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## **News Release**

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### **The International Business Training Association signs H.A. Flores and Associates, Inc. to provide CBP Business Skills Training**

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**MIRAMAR, FL. October 3, 2005** – Today the International Business Training Association (IBTA), sponsor of the Certified Business Professional (CBP™) international training and certification program, announced its partnership with H.A. Flores and Associates, Inc. of Indiana to represent the International Business Training Association to deliver CBP business skills training and certifications for businesses and individuals in the Indiana area. Businesses and individuals in the Indiana area now have easier access to IBTA's business skills training format and certification, CBP– the number one business skills certification globally.

“We are very excited to announce the signing of a global training agreement with the International Business Training Association to deliver IBTA's prestigious CBP certification. The CBP program will help cultivate valuable skills that are very much in demand in today's business environment. In addition, the certification offers a meaningful method of achieving recognition for personal development. In fact, CBP certification makes employees - and entire firms - more marketable.” Hector A. Flores, President, H. A. Flores & Associates, Inc. To learn more about H.A. Flores and Associates, Inc., visit [www.hafassoc.com](http://www.hafassoc.com)

“IBTA is pleased to work with H.A. Flores and Associates, a company focused on improving the quality of the human resources of the businesses in their community. H.A. Flores and Associates has always taken a multifaceted approach to helping corporations and businesses small and large achieve greater success by improving staff performance. By providing the essential business skills training to employees involved in sales, customer service, leadership and project management, they continue to show their understanding of the critical business processes and the elements needed for success,” says Barry Cohen, International Channel Director, IBTA. Mr. Cohen went on to mention that many companies do not understand that success is not simply in the product or production line, but in the ability of employees or representatives of the company to communicate both internally and externally and be efficient at acquiring new customers and retaining them.

IBTA offers the opportunity to become an Authorized Training Partner (ATP) for CBP. ATPs receive IBTA support in the form of referrals, sales and marketing, industry news, and instructor program support. Visit <http://www.cbpcertify.com> to learn about becoming an ATP.

H.A. Flores and Associates, Inc. offers training to businesses to improve efficiency and productivity by working on the business processes and the human resources involved, so as to ensure that the company and its employees are performing at an optimum level. They have balanced the technical knowledge and skills with the business know how and soft skills that complete a business’s operational and developmental infrastructure. To learn more about their offerings visit [www.hafassoc.com](http://www.hafassoc.com)

#### **About H.A. Flores and Associates, Inc.**

HAF's network of engineers, technical trainers, software developers, and industry experts work together in unique teams to bring applicable background and experience to any project. This flexibility is the key to getting the right skills on a project quickly and economically. Custom training solutions include creation of new material or working with your existing material using e-Learning and traditional instructor-led training.

#### **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 skills and certification required to meet and surpass business standards in our global industry.

IBTA officially released its business certifications under the brand of the Certified Business Professional (CBP™), after many years of initial consultation and development. Today, IBTA’s CBP certification is the fastest growing soft-skills certification for business professionals with partners in the U.S., Canada, Africa, Asia, Middle East, Australia, Latin America and the Caribbean.