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## Joseph Frederick & Sons Receives Better Business Bureau Award for Integrity

**Wilmington, Delaware, April 19, 2005**—Joseph Frederick & Sons of Wilmington, DE, a residential and commercial plumbing, heating, air conditioning, and electric company, was awarded the Better Business Bureau of Delaware’s Edward M. Rush Sr. Memorial Award at the Better Business Bureau’s 40<sup>th</sup> annual membership dinner. The Rush Award has come to signify excellence and integrity in business, with past winners including business leaders such as Bridgewater Jewelers, Delaware Brick Co., and Union Park.

The Rush Award was established in memory of Edward M. Rush Sr., a leader in community and civic service. It honors an outstanding family-owned company that most exemplifies the values, standards, and mission of the Better Business Bureau.

Brian Frederick, the third generation president of Joseph Frederick & Sons, said he is “honored and delighted” to be recognized by the Better Business Bureau, especially with such a prestigious and meaningful award. Brian’s grandfather founded the company almost 60 years ago in 1947 and built the business on his family’s core values—integrity, dependability, and quality workmanship. The entire family is proud that these core values remain the cornerstone of their business. “We are very proud of our family’s business and the principals it was founded on. It has remained important to all of us over the years that these principals are maintained. We find it incredibly rewarding to be recognized for something we value so highly.”

The company’s sense of civic duty and responsibility has spanned generations. For nearly 15 years, Brian Frederick has been a member of the local Rotary Club, where he is a Paul Harris Fellow. He has also participated for over 15 years in the University of Delaware’s Business Industry Education Alliance—a program that allows business leaders to educate students on how the choices they make today impact their future. Brian formerly served as president of the Kirkwood Soccer Club and is currently the president of the Delaware Youth Soccer Association, part of a nationwide soccer organization for three million youth players across the country. As a company, Joseph Frederick & Sons proudly donates considerable amounts of time, money, and energy to the Delaware soccer community.

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Robert Frederick, Brian's brother and the company's co-owner, is an active member of the Plumbing-Heating-Cooling Contractors Association and the Independent Heating Cooling Contractors Association—two groups dedicated to the safety and advancement of the industry. He also served on the State of Delaware's Board of Plumbing Examiners. Previously their father, Bob Frederick, was a member of the Kiwanis Club for over 30 years.

Joseph Frederick & Sons is not only still in business almost 60 years later, their business is flourishing. They attribute this success to the values they honor and the impact the company has made on their community and their employees, some of whom have been with the company through all three generations of leadership. Joseph Frederick & Sons truly embodies the ideals of the "Rush Award," and as Brian Frederick says, "it will continue to strive to meet the highest of standards."

**About Synchrogenix:** Synchrogenix Information Strategies is an integrated communications agency in Wilmington, DE, that specializes in marketing, medical, and scientific communications, including web-site and graphic design, public relations, advertising, and business growth strategies.

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