

## HR & Benefits Essentials Named a Finalist in the American Business Awards

Stamford, CT, May 18, 2010 -- HR & Benefits Essentials ([www.HRandBenefits.com](http://www.HRandBenefits.com)) has been named a Finalist in the [2010 American Business Awards](#). The awards, also called the Stevie® Awards, were created to honor the achievements and significant contributions of organizations and business people worldwide, according to the Stevie Awards. The organization's stated mission is to raise the profile of exemplary organizations and individuals among the press, the business community, and the general public.

The Stevie Awards considered more than 2,700 entries representing businesses of all sizes and nearly every industry. HR & Benefits Essentials is a Finalist in the Web Site or Blog category. Among the Finalists that HR & Benefits Essentials joins are Apple, Ford Motor Company, and PepsiCo. Award categories include Most Innovative Company of the Year, Management Team of the Year, Best New Product or Service of the Year, and Corporate Social Responsibility Program of the Year.

The American Business Awards' Board of Distinguished Judges and Advisors includes a number of U.S. business leaders, including Joyce Rogge, Senior VP-Marketing, for Southwest Airlines; Anthony Robbins, Chairman and CEO of The Anthony Robbins Companies; and Donald Trump, Chairman, President and CEO of The Trump Organization.

Winners for the 2010 Stevie Awards will be announced June 21, 2010, in New York City.

The American Business Awards Finalist Status for HR & Benefits Essentials follows its April 26, 2010 winning of three [Hermes Creative Awards](#).

“Just days after being informed of HR & Benefits Essentials winning three business industry awards, the news of our Finalist status in the 2010 American Business Awards is both exciting and humbling,” said Lillian Shapiro, Managing Partner of HR & Benefits Essentials. “For HR & Benefits Essentials to be singled out for its business leadership among all the competition is a tremendous honor, but it also reaffirms that we are here to help businesses successfully implement their HR and benefits programs in these challenging times.”

### **About HR & Benefits Essentials**

HR & Benefits Essentials ([www.HRandBenefits.com](http://www.HRandBenefits.com)) is an online HR and benefits resource center featuring a comprehensive range of news and information covering Employee Benefits, Human Resources and State Employment Laws. The site's award-winning navigation and easy-to-understand content explain why over 40,000 small and mid-sized businesses have already become subscribers. HR & Benefits Essentials has thousands of pages of HR and benefits content, hundreds of ready-to-use HR forms and an extensive range of downloadable federal and state posters.

### **About ASC Technologies**

ASC Technologies is the technology company that owns and manages [www.HRandBenefits.com](http://www.HRandBenefits.com). ASC was founded in 1994 and specializes in building and marketing niche technology businesses in the benefits and human resources sectors.

**Contact:** Tom Ceconi, 203-977-8100 x114, tom @ aschq.com.