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**Administrative Concepts Celebrates Anniversary in Style with
Announcement of New Branding Concept**

Southwest Florida – At the company’s annual anniversary event, Administrative Concepts announced its new Four Corners of Excellence positioning statement. With the recent additions of Payroll & More and Employment Concepts to its family of companies, the Four Corners of Excellence concept was born to market the companies’ complementary services together. As a comprehensive family of companies, the businesses can collectively offer a broader spectrum of services for their current and any prospective clients.

As head of the family, so to speak, Administrative Concepts was designed to deliver comprehensive solutions to business owners’ human resource challenges. A professional employer organization, Administrative Concepts provides companies with payroll, tax, benefit, human resource and unemployment services. The three companies that complete the four corners are Employment Concepts, Payroll & More, and Southern Eagle Insurance.

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- Employment Concepts assists companies in finding temporary employees and offers employment training, back-to-work and re-employment programs.
- Payroll & More provides payroll, accounting and tax services.
- Southern Eagle Insurance, represented by Risk Concept Corp., specializes in workers' compensation, general liability, and health insurance.

George Bushong, chairman of Administrative Concepts, said, "With the Four Corners of Excellence concept, I feel we are strongly positioned to reach our \$1 billion goal within the next five years. With earnings over \$300 million, we are currently well on the way toward that benchmark. As we increase our earnings, we look forward to providing greater opportunities for all our employees who have helped us to attain our objective."

Founded by George Bushong and Sarah Peel in 1995, the privately owned Administrative Concepts was established to assist business owners in the details of managing their companies, such as risk management, payroll and employee administration, government compliance, and employee benefits. The company has been recognized with multiple awards from *Florida Trend*, *Sarasota-Manatee Business Magazine*, and was listed as the 22nd largest privately owned company in Florida by the *Tampa Bay Business Journal*. Administrative Concepts has received additional recognition by the *Tampa Bay Business Journal* as the top-ranked woman-owned business for 2006 and 2005 and a top-ten ranking for the top PEOs. For more information, call (941) 744-1317 or visit www.accpeo.com.

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