



FOR IMMEDIATE RELEASE

Media Contact: Lesley Langford
lesley.langford@pnccpa.com
(813) 229-2321 extension 326

**Pender Newkirk & Company Named to Top 100
Best Companies To Work For in Florida**

TAMPA, Fla. (August 3, 2010) – Pender Newkirk & Company, Certified Public Accountants was recently named one of Florida's *Best Companies To Work For*. One-hundred companies were recognized in small, medium and large company categories. The rankings – the second annual statewide Best Companies list – appear in the August issue *Florida Trend* and on FloridaTrend.com. The *Best Companies To Work For* in Florida program was created by *Florida Trend* and Best Companies Group and endorsed by the HR Florida State Council.

"Companies that retain the best employees with strong workplace programs are frequently the very same companies that serve their clients exceptionally well," says *Florida Trend* Publisher Andrew Corty. "It's our pleasure to recognize these great companies and encourage others to join them in building Florida's competitive advantage."

To be considered for participation, companies or government entities had to employ at least 15 workers in Florida and be at least a year old. Companies that chose to participate in the *Best Companies To Work For* in Florida process underwent a two-part survey process. The first part consisted of evaluating each company's workplace policies, practices, philosophy, systems and demographics. The second part consisted of an employee survey to measure employee satisfaction. The combined scores determined the top companies and the final ranking. Best Companies Group managed the overall registration, survey and analysis process and determined the final rankings. Companies were not required to pay a participation fee to go through the online assessment process.

"For our coverage this year we looked carefully at the survey results to focus on the practices that distinguish the best companies from the rest. The surveys show that while employees like "bells and whistles" types of benefits, the companies that make the list all are very good at the basics – especially at communicating with their employees and offering training and opportunities to work creatively. This year's stories are a great how-to guide for companies looking to improve," says Mark Howard, executive editor. For a complete list of the 100 *Best Companies to Work For* in Florida, go to www.FloridaTrend.com/BestCompanies.

About Pender Newkirk & Company

Founded in 1976, Pender Newkirk & Company is a full service accounting and business consulting firm based in Tampa, Florida. With eleven partners and more than 60 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

About Florida Trend

Florida Trend magazine was recently named the nation's best regional magazine and is committed to providing the excellent, forward-looking, and in-depth reporting on business, finance and public policy in Florida. *Florida Trend* reaches more than 150,000 business executives, government officials and civic leaders. In addition, the magazine's website reaches approximately 75,000 unique visitors monthly. For more information, please visit www.FloridaTrend.com.

About Best Companies Group

Best Companies Group works with national and local partners around the country and in Canada to establish and manage "Best Places to Work," "Best Companies," and "Best Employers" programs on a national, statewide and regional basis. Through its thorough workplace assessment, utilizing employer questionnaires and employee-satisfaction surveys, BCG identifies and recognizes companies that have been successful in creating and maintaining workplace excellence. For more information, please visit www.BestCompaniesGroup.com.

Pender Newkirk & Company LLP • Certified Public Accountants

100 South Ashley Drive • Suite 1650 • Tampa, Florida 33602 • (813) 229-2321 • Fax: (813) 229-2359