

# 2018 Annual Report

## **Better Business Bureau** Serving Southern Arizona

*67 Years Celebrating Ethics*



## EXCITING INITIATIVES IN 2018

In 2018, we continued our passion for building a marketplace of trust here in Southern Arizona for both consumers and businesses. I am excited about our achievements and what's ahead in 2019!

With over 3300 Accredited Businesses, we continued to provide relevant services to help our AB's grow. Our 3B Review App is an incredible way for businesses to obtain immediate reviews from their customers. Our digital marketing has shown proven results of increasing visibility for those that take advantage of the opportunities. Enhanced profiles featuring videos, photos and testimonials are always getting a lot of attention.

It's exciting to see our businesses succeed, our economy grow and our consumers becoming educated in all of the ways we can assist them – including our bilingual speaking community. We were honored to do 'BBB Days' in Nogales with Maxima 99.1 FM. Our Spanish hotline was busy and our translated outreach materials have been coupled with our regular editorials in Arizona Bilingual.

We have been busy with providing additional consumer services included the handling of 689,210 consumer inquiries, 1,787 consumer complaints, 3181 customer reviews and 17,053 calls into our office. We also saw more than a significant increase to our website visits equally 33% over 2017 and our visitors stayed on our website gathering information an additional minute over last year. I am proudful to say we outperformed our national metrics!



2018 brought forth our nationally awarded Charity Review program. Over 30 local charities successfully completed the comprehensive vetting, using our Standards of Trust, and became a BBB Accredited Charity. Consumers can confidently support these organizations knowing that they are truly accomplishing their mission and using funding wisely.

Speaking of awards, we also won a national 'Outstanding BBB Award' for the 'Consumer Outreach' category and were a national finalist for 'the SPOKIES' award under the non-profit education category.

As I roll up my sleeves to dive into 2019, I want to share sincere gratitude to all our Accredited Businesses, Accredited Charities, Board of Directors, Charity Review Advisory Board and our incredible BBB team members. You inspire me and I look forward to an amazing year ahead with you by my side.

## BBB

# 2018 TORCH AWARDS

Together we recognize both for-profit and non-profit organizations that are committed to **EXCEPTIONAL STANDARDS** for ethical business practices and service to their customers, employees, suppliers, and communities. Each of our incredible finalists are always organizations that others want to emulate.



## WHO WERE THE FINALISTS?

### ETHICS

High End Used Saddles, Diamond Transportation, Re-Bath of Tucson

### CUSTOMER EXCELLENCE

Catalina In-home Services, OOROO, Family Air Cooling and Heating

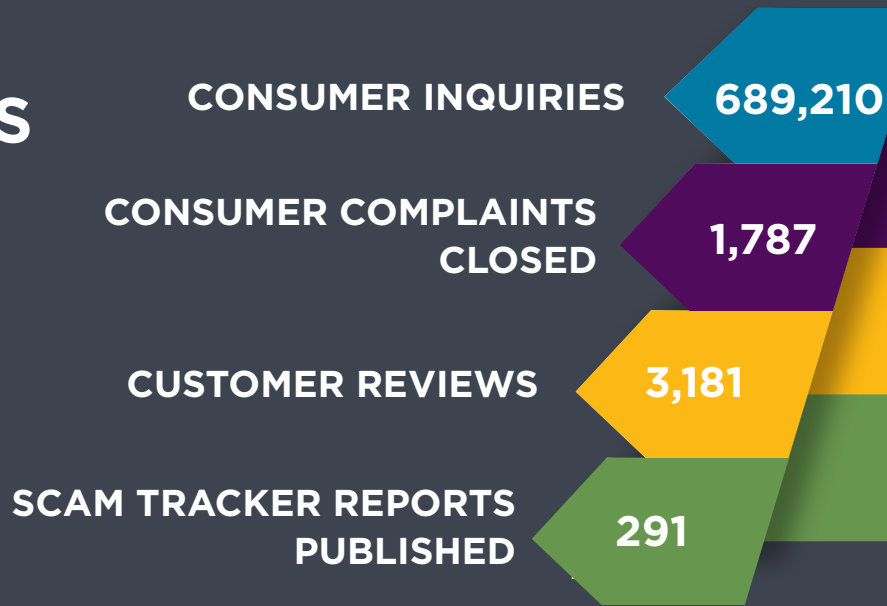
### GOOD NEIGHBOR

High End Used Saddles, Re-Bath of Tucson, Chestnut Building and Design

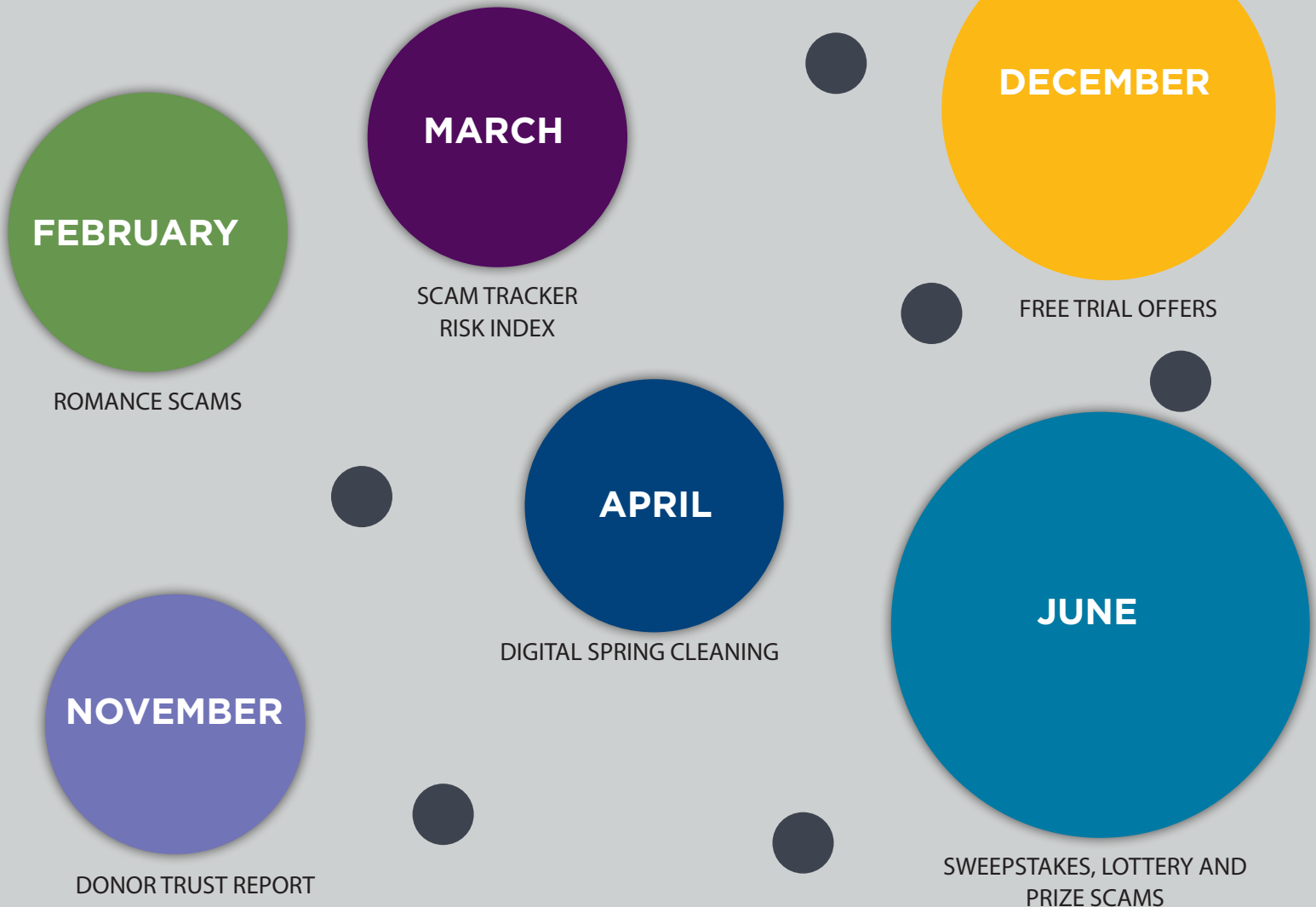
### SPARK

Mike Baker - Omni Pools,  
Danielle Paglia - Pressworks Industries,  
Andrew Hayes - Hayes Construction

# LOCAL 2018 STATS



## NATIONAL RESEARCH STUDIES





Our BBB Military Line helps military service members, veterans and their families protect their assets, plan for the future, and prosper in a trusted marketplace. Locally, we are honored to visit our Davis-Monthan Air Force base regularly with scam presentations to our new airman and provide support while also sharing scam warnings to our soldiers at Fort Huachuca.

#### WHY IT MATTERS

Service members, veterans and their families are more likely to be targeted for scams, and lose 27% more money than the average consumer. Complaints by military consumers have risen by 30%, as unethical businesses target and pressure these consumers into unfair deals.

More than three in four service members have financial worries, and service members are two to three times more likely to exhibit worrisome financial behaviors.

We believe that supporting financial readiness helps protect military consumers so they can continue to serve and feel confident in a trustworthy marketplace.

#### SCAM AWARENESS & PREVENTION

BBB provides In-person workshops on scams, ID theft and investment fraud along with tips and articles on how to spot signs of a scam and take action. We also have a crowd-sourced scam empowerment tool, BBB Scam Tracker, where you can go to search and report scams.

We have a monthly e-newsletter, called BBB Saluting Trust, which features “how to” articles on avoiding scams and taking control of their finances. Distribution is currently at 16,000 military and veteran subscribers.

#### FINANCIAL READINESS

Workshops and presentations are offered by BBBs across the nation on buying a car, buying a home, investing for retirement and planning for higher education. Tips and articles on how to protect assets and save for the future are also vital elements offered. We understand we can't do it all so we have created a dynamic resource list of financial readiness partners that serve military and veteran communities, as well.



## BBB SPANISH OUTREACH

Serving our community means understanding that we have a large population, throughout Southern Arizona, who need our services in Spanish.

With that in mind, we added a Spanish hotline (520-345-5850) and a webpage ([bbb.org/tucson/Espanol](http://bbb.org/tucson/Espanol)) for easier access.

Visiting Nogales monthly, our Operations team enjoyed doing a LIVE Spanish radio segment each month with Maxima 99.1 FM. Our Spanish editorials and ads in Arizona Bilingual have been a big hit and we reached television audiences on both Telemundo and Univision with scam warnings.

With over 120 calls to our Spanish Hotline and 55 inquiries, we will continue to serve our Spanish speaking community of consumers and business owners in 2019..



# GANEMOSLE LA PARTIDA

a los estafadores



**BBB**  
Start With Trust

[bbb.org/scamtracker](http://bbb.org/scamtracker)  
Reporte una estafa  
520.888.5353 [bbb.org](http://bbb.org)



### INICIATIVAS • DE BBB

Directorio de Negocios Acreditados  
Resolución de Disputas  
BBB Scam Tracker  
BBB Charity Review  
Torch Awards  
BBB Military Line  
Investigación Periodística  
Interconexión de Negocios

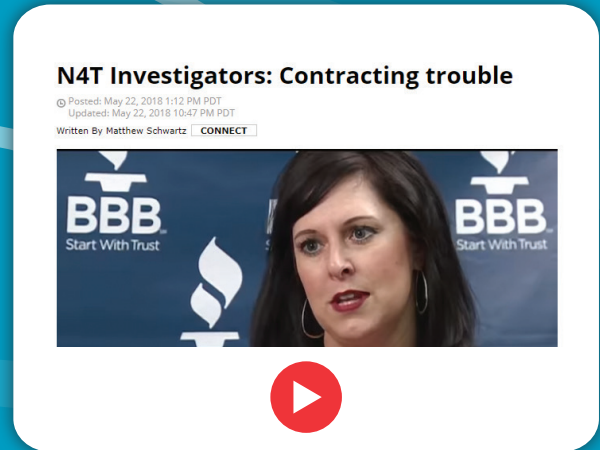
### ¿POR QUÉ CONTRATAR A UN NEGOCIO ACREDITADO?

Están sujetos a los  
**8 ESTÁNDARES DE  
CONFIANZA DE BBB**

Generar Confianza  
Publicar/Anunciar Honestamente  
Decir la Verdad  
Ser Transparente  
Honrar sus promesas  
Proteger la privacidad  
Incorporar integridad



520.888.5353 [bbb.org](http://bbb.org)



## OUTREACH STATS



**538**  
Facebook Posts



Radio  
Interviews



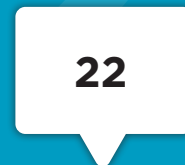
Editorials



Television Media  
Interviews



Website  
Page Views



Press Releases

# 2018 OUTREACH



**OUTSMART**  
the Scammer

**BBB**  
Start With Trust

**bbb.org/scamtracker**  
Report & Search Scams  
520.888.5353 [bbb.org](http://bbb.org)

WHO'S MAX?  
[bbb.org](http://bbb.org)

## BBB • ENDEAVORS

Business Directory  
Dispute Resolution  
BBB Scam Tracker  
BBB Charity Review Program  
Torch Awards  
BBB Military Line  
BBB Auto Line  
Investigative Reporting  
BBB Networking Mixers



## WHY HIRE ACCREDITED BUSINESSES?

They are held to the  
**8 BBB STANDARDS FOR TRUST**

Build Trust  
Advertise Honestly  
Tell the Truth  
Be Transparent  
Honor Promises  
Be Responsive  
Safeguard Privacy  
Embody Integrity

520.888.5353 [bbb.org](http://bbb.org)





Become Part of the **ELITE**  
 BECOME **ACCREDITED**

Apply today: [bbb.org](http://bbb.org)



520.888.5353 [bbb.org](http://bbb.org)



**BBB • BENEFITS**

- Enhanced Business Profile on [BBB.org](http://BBB.org)
- E-Quote Program
- BBB Logo Use in Promotional Materials
- Arbitration & Mediation
- Digital Marketing Opportunities
- Events to Grow Your Business
- Quarterly Newsletter



*"My business has been booming lately and I accredit that in part to the BBB and the services you provide. Many times every month I hear from clients and prospects that the reason they have done business with me is due to them researching my company through the BBB. It truly adds great credibility to our company and what we do.*

*Also, my digital ads on the BBB website have brought great exposure and value in bringing new clients to my business. The process was easy and your team was very knowledgeable in designing a program that works for our business.*

*Thanks again for all you do."*

Fred Adler

Suncrest Wealth Management



520.888.5353 [bbb.org](http://bbb.org)

## CHARITY REVIEW PROGRAM

BBB of Southern Arizona launched its local Charity Review Program in response to a need for donors to have access to reliable information about local charities.

The program evaluates organizations according to the BBB Wise Giving Alliance's 20 Standards for Charitable Accountability. Visit [www.give.org](http://www.give.org) for more information on those standards.

## 2018 ACCREDITED CHARITIES

Animal League Of Green Valley  
 Arizona Youth Partnership  
 Arizona's Children Association  
 Arizona-Sonora Desert Museum, Inc.  
 Assistance League of Tucson  
 Ben's Bells Project  
 Big Brothers Big Sisters of Southern Arizona, Inc.  
 Boys & Girls Clubs of Tucson  
 Casa De Los Ninos, Inc.  
 Catholic Community Services of Southern Arizona, Inc.  
 Community Food Bank  
 Emerge! Center Against Domestic Abuse  
 Girl Scouts of Southern Arizona  
 Handi-Dogs, Inc.  
 Literacy Connects  
 Lupus Foundation of Southern Arizona, Inc.  
 Old Pueblo Community Services  
 Parent Aid  
 Southern Arizona AIDS Foundation  
 St. Luke's Home  
 Teen Challenge of Arizona, Inc.  
 The Humane Society of Southern Arizona, Inc.  
 The Shyann Kindness Project  
 Tu Nidito Children and Family Services  
 Tucson Botanical Gardens  
 Tucson Children's Museum  
 Tucson Museum of Art & Historic Block, Inc.  
 Tucson Symphony Orchestra  
 World Care  
 Youth On Their Own

Interested in becoming an Accredited Charity?  
 Contact Barb Levy, ACFRE, FAFP our Director of  
 Charity Review at [blevy@tucson.bbb.org](mailto:blevy@tucson.bbb.org)

## Advisory Board Members

**Barbara Levy**

Director of Charity Review

**Pat BJORHOVDE**

**Ben BUEHLER-GARCIA**

**Fred CHAFFEE**

**Robert J. EDISON**

**Wendell HICKS**

**Jodi HORTON**

**Mary KEYSOR**

**Karen MCCLOSKEY**

**Mary Belle MCCORKLE**

**Thomas MCKINNEY**

**L'Don SAWYER**

**Betty STAUFFER**

**Allison VAILLANCOURT**

# 2018 BBB BOARD OF DIRECTORS

## OFFICERS

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

**John Decker, *Vice Chair*** - Anchorwave Internet Solutions

**Grant Lovallo, *Secretary* - Home Planit, LLC**

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

**Alan Leffler, *Immediate Past Chair*** - Jan-Pro

## DIRECTORS

**Brandy Ferrer** - Pathfinder Strategies

**Carrie Hamilton** - Nextrio

**Dean Kelly** - Alliance Bank of Arizona

**Dori Stolmaker** - Distinctive Cleaning & Maintenance

**Ellen Kirton** - Effortless HR

**Fred Adler** - Suncrest Wealth Management

**Fred Knapp** - Core Construction

**Margie Lannon** - Homewatch Caregivers

**Mary Keysor** - Elan Benefits

**Nancy Nicolosi** - Nicolosi Moving & Storage

**Robert Janus** - Ultra Air Conditioning

**Stacy Fowler** - BRAKEmax Car Care Centers & Max Auto

**Steve Watson** - Smart Motors

## 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.



**Better Business Bureau Serving Southern Arizona**  
120 N. Stone Ave., Ste. 200 Tucson, AZ 85701  
(520) 888-5353  
BBB.ORG

