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**Pender Newkirk & Company Recognized by Earth Charter US  
as a 2010 Sustainable Business Award Winner**

TAMPA, Fla. (February 25, 2010) – Pender Newkirk & Company, Certified Public Accountants is proud to announce that Earth Charter US has named the firm as a recipient of the **2010 Sustainable Business Awards**. This program honors companies in the Tampa Bay area that exemplify the triple bottom line of people, planet, and profit. Recipients demonstrated creativity in this year's difficult economic environment, maintaining their commitment to retaining employees, contributing to the community and safeguarding the health of the planet.

Honorees were chosen by MBA students at the University of Tampa's John H. Sykes College of Business in a class project for the course "Sustainability: the Triple Bottom Line." Students recruited promising businesses, developed criteria on social, environmental and financial performance, conducted one-on-one interviews with executives and employees and then rated and ranked the finalists. The criteria for the awards were developed using sample sustainability metrics including the Global Reporting Initiatives, Sustainable Seattle, Sustainable Florida and the U.N. Global Compact.

Many aspects of Pender Newkirk & Company's commitment to sustainability were demonstrated through the award evaluation process. For example, the firm reinvested half its profits in 2005 in software programs to move toward becoming a paperless company. The firm renovated their office space in 2008 to create an ergonomic and energy-efficient work environment. PNC has also demonstrated their commitment to the sustainability of the Tampa Bay business community by successfully transitioning firm leadership from the founding partners to their second and third generation of partners.

"We are humbled and honored by this recognition. We think this award is evidence of our belief that businesses do *well* by doing *good*," said Ralph Garcia, Managing Partner. "PNC is also a firm believer in the Earth Charter US triple bottom line: People. Planet. Profit."

**About Earth Charter US (ECUS)**

Earth Charter U.S. is a 501c3 nonprofit organization founded in 2005 to mainstream the Earth Charter's vision and principles in the United States. The ECUS mission is to inspire, educate and engage people in the United States to implement the Earth Charter's vision and principles in their personal lifestyles, institutional policies and practices, educational policies and curricula and community initiatives. The national office for ECUS is headquartered in Tampa, Florida. For additional information, please visit [www.earthcharterus.org](http://www.earthcharterus.org).

**About Pender Newkirk & Company**

Founded in 1976, Pender Newkirk & Company is a full service accounting and business consulting firm based in Tampa, Florida. With twelve partners and more than 65 employees, the firm provides an array of services including audit and assurance, tax planning and preparation, Sarbanes-Oxley compliance, estate & trust, valuation, small business advisory and other consulting services to clients across a broad range of industries. For additional information about the firm and the services we offer, please visit [www.pnccpa.com](http://www.pnccpa.com)

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