



20
22



Annual Report

Better Business Bureau

Serving Southern Arizona



Start With Trust.®

About Us

○ Vision

An ethical marketplace where buyers and sellers trust each other.



○ Mission

BBB's mission is to be the leader in advancing marketplace trust. We do this by

- Setting standards for marketplace trust
- Encouraging and supporting best practices by engaging with and educating consumers and businesses
- Celebrating marketplace role models
- Calling out and addressing substandard marketplace behavior
- Creating a community of trustworthy businesses and charities

BBB sees trust as a function of two primary factors – integrity and performance. Integrity includes respect, ethics, intent, and working toward a diverse, inclusive and equitable marketplace. Performance speaks to a business's track record of delivering results in accordance with BBB standards and/or addressing customer concerns in a timely, satisfactory manner.

○ Standards of Trust

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





2022



Irene Coppola
President & CEO ●●●

The Better Business Bureau is more relevant than ever. Consumers are in search of trusted sources to find unbiased information. But it's easy to be overwhelmed by pitches originating from hundreds of thousands of websites around the world where people shop online and the countless free and subscription-based websites that offer a range of information, including reviews, reports, directories and listings. Where should consumers even begin?

The Better Business Bureau Serving Southern Arizona is a 70 year-old not-for-profit organization that advances marketplace trust in the community through education and by setting standards for good business practices. We celebrated our 70th anniversary in 2022 by pledging to positively impact 70 business organizations in Southern Arizona (#impact70). Your BBB achieved this goal, helping our community organizations by volunteering, donating and participating in their events. We are thankful to all of the consumers, businesses and community partners that help support and execute our vision and mission year after year.

Our team is excited for 2023; we are looking forward to another banner year of consumer advocacy as well as growth and prosperity among our business community.

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Meet Our Team

2022



Denisse Alvarez,
Director of
Operations



Celeste Angelini,
Director of Business
Development



Val Ramos,
Operations Manager



Robert Boettcher,
Business
Development
Specialist



Erica Aguilera,
Business
Development
Specialist



Christian Preciado,
Business
Development
Specialist



Tim Fischer,
Business
Development
Specialist



Chalsea Melgoza,
Operations &
Engagement
Specialist



Jessica Mendoza,
Operations &
Engagement
Specialist



Yeri Cubillas,
Operations &
Engagement
Associate



Jessi Ash,
Communications
Specialist

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2022

Board Of Directors●●●

Tim Bee, Chair - Arizona Builders Alliance

Anthony King, Vice-Chair - Associated Konsultants

Robert Janus, Treasurer - Ultra Air Conditioning

Mary Keysor, Secretary - Assured Partners

Carrie Hamilton, Director - Nextrio

David Couture, Director - Tucson Electric Power

Dori Stolmaker, Director - Distinctive Cleaning & Maintenance Services

Esmeralda Carrasco, Director - Ponderosa Cactus

Jeremy Thompson, Director - Cox Communications

John Decker, Director - Anchor Wave Internet Solutions

Phil Stoeklen, Director - Viable Insights

Rachael Richards, Director - Mr. Electric

Stacy Fowler, Director - Tucson Business Networking

Sara Derrick, BBB Counsel - Farhang & Medcoff - Attorneys



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Why Trust Matters

Businesses are seen as trusted institutions because more and more companies have put earning customer trust at the forefront. It may seem obvious, but building trust with your customers is one of the key facets of running a successful small business.

Trust and transparency matter more now than ever before. In a market saturated with companies competing for customers, BBB Accreditation gives consumers confidence that they're dealing with an ethical and vetted business. The BBB Standards for Trust remain at the core for BBB and its partners, and today presents an even greater opportunity for businesses to elevate their brand, build trust, and commit to excellence.

"At the Better Business Bureau, we know how important it is for consumers, our Accredited Businesses and even our non-Accredited Businesses to trust us," says, Denisse Alvarez Director of Marketing and Communications at the BBB Serving Southern Arizona. "Whether we're working with them on customer reviews, customer complaints, or advertising and marketing, they trust that we always have their best intentions top of mind."

“ *If you want loyal customers, trust may be your superpower.* ”

- PWC's Trust

In US Business Survey

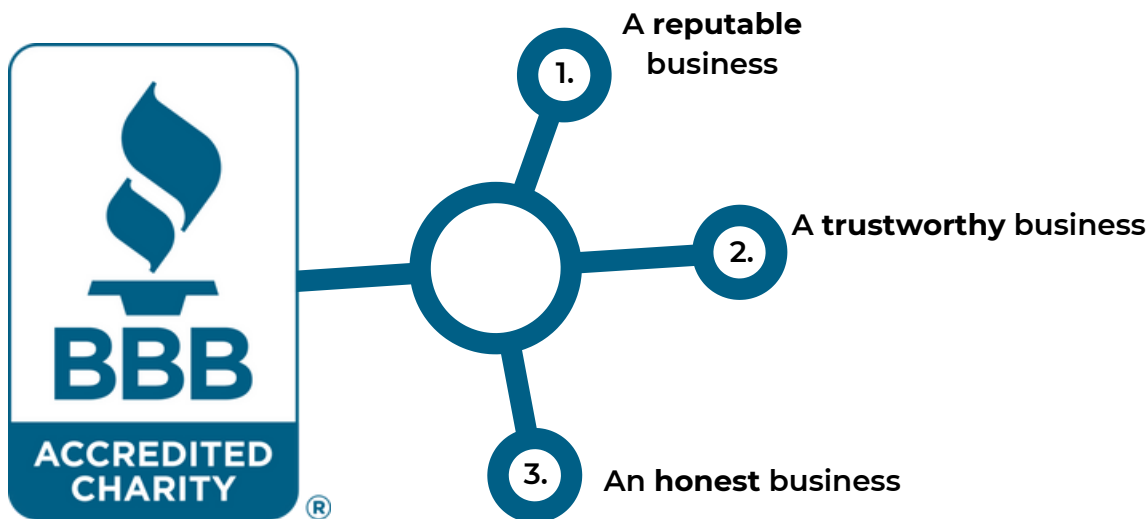




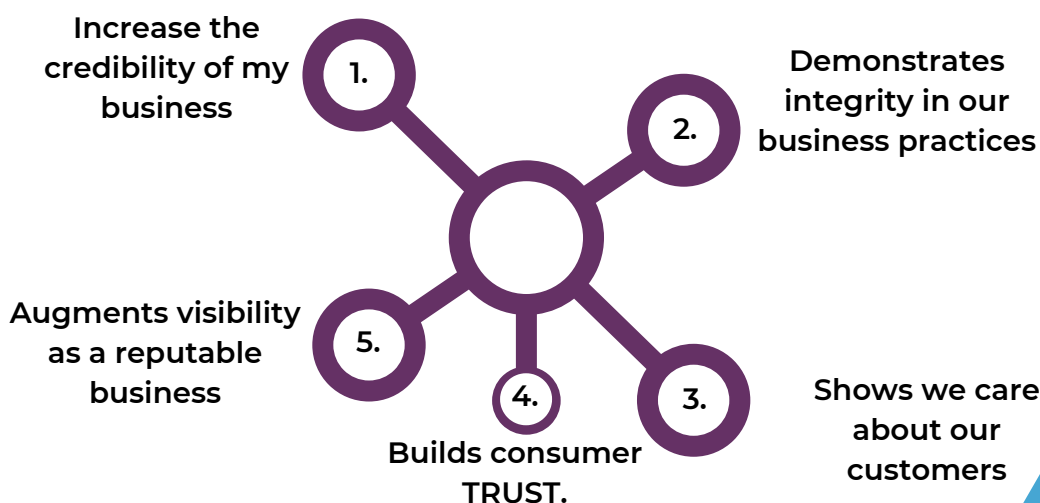
2022

Value of Accreditation

BBB conducted a survey in 2022 to learn what our Accredited Businesses found most valuable from their Accreditation. Our Accredited businesses shared the BBB Seal symbolizes the following:



How BBB Accreditation benefits my business:



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Celebrating TRUST!

After a two - year virtual hiatus; we were ecstatic to have our annual event back in-person. Our annual event honors organizations whose leaders demonstrate a high level of personal character, ensure that the organization's practices meet the highest standards of ethics, and consequently generate trust with its customers and the community.

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Our Finalists

Business Ethics Category

- The Earnest House LLC
- S.W.A.T Glass LLC
- A-Authentic Garage Door Service
- CS Design Studios
- Schumer Dental PC
- Ronnie's Handyman and Home Service LLC
- Alex's Tires Inc.
- AL Coronado Plumbing
- Caring Transitions of Southern Arizona



Non - Profit Category

- Beacon Group
- Big Brothers Big Sisters of Southern Arizona
- Literacy Connects
- Grace Heating Center
- Grace Retreat Foster Care & Adoption Services
- Candlelighters Childhood Cancer Foundation of Southern Arizona



Spark Category

- Luis Redondo- Mochomo's Landscape LLC
- Sarah Villalobos- Farmers Insurance Sarah Villalobos Agency
- Alejandro Vidal- Wildcat Paiting LLC
- Jessica Kaiser- JKaiser Workspaces





Winners

Business Ethics Category



EARNEST HOUSE



**CS DESIGN
studios**



Non - Profit Category



**GRACE HEARING
CENTER
INC**



**Beacon
Group**

Creating Opportunities for People with Disabilities

Spark Category



Mochomo's Landscape, LLC





Ellen Kirton's

2022

"YOU TOO CAN MAKE A DIFFERENCE" AWARD

New Category

Ellen was a long-time board member for our BBB. If you met Ellen, you would agree that she never allowed anything to get in her way once she had made up her mind.

Our community as a whole continues to see the benefits of her tireless efforts to help not only our business but also our nonprofit community. Her passion for helping others, her confidence and drive encourage and motivate us all.

We created this category because we wanted Ellen's legacy to live on. The "You Too Can Make A Difference" Award is to celebrate and honor those who have followed in Ellen's footsteps and make the Southern Arizona community a better place for us all.



Finalist & Winner



JUDY MCDERMOTT
WINNER



VANESSA LARIOS
FINALIST

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2022

Celebrating **70** Years OF ADVANCING MARKETPLACE TRUST

Your BBB celebrated 70 years of advancing marketplace trust in Southern Arizona. Instead of celebrating our birthday with an event or party; our team decided to pledge to #impact70. Our team's goal was to impact 70 organizations in Southern Arizona by December 31, 2022.



Your BBB contributed to these organizations by volunteering, donating or attending events that benefited our community. Our mighty team volunteered as Chef for the Day for the Ronald McDonald House. Donated over 70 jars of peanut butter for Interfaith Community Services. Volunteered at Ben's Bells and donated toys for Grayson's Gifts to name a few of the organizations.



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Celebrating 70 Years OF ADVANCING MARKETPLACE TRUST



Breast Cancer Awareness Walk



YOTO Breakfast Event



Southern Arizona Council on Aging



Habitat for Humanity



United Days of Caring



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... Southern ... Arizona Stats



8,025

E-quotes

Consumers can search for a business to get a free quote or a free consultation with any Accredited Business by visiting BBB.org.



5,282

Customer Reviews

Number of consumer experiences with a company or organization utilizing our customer review process.



2,296

Complaints

Number of complaints that were processed within our free Dispute Resolution service.



656,547

Profile Inquiries

Number of consumers who searched for businesses and reviewed their BBB Business Profile on BBB.org.



1,151

Scam Tracker Reports

Number of consumers that reported experiencing or being a victim of a scam.



40,313

Phone Calls

Number of phone calls received during 2022 by our Operations & Engagement team.

... National ... Recognition

Your BBB earned national recognition for growth in 2022. This recognition comes from the International Association of Better Business Bureaus. We are extremely proud of our Business Development team and their hard work.

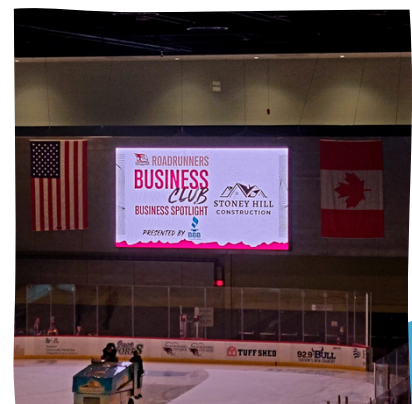


Collaborations & Partnerships

Our goals for this partnership with Cox Media was to highlight Accredited Business and how their values align with the BBB. The commercials allow the community to learn more about the business behind the logo. Thank you to our Accredited Businesses that participated!



Last year we were ecstatic to announce our partnership with the Tucson Roadrunner as the official presenting sponsor of the Roadrunner's Business Club. The partnership allowed BBB and our Accredited Businesses to gain additional exposure through 150,000 fans, drive traffic to our website and increase our brand recognition along side the Roadrunner's hockey team.



Collaborations & Partnerships



Expanding our Reach: Another one of our goals for 2022 was to reach out to Accredited Businesses and organizations in our outlying areas. We hosted our first mixer in Bisbee in conjunction with the Sierra Vista Chamber of Commerce and the Douglas Business Networking.

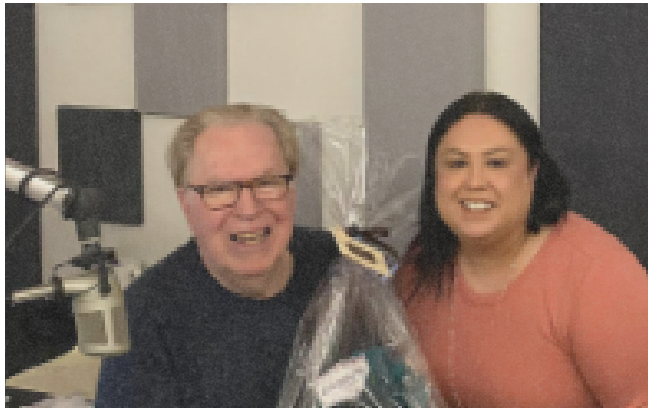


We also began hosting scam education presentations in Sahuarita in partnership with the Sahuarita Food Bank & Resource Center. In Nogales, we hosted our first scam education presentation to the members of the Santa Cruz Council On Aging.



Collaborations & Partnerships

In 2022 we amplified our media reach by means of radio through new and previously established collaborations.



We continued our monthly segment with Bill Buckmaster. During this segment we shared tips and resources to avoid scams.

Buckmaster



After a two year hiatus; our team resumed monthly interviews with Maxima 99.1 in Nogales, AZ.

máXima 99.1
Today's Hits



A new "Spotlight" segment with Common Good Communications highlighting Accredited Businesses and Charities who have impacted our community!

Common Good



2022

Collaborations & Partnerships

Your BBB became a Google Partner in 2022. This partnership allowed us to provide webinars to help businesses grow. The webinars focused on topics from basic google sheets to using YouTube to help bring visibility to your business.



BBB has also partnered with SCORE Southern Arizona to bring additional resources to our Accredited Businesses. SCORE is a not-for-profit organization that provides mentorship to business owners.



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Standards of Trust ●●●

Build Trust

Advertise Honestly

Tell the Truth

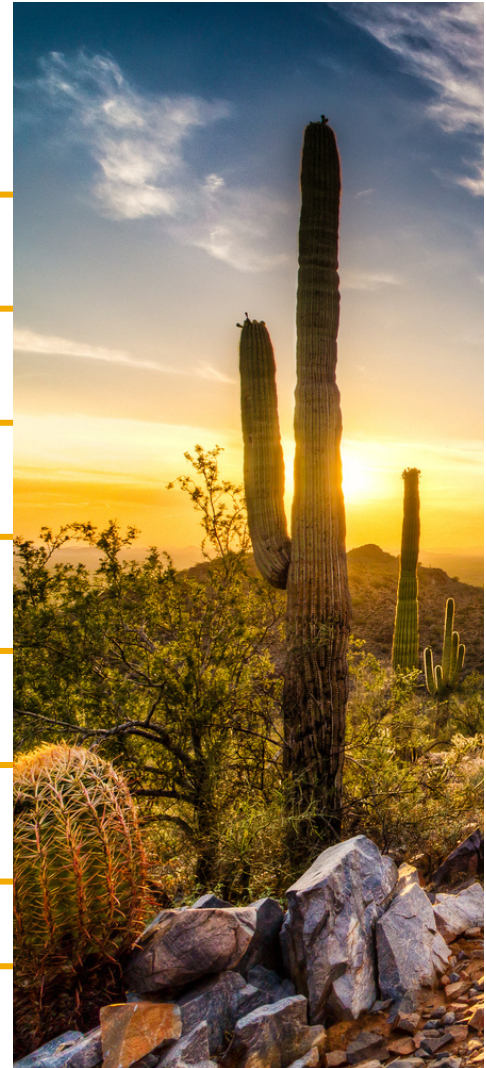
Be Transparent

Honor Promises

Be Responsive

Safeguard Privacy

Embody Integrity



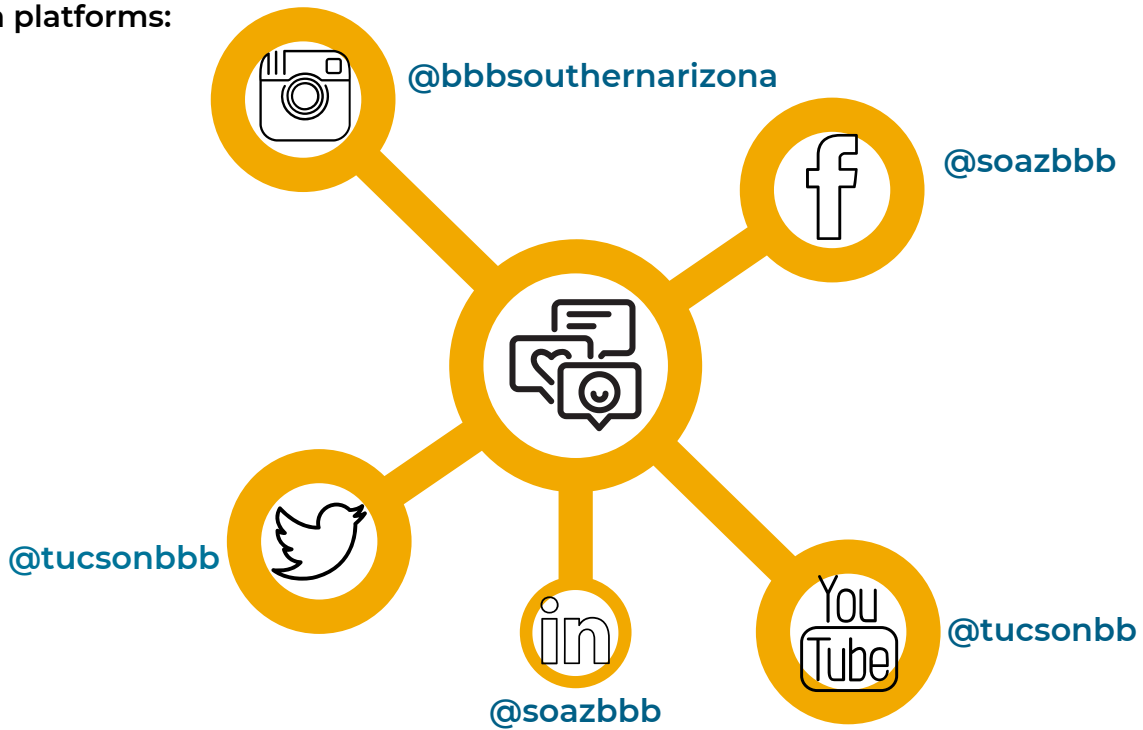
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2022

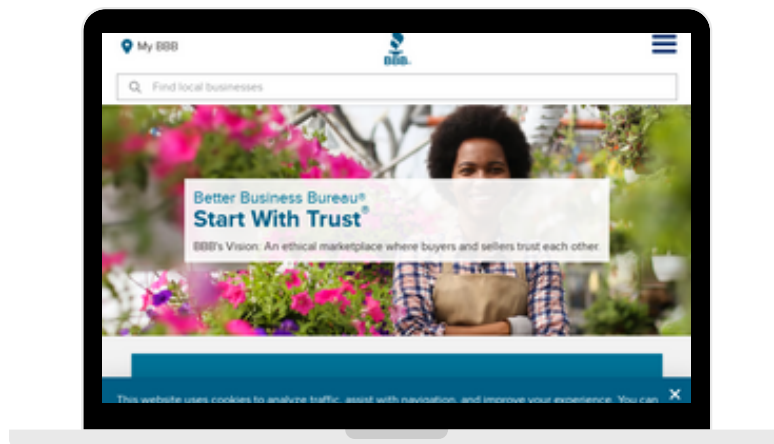
Connect with us!

ICYMI (In case your missed it) be sure to follow us on all of our social media platforms:



You can also visit our website where you can find a list of Accredited Businesses, read complaints, customer reviews and review tips and resources.

BBB.org



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Contact Us

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Tucson, AZ 85701



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