

**FOR IMMEDIATE RELEASE**

Cameron Nakashima, Media Engagement and Digital Campaigns Manager | [pr@thebbb.org](mailto:pr@thebbb.org)

**Better Business Bureau Announces 2024 Idaho Torch Awards for Ethics Recipients**

*Local organizations honored for their dedication to ethics in the marketplace.*

**(BOISE, ID) Oct. 24, 2024 -** Better Business Bureau Great West + Pacific (BBBGWP) and BBB Foundation announced six Idaho businesses as winners of the [2024 Torch Awards for Ethics.](https://www.bbb.org/local/1296/bbb-awards/torch)

[Panhandle Carpet One Floor & Home](https://www.bbb.org/us/id/coeur-d-alene/profile/new-carpet/panhandle-carpet-one-floor-home-1296-21000265) – Small Business of the Year

[JA Bertsch Heating and Cooling, LLC](https://www.bbb.org/us/id/coeur-d-alene/profile/heating-and-air-conditioning/ja-bertsch-heating-cooling-1296-1000034569) – Medium Business of the Year

[Plumbing Solutions of Idaho](https://www.bbb.org/us/id/meridian/profile/plumber/plumbing-solutions-of-idaho-1296-39002286) – Medium Business of the Year

[A-1 Heating, Air Conditioning & Electric](https://www.bbb.org/us/id/meridian/profile/heating-and-air-conditioning/a-1-heating-air-conditioning-inc-1296-1000020133) – Large Business of the Year

[Guidant Financial](https://www.bbb.org/us/id/boise/profile/retirement-planning-services/guidant-financial-group-inc-1296-78002068) – Large Business of the Year

[Magic Electric, Plumbing, Heating + Air](https://www.bbb.org/us/id/boise/profile/electrical/magic-electric-plumbing-heating-air-1296-1000102408) – Large Business of the Year

The Torch Awards for Ethics is the most prestigious honor BBB Foundation bestows on businesses operating within the BBBGWP eight-state service area. Winners must demonstrate a high level of personal character, meet the highest standards of ethics, and build trust with their customers and the community.

"This year's award recipients have once again raised the bar for excellence in business ethics and community impact. Their commitment to integrity and social responsibility not only strengthens the marketplace but also inspires others to follow suit," said Tyler Andrew, President and CEO of BBB Great West + Pacific. "By recognizing these outstanding companies, we aim to foster a business environment where ethical practices are not just appreciated but expected."

BBB Foundation received 229 submissions for this year’s Torch Award for Ethics. A panel of judges comprised of past award winners reviewed the finalists’ applications, and only the businesses whose applications demonstrated the highest levels of team character, company culture, customer engagement, and community involvement were named this year’s winners!

[Panhandle Carpet One Floor & Home,](https://www.panhandlecarpetonecoeurdalene.com/) established in 2006 and BBB Accredited since 2007, is located in Coeur D Alene, ID. This award winner is guided by honesty, integrity, and faith in its mission to provide quality flooring solutions (including carpet, tile, wood, laminate and vinyl) while steadfastly upholding the trust of the community.

[JA Bertsch Heating and Cooling, LLC,](https://jabertsch.com/) based out of Coeur d'Alene, ID, was established in 2005 and has been BBB Accredited since 2019. The company provides residential heating, cooling, and electrical services. This award winner cultivates a company culture of trust that encompasses organizational purpose, empowers team members and clients, and supports individual growth.

[Plumbing Solutions of Idaho](https://www.plumbingsolutionsofidaho.com/) was founded in 2005 in Meridian, ID has been BBB Accredited since 2021. This award winner specializes in residential and commercial service plumbing, serving Boise, Meridian, Nampa, and the surrounding areas with our extensive training and experience. Plumbing Solutions of Idaho helps customers get the help they need when they need it, all within their budget.

[A-1 Heating, Air Conditioning & Electric,](https://a1heating.com/) established in 1956 and BBB Accredited since 1980, is located in Meridian, ID. Serving the Treasure Valley and Valley County with Heating and Cooling and indoor air quality services, this award winner is a 100% Idaho owned and operated organization and is dedicated to its trade and its customers. The business believes in serving customers before counting dollars.

[Guidant Financial,](https://www.guidantfinancial.com/) located in Boise, ID, founded in 2003, and BBB Accredited since 2004, is a business dedicated to empowering entrepreneurs and nurturing their aspirations for small business ownership. This award winner has a vision to increase the number of people who succeed in small business. Guidant Financial leverages technology and services to make more capital available to Main Street American small businesses.

[Magic Electric, Plumbing, Heating + Air](https://www.themagicteam.com/boise/) was founded in 2019 in Jerome, ID and has been BBB Accredited since 2020. As a full-service electrical, plumbing, heating, and air conditioning company with highly experienced home service professionals, the company serves Magic Valley and Treasure Valley. This award winner has a mission to go above and beyond customer expectations and earn total customer satisfaction on every service provided.

**About Better Business Bureau:** Better Business Bureau, a private, non-profit organization, has empowered people to find businesses, brands, and charities they can trust for more than 110 years. BBB Great West + Pacific serves more than 20 million consumers in Alaska, Central Colorado, Hawaii, Idaho, Montana, Oregon, Washington, and Western Wyoming. BBB Foundation, the charitable arm of BBB Great West + Pacific, is dedicated to community education and recognition programs across the local service area. For more information, visit BBB.org/gwp. Torch Awards winners from each state were [announced](https://thebbb.org/awards) as part of a virtual ceremony held on October 24.