



## **Wilkesboro company wins ethics award from BBB of Central & Northwest NC**

May 6, 2020 – Greensboro, NC – Better Business Bureau (BBB) congratulates Wilkes Income Tax Service, located in Wilkesboro, for being one of four businesses which has won the 2020 Torch Awards for Ethics.

The Torch Awards for Ethics is the most prestigious honor BBB can present to a business. Being a recipient indicates the business not only believes in the high standards of honesty, integrity and transparency promoted by BBB, but also consistently acts on them and continuously integrates them into its daily practices.

“The Torch Awards for Ethics is not a popularity contest. An independent panel of judges reviews each nominee and evaluates the company’s demonstrated commitment to business practices that build trust with employees, customers and vendors in the marketplace. The winners exemplify TRUST in the community,” said Brad Huffstetler, Executive Director of the Education Alliance, the education foundation of BBB of Central & Northwest NC.

Students from the Department of Marketing, Entrepreneurship, Hospitality and Tourism in the UNCG Bryan School of Business, as well as students from Winston-Salem State University and Appalachian State University helped the businesses vie for the award. The students worked with the businesses on their award applications. The applications demonstrate how the business meets the six BBB Torch Awards for Ethics Criteria:

1. Leadership Commitment to Ethical Practices
2. Communication of Ethical Practices
3. Leadership Practices to Unify the Organization
4. Organizational Commitment to Performance Management
5. Organizational Commitment to Ethical HR Practices
6. Organizational Commitment to the Community

A three-judge panel evaluated the businesses on the six criteria to determine which ones best exemplify TRUST in the community. Judge Kay Thorton says Wilkes Income Tax Service won because they’ve built their company on a solid foundation of ethics. “They reinforce this by engaging and focusing on the importance of their ethical practices both internally with their staff and externally with their customers. Wilkes Income Tax Service built their client base on personal recommendations which is a testament to the standards that they implement and adhere to every day.”



The other winning businesses are:

- Eanes Heating and Air Conditioning – High Point
- Aim Hearing & Audiology Service, P.C. - Greensboro
- Fortified Futures Inc. – Winston-Salem

The runners up this year are:

- Alamance TV and Home Furnishings - Burlington
- The Assurance Group – Archdale
- Tarheel Powder Coating – Greensboro
- Carolina Silver and Gold – Greensboro
- Ed’s Stump Grinding - Thomasville
- Rolling Meadows Academy of Dog Training - Denton
- Restoration Roofing Specialists – Winston-Salem
- Santos Waterproofing, Drainage and Landscaping – Kernersville
- Heavenly Touch Massage - Boone
- Hidden Creek Management - Boone

The four winning businesses can now compete in the International Torch Awards for Ethics.

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**ABOUT BBB:** For more than 100 years, Better Business Bureau has been helping people find businesses, brands and charities they can trust. In 2019, people turned to BBB more than 132 million times for BBB Business Reviews on more than 4.5 million businesses and Charity Reports on 11,000 charities, all available for free at [bbb.org](http://bbb.org). BBB of Central & Northwest NC serves 19 counties. This office is one of 108 local, independent BBBs across North America.