

BETTER BUSINESS BUREAU IN WESTERN MICHIGAN



BBB[®] BEACON

Summer 2023

Partnering
in **TRUST**





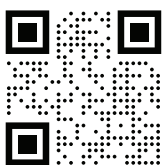
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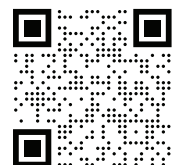
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Find a Better Business



**THE SIGN OF A
BETTER
BUSINESS**™



Become a Better Business



A Word from Our CEO

I am proud to be serving our strong communities within Western Michigan that are built on sound ethics, and focused on partnering in trust. Our programs and partnerships continue to support over 68,500 businesses in western Michigan, both Accredited and not Accredited.

In today's fast changing environment, trust may be more important than ever. This is why you should turn to the Better Business Bureau as a resource, whether you are a business or a consumer. For businesses, we have resources to help you stand apart from your competition. BBB Accreditation also makes a difference for our consumers. From January 2023 through April 2023, more than 61.6 million consumers utilized BBB.org to search for trusted providers. 400,000 of those searches were here in Western Michigan, looking for businesses just like yours.

With more and more information online, the marketplace continues to be a complex arena to conduct business. Consumers are becoming more educated on doing research before purchasing or spending money. Consumers know BBB Accredited businesses have gone through a review process. They know these businesses run a trustworthy operation, have the right licensing and meet our strict standards. This holds weight with consumers. It gives your business the advantage you need to win a contract or job, or attract consumers to your product. If you are Accredited, you should be proud of that and share it on all your platforms. This includes all branding opportunities: skins of vehicles, billboards, websites, mailing materials, etc. Be proud of the trusted brand that you are a part of.

Personally, I was recently looking for a number of services, ranging from car repair, pest control, to landscaping services. It made a difference when I saw that Accredited Business logo on the BBB.org listing and the company websites. I knew the BBB did the research for me, and that they were a reputable provider with trustworthy ethics. With some other sites it can be hard to tell what's real and what's paid advertising. Some sites allow you to buy a higher rating. Not the BBB. That is why my family and I trust the BBB with my personal needs as well.

To the business owners, remember that the BBB has a number of services and programs to help your organization. Connect with your Account Manager to make sure you are taking advantage of it all.

For the consumers out there, we have so many resources for you as well. Just check out BBB.org. There you will find educational material on questions to ask when making important decisions, signing contracts, etc. Plus, you have the opportunity to compare different businesses to help you, before the work is done. And don't forget to go to BBB.org and leave a review for the businesses that go above and beyond for you. We always want to help consumers resolve issues, but we also want to help lift up and support those businesses that do it right. This helps Western Michigan businesses continue to shine as one of the best places to do business.

Thank you for helping us create communities that are rooted in Trust and Ethics.

Lisa Frohnepfel
President and CEO, 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.



Free Educational PRESENTATIONS for Local Business Leaders

by Troy Baker

“The customer isn’t always right, but they are always the customer.” This is a favorite quote that is used in the Better Business Bureau Educational Foundation’s 5 Gestures of Trust Presentation. We have all been told, “the customer is always right.” But anybody who has been in business for more than five minutes knows that isn’t true. We have all had customers who were flat out wrong. For many businesses, the problem isn’t that the customer is wrong, but how the business handles the situation when it comes up. Can you thread the needle by resolving the issue with that customer in a way that keeps the door open to them coming back and, more importantly, encouraging their friends to become customers as well in the future? How a business handles these situations says a lot about the company’s culture, ethics and reputation.

“The customer isn’t always right, but they are always the customer.”

The Better Business Bureau Educational Foundation has been presenting 5 Gestures of Trust to local business groups since 2018. Based on BBB research, this free presentation looks at five characteristics business leaders should focus on to make sure they are building a culture based on trust and ethics. And it matters more

than some may think. Trust isn’t a given. In fact, according to the 2022 Edelman Trust Barometer, nearly 60% of people say their default tendency is to distrust something until they see evidence it is trustworthy. You don’t get the benefit of the doubt, so building a culture and reputation of trust and ethics helps you and your company stand out from the crowd. And it’s not just with customers. Employees notice as well. Edelman says 61% of employees say they choose, leave, avoid or consider employers based on company values and beliefs. Your reputation affects all elements of the business. The 5 Gestures of Trust presentation helps leaders think through how they operate, and reinforces the positive qualities they bring to their company.

At the same time, the BBB knows businesses need to watch out for the growing number of scams in our community. It’s not just individuals being targeted; businesses are a big focus for scammers. Employees at a local auto repair shop reached out to BBB about a popular scam. The problem was, the staff was split over whether the threat was real or fake. The caller claimed to be from the power company. He said someone was on the way to the shop to turn off the power due to an overdue bill, and unless someone went to the store and paid the balance via gift card, the power would likely be out for days. Some on the team recognized this as

a scam. Others worried that, if it was true, the company would be shut down for days until the bill was paid and the power was turned back on. They wanted to know what the BBB thought. This is one of many scams targeting small businesses. Many are more sophisticated than this, but scammers are good at finding ways to instill fear and confusion, which often helps them get money and access to personal information. The BBB’s Small Business Scams presentation helps business groups educate their members on what is happening in West Michigan, and how businesses can protect themselves.



Helping Build **WISE** CONSUMERS

by Troy Baker

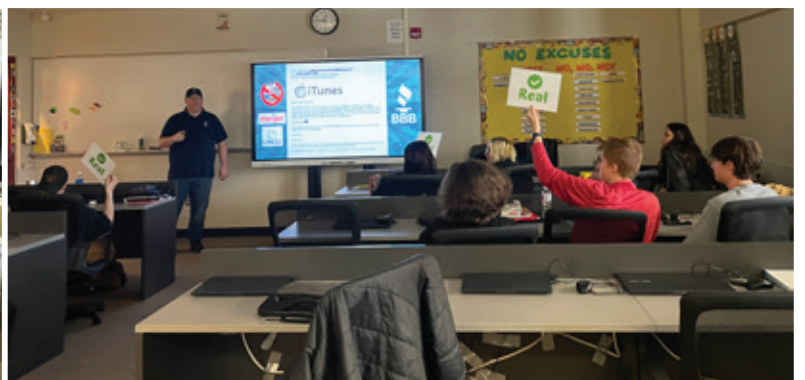
Why does the BBB talk so much about scams? It's a question we get regularly. The truth is there are many reasons. Our mission is to promote a trustworthy marketplace, and scams erode trust. Plus, by showing consumers what to avoid, we are also showing them how to find trustworthy businesses that they can trust. This is good for them, and businesses, because we know every dollar sent to a scammer is a dollar not spent at a local business. While the BBB has been giving presentations to business and community groups for decades, the BBB Educational Foundation made them a major part of the nonprofit's programming in December 2018. The number of free presentations given to local groups and schools has grown significantly over the past 5 years. It started slow, but since December 2018 the BBB Educational Foundation has given 461 presentations to more than 12,000 people. The Foundation is protecting our parents and grandparents with the Fighting Financial Fraud

program, which helps seniors learn to spot scams and tell the difference between offers that are real and those that are scams. Seniors traditionally lose the most money to scams, so it is important that we help them avoid these cons. And while seniors lose the most money, young people are the most likely to fall victim to these scams. That is why our BBB Scambusters Program is in area schools. This game challenges students to work together in teams to determine if examples are real or a scam. It also introduces them to the BBB and the services we have available to help them find honest and trustworthy businesses. The program continues to grow, with more than 5,000 students attending in 2022. You can learn more about these programs at BBB.org/wmiprograms. There, you can also make a tax deductible donation to the BBB Educational Foundation to help support the growth of these programs in our community.

BBB Scambusters is presented with the generous support of:



Fighting Financial Fraud is presented with the generous support of:



SECURE your Identity

by Troy Baker

It was a shocking lack of security.

A West Michigan tax preparer, forced to move from her home, leaving cabinets full of old customer returns in the abandoned garage. As a local reporter looked around the property, he found a burn barrel in the backyard, half-filled with tax returns that hadn't been burned as intended. As he sifted through the paperwork, he found names, addresses, phone numbers, social security numbers, income statements and more. When confronted, the tax preparer blamed her son, who she had told to burn it all, but who apparently didn't.

This lack of care for sensitive information had people understandably upset. But how many people just toss that same information in the trash themselves, left open for anyone willing to look through the trash? While it is critical that the people we trust keep our private information safe, each of us is responsible for doing the same. The good news is that a number of local BBB Accredited Businesses are working to help people secure their identity through events that allow consumers to shred sensitive documents for free.

"My husband used to take care of all the bills and receipts. After he passed away, things just started to pile up," one local customer told PFCU at a recent shred event. "One of the tellers mentioned to me that they were shredding sensitive documents for free on Saturday. I called up my daughter and asked her to help me gather up anything that I didn't need hanging around with sensitive information. To my surprise I had 3 boxes of things to shred. I appreciate the free service for people like me. I didn't know how to dispose of it properly."

That customer isn't alone. Most people don't know what should be shredded and when. Local shred events, like those hosted by PFCU and LMCU, are designed to allow people to shred the old bills, tax documents and other forms free of charge. In many cases the shred companies like West Michigan Document Shredding are also BBB Accredited Businesses.

"As various forms of identity theft and fraud continue to be prevalent, shredding of documents that have any personal information is an important step to protect yourself," says Matt Cook, Vice President of Community Relations for Lake Michigan Credit Union. "LMCU recognizes offering our free Shred events reduces barriers for our members and the community to access shredding services. This service provides the opportunity for anyone to safely dispose of documents that have sensitive information."



So what should you be shredding?

Tax Records: In most cases, the IRS recommends you save tax records for three years after you file. Shred the documents after the required retention period (unless they are needed for some other purpose).

Bank Account Information: This includes bank and credit card statements and canceled checks, especially if they contain account numbers.

Anything Containing your Social Security number: This includes documents that just show part of the number, such as the last 4 digits.

Old IDs and Credit Cards: These may not be able to be run through local shred events, but you can protect yourself by cutting them up, being sure to cut through the numbers and the information strip on the back.

There are two popular times for these events: right after tax day and in fall after kids return to school. Check with your local bank, credit union or on BBB.org to find local shred events throughout the year.



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A SPACE *for Your* Next Event *or* Meeting

by Troy Baker and Stacy Ledesma

Finding a suitable space to host events, meetings, or workshops can be a challenging task for businesses and community groups. However, the Better Business Bureau® (BBB) offers a solution by providing office spaces that cater to the needs of BBB Accredited Businesses and community groups. With multiple options available, these spaces serve as excellent venues for a range of activities.

Event Space: A Dynamic Gathering Area

The event space provided by BBB is a large open area located in the front of the BBB's Grand Rapids office. This flexible space can be adapted to accommodate various layouts based on the event's requirements. It comes equipped with a large whiteboard and a projector, ideal for planning sessions or presentations. The event space is perfect for social events, networking meetups, or after-work gatherings. Additionally, the reservation includes access to the kitchenette, bathroom facilities, and guest internet, ensuring a seamless experience for attendees. The capacity of this space allows for 50 standing guests or 35 seated guests.

Phil Catlett Board Room: Ideal for Meetings and Workshops

For board meetings or workshops, BBB offers the Phil Catlett Board Room. This room provides a professional setting with a large conference table and comfortable seating for up to 15 individuals. A sizable TV and rolling whiteboard are available for presentations, making it suitable for collaborative discussions and strategy sessions. If teleconferencing is required, dedicated sound stations are accessible.

Conference Room: Intimate Work Sessions

The Conference Room is designed for smaller work meetings or discussions. With a seating capacity of seven individuals, it provides a cozy and focused environment for brainstorming sessions or team collaborations. The room is equipped with a rolling monitor and whiteboard, enabling effective presentations. Similar to the other spaces, dedicated sound stations are available for teleconferencing, if needed.

The BBB office, located at 3330 Claystone SE, boasts a convenient location near the Woodland Mall and Calvin University. It offers ample parking for attendees' convenience. Inside the facility, organizations can utilize the large kitchenette and four restrooms, ensuring the comfort of all participants. The office spaces are designed to be flexible, with adaptable seating arrangements to accommodate different needs. Technology for video conferencing and presentations are also available to help enhance your meeting or event.

Reservations are available to BBB Accredited Businesses and community groups free of charge for the first use. A donation to the BBB Educational Foundation is suggested for repeated usage. To learn more about the available spaces and reserve a room, organizations can visit <https://www.bbb.org/local/0372/facility-use>



UN ESPACIO *Para Su* Próximo Evento o Reunión

por Troy Baker y Stacy Ledesma

Encontrar un espacio adecuado para organizar eventos, reuniones o talleres puede ser una tarea desafiante para las empresas y los grupos comunitarios. Sin embargo, Better Business Bureau® (BBB) ofrece una solución al proporcionar espacios de oficinas que atienden a las necesidades de las empresas acreditadas por BBB y grupos comunitarios. Con múltiples opciones disponibles, estos espacios sirven como excelentes lugares para una variedad de actividades.

Espacio Para Eventos: Un Área de Reunión Dinámica

El espacio para eventos proporcionado por BBB es una gran área abierta ubicada en la parte delantera de la oficina de BBB en Grand Rapids. Este espacio flexible se puede adaptar para acomodar varios diseños en función de los requisitos del evento. Viene equipado con una gran pizarra blanca y un proyector, ideal para planificar sesiones o presentaciones. El espacio para eventos es perfecto para eventos sociales, reuniones de networking o reuniones después del trabajo. Además, la reserva incluye acceso a la cocina, baño e Internet para huéspedes, lo que garantiza una experiencia perfecta para los asistentes. La capacidad de este espacio permite 50 invitados de pie o 35 invitados sentados.

Phil Catlett Sala de Juntas: Ideal para Reuniones y Talleres

Para reuniones de juntas o talleres, BBB ofrece la sala de juntas Phil Catlett. Esta sala ofrece un entorno profesional con una gran mesa de conferencias y cómodos asientos para un máximo de 15 personas. Hay disponible un televisor de gran tamaño y una pizarra móvil para presentaciones, lo que lo hace adecuado para discusiones colaborativas y sesiones de estrategia. Si se requiere teleconferencias, se puede acceder a estaciones de sonido dedicadas.



Sala de Conferencias: Sesiones de Trabajo Íntimas

La sala de conferencias está diseñada para reuniones de trabajo o debates más pequeños. Con una capacidad de siete personas, proporciona un ambiente acogedor y enfocado para sesiones de lluvia de ideas o colaboraciones en equipo. La sala está equipada con un monitor giratorio y una pizarra blanca, lo que permite realizar presentaciones. Al igual que los otros espacios, hay estaciones de sonido dedicadas disponibles para teleconferencias.

La oficina de BBB, ubicada en 3330 Claystone St SE, goza de una ubicación conveniente cerca del centro comercial Woodland y la Universidad Calvin. Ofrecemos un amplio estacionamiento para todos los asistentes. Así como acceso para utilizar la cocina y cuatro baños, asegurando la comodidad de todos los asistentes. Los espacios de oficina están diseñados para adaptarse a sus necesidades. La tecnología para videoconferencias y presentaciones también está disponible para ayudar a mejorar su reunión o evento.

Las reservas están disponibles para empresas acreditadas BBB y grupos comunitarios de forma gratuita para el primer uso. Se sugiere una donación a la Fundación Educativa BBB para su uso repetido. Para obtener más información sobre los espacios disponibles y reservar una habitación, las organizaciones pueden visitar: <https://www.bbb.org/local/0372/facility-use>





BBB® Foundation Golf Outing

Presented by: **meijer**

September 21st, 2023
Boulder Creek Golf Club

WHAT TO EXPECT

Our Inaugural BBB Educational Foundation Golf Outing will take place on Thursday, September 21 at Boulder Creek Golf Club. Registration information, pricing, and sponsorship opportunities can be located on our website at bbb.org/local/0372/wmiprograms/golf. Registration includes golf, breakfast before the round and lunch afterward.

Additional drinks and snacks will be available on the course. We look forward to seeing you and your group as we work to protect our community from scams and build a more trustworthy marketplace. If you have questions or would like to learn more about sponsorship opportunities, please contact Troy Baker at troy@westernmichigan.bbb.org or 616-234-0563.

OUR “WHY”

The funds from the golf outing will support the BBB Educational Foundations free educational programs. The Fighting Financial Fraud and Scambusters presentations are designed to educate the public on the different scams taking place and how to avoid them.



[Scan Here
to Register](#)

EVENT SCHEDULE

Registration/Breakfast:
7:30am- 8:40am

Welcome and
Announcements: 8:45am

Shotgun Start: 9am

Lunch and Awards: 2pm



Meet the 2023 **TRUST AWARD** Recipient **CHRIS ANDRUS**

by Katie Grevious

The Better Business Bureau has the pleasure of honoring Mr. Chris Andrus with the 2023 BBB Trust Award. This award honors a business or nonprofit leader that exemplifies honesty, integrity, transparency, and creates an impact in their community and organization. When Andrus started The Mitten Brewing Company with his lifelong friend Max Trierweiler these values were, and remain, top priority. According to Andrus, providing for his community and giving back has been the mission since day one.

Andrus and Trierweiler launched The Mitten Brewing Company in 2012. Like all great startups, it began with brewing beer in a garage.

Community pride was rampant from the start. Planting their flag on Leonard Street in Grand Rapids helped bring revitalization to the West Side, where Andrus grew up. Andrus says there had not been a working brewery on the West Side since prohibition, and he knew this community had a lot of opportunities for giving. After years of the brewery's involvement in charity work, The Mitten Foundation was finally established as a nonprofit in 2017.

Since 2012, The Mitten Foundation and The Mitten Brewing Company have presided over \$450,000 in charitable gifts to improve lives in the Grand Rapids community through a variety of ways: providing meals for food-insecure neighbors, supplying resources to help teen mothers complete their education, preserving Black Baseball in Michigan, providing services, supplies and programming for individuals with disabilities and helping with programming to break the generational cycle of incarceration.

The brewery and nonprofit are now intertwined. That's how Andrus approaches his operations every day; he considers the organization a responsible steward of customers' investments.

"There are hundreds of places to go out and have a meal and have a drink. We want people to know when they spend their money here, the money is well spent and that their investment is taken care of, and that investment shows back up in the nonprofits they care about."

In order to earn those investments from customers, it all comes down to trust. It's something Andrus doesn't take

lightly. He says he's been trying to cultivate that trust his whole life. He recognizes that he is not only working to earn trust from guests, but his employees and the entire community as well.

"Trust isn't something that you own—you rent it—and rent is due every day. I have to come in and keep renting that trust because my position as the founder and owner of the company doesn't really grant me anything if I don't deserve it, if I'm not out there earning it from my team members and my guests."

The work The Mitten Brewing Company and The Mitten Foundation does is humbling,

Andrus says. He says it goes beyond just making products and trying to turn a profit. He does not take for granted the opportunity he has been given to make such a meaningful impact on so many lives.

"What keeps me grinding through the tough times is knowing there are other people and other projects that rely on me coming in every day and doing a good job. There are people who literally may not have meals if I don't come in every day and operate this business, appropriate the money through the foundation and go talk to people and find out what the needs actually look like. So it's added value to my professional life that is immeasurable."

Andrus will be honored at the BBB's annual Trust Award Celebration on July 25 at LMCU Ballpark in Grand Rapids.



An Ethical Future: CELEBRATING BBB Trust Scholarship Recipients

by Katie Grevious

The Better Business Bureau awarded three high school seniors with the 2023 BBB Trust Scholarship award. Students from around Western Michigan submitted essays and were evaluated by a team of BBB staff and trusted local judges representing businesses and nonprofits. The \$1,500 scholarships were presented with the generous support of Meijer. Each student's essay explained the importance of honesty, transparency, and integrity and how each student personally represents the traits. The BBB offers congratulations to each of our scholarship recipients.



Audrey Denhof

Byron Center High School

Demonstrating trust and ethics isn't always easy for a high school student. But, it is something Audrey Denhof says she must do. Making the responsible choice becomes even harder when a long-awaited teenage freedom hangs in the balance. Denhof has epilepsy. She is required to avoid getting behind the wheel within six months after a seizure, even though the state does not require her to report every incident. But Denhof says she will always do the right thing, because it not only affects her, but other drivers on the road as well.

"I have to put my trust in and know that I'm putting other people's safety first before anything else," says Denhof. "I'm always thinking about other people on the road because I know if I were to have a seizure, it would not only affect me, but all the other drivers around me."

Denhof has demonstrated the values of trust and ethics throughout her high school career. Her involvement with the National Honor Society, Student Council, and Varsity Tennis require a level of trustworthiness she does not take



for granted. She says she has to be honest about the calls on the tennis court, because there is not always an official to see what happens.

"Even though your opponent might not be honest, you have to stick with your gut and know that you're doing the right thing by making honest calls."

Denhof plans to attend Grand Valley State University in the fall and study nursing.

Chloe Feather

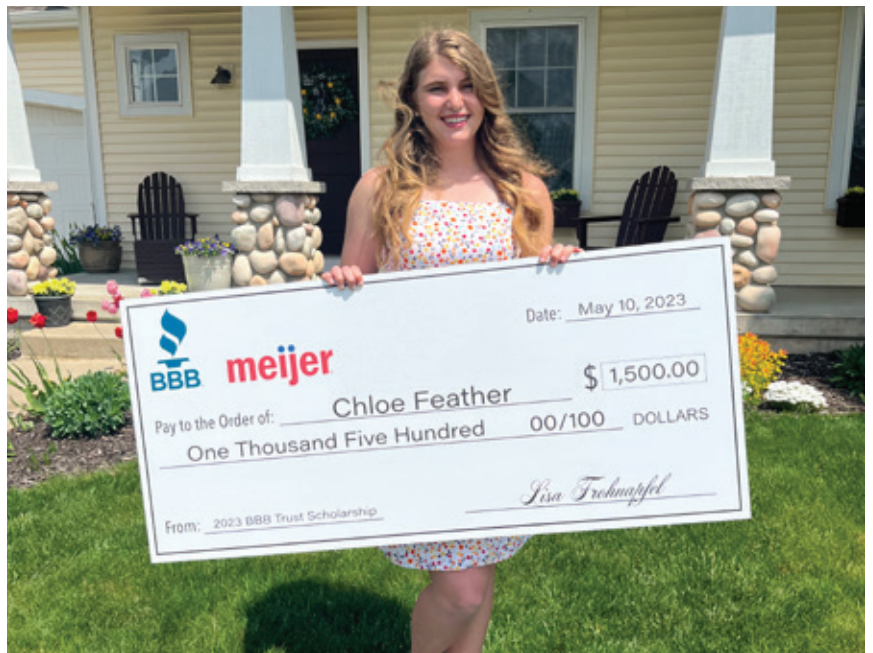
Byron Center High School

Push to be the best person you can be. That's how Chloe Feather carries herself to support the community and people around her. Her involvement in Varsity Cheerleading, Track, National Honor Society, Student Council, Ballet, and acting as Class President demonstrates the trust she must offer to those around her every day.

"It takes a lot of trust putting yourself out there and making yourself vulnerable, to open up to emotions, to open up to your community and just help out," says Feather.

Feather says her goal is to make the world a better, positive place.

"I think if there's one thing you can do each day, it's make someone smile," says Feather. Giving a compliment, saying thank you, helping someone with their homework, doing any small thing, or just making someone's day a little bit better is the best way to demonstrate trust and ethics."



Another way Feather plans to continue demonstrating her values of trust and ethics is through her study of veterinary medicine at the University of Alabama this fall.

She says she will then come back to Michigan to be a voice for animals, and speak for those vulnerable members of the West Michigan community who don't get to speak.

The scholarship winners will be honored at the BBB's annual Trust Award Celebration on July 25 at LMCU Ballpark in Grand Rapids.

Minaleah Koffron

Portage Northern High School

Trust and ethics aren't just words to Minaleah Koffron. She lives every day of her life by their values.

"I think trust and ethics in general are just foundational to everything we do," says Koffron. "Every human interaction involves some level of trust".

It is clear Koffron values trust and ethics not only through her work at school, but her work outside of the classroom as well. She was elected to the National Honor Society Leadership team, cheered on the varsity sideline and competitive cheer teams, volunteered her time tutoring students, acted as a counselor and leader at various camps, as well as dedicated her time to many clubs and speaking engagements. Koffron says all of these activities involve a level of trust and leading by example to prepare future generations.

Koffron plans to attend Michigan State University in the fall and study psychology and finance.



"People around you aren't going to be doing the right thing, but it's always your duty to be the person who does the right thing and uphold the value of ethics."

Honoring Variations

Neurodiversity redefines how society perceives differences

by Jeannie Gregory

As society becomes more inclusive of all people, new words are utilized to describe differences. One of those words, neurodiversity, was coined in 1998 and with growth garnered itself its own celebratory week in 2018. Despite this, five years have passed since the worldwide Neurodiversity Celebration Week started, and there are still many who haven't heard of the word, nor know what it means. And, with an estimated 15-20% of the U.S. population described as neurodivergent, support and understanding are needed.

According to Cleveland Clinic, "The term 'neurodivergent' describes people whose brain differences affect how their brain works." It goes on to say, "That means they have different strengths and challenges from people whose brains don't have those differences. The possible differences include medical disorders, learning disabilities and other conditions. The possible strengths include better memory, being able to mentally picture three-dimensional (3D) objects easily, the ability to solve complex mathematical calculations in their head, and many more."

Like everything "new" there are many misconceptions about people who are neurodivergent, and information is being distributed to battle how individuals are perceived, and more importantly, supported. Excitingly, there are educational and support programs growing right alongside the sharing of information about the term.

"The term 'neurodivergent' describes people whose brain differences affect how their brain works."

Comprehensive Therapy Center (CTC), a Grand Rapids-based BBB Accredited Charity, recognizes the importance of supporting those who learn a bit differently than the neurotypical population and is on a mission to help children with neurodiversity reach their full potential.

Syd Martin, a former Marketing Associate of CTC, describes it this way, "Neurodiversity is the idea that different brain types are as normal and natural as



somebody being left-handed. The word was coined by sociologist Judy Singer in the late 90s. It gained popularity in 1998, when journalist and autism rights activist, Harvey Blume, wrote an article about it in the Atlantic. The term was mostly used by autism rights activists like Blume, but has since come to include those with other neurological conditions like ADHD or Dyslexia. Many who have been diagnosed with these conditions will refer to themselves as being neurodivergent. Often when talking about neurodivergent people, it can be easy to focus on their "deficits" or weaknesses. Our friends on the autism spectrum may struggle with social situations. Folks with ADHD may have trouble paying attention. However, there are a lot of strengths that come with these conditions as well, like the ability to hyperfocus on certain tasks or seeing details in things that others might miss. Supporting these strengths and realizing the value of them can help people with their self-confidence and finding their place in the world. It also makes coping with their weaknesses much easier."

They continue, "Today, we don't force left-handed people to give themselves carpal tunnel using right-handed scissors. Instead, we invented left-handed

scissors. Instead of forcing a child with ADHD to sit still, why not make classrooms and lesson plans suited for movement? Instead of assuming somebody who is non-verbal (unable to speak out loud) has nothing to say, why not find another way for them to communicate, like typing it out on an iPad? At Comprehensive Therapy Center, we strive to give these sorts of accommodations. We also recognize and uplift the strengths and talents of the kids we work with. By doing this, we've found that they are more confident and are able to reach their goals more easily."

CTC is not the only organization aiding neurodiverse children with their programs. There are many organizations in Grand Rapids and surrounding areas that are also answering the call to make their places welcoming for visitors of all ages and challenges. The Grand Rapids Public Museum, John Ball Zoo, Blandford Nature Center, and Celebration Cinema have made changes for people with sensory sensitivities.

Some of these organizations worked with nonprofit KultureCity to implement their programs, and some have even become certified. According to the KultureCity website, they are "the nation's leading nonprofit on sensory accessibility and acceptance for those with invisible disabilities."

One way organizations are helping families cope with overstimulation are Sensory Bags supplied by KultureCity. The bags contain noise-canceling headphones, feelings cards, and even fidget toys. There is also a KultureCity lanyard available so that employees of organizations may identify and help visitors who might be struggling with overstimulation.

"Our sensory bags are designed to help sensory needs in both adults and children. Filled with items that can help lessen sensory overload and also engage, the bag items are also easily cleaned and sterilized for multiple uses."

Outside of Grand Rapids, Lansing and Kalamazoo also offer sensory sensitive experiences. Kalamazoo Valley Museum, The Kalamazoo Civic Theater, Celebration Cinema Crossroads, and Sky Zone Portage all offer programs. According to kzookids.com, "Gull Meadow Farms partnered with KultureCity and became sensory certified in 2019. They offer sensory bags filled with noise-canceling headphones, fidget toys, special badges, and weighted lap blankets by request."

To find out more about valuable programs addressing neurodiversity, just type in "sensory sensitive experiences" in your browser, along with the name of the city you are interested in, and you will find many activities and organizations with programs that are sensory-friendly.





Your Old Culture: Let it GO

by Troy Baker

The past few years have been tough for businesses, trying to regain the company culture they had before the COVID-19 pandemic hit. With more and more workers either remote or hybrid, it can be difficult for teams to have the connection they had in the past. “You ask, how can we go back to the culture we had before COVID? And the answer is, we probably can’t,” says Nathan Leaman, Managing Director of Frontline Training Solutions. “Enough things have changed, conditions have changed, employment structures have changed.”

“I’ve seen a lot of leaders and organizations where, essentially, their culture becomes lamenting that their culture isn’t what it used to be. That becomes their new culture, sitting in circles saying things aren’t what they used to be,” says Ryan Williams, Leadership and Team development specialist with Frontline Training Solutions.

The problem is that for many businesses, anybody hired in the past three years wasn’t here for “the good old days”. They don’t know how things used to be and probably don’t care. “These businesses aren’t learning to adapt and change because they are just lamenting the old ways are gone. And that if that’s where you’re living, you’re not going to intentionally create the new normal” says Williams.

So what should businesses be doing? To begin, it is important for leaders to examine what really makes up their company culture. Start with vision, mission and values. What is your company really about? And are you living that with customers and employees?

To create a strong company culture, businesses need to identify what specific things are important to them. This could be having an inclusive work environment, offering flexible work arrangements or fostering a sense of community among employees. As Williams points out, “you need to live your values because employees and prospective employees will notice.”

Prospective employees are becoming more selective in their job search, and they are looking for companies that align with their values. Social media and review platforms have made it easier to share both positive and negative information about a business, and prospective employees are noticing. As Leaman explains, “if there’s a perceived gap between what a company says they are, and what people experience, and it gets out, it can really impact the recruiting and retention challenges people are having.”

It’s important to note that companies don’t need to rework their vision, mission and values every year. However, they should regularly examine how these are put into practice inside the organization. “Top-level leaders are typically pretty disconnected from how it actually is within an organization, unfortunately,” says Williams. “So it’s critical that you stop as a leader and really listen, really try to understand what it is really like.”

Letting go of the way things used to be can be difficult. But there are new opportunities out there, and it is important for businesses to look forward to what comes next, even if it is different than the good old days.



Get Celebrated: 2023 TORCH AWARDS for Ethics Applications



The prestigious Better Business Bureau® (BBB) Torch Awards for Ethics have opened their application and nomination window for the 2023 awards. This highly regarded award celebrates and recognizes local businesses and nonprofits that exemplify integrity and a strong commitment to ethics in all aspects of their operations. With a focus on promoting trust in the marketplace, the Torch Awards honor organizations that go above and beyond to maintain the highest ethical standards.

Applications and nominations for the 2023 BBB Torch Awards for Ethics are now being accepted. The deadline for submission is August 21, 2023, providing ample time for businesses and nonprofits to submit an application. It is worth noting that BBB Accreditation is not required for participation in the awards.

Previous winners of the BBB Torch Awards for Ethics have expressed their pride and gratitude for being recognized. "Our team works hard every day," says Ellen Sawyer, the Executive Director at the Comprehensive Therapy Center, a 2022 winner. "For someone outside our organization to come along and say we see the hard work that you're doing, is just phenomenal."

Michael Reed, owner of Custom Computer Company, and another 2022 recipient says the award highlights his team's dedication to honesty and transparency.

To be eligible for consideration, organizations must have been in business for at least three years. Additionally, previous Torch Award recipients from the years 2020, 2021, and 2022 are not eligible for nomination or application. The awards are open to businesses and nonprofits operating within the BBB's Western Michigan service area.

Participants in the Torch Awards for Ethics will be evaluated in comparison to other organizations of similar size. This ensures a fair and equitable assessment process. A panel of independent judges composed of local business and nonprofit leaders will review each application to determine the winners. The winners of the 2023 BBB Torch Awards for Ethics will be announced and celebrated at the upcoming awards ceremony, scheduled to take place later this year. This event offers an opportunity to acknowledge and commend the remarkable achievements of the winning organizations in upholding ethical business practices.

Anyone can nominate an organization for the Torch Awards. If you are aware of a business or nonprofit that embodies strong ethics and integrity, you

can submit a nomination on their behalf. Additionally, organizations themselves are encouraged to apply by submitting a formal application. This application includes information about the organization and the reasons why it deserves recognition through the Torch Award for Ethics.

To nominate an organization or apply for the awards, go to BBB.org/wmiawards and click on the Torch Awards for Ethics link. There you can also see complete rules and learn about our past winners.



The 2023 BBB Torch awards for Ethics are made possible by our generous sponsors, including Amway, Ayers Basement Systems, BHS Insurance, Blue Cross Blue Shield of Michigan, Centennial Securities, EverDry waterproofing, Fox 17, Fox Motors, Lake Michigan Credit Union, Meijer and Mercantile Bank.

Getting out *of your* TIMESHARE

A conversation with Gordon Newton,
founder of Newton Group

BBB: The Timeshare Exit Industry seems to have a bad reputation. What makes Newton Group different or unique?

Newton: Part of what makes us unique is our experience, knowledge and industry relationships. In addition to that - the owners of Newton Group along with experienced attorneys founded what has become the nation's leading timeshare consumer rights law firm. Which allows us to provide unmatched services combining timeshare exit expertise with personal legal representation. And because the owners of Newton Group also are owners of the law firm, we are able to keep these services affordable.

BBB: Why is the Timeshare Exit industry needed?

Newton: People often try to get out on their own and they fail...and they turn to us to help them. Consumers need access to reliable third party help. Newton Group and our partner law firm offer timeshare exit experience, knowledge and personal legal representation that can help level the playing field for consumers seeking an exit. We provide real help for timeshare owners and in some cases can present options that consumers may not even know exist.

BBB: Who are the people buying timeshares?

Newton: The demographics might surprise you. The average age of a timeshare owner is 39 years old. 38% earn 100k or more and over 65% are married or in a domestic partnership. So young couples with higher income seem to be who are buying.

BBB: And why do people want out?

Newton: The most common reasons people come to us looking for help are:

- Limited or no availability
- Rising costs of maintenance fees
- Their lifestyle has changed due to health and/or financial issues
- Not what they thought it would be



Gordon Newton

Author of The Consumer's Guide to Timeshare Exit, President of Newton Group and non-attorney partner at DC Capital Law.

**Need help with your timeshare?
Call 888-301-4453**

BBB: We hear it all the time, a lot of people feel stuck once they get into a timeshare. How hard is it to get out?

Newton: Over half of our clients have already tried and failed to end their ownership at least once before hiring us. They told us they tried going back to their resort, they tried selling it, they tried giving it away, they tried donating it... and what's concerning is that 1 in 4 of them told us they hired an exit company that failed them.

BBB: There have been some bad actors in the timeshare exit industry. Many offer "Money Back Guarantees." You say consumers shouldn't trust that guarantee though.

Newton: Unfortunately, many of these money back guarantees are not worth the paper they are printed on. For example over the past few years there have been over 40 exit companies that have closed down and/or filed for bankruptcy - and almost all of them had money back guarantees that did nothing for the consumer.

BBB: So, what should customers look for to make sure they don't get ripped off?

Newton: The first thing everyone should know. Nobody can guarantee WHEN or even IF the resort will let you out of your contract or even let you transfer your ownership. So knowing that, marketing promises that seem too good to be true - usually are:

- A guaranteed exit
- A 100% success rate
- A 100% money back guarantee
- A guaranteed timeframe of exit
- Secret "proprietary services"

Marketing messages like this can give the consumer a false sense of security as well as take their attention off of the actual services they are paying for - which in some cases may not be much. The consumer needs to focus on the actual service the exit company is going to provide, not the marketing fluff.

BBB: This can be a complicated process at times. I know every case is different, but typically what should it look like?

Newton: The best protection and service is a dual service model that combines timeshare exit experience with individual legal representation for one flat fee. And to be clear, individual legal representation means the exit company retains a personal attorney to work directly with the timeshare owner to advise them regarding their legal rights as they navigate through the timeshare exit process. And that is what we offer our clients.

BBB: Tell us about The Consumer's Guide to Timeshare Exit.

Newton: Seeing first-hand how many consumers were being harmed when trying to end their ownership. I wanted to help. I wanted to give consumers access to education and insider information that we possessed that might help protect them from the bad actors and scams that affect so many timeshare owners and plague the timeshare exit industry.

Scan Here to Get the Consumer's Guide to Timeshare Exit



Newton Group has been a BBB Accredited Business for more than a decade. You can find them at newtongrouptransfers.com





SUMMER Starts Here!

An article from the Traverse City Pit Spitters

Baseball is back in Traverse City, Michigan as the Pit Spitters aim to celebrate the opening of their 5th season on Memorial Day! Baseball is a summer favorite, and the Traverse City Pit Spitters are ready to pack your summer with high caliber baseball, great food and dynamic entertainment at Turtle Creek Stadium for locals and tourists alike. "A ballgame under the lights at Turtle Creek stadium is a showcase of the best things Traverse City has to offer," said Jacqueline Holm General Manager of the Traverse City Pit Spitters, "Amazing weather, great food and entertainment and an incredible community to share it with? What more could you need!?"

Throughout their 36 home games, The Pit Spitters crafted some new and engaging promotions to share with fans! This summer, they are debuting new theme nights and weekly promotions to encourage more fans to the ballpark. Industry Night offers food and beverage discounts for hospitality workers on Monday nights, and Barks and Brews on Tuesdays, brought to you by Cheboygan Brewing Company, is a chance to bring your dog to the ballpark during a game! Fans will continue to enjoy Thirsty Thursdays with discounted beer and pop, and of course Firework Fridays! The Pit Spitters will also rebrand to their alternate identity the "Up North Cork Dorks" presented by Bonobo Winery again this season, to pay homage to the growing number of wineries in the area. Nights like "Princess and Pirate Night" and "Margaritaville Night,"

featuring a floral shirt giveaway, along with other fun theme nights and collectible giveaways, pepper the schedule. The Pit Spitters are also hosting the Great Lake Division Homerun Challenge and All-Star Game this year on July 24th and 25th.

The two-day event will feature a Fanfest, Live Entertainment and will showcase Northwoods League talent from across the division. You won't want to miss it!

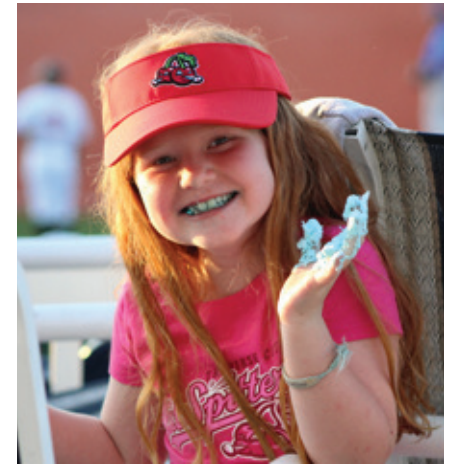
The park encourages a "there's something for everyone" vibe from the moment you walk in, and fans can expect to enjoy affordable, family fun every home game. Come visit Turtle Creek Stadium for a Pit Spitters game this summer and remember, summer starts here!

Visit the team websites for information on ticket pricing and promotion events.

Pit Spitters:

<https://northwoodsleague.com/traverse-city-pit-spitters/>

Whitecaps: <https://www.milb.com/west-michigan>



TRAVERSE CITY PIT SPITTERS



SUMMER STARTS HERE!



HOME	AWAY
ALL STAR GAME	
FIREWORKS	

MAY/JUNE

SUN	MON	TUE	WED	THUR	FRI	SAT
	29 7:05 RFD	30 7:05 RFD	31 KMO	1 KMO	2 KEN	3 KEN
4 KMO	5 KMO	6 7:05 KZO	7 11:05 KZO	8 BC	9 BC	10 7:05 FDL
11 5:05 FDL	12 RFD	13 RFD	14 OFF	15 7:05 BC	16 7:05 BC	17 7:05 RFD
18 5:05 RFD	19 KEN	20 KEN	21 KZO	22 KZO	23 KZO	24 7:05 MAD
25 5:05 MAD	26 7:05 WIS	27 7:05 WIS	28 7:05 BC	29 7:05 BC	30 RFD	

JULY

SUN	MON	TUE	WED	THUR	FRI	SAT
						1 RFD
2 7:05 KMO	3 7:05 KMO	4 BC	5 BC	6 FDL	7 FDL	8 WIS
9 WIS	10 7:05 KEN	11 7:05 KEN	12 7:05 KMO	13 11:05 7:05 KMO	14 7:05 KMO	15 MAD
16 MAD	17 OFF	18 RFD	19 RFD	20 7:05 KEN	21 7:05 KEN	22 KZO
23 KZO	24 7:05 HOME RUN CHALLENGE	25 7:05 ALL-STAR GAME	26 ALL-STAR BREAK	27 KEN	28 KEN	29 7:05 BC
30 5:05 BC	31 KMO					

AUGUST

SUN	MON	TUE	WED	THUR	FRI	SAT
		1 OFF	2 KMO	3 7:05 KZO	4 7:05 KZO	5 7:05 KZO
6 5:05 KZO	7 BC	8 BC	9 7:05 KEN	10 7:05 KEN	11 7:05 RFD	12 7:05 RFD
13 PLAYOFFS	14 PLAYOFFS	15 PLAYOFFS	16 PLAYOFFS	17 PLAYOFFS	18 PLAYOFFS	19 PLAYOFFS

PITSPITTERS.COM

231-943-0100

SUMMER FUN

Explore the Hidden Gems Right in your Backyard

by Katie Grevious

Nothing beats summertime in Michigan. Sandy beaches, lush forests and electric cities all have something to offer. Whether you want to take the family away for the weekend, or get your employees out of the office for the day, there are hidden gems right in your Michigan backyard.

A Walk to Remember

Ghosts, beer, art, history. These are just some of the magical tours offered by BBB Accredited Business Tours Around Michigan. Owner and Operator Candice Smith finds stories about the greater Grand Rapids area and shares the experiences that people often don't know about.

"Our main goal is to really inspire people to keep exploring and go out and find things that are fun," says Smith. "We

do show visitors around town, but we get a lot of locals because they get to see the state in a totally different way."

Smith is passionate about sharing unique stories and inspiring people to keep exploring and keep researching. That's why she offers both preset tour experiences and customizable ones. And it's not just families who enjoy exploring. Tours for business groups are also available to help employees make connections outside of the office. Smith says corporate groups find success from the brewery, winery and distillery tours.

"Corporate groups are a way for people to get out together to help the team bond," says Smith. "It gives them something to talk about that is a little different and creates memories together."

Tours Around Michigan also takes pride in making every tour accessible for anyone with mobility, hearing, sight or sensory limitations. The company is even adding an electric bike tour through Ada to expand exploration on tougher terrain. You can check out opportunities for your family and your colleagues on their website, toursaroundmichigan.com.



The Lazy River

Skip the crowded beaches and hot sand this summer, and enjoy a leisurely float down the Muskegon River. BBB accredited business Wisner Rents Canoes can help you every step of the way, from tube, kayak, raft and boat rentals, to pick up and drop off from along the river. The family-run business has been around for more than 50 years. Owner and President Rachel Wisner says with an awesome crew and amazing customers, it's easy to have a great experience.

"The river is absolutely gorgeous and we have a ton of people who really care about it. You can see the bottom, even when it's 12 feet deep," says Wisner. "It's not a party river—it is more family centered—and there is no white water, so you can relax and enjoy and not worry about what's around the bend."

Wisner Rents Canoes has catered to a variety of groups over the years, including corporate gatherings and even a wedding. Wisner says the experience is beginner oriented, and guests are encouraged to sit back and relax.

"When we rent out, we rent for the entire day. We don't put a time limit on you," says Wisner. "You're more than welcome to take your time on your trip and have a blast."

You can plan your next canoeing, kayaking, floating or fishing trip by visiting their website, wisnercanoes.com.

Become One with Nature

A gentle breeze rustling trees, the soft chirp of birds and the soothing motion of waves upon sand are just some of the peaceful experiences found in Michigan's Lower Peninsula. The Grand Traverse Regional Land Conservancy nonprofit works diligently to preserve natural spaces in five northern counties.

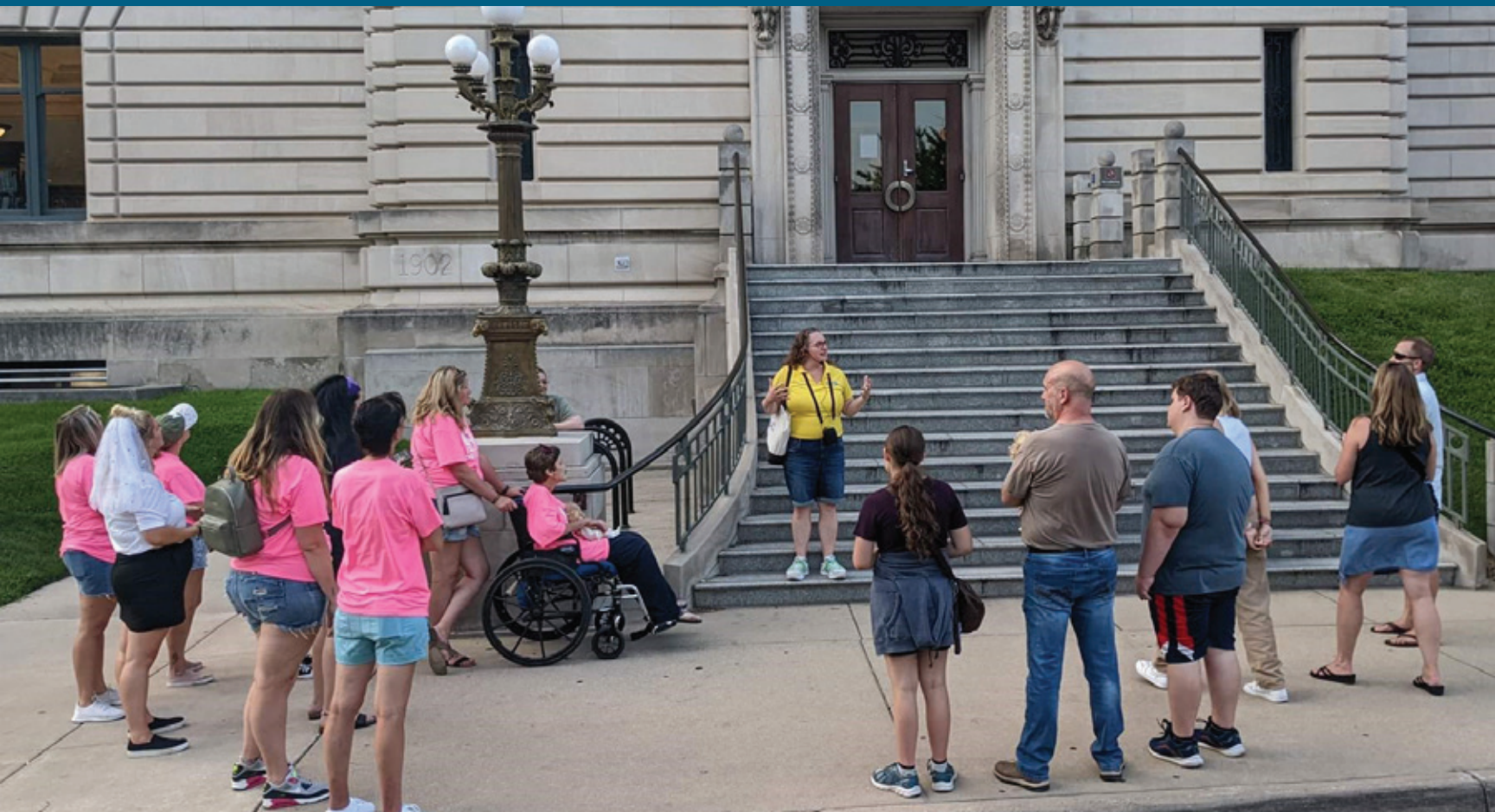
"We've identified properties in this area that are absolutely critical to protect because of their natural features or their ability to be working agricultural land or their importance to a community," says Jay. "Our mission is to protect that land, and to advance stewardship now and for future generations."

Whether you like hiking, bird watching, or just want to enjoy peaceful scenery, all of this hard work has created natural environments that anyone can enjoy.

"These stunning natural areas can be life-changing. You'll see birds and wildlife and wild flowers that perhaps you didn't even know existed," says Jay. "There's access to water frontage and beaches, there's something for everyone."

There are accessible trails for those with mobility limitations, and even guided hikes for those looking to try something new. A full list of areas to experience, events and volunteer activities can be found online at gtrlc.org.

You can find these and many other amazing BBB Accredited Businesses at BBB.org.



EMPLOYMENT SCAMS

Entice Job-Seekers with

Big Money *and* Familiar Names

by Katie Grevious

A promising new career, remote work opportunities and great pay with little effort may sound enticing, but it is a red flag of an employment scam. This type of scam is on the rise in West Michigan. Not only are job seekers finding themselves caught in a scammer's web, but known legal business names are being used to create a sense of legitimacy.

The Better Business Bureau's latest Scam Tracker Risk Report names employment scams as the second riskiest scam for 2022. The annual study looks at scam data reported to the BBB Scam TrackerSM and combines the number of times a scam was reported, how often it resulted in monetary loss and the amount lost to determine the riskiest scams for the year.

In a typical employment scam, applicants are led to believe they are applying for, or have just been hired for, a promising new job. Many scammers will claim they "came across" an applicant's resume on a job search site and felt the applicant was a perfect fit for the job. The scammer typically offers the position without a formal interview. If there is an interview, the scammer is never seen in person or on a screen. Personal sensitive information like banking numbers, social security numbers and even drivers licenses are collected by the scammer to appear like they are performing necessary onboarding.

Once given the job, the con artists will often ask the victim to pay for training or equipment with the promise of reimbursement. In another variation, a person may be "overpaid" with a fake

check and asked to wire back the difference or pay a specific vendor. In reality, the money flows back to the scammer.

A Montcalm County woman received an email offering her a remote job to receive, re-label and re-ship packages. She did the work for a month, but when it was time to collect a paycheck, the company cut off all communication with her and the website was shut down. The scammers had used her to help forward packages likely purchased with stolen credit cards or from gift card scams.

A Niles man received a text regarding an application he had out on a job search site. After a short interview, he filled out hiring paperwork and was sent cashier's checks, with instructions to cash the checks and use money transfer services to make payments to vendors for equipment necessary to perform his job. That's when he knew it was a scam.

"Scammers are taking advantage of job seekers looking for jobs they can perform from home," says Lisa Frohnafel, President and CEO of the Better Business Bureau in Western Michigan. "People need to be wary of offers that seem too good to be true and take time to vet job offers."

In the summer of 2022, a scam artist created a shipping website using a Cadillac, Michigan address. Victims thought the company must be legitimate because of the local address. However, a BBB investigation into the location revealed the address did not exist in any records with the township.

Tips to avoid employment scams

- ▶ Be wary of offers that seem too good to be true.
- ▶ Be wary of offers with vague descriptions.
- ▶ Research the company and the offer. Look for the listing on the company's website and verify the person you are with works there.
- ▶ Be wary of work-from-home offers, shipping/warehouse opportunities and secret shopper positions.
- ▶ On-the-spot job offers are a red flag.
- ▶ Be wary if the 'employer' asks you to deposit a check and transfer funds to another account for any reason. You should never cash a check for more than you are owed.

Tips for business owners

- ▶ Keep a record of legitimate job offers posted online and immediately remove them once the position is filled.
- ▶ Provide clear contact information and detailed job descriptions.
- ▶ Pay attention to job sites and report fraudulent posts to the page administrator.
- ▶ If you are being impersonated, be clear in your job posting about the application process to help seekers determine the real opportunity from the fake.

Victims of job scams should report them to:

Better Business Bureau
BBB.org or BBB.org/scamtracker.

Federal Trade Commission (FTC)
reportfraud.ftc.gov or call
877-FTC-Help.



Get to Know Your BBB BOARD OF DIRECTORS: DAN MORRISON

Vice President of Sales for the West Michigan Whitecaps

In the world of business, trust is paramount. Consumers rely on credible and reliable information to make informed decisions, while businesses strive to establish a strong reputation based on integrity. Dan Morrison, Vice President of Sales for the West Michigan Whitecaps, understands the significance of trust in both personal and professional realms. As a respected member of the Better Business Bureau's (BBB) Board of Directors, Morrison is committed to promoting trust and ethical business practices within the community.

Morrison is on his second stint with the West Michigan Whitecaps, having previously worked for the organization from 1994 to 2000. That's when he moved to Florida to run a family business with his father. There, he oversaw all sales and marketing responsibilities for the company that produced signage and furnishings for the golf, hospitality, restaurant, government and educational industries. He rejoined the Whitecaps in 2019 and now oversees all revenue generating departments including sponsorship sales, ticket sales, stadium events and also the marketing department.

When not at the ballpark with the team, Morrison and his wife can usually be found supporting their kids sports interests. He has two children, ages 17 and 11, and a wife of 20 years. Morrison also enjoys time at the lake, golf and practicing acoustic guitar which he picked up as a hobby during the COVID pandemic.

Professionally, his passion for operating a business with trust and ethics helped lead him to the Better Business Bureau. "When I returned to Grand Rapids from Tampa I knew I wanted to help make an impact in the community," says Morrison. "One of my colleagues

recommended the BBB, given my interest in community involvement and previous experience running a family business that relied solely on the trust we built with our customers. It seemed like a perfect fit and has been!"

So what makes the BBB so important? "I believe it's importance is 2-fold; it provides consumers with unbiased information on the credibility and reliability of businesses they may be considering. It also provides businesses with a way to build trust with consumers which will ultimately be the backbone for sustainable success," says Morrison.

The West Michigan Whitecaps have been BBB Accredited for more than 27 years. The partnership has helped give the Whitecaps a platform to promote the team and stadium to local businesses, and an opportunity for the BBB to reach consumers and businesses through programs with the team.

"The Better Business Bureau in Western Michigan is governed by a 20-person board of directors, made up of leaders in the business and nonprofit sector. Each is elected to serve up to two consecutive three-year terms. Morrison is serving his second term on the BBB Board of Directors."

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

Teachers Credit Union, Niles

Fred & Sons Airduct & Carpet Cleaning, LLC,
Caledonia

ATAX of Michigan, LLC, Muskegon

Convenient Tire and Hitch, LLC, Grand Rapids

Garza and Sons Labor Contractors, LLC,
Grand Rapids

Good Guys Garage, Fruitport

Hampton Aquatics & Fitness, LLC, Battle Creek

Heritage Telecom, Grand Rapids

In Good Hands Massage Therapy, LLC,
Grand Ledge

Jerviss-Fethke Insurance Agency, Muskegon

Matthew's Pro Construction LLC, Grand Rapids

Riverside Restoration, Ada

Rustic Customs Upholstery, Holland

Sommers Equipment, Battle Creek

SteelGrip SAMM, Inc., Elk Rapids

Travis McIntyre, Realtor, Grand Rapids

Tunstill's Body Shop, Coloma

Window World of Kalamazoo, Richland

XClean Air Duct Cleaning, Sparta

Ferrer Plumbing, LLC, Grand Rapids

B's Compassionate Care, Greenville

Custom Installations by Roger Knash, Twin Lake

F. Douglas Mileski, PLC, Grand Rapids

G & A Auto Repair, LLC, Portage

Gina Loera, Realtor, N Muskegon

Happy Face Connections, Augusta

Kalamazoo Packaging Systems, Wyoming

Lure Marketing Group LLC, Byron Center

Meadows By the Lake, Greenville

Mileski and Morant Law LLP, Grand Rapids

Pure Mitten Energy, Hesperia

Solar Grids Grand Rapids, Grand Rapids

TC Stump Grinding, Interlochen

The Perfect Translation LLC, Lawton

Travel Beyond, Delton

West Michigan Realty and Consulting LLC,
Grand Rapids

Auto Injury Home Care Specialists, Kalamazoo

M & R Undercar, Grand Rapids

Adam Sims, Realtor, Caledonia

Arnold Audiology PLC, Hastings

Brown Painting and Decorating, LLC, Wyoming

DeMasi Tree Service, LLC, Gaylord

Dynamic Construction & Restoration, Wyoming

Go to Cleaning Services LLC, Allendale

Gunnett Excavating, Plainwell

Huey D's Goodies LLC, Kalamazoo

Ingalls Pictures, Grand Rapids

Northern Disposal, Thompsonville

Old Growth Tree Services, LLC, Zeeland

River City Cleaning Solutions, Grand Rapids

Vivid Solutions LLC, Grand Rapids

West Michigan Realtors, Kalamazoo

Vizcom, Grand Rapids

Doug's Repair, Manton

The Sam Bernstein Law Firm, Grand Rapids

Brookstone Investments, Lowell

Challenge Island Northwest Michigan,
Traverse City

Chrisman Heating & Cooling, Clare

Cybertron LLC, Grand Rapids

Envision Transformations, LLC, Muskegon

Guelawar LLC, Grand Rapids

Gun Lake Gym, Middleville

High Efficiency Roofing Solutions, LLC, Hastings

Mack Electric and IT Solutions, Battle Creek

Pine River Construction, Riverdale

Postal Annex Ada, Ada

Saxon HVAC, Hamilton

The Car Store, Inc., Nunica

Warner Tree, LLC, Harrison

Fortehook LLC, Grand Rapids

Grand River Mortgage Company, LLC, Grandville

I'm All That Esthetics, Kentwood

Emmert Technology LLC, Grand Rapids

Beyond Ink And Art, Niles

Coast Enterprises, LLC, Bridgman

Coastline Cleaning Connections LLC, Manistee

Colten Jamieson State Farm Insurance Agent,
Whitehall

Flowers Automotive Recyclers, LLC, Kalamazoo

K's Konfections, LLC, Kalamazoo

McKillip Painting, Inc., Petoskey

Michiana Concrete Leveling, Edwardsburg

**New Beginnings Therapy and Consulting
Services, PLLC, Grand Rapids**

Precise Writings, Muskegon

Precision Equipment Concepts, Byron Center

WOGS Mobile Wash, Niles

616 Renew L.L.C., Rockford

N.A.B. Air Quality, LLC, Ovid

Ada Mobile Wash, Grand Rapids

B & B Grocery Discount Outlet, Watervliet

Bella's Graphics, Ludington

Black Diamond Broadcasting, Traverse City

Dekk Patio + Home, Grand Rapids

Farmers Insurance Tyler Johnson Agency,

Grand Rapids

Integrity Benefit Advisors, Inc., Grand Rapids

KND Handyman Services, LLC, Portage

Lake Vacuum & Appliance Center, LLC,
Muskegon

Platinum Tree Service, LLC, Howard City

Project Completion, LLC, Kalamazoo

Taylored Appliance Repair, LLC, Norton Shores

Snook Building Solutions, LLC, Portage

Mitten Men Customs, Branch

Ant's Asphalt & Maintenance, Caledonia

Calder Capital, LLC / Mergers & Acquisitions,
Grand Rapids

Baxters Mobile Storage LLC, Muskegon

Clearview Roofing and Restoration, LLC,
Richland

Custom Powder & Fabricators LLC,
Grand Rapids

DBB Builders, Pierson

Excell Paving Plus, Coldwater

**Farm Bureau Insurance of Michigan- Rachel
Levine, Whitehall**

GREENCO2, Grand Rapids

Handyman Pace, LLC, Vicksburg

Klima Comfort Solutions LLC, Grand Rapids

Lasting Impression Services LLC, Byron Center

Mustang Pipeline -N- Construction LLC,
Johannesburg

Parrett Company, Saint Joseph

Rankin Recruiting LLC, Holland

Shine Time Cleaning Services, LLC, Stanton

Signature Collision Center, LLC, Ionia

US Alternator, LLC, Saint Johns

Restoration 1 of the Lakeshore, Zeeland

Straight An Square Builders of Michigan,
Fremont

Western Michigan Mobile Notary Services,
Grand Rapids

Rivers Edge Restoration, LLC, Comstock Park

CertaPro Painters of Kalamazoo, Portage

Fatcat Seal Coating, LLC, Battle Creek

Friction Stoppers, LLC, Interlochen

Kolenda Concrete, Middleville

Legal Support Services, Grand Rapids

Nesen's Countryside Inc., Saint Louis

Nick's Custom Painting, Traverse City

AB&B Construction, Caledonia

Majeed Enterprise, L.L.C., Grand Rapids

Master Finish Company, Grand Rapids

C Buck Professional Builders, LLC,
Norton Shores

Grow Irrigation, LLC, Twin Lake

Ichthus Painting, LLC, Rockford
Just Like Home Adult DayCenter, Ionia
LH Stone Enterprises, Gaylord
Mighty Dog Roofing of Benton Harbor, Saint Joseph
Office Machines Company, Inc., Muskegon
Parkey's Painting LLC, Cheboygan
Precise Cleaning, Buckley
Red Barn Group, LLC, N Muskegon
Repair Heroes, LLC, Whitehall
Streamline Exteriors, LLC, Battle Creek
West Coast Construction Services, LLC, Manistee
Victors Home Solutions, Grand Rapids
AAA GT Painting, LLC, Traverse City
Empire Contractors, LLC, Shelby
Fox Underground Services, LLC, Pewamo
Kevin's Cleaning Service, LLC, Grand Rapids
OCCD Cleaning Services, Traverse City
The Power Company, Rockford
Accurate Tire And Wheel, Traverse City
Aeon Hearing, Three Oaks
Berrien Family Chiropractic, Niles
Boyne Country RV Park and Campground LLC, Boyne City
Dunham Service, LLC, Nashville
Great Lakes Surface Preparation, LLC, Sparta
Legacy Family Chiropractic LLC, Comstock Park
Legacy Tree Service, Dorr
Megan's Method Cleaning, LLC, Traverse City
Meyer Roofing, Belmont
Mr Mow It All Lawncare GR, Grand Rapids
New Image Remodeling, Jenison
Outlaws & Angels Home Improvement, Traverse City
StayDry Basement Waterproofing, Ovid
Sunlight Shades, Grand Rapids
Brothers Handyman Service, LLC, Norton Shores
Evergreen Digital Marketing LLC, Middleville
HLQ Auto Body Repair, LLC, Baldwin
616 Roofing and Exteriors LLC, Grand Rapids
Concept Mechanical, LLC, Marne
Dave's Handyman Service, Benzonia
Duthler Electric, Hudsonville
Expert Finishes, East Jordan
Genesis Builders, Jenison
Hallyz's Garage Door, LLC, Thompsonville
High Caliber Concrete Coatings, LLC, Zeeland
Highland Converting, LLC, Marion
Lambda Gunsmithing LLC, Allegan
Mitten Concrete LLC, Marne
Morningstar Cleaning Inc., Cheboygan
Mr. B'S Plumbing LLC, Hersey
Praxis Business Brokers, Grand Rapids
Rusty's Paint & Autobody, LLC, Battle Creek
Sanderson DeHaan, Portage
SND Cleaning, Pullman
Van's Drywall and Construction, Millersburg
Israels Home Services, Zeeland
AJ's Cleaning Services, Traverse City
Bulldog Garage Door LLC, Elmira
Corine's Cakes & Catering, Muskegon
Downtown Tire Company, Muskegon
EMC2 Construction, Kalkaska

Finish Line Projects, LLC, Greenville
ISA Stump Grinding, Lansing
Lakeshore Automotive & Tire, Ludington
Maaco Grand Rapids, Grand Rapids
Maple Valley Property Maintenance, LLC, Nashville
Maxi Muffler, Harrison
Michigan Home Pros, LLC, Vermontville
Morehouse Construction & Remodeling, LLC, Lakeview
Up North Technology Services LLC, Cadillac
DC Painting, Kingsley
Brother's Service, Traverse City
Holland LED, LLC, Holland
Anytime Junk Removal, Grand Haven
Centershot Gun Range, Dorr
Dexko Construction Services, Cedar Springs
EZ Dumpster Rentals, Kalamazoo
Holmes Photography Studio, Grand Ledge
Honest Enterprises, Grand Rapids
KYMM'S CLEANING, Dewitt
LadyBug Connections, LLC, Fennville
Listing Leaders Michigan, Buchanan
Niffler Bookkeeping Service, LLC, Kalamazoo
North Shore Services, Inc., Interlochen
Ottagan Plumbing, Holland
Perfect Paws Mobile Grooming, Niles
RTJ Services, LLC, Kalkaska
Ryan Johnson, Realtor, Douglas
Tidey Touch, Evert
Westwind Landscape & Irrigation, Zeeland
HR-BIS, LLC, Comstock Park
Nugent Builders, Rockford
A-Team Mechanical, Battle Creek
AI's Automotive Excellence LLC, Albion
Cox Machine LLC, Traverse City
Four Seasons Exterminating, Lakeview
Grimes Green Acres, South Haven
Joe's Tree Service, Lake City
Maple Tree Home Buyers, Zeeland
Michigan Slip and Fall Lawyers, Grand Rapids
Mobile Water Systems, Saint Louis
Platinum Glass, Cheboygan
Premier Senior Services, LLC, Holland
Pro Finish 1 LLC, Grand Rapids
Sky to Land, LLC, Clare
McB's Lawn & Landscape, LLC, Grandville
Backwoods Creations Taxidermy, Quincy
All Dry Services of Kalamazoo, Marshall
G & S Outdoor Services, Sand Lake
Bam's Cleaning Service, Kalkaska
Blaz'n Transportation, Mt Pleasant
Custom Impressions Woodworking, LLC, Middleville
Dura Mold, Inc., Stevensville
Got'em Wasp and Hornet Removal LLC, Grand Rapids
Harrison Realty Inc., Harrison
Highland Outdoor Solutions, Tustin
Landscape Renovations, Inc., Cedar Springs
Majic Mosquito Formula LLC, Holland
Quality Car Wash, Holland
Red Oak Professional Tree Service, LLC, Holland
Rick's Drywall, Inc, Traverse City

Sprinkle of Freshness Cleaning Services, Big Rapids
Stone Hedge Landscape Service, LLC, Zeeland
Tiemeyer Landscape, LLC, Middleville
TimberRock Woodworking, LLC, Grand Rapids
TnT Detailing LLC, Spring Lake
Wenke Lawn Care, LLC, Kalamazoo
Mid Michigan Horse Auction LLC, Edmore
Robinson's Popcorn LLC, Holland
Anywhere DOT Exams, PLLC, Cadillac
B & F Trees, Decatur
Candor Mechanical, Lansing
Cronk Services, Allegan
Crop Marks Printing, Grand Rapids
East End Plumbing Company, Grand Rapids
Emma's Landscape & Maintenance, Saint Joseph
Grandmark Property Management, Grand Rapids
Harbor Equipment Company LLC, Harbor Springs
J. Martin's Tree Service, Llc, Big Rapids
Leelanau Living and Homes, The Robin Vilter Group, Traverse City
Maple Ridge Manor of Manistee, Manistee
Merchant Lawn & Snow, LLC, Gobles
One In A Million Dog Services, LLC, Mancelona
Platinum Lawn Care Service, Kalamazoo
Swain Meter, Farwell
Van Manen Plumbing, LLC, Grand Rapids
Water Works Irrigation Service, Inc., Kent City
Whose Apple Dynamic Coaching and Consulting Services, Grand Rapids
Destination Home Builders, Inc., Kewadin
Fennell Painting, LLC, Petoskey
Vel-Kal Manufacturing, Inc., Galesburg
Stone Lake Tire and Auto, Cassopolis
Affordable Accounting And Income Tax Service, Galesburg
Apex Appliance, Inc., Grand Rapids
Battle Bugs Pest Control, Ravenna
Carpenters Dock Service, Quincy
Chain O' Lakes Mobile Shrink Wrapping, Bellaire
Classic Office Systems, Inc., Grand Rapids
Complete Landscaping Solutions LLC, Vicksburg
Crown by Beauty, Grand Rapids
D R Brown Photography, LLC, Harbor Springs
Driesenga Outdoor Services, LLC, Zeeland
Eagle Solar, LLC, Lansing
HighPower Electric LLC, Ada
Out And About Roofing, LLC, Gowen
TKB Equipment Repair, LLC, Dorr
Under The Stars Glamping, Wolverine
Vixens Ink & Beauty, Marshall
West Michigan Restoration, Shelby
Window World of Mid-Michigan, Lansing
Zays Home Improvement, LLC, Kalamazoo

ACCREDITED CHARITIES



Gryphon Place, Kalamazoo

Association for a More Just Society, Grand Rapids

Neighbors of Belknap Lookout, Grand Rapids

Puritan Reformed Theological Seminary,
Grand Rapids

Sowhope.org, Rockford

Habitat for Humanity of Kent County,
Grand Rapids

Wedgwood Christian Services, Grand Rapids

Senior Neighbors Inc., Grand Rapids

Children's Advocacy Center (Children's
Assessment Center of Ottawa County), Holland

Comprehensive Therapy Center, Inc.,
Grand Rapids

Grand Traverse Regional Land Conservancy,
Traverse City

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

***Bold** indicates Charity Seal Holder



FRESH FACES

SUMMER 2023 BUSINESSES:

Maple Ridge Manor, *Manistee*

Maple Ridge Manor is a family owned senior care center that prides themselves on genuine, compassionate care. They promise residents a one of a kind living experience that they won't find anywhere else. Visitors can look forward to clean and maintained facilities that offer a warm homelike environment.

Backwoods Creations Taxidermy, *Quincy*

Backwoods Creations Taxidermy provides in-house tanning services to ensure quality products that last a lifetime. They use Michigan based companies and products to put money back into local communities. With a number of taxidermy services offered, they can fulfill many trophy needs.

Emma's Landscaping and Maintenance, *Saint Joseph*

Emma's Landscaping and Maintenance provide residential and commercial lawn care services. They maintain both original designs and their own installations along with seasonal maintenance as well. Quality, dependability, and customer satisfaction are the beliefs in which they operate their daily business in.

CHARITIES:

Gryphon Place, *Kalamazoo*

Gryphon Place began as a youth drug drop-in center in 1970, but between 1980 and 2000 the charity shifted their focus to suicide prevention. Now the leading suicide prevention center in the greater Kalamazoo area, they offer several suicide prevention resources. These resources include including 9-8-8, The Gatekeeper Program, and Survivors of Suicide Loss Support Group.

BENEFITS OF BBB ACCREDITATION



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



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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.

The Value of Accreditation: **STAND OUT** in a **Sea of Competition**

by Katie Grevious

Better Business Bureau (BBB) Accreditation is a powerful tool for businesses looking to establish credibility and build trust with their customers. In a market saturated with companies vying for customers, BBB Accreditation gives consumers confidence that they're dealing with an ethical and vetted business.

One of the primary benefits of BBB Accreditation is that it helps businesses establish credibility with their customers. When a business is accredited by the BBB, it means that they have met certain standards of trustworthiness and ethical behavior. This can go a long way in reassuring customers that they are dealing with a reputable company that is committed to providing high-quality products and services.

Another benefit of BBB Accreditation is that it can help businesses stand out from their competitors. With so many businesses vying for customers' attention, it can be difficult to differentiate oneself from the competition. BBB Accreditation provides a clear signal to customers that a business is trustworthy and committed to ethical practices, which can help them stand out in a crowded marketplace.

BBB Accreditation can also be a valuable marketing tool for businesses. When a business is accredited by the BBB, they are granted permission to use the BBB logo on their marketing materials, website, and other promotional materials. This can help businesses build brand recognition and establish themselves as a trusted, reliable provider of products and services.

In addition to these benefits, BBB Accreditation can also provide businesses with access to valuable resources and services. The BBB offers a variety of programs and resources designed to help businesses grow and succeed, including training programs, networking events, and marketing resources. These resources can be invaluable to businesses looking to improve their operations and build a stronger brand.

BBB Accreditation can also provide businesses with an additional layer of protection against fraud and scams. The BBB has a robust dispute resolution



process that allows customers to file complaints against businesses. By being accredited by the BBB, businesses demonstrate their commitment to resolving customer complaints and protecting their customers' interests.

BBB Accreditation is a valuable tool for businesses of all sizes looking to establish credibility, build trust with their customers, and stand out in a crowded marketplace. With its rigorous standards, valuable resources, and dispute resolution process, BBB Accreditation can provide businesses with the support they need to succeed and thrive in today's competitive business environment.

Every BBB accredited business has a dedicated Regional Account Manager to work with them and maximize their accreditation.

Contact your Account Manager today to make sure you are maximizing your benefits.



10 & 20 YEAR ACCREDITED BUSINESSES

"Trust is not something you own, it's something you rent. It's not guaranteed. You have to earn your customers' trust everyday." Chris Andrus said this when being interviewed for our 2023 Trust Award Recipient video. There is much truth to this statement and this quote is a great representation of what these businesses have exemplified for upwards of 2 decades. Pictured are some of the businesses who have achieved this great milestone. Thank you to all of our 10 and 20 year Accredited Businesses for your dedication to **Trust and Ethics!**

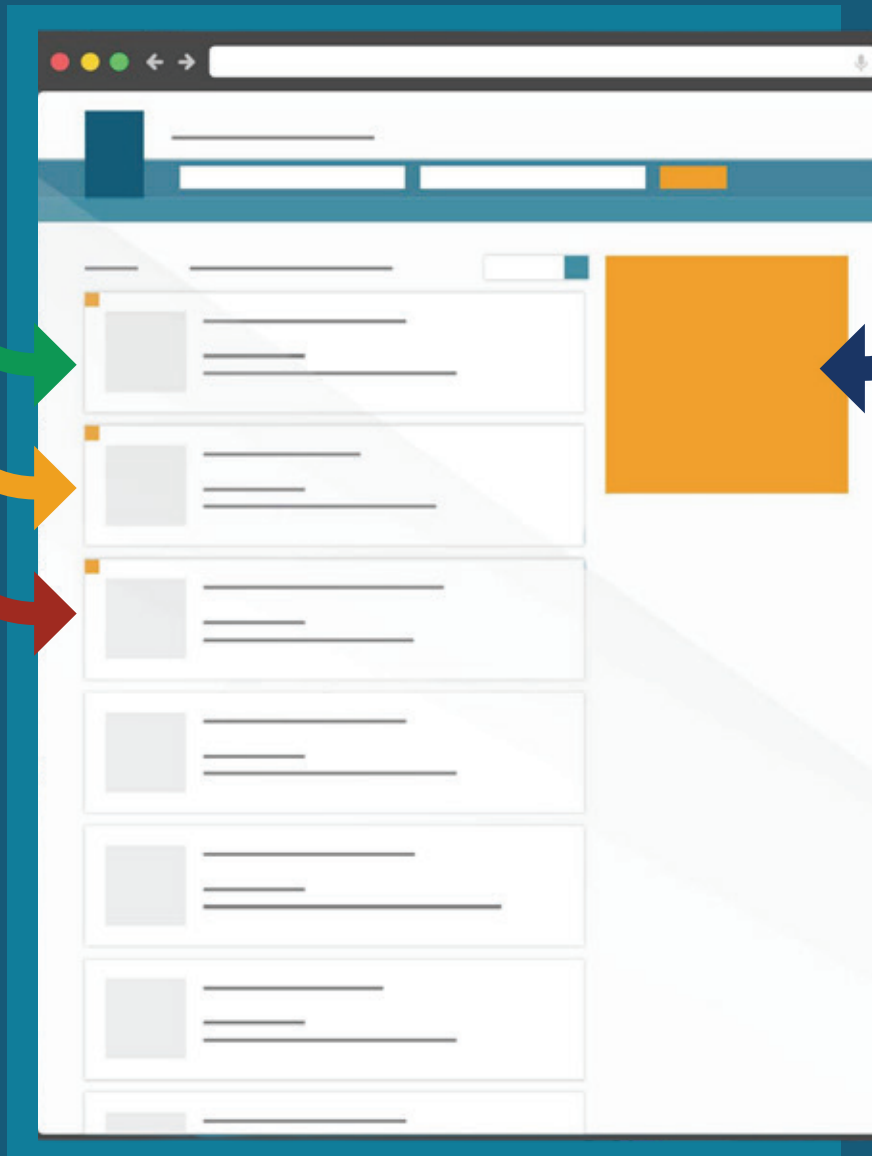




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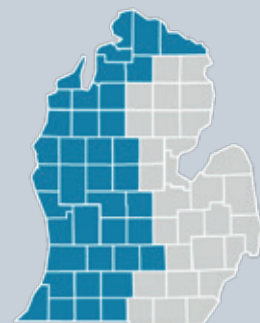
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