



For Immediate Release

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**NATIONAL ASSOCIATION OF PROFESSIONAL BACKGROUND SCREENERS
ANNOUNCES NEW TAGLINE**

“The Voice of Screening Professionals” Defines Professional Trade Organization

MORRISVILLE, NC, APRIL 12, 2010 – As part of its effort to more closely align members with the organization, the National Association of Professional Background Screeners (NAPBS®) has added a new tagline. The new tagline – The Voice of Screening Professionals – will provide a new branding for the organization, compliments of an actual NAPBS member.

The new tagline was developed as part of a contest open to all members of NAPBS. The opportunity was designed to provide a chance for members to have a voice in how the organization is branded and presented to the public while conveying the purpose of NAPBS.

“We cast the net as wide as possible across our membership for a fresh perspective on what a brand identity for NAPBS might look like in 2010,” said Tracy Seabrook, CAE, executive director of NAPBS. “We wanted the tagline to be the best it could be and capture the essence of the Association and its collective mission for the professional background screening industry. Our members were the only ones that could make that happen.”

The competition ran from January 14, 2010 to February 11, 2010. The rules were simply that entries be short quick phrases and there was a maximum of three entries per person. Julie Hakman of AmericanChecked, Inc. was named the winner.

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“I was thrilled to be named the winner, but it really was a group project,” said Julie Hakman, president of AmericanChecked, Inc. “We opened the contest up to our employees at AmericanChecked and everyone worked together to come up with the tagline. NAPBS is promoted to our staff as the ‘voice’ of the industry, so the tagline was perfect.”

All submissions were reviewed by members of the NAPBS media relations committee and narrowed down to three final selections. The final three tagline entries were sent electronically to the entire NAPBS membership for electronic voting. The new tagline was unveiled at the NAPBS Annual Conference in San Antonio, March 7-9, 2010.

About NAPBS®

Founded in 2003 as a non-profit trade association, the National Association of Professional Background Screeners (NAPBS) represents the interests of more than 700 member companies around the world that offer tenant, employment and background screening. NAPBS provides relevant programs and training aimed at empowering members to better serve clients and maintain standards of excellence in the background screening industry, and presents a unified voice in the development of national, state and local regulations. For more information, visit www.napbs.com.

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