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A Word from Our CEO

Greetings and Happy New Year!

First, I would like to take the opportunity to briefly reflect on 2023 as we continue to learn so much from our Accredited Businesses and Consumers within our communities. Throughout this past year, we had the opportunity to meet with so many of you in person, allowing us the opportunity to hear your needs and experiences. We have participated in community initiatives with you, and attended many wonderful community events which reinforced my belief that we live and work in an extraordinary place.

As we incorporate our experiences of 2023, our Better Business Bureau team, our Board of Directors, and I will advance initiatives based on your feedback. We will continue to partner with our Accredited Businesses to expand the resources and benefits of accreditation. In 2024 we are focused on creating networking opportunities for businesses to connect and further expand their networks, allowing for new avenues to drive your businesses. We are excited to be rolling out new Trade Scholarships, expanding our impact and supporting youth opportunities to work in the trades. Plus, we are focused on a Partner Saving Program to bring added benefits of your accreditation back in savings to your business.

Finally, I would like to recognize our outgoing Board President Rob Van Sullichem for his unwavering support of the Better Business Bureau. Rob is always the first to support an initiative or volunteer, and made countless valuable connections with local businesses and our communities during his term. Thank you, Rob, for your leadership and all you have done for the BBB!

I am also very pleased to welcome Michael Stapleton as our 2024 Board President. Michael has been a valued Board member for many years. On behalf of the BBB, I am eager to collaborate with Michael, our Board of Directors, and our Accredited Businesses to advance our initiatives in this coming year.

Here at the Better Business Bureau of Western Michigan we are supporting businesses while empowering consumers. Our BBB serves and supports trustworthy businesses, enriches communities, and empowers consumers. We do this through providing accessible and impartial information, objective standards and relevant resources that foster a marketplace built on trust. We are looking forward to an amazing year in 2024 and accomplishing great things. I am proud to be a part of this impactful mission and service driven organization.

To our continued success,

Lisa Frohnappel
President and CEO,
Western Michigan Better Business Bureau



BBB[®] BEACON

Volume 5 • Issue 1 • Spring 2024

BBB Beacon Magazine is a publication of the Better Business Bureau in Western Michigan Educational Foundation for the businesses and communities that it serves.

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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.



GIVING YOU *and* YOUR BUSINESS MORE IN 2024

By Troy Baker

The Better Business Bureau is excited to bring you and your business a number of new programs, benefits and events in the coming year. These projects have been in the works behind the scenes, and are finally ready to go live. These programs are designed to bring additional benefits to our BBB Accredited Businesses, encourage best practices to help you get the most of your BBB Accreditation, and make an impact in the community and marketplace. If you have any questions about these programs please reach out to your BBB Account Manager or Troy Baker at troy@westernmichigan.bbb.org.



Helping Bring Students Into the Trades

The Better Business Bureau knows how important it is to encourage young people to consider careers in the trades. After considering the best way to support local businesses in these industries and young people exploring their career path, we are excited to roll out our BBB Trades Scholarship. The purpose of this scholarship is to not only encourage students in the class of 2024 to consider a career in one of the trades, but to help businesses like yours stand out and connect with these potential employees. Through our Better Business Bureau Educational Foundation (a 501c3 nonprofit organization) a fund has been set up to help students offset the costs of taking a job in the trades. Unlike a traditional college scholarship, which sends the money to a school, this fund will reimburse students for expenses like tools, tool belts, work clothing, etc... We expect payouts to range between \$50 and \$1500 depending on the need. The application window for students will begin in March, with awards taking place in late May and June. Thank you to our initial program sponsors, Mercantile Bank and PR Design Build. You can learn more about this program, how to sponsor or support it, and how it will work, at https://www.bbb.org/local/0372/bbb_wmi_awards/trades.

Best Practices Could Bring You FREE BBB Accreditation

We want to make sure all of our BBB Accredited Businesses get the most out of their Accreditation. History has shown us there are some specific steps that will help businesses find that success, and we want to help you take those steps. Starting in January, the BBB began offering an Accreditation Contest. BBB Accredited Businesses that complete four easy steps will be entered into a drawing, with the winning business receiving free Accreditation at their next renewal. Most businesses have already completed one or more of the steps. So what do you have to do to enter?

1. Have the authorized BBB Accredited Business Seal on your website.
2. Use the BBB Accredited Business Seal in two other ways (three if you don't have a website). Options include, but are not limited to, in your office, on vehicles, on clothing, business cards, invoices, advertising or marketing materials etc...
3. Log into your BBB.org business portal and make sure your business information is up to date.
4. Make sure your BBB.org Business Profile catches the eye of potential customers by including at least one picture or video.
5. Complete the entry form found inside the BBB.org business portal.

Most businesses have already completed one or more of these steps and are just an application away from possible free accreditation at your next renewal. If you need help accessing the BBB.org business portal or completing any of these steps please contact your Account Manager: they would be happy to help.



SAVE THE DATE:

Two BBB Educational Foundation Golf Outings in 2024

The Better Business Bureau of Western Michigan Educational Foundation is excited to be holding two golf outings in 2024 to raise money for our free fraud prevention programs in the community. These programs help thousands of students and seniors learn about and avoid scams. Join us at one, or both, of these great events and help support these valuable community programs.

Monday, May 13th:

Kalamazoo Country Club - Noon shotgun start

Thursday, September 12th:

Boulder Creek Golf Club - 10am shotgun start

Learn more at

<https://www.bbb.org/local/0372/wmiprograms/golf>



What Do You Want and Need from Your BBB Accreditation?

We want to make sure we are providing you the most value and resources. That means periodically checking in to get your thoughts and opinions. In 2024 we will be holding periodic meetings across our service area with groups of BBB Accredited Businesses like yours, seeking your input on what is working, and what else you would like to see from the Better Business Bureau. If you would like to participate please let us know by registering at <https://www.cognitofirms.com/bbbforms/bbbroundtableinterestform>

We hope you will consider taking part in one or more of these new programs. If you have other suggestions on how the BBB can better serve you and your business, please let us know or register to take part in one of our stakeholder meetings.

SAVING You and Your Business MONEY

By Troy Baker

We know you and your business do what you can to save money throughout the year. The Better Business Bureau wants to help. That is why the BBB is rolling out a new Savings Program for BBB Accredited Businesses. The BBB has spent the past couple months collecting offers from BBB Accredited Businesses and community partners, discounts only made available to other BBB Accredited Businesses. By connecting BBB Accredited Businesses, we can not only help organizations save money on things they need anyway, but also get your business in front of potential customers you may not have connected with in the past. Sponsored by BHS Insurance, the BBB Savings Program has a number of exclusive offerings for BBB Accredited Businesses. This includes group medical, dental, vision, life and disability plans. There are also special retirement planning services, workers compensation, liability coverage and more. BHS is also offering savings on personal coverages such as auto, homeowners, and individual life.

If you are an accredited BBB business, you can offer discounted insurance options to your team.

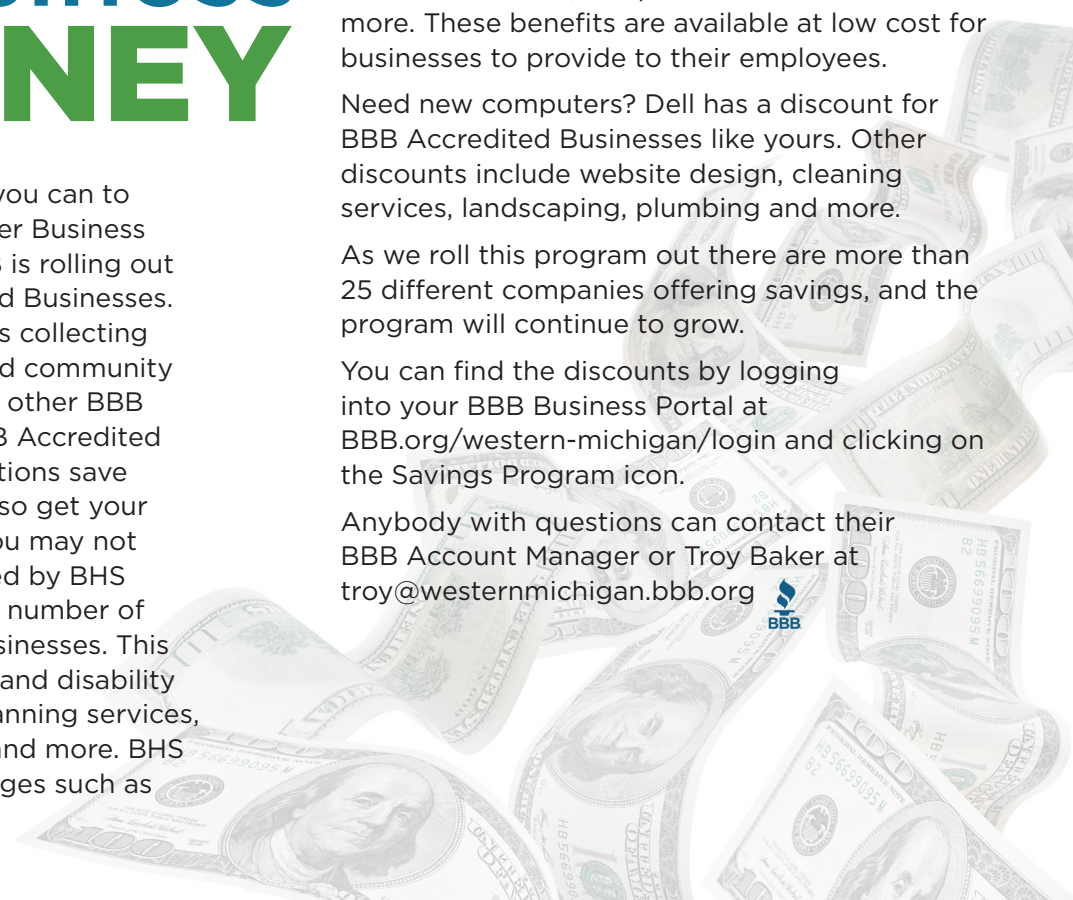
Another exciting program is through a BBB Accredited Business called Avibra. This company offers a wide range of employee discounts and benefits, including Life and AD&D benefits, health Savings Plans, Roadside Assistance, Teletherapy and Telemedicine, cell phone discounts and more. These benefits are available at low cost for businesses to provide to their employees.

Need new computers? Dell has a discount for BBB Accredited Businesses like yours. Other discounts include website design, cleaning services, landscaping, plumbing and more.

As we roll this program out there are more than 25 different companies offering savings, and the program will continue to grow.

You can find the discounts by logging into your BBB Business Portal at [BBB.org/western-michigan/login](https://www.bbb.org/western-michigan/login) and clicking on the Savings Program icon.

Anybody with questions can contact their BBB Account Manager or Troy Baker at troy@westernmichigan.bbb.org



BBB Educational Foundation Golf Outings

Money raised goes towards our free fraud prevention programs in the community. Join us at one, or both, of these great events in 2024.

Monday May 13th
Kalamazoo Country Club
Noon shotgun start

Thursday September 12th
Boulder Creek Golf Club
10am shotgun start

**Scan to learn
more and register**





TAKING CARE of MENTAL HEALTH

Stressors are taking its toll, not only on personal but work life.

People are faced with a constant barrage of challenges each day, and some of those challenges may elicit stress. The BBB in Western Michigan interviewed representatives from BBB Accredited Charity Wedgwood Christian Services about current mental health challenges and the best way for individuals to combat stressors.

To give some background, Wedgwood Christian Services, located at 3300 36th St. SE in Grand Rapids, is one of Michigan's most highly regarded mental health & behavioral health experts for helping hurting children, teens, families, and adults, and is dedicated to boldly taking on the toughest issues facing them today through residential care, counseling services, and community programs. Wedgwood provides a wide-range of social services to meet the needs of the community. Their comprehensive continuum of care is one of the largest among social services agencies in the state of Michigan and their mental health resources are open to any child, teen, family, or adult who are looking for help, regardless of beliefs.

They described stress as an emotional response caused by an external trigger whereas anxiety is defined by the experience of persistent excessive worry that won't go away even in the absence of a stressor.

According to the Mental Health Foundation, many things can cause stress including: relationships, finances, grief, and work/school. Even positive changes can lead to stress. Loneliness has become a leading cause of stress in more recent years with the social isolation that was brought on by the global pandemic. Individuals can manage stress through strategies like practicing self-care and mindfulness, exercising, getting enough sleep, laughing, positive self-talk, practicing deep breathing, and connecting with others.

In a recent study done by BetterUp, they identified that more than three quarters of U.S. workers suffer from some kind of stress in the workplace. Some of the major factors impacting work related stress were workload, lack of support, role ambiguity, toxic leadership, and no appreciation. It's important to find healthy coping mechanisms to overcome these stressors. For example, individuals can establish healthy work/life boundaries, practice self-care, and try to identify their triggers.

"COVID-19 has played a significant role in individual's mental health," they shared. "We know that trauma has a way of revealing itself over time. Since 2020, we have been experiencing a mental health tsunami that we are just beginning to understand the full breadth of."

More recent studies show that 4 in 10 high school students experience persistent feelings of sadness and hopelessness. Minorities are especially at risk. For example, African American children are 2x more likely to die by suicide. As a result, 53% of caregivers are fairly or very concerned about their children's mental and emotional health.

There are even more sobering statistics: According to the CDC, 14% of young men and 30% of young girls have considered suicide. In fact, the second leading cause of death among youth - as young as 10 - is suicide. The CDC data shows that the suicide rate has risen by 16% from 2011 to 2022.

COVID-19 has also had a significant impact on the use of social media, with teens and adults, and even kids filling the interaction void online. Social media can be so enticing to kids and young adults because they are searching for community, a place where they are understood, and where they can openly talk about what they are dealing with.

Wedgwood Christian Services says parents can help alleviate some of that stress by:

- Providing guidance and oversight to social media use. Remind kids (and probably ourselves, too!) that most things on social media are oversimplified. It's also important to have conversations about what makes for a reliable, trusted source of information.
- Creating a space for them to have these conversations in real life - whether that be with parents, teachers, or school guidance counselors, or with therapists. Having someone who knows the child and can understand the big picture and context is useful.
- Kids need to feel believed, capable, and safe. Even if you don't totally understand what your child is dealing with or feeling, approach the conversations with an open mind, curiosity to understand and be willing to learn more.
- Reach out to a mental health professional who can help your child navigate their challenges and support you as you parent them through this.

The world has become a much more challenging place in the past few years and Wedgwood Christian Services gives this advice, "When anxiety, depression, or other mental/emotional health concern presents as a barrier to the completion of day-to-day responsibilities, ability to have healthy interactions, or your ability to meet your own basic needs then it's time to seek help."



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A CELEBRATION OF TRUST & ETHICS

By Katie Grevious

The Better Business Bureau is proud to recognize the 2023 recipients of the annual Torch Awards for Ethics. Five local organizations were presented their awards during an event at the J.W. Marriott hotel in Grand Rapids this past November. Held in conjunction with our partners at the Economic Club of Grand Rapids, the event was attended by the recipients, guests, and around 500 business and nonprofit leaders. The event is made possible by a number of generous supporters, and recognizes organizations that operate with a dedication to Trust and Ethics.

Businesses and nonprofits across the BBB Serving Western Michigan's 38 county service area were encouraged to apply or nominate an organization. The finalists and winners were chosen by a panel of judges made up of business and nonprofit leaders in the community.

"We are honored to showcase those who build trust in their communities, and demonstrate a strong commitment to ethics," says Lisa Frohnafel, President and CEO of the Better Business Bureau in Western Michigan. "This year's winners and finalists put a great emphasis on these values and it is apparent in their work."



Meet the winners of the 2023 BBB Torch Award for Ethics

TEAM BOB'S HEATING, COOLING & PLUMBING

Empowering employees to be the one you can recommend

Investing in employees. That is how Team Bob's Heating, Cooling & Plumbing in Traverse City aims to live up to their tagline "The One You Can Recommend." The company has provided HVAC and plumbing services and installation in the area for over 40 years. President and Owner Charles King says the key to their success is creating a work environment that fosters employee growth, success and pride. He says that translates directly to how his employees interact with customers.

"What's always set us apart is, well, the way we started out the first day in business," says King. "We showed up when other people wouldn't. We're a service organization that shows up 24 hours a day, day or night."

King says training, communication and involvement in the community all help get employees invested in the company, and create trust among customers. King says his employees feel empowered to do the right thing out in the field.

"They go into people's personal private homes. If they find a situation in which there's a family, or there's an individual, who's doing everything they can, and they're in trouble, our employees are empowered to take care of the situation right then."

King says receiving an award by a third party like the BBB shows the company is on the right track.



CALDER CAPITAL

We are all a team and family

Calder Capital in Grand Rapids offers business evaluations, which are offered to buyers and sellers of businesses. They also represent sellers and buyers looking to make business acquisitions.

“Everything that we do and all the advice that we give and how we act is in the best interest of the client,” says Managing Partner Max Friar. “We want clients to make decisions that we would make as people in their same position.”

While the company handles business, it’s all about family. That’s something very important to Friar. He says his door is always open, and there is little sense of hierarchy. He says it is important to him that as the company continues to grow, that culture will be maintained not only for internal success, but external as well.

“We exist in an industry where there are unfortunately some short sighted actors and I think that to me it makes a big difference that this award recognizes that we’re a long term thinking and planning company, and culturally the staff is very much aligned with that idea.”



AYERS BASEMENT SYSTEMS

Redefining the contracting industry

Ayers Basement Systems will take basements and crawl spaces from dark, damp places to fully remodeled, finished and usable spaces. They also do foundation work, concrete repair, and even have subsidiary companies to help with electrical and plumbing needs.

The company demonstrates trust in their community by educating, advising and walking alongside people, according to CEO Zack Krieger. He says Ayers Basement Systems takes pride in investing in their employees so they can be the best versions of themselves.

“Developing a place where people feel safe at work, where they’re on fire for their job, where they really love to partner with the people that they work with and have a place where they can develop, grow, advance, and really just champion, that’s like job one,” says Krieger.

Krieger says the passion for the job bleeds into the work, creating excitement for customers because they get to see the results. He says this creates sustainability and lets Ayers Basement Systems keep doing what they’re doing.

“At the end of the day, I think your actions speak louder than words,” says Krieger. “If we’re backing up what’s in our purpose manual with the behavior that we show our employees, I think trust just naturally develops.”



WEDGWOOD CHRISTIAN SERVICES

When it comes to helping West Michigan, there is no individual leadership. It is a community effort. That is the tone set by Wedgwood Christian Services as they seek to provide counseling and educational services to youth, adults and families. The organization also connects people with preventative programs and mental health resources.

Kris Witters, HR Director at Wedgwood says that effort is easy to achieve, because the staff all align with the same mission.

“As we seek to support the folks with the greatest needs, they see there is a passion in the staff,” says Witters. “It drives the desire and motivation to work through difficult problems for the best results for the clients.”

When it comes to trust, Witters says nonprofits have a greater responsibility to their communities, because that is where the funding comes from as well.

“This is my society at large saying these services are valued. They’re needed for our community,” says Witters. “So I need to act with integrity and ethics and recognize they’re trusting me with their resources.”

Witters says the goal is to catch clients at a young age, at a time where they can be equipped with better skills and resources to help them make better decisions in the future.



CATCHMARK TECHNOLOGIES

First you give and then you serve

CatchMark Technologies offers and manages technical services like server, network and application support, cybersecurity, and digital marketing and media services like web design, social media management and content creation.

For Managing Partner Brent Raeth, it is all about servant leadership. While it is easy to open your checkbook to give back, Raeth says for him and his company, acts of service are the best way to build trust.

CatchMark Technologies is very community-focused. Some of their projects include maintaining a camera on top of the White River Light Station in Whitehall at no cost. They also provide free service to the Arts Council of White Lake. They also manage and maintain free Wi Fi for the downtown Whitehall area. During the pandemic, their crew developed streaming services for local high school sports, so families could still watch their kids play when attendance was not allowed. This program has grown into a West Michigan sports network, providing coverage of a variety of sports and activities for many West Michigan lakeshore community schools.

“I think when you serve and you give your time, you give your resources, you give your talents to the communities and the places that you’re at, it just naturally builds trust,” says Raeth. “It’s super important that you get out and you serve people. It’s good for you. It’s good for the community and it’s a win win.”

Raeth says the foundation of the company is to help people, and to win this award is a huge credit to the team at CatchMark Technologies.

“To win an award like this means that my whole team is doing something right,” says Raeth. “It means the hard work we do, it’s paying off.”



The Better Business Bureau would also like to congratulate this year’s finalists for the Torch Awards for Ethics:

Active Training Consultants, LLC, Decks by Vets and More LLC, Natalia Mae Photography, Sable Point Wealth Management, Hydro-Chem Systems, Inc., Sharp Construction, LLC, All-Weather Seal of West Michigan, Inc., Vredevoogd.

Thank You

To all who participated, nominated and facilitated this year’s BBB Torch Awards for Ethics. A special thank you to the Economics Club of Grand Rapids for their ongoing partnership with this annual event. Together, we can make Western Michigan the most trusted marketplace in America.

JUDGES

Bill Coderre - Junior Achievement

Ken Estelle - Feeding America West Michigan

Andrea Owens - Hourglass Testing Solutions

Abby VandenBerg - Maple Hill Auto Group

Nick Hutcherson - Hutcherson Construction

Jerry DiTrapani - Grand Valley State University

Eric Payne - PR Design Build

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



Torch

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for **Ethics** SM

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INCREASE YOUR CURB APPEAL

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Brian Diemer
Owner, Vice President

WHERE TO BEGIN

Are you getting ready for Spring but feeling stuck in a rut when it comes to your landscape? Everett's Landscape Management is here to help! We have been providing landscape solutions to be proud of since 1956, so bring in the professionals to help evaluate what needs to be done.

Your property has unlimited opportunities! Our proven process when evaluating any landscape is to determine what detracts, what looks good, what can be enhanced, and what can be added to create the landscape of your dreams. All it takes to begin this process is a walk around your property with one of our professionals.

Our first step is finding the portions of your landscape that detract from your best presentation. This might include pruning off dead branches, digging out an old stump, redrawing a bed line, or removing some of your existing plantings. Allow us to help you determine what needs to go. We can haul away debris, recycling most of it, and you'll never see it again. By removing these items from your landscape, we will be able to bring new life and flourishing—even if you think your yard is helpless!

At the same time, our professionals will determine what looks good and what can stay on your property. You may see a plant you've never noticed before, but with the correct attention, it may flourish. Maybe a flowering shrub needs a little pruning. Here at Everett's, we love plants! We look at the existing landscape and work to enhance the beauty you already have with specifically chosen plants for any location throughout your property! The right tree in the right place can bring so much

pleasure- whether it provides shade on a hot day, spectacular fall color, screening, or reminds you of a loved one! Adding plants to your landscape can easily change your landscape for the better.

For a more do-it-yourself landscape projects, come to Everett's Gardens! It's Where Plant Lovers Go!

Along with new plantings, we also have a variety of special features we can add to your landscape! Water features such as a bubbling rock can bring a calming aspect to your property. AquaPots can give a pop of color in every season with seasonal arrangements in a premium, professional planter. The possibilities are endless with options to fit in any budget!

Fertilizer is a great way to enhance your property as well. Our 5-Step fertilizer program can enhance your lawn and take it to new limits. Your lawn will be the talk of the neighborhood. A little fertilizer can also strengthen your plants and promote plant health and vitality. Get your flowers blooming again! Fertilization throughout a plant's life is a simple step that ensures lasting beauty. Just don't forget to stay on top of your watering! Our professionals can recommend what new is needed on your property to make your yard flourish.

After all your hard work, you may find yourself walking that stepping stone path to the backyard to see the next plant blooming or just sitting back and enjoying your new landscape that is sure to wow! Come to Everett's Landscape Management for all of your landscape needs!



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Growing Problems *for the* UNLICENSED

By Troy Baker

From the random guy on Facebook who wants to help with your roof, to long-standing remodeling companies, a lot of unlicensed builders and companies have been flying under the radar. But there is a push to not only call these companies out, but protect consumers who have been harmed by these unlicensed builders.

A longstanding requirement for Better Business Bureau (BBB) Accreditation is that the company has the necessary competency licensing. In Michigan, this often means either a Residential Builders license, or a Maintenance and Alteration License with the appropriate classifications for the work being performed. The BBB also deals with a lot of mechanical contractor, plumbing, electrician licenses and more. We feel it is important that someone working on a consumer's home has not only demonstrated a basic competence, but has also followed the rules and law. If they cut this corner, what other corners are they willing to cut?

Every week the Better Business Bureau identifies or rejects companies that are operating without the necessary licensing. Per BBB policy, these companies are informed of the licensing requirements and encouraged to bring their company into compliance. Those that don't are identified on their BBB.org business profile with an alert to customers informing them that this particular company does not have the license needed for the work they perform. It's a warning that gives consumers a key piece of information about a business, and helps those that have the right licensing stand apart from those that don't.

Not surprisingly, many of these unlicensed companies also have complaints from consumers about poor quality or unfinished work. That's where an initiative from the State of Michigan steps in. Started in 2023 as a partnership between LARA and the Michigan Attorney General's Office, they are working to encourage licensing while getting consumers their money back. The program is called the Unlicensed Builders Pretrial Diversion Program. Consumer complaints are made to LARA, which verifies the builder is unlicensed. If they meet other criteria for the program, the information is passed on to the Michigan Attorney General's office. Eligible builders can avoid criminal charges by paying full restitution and quickly becoming licensed. Victims of unlicensed builders are encouraged to file complaints with the Department of Licensing and Regulatory Affairs for swift action.

There is also an added financial risk for unlicensed builders. Michigan Court rulings have made it difficult for unlicensed builders to collect when a customer refuses to pay. They don't have the same access to traditional collection methods available to licensed builders, such as liens and lawsuits. Most times unlicensed builders are left hoping the consumer pays as planned or doesn't know their rights. Of course, all of this can be prevented by obtaining the correct licensing.

If you are a BBB Accredited Businesses, then we know you already have the correct license. For other businesses that aren't sure, you can check with LARA at michigan.gov/lara or reach out to the BBB. Our team deals with licensing issues every day and is happy to help. Just call 616-774-8236 or email info@westernmichigan.bbb.org.



Elevate Your Digital Footprint: Unleashing Compliance Power in 2024

By: Melvina Hasic - Advertising Review Specialist

As we enter and settle into the new year, it's the time businesses are looking to tune and revamp their goals for an even stronger year. One of the biggest opportunities for any type of business is their digital advertising department. The beginning of the year is a perfect time to look over the company's website and social media to make sure it's in compliance with ethical advertising. To simplify this process we have put together a comprehensive checklist inspired by the Better Business Bureau's Code of Advertising:

1. Truthful and Transparent Messaging

- **Check Claims Accuracy:** Review all product or service claims on your website to ensure accuracy. Verify that you can substantiate any quantitative statements with evidence.
- **Avoid Deceptive Tactics:** Confirm that your website content does not use misleading imagery, headlines, or any other elements that may confuse consumers.

2. Clear Pricing

- **Transparent Pricing:** Review all pricing information to guarantee clarity. Include all applicable fees and charges, and avoid hidden costs.
- **Crystal Clear Sale Terms:** "Sale" claims require a substantial price cut below usual for a limited time (30 days max, with proof beyond that).

3. Protecting Consumer Privacy

- **Privacy Policy Update:** First of all, an e-Commerce business must make sure they have a visible Privacy Policy on their website. If you already have a Privacy Policy, ensure that your website's privacy policy is up-to-date and complies with current regulations.
- **Security:** Confirm your website is secured, especially if you are collecting sensitive information such as credit cards or social security numbers.

4. Clear and Conspicuous Disclosures & Guarantees

- **Important Disclosures:** Assess the visibility of important disclosures such as terms and conditions, pricing, and disclaimers. Ensure they are easily accessible and not hidden.
- **Crystal Clear Guarantees & Warranties:** Review that any guarantee and warranty claims clearly and conspicuously include a statement where the complete details of the warranty can be seen prior to sale such as written by the claim, linked to where to find more information on the website, or a phone number to call for more information.

5. Fair Competition Practices

- **Ethical Comparisons:** If your website includes comparisons with competitors, double-check that the information is accurate and fairly presented.
- **Avoid Unsubstantiated Claims:** Ensure that your business does not make unsubstantiated claims about competitors or their products.



Achieving optimal success in marketing is greatly enhanced when the creation of engaging materials aligns seamlessly with compliance standards. Consumers will not only be captivated by your online presence, but they will also be more committed to your company and brand thanks to your commitment to ethical business practices. We hope this checklist acts as a compass for your company as you navigate your website and other online marketing platforms.

Our BBB takes immense pride in the ethical businesses thriving in our community. The Ad Review department is always ready and available to assist you with any needs related to your advertising.

Contact your Account Manager today with any questions about ethical advertising.





Increase Your Reach with Digital Advertising

ENHANCED LISTINGS

Your BBB Regional Account Manager creates a custom plan for your business.

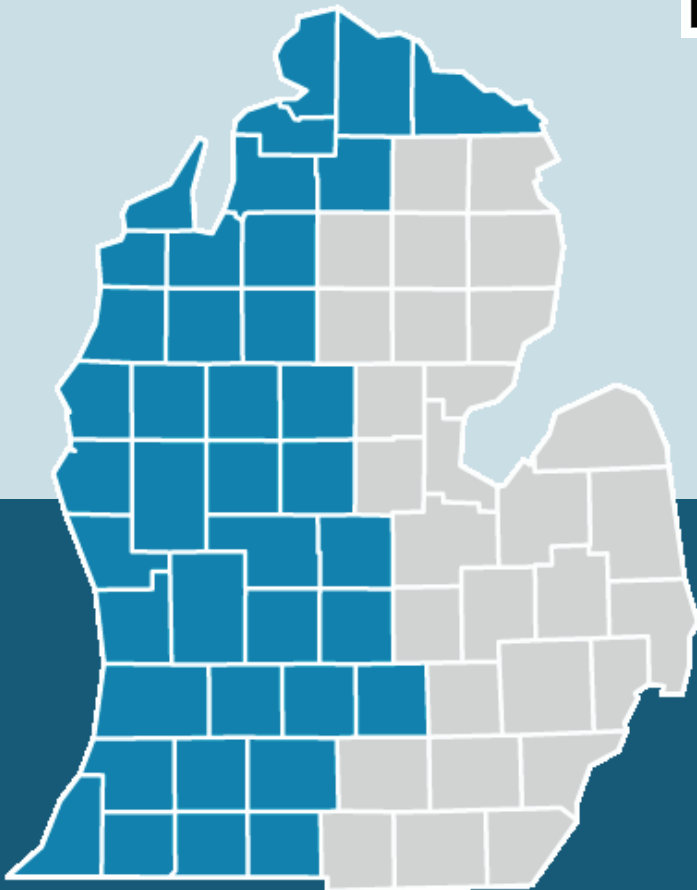
The screenshot shows a search results page for 'Roofing Contractors' on bbb.org. It features several enhanced listings for businesses like Hutcherson Construction, LLC, Above Roofing, and Veenkamp Roofing & Siding, LLC. Each listing includes a BBB Accredited Business badge, a BBB Rating of A+, contact information, and a 'Get a Quote' button. On the right side, there are display ads for Summit Point Roofing Co. and West Michigan Whitecaps. At the bottom, there is a banner ad for Lifestyle with the text 'We're Here to Help For a FREE Estimate Call 989-436-2488 www.lifestyleext.com'. Green arrows point from the 'ENHANCED LISTINGS' callout to the search results, and from the 'DISPLAY ADS' callouts to the respective ads.

DISPLAY ADS

DISPLAY ADS

Target your area(s) of service, your industry, and highly qualified customers who are visiting bbb.org looking for your services.

Connect with your
Regional Account Manager
today to discuss pricing and
availability.



Representing YOU and YOUR BUSINESS in 2024

The Better Business Bureau of Western Michigan is proud to welcome two new members to the BBB Board of Directors in 2024. Both new board members bring unique experience and skillsets to the board. The BBB Board of Directors are elected by BBB Accredited Businesses. Each member is allowed to serve up to two consecutive three-year terms. The board meets regularly to provide guidance and oversight of the BBB and the programs offered to businesses and the community. The new Board of Directors members are:

Eric Payne

*CEO/Sales Manager at
PR Design Build LLC*

Why are you a supporter of the BBB?

Educating customers on what a good and honest company looks like creates a better environment for small businesses. Educating and uplifting small business through coaching on ethical business practices creates a better community for us to live in. The BBB helps with both of those areas and gets my full support.

Why did you agree to serve on the BBB Board of directors?

I am a natural problem solver and love to help people. I cannot think of a better organization that allows me to do both.

Tell us about yourself.

Growing up I helped my father remodel rental homes. That pointed me in the direction of a career in construction. I enjoyed finance and problem solving, which directed me to pursue an MBA. This year marks my 10 year anniversary with my wife Rachel. We met in our accounting class at Davenport University, where my father-in-law was the professor. We have two daughters, Audrey (4), and Addyson (2). We also have two dogs, Ranger and Remi. We attend Daybreak Church in Hudsonville. I am currently the Vice President of the Lakeshore Home Builders Association. I love what I do for work, and also enjoy exercise, traveling, hunting and fishing.



Andy Klinger

COO at Centennial Securities

Why are you a supporter of the BBB?

The success of a business is intertwined with the success of its community. By investing in programs that tackle local challenges, championing social causes, and nurturing talent pipelines, businesses become true partners, not just extractors. This reciprocal commitment strengthens both the company and the community, creating a cycle of positive impact.

Why did you agree to serve on the BBB Board of directors?

Centennial has a history of supporting the BBB and its activities in our community. I'm proud to be able to continue that support and partnership. I believe that businesses have an obligation to give back to the communities they serve, and am eager to continue fostering a strong partnership between the BBB and the business community.

Tell us about yourself.

I am a seasoned technology & operations professional with a proven track record of success in starting, growing, and acquiring businesses. I am a passionate advocate for giving back to the community and am excited to join the board of directors of the Better Business Bureau (BBB) and support the next generation of business leaders in Western Michigan. Originally from Cadillac, I moved to the Grand Rapids area for school where I met my wife. We have been here ever since. Outside of work, I am an avid outdoorsman, enjoying camping, golf, and wildlife photography. I am also a passionate learner, always seeking opportunities to expand my knowledge and make meaningful connections with others.



2024 BBB Board of Directors



Executive Committee:

Chair – Michael Stapleton: Mercantile Bank

Vice Chair – Dan Morrison: West Michigan Whitecaps

Treasurer – Derek Steele: Meijer

Secretary – Tina Kyger: CTI Mechanical

Member at Large – Jessica Ann Tyson: JA PR/Candied Yam

Immediate Past Chair – Rob Van Sullichem: EverDry Basement Waterproofing

Board Members

Adam Aukerman- Beko Corporation

Lynn Chen-Zhang- Zhang Financial

Tim Dye- Dye Communications

Marcus Jackson- Fifth Third Bank

Andy Klinger- Centennial Securities

Andrea Owens- HourGlass Testing Solutions

Eric Payne- PR Design Build

Sarah Raymond- Fox Motor Group

Jason Reyes- Amway

Janet Zahn- GR Climate Coalition



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Satisfied Customers.

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616.878.2686

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 9/1/2023 to 12/31/2023

- Agile Bodywork**, Grand Rapids
- Augustine Solar LLC**, Allendale
- Bluebird Roofing Co. LLC**, Alto
- Buis Mattress & Bedroom Furniture**, Holland
- Derek's Garage Doors Sales & Services LLC**, Battle Creek
- Fireproof Wealth Management LLC**, Grand Rapids
- Fortress Floors of Michigan**, Rockford
- Horizon Exterior Cleaning**, Allendale
- Lake Michigan Painting and Remodeling**, Grand Rapids
- S.H.S Repair LLC**, Sturgis
- Zerorez**, Portage
- Bartholomew Construction, LLC**, East Jordan
- Deep Care Cleaning**, Gaylord
- AJ's Custom Coatings and Detailing**, Morley
- Biofuse Wellness PLLC**, Grand Rapids
- Golden Construction, LLC**, Augusta
- JSK Home Care LLC**, Stanton
- M22 Blinds & Window Treatments**, Traverse City
- N6 Repair**, Clarksville
- Northern Michigan Movers**, East Jordan
- Page Family Construction, LLC**, Constantine
- Vada Ames Drywall Finishing, LLC**, Marne
- Midwest Roofing**, Grand Rapids
- Outside Edge Concrete Construction**, Lake City
- A Skills Painting**, Berrien Springs
- Alspaugh Construction**, Tustin
- Boudoir by Kim Culver**, East Jordan
- Bryce Beckett Builder, LLC**, Grand Rapids
- Chewie's Pawsibilities, LLC**, Kalamazoo
- Haddix Sand And Gravel LLC**, Grand Ledge
- Jeremy Crump, Realtor**, Wyoming
- M. Miller & Sons Roofing**, Holton
- Mallory Pole Buildings, Inc.**, Mattawan
- Meggison Tents & Events**, Traverse City
- MI Electrical Solutions**, Grand Rapids
- Ruff's Carpentry and Decks**, Stevensville
- Marco Makes It Happen Services LLC**, Byron Center
- Ralph Potter Drywall**, Stevensville
- All Pro Painting**, South Haven
- Awards Plus**, Levering
- Faith In-Home Care**, Zeeland
- Home Traders of Michigan, LLC**, Grand Rapids
- McGuire's Big Boyz Toyz, LLC**, Edwardsburg
- Nature's Helping Hand**, Norton Shores
- Painting With a Twist Grand Rapids**, Walker
- Rutgers Law**, Grand Rapids
- Spending Time LLC**, Grandville
- Velzen Law Offices, PLLC**, Grand Rapids
- West Michigan Tool**, Grand Rapids
- Hekker & Sons**, Grand Rapids
- Tricia's Cleaning Pros**, Shepherd
- Confidence Beyond Hair Studio**, Grand Haven
- Avanti Ins Solutions**, Belmont
- Boat Lifts Direct, LLC**, Holland
- Busy B's Cleaning and Handyman Services**, Baldwin
- CherryLand Contracting Services**, Kalkaska
- Health Motion Physical Therapy Services, Inc.**, Kentwood
- Home Poets Construction & Seamless Gutters**, Newaygo
- Martial Arts Training Center LLC**, Paw Paw
- Potter Building Group**, Zeeland
- Reds Dumpsters**, Greenville
- Restored Construction, LLC**, Grand Haven
- Southwest Electric LLC**, Vicksburg
- Three Peaks Roofing**, Lowell
- True Line Construction**, Lowell
- Warner Oil Company**, Coldwater
- Wildlife Control Pros**, Bear Lake
- Deming's Auto Collision Service**, Hastings
- Archimedes Plumbing LLC**, Howard City
- Beauty Bar 201**, Niles
- Bemis Concrete Construction**, Bloomingdale
- Fur Baby Bliss, LLC**, Saranac
- Grand Law Attorneys**, Grand Rapids
- Katharos Catering**, Buchanan
- Matrix Home Solutions**, Kalamazoo
- SOS : Shared Office Spaces**, Lansing
- The 1530 Events**, Grand Rapids
- Wholesale Seating LLC**, Alto
- Berngo Safaris, LLC**, Cedar Springs
- McWilliams & Company, LLC**, Marne
- TC Remodel**, Traverse City
- Decorators' Choice**, South Haven
- Drip Window Washing LLC**, Grand Rapids
- EZ Lawn & Snow**, Kalamazoo
- Gould Brothers Builders**, Marne
- Kiley Trefil Realtor/ Home Staging**, Perrinton
- Mary Cooper With Re/max By The Lake**, Saint Joseph
- Melse Fire Protection**, Rockford
- OnlyTints Window Tinting, LLC**, Niles
- Over A Ton Contractors**, Mt Pleasant
- Propel Landscape Management, LLC**, Grand Rapids
- Rising Grinds Cafe**, Grand Rapids
- Rivers Beauty Esthetics, LLC**, Holland
- Simple Wellness Solutions, LLC**, Grand Rapids
- Steve Nyhof Designs LLC**, Holland
- Tint On Mobile LLC**, Holland
- Versadri LLC**, Dorr
- Magic Glass of Grand Rapids**, Grand Rapids
- Luxury Lifestyles**, Grand Rapids
- Crazy Clean MI**, Orleans
- Bosch's Landscape Specialists, LLC**, Holland
- Brookville Pediatric & Internal Medicine**, Rockford
- Caleb's Garage Door Service, LLC**, Eaton Rapids
- CMC Painters Plus**, Grand Rapids
- Dave Cole Decorators**, Sparta
- Duckworth Excavating**, Battle Creek
- Liquidation Land**, Wyoming
- Purchase Green Artificial Grass West Michigan**, Lowell
- Renewed Homes**, Grand Haven
- Timothy Wright, Realtor**, Walker
- 616 Handyman Services LLC.**, Holland
- Riverside Printing**, Grand Rapids
- Painted Turtle Endeavors**, Hastings
- Planet Fitness Traverse City**, Traverse City
- Tenney's Painting**, Alba
- TidyUp Elite**, Grand Rapids
- Amara Saunas**, Alma
- Arvron, Inc.**, Grand Rapids
- BeYoutiful Image Consulting**, Grandville
- Cedar Rock Self Storage LLC**, Rockford
- Discount Bakery Equipment**, Wayland
- Elite Scrap Metal Pickup**, Grand Rapids
- Extra Cleaning Services**, Grand Rapids
- Finding Balance Counseling Center LLC**, Lowell
- Inprocess Counseling LLC**, Grand Rapids
- Kyson's Landscaping & More LLC**, Kalamazoo
- Michael A Kraley CPA**, Muskegon
- Naturally Creative Home Services**, Big Rapids
- Power Up Electric Services LLC**, Ionia

Redeemed Mobile Boutique, Grandville
Semper Fi Builders, Inc., South Haven
House of Vape, Grand Rapids
269 Foam Insulation Barns n More Concrete Lift Services, Dorr
Aubertin Tree Service, LLC, Alden
Auto Appraisal Group West Michigan, Hudsonville
Clearwater Construction, Wellston
Complete Roofing & Repair, LLC, Jenison
EverLine Coatings and Services Grand Rapids, Grandville
HF GFX & Printing, Grand Rapids
Marooners' Rock Marina, Alanson
Reed Law, Kalamazoo
The Mitten Case Management and Professional Nursing Services, Casnovia
Way Maker Plumbing LLC, Manton
Wellness Co., Zeeland
Woods Heating & Cooling, LLC, Harbor Point
Emmis Bridal Boutique, Cadillac
Emmis Closet LLC, Cadillac
Handy Andy's Handyman Services, Traverse City
A Healthier You Counseling Center PLLC, Grand Rapids
EC Tires & Repairs, Muskegon
Labor of Love Scrubs LLC, Kalamazoo
New Song Residential LLC, Cedar Springs
OCC, Alto
Septic Savers of West Michigan, Grand Rapids
Trinity Prep Center, Kalamazoo
Drewski Handyman Services, Traverse City
JLH Lawn Care & Snow Removal, LLC, Ludington
Perennial Accents, Saint Joseph
Anything Wired Inc, Traverse City
Becky Laughlin Agency, LLC, Mattawan
Brian Clinger, Realtor, Grand Rapids
Cherry Grove Adult Foster Care LLC, Cadillac

Daves' Electric LLC, Mesick
Get Busy Exteriors, Holland
Hammer Masonry, Gowen
Hometown Builders of Greater Lansing, LLC, Dewitt
Lime Creek Contracting, LLC, Maple City
Northern Spark Electric, Maple City
Phenix Security, LLC, Grand Rapids
Prestige Plumbing Services, LLC, Caledonia
Shilander Collision, Inc., Ludington
Statewide Towing & Auto Recovery, Bear Lake
California Closets Company, Inc, Grand Rapids
WellNow Urgent Care, Battle Creek
WellNow Urgent Care, Sturgis
WellNow Urgent Care, Holland
WellNow Urgent Care, Kalamazoo
WellNow Urgent Care, Benton Harbor
WellNow Urgent Care, Cadillac
WellNow Urgent Care, Niles
WellNow Urgent Care, Plainwell
WellNow Urgent Care, Cascade
WellNow Urgent Care, Portage
B & K Auto Repair, LLC, Grand Rapids
Building Bridges Professional Services, Grand Rapids
Heartland Builders, LLC, Grand Rapids
Hope Builders, LLC, Grand Rapids
Smith's Heating & Air, LLC, Eaton Rapids
At the Bedside L.L.C., Traverse City
C5 Electric L.L.C., Paw Paw
Day Star Motel, Baldwin
Enerco, Grand Ledge
Flowmark, Grand Ledge
Green n Go Mobile Services, Kalkaska
Hydrochem, Grand Ledge
Love's Cleaning Co., Traverse City
Northern Plumbing & Heating, LLC, Cedar
Seiter Brothers Lumber, Clare

Midwest Handyman Services LLC, Middleville
Tall Pines Construction, Coloma
G&R Tree Surgeons, Greenville
4TIER Solutions, LLC, Grand Rapids
Aldrich Construction, Grand Ledge
All Access Signs, LLC, Mt Pleasant
Black Pearls of Genealogy, Kalamazoo
Cousins Heating & Cooling Services, Inc., Charlotte
CSM Group, Kalamazoo
Dynamic Energy Studio, LLC, Wyoming
Grand Rapids Public Museum, Grand Rapids
Hambly Water Conditioning, Grand Rapids
Let's Talk Trash Dumpster Rental, Trufant
Rick Rottschafer Builder, Zeeland
Schnepp & Sons Painting, Greenville
Shipp Home Builders, Hudsonville
The Olive Branch Boutique, Paw Paw
Valley City Linen Co., Grand Rapids
West Michigan RV Rentals, Muskegon
Yoder Boxes, Cedar
1 Call Property Services, Kingsley
Bodey Electric LLC, Wayland
Fireplace Gallery of Grand Rapids, Grand Rapids
Holland Towing, Holland
Mackinaw Parasailing, Mackinaw City
Marcias Creations & Gifts LLC, Weidman
MP Quality Homes, LLC, Belmont
Perkin's Custom Remodel, Grand Rapids
Roc Construction, LLC, Hudsonville
SM's Brush N Roll Painting, Harrison
The Boujee Baby, LLC, Lakeview
Timberlake Homes, LLC, Spring Lake
Tom Hammond Construction, Allendale
A Mother's Touch, Grand Rapids
Core Realty Partners, LLC, Muskegon
G Francis Jewelry and Estate Buyers, Grand Rapids

BENEFITS OF BBB ACCREDITATION



Greater Exposure

Your company is listed as a BBB Accredited Business, putting you in front of potential customers looking for a trustworthy business.



Enhanced Credibility

The BBB Accreditation Seal adds additional credibility to more than 400,000 businesses across North America.



BBB Get a Quote Program

Consumers can instantly request quotes from BBB Accredited Businesses directly from your customized business profile page.



Differentiation

Accreditation shows that your company is committed to the BBB Standards for Trust fueling customer confidence and sticking out from the competition.



Business Tools

BBB provides access to business tools and resources to make it easier for you to run your company and thrive in a competitive marketplace.



BBB Business Profile Page

Build your business profile to showcase your products, services, and track record in the marketplace.



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