

BBB HONORS BERWICK FOR ETHICS

Electric firm has built reputation for 90 years

BY WAYNE HEILMAN
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Berwick Electric, which celebrated its 90th anniversary in June, was named the winner Friday of the GE Johnson Award for Market-place Ethics by the Better Business Bureau of Southern Colorado and the University of Colorado at Colorado Springs College of Business.

The ethics award was presented at the bureau's Excellence in Customer Service banquet at the Cheyenne Mountain Resort. The award, open to any business in the 25 southern Colorado counties the bureau services, is based on management practices, business relations, marketing and sales practices, and overall reputation within their industry and community, including a long-standing history and reputation for ethical business practices in the market-

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place. Judges included eight members of the bureau's standards committee, several bureau board members and a UCCS business school faculty member.

It was just the second year for the award; Springs paving company Trax Construction won last year.

Berwick Electric was started in 1921 by J. Douglas Berwick after he converted the lighting system in his family's home from gas to electricity; his neighbors saw the results and soon hired the company to do the same conversion for their homes.

The company, now headed by Jim Peterson, has worked on many of the city's highest-profile construction projects, in-

cluding many at Fort Carson, and employs 90 workers.

Berwick Electric is rated A+ in its business reliability report from the bureau and has not had any complaints reported to the nonprofit group in the past three years. The company's "Ten Commandments of Customer Service," which are displayed in the lobby of its offices and listed on its website, stress safety, quality, integrity and meeting or exceeding customer expectations, and declare that "all actions shall foster long-term relationships."

Also Friday, the BBB awarded its Excellence in Customer Service Award to mental health nonprofit AspenPointe, Champion Windows, education franchiser Learnin-gRx and Oral Surgery Associates. Cham-

pion has won the award three consecutive years, while Oral Surgery Associates previously was honored in 2002 and 2006. All four are rated A+ by the bureau.

The customer-service award program is designed to help southern Colorado businesses improve customer service practices, increase customer satisfaction and build better customer relationships.

Businesses from the counties the bureau services don't have to be members to submit applications to document the extent, quality and effectiveness of their customer-service practices.

A panel of independent evaluators reviews the applications.

Call the writer at 636-0234.