



Ribbon cutting as BBB opens the doors to our new office.



Better Business Bureau Serving Southern Arizona

66 Years Celebrating Ethics

2017 was an incredible year at BBB!

2017 was an incredible year at BBB! We kicked off the year by immediately opening the doors to our new downtown office which has led to a fourfold in consumer traffic. Did you see our ads featuring a few of our amazing accredited businesses? The increase of AB's taking advantage of their full benefits and recommending us to others was evident to our business development team's awarding winning results. We love seeing our local businesses succeed. Our consumer educational campaign debuted Millennial Max reminding his generation that they are the #1 target of scams per our BBB Scam Tracker Risk Index report. Our operations team, were extremely busy assisting consumers with complaints, dispute resolution and investigations. Hopefully you saw one of our 63 media interviews sharing scam warnings and education, or heard one of our 25 radio interviews or read one of our 44 editorials. We also unveiled our modern website design with a fresh look to our Business Directory. A soft launch of our Charity Review program is being led by award



winning, Barbara Levy. Look out for our 2018 press conference that will share all the exciting details.

Our Military Line is an additional initiative that we take to heart by reaching out to the men and women who protect our country everyday. Through monthly scam presentations to over 412 men and women at Davis-Monthan Air Force Base and Fort Huachuca, we are able to educate them on financial trainings and scam warnings specific to those who serve. Our entire BBB team is filled with gratitude to our Southern Arizona community for their trust in us and we look forward to 2018!



L-R: Pam interviewing with KVOA regarding Microsoft scam; Business Development Team celebrating new business; BBB provided lunch to the men & women of the 355th Contracting Squadron at Davis-Monthan Air Force base.



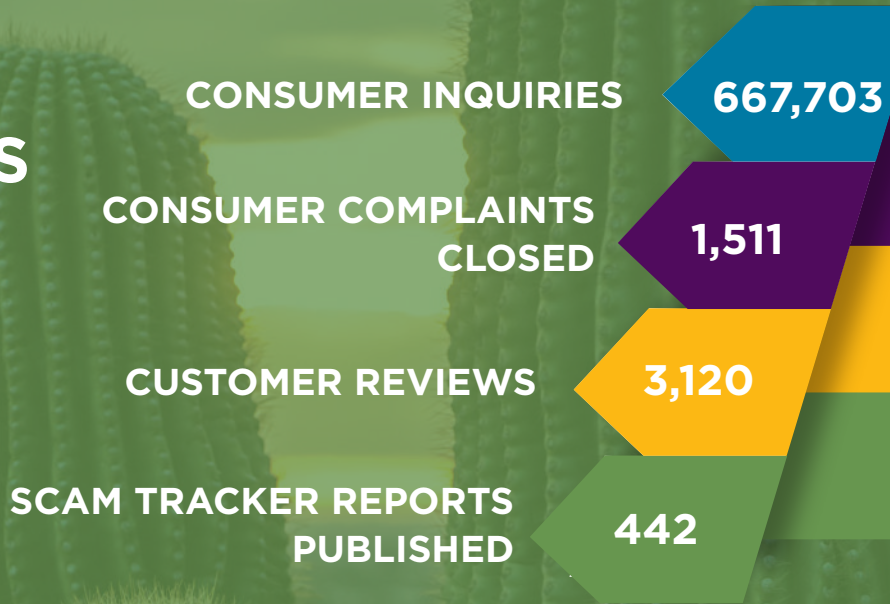
SoAZ Garage Center Scam PSA



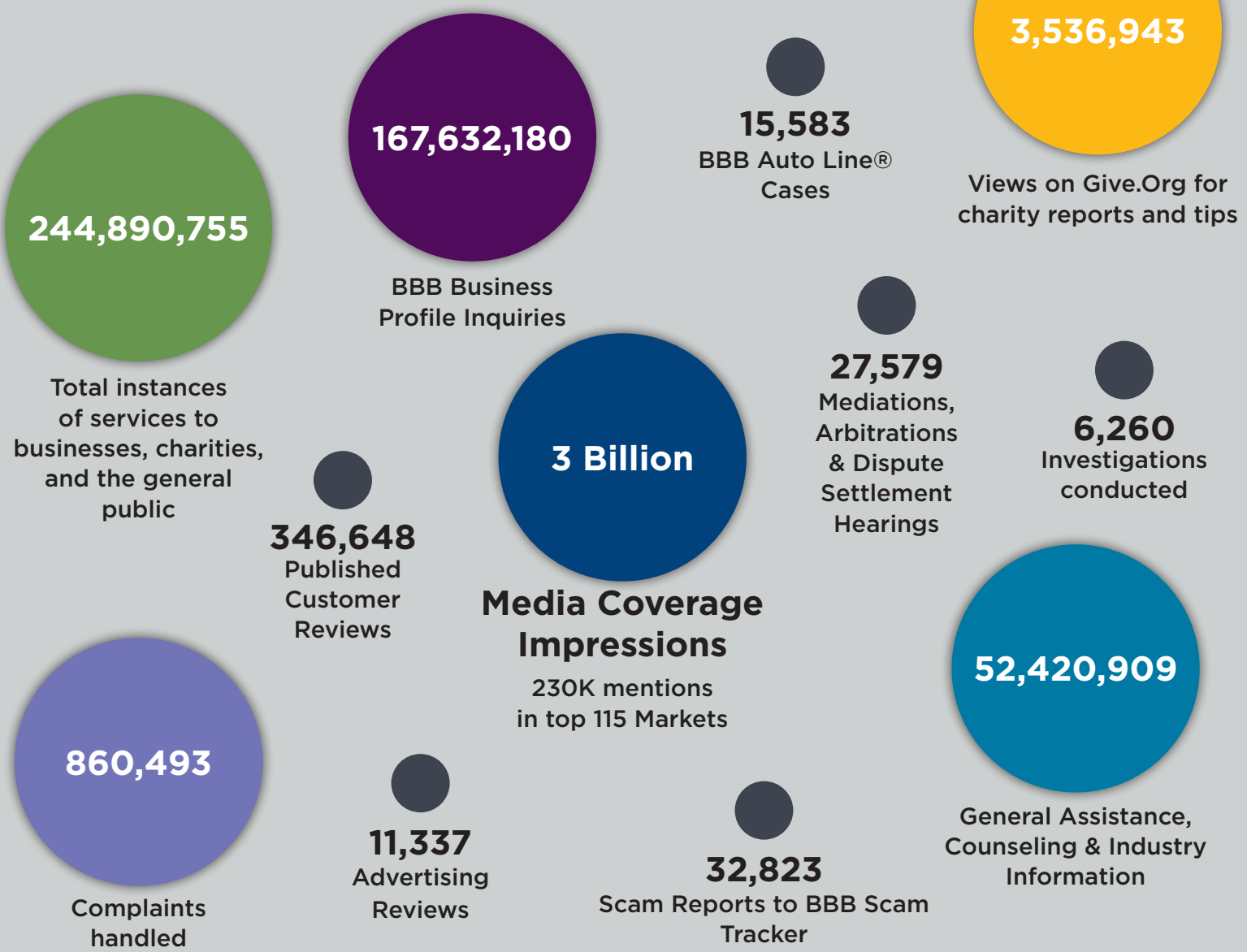
L-R: Accredited Business, Nextrio, starring in Cox ad; Torch Awards in session!; BBB Shredfest serving our Green Valley community; Team fun at Torch Awards; BBB Partner wall featuring valued partnerships with community organizations and media; Millennial Max stars in Cox ad.



LOCAL 2017 STATS



NATIONAL 2016 STATS



Value of BBB Accreditation

Build trust and credibility with customers as an Accredited Business



BBB surveyed Accredited Businesses across the U.S. and Canada to find out why BBB accreditation is important to them and how it impacts their business. Here is what we learned:



73%
Increases
credibility of
my business



72%
Builds
trust with
customers



43%
Shows that
we **care**
about our
customers



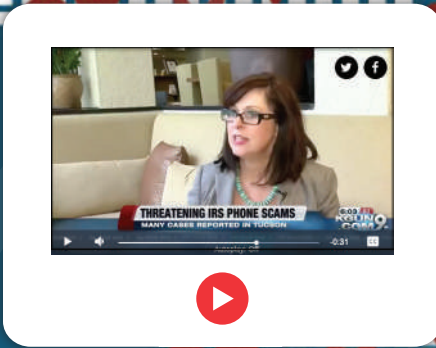
28%
Adds
prestige
to my
business



25%
Supports
BBB's
mission of
advancing
marketplace
trust

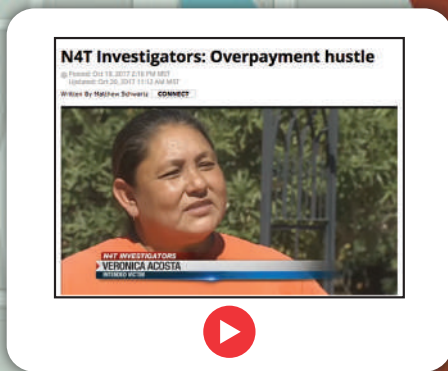
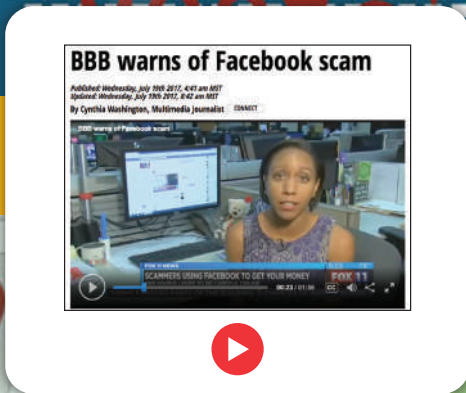
Visit WHYBBB.org to learn more about BBB accreditation.





SCAM TRACKER

Find out where scams are happening. **Be alert.**
bbb.org/scamtracker

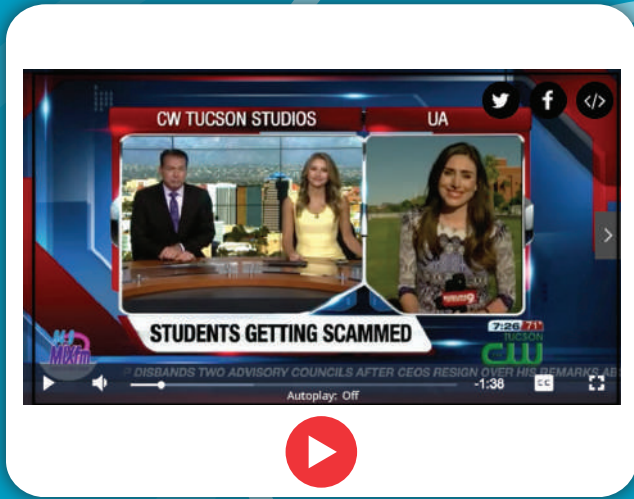


Avoid being scammed with the 12 Tips to a Fun and Safe Holiday Season

POSTED: 12:20 PM, Nov 16, 2017

f t r

 A video player showing two women sitting at a table. One woman is wearing a white dress and the other is wearing a blue dress. There is a BBB logo on the table. The video player includes social media icons for YouTube, Facebook, and Twitter in the top right corner, and a play button and progress bar at the bottom.



OUTREACH STATS



472
Facebook Posts



25
Radio Interviews



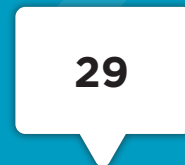
44
Editorials



63
Television Media Interviews



1,174,816
Website Page Views



29
Press Releases

MYTHBUSTERS

- Not a government agency
- Non Profit 501 c 6
- Self Sustainable
- 66 Years Serving Southern Arizona
- Non-biased liaison between consumers and businesses

140,164

General
Inquiries/ Advice

7,141

Charity Reports
Issues

71,980

Complaint
Touch Points



58,248

Updated
Business Profiles

CONSUMER SERVICES

- Customer Reviews
- File a Business Complaint
- EQuote
- BBB Scam Tracker
- BBB Military Line
- BBB AutoLine
- Alternative Dispute Resolution

ACCREDITED BUSINESS BENEFITS

- Business Profile Page
- BBB Accredited Business Seal for the Web
- Advertising your BBB Accreditation
- Networking Events



L-R: BBB Ambassadors at multi-chamber networking event; All dressed up for Rodeo Week; Final touches to our new office thanks to SkyPod Images; Sock Monkey fun!; Team decorates our lobby for the holidays



Left: Charity Review Advisory Board Members Kick-Off Meeting.



Above: Accredited Charity Review celebrating non-profits.



Left: Live radio interviews with Maximas.



Left: Denisse and Diana cross over the Mexico border for a LIVE radio segment on XENY.



Above: New BBB App coming soon.



OFFICERS

Alan Leffler, *Chair* - Jan-Pro

Cindy Schmidt, *Vice Chair* - Lewis Roca Rothgerber Christie LLP

John Decker, *Secretary* - Anchorwave Internet Solutions

Pam Hopman, *Treasurer* - The Hopman Group, LLC

Reba Kalil, *Immediate Past Chair* - Kalil & Associates

DIRECTORS

Agustin "Agie" Olmedo

Dean Kelly - Alliance Bank of Arizona

Ellen Kirton - Effortless HR

Fred Adler, *Past Chair* - Suncrest Wealth Management

Fred Knapp - Core Construction

Grant Lovallo - Home Planit, LLC

Janell Frank - AFLAC

Joe Hollingsworth - NEXTRIO

Julee Baxley - Integrity Automotive

Krista Miller - Smart Lofts, LLC

Margie Lannon - Homewatch Caregivers

Mary Keysor - Elan Benefits

Robert Janus - Ultra Air Conditioning

Steve Watson - Smart Motors

EX OFFICIO

Brandy Ferrer - Pathfinder Strategies

BOARD COUNSEL

Sara Derrick - Mesch, Clark & Rothschild

The BBB Standards for Trust are eight principles that summarize important elements of creating and maintaining trust in business. Our BBB Code of Business Practices is built on these standards.

Build Trust

Establish and maintain a positive track record in the marketplace.

Advertise Honestly

Adhere to established standards of advertising and selling.

Tell the Truth

Honestly represent products and services, including clear and adequate disclosures of all material terms.

Be Transparent

Openly identify the nature, location, and ownership of the business, and clearly disclose all policies, guarantees and procedures that bear on a customer's decision to buy.

Honor Promises

Abide by all written agreements and verbal representations.

Be Responsive

Address marketplace disputes quickly, professionally, and in good faith.

Safeguard Privacy

Protect any data collected against mishandling and fraud, collect personal information only as needed, and respect the preferences of consumers regarding the use of their information.

Embody Integrity

Approach all business dealings, marketplace transactions and commitments with integrity.



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