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News Release

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IBTA Supports Goodwill Industries with a Training Partnership

Miami, Florida September 9th, 2013. The International Business Training Association (IBTA[®]) and Goodwill Industries of Northwest, NC, Inc., have partnered in North Carolina to expand the offering of the Certified Business Professional (CBP) Courses and its Global Certification. This makes the global standard for essential business skills available to many more career-minded individuals looking for new employment or further advancement in their current employment, as well as to other businesses in the region that are looking to further enhance their current employees' skills.

Goodwill Industries of Northwest N.C., Inc. will be a premier provider of specialized Business and Managerial Training for those in need of employment assistance. Goodwill Industries will be helping Individuals as well as organizations improve productivity and service standards by helping to develop quality systems which inspire higher service standards, and which motivate management and front-line personnel to consistently maintain the highest levels of organizational productivity.

Goodwill Industries of Northwest N.C., Inc. has gained access to the internationally recognized business skills training program-the Certified Business Professional (CBP[™]), developed by the International Business Training Association (IBTA) and taught around the globe. CBP Business Skills Training has become standard in validating an employee's knowledge and skill in the most current and best business practices. The CBP training includes short, structured courses in

Customer Service, Sales, Leadership, Business Communication, Business Etiquette, Business Management, Project Management, Marketing, Computer Technology Specialist, Tourism & Hospitality and several others.

The Certified Business Professional (CBP) Courses are short, structured business skills courses. "By offering the Certified Business Professional business skills training, Goodwill Industries is now poised to train a myriad of individuals in international business skills, making those who receive the CBP distinction more employable. This partnership between IBTA and Goodwill Industries of Northwest N.C., Inc. is a direct response to the growing needs of the community. The CBP business skills training is structured and customized to provide optimal learning opportunities by providing real-world business principles in the classroom. Goodwill Industries, with a supportive environment and trained Certified Instructors (C.I.), will be equipped to manage the large influx of individuals needing to receive business skills training and certification. This is so essential for improving their chances of obtaining needed employment, especially for those in need of a good job. It will also serve as a step for furthering the skills of those currently employed that are looking for further advancement in today's global economy." said, Dario Morell, Vice President of IBTA.

"We chose Goodwill Industries of Northwest N.C., Inc. to offer this training because their Instructors are experienced with the challenges facing businesses today," concluded Mr. Morell.

Goodwill Industries understands the need for individuals to gain experience in business skills. Goodwill Industries in Northwest, North Carolina, Inc. is excited to join the IBTA Team in the journey of service to individuals in need throughout the region through quality training. It is a challenge, but the key is success and Goodwill Industries of Northwest, N.C., Inc. sees the results coming. Goodwill is so enthusiastic that IBTA has recognized its strategic position for the delivery of this high quality training and the corresponding certification exams to those in need of employment or further advancement in their careers.

By Goodwill Industries of Northwest N.C., Inc. offering the CBP Courses, Goodwill feels that every individual, from the career starter to the seasoned business professional that needs to validate his or her skills in the workplace, will have a chance to do so in the Northwest N.C. region. We also anticipate industry veterans to renew their commitment in striving for excellence in this dynamic world of business. Our goal is for the North Carolina area enterprises to

recognize the importance of having CBP trained employees for their continued growth & development. Having service employees and managers that are certified in the CBP courses on their staff will be a result of this partnership with IBTA.

Randy Wooten is the Director of the Professional Center and Sherry Carpenter is the Vice President of Work force Development for Goodwill Industries of Northwest, N.C., Inc.

The new global economy requires business professionals to stay at the forefront of all aspects of business, using both the technical and the soft-skills applications that are so vitally important to any company. When an individual is trained in CBP's business skills practices, they receive practical knowledge and skills, enabling them to surpass any current industry standard. The CBP distinction really does define the business professional and in today's world economy, all businesses will require this type of validation of skills in the near future. This training and certification program is a must for any individual or corporation to stay afloat in today's market.

To learn more about enrolling in the CBP Business Skills training program at Goodwill Industries of Northwest, N.C., Inc. visit: www.goodwillnwc.org

IBTA offers the opportunity to become an Authorized Training Partner (ATP) for CBP. ATPs receive IBTA support in the form of referrals, sales and marketing, industry news, and instructor program support. Visit <http://www.cbpcertify.com> to learn about becoming an ATP.

About the International Business Training Association (IBTA)

The International Business Training Association is a knowledge-centered organization committed to the training and certifying of business professionals to International standards. IBTA's mission is to equip business professionals with the skills and certification required to meet and surpass business standards in our global industries.

IBTA officially released its business certifications in 2003 under the brand of the Certified Business Professional (CBP™) after two years of initial consultation and development. Today, IBTA's CBP Certification is the fastest growing soft-skills certification for business professionals with partners in the U.S., Canada, UK, Middle East, Africa, Central America, South America, the Caribbean, India, China, Vietnam, Brunei, Singapore, and Australia. The CBP courseware and exams are available in English, Spanish, Vietnamese and Arabic.