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BBB[®] BEACON

Fall 2023

Recognizing TRUST



Chris Andrus, Mitten Brewing



Contractors Who Care

We know our work makes an impact that can change businesses, communities, and lives for the better.

We are believers.

We believe a single action can spread to something more, creating a ripple effect. The full extent of each ripple, we'll likely never know. But we believe that by doing things differently, better, and with intention, our customers can live better lives, experiencing peace of mind.

When people create impact and experience peace of mind, these emotions and actions also create ripples. We are believers, and we believe these ripples can change the world.

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A Word from Our CEO

This is an exciting time at the Better Business Bureau, and we are so happy to have you with us as BBB Accredited Businesses. At the heart of our mission lies the value of BBB Accreditation. Your Accreditation stands as a testament to your commitment to ethical business practices and exceptional customer service. It showcases to consumers that they can trust your brand, and it is an honor that we take seriously. Our team is dedicated to helping you get the most of your BBB Accreditation. We want you to show it off with pride, knowing that not everybody meets our time-tested standards of Trust and Ethics.

But the BBB's impact goes beyond this accreditation. Our dedication to building strong partnerships in the community is at the core of our success. Together, we've made remarkable strides in promoting a marketplace where trust and integrity thrive. These partnerships amplify our reach, making us a true force for good in our communities. This was on full display at our inaugural golf outing. We were honored to have so many Accredited Businesses and community partners take part in this event that helps support our free fraud prevention programs in the community.

It was also my honor to accept, on behalf of our team, the BBB's prestigious Myers Award for the extraordinary impact of our BBB Scambusters program on students across our service area.

Our journey is far from over. We continue to finalize new initiatives and benefits that will help our BBB Accredited Business thrive, and support entrepreneurs and new businesses that want to follow the lead of businesses like yours. Together, we will continue to foster trust and ethics in the marketplace, making it a better place for all.

Lisa Frohn Apfel
President and CEO,
Western Michigan Better Business Bureau



BBB[®] BEACON

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BBB.org/wmiprograms

BBB Vision

An ethical marketplace where buyers
and sellers trust each other.

BBB Mission

To be the leaders in advancing
marketplace trust.



Protecting Yourself from **THREE TYPES** of **BUSINESS FRAUD**

By **Katey Morse**, *LMCU Treasury Management Officer*

In today's digital age, businesses face constant threats from scammers seeking to exploit vulnerabilities. Understanding these risks and implementing preventive measures is crucial to safeguarding your business.

There are three prevalent types of fraud that target businesses: business email compromise, check fraud, and internal fraud. Taking practical steps can minimize the possibility of falling victim to these types of fraud, and financial institutions can play a pivotal role in helping your business protect itself.

1.

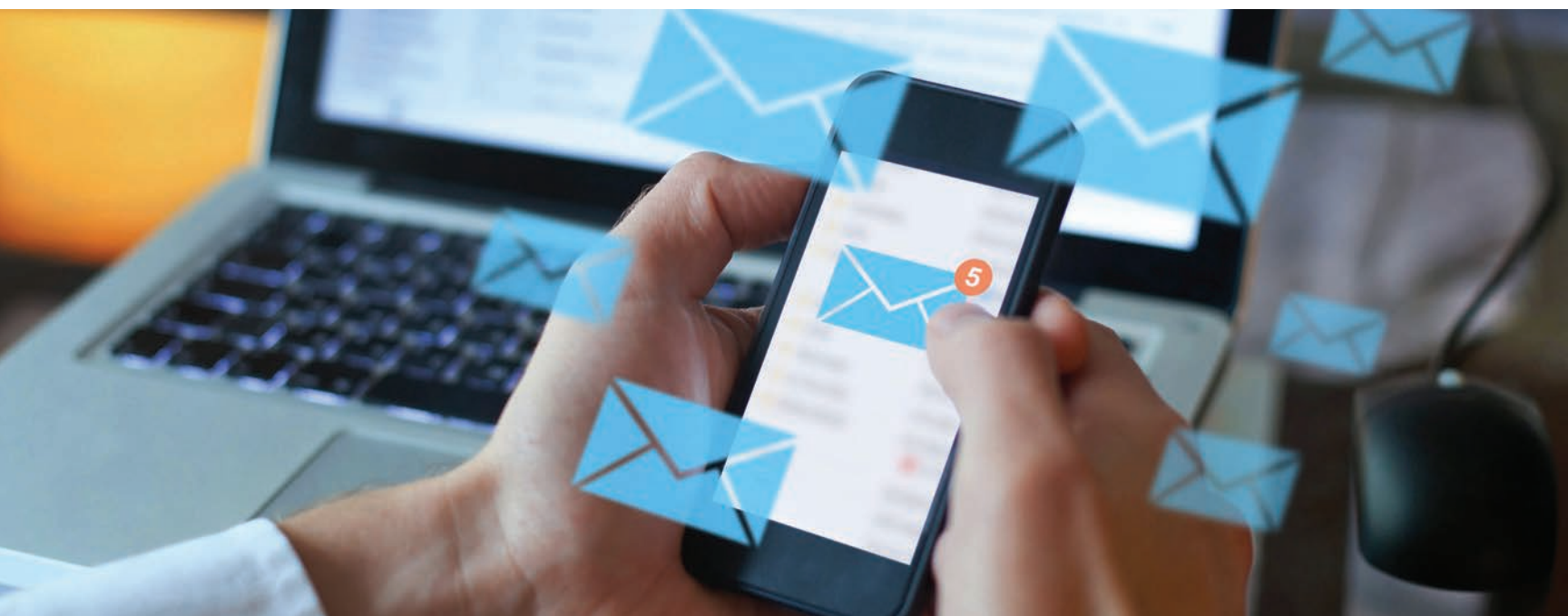
BUSINESS EMAIL COMPROMISE

One prevalent scam that businesses should be aware of is business email compromise (BEC). BEC is a specific type of phishing scam with the goal of financial gain, such as causing an illegitimate transfer of funds or payment of a fake invoice. BEC occurs when cybercriminals gain unauthorized access to a company's internal email system. Once inside, they can intercept and manipulate emails, often impersonating owners or key personnel within the organization to deceive others.

BEC can lead to fraudulent requests that pressure employees into making financial transactions. For example, a scammer may create a fake invoice that appears to be coming from a legitimate vendor and send it to an employee from the business owner's email address, instructing them to process the payment urgently. The scammer may even have access to the owner's calendar and will send it

at a time they know the owner is in meetings or unavailable, making it difficult for the recipient to seek clarification or confirmation.

Implementing robust protocols and educating employees can go a long way in avoiding business email compromise. Make strong, unique passwords required for all accounts, along with multi-factor verification if possible. Encourage employees to always verify financial or transaction requests with the supposed requestor and confirm any changes in account instructions, even when received from trusted vendors. Lack of communication internally is one of the main causes of scammers being able to take advantage of unsuspecting business owners. Regular audits and the establishment of a BEC response plan are also recommended. Collaborating with a financial institution that familiarizes itself with your business norms and transaction patterns can expedite action in case anything appears suspicious.



2. CHECK FRAUD

Another significant threat for businesses is check fraud, a scheme that often begins with the fraudulent use of business bank accounts. Businesses frequently issue checks, and with each check, they expose sensitive banking information. This makes routing and account numbers easily accessible to scammers, rendering businesses vulnerable to both check and ACH (Automated Clearing House) fraud.

While using checks is often necessary in business, it is crucial to take proactive steps to detect check fraud as early as possible. Review your accounts daily, set up customized alerts with your financial institution, and ensure that extra check stock is securely locked.



Flagging unusual or unexpected transactions

for investigation can help you identify check fraud before it becomes a problem. Consider using services like Positive Pay, which helps you easily verify and reconcile the checks and ACH payments passing through your accounts. Dual control, which requires two or more authorized employees to collaborate on financial transactions, can also be beneficial in increasing oversight and detecting unauthorized transactions.

3. INTERNAL FRAUD

Business owners have a sense of trust with their employees, but it is important to have internal controls in place to protect the business's assets. Many business owners believe such controls are not necessary because there are no signs that such a thing could occur, but employers never truly know everything about their employees and what they could be dealing with that leads them to commit fraud. Employers should have clear-cut policies and procedures in place, such as separation of duties for accounts payable, ordering supplies, and managing inventory levels. By not having duties separated and checks/balances in place, this puts your business at risk for loss.

Accounts payable should have one person reviewing invoices as they come in and approving for payment, then forwarding them on to a different person who enters in the payment information. If it is a new vendor, additional layers of approval should be in



5-star rating for financial stability.*

— Bauer Financial

* June 2023.



place to confirm it is indeed a legitimate invoice. If this is not possible due to the size of your business, there should be checks and balances between the controller creating payments and the owner approving them and asking questions.

Business owners should also pay attention to their budgets to make sure nothing appears out of the ordinary or askew from budget projections. Anything that is off from what historical and projected numbers indicate should be reviewed in more detail to confirm its legitimacy.

Protect Your Business Today and Tomorrow

Scams adapt and change quickly, so businesses must remain vigilant in the face of evolving scams. By implementing robust internal controls and leveraging the expertise and tools offered by your financial institution, you can significantly reduce the risk of falling victim to fraud. Remember, proactive measures today can save your business from substantial financial losses and headaches tomorrow. Reach out to your financial institution today and explore the solutions they have available.



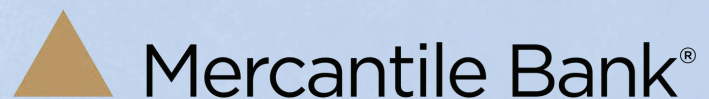


BBB Torch
AWARDS
for EthicsSM

November 13, 2023

BBB.org/wmiawards

The Better Business Bureau would like to thank our generous sponsors for their support and helping us build a trustworthy and ethical marketplace.



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· Investments & Advice ·



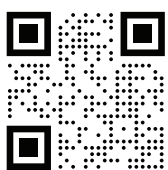
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THEY'RE BETTER.**

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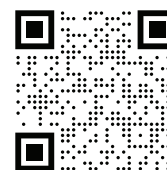
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**THE SIGN OF A
BETTER
BUSINESS**™



Become a Better Business

BBB IN WESTERN MICHIGAN

Earns Prestigious

2023 MYERS AWARD

By Katie Greivous

The Better Business Bureau in Western Michigan has been named the 2023 recipient of the Myers Memorial Award. This award celebrates the lives and work of BBB professionals Jerry and John Myers. The award was created in 1998 and seeks to highlight a specific BBB's effort that made a significant difference and one that illustrates the unique value of the BBB.

The award honors a BBB with programs that best result in meaningful and effective information that helps consumers make knowledgeable choices in the marketplace.

“The game is exciting for students, and keeps them engaged with the BBB during class and beyond.”

BBB in Western Michigan was awarded for its Scambusters program, which is working in local schools to educate students about scams and how to be wise consumers. In the past two school years BBB has presented Scambusters to more than 8,000 Students.

The Scambusters program is an interactive game that uses real world examples to engage students and teach them skills to avoid scams. Studies showing young people are the most likely age group to lose money to a scam, which is why BBB has focused Scambusters on middle school and high school students.


“Educating younger people about the real dangers of scams and red flags to watch out for now, prepares them with the tools they

need to be wise consumers for life,” says Lisa Frohnappfel, President and CEO of the Better Business Bureau in Western Michigan.

The Better Business Bureau in Western Michigan's Scambusters program is sponsored by Lake Michigan Credit Union



and Meijer. Their generous support continues to bring this valuable information into West Michigan classrooms.

Learn more about the Scambusters program and encourage your local school district to book a presentation by visiting bbb.org/wmiprograms. 

BBB's Inaugural Golf Outing is a **HOLE IN ONE**

for Educational Foundation Funding

By Katie Grevious

BBB held its inaugural Educational Foundation Golf Outing on Thursday, September 21, 2023 at Boulder Creek Golf Club in Belmont, MI. The outing raised more than \$21,000 to support the foundation's free fraud prevention programs in the community.

"The BBB Educational Foundation relies on support of donors, sponsors and events like this to provide free programs that teach consumers how to make wise decisions," says Lisa Frohnafel, President and CEO of the Better Business Bureau in Western Michigan. "BBB is grateful to have such strong support from the community to continue promoting trust in our marketplace."

The goal of the foundation is to educate businesses and consumers on issues affecting trust in the marketplace. In 2022, the Educational Foundation presented more than

190 presentations to more than 5,200 people in our 38-county coverage area.

Programs supported include the Fighting Financial Fraud series, which works with older adults to avoid scams and make wise consumer decisions. The median loss to scams for seniors age 70 and over is \$1,000. The Scambusters program teaches local high school students the tools they need to spot scams. People ages 19 and under are the most likely to lose money to scammers. The information shared during these presentations helps them avoid becoming a victim now and in the future.

Twenty eight groups of business and community members participated in the outing, enjoyed the beautiful Michigan weather, and tried their luck during fun games and activities out on the course thanks to our generous sponsors, including the title sponsor, Meijer. 



BBB would like to thank all of those who played, and our sponsors who made the event possible:

Amway, Applied Innovation, Ayers Basement Systems, Berger Chevrolet, Centennial Securities, Christian Brothers Automotive, Everdry Waterproofing, Exalta Health, LMCU, Master Spas, Mercantile Bank, Plummers Disposal, Sneller Snow & Grounds, Summit Point Roofing Co., The Mitten Brewing Co., Tim Dye Communications, Watchdog Cyber, West Walker Steel, Whitecaps, WOOD TV8, and Zhang Financial.



“BBB is grateful to have such strong support from the community to continue promoting trust in our marketplace.”





BBB® Educational Foundation Golf Outing
Presented by: **meijer**

THE HOME TEAM ADVANTAGE

to **ADVERTISING** *your* **BUSINESS**

It's a home run for your business. Show your support for the home team by advertising with the West Michigan Whitecaps. Baseball games at LMCU Ballpark are fun for families, perfect for corporate celebrations, and a great way for friends to spend the evening together. With more than 60 games in the season, your business can also be a part of the action.

Advertising with the Whitecaps is easy. Your message is delivered to a captive audience in a fun environment. The ballpark entertains nearly a half a million people each year, with captive audiences for 2-4 hour spans. The Whitecaps platform for marketing offers a variety of fun options through audio and visual messages, or even unique outlets touching on feel, smell and taste.

There are also opportunities to partner with the Whitecaps via social and digital media. Social media advertising is an easy and affordable way to establish brand association with a loyal audience. West Michigan Whitecaps have over 120,000 followers on social media and frequently post content that when going viral can reach millions of people.



One company that knows the value of the Whitecaps and the West Michigan Community it serves is Arrowwaste Inc.


“As a local West Michigan waste & recycle service for over 2 decades, Arrow believes in the power of ‘home team’ partnership. LMCU’s West Michigan Whitecaps are a pillar of our community, bringing half a million people together each summer to create lasting memories. The branding partnership

our company has created with the leadership team at the ballpark is unmatched – Their fans simply are our customers, and our customers loyally are their fans.





Associating your brand with a highly recognizable community asset can not only help your business, but show your customers you care.

“We love our longstanding partnership with the West Michigan Whitecaps,” says Lisa Frohnafel, President and CEO of the Better Business Bureau in Western Michigan. “From stadium signage to in-game promotions, it is a great way to share our brand and messaging with the community.” 



Advertising options are available in many different forms to fit your needs and the size of your business.

Contact Dan Morrison, West Michigan Whitecaps Vice President of Sales, to start your advertising opportunities today.

DanM@Whitecapsbaseball.com
West Michigan Whitecaps
4500 West River Drive
P.O. Box 428
Comstock Park, MI 49321

Industry Spotlight:

Revving up for New Technology Won't Slow Down Auto Repair

By Katie Grevious

A piercing blue sky spotted with specks of gold as the leaves turn for the season. The crisp autumn air whisks past your window as you travel down a Michigan highway.

BAM!

You're no longer moving, your car is dead.

It's a situation you never want to be in. Thankfully, your local auto repair shop is there to save the day. We rely on them for everything: transmissions, tires, fluids and oil changes. Even the occasional mystery repair when we're suddenly stopped on the side of the road.

Industries like auto repair have been around since the invention of vehicles, and as technology inside those vehicles changes, so must the repair shop.

The Christian Brothers Automotive franchise has been around for over 40 years. Kurt Hein is the owner of two of those repair shops in Grand Rapids. His businesses have been Accredited with the Better Business Bureau for more than 10 years. Hein knows firsthand, the industry is no stranger to supply chain issues.

"They're just back orders or maybe the manufacturer has a run on a particular part that may be filled. They're just hard to get and it could be weeks, you know, before we are able to get it."

From a business standpoint, when the industry evolves, so must

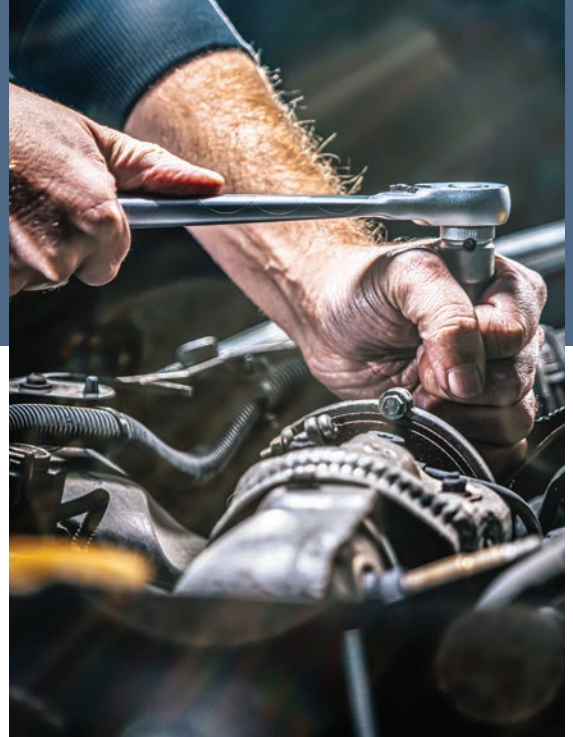
the technicians. As cars become "smarter" and run on more technology, technicians must also learn the ins and outs of that technology. It's a factor Hein says makes finding quality talent more difficult.

"We're kind of in a specialized area. Technicians have to do programming and it's hard to get an individual with that talent level that also knows how to repair cars," says Hein. "I think it's probably going to be our biggest challenge going forward. I don't think cars break as much, but when they do, they require more complicated repairs."

One thing Hein isn't worried about, is keeping up with the new and advanced vehicle technology like the electric car.

"They still have suspensions, they still have things that need repair like brake parts," he says. "We have to adapt, and Christian Brothers kind of prides itself in trying to be able to do just about any repair."

It's no secret automobiles are more efficient than they were in the past. With more efficient



vehicles made with more working parts, also comes a need for more complicated tools to make repairs.

"With all that technology, the engine, the vehicle, and the transmission, the cost to repair them has gone up because it's more complex," says Hein.

With all of the changes in the industry, one factor remains the same for Hein. That is the value of trust.

"We're certainly not perfect, but we stand behind what we do. And I think the BBB is similar to that. They make sure that, in their accreditation, they want companies that will stand behind their work," says Hein. "I think customers are looking for a relationship and they want to know companies that are going to take care of them."

You can find a BBB Accredited Auto Repair Shop near you at bbb.org.

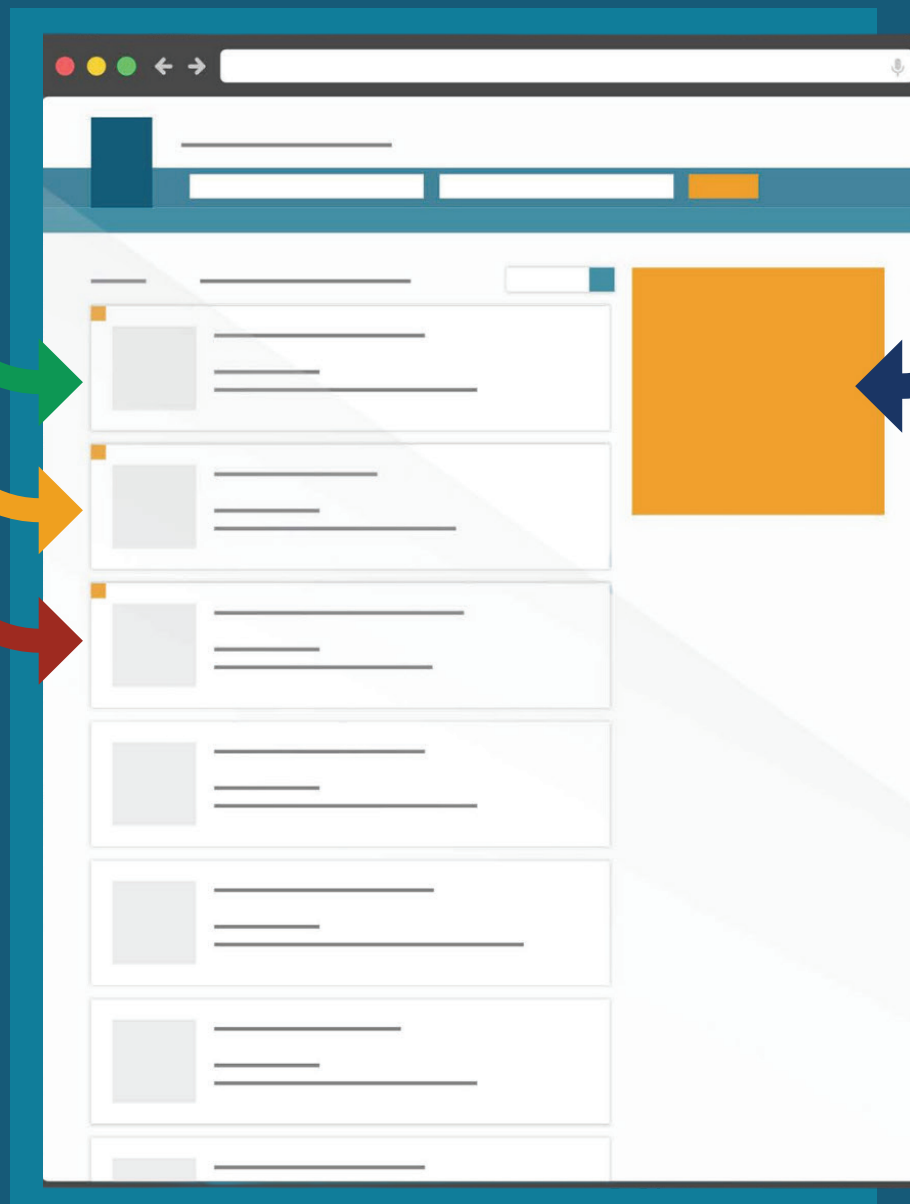
Learn how to make the most of your Accreditation with BBB by contacting your account representative today.





BETTER BUSINESS BUREAU SERVING WESTERN MICHIGAN

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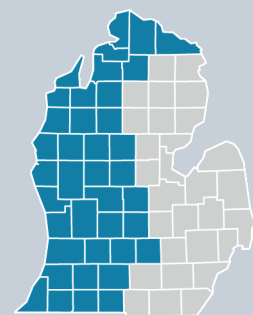
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Want 5-Star Reviews?

BE MORE *than* JUST GOOD

at What You Do!

By Troy Baker

More so than ever, businesses rise and fall with the number of review stars they have online. Customer reviews have become a vital component of a company's reputation and success. But being a good plumber, electrician, contractor etc... isn't enough for customers to want to share their good experiences. We all know unhappy customers are more likely than happy customers to leave a review. So what do businesses need to do to make an impression that will bring in those 5-star reviews?

The Better Business Bureau looked at positive reviews for the HVAC industry and found "skill and knowledge" wasn't the most mentioned trait. "Affordability" came in sixth. So if it's not price and skill, what motivates customers to leave a good review? Your personal skills. It's about the relationship you build with the customer. Make no mistake, price and competence are important. They are both among the most likely reasons for negative reviews. But if you want a positive review when the job is done, you need to do more than just good work at a fair price.

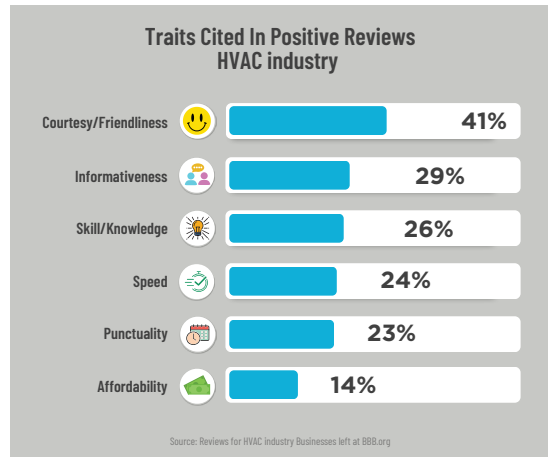
Using the HVAC industry as an example, the BBB found the most cited trait used in positive reviews (41%) is Courtesy and Friendliness. Greet the customer with a smile. Make an introduction. Listen to what they need. Take your shoes off or cover them when coming into the house. These simple steps set the stage for a great experience the customer will want to share with others. The second most cited trait (29%) is Informativeness. Be knowledgeable, and let the customer know what is going on. Help them understand not just what you are doing, but why. This feeds directly into the impression that you have Skill and Knowledge about the job, which was the third most cited trait (26%). Speed and Punctuality were other important factors. No customer wants to wait. Be honest

about your timelines and be on time. All of these traits come in well ahead of Affordability, which was cited in just 14% of positive HVAC reviews. In the end, the price tag doesn't lead to more reviews;

it's the personal connection you and your team make with the customer. Not only do these relationships lead to more reviews, but more importantly, they lead to repeat business.

There is one other key element to bringing in 5-star reviews: you need to ask. Don't leave and hope the customer decides to leave you a review. Hope is not a plan. Find a system to ask for reviews from your happy

customers. There are a lot of options on the market, free and subscription, to help businesses encourage customer reviews. BBB Accredited Businesses have access to the Review Solution Platform for free as part of their Accreditation. Talk with your BBB Account Manager to learn more about this program. No matter what system works best for your business, building trust through excellent people skills can turn one-time customers into loyal clients and pave the way for a thriving business in a competitive market. In the end, it's not just about providing a service; it's about creating a memorable and positive customer experience.





HAPPY ANNIVERSARY ACCREDITED BUSINESSES

Pictured are some of the businesses who are celebrating 10, 20, and 50 years of BBB Accreditation. These businesses have not only upheld their vow of trust and ethics, but continue to exemplify the value of accreditation. We thank you for proudly honoring the Sign of a Better Business and your continued dedication to providing a more trustworthy marketplace.



A CELEBRATION

of **Trust, Ethics** and *Baseball*

By Katie Grevious

The Better Business Bureau was proud to celebrate individuals and businesses in the community for their contributions to trust and ethics during the 2023 Trust Award Celebration. The event was held in July at the Pepsi Stadium Club at LMCU Ballpark in front of more than 100 guests. The event was also streamed live on our YouTube page. The annual event recognized our three scholarship recipients, who each received \$1,500 thanks to the generous support of Meijer. The event also honored three businesses marking 50 years of BBB Accreditation. The ceremony ended with

the presentation of the 2023 Trust Award to Mr. Chris Andrus, of Mitten Brewing and the Mitten Foundation. The event was emceed by Michelle Dunaway, Morning Mix Co-host and Community Relations Manager at FOX 17. Following the ceremony, Chris threw out the first pitch and then joined attendees in enjoying the West Michigan Whitecaps baseball game. The 2023 Trust Award Celebration was a success thanks in part to our judges, staff and event sponsors. Thank you to all who participated. We look forward to the 2024 Trust Award Celebration.



A Great Big THANK YOU TO OUR



SPONSORS



Due to your generous support in recognizing trustworthy businesses in our marketplace, you make celebrations like this possible. Thank you!

WELCOME

to the Newest Members of our BBB[®] Accredited Business Family



THE SIGN OF A
**BETTER
BUSINESS**
Find one at BBB.org

New BBB Accredited Businesses, added from 1/1/2023 to 4/30/2023

All Seasons Cleaning, Ludington
Grand Traverse Veterinary Hospital, Traverse City
Gremore Garage, LLC, Manistee
Johnson Medical Insurance Agency, Coldwater
Krisch Tree Removal, Tustin
LaPierre Services, Williamsburg
Leading Edge Surveying, Cadillac
Legacy Labor, Inc., Cadillac
Property Revolution, LLC, Martin
Quality Asphalt Paving, Inc., Homer
Repairs By Josh, West Olive
Safe Harbor Technologies, LLC, Hamilton
Shepard Professional Surveying, PC, Battle Creek
Siwecki Builders, Inc., Gaylord
Torch Lake Concepts, LLC, Bellaire
Total Door Service of Grand Traverse, LLC, Buckley
Tree Fella's, LLC, Lake Odessa
Watchdog Cyber, Spring Lake
WHL Construction, Inc., Watervliet
Wonus Cleaning, Homer
Cleaning Solutions Customized LLC, Rockford
Costello Paving, Dewitt
Sparkle & Shine Cleaning Services of West Michigan, LLC, Grand Rapids
TOPPS Roofing & Construction, LLC, Middleville
Forest Hills Holistic Health, Grand Rapids
Homestead Door, LLC, Wayland
KT Moore Lawn and Snow Care, Leroy
Paws A While Pet Services, Clare
Points West Land Surveying, Montague
Reliant Pest Control LLC, West Olive
Reyouvenate Regenerative Medicine Clinic, Petoskey
Two Peninsulas Advertising, Coldwater
Maddox Windows, Grand Rapids
Saks Wellness Center, PC, Gaylord
Xecutive Builders LLC, Belding
Priced Right Auto-Nunica, Nunica
Evlite Comp LLC, Battle Creek
Beauty Sleep Aesthetics, Rockford
The Love Agency, Norton Shores
ACR Performance, Muskegon
All Walls Audio, LLC, Greenville
Alpine Pressure Washing, LLC, Gaylord
Blasch Consulting Services & Support, LLC, Bellaire
Blue Ox LLC, Kalkaska
Bonga's Pressure Washing Services, Saint Johns
CF Power Washing, Portage
Dowd Tree, Allendale
edmaurer2, Hastings
Ethos Homes, Inc., Grand Rapids
Glass Traditions, LLC, Sturgis
J & H Cleaners, Cedar Springs
Kodiak Emergency Vehicles, Grand Ledge
Summit Builders, LLC, Kalkaska
Then and Now Painting and Decorating, Pellston
Webster Custom Interiors LLC, Lowell
West End Body Shop, LLC, Grand Rapids
Key Rescues LLC of Grand Rapids, Grand Rapids
Memories Traverse City Rental LLC, Traverse City
Auto Sport, Inc., Grand Rapids
Bennett's Xtreme Power Washing & Detail, Muskegon
Aim Asphalt Paving & Sealcoating, Battle Creek
April Fresh, Gowen
Blue Ox Barns, LLC, Kalkaska
Chief Trees and Consulting, LLC, Sheridan
GRBS, Grand Rapids
Kazoo Audio, LLC, Portage
Lifestyle Exteriors, Lansing
Marci Browne, Real Estate Broker, Ithaca
Merry Maids of Grand Rapids, Grand Rapids
Merry Maids of Muskegon, Norton Shores
Priority Home Mortgage, Grand Rapids
Pure Cleaning Company, LLC, Rockford
R & R Trailers, Three Rivers
Rosta Usa Corp., Benton Harbor
Select Auto Group, LLC, Wyoming
Autobody USA, Kalamazoo
Autobody USA, Marshall
Autobody USA, Sturgis
Autobody USA, Otsego
Autobody USA, Coldwater
Autobody USA, Portage
Autobody USA - Battle Creek, Springfield
Autobody USA - Three Rivers, Three Rivers
Mills Siding & Roofing, LLC, Kalamazoo
Mills Siding & Roofing, LLC, Grand Rapids
The Adventure Agency, Coloma
A2I Wheel and Tire, Comstock Park
Clearly Clean Cleaning Services LLC, Niles
Gordon's Asphalt Maintenance & Snow Plowing, Grand Rapids
Impact Dumpster, Grand Rapids
Impact Renovations, Belding
Watermark Pools, LLC, Galesburg
Worth It Asphalt Seal Coating, LLC, Battle Creek
Frontline Framing, LLC, Williamsburg
Hayes Plumbing & Drain Cleaning, Charlotte
Property Renovation Expert, Grand Rapids
Annick Building Services, LLC, Gobles
Apple Street Law Office, PLC, Hastings
Blue Marble Solar, Ithaca
Brad Pipe Remodeling, LLC, Rockford
ERS, Delton
Fast N Cheap, LLC, Lansing
JM Lawn & Landscape, LLC, Mulliken
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Mikes Residential Builders, Muskegon
Polhamus Accounting Services LLC, Eaton Rapids
Reynolds Custom Woodworking, Shepherd
RM Groundworks, LLC, Ravenna
Robbins Mechanical Services, LLC, Newaygo
Selby Lawn Care, LLC, Portland
Character Interiors, Kalamazoo
E. Dowd's Crane Service, LLC, Cedar Springs
Holland Cutting Board Company, Zeeland
Infinite Design Painting, Finishing and Wall Covering, Lansing
Jeff Newberg, Realtor, Muskegon
McNeill Criminal Law, Hastings
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Top Gun Custom Homes & Remodeling, Shelbyville
TPC Construction, Wyoming
All About Home Services, Gaylord
A-1 Climbers Tree Service, LLC, Kalamazoo
B & H Handyman Services, Wyoming
Brushin' Outta Time, LLC, Gaylord
Elite Pipeline Services, Inc., Allendale
Hutchinson Septic & Excavating, Lake City
Joe Homebuyer of West Michigan, Grand Rapids
Roth Electric Sound, Mt Pleasant
Spectrum Contracting & Construction, LLC, Cedar
Taylor Enterprize, New Buffalo
Trailer Consignments LLC, Lansing
West Michigan Exterior Products, Cedar Springs
Home Pro Roofing, Ionia
The Grounds Guys of Holland MI, Holland
AA Drywall & Services, Rosebush
Ayers Contracting, LLC, Interlochen
Bayside Plumbing, LLC, Buckley
Connection Electric, LLC, Crystal

Fenix Hardwood Restoration, Lawton
Gutter Shutter of Grand Rapids, LLC, Ada
Harner Roofing & Construction, LLC, Six Lakes
Innovations Custom Homes & Remodeling, LLC, Caledonia
Intrepid International, Grand Rapids
JB Virtual Enterprises, Inc., Traverse City
Larry's Handyman, LLC, Paw Paw
Mario's Landscape Maintenance, Frankfort
Masterpiece Flower Company, Byron Center
Mayday Mold Solutions, Zeeland
MWS Autos, Grand Rapids
North Coast Coatings, Williamsburg
Powered Engineering LLC, Twin Lake
Speck and Spotless Cleaning, Traverse City
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Mann's Tree Service, LLC, Hickory Corners
Matthew's Pro Cleaning LLC, Grand Rapids
McFadden Tree Service LLC, Marshall
PCE Insurance Agency LLC, Grandville
SoundOff Signal, Hudsonville
T & J Lawn Care, Hopkins
Tekton Builders, Traverse City
Grand Bay Electric, LLC, Kentwood
Alternative Roofing Solutions, Battle Creek
Conrad Signings, LLC, Battle Creek
Eckman Landscape & Construction, Lowell
Industrial Solutions, LLC, Grand Rapids
J & A on-site RV Repair Services, Cedar Springs
Lifts, Ladders and Docks, Schoolcraft
Peppino's Pizza Express, Allendale
Plainfield Trading Center, Grand Rapids
Rein Cleaning Services LLC, Grand Rapids
Rennhack Orchards Market, Hart
The Neon Shop, Inc., Vermontville
Tony's Plumbing & Drain Services, LLC, Traverse City
Upstream Landscape Maintenance and Design, LLC, Belding
VanBuren Drywall, Interlochen
Karen Storms, Realtor, Grand Rapids
Denny's Home Repair & Handyman Service, Traverse City
Next Level Electric, LLC, Plainwell
Northern Mitten Building, Gaylord
Port Pediatric Dentistry, PC, Holland
WestMitten Renovations, LLC, Hastings
Burpee Flooring, LLC, Hopkins
CareLinc, Grand Rapids
Fred's Pizza & Italian Restaurant, Grand Rapids
Simple Roofing, LLC, Grand Rapids
Walters & Hemming, LLC, Traverse City
Concept Custom Painting, Jenison
Gunderman Construction, Harrietta
Ninja Services, Gaylord
ProCraft Structures, LLC, Sturgis
Putt Putt's Bar & Grill, Grand Rapids
ROK Systems, Belmont
Rustoration Services, LLC, Kalkaska
Worthy Construction, LLC, Kalamazoo
The Cleaning Fairies, LLC, Portage
Bloomscapes, LLC, Rockford
Corporate Cleaning and Facility Services, Ada
Eye Candy Lash Co, Muskegon
Great Northern Tree Services, Grand Rapids
J. Elite Tax Connection, Kentwood
Johnson's Roofing, Holland
K&C Landscaping and Handyman Services, Saint Joseph
Keuvelaar Construction, Grandville
Nice Twice Remodeling, Sand Lake
Out of the Woods Tree Services, Lowell
PaintersDirect, Marne
Regal Floor & Surface, LLC, Grand Rapids
Reitaliano's Asphalt & Concrete, Fife Lake
Simpatico Roofing, Grand Rapids
The Metal Shop, LLC, Bellevue
WeDoltAll.com, Vermontville
WJ Contracting LLC, Battle Creek
Wood Tech Hardwood Flooring, Vicksburg
Custom Construction, Manistee
R & Family Tree Service, Ionia
Paratus Investigative Solutions, Three Rivers
Ace Handyman Services Grand Rapids SE, Grand Rapids
Ada Dance Academy, Ada
Affordable Flooring & More, LLC, Charlevoix
Brooks Cleaning Services, Grand Rapids
Century 21 C Howard, Kalamazoo
Clutch Mechanical LLC, Saugatuck
Double Diamond Taxi Company LLC, Petoskey
Inso Supply, LLC, Gaylord
McBride Custom Homes, Petoskey
MI Preferred Lender, LLC, Grand Rapids
Perfectly SQ Exteriors, Grand Haven
Purple Home Improvements, LLC, Athens
Smith Roofing, Allendale
At The Top Tree Service LLC, Crystal
Center Pointe Repair, LLC, Hastings
Garage Kings West Michigan, Alto
Kuzins Equipment, LLC, Morley
Magallon's Construction LLC, Ionia
Reed City Tire Center, Reed City
Rescue Rehab, LLC, Grand Rapids
Right Lead Bookkeeping, Caledonia
Roach Legal Group, Muskegon
Thatcher Wealth Management, Grand Rapids
Top Gun Construction Services, Shelbyville
Viking Sign Solutions, LLC, Howard City
Quintessential Finishes, Charlevoix
Albion Investment And Loan, LLC, Portage
Birch Grove Carpentry, Plainwell
Cannon Concrete Construction, Inc., Rockford
Essential Aroma MMT, LLC, Kentwood
Grayline Homes LLC, Grand Rapids
HR Properties & Restoration, Kent City
J & A Building Services, LLC, Grand Rapids
Jesse's Painting, Rothbury
John Kaminski State Farm Agent, Fremont
Juniper Holiday and Home, New Buffalo
Langfeldt Mechanical, LLC, Scottville
M & S Construction, Rockford
Miller Family Lawncare Services, LLC, Charlotte
Move Moore, Grand Rapids
Nelson Remodeling & Construction, Grand Rapids
Nicole Stroven Wright, Realtor, Grandville
Rock Creek Homes, LLC, Grawn
Tyler Home Improvement, Portage
VanHeukelum Construction & Development, Gobles

ACCREDITED CHARITIES

Wedgwood Christian Services, Grand Rapids
Senior Neighbors Inc., Grand Rapids
 Children's Advocacy Center (Children's Assessment Center of Ottawa County), Holland
Grand Traverse Regional Land Conservancy, Traverse City
Comprehensive Therapy Center, Inc., Grand Rapids
 Grand Rapids Community Foundation, Grand Rapids

Down Syndrome Association of West Michigan, Grand Rapids
United Way of the Lakeshore, Muskegon
 Goodwill Industries of West Michigan Inc., Muskegon
Meals on Wheels of Western Michigan, Grandville
 Kids' Food Basket, Grand Rapids





FRESH FACES

FALL 2023 BUSINESSES:

Fred & Sons Airduct & Carpet Cleaning LLC, Caledonia

Fred & Sons Airduct & Carpet Cleaning is a family-owned and operated air duct and carpet cleaning business servicing Grand Rapids and surrounding areas. The company also offers dryer vent and upholstery cleaning services.

The Perfect Translation LLC, Lawton

The Perfect Translation is a Michigan registered translation agency serving clients in the greater Kalamazoo area. They handle all aspects of translation services including translation, editing and proofreading from English to other languages and vice versa.

Challenge Island Northwest Michigan, Traverse City

This Island-themed program for kids is aimed at meeting the comprehensive social, emotional and intellectual needs of today's playful, creative child and tomorrow's globally successful adult through STEAM (Science, Technology, Engineering, Art and Math) Education.

CHARITIES:

Kid's Food Basket, Grand Rapids

Kids' Food Basket exists to increase access to healthy food for children and families. This nonprofit organization mobilizes resources to break down barriers that cause food insecurity. Services include a Sack Supper program, community-driven farming, family food provision and educational programming.

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