



## **West Chester Virtual Assistant Achieves Respected IVAA EthicsCheck™ Certification**

***Nora Rubinoff, a Virtual Assistant and member of the West Chester Chamber Alliance, has achieved the respected IVAA EthicsCheck™ Certification.***

West Chester, OH -- November 14, 2006 -- Nora Rubinoff, a certified Master Virtual Assistant, has achieved the IVAA EthicsCheck™ Certification.

The EthicsCheck™ certification is a very difficult designation to achieve. According to the International Virtual Assistants Association (IVAA), "with the 'products phase' of e-commerce in the leading economies firmly in place, the Internet is now moving into its 'services phase.' A rising number of independent contractors internationally are 'hanging out their shingles' online, hoping to provide knowledge-based services remotely. However, the mistrust inherent in the anonymous online environment prevents the majority of independents from finding work, and the problem only worsens as e-services industries attempt to bridge widely-disparate cultures."



"The EthicsCheck™ examination and Code of Ethics were designed to mitigate this mistrust and serve to enable e-services internationally. They do so by bringing a single ethical benchmark to the diverse e-marketplace, setting a standard for cross-border business practices, helping ethical VAs set themselves apart from others, and helping prospective contractors to find e-service providers with a confirmed ethical foundation."

Nora founded At Your Service Cincinnati, Ltd. in January, 2002. Nora and her staff deliver quality virtual assistance, e-mail marketing campaigns, project management, business productivity consulting and customer relationship management from their West Chester, Ohio headquarters and satellite offices to clients across the Greater Cincinnati region, the United States as well as overseas.

Nora has over two decades of computing, technical and administrative experience. In addition to her IVAA EthicsCheck™ certification, Nora is also a certified Master Virtual Assistant and Graduate Virtual Assistant. Nora is an

expert coach, mentor and trainer for Virtual Assistance University and is a Presenting Industry Colleague for Virtual Business Training. Nora is a frequently requested speaker at the annual VA Conference and technology speaker for the West Chester Chamber Alliance, and is an upcoming speaker for the IVAA Educational Summit in 2007.

Nora is involved in international professional organizations, including the International Virtual Assistants Association (IVAA) and the International Association of Virtual Office Assistants (IAVOA). Nora also serves as a board member for the West Chester Chamber Alliance, the Cincinnati Reform Jewish High School and the Cincinnati Go Red for Women 2007 campaign.

Nora's enthusiasm for helping both emerging and established Virtual Assistants navigate technology and best business practices is well known in the industry. She works daily helping colleagues and clients leverage technology to enhance their business productivity.

Nora and her husband and business partner Eric reside in West Chester, Ohio with their sons Brandon and Ben.

#### **About At Your Service Cincinnati, Ltd.:**

At Your Service Cincinnati, Ltd. delivers project management, e-mail marketing, custom presentations, customer relationship management, business productivity consulting, web design and certified master virtual assistance to clients across the United States and overseas.

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