berlin (runner up); and David Hobbs Honda, Glendale, and Tri-North Builders, Fitchburg (tie – honorable mention).

**Category IV** – We Energies, Milwaukee (runner up).

“Now, more than ever, Wisconsin needs companies like these that put a high priority on ethics and integrity with their customers, their employees and their vendors,” said Randall Hoth, president/CEO of the Wisconsin BBB. “I applaud their commendable business practices and their commitment to doing things the right way.”

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