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NEWS

FOR IMMEDIATE RELEASE

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Local Businessmen Receive Recognition with Honorary Doctorates

SCOTTSDALE, Ariz (Feb. 29, 2007) – Two local businessmen, Bill J. Bonnstetter, CEO & president of Target Training International, Ltd. (TTI), and David R. Bonnstetter, CEO of Success Insights, received honorary Doctorate degrees on February 16, 2007. Bill received an honorary Doctor of Philosophy degree and David received an honorary Doctor of Science degree.

“It was very shocking because for 23 years we have basically stayed in the background of our distributors, allowing them to receive acknowledgements. For customers to recognize Dave and myself for our contributions with an honorary doctorate is simply humbling,” Bill said.

Bill and David have done more academic work than necessary to obtain a doctorate degree. This fact was recognized by a national group of 20 professionals with earned doctorates who collectively agreed that these degrees were deserved. This group chartered an organization with the initial purpose of recognizing Bill and David for their outstanding contributions to the existing literature and resources of personal and profession development.

Bill’s depth of thought, research and contributions in the area of personal and professional development and talent management has entitled him to the Doctor of Philosophy degree. David’s unique and creative contributions to computer technology have granted him the Doctor of Science degree. Combining their knowledge, skills and efforts, Bill and David have created over 20 personal development and self-management programs to help maximize the potential of individuals in the workforce. Bill has thought deeply about the science of behavior, values and personal talent, while the software programs authored by David rapidly compute scores and generate valuable text reports. Together, they have created the most reliable and valid assessments in the marketplace, used by millions worldwide for personal and professional development and effectiveness.

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Professionals earning their doctorates demonstrate academic rigor by investigating an area of study and conducting original research that contributes to the knowledge in that area of study. These two individuals have made enormous scholarly contributions to the existing knowledge base. By completing their dissertation in this way, a professional meets their doctorate requirements. “Both have done all the academic work, they simply didn’t sign up for the courses in order to do it” explained Russell J. Watson, Ed.D., one of the twenty doctorates who initiated the honorary degrees. “The group of earned doctorates believes the degrees have been long deserved and will be carried out with respect by both of these professionals,” he said.

About Target Training International, Ltd. (TTI)

Based in Scottsdale, Ariz., TTI is a leading developer and marketer of research-based, validated assessment tools designed to help businesses and organizations effectively meet their human resources needs.

About Success Insights

Success Insights is the International distributorship division of TTI, making the same quality assessments available in over 50 countries and in 26 different languages.