

Better Business Bureau

# Press Release



**Manuel Garcia**  
800.675.8118 ext. 331  
manuel@bbbcencal.org

**Contacts:**

**Victorine M. Sanders**  
800.675.8118 ext. 332  
vickie@bbbcencal.org



**bbb.org**



**Icenhower Real Estate & Development**



**Fortune and Associates**

## **BBB Announces Honorees for 2008 Ethics Awards for Marketplace Ethics**

January 31, 2008 - The Better Business Bureau (BBB) in Central California, has honored two local businesses for ethical business practices.

The Ethics Awards is the BBB's annual awards program that honors outstanding local for-profit companies that have demonstrated a commitment to ethical business practices, both in operations and in terms of being ethical, reliable and responsive to employees, vendors and customers, according to Doug Broten, BBB President.

"The Ethics Awards is the BBB's annual rewards and celebrates ethical business practices in our marketplace," Broten said. "Each honoree exemplifies that adhering to a fair and honorable marketplace gives a company a competitive advantage, and that BBB ethical standards are the hallmark of a successful, competitive company. The Ethics Awards is designed to promote not only the importance of ethical business practices, but the willingness and efforts made by outstanding businesses to ensure that our marketplace remains fair and honorable."

**Selected as winners of the 2008 BBB Ethics Award were (categories were based on number of employees which appear in parenthesis): Icenhower Real Estate & Development (1-to-10) of Visalia and Fortune and Associates of Fresno (11-to-50).**

**Icenhower Real Estate & Development** of Visalia offers a wide array of services in real estate transactions. The company started doing business more than 25 years ago as a family business and deliberately remains small today. "We believe our representation of our client's interests in each one of these transactions has to be of the utmost importance to us," said Brian Icenhower, son of the founder and current president of Icenhower Real Estate & Development.

**Fortune and Associates of Fresno** was established in 1963. The company began as a commercial real estate firm then transitioned to residential properties for 10 years and steadily transitioned back to commercial real estate. "Trust is very big thing in our industry. We encourage it here at Fortune and Associates, full disclosure and discussions with our clients-- that way everyone knows what they are getting into," said Larry Fortune, president of Fortune and Associates.

Each year, businesses are entered in local Award competitions conducted by BBB's in every region of the country. Winning entries from the Central California competition will be forwarded to the Council of Better Business Bureaus, the parent organization for the BBB network, for an international competition.