

BETTER BUSINESS BUREAU SERVING WESTERN MICHIGAN



BBB[®] BEACON

Winter 2022

Celebrating Trust



Welcome, Lisa Frohnapfel

The Better Business Bureau Serving Western Michigan Board of Directors welcomes Lisa Frohnapfel. We look forward to her leadership as President and CEO of the organization and her service to the businesses, nonprofits and consumers that call West Michigan home. Under Lisa's guidance we are confident we will make West Michigan the most trustworthy place in America to do business.



BBB

Start With TrustSM



A Word from Our CEO

It is an honor, as the new CEO of the Better Business Bureau of Western Michigan, to wish you all a Happy New Year! Joining the BBB family has been such an amazing experience, thank you for the warm welcome. Thank you to Phil Catlett for all of his support and help with a smooth transition, and to the Board for this opportunity. I am eager to help take our BBB to the next level by helping consumers and businesses work within a trusted environment.

During the course of this last year we have all experienced continued changes since the pandemic. Within our communities we have championed one another to push through adversity, and remained driven to a better future in 2022. Purpose driven businesses continue to shine with trust, ethics, and excelling service. As a community, we are resilient and strong moving into this New Year.

Here at the BBB we have also been working hard to provide added benefits not only for our members, but also for the communities we serve. Looking into this New Year, becoming Accredited brings so many added benefits we hope you all take advantage of. In addition, we hope you share with those that are not yet accredited the benefits they could be receiving and why they should join.

As businesses create brand awareness and strive to stand out from the rest, consumers seek to ensure they are getting the best for their money and working with legitimate, trustworthy, service driven businesses. We assist in this through helping you build - enhanced credibility - exposure - differentiation - Quotes/business tools - marketing/profile/brand awareness - free educational programs - supporting role models through Torch and Trust Awards.

Consumers are more aware and intentional about where they do business. We are more than an online search. With your membership, we assist in establishing a BBB Business Online Profile. This is key to helping with the analytics of online searches and where you appear within the listings of businesses. In fact, Google ranks the BBB in the very top percentage of all websites viewed in the United States. As a result, when customers are searching Google for information on your company, your BBB Business Profile usually appears on the very first page, showing that your company is linked to a trusted source. Now that is a true benefit of Accreditation.

Not to mention we have proven to be a centralized tried and true source for over 100 years. The BBB is your factual, unbiased provider to help with customer reviews and complaints. We help to research, investigate when needed, and vet local businesses. This creates an unbiased resource for businesses and our community and builds trust within our free market system.

We want you to get the most out of your BBB Accreditation. That starts with letting customers know you share the BBB's values of Trust and Ethics by proudly displaying the BBB Accredited Business seal on your website and on your storefront. Check out our website to ensure you are taking advantage of your full benefits of membership, and always feel welcome to contact one of the members of our team for assistance.

As we push into 2022, we stand together within our communities to connect consumers and purposeful businesses. As partners, we can make West Michigan one of the top places to live and do business. If you are interested in how you can support the BBB's efforts, please contact us at 616-774-8236 or email us at info@westernmichigan.bbb.org

Happy New Year!

Lisa Frohnappel



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Publisher

Better Business Bureau of Western Michigan Educational Foundation

Editorial

Troy Baker

BBB Educational Foundation Director

Jack Daley

Vice President of Sales & Marketing

Katie Grevious

BBB Communication Specialist

Cassandra Lawler

BBB Digital Marketing Specialist

Jeannie Gregory

BBB Charity Review Administrator

Jobanny Mendoza

BBB Digital Marketing Assistant

Design & Printing

SpartanNash Graphic Services

Advertising Inquiries

magazine@bbb-beacon.org

Write to:

BBB

3330 Claystone St. SE

Grand Rapids, MI 49546

info@westernmichigan.bbb.org

For more great content and regional news, go to:

<https://www.bbb.org/us/mi/grand-rapids/news>

BBB Vision

An ethical marketplace where buyers and sellers trust each other.

BBB Mission

To be the leaders in advancing marketplace trust.

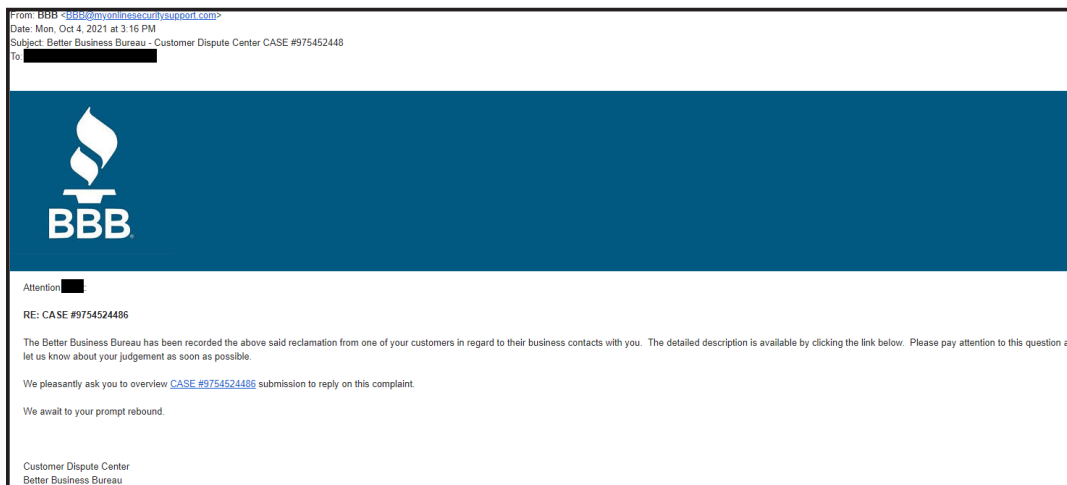


BBB ALERT:

by Katie Grevious

Watch Out for Fake Emails *Posing as the Better Business Bureau*

The Better Business Bureau Serving Western Michigan is warning business owners of scammers using the BBB name and logo to trick people into clicking on unsafe links.



Earlier this year, a charity in the Traverse City area received a phony email claiming to be from the BBB. The email requested a response to a complaint filed against the business. The email used the BBB logo, came from the email address “BBB@myonlinesecuritysupport.com” and was signed “Customer Dispute Center, Better Business Bureau”. The message requested the recipient click on a link to view a complaint.

We have received a similar report from a business on the southeast side of Michigan. That notice demanded a response within 13 hours.

These emails are NOT from the Better Business Bureau, and the links included do not lead to the BBB website or any site known to the BBB.

Business owners should watch for scammers impersonating the BBB in order to get them to click on links which could download malware onto computers, or lead users to share personal sensitive information like usernames and passwords. These types of phishing emails have the potential to open your business to hackers and ransomware attacks.

There are a few ways to determine if an email is from your local BBB:

- Any email from the BBB will identify the office involved (i.e., The Better Business Bureau Serving Western Michigan)
- Any complaint or review email from the BBB would identify a BBB contact person by name, and list their direct email, phone number or both.
- Complaint numbers from the BBB are 8 digits long. Each bureau is assigned specific starting numbers. Those coming from the BBB Serving Western Michigan start with 371.
- Scam emails usually contain poor grammar, misspellings or missing/inaccurate punctuation.
- If unsure, businesses and charities should contact their local BBB account representative. We are happy to help.



Better Business Bureau Serving Western Michigan Contact Information:

Office phone: (616) 774-8236 • **Toll free:** (800) 787-2221

General Help Email: info@westernmichigan.bbb.org

Address: 3330 Claystone St. SE, Grand Rapids, MI 49546

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A Suite Time *at the* Ballpark

An article from the West Michigan Whitecaps



Now is the perfect time to think about summer fun, and nobody provides summer fun quite like the West Michigan Whitecaps. The West Michigan Whitecaps offer many different ways for groups of people to safely gather and create lasting memories. Whether you are bringing a group to enjoy a suite experience, spread out in one of our private hospitality areas, or simply bring 20 or more people to any game at the ballpark, there is no experience like the outdoor summer fun at LMCU Ballpark.



LMCU Ballpark has luxury suites available for the 2022 summer, and make it easy to rent one on a game-by-game, event-by-event basis. The facilities are great for corporate

team-building outings, anniversaries, birthdays, client meetings, group outings or just a group of friends looking for a fun, unique way to watch a game. Suites are perfect for between 15 and 75 people. The Whitecaps do all of the work, leaving you and your group to enjoy the game, atmosphere and food prepared by award-winning chef, Matt Shoemaker.

Each luxury suite includes great amenities including:

- VIP parking.
- Indoor, climate control seating.
- The best spot in the ballpark to view fireworks.
- Outdoor seating for those wanting to be closer to the action.
- Availability game-by-game April 12 - September 11, 2022.
- And, of course, full-service food & catering options featuring Chef Matt.
- Suite pricing begins at \$950.

LMCU Ballpark also has other areas for you and your team to enjoy Whitecaps baseball and all of the entertainment out on the field.

- Enjoy the sights and sounds of the entire ballpark from above the center field fence on our Miller Lite Deck.
- Catch all the fun from the Founders Deck on the first base line.
- Soft seating on the outdoor Planet Fitness deck is a favorite with businesses entertaining employees.
- The Centennial Securities deck in left field is also a very popular spot to entertain your clients, church group, or friends.
- The General RV Campground offers a field-level view on the first base line. Have a seat under the umbrellas and enjoy the game and catch a foul ball!
- The Pioneer Deck is a beautiful covered wooden deck with a view from right field like no other! Plenty of seating and room for networking, watching the game, and enjoying a summer evening.
- The Pepsi Stadium Club offers an in-door, climate-controlled gathering space with lots of outdoor seating also. The view is from center field where you'll take in the images of the ballplayers, fans, and ballpark from one of the most popular gathering spots available.

One company that knows the value of LMCU Ballpark and the Whitecaps is Lumbermen's in Byron Center. "Lumbermen's vision strives to be the first choice for our employees, customers, and partners. The Whitecaps event team supports us every season to achieve this vision. The flexibility in their event spaces

allow us to host both employee and customer events from regular suites for smaller groups, the super suite for larger groups, decks for over 100, and even full company outings for over 400. We have also used their facilities to host off-site strategy meetings,” says John David, Sales Manager for the company. “The outstanding event staff helps us tailor each outing to the guests we are hosting. I highly recommend reaching out to them to see how they can support your company’s events and gatherings.”



Get your group together for one of the most enjoyable and fun group outing experiences in West Michigan! Get your group together (20+) and the rest is easy. Your group from the office, family & friends, a birthday party, anniversary celebration, a group of Tiger fans watching the latest prospects, or a fun meetup spot. LMCU Ballpark has the food, craft beer, entertainment, and more.

Groups at LMCU Ballpark enjoy:

- Preferred Seating: Reserved block seating.
- Discounted Tickets: Save \$1.00 on each ticket.
- Group Name Announced: A special public address welcome!
- CapSized Shop discount: 10% off at the CapSized Shop retail store for every member of your group.



Make plans now to join us for the 2022 season. Whether you’re looking for a suite time at the ballpark, want to bring your group or you’re thinking of a larger hospitality deck - you can call a Whitecaps Ticket Sales Consultant at 616-784-4131. Or e-mail groups@whitecapsbaseball.com for more information.

Whitecaps baseball - It's Your Summer!

The West Michigan Whitecaps are a BBB Accredited Business. Learn more at www.milb.com/west-michigan



A promotional advertisement for Whitecaps Group Experiences. The background is a dark blue gradient with a crowd of fans on the left. The text is in white and light blue. At the top, it says "WHITECAPS" in large letters, with the Whitecaps logo below it. Below that, it says "WEST MICHIGAN WHITECAPS". The main text reads "GROUP EXPERIENCES DECKS • SUITES & MORE!". At the bottom, it says "ON SALE NOW!" in large, bold letters, followed by the website "WHITECAPSBASEBALL.COM".

Celebrating TRUST and ETHICS

In November, hundreds of business leaders joined the Better Business Bureau Serving Western Michigan to celebrate local businesses and nonprofit winners of the 2021 Torch Awards for Ethics. The annual celebration recognizes organizations who demonstrate a commitment to Trust and Ethics. The BBB also celebrated SpartanNash, one of five local businesses celebrating 50 years of BBB Accreditation. The event was held Monday, November 22nd in conjunction with the Economic Club of Grand Rapids, which has hosted the BBB for several years. Along with the hundreds of business leaders in attendance at the JW Marriott in Grand Rapids, others watched the event's live stream.

The event highlighted a leadership change at the BBB, as retiring BBB President & CEO Phil Catlett wrapped up his ten-year tenure with the organization by introducing the awards. This was his last awards event with the BBB ahead of his December retirement. Catlett also introduced the new President & CEO, Lisa Frohnapfel, who announced the winners at the ceremony.

"With their commitment to their community, customers and teams, these businesses and nonprofits show us all the value of Trust and Ethics," says Lisa Frohnapfel, President and CEO of the Better Business

Bureau Serving Western Michigan. "We are honored to celebrate these organizations and the work they do."

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.

During the ceremony, each winner received a 2021 Torch Award for Ethics plaque, presented by the BBB. Winners from Traverse City to Kalamazoo gathered to celebrate in Grand Rapids.

This year's attendees heard an inspirational keynote speech from Richard Montañez, who went from janitor to a vice president at PepsiCo. The speaker was part of the Economic Club of Grand Rapids' bi-monthly event lineup. Accredited Business owners also had the opportunity to network with members of the economic club before the event.


The Better Business Bureau is already working on plans for the 2022 Torch Awards for Ethics. Look for application and nomination information in summer 2022. 



Photo credits: Russ Climie/Tiberius Images

AWARDING A COMMITMENT

by Katie Grevious

to TRUST and ETHICS

Meet the 2021 recipients of the BBB Torch Awards for Ethics

APPLIED
IMAGING

 **Torch**
AWARDS
BBB for Ethics
2021 WINNER™




Applied Imaging:

Trust is the Foundation of Everything

From their beginnings as a printer, copier and fax dealer, Applied Imaging now views itself as a tech company helping businesses manage the information lifecycle. The company has 11 locations across Michigan, as well as Florida and Ohio. Applied Imaging is a winner of the 2021 Better Business Bureau Serving Western Michigan Torch Award for Ethics.

“For us, trust and ethics are the foundation of everything that we do here,” says Casey Lowery, COO of Applied Imaging. “Our name is really all we have out there in the marketplace and customers that know us trust us. That’s how we continue to gain market share and do the best job that we can every day.”

Lowery says the company has a passion for service, for people and for business. The company focuses internally on serving one another, and says that is the key to building trust both inside and outside of the doors.

“One of the things we say here is the more you trust, the more you share, the more you share, the more you trust,” says Lowery. “And I think here, those relationships build trust and that’s really the foundation for everything.” 

“For us, trust and ethics are the foundation of everything that we do here.”

- Casey Lowery



AWARDING A COMMITMENT to TRUST and ETHICS




HourGlass Testing Solutions: *Do it Right with Trust and Ethics*

HourGlass Testing Solutions provides drug testing resources for employers locally and nationally. The Grand Rapids-based company provides everything from workplace drug testing, to helping employers revise or create drug-free workplace policies.

For those at HourGlass Testing Solutions, demonstrating trust and ethics is part of their everyday operations.

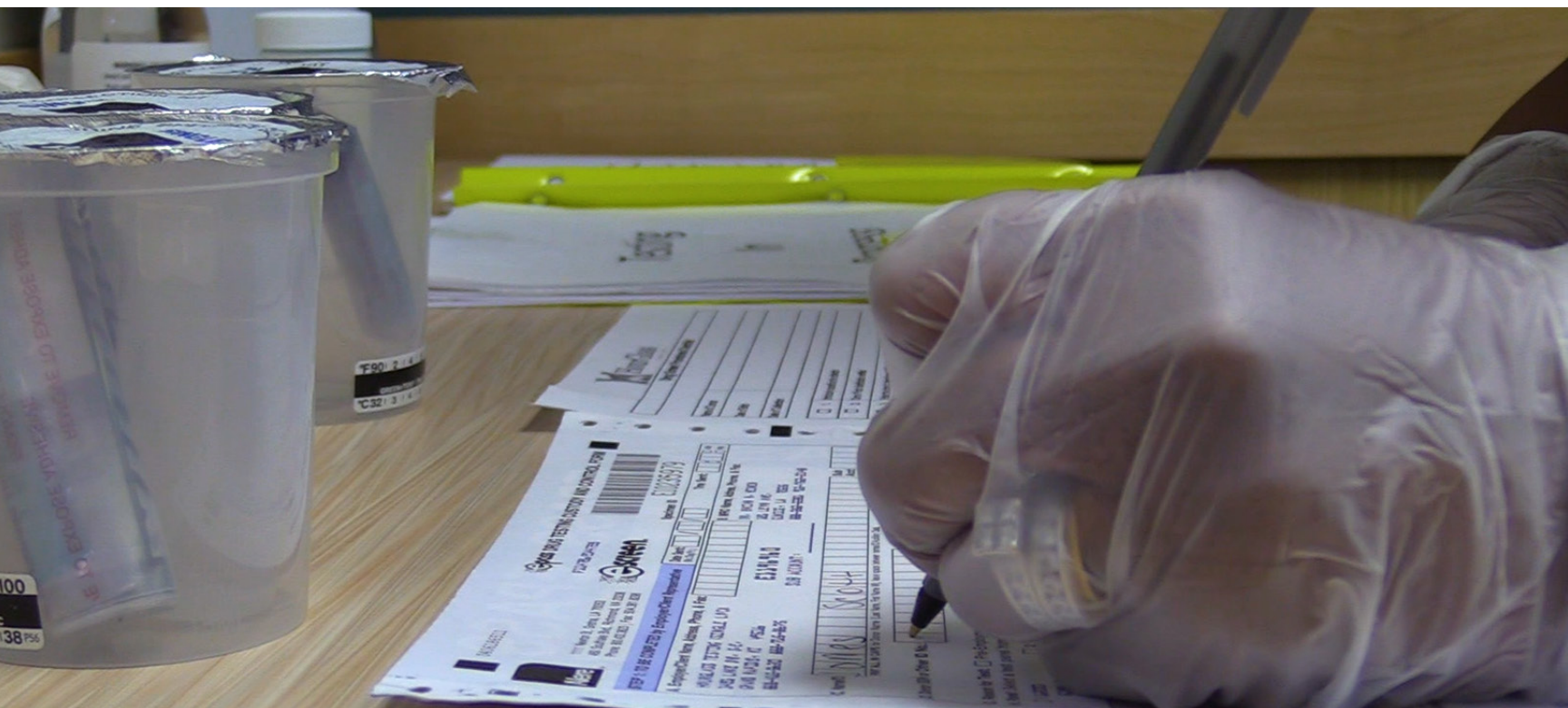
“Drug testing can be the livelihood for an individual. So for us, we have to do it right.” Says Andrea Owens, Owner of HourGlass Testing Solutions. “Having a safe work environment brings about a safer community.”

Owens says the relationships between the clients and the company is what sets HourGlass Testing Solutions apart from its competitors.

“We are literally walking through that with the employer, so they know that we haven’t forgotten them. That’s the advantage we have as being a smaller organization.” 

“Having a safe work environment brings about a safer community.”

- Andrea Owens





Grand Traverse Regional Land Conservancy:


We are Living Our Values

The Grand Traverse Regional Land Conservancy is a nonprofit based in Traverse City, Michigan. The organization serves Manistee, Benzie, Grand Traverse, Antrim and Kalkaska counties by purchasing significant pieces of land and preserving the natural beauty. It also adds trails and other infrastructure for communities to enjoy the outdoors. In its 30 years of service, Grand Traverse Regional Land Conservancy also buys the development rights of farmland and extinguishes it, to keep farmers farming on that land.

One of the reasons the organization continues to thrive is because of Michigan's love for nature.

"It's the quiet, it's the dark. It's getting away from the big city. It's the opportunity to get out and recreate, to hike, to cross country ski, to mountain bike," says Kevin Russell, Chairman of the Board of Directors. "All of those things are integral to who we are."

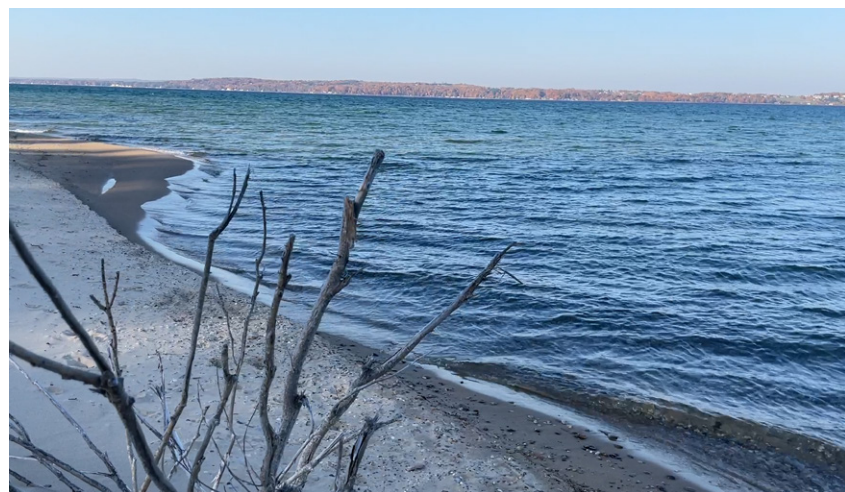
The organization relies on trust and ethical practices to continue raising money.

"To have a badge of honor, like the BBB label attached to our name, is really important," says Russell. "These labels tell the public that we are living our values and they can trust us when they leave us money, when they donate their property, when they agree to donate conservation easements or sell them to us. They know we're going to treat them fairly." 



"To have a badge of honor, like the BBB label attached to our name, is really important,"

- Kevin Russell



AWARDING A COMMITMENT to TRUST and ETHICS



Maple Hill Auto Group: Live Our Lives with Truth & Integrity


Maple Hill Auto Group has served as a new and used car dealership in Kalamazoo since 1995. But one thing that has not changed over the years, is the company's dedication to trust and ethics.

"We try to live our lives with truth and integrity." Says Jim Vandenberg, owner and General Manager. "Even our slogan "driven by trust and integrity" ethics is that lifeblood that sits down in your soul. Either you have it or you don't, and we have fought hard to keep that going through our entire organization."

Maple Hill Auto Group focuses on the customer first, and giving its employees the power to make that happen. Vandenberg says that's helped maintain a steady flow of employees at a time when other businesses are struggling.

"We have a culture that people hear about," says Vandenberg. "They say if you're going to go work somewhere, that's the place to work. That's the benefit of integrity and honesty and truth."

Vandenberg says receiving the Torch Award is a validation, but doesn't change who they are. It recognizes who they strive to be and what strides they've taken.

"Our own employees feel better about their life, and we're making a difference in the world," says Vandenberg. "When it's all done and said, it's not about the money. It's what we've done for others that matters to this organization." 



"We try to live our lives with truth and integrity."

- Jim Vandenberg





Hutcherson Construction: *Raising the Bar*

Located in Plainwell, Michigan, Hutcherson Construction sells roofs, siding, decks and other outdoor finishes. But what they really brand themselves on is the customer experience from start to finish.

“That trust is built every step of the way by doing what we say we’re going to do, and delivering on those promises.”

- *Josh Hutcherson*

Owner Josh Hutcherson says the key to maintaining an honest and trustworthy relationship with the community starts with hiring the right people.


“We have to show the community that there is a bar, contractors [in this state] should be held to a higher bar, and we’re here to deliver that for you,” says Hutcherson. “That trust is built every step of the way by doing what we say we’re going to do, and delivering on those promises.”

Hutcherson says the Better Business Bureau helps him do that, because the BBB values align with his own company values.



Hutcherson
Construction LLC
An Experience You Deserve



“Being a BBB Accredited Business holds us to a higher standard within the community and says this is somebody that we should be able to trust,” says Hutcherson. “We know that we don’t exist today without the communities being built up around us and they’re really the backbone of our business.” 

AWARDING A COMMITMENT to TRUST and ETHICS



Junior Achievement: *Ethical Behavior & Transparency is Crucial*

Junior Achievement's mission is to inspire and prepare young people to succeed in a global economy. It is done by teaching entrepreneurship, financial literacy and work readiness to students in kindergarten through 12th grade. JA is preparing to open their new educational facility, to further expand their programming. The organization is finishing renovations at the former Integrated Architecture Building on Lake Drive in Kentwood.


Once open, one of the new features will include the Tom Fox Family JA BizTown. It allows students to play the role of consumer, citizen or associate of a

local business. The students will run the town, get paid and vote on town matters. The Karl and Susan Hascall JA Finance Park is designed like a mall. Every store is meant to be a life decision like healthcare, clothing and food. Students will try to make the right life decisions in a safe environment. The Hayworth JA Entrepreneurship Incubator after school program will let students design a business plan, create a product with a 3D printer and then run their business.

"We're teaching young children, and we want to teach them ethical business behavior."

- Bill Coderre

The BBB Accredited Charity relies on a trustworthy reputation to bring in donations, and to mold the minds of future business leaders.

"Ethics and ethical behavior and transparency with our donors has been a crucial component." Says Bill Coderre, President & CEO of Junior Achievement of the Michigan Great Lakes. "We're teaching young children, and we want to teach them ethical business behavior." 



Northern Hearth Quilting & Sewing Center: Customers Can Trust Us

Northern Hearth Quilting & Sewing Center is a quilting store in Cadillac, Michigan. The store is considered a blender store, providing a little bit of everything a quilter may need from fabric to sewing machines.


Owner Julie Dunkel says the personal attention you get at her store is lost at a big box store. She also says building trust with customers is crucial for success.

“We’re looking at the customer’s best interest and we want to take care of them. That accreditation gives value to our words.”

- Julie Dunkel

“If I’m selling a customer fabric and they like the feel of the store and feel we are knowledgeable, that builds trust,” says Dunkel. “If their machine breaks down and they want to buy another machine, I can sell a machine to them and they trust that we’re going to back that appliance up without question.”

Dunkel says becoming BBB Accredited sends her customers a clear message.

“It tells others that don’t know the business, that we are a trusted company. We are reliable,” says Dunkel. “We’re looking at the customer’s best interest and we want to take care of them. That accreditation gives value to our words.” 




Papa's Place: Trust During Difficult Times

Papa's Place is an adult day care center in Reed City, Michigan, for senior citizens and adults with developmental disabilities. Papa's Place also provides in-home care. Papa's Place is named after owner Nicole Haney's own grandfather, who was not receiving quality care after he was diagnosed with Alzheimer's.

Haney says recognizing a loss of independence, asking and receiving help bring up a lot of emotions. That is why trust is so important to her organization.

“We are in people’s homes, we are doing care for people that is not always easy to go in and do,” says Haney. “If they’re recognizing that they need help, they’re only going to go with somebody that they trust.”

Haney says building that level of trust internally is just as important.

“We put our feelings and our heart on the line every single day when we go out and see people,” she says. “I’ve always had the philosophy that I would never ask my staff to do something that I myself am not willing to do. I think with that transparency, it builds a level of trust.” 



AWARDING A COMMITMENT to TRUST and ETHICS



Safe Haven Ministries:

Trust and Ethics is Woven in to Everything We Do

For over 30 years, Safe Haven Ministries has been committed to both preventing and ending relationship abuse in our community. That ranges from education prevention, a 24-7 crisis hotline, emergency shelter and rehabilitation resources.


Building trust is a key component to Safe Haven by listening to people's stories.

"We meet people where they're at," says Rachel VerWys, Executive Director of Safe Haven Ministries. "You know, to build an authentic, trusting relationship, takes time and understanding. And so that's a commitment we have that we come to a place of being nonjudgmental, that we're inclusive of everyone in their story and their circumstances."

"You know, to build an authentic, trusting relationship, takes time and understanding."

- Rachel VerWys

Safe Haven is also committed to honesty and ethics, which is why they are a BBB Accredited Charity.

"I think to have the recognition from someone else just affirms some of the deep commitment that we have to our mission, to connect with the community, to serve with excellence and to see transformation happen because we really believe in change," says VerWys. "Even in the midst of turmoil and at a time when our community is experiencing increased violence, there is still hope." 





Congratulations to the following businesses and nonprofits:

Nonprofit 1-20 Employees

Winner: Junior Achievement of the Michigan Great Lakes

Finalist: Lakeshore Pregnancy Center

Nonprofit 20+ Employees Central/Southern Region

Winner: Safe Haven Ministries

Finalist: Meals on Wheels Western Michigan

Nonprofit 20+ Employees Northern Region

Winner: Grand Traverse Regional Land Conservancy

Business 1-10 Employees Central/Southern Region

Winner: HourGlass Testing Solutions

Finalists: Five Star Window Coatings

Fuller Travel Service, Inc.

Gold Coast Douglas

Business 1-10 Employees Northern Region

Winner: Northern Hearth Quilting & Sewing Center, LLC

Finalists: Clare Auto Sales, Inc.

Keep it Real Social LLC

Business 11-50 Employees Central/Southern Region

Winner: Hutcherson Construction, LLC

Finalists: Everdry Waterproofing of Greater Grand Rapids

Foundation Systems of Michigan

TBD Solutions LLC

Business 11-50 Employees Northern Region

Winner: Papa's Place Adult Day Care LLC

Business 51-175 Employees Central/Southern Region

Winner: Maple Hill Auto Group

Finalists: Hydro-Chem Systems, Inc.

The Mitten Brewing Company

Business 175+ Employees Central/Southern Region

Winner: Applied Imaging

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CENTENNIAL SECURITIES

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putting PEOPLE FIRST

The Better Business Bureau Serving Western Michigan is proud to recognize those businesses marking 50 years of BBB Accreditation. A staple in communities across West Michigan, SpartanNash is marking 50 years with the BBB. Below is a conversation with SpartanNash President and CEO Tony Sarsam. It has been lightly edited for space and clarity.



BBB: What should people know about SpartanNash?

Tony Sarsam: SpartanNash is an innovative food solutions company. We believe we bring the ingredients for a better life to our communities, and to our stores. We have an engaging team. We believe that we've built the foundation of people first, and those people that we bring into our company, they love to serve. They love to find

creative solutions, they love to win and we have a lot of fun doing all those things.

BBB: You have been BBB Accredited for 50 years. Why do you think it was important to the company to become BBB Accredited back in 1971?

Tony Sarsam: We have a long history in this community and as a matter of fact, we have over 100 years of history in this community, all the way back from the time we bought our first boxcar of sugar, our first act in 1918, and those roots are really important so that accreditation within this community provides us credibility, and that matters to us.

BBB: The values of the Better Business Bureau are trust and ethics. How does SpartanNash demonstrate those values?


Tony Sarsam: Trust and ethics are critically important. They are the bricks of the foundation of our company. Trust, ethical behavior, respect for the individual, all of those things are critical as we build a great people-first organization. Those values matter a great deal to us.

BBB: SpartanNash is a national organization, but it is still very much focused locally.

Tony Sarsam: You think about our mission statement, about bringing ingredients for a better life. We really bring that to the businesses that we serve and also the community that we serve. And being local is very important. We believe relationships at a local level are absolutely preeminent, and so we focus on that.

We're very committed to that idea about making our communities better.

BBB: What can a new employee expect when they are hired on to SpartanNash?

Tony Sarsam: They should expect a company that is vibrant and thriving. A company that does essential work for their communities. What they can expect is that they're joining a people-first organization first and foremost. Those people will have a love of service and finding great solutions for their customers, and a real desire to win and have fun while they're doing it. We have 19,000 employees in our organization and we are very, very proud of the people-first organization we are building. 



The Better Business Bureau would like to congratulate SpartanNash and all of our 50 year BBB Accredited Businesses for their commitment to Trust and Ethics in our marketplace.



50 Years



Brummel's Home Furnishings





Get to Know Your BBB BOARD OF DIRECTORS: JORDAN LINDBERG

eFulfillment Services and Stardust Memorials

by Troy Baker

Better Business Bureau board member Jordan Lindberg is big on Trust and Ethics. Before going into the business world, Lindberg started his career as a philosophy professor at Central Michigan University. He taught a number of classes, including business ethics. That background, along with his business history and connections in Northern Michigan, make him a wonderful addition to the BBB Serving Western Michigan board of directors.

After a decade in education, Lindberg joined his family's business, eFulfillment Services, which is run by his father. Jordan and his wife also started Stardust Memorials.

"My father has been a BBB member for a long time," says Lindberg. "He really introduced me to joining. He takes it seriously."

And Lindberg has been seriously successful. Stardust Memorials was awarded a BBB Torch Award for Ethics in 2018. He is also a member of a number of business groups in the Traverse City area. It is a community he says is special.

"We see a lot of folks who grew up in Northern Michigan and do move away, and I'm one of them. I ended up, we call it boomeranging back. At some point people decide that they want to come back because it was a special place to grow up and they want to raise their own kids here."

Recruited in part to help give Northern Michigan a bigger voice on the BBB Board, Lindberg is serving the first 3-year term.

"Our particular Better Business Bureau has a huge footprint," he says. "We have a lot of representation from the Grand Rapids area, but we are bigger than that and I think there should be more people who are involved who come from other areas."

While Northern Michigan is a well-known tourist destination, the business community has a lot going


on in addition to tourism. Lindberg wants to highlight that.

"I would point to my own businesses as examples of this, you know, order fulfillment," Lindberg says. "There are a lot of high-tech companies, big companies and manufacturers that call Northern Michigan home."

With the expansion of remote work arrangements, Lindberg says Northern Michigan is seeing a lot more remote workers moving to, or staying in, the area. They get the best of both worlds. A fantastic community in which to live and the ability to advance their careers in big companies, including Amazon and Walmart.

Lindberg says it is important for organizations like the Better Business Bureau to make sure their services are available to Northern Michigan and the entire service area.

"We don't always have the same resources as bigger, more metropolitan areas," he says. "So we have to work harder in Northern Michigan and in small communities to get access to those things. And I appreciate that the BBB is working to bring those resources into all the communities we serve."

The Better Business Bureau Serving Western Michigan is governed by a 22-person board of directors, made up of leaders in the business and nonprofit sector. Each is elected by BBB Accredited Businesses to serve up to two consecutive 3-year terms. 

a focus on SERVICE

Meet the new President and CEO of the Better Business Bureau Serving Western Michigan

The Better Business Bureau Serving Western Michigan is beginning 2022 with a new President and CEO at the helm. Lisa Frohnapfel has taken over for Phil Catlett, who retired at the end of 2021 after 10 years at the Better Business Bureau. Frohnapfel was selected by the BBB Board of Directors after a nation-wide search, and began her tenure at the BBB in November.

“It’s an honor to be selected for this position, and I have some very big shoes to fill, but I am excited about the work we will do for local businesses,” says Frohnapfel.

Frohnapfel comes to the BBB after spending her career in the credit union industry. “I came up through the ranks,” she says. “I have worked as a Teller, Member Services Representative, Loan Officer,

The BBB’s focus on trust, ethics and integrity appeals to her, because it’s something she learned at a young age. “Even going back to my Dad and Mom, growing up, we learned old-school about hard work. Doing things right, digging in and working hard for what needs to

be done. No one on the team is more important than another, we all have our roles to help make success. Your reputation and relationships are key.”

Frohnapfel is connected to Western Michigan. A graduate of Gull Lake High School, she attended Kalamazoo Valley Community College and Western Michigan University before getting her degree from Davenport University and her masters from Cornerstone University.

She loves the outdoors, and spends a lot of time hunting and fishing. “You get to see everything wake up and you can see everything go to sleep. It’s very peaceful. It’s almost like your time to really reflect on things and have a respect for life,” she says. Lisa is also part of a local Jeep group that gets together for adventures, including to the Silver Lake Sand Dunes. When not outdoors, she and her family love to play games. “I’m very close with my family,” she says. “We really like to play games together, card games, board games, pretty much anything.”

Lisa says she is excited to join the Better Business Bureau. “I’m very proud of the history of the BBB. That history is culturally ingrained, which is amazing. Everyone on the team is dedicated to the mission and to helping businesses and consumers. You don’t always see that when you come into a place.”



Human Resources, Business Development, Marketing, Collections, and so many other roles until I was eventually CEO.” She sees a lot of similarities between credit unions and the BBB. “We are here to serve the members, our Accredited Businesses, and help them be successful. It’s about understanding who they are, their needs, and how we can help.” She has also worked as a consultant, helping businesses improve systems and manage trouble spots.



Over the past couple months, the staff has had a chance to see her fun side as well. “I was the class clown in school,” she says. “There is a time and place for everything. There’s always accountability, a healthy sense of urgency with organization goals and objectives, but you have to have fun too.”

Lisa shared “I am looking forward to the coming year and digging in to help our team and communities be successful. We are focused on expanding our members’ knowledge and use of all their BBB benefits. At the same time, we are committed to increasing the number of Accredited businesses, in an effort to help our communities further thrive during ever changing times, and increase trust in our community’s marketplace.”

We are excited to have Frohnapfel be part of our BBB family and look forward to the great things to come for our organization and communities of Western Michigan. 



BUILDING A LOYAL CUSTOMER BASE

1

CREATE A CUSTOMER-FIRST MENTALITY

With limited face-to-face interactions, it’s important to step up your customer service game. Make time for your customers by maintaining transparency, communicating consistently, and answering questions.

2

PERSONALIZE YOUR COMMUNICATION

A first step in creating a memorable customer experience is personalization. A Segment survey found that 71 percent of consumers get frustrated by impersonal encounters by companies. Earn your customer loyalty by building and delivering an authentic experience.

3

START A COMMUNITY

With social media abundant, Entrepreneur recommends creating an online community that encourages customer engagement and user-generated content. Have your customers take pictures of the final product and encourage them to share it on social media.

4

RESPOND TO REVIEWS AND COMPLAINTS

Review sites make it easy for customers to sound off. Whether it’s a one-star rant or a five-star cheer, it’s up to the business to respond positively and openly. Choosing to answer each review promptly and kindly can increase trust in your brand.

5

HONOR PROMISES

Whether there are supply issues, price quotes, or unforeseen mistakes, work to keep the line of communication open with customers. Over-promising a client can break trust and cost you a future project. By honoring promises and operating with transparency, you’re building trust.

ARE YOUR **EMPLOYEES** PUTTING *your* **BUSINESS AT RISK?**



An article from Speedy Cyber Rescue

We hear it from business leaders all the time: your team, the people in your organization, are your biggest asset. It's true. But from a cybersecurity standpoint, they are also your biggest risk. Organizations large and small spend a lot of time and money working to protect their network and data. Like castles, they build big walls to fend off attacks. But how secure is your kingdom if an employee opens the gate and lets in the intruder? In the majority of cyberattack cases, that's exactly what happens.

“You can have the most sophisticated firewall, the most sophisticated anti-virus system or backup system, but they can't help your business if an employee lets an attacker in the front door.”

– Steve Opoku,
President of Speedy Cyber Rescue

His Portage-based cybersecurity company works with businesses to help protect their data. That includes firewalls and backups, but also training programs for employees. “Employees are the front line of the company, and hackers have figured out how to exploit them to get into sensitive systems,” Opoku says. Most cyber attacks begin with a mistake by an employee that compromises the entire system.

Common trouble spots include:


- Phishing email attacks
- Fake websites
- Password compromises
- Using compromised and unsecure WiFi

Phishing emails are among the most common attack points. Attackers send emails that appear legitimate or innocent, but they include downloads or links that give the hackers access to the company system. “All you have to do sometimes is open the email and their tech has launched. So unfortunately, the employees who happened to be the front line are the weakest link.” It is important to train employees on what to avoid, and then continue that training. “Cybersecurity training for staff isn't something you do once a year. It needs to be ongoing because cyber criminals evolve rapidly,” says Opoku. “Cyber criminals are smart. They are quite intelligent when it comes to human behavior. They know what a person is likely to do, so they exploit that.”





Along with avoiding suspicious emails, Speedy Cyber Rescue makes its customers use password management software, which creates and stores complex passwords that can't be guessed. Cyber criminals know most people use the same logins and passwords, or similar passwords, for everything they do. So a single compromise can have wide-ranging effects. Password management software allows companies to have complex custom passwords and eliminates a lot of the risk. "With the tools we have at our disposal, nobody should have to remember their passwords anymore," says Opoku. "There is no reason that should be the reason for a data compromise."

Businesses of all sizes are at risk of attack, and usually small businesses are the ones that are least prepared and most vulnerable. Speedy Cyber Rescue offers a range of solutions and programs to help prevent such an attack. 

Speedy Cyber Rescue is a BBB Accredited Business and can be found at scrmichigan.com



**SPEEDY
CYBERRESCUE**

No Geeks, Just Experts

**Protect your data
and your business.**

269-459-1484 - sales@scrmichigan.com

ACCOUNT MANAGERS: YOUR PERSONAL CONNECTION to the BBB.



by Jack Daley

BBB Serving Western Michigan is committed to providing the best possible service to our Accredited Businesses. There are over 4,000 Accredited Businesses in Western Michigan that allow our nonprofit organization to fulfill its mission of promoting trust in the marketplace. We help businesses, educate consumers and shine a light on organizations that are trustworthy and those that are not.

To that end, your BBB has restructured responsibilities of some of our staff to focus on Accredited Business Account Management. This structure will allow for more personal interaction with BBB as the Account Manager will be the single point of contact to assist each and every Accredited Business as needed.

Randy Travis (mainly responsible for northern Michigan Accredited Businesses), Kathy Weidman and Monica Kimball will work with a number of our current Accredited Businesses and will work with all new Accredited Companies as they join BBB.

Kristen Nietering, Jonathan Casteel, Sami Nowakowski, Troy Baker, Cassandra Lawler, Katie Grevious and Jack Daley will work with all other Accredited Businesses as their dedicated Account Manager.

The main role of the Account Manager is to provide assistance as needed to the business and to help each Accredited Business take advantage of the many benefits and services available from BBB. There is tremendous value in BBB Accreditation and we want to help you take advantage of it.

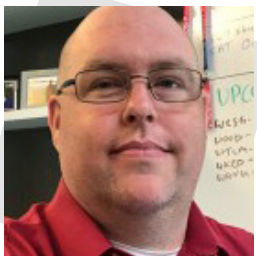
Some of the key items your Account Manager can assist with are:

- Updating Business information / your company's profile on BBB.org
- Access to BBB collateral materials
- Usage of the BBB logo on collateral and on your website
- Preferred placement on BBB.org through advertising / enhanced listings
- Featured article in the Beacon (the quarterly magazine published by BBB Serving Western Michigan)
- Implementing the free app to generate reviews on BBB.org of your company
- Participation in the "Request A Quote" program to help generate leads
- Payment processing

In addition to the regular correspondence sent out by BBB, i.e. the monthly newsletters, press releases, etc., our objective is to reach out individually to every Accredited Business at least once per year. We look forward to working with you over the year. If you need assistance and are not sure who your Account Manager is, please email accountmanagement@westernmichigan.bbb.org and your manager will reach back out.

We are excited about this initiative and look forward to working with you over the course of the year.

GET TO KNOW YOUR BBB ACCOUNT MANAGEMENT TEAM:



Troy Baker

Educational Foundation Director
troy@westernmichigan.bbb.org

How long with the BBB?: 3 years

One fun fact about you: In the summer you can find me playing sax with the Scottville Clown Band.

What do you love about being a BBB Account Manager?: Every business is different, and every business has a story. I love learning about what they do and ways we can help them be successful.



Jack Daley

VP of Sales and Marketing
jack@westernmichigan.bbb.org

How long with the BBB?: 6 years

One fun fact about you: I am a HUGE college basketball fan

What do you love about being a BBB Account Manager?: I can make a difference with business owners and truly help them be more successful.



Monica Kimball

Account Manager

monica@westernmichigan.bbb.org

How long with the BBB?: Since November 2021

One fun fact about you: Throughout childhood (and occasionally now!) I loved to pull harmless, sometimes elaborate pranks on my family and friends.

What do you love about being a BBB Account Manager?: I have a passion for people and love getting to connect with those in west Michigan. I love getting to learn more about our accredited businesses, and it's rewarding to help them utilize the benefits available to them.



Kathy Weidman

Account Manager

kathy@westernmichigan.bbb.org

How long with the BBB?: Since October 2021

One fun fact about you: When I was a Freshman in high school my family and I traveled Europe for 6 months in a camper and did schooling via mail (no internet back then!) And then when I was 19 I lived in the Netherlands for one year and worked for an English Speaking International Seminary. That is where my love of travel began!

What do you love about being a BBB Account Manager?: I love connecting with and talking with the businesses and establishing a relationship with them. I enjoy showing them all the benefits of being accredited.



Kristen Nietering

Data Quality Specialist

kristen@westernmichigan.bbb.org

How long with the BBB?: Since July 2018

One fun fact about you:

I love to paint Christmas ornaments and other crafts. I also love to cook and enjoy creating recipes.

What do you love about being a BBB Account Manager?:

I love connecting with businesses and helping them in any way I can.



Jonathan Casteel

Manager, Data Development and Quality Control

jonathan@westernmichigan.bbb.org

How long with the BBB?: 4 years

One fun fact about you: I lived and worked in England prior to working at the BBB.

What do you love about being a BBB Account Manager?: I love connecting with and helping businesses.



Sami Nowakowski

Accreditation Specialist

samantha@westernmichigan.bbb.org

How long with the BBB?: 6 years

One fun fact about you: I went to kindergarten in Germany.

What do you love about being a BBB Account Manager?: Getting to learn about and work with the business leaders in the community!



Katie Grevious

Communication Specialist

katie@westernmichigan.bbb.org

How long with the BBB?: 8 months

One fun fact about you: I coach the Kenowa Hills Varsity Cheerleading teams.

What do you love about being a BBB Account Manager?: I get to meet new people every day and help them continue their trustworthy and ethical relationship with the community.



Randy Travis

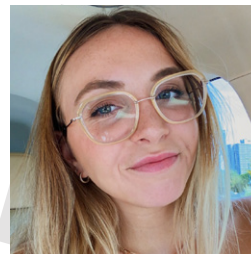
Account Manager

randy@westernmichigan.bbb.org

How long with the BBB?: Since September of 2020

One fun fact about you: I have been the commissioner of a Fantasy Football League for over 20 years and have been participating since 1986 (way before the internet and we used newspapers for getting scores). I am hoping to win another Championship this year.

What do you love about being a BBB Account Manager?: I love learning about our different Accredited Business and providing support to enhance their experience with us. Establishing Trust in all relationships is very important to me. The BBB is a great fit for me because Trust is the main focus of our organization.



Cassandra Lawler

Digital Marketing Specialist

cassandra@westernmichigan.bbb.org

How long with the BBB?: 4 months

One fun fact about you: I played college softball at Calvin University!

What do you love about being a BBB Account Manager?: I like the fact that I work directly with some of our accredited businesses and get to know the people a little better. My accounts are the best!

DOUBLE *the* VALUE

BBB Charity Accreditation benefits both charity and donors

by Jeannie Gregory



Affinity Mentoring, a newly accredited 501(c)3 nonprofit by the BBB, is proud of its recent Accreditation. The nonprofit has a mission to facilitate equitable growth in academics, social emotional skills, and self-esteem through mutually beneficial mentoring relationships.

The BBB Serving Western Michigan serves a dual role with its Charity Review Program. The program not only plays an important role in helping local donors find a trustworthy place for their donations, but also assists charities to be transparent and operate with best practices.

This is even more important with the current state of the economy. COVID-19 not only brought illness and suffering to the world, the pandemic also inspired nefarious activities to some who have less than stellar intentions. It is an exceptionally offensive result when it goes against charities whose sole mission is to help those in the world who are struggling. So scammers are not only harming the charities and their fundraising potential, but also those who are in dire need of assistance.

The Educational Foundation, which is an arm of the BBB Serving Western Michigan, oversees the Charity Review Program and its mission is to not only educate but also support area charities that are interested in becoming BBB Accredited. The program utilizes the Wise Giving Alliance's 20 Standards of Charity Accountability, a free voluntary review process that has stringent requirements for nonprofits to meet to become a BBB Accredited Charity.

The BBB works with nonprofits that show an interest in becoming accredited to help them attain best practices. There are a variety of documents required, criteria to be met, and questions to be answered during the review process. To make it easier, a comprehensive checklist is available from the BBB so all the documents and

information can be gathered prior to the review. The BBB sends the organization an online link to the questionnaire along with their User ID and password and the charity's representative follows the prompts to upload their information at a time that is best for them. The accreditation process seems daunting at first glance, but a BBB Charity Evaluation Specialist is on hand to help organizations if they have any questions or difficulties.

Affinity Mentoring, a nonprofit located in Grand Rapids, Mich., saw the value in BBB Accreditation and started the process in August and completed the requirements at the end of October.

"We are proud to have received approval from the Better Business Bureau, whose vision is of, '[a]n ethical marketplace where buyers and sellers trust each other,'" says Affinity Mentoring Executive Director Cassandra Kiger. "We agree with this vision, and offer this as another opportunity and avenue for the public to provide us feedback on our work and keep us accountable to our commitments in our Strategic Plan to 'create regular cycles of public feedback on our work, and give power to the community to speak into where we will direct our resources and which projects we will prioritize.'"

The Standards were formed in such a way that even smaller nonprofits have the ability to meet them. It is a litmus test to make sure the organizations are operating with best practices and transparency at any level of annual revenue. Sometimes smaller organizations need help fashioning an annual report or an online privacy policy, and a BBB specialist will aid them


with a sample or a template they can adjust for their organization's use to meet a certain Standard.

The Accreditation lasts two years. If a charity doesn't meet a Standard, but they do in the future, the BBB will change the status when they meet it to reflect the change prior to the next review.

The BBB Charity Review Program is an excellent way to show local donors an organization is following best practices, is transparent and can be trusted.

"Mel Trotter Ministries believes and fully understands that the Western Michigan Better Business Bureau is one of the most respected and trustworthy organizations that individuals and organizations look

to first for honest information," shares Gordon Oosting, Chief Financial Officer of Mel Trotter Ministries. "For us to be BBB Accredited means that we have met the rigorous standards of the BBB, and therefore others in the community can place their trust and confidence in us, just as the BBB has trusted us."

To learn more about the BBB 20 Standards for Charity Accountability go to give.org/charity-landing-page/bbb-standards-for-charity-accountability. If you are interested in becoming an accredited charity, send an email to: jeannie@westernmichigan.bbb.org 



Mel Trotter Ministries, a nonprofit that earned BBB Accreditation in November 2021, is outspoken about the value of being trusted within the community. Their stated purpose says the ministry exists to demonstrate the compassion of Jesus Christ toward the hungry, homeless and hurting of the greater Grand Rapids area. One of their highly successful campaigns, the "Turkey Drop," feeds the area hungry over the holiday.

by Troy Baker

Creating a **BETTER BUSINESS**

"The only constant in life is change." We have all heard the saying, and it is especially true for businesses. Technological advances have made customers more connected, and created new ways for businesses to engage. For many small businesses it can be overwhelming. Large companies have marketing teams dedicated to analytics and digital marketing. But you don't need a big team of experts to be effective. You just need a little know-how. The Better Business Bureau has partnered with Google to help businesses of all sizes improve their online presence and connection to customers. This series of presentations will bring valuable advice to businesses large and small. The first presentation was held January 11th and discussed creating a search-friendly website, which is critical to helping customers find you on google and other search engines. Upcoming presentations include:

- February 3, 1pm-2pm (virtual)- Get your Local Business on Google Search and Maps
- February 23, 2pm-3pm (virtual)- Reach Customers Online with Google
- March 15, 10am-11am (virtual)- Use YouTube to Grow Your Business
- April 7, 12pm-1pm (virtual)- Make Better Decisions with Analytics
- April 27, 2pm-3pm (virtual)- Digital Skills for Everyday Tasks

All of these presentations are free to local businesses as part of the Better Business Bureau's commitment to helping businesses thrive. You can find information on these presentations and others from the BBB at <https://www.bbb.org/local/0372/wmiprograms/foundation-events.html>



Grow
with
Google

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

New BBB Accredited Businesses, added from 10/1/2021 to 12/31/2021

42 North Overland LLC, Holland

56 West Homes & Design,
Grand Rapids

AccountAbility Solutions LLC,
Coopersville

AGA-Express LLC, Charlotte

American Home Inspections,
Lawton

Amerifirst Financial Corporation,
Portage

Anchor Insurance Agency, LLC
Edwardsburg

Animal Emergency Hospital,
Grand Rapids

Arthur J. Gallagher & Co.,
Grand Rapids

Basic Auto Plus LLC, Bear Lake

Bassett's Body Shop, Rockford

Betsy McCue Pictures, Kalamazoo

BK Surveying LLC, Gaylord

Black Lion Jiu Jitsu Academy LLC
Byron Center

BLU Advance Services LLC
Grand Rapids

Blu Navi Investments, Battle Creek

Bruck Trucking, Shelby

**Burnouts Classics and
Collision LLC**, Mt. Pleasant

C & K Diesel And Equipment Repair
Holland

Calkins Construction LLC,
Rockford

Central Star Truck Repair LLC
Covert

**Charlevoix Sewer and Drain
Cleaning**, Charlevoix

Cheryl Rosen, Realtor, Grand Rapids

Cisco Services LLC, Stanwood

Clover's LLC, Rockford

Complete Fleet & Auto, Marne

CoolPools.com LLC, Traverse City

Crawford Home Inspections LLC
Quincy

Crossroads Housing, Chase

Crumbi Cookies, Grand Rapids

Dadds Appliance Repair, Grant

Dakoda Love LLC, Wyoming

Dallas Commercial Cleaning LLC
Saint Joseph

DeAunna's Cleaning Service
Muskegon

Deer Fly Motors LLC, Shelbyville

Delight in Designs, Grand Rapids

Delightful Design LLC, Marcellus

Diamond Z Transport LLC, Plainwell

Diversified Tree Service LLC,
Grand Rapids

Dornbos Insurance Agency
Byron Center

Doug Eyre Builder, Kalamazoo

Doug Schwartz Trucking Inc.,
Burr Oak

Dowd Tree, Allendale

EME Transport LLC, Wayland

Eves Organic Essentials LLC
Muskegon

Exhibit Design Consultants
Grand Rapids

Falk Panel LLC, Grand Rapids

Freddie D Express LLC, Wyoming

Gabe's Garage LLC, Carson City

**Gafmek Interior & Exterior
Painting LLC**, Grand Rapids

Gill Staffing, Grand Rapids

Gordon Property Maintenance
Grand Rapids

Great Wakes Services LLC
Howard City

GreenCup Digital, Grand Rapids

Gun Rock Trucking LLC
Grand Rapids

H & R Transportation LLC
Saint Johns

Habel Transportation Inc., Elmira

Happy Days and Nights LLC
Harbor Springs

HD Cycle Service, Waters

Helix CNC, Holland

HJK Trucking LLC, Gaylord

HNR Systems LLC, Grand Rapids

Hogan Transportation, Holton

Innovative Media Group, Portage

Insurance Network Agency, Inc.
Battle Creek

**J & K Lawn Service & Snow
Removal LLC**, Caledonia

J R Mortgage Services
Byron Center

Johnson Logistics LLC, Portage

Kathy's Kanines, Albion

**Kellogg's Porcelain
Resurfacing LLC**, Eaton Rapids

Kimball Handyman Service LLC
Kalamazoo

Knop Transportation LLC
Hudsonville

Kosters & DeVries, Inc., Grandville

KSH Express LLC, Muskegon

Kuhns Electric, Kalkaska

L. Jay Transports LLC, Centreville

Laker Motors LLC, Holland

**Lange Investigation and Consulting
Service LLC**, Benton Harbor

Languages International, Caledonia

Larson Transport LLC, Kalamazoo

Launch Kit, Grand Rapids

Lew Jensen Trucking LLC
Blanchard

Liquid Web LLC, Lansing

Lisa Lightfoot, Realtor, Newaygo

LK Van Sickle Farms LLC, Hart

Magic Clouds Balloon Corporation
Battle Creek

Maplewood Auto, Holland

Matthews Quality Carpet Cleaning
Battle Creek

Men's Marriage Mastery
Grand Rapids

MI Imagery LLC, Dewitt

MI Pinball Refinery, Twin Lake

MICar Collision, Wyoming

Mina Ruth LLC, Spring Lake

Miracle Transport LLC
Grand Rapids

Mitchell Consulting, Kalamazoo

Monica's Test Record, Grand Rapids

Motherland Cooking Xperience
Caledonia

MT Water Treatment LLC
Thompsonville

Munsons Diesel Repair LLC
Schoolcraft

My Insurance Lady, Ada

N6 Towing and Recovery LLC
Lowell

Nate Buys Land LLC, Niles

**National Financial Literacy
Organization LLC**, Lansing

New Creations Construction
Muskegon

NexGen Remediation LLC
Grand Rapids

Northland Lumberjack LLC
Scottville

Northrup Transport, Kalamazoo

Peerless Electrical Contracting LLC
Niles

**Personal Financial Advice &
Insights LLC**, Stevensville

**Phantom Transport & Custom
Engineering LLC**, Decatur

Phyt Phyzique LLC, Norton Shores

Platinum Hardwood Floors, Coloma

Pollard Tree Service LLC, Holland

Positive Vibes Daily LLC
Kalamazoo

**Preferred Landscaping
Services LLC**, Cedar Springs

Pride Lawn Care, Wyoming

Ragsdale Home Furnishings LLC
Battle Creek

RB Trucking, Niles

Remus Repair, Remus

Restoration 1 of Grand Rapids, Ada

Rev Up Autos LLC, Lansing

Ricks Portable Welding
Eaton Rapids

Ridge Heating & Cooling LLC
Coopersville

River City Appliance Service
Grand Rapids

River Valley Construction LLC
Lowell

Romanowski Homes, Inc.
Grand Rapids

**Royal Logistics & Transportation
LLC**, Grand Rapids

Ruppert & Wheeler Construction
Leroy

Scotts Snow Plowing LLC
Grand Rapids

SD Trucking LLC, Brethren

Second Shift Graphics Tees LLC
Ludington

Shani's Salon, Grand Rapids

**Shop Boys Performance &
Repair LLC**, Hastings

Shorepointe Benefits LLC
Canadian Lakes

Skop Powder Coating, Inc.
Petoskey

Skyline Exteriors LLC
Grand Rapids

Smalley Machine LLC, Gobles

Snazzy Craftwork, LLC,
Grand Rapids

Solution Contents, Grand Rapids

Southwest Vision Center
Edwardsburg

Steensma Trucking LLC, Twin Lake
STK Construction LLC, Coopersville
Summit Services LLC, Zeeland
Susan Gray, Realtor, Grandville
Sweep LLC, Wyoming
Sygnifi Networks LLC, Hudsonville
Tania Hartline-Montgomery, Bon Realty, Niles
Terry's Treats, Grand Rapids
The Doctor's Inn, Rockford
The Lighting Corner, Grandville

The McKinley Company
Norton Shores
The Service Shop, Howard City
Tom Rossman-State Farm Insurance, New Buffalo
Transitions: Counseling Services PLLC, Greenville
TRC Group LLC, Grand Rapids
Tri-County Home Improvements LLC, Lansing
Tyler Trucking LLC, Sheridan
United Shipping Company Inc.

Rockford
Universal Spiral Air, Grand Rapids
Urban Air Adventure Park, Holland
Van Laars Auto Service
Grand Rapids
VanData LLC, Grand Rapids
Veldhouse Electric, Grandville
Verified Path Machining LLC
Elk Rapids
Veterans Pride Lawn Care and Snow Removal LLC, Martin
Vine of Time LLC, Hart

Wagaman Farm Service
White Pigeon
We Doze But Never Close LLC
Shelby
Weaver Trucking & Expediting LLC
Olivet
Welch Buildings LLC, Luther
Wilson Farm Fresh Meats LLC
Saint Johns
Yoopers Home Improvement LLC
Lansing



ACCREDITED CHARITIES

North Country Trail Association Lowell

Parkinson's Association of West Michigan Inc. Grand Rapids

Boys & Girls Club of Benton Harbor
Benton Harbor

Renaissance Enterprises
Kalamazoo

Affinity Mentoring Grand Rapids

Bridges of Hope, Allegan County
Plainwell

Forgotten Man Ministries
Grand Rapids

Mel Trotter Ministries Grand Rapids

West Michigan Center for
Arts & Technology
Grand Rapids

The Community Foundation
of the Holland/Zeeland Area
Holland

Arts Council of
Greater Lansing, Inc.
Lansing

Alpha Grand Rapids
Grand Rapids

Buchanan Area Senior Center
Buchanan

Ronald McDonald House
of Western MI
Grand Rapids



FRESH FACES

WINTER 2022 BUSINESS:

Cool Pools.com - Traverse City - MI

Cool Pools is an online pool retailer that specializes in semi-inground pools. Cool Pools helps supply and deliver semi-inground pools and accessories, use certified contractors, and complete pool installations. With operations in Michigan, Iowa, Indiana, and Ohio, the Michigan service areas are focused on Central and Northern Michigan.

Languages International Inc. - Caledonia, MI

Since 1988, Languages International has been serving as a translation and interpretation agency that provides services including document translation, typesetting, foreign language instruction, and interpreting services. Translating over 80 languages, Languages International offers its services to private individuals, small language businesses, large corporations, and federal and state government organizations. As well as serving industries such as legal, manufacturing, finance, healthcare, and many more.

Magic Clouds Balloon Corporation - Battle Creek, MI

Founded in 2013, Magic Clouds Balloon Corporation provides scenic hot air balloon rides to see unique views around the city. Based in Battle Creek, MI, Magic Clouds also provides aerial marketing, tethered rides, and much more.

CHARITY:

Bridges of Hope, Allegan County - Plainwell, MI

Bridges of Hope, Allegan County, is a nonprofit organization that helps individuals out of poverty. Bridges of Hope's mission is to foster relationships with individuals desiring to move out of poverty by providing tools, support, education, and connections to community resources. Located in Plainwell, MI, they hold workshops year-round to establish relationships with people in poverty, providing education, encouragement, and support.

2021 BBB[®] TRUST SCHOLARSHIP WINNERS:

WHERE ARE THEY A YEAR LATER?

THE BETTER BUSINESS BUREAU SERVING WESTERN MICHIGAN offers a scholarship to High School seniors in our 38-county service area. As the class of 2022 prepares to wrap up their senior year, we are taking a look back at the recipients of the BBB Trust Scholarship from the class of 2021.

Dominiq Reagh was an East Kentwood High School senior when he applied for the Trust Scholarship in early 2021. Today he is a freshman at the 4-year University of Findlay, where he is studying Strength and Conditioning with a minor in Psychology and Coaching. He is also the winger for their varsity soccer team.

How has your college experience been so far?

"Starting off strong! My classes are a lot of fun and I'm enjoying the difficulty because it's a challenge for me and I enjoy the subject and learning more about it."

What does winning the BBB Trust Scholarship mean to you now? What has its impact been?

"Writing my paper for the application I was able to solidify what I believed and then brought that into college with a more solid stance on who I am and what I believe in. It was a huge honor to win the scholarship and award, especially being able to share my story with Ulcerative Colitis. I love educating people on that and any time I can share my story, I do it because it may help some people who are going through the exact same thing."

Any advice to highschoolers considering applying for the scholarship?

"Just go for it. Just know what you believe - and even if you don't know what you believe - writing this can help you figure out what your ethics are before you go out and become independent. It can help you figure out who you are and who you want to be in the future. Plus, it was an enjoyable process for me!"

Allie Conner attended Dowagiac High School and has continued her education at Southwestern Michigan College. Conner plans to obtain her general associates before she moves on to Grand Valley State University where she looks forward to studying physical therapy.

How has your college experience been so far?

"It's going really well, the teachers are great here and it fits my schedule well."

What does winning the BBB Trust Scholarship mean to you now? What has its impact been?

"It means a lot. Trust means everything to me and the scholarship just showed how

much appreciation [the BBB] had for the hard work I put in. I think education matters a lot and that it's always great to broaden your horizon on things you're interested in. Honestly, the money helped a lot because I was nervous to have a job my first year of college. This way I'm able to focus more and not worry about the money."

Any advice to highschoolers considering applying for the scholarship?

"Just go for it! The worst that can happen is that you won't get it and if you do get it, that's just money you don't have to worry about paying back in the future. It's just a really good opportunity because you get to meet other people that have the same goals and aspirations as you do."

Kelly Warner attended Coldwater High School and has recently made the move to New York to continue her education at Columbia University. Warner is interested in the study of Human Rights.

How has your college experience been so far?

"I'm really enjoying my classes so far. My experience has been phenomenal, I'm loving it."

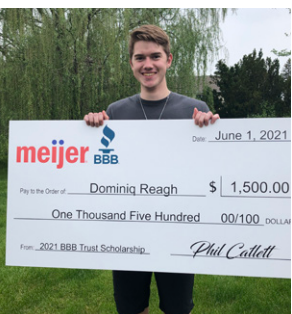
What does winning the BBB Trust Scholarship mean to you now? What has its impact been?

"It has definitely helped me in terms of funding my education. It has also served as a source of pride too in that I was able to win that scholarship through the means of holding on to my core values that I hold in terms of trust and honesty and leadership. Just the fact that there's a scholarship out there that rewards students and future generations on that basis is really encouraging."

Any advice to highschoolers considering applying for the scholarship?

"I feel like a lot of highschoolers don't realize how much they are already acting on these concepts of honesty, trust, and leadership. In our daily actions, a lot of the times we overlook the very fundamental good actions that we take. They shouldn't let those big topics intimidate them."

The BBB plans to open applications for the class of 2022 in February. You can find information about the scholarship program at bbb.org/wmiawards and click on Trust Scholarship.



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Announcing the 2022 Board of Directors Serving Western Michigan.

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