

**International Business Training Association**  
507 Denali Pass Dr. Suite 601  
Cedar Park, Texas 78613  
(954) 624-8011  
[www.ibtlearning.com](http://www.ibtlearning.com)



## **News Release**

**Media Contacts:**

Dario Morell  
Vice President  
International Business Training Association  
(954) 624-8011  
[dariomorell@ibtlearning.com](mailto:dariomorell@ibtlearning.com)

Brian Schlichtenmyer  
Director of Adult Programs  
The Literacy Alliance  
(260) 423-0002  
[fwliteracyalliance.org](http://fwliteracyalliance.org)



The Literacy Alliance

---

## **IBTA's CBP Program Expands with a New Partnership with The Literacy Alliance**

---

**Cedar Park, TX, June 3, 2019** – The International Business Training Association (IBTA) continues to expand its internationally recognized Certified Business Professional (CBP) Certification program through its recent partnership with The Literacy Alliance in Fort Wayne, Indiana. By partnering with IBTA, The Literacy Alliance will gain access to the internationally-recognized Certified Business Professional Certification program and promote career development in the communities in and around Fort Wayne, Indiana. The Literacy Alliance recognizes that literacy is an underlying contributor to many of the issues facing the communities in and around Fort Wayne. By seeking to provide resources to improve literacy, The Literacy Alliance impacts many areas, including employment, public safety, healthcare, and the local economy.

Further, The Literacy Alliance recognizes that adult literacy impacts family literacy. They work to combat the perpetuation of low literacy levels in their community. IBTA is uniquely equipped to partner with The Literacy Alliance through its certification programs. The Literacy Alliance seeks to improve not just adult literacy rates, but also the career readiness and professional development of individuals in their community. By partnering with IBTA, The Literacy Alliance is able to bring world-class business skills and internationally recognized certifications to the people they serve.

Over 30,000 adults in Allen County, Indiana do not have a high school diploma. The Literacy Alliance is committed to changing this statistic through their literacy programs. They work to achieve their mission by “developing additional formal relationships with other organizations that broaden access of services available to students [to] impact more individuals to become self-

sufficient.” Partnering with IBTA provides a new avenue for The Literacy Alliance to offer career skills training for their clients. According to Brian Schlichtenmyer, the Director of Adult Programs for The Literacy Alliance, “We’re glad for this partnership with IBTA. It expands our ability to prepare adults for success through training and certifications.”

This partnership is in keeping with IBTA’s commitment to promoting business growth and equipping professionals with essential business skills that meet a global standard of excellence. IBTA is eager to see the partnership with The Literacy Alliance flourish as both parties work to combat illiteracy in Indiana.

IBTA’s Vice President, Dario Morell, commented on the partnership: “I am pleased to see the continued growth and domestic expansion of the CBP certification program. We are thrilled to bring global standards to the people of Indiana and partner with The Literacy Alliance to equip participants with the knowledge and job-skills they need to excel in their chosen career-path.”

# # #

To learn more about The Literacy Alliance, visit [fwliteracyalliance.org](http://fwliteracyalliance.org).

## **About 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 essential skills and certifications required to meet and surpass business standards in our global industry.

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. Since 2003, IBTA has partnered with Thomson Prometric, the global leader in technology-enabled testing and assessment services for academic, professional, government, corporate, and information technology markets. Today, IBTA’s CBP certification is the fastest growing soft-skills certification for business professionals with partners in the U.S., Canada, Asia, the Middle East, Australia, Latin America, and the Caribbean.

# # #