



## FOR IMMEDIATE RELEASE

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### **ITAGroup Employees Achieve Recognition Professionals International Certification**

**West Des Moines, Iowa** (February 1, 2011) – Ten employees of **ITAGroup**, a West Des Moines-based performance improvement company, participated in Recognition Professionals International's Certified Recognition Professional (CRP) training and certification course.

Consisting of an in-depth look at recognition and motivation strategies, the CRP certification course is designed to increase the professional standards of employee recognition and increase the comprehensive knowledge of its principles, practices and governing laws.

"Team members completing CRP certification contribute to **ITAGroup's** ability to provide strategic solutions in employee loyalty and recognition," stated Beth Schelske, Vice President of Performance Solutions. "Certification deepens skills in identifying proven best practices and benchmarking research, resulting in on-point solutions which drive employee recognition."

Employees participating in the certification course include: Julie Johnson, Sara Drake, Jane Larson, Trudy Eaton, Tonya Jansen, Derek Dressler, Fred Castle, Deb Morford, Jacalyn Kerbeck and Amanda Brend.

#### **About ITAGroup**

**ITAGroup** is a full-service performance improvement company focused on improving business results through people. Partnering from assessment through post-operation analysis, **ITAGroup** engages and motivates people through sales incentives, employee recognition programs, business-to-business loyalty solutions, product launches, marketing services, group travel events and business meetings. The company is employee-owned and headquartered in West Des Moines, Iowa, with sales offices in Atlanta, Chicago, Dallas, Florida, Indianapolis, Los Angeles, Minneapolis, New Jersey and West Des Moines.

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