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A Word from Our CEO

The Better Business Bureau seeks to build and advance a better, more trustworthy marketplace for all. Your support through honest, high quality work and product, BBB Accreditation, sponsorship, and BBB Foundation donations, are essential to this work.

How is BBB doing? A recent research project provides important feedback.



BBB® BEACON

Volume 1 • Issue 4 • Summer 2021

The value of a trustworthy marketplace. Consumers value trust, rating the importance of trusting a company when doing business with them at 8.6 out of 10. There are more than 400,000 BBB Accredited Businesses upholding the BBB Standards of Trust across North America, and more than 4000 of them are in West Michigan.

Delivering on mission. BBB helped prevent directly or indirectly, marketplace losses estimated at \$3.5 billion in 2020. Our BBB has hired a team of experienced news investigators to shine a light on untrustworthy businesses. Working with government agencies and news media, valuable information from BBB is seen, heard, and read through our 38-county service area. We present consumer education training to thousands of students and adult group participants each year.

Loss prevention and recovery. BBB Business Profile information, Dispute Resolution services, and Scam Tracker helped prevent consumers and businesses from losing \$840 million to fraudsters in 2020. There were more than 1.3 million unique users of BBB Scam Tracker.

Return on mission. Every \$1 that Accredited Businesses invest in BBB generates an estimated \$4.08 in direct benefit to the public as BBB's return on mission. The research indicates an indirect return of \$12.98 in estimated media impact. That's a total of \$17.06 total estimated return on mission for each dollar BBB receives.

Enhancing marketplace transparency. In West Michigan, we have more than 50,000 BBB Business Profiles available to you, and there are more than 6.2 million Profiles from BBBs throughout North America you can check out before doing business. In 2021 in West Michigan, we are pacing to provide 1.5 million Business Profile views to consumers checking out specific businesses, and 500,000 list views of businesses by category.

Providing direct contact opportunities for consumers and businesses. Through our Get A Quote program, BBB provides a way for customers to find and communicate with businesses directly. As of June 2021, nearly 3,000 consumers in West Michigan have used bbb.org to request a quote for work by a BBB Accredited Business.

At BBB, we start with good values, and do our best to teach others to live good values. That provides a "Values Lift" for all concerned. Instead of paying a "Trust Tax" that impedes successful business, Trustworthy Businesses are magnetic, attracting customers to them! Each business interaction goes more smoothly, and more pleasantly too.

BBB is for people who believe in responsible free market. We want West Michigan to be the most trusted marketplace in America. We exist to help Businesses and Consumers build trust. Thank you for being the kind of business leader that makes our world better.

In Trust, Phil Catlett

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Meet the 2021 TRUST AWARD RECIPIENT LESLIE KING FRIDAY



The Better Business Bureau Serving Western Michigan had the pleasure of honoring Mrs. Leslie King Friday with the 2021 BBB Trust Award. This award is given to honor a business or nonprofit leader that exemplifies honesty, integrity, transparency, and creates an impact in their

community and at their organization. All of these are factors that contribute to creating a trustworthy marketplace. Friday exhibits all of these qualities, but above all, honesty and transparency stand out, as she works to make a difference in the community and in the lives of the victims of human trafficking.

A survivor herself, Friday has lived through some of the most horrific things that can happen to a person. While many people would shy away from these conversations, she confronts them head-on with brutal honesty and transparency. Arrests, drug addiction, forced prostitution, sex abuse, physical abuse and more. Friday is an open book and is determined that her story of success and redemption can serve to inspire others to do the same.

Friday is the Founder/President of Sacred Beginnings, a safe haven in Grand Rapids for women who are victims of human trafficking and sexual exploitation. It is the very first survivor-led peer mentor program in the state of Michigan. The program helps women with trauma counseling, job skills, and integrates them back into society.

“It’s a place where we’re all alike. There’s no difference. We’ve all been through the trauma, the abuse, we all have so many internal issues that need to be worked on.”

As a survivor, Friday uses her story to connect to women who are struggling to break free. She was coerced and forced into the lifestyle at age 15 in Grand Rapids. She found the strength to finally get out in 2000. She went through a program at Rose Haven, a shelter for trafficking victims, and became the first

resident to transition to staff member. Friday was taking college classes to be a social worker when she got her first home. Then, she received a call from a woman desperate for help. Friday says she wasn’t sure what else to do but go get the young woman and bring her home to detox. That’s how Sacred Beginnings started.

“A lot of things that happen in their life are not their fault. They learn how to love themselves.”

— Leslie King Friday

16 years later, Sacred Beginnings has changed over 3,000 lives. Friday attributes the success of the program to the physical outreach on the streets. “They might not be ready to come off the streets and that’s okay. But I planted that seed. And as long as I planted that seed and I keep watering it and watering it and watering it, eventually that flower’s going to bust up out that brick and start growing and they give me a call and they’re ready. And when they’re ready, we go get them.”



“The only motive that I have is to save their lives, because by man’s law, I’m supposed to be dead.”

— *Leslie King Friday*

One of the biggest challenges of bringing women out of the darkness is trust. In the past, everyone Friday trusted either hurt her or wanted something from her. Although those trust issues still linger, she understands it’s a huge battle for women trying to get away. The women she reaches out to now are gaining her trust, because she was in their shoes. “They know that what I do, I do from my heart.” Many of the women who went through Sacred Beginnings move on to jobs in social work. The women in need of help are more trusting of those who were in their shoes.

One of Friday’s missions is to open the eyes of the community to what is truly happening. The issue of human trafficking hasn’t gone away. It is still alive and well in Michigan’s cities. Friday says the game stays the same, the players just change. “No little girl wakes up and says, you know, I want to be sold homeless, drugged out, beaten, raped. What happens in victimization starts when she’s a child.” Sacred Beginnings also offers resources for community members to identify human trafficking and step in to help.

Sacred Beginnings is expanding their reach with Michigan’s first drop-in center to bring victims and agencies all under one roof. Home Base will be right in the heart of Grand Rapids. It will give victims a sense of security when walking in the doors and seeing others in their situation who understand them. “Years ago we had women that were relapsed and all over the place. And I told them, when it gets tight, when you feel like you’re in a corner, I want you to run like you just hit a home run and I need you to slide in the home base. And home base was always my front door.”

Friday was given the 2021 Trust Award at a celebration on Thursday, July 22 at LMCU Ballpark. “For somebody to notice exactly what it is I’m doing and how it helps, that’s powerful in itself. You know, this agency wants nothing but to spread the word. It lets me know that what I’m doing is not in vain and it just empowers me to keep going and keep going and keep going.”

To learn more about **Sacred Beginnings** and how to help Leslie King Friday with her mission, visit Sacred Beginning’s website at: www.sbtp.org. 📍



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Get to Know Your BBB BOARD OF DIRECTORS: SHANNA REYNOLDS

by Phil Catlett

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 to serve by Accredited Businesses. The following is the first in a series of articles to help you better know this board of directors.

How can we make this work?" It's great advice for any team member, and it is the guidance Shanna Reynolds received from a colleague at Crowe LLP years ago that changed her perspective completely. Prior to adopting this positive response to new ideas or changes, Shanna might have instinctively honed-in on the reasons an initiative might not work. She found that by writing down all the reasons something new or different could work, her life and work became more creative and collaborative. She says she still does keep the perspective of potential challenges in mind when considering a plan that is moving toward finalization. That full 360-degree assessment serves Shanna and her clients very well.

Elected to the BBB Board of Directors in 2020, this is her first year serving on the group that oversees the Better Business Bureau Serving Western Michigan.

Shanna Reynolds joined Crowe immediately after graduating from Michigan State University with degrees in both mathematics and accounting, following in the footsteps of her mother and stepdad, both of whom worked in the profession. Shanna has taken her passion all the way to the level of Partner in Federal Tax Compliance and Consulting with Crowe, LLP. She describes the Crowe team as people she loves being around and working with. Her clients are also like family and friends, and she thinks about them and their situations often. She can be walking through a grocery store on the weekend and an idea or question related to a client's needs pops up. Typically, Shanna's clients are engaged in manufacturing &

distribution, but she also serves clients in construction & real estate development, as well as other diversified industries. She loves working with families of closely held businesses and all that entails, but also works with private equity.

21 years at Crowe have led to an understanding that choosing a career path can be challenging and intimidating. "There are so many types of people. We should look at what we think a job is, and then get a real personal feel of what a job does for us on a personal and professional level. It is really all about the relationships we have with our coworkers and clients that make work enjoyable and rewarding, and it's the relationships that lead to success. We're really in charge of our own happiness!"

The diverse perspective of each team member is also essential. "We complement each other. I have a different way of seeing things than another person, and it is through working together with those complementary personalities that we can better understand the world around us and its opportunities."

We asked what she sees ahead and guidance she might offer to our readers. The government "created a lot of money in the economy, and taxes will go up at some point in the near future to pay for that stimulus. Business owners and investors should be planning and making moves now to prepare for those higher tax rates. But they should also fully vet the opportunities and benefits the government has provided for business and individuals during the pandemic."

When it comes to what we can do right now, she advises that we should become aware of, and make decisions about, utilizing programs that have been developed to help small businesses. “There are so many options that were not there a year ago.”

Investing in community with volunteerism is also a big part of Shanna’s life. In addition to her role on the BBB Board of Directors, she invests a lot of time and work on the board and volunteering for Senior Neighbors and the Literacy Center of West Michigan.

The impact of Covid-19-related shutdowns has made the work of both these organizations more challenging.

“Senior Neighbors’ mission is ‘no longer alone’, and the coronavirus has led to forced physical aloneness. For many seniors, it has taken away their only social outlet.” Many in the Senior Neighbors community fit into high risk categories, which adds to the list of difficulties brought about by physical contact with others. It can be terrifying for many. “Senior Neighbors is a bridge for many aging members of our community, providing assistance in so many aspects of their lives. Things like help with Medicare and Medicaid, housing assistance, transportation, resources and programs to support healthy aging, opportunities to volunteer in the community, providing centers for gathering and socializing, and just checking in.”

“People don’t understand what the Literacy Center does for the community. The mission of the Literacy Center is to bring about a just and vibrant West Michigan through the power of literacy in adults. Literacy has a broad definition, encompassing reading and writing as well as generally having the ability to produce, interpret, and understand language appropriately in social situations. Many of the clients of the Literacy Center are not native English speakers.

“You can learn something from every person you meet. If you stop learning, you stop living.”

— Shanna Reynolds

Businesses are missing out on opportunities that folks from different communities and cultures can bring to the table when those individuals are having difficulties with literacy. Often these non-English speakers can’t express what they need to, whether at work or other community settings. They are not able to assist their children in school in ways they would like to. Literacy Center is doing some amazing things to assist these motivated people be more successful at work and in the community! The services are free to the learners.”

The work Shanna does for Crowe makes her happy, and she loves helping her clients. “You can learn something from every person you meet. If you stop learning, you stop living.”

“No matter how difficult a situation may seem, you can always learn from things that happen to you.”

The BBB really appreciates the work Shanna does on the BBB Board of Directors, and throughout the community. She is all about Building Better Business, and a better community. “The value of the Better Business Bureau relates to what you can learn from other businesses and from BBB. Small business owners may not realize what BBB can do for them. There is so much potential as a connector and network! Being a part of BBB means something, with so many great people and programs to serve businesses and the community.” 🐦



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by Katie Grevious
and Troy Baker

A SUMMER of FUN

No matter where you plan to spend your vacation, or what you are looking to do, the odds are good that there is a BBB Accredited Business around to serve you. That includes a number of businesses that specialize in summer fun. Here are some ideas as you plan your next trip or excursion.



Take a Ride on the Dunes with a Trusted Business

Silver Lake Buggy Rental has been BBB Accredited for more than 10 years. Located in Mears, MI, the company rents side-by-sides and dune buggies to drive on the Silver Lake Sand Dunes, a Michigan State park along Lake Michigan.

“We get customers from all over the world,” says Mark Rippee, owner of Silver Lake Buggy Rentals. “It’s a rare opportunity. We are the only open sand dunes you can drive on east of the Mississippi river in the United States. It’s probably one of the most visited spots in Michigan.”

Featuring 600 acres of drivable sand dunes, driving the dunes is a great activity for the family or those looking for some adventure. The dunes are open, so in most cases you get to drive where you want and choose the size of the dunes you want to climb. Most of the dunes include beautiful views of Lake Michigan, and there is a place to park and spend time on the beach or in the water as well.

“We are very family friendly, says Rippee. “We’re also dog friendly, which is kind of unusual. We have a lot of people that take their pets out on the dunes with them.”

Rentals typically run between two and six hours. You have to be 21 years old with a valid driver’s license to rent a vehicle. With the popularity of the dunes, you are encouraged to make a reservation at least two weeks in advance. You should also be prepared to bring some of the dunes home with you.

“It’s going to be sandy. You will enjoy your next shower after you go out on the dunes.” 🐾

Find more at <https://www.silverlakebuggys.com/>



Fun on the Water, Whether You Have a Boat or Not

“We believe that family time is so important, and boating brings families together,” says Jathan Koetjen, Marketing Director at Action Water Sports. A BBB Accredited Business for 20 years, Action Water Sports has locations across Michigan and in Florida. They specialize in boating, from sales and service to storage and docks. They also have the largest water sports pro shop in the Midwest. While the company emphasis is on getting you and your family in a boat and out on the water, their store in Hudsonville also features a wake park.



“We also understand that not everybody has the access to a boat. The wake park came about because we wanted people to learn water sports without the barrier of the boat,” says Koetjen.

Much like a ski hill, you get a ride pass, rent your board and equipment and ride for a couple hours or all day. Riders are pulled by a cable system that

pulls them around the park, allowing them to ride and take advantage of a number of different jumps and features. There is something for all skill levels, from beginner to advanced. They even offer a learn-to-ride program on Saturday mornings with additional instructors on hand to help.

“Come down and have a lot of fun with your family. If some of the kids aren’t wanting to do water sports, there’s still a beautiful beach area with yard games. There is a concession stand. It’s truly a family atmosphere.”

Action Wake Park also offers camps and outings. You can learn more at <https://actionwakepark.com/> and <https://www.actionwater.com/>



Tee Up a Great Time on the Course

Bright blue skies over vibrant green grass. Little feet shuffle while lugging bags as the tinkling sound of titanium fills the air. It’s a busy summer day for Maple Hill Golf. The camps are always busy, but Owner Andy Kitchen says this year’s youth camp at the Grandville golf course is by far the biggest in terms of sign-ups. It’s not just kids getting in on the outdoor fun. He’s also seeing a lot more families, women and first-timers giving it a swing.

After being cooped up for nearly a year due to the pandemic, Michiganders are ready for some normalcy and fresh air. Some are ready to try something new if it means getting out of the house. Golf is a great way to escape technology and enjoy nature with the whole family.

“It’s a good social game. You can chat while you golf and still kind of move along and play.”

You don’t need to spend a lot of money to start golfing either. Courses like Maple Hill offer starter sets and group instruction. If you don’t have the time to play nine holes, hitting a few balls on the driving range is inexpensive and gives you practice.

The family business started with Kitchen’s grandfather as a simple golf course. Now celebrating 20 years of BBB Accreditation, Maple Hill has expanded into a big seller of golf equipment and more. Along with the Grandville location, they have a second store in Fruitport. His advice for people who aren’t sure golf is for them: “Put yourself out there. Go out and swing a golf club, even if you have no idea what you’re doing. You might not look like the smoothest character out there, but people are kind of getting over that and trying it and having fun.”

Of course, the biggest skill needed on every golf course is patience.

“Golf can be very frustrating. You know if you hit a couple bad shots in a row, you really have to have a short memory and get over it and get back to what you know how to do.” 🏌️

Learn more at <https://maplehillgolf.com/>

A SUMMER *of* FUN

(Continued)

Take Me Out to the Ball Game

Baseball is a summer favorite, and the West Michigan Whitecaps and Traverse City Pit Spitters are ready to entertain. Both teams have a full schedule of games this year, with special nights planned to make the atmosphere extra fun.



Voted Best Summer Collegiate Ballpark in 2020 by Ballpark Digest, Turtle Creek Stadium in Traverse City boasts delicious concessions, and opportunities to watch the game from the various patio areas. “We want to make every experience at Turtle Creek Stadium Memorable, fun and enjoyable,” says Mickey Graham, General

Manager Traverse City Pit Spitters. “Coming to the ballpark should be fun. That’s what we strive to do. Make it a place where you will want to come back.”

Fans at LMCU Ballpark in Comstock Park can view the game from the many hospitality decks available, or spread out in the open lawn. The facility offers bike racks for fans who want to travel to the game via the White Pine Trail. On some nights, you can also catch fireworks high above the diamond after the game.



Theme nights at both parks encourage families to dress the part to support their team, whether it’s a leather jacket and poodle skirt for 50s night, or wizarding robes for Harry Potter night. Thursdays at the ballparks serve up discount hot dogs, beers and Pepsi products. But nothing beats watching your hometown favorite knock one out of the park.

For kids who might not be able to sit in the stands for nine innings, Turtle Creek Stadium offers the Blue Cross Blue Shield Playground, located in right field of the lawn seating area. LMCU Ballpark has the Meijer Hometown Playground, located just past the first base lawn area. Both playgrounds have attendants, but parents are strongly encouraged to monitor their children.

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

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

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





2020 IMPACT

BBB seeks to measure its performance in building and advancing a better, more trustworthy marketplace for all. We use feedback collected from our stakeholders—including partners, businesses, and consumers—to help us track our progress and our impact. These statistics reflect our impact by year-end 2020.⁸

RETURN ON MISSION

for every \$1 invested in BBB

\$4.08

DIRECT RETURN ON MISSION

\$12.98

ESTIMATED MEDIA OUTREACH IMPACT (INDIRECT)

\$17.06

TOTAL ESTIMATED RETURN ON MISSION

ENHANCING MARKETPLACE TRANSPARENCY

6.2 Million+

BBB Business Profiles

697,000+

Published Consumer Reviews

REPORTING MISLEADING OR CONFUSING ADVERTISING PRACTICES

2,400+

Reports from Consumers to BBB AdTruthsm

WARNING PEOPLE OF FRAUD

1.3 Million+

Unique Users of BBB Scam Trackersm

46,500 Scam Reports

3 BBB Scam Tracker Research Reports⁹

4 Scam Studies¹⁰

50 Scam Alerts Viewed by **738,000+** Individuals

CREATING A COMMUNITY OF TRUSTWORTHY BUSINESSES

400,000+

BBB Accredited Businesses Committed to Upholding the BBB Standards for Trust

IMPROVING THE MARKETPLACE

1.2 Million+

Disputes Filed

965,000+

Disputes Settled

5,500+

Investigations of Business' Marketplace Practices

EMPOWERING CONSUMERS WITH KNOWLEDGE

140 Million+

Visitors to BBB.org

285 Million+

Reached through Media Relations

2020 ESTIMATED SOCIAL ECONOMIC IMPACT RESULTING FROM BBB PROGRAMS AND OUTREACH:

\$3,514,287,600

⁸ All stats are 2020 metrics that do not include previous years' impact, apart from the total number of BBB Business Profiles. Impact valuations are estimates; see following pages for calculations and methodology.

⁹ BBB Scam Tracker Research Reports.

¹⁰ BBB Scam Studies.

TAKING A SWING *to* FIGHT HUNGER

by Jeannie Gregory

On Sunday, June 20, pro golfer Nelly Korda lined up her ball on the 18th green at Blythefield Country Club and drained the putt to earn a birdie and win the Meijer LPGA Classic for Simply Give. Korda, who shot a 25-under 263, set a record for the best score ever recorded in the event's history. She was able to keep second-place finisher Leona Maguire (-23) at bay to claim the championship, even though Maguire shot a better final round to make things interesting.

The exciting event wasn't just about excellent golf, however. The closing of the tournament put an exclamation point on an incredible fundraiser that assists nonprofits that work hard to feed the hungry in their communities. The Meijer Simply Give program restocks the shelves of food pantries across the Midwest. Despite its cancellation in 2020 due to the pandemic, Meijer still donated an additional \$1.1 million to the program. This year the event again raised over \$1 million dollars, which means in total the Meijer LPGA Classic has generated more than \$7.3 million for the Meijer Simply Give program.

Organizers weren't sure the event would take place heading into 2021 but hopes grew as the numbers of the pandemic slowed.

Cathy Cooper is the Senior Director of Community Partnerships and Executive Director of the Meijer LPGA Classic for Simply Give has been at the helm of the event since its inception in 2014. Cooper also serves on the BBB Serving Western Michigan's Board of Directors.

"We were thrilled to be able to have the event take place this June," says Cooper. "Enriching lives in the communities we serve by filling the shelves of local food pantries and helping families in need through the Simply Give program is so important, especially this year."



Nelly Korda during the Meijer LPGA Classic for Simply Give, Thursday, June 17, 2021. Korda went on to win the tournament. (Credit: Jeannie Gregory/Beacon)



Cathy Cooper, Senior Director of Community Partnerships and Executive Director of the Meijer LPGA Classic for Simply Give, champion Nelly Corda, and Rick Keyes, President and CEO of Meijer, Inc., celebrate Corda's victory, Sunday, June 20, 2021. (Credit: Zach Harig/FOX 17)

Katherine Kirk, who shot 13-under par in the LPGA event, shares her thoughts. “I think that’s one of the special parts about the LPGA is the local charities we can get involved in like the Simply Give program. From the players’ perspectives that is really important that the communities we play in are benefitting from us being there and certainly the awareness raised for the food banks and how important it is to give back to the local areas. I’ve been to the flagship Meijer store and everyone is appreciative on the local and state level for what Meijer is doing and they have certainly raised the bar with their charity efforts and to play a part in that is a privilege, really.”

Defending champion Brooke Henderson, who unfortunately didn’t make the cut this year, is also impressed with the Meijer LPGA Classic for Simply Give. “This (event) in particular seems to get bigger and better every year with the fan engagement and then for Simply Give, they’ve been able to give back so much money and food and help a lot of people. So, it’s always really special to be a part of that. It’s amazing what Meijer has done for this event and for the community. Raising that amount of money and helping people when they need it most is really amazing.”

A new tradition to the Meijer LPGA Classic for Simply Give started this year. After the challenges of 2020, Meijer Simply Give recognized the opportunity for, and importance of, community banding together to fight food insecurity.

Meijer will be donating \$25,000 on behalf of this year’s champion to a hunger relief organization. With the win, Nelly Korda decided to give back to the community that continues to support the LPGA Tour and her own dreams, by selecting Kids’ Food Basket in Grand Rapids for the donation.

“I just felt like I wanted it to stay in Grand Rapids,” says Korda, now a five-time LPGA Tour champion. “I also love kids. I have always wanted to do something for underprivileged kids, and that’s the first thing that popped into my head. Feels like a good decision and it means so much to give back.”

A privately-owned and family-operated company since 1934, Meijer has a fundamental philosophy aimed at strengthening the communities it serves and proudly donates more than 6 percent of its net profit each year to charities throughout the Midwest. With hunger as a corporate philanthropic focus, Meijer partners with hundreds of food pantries through its Simply Give and food rescue programs.

Ken Estelle, President and CEO of Feeding America West Michigan, a BBB Accredited Charity, gives some insight into the good Meijer is doing within communities. “Food Banks like ours generally do not get funding from Simply Give, as it is focused on helping local food pantries get food at no cost to stock their shelves. It has really helped these pantries by enabling them to get food that may not always be donated, or that we would have at the Food Bank.”

He continues, “I would add that Meijer has been an amazing partner to our Food Bank for over 30 years. Fred and Lena Meijer personally supported our work, and the Meijer company and family have been continued strong supporters ever since. We greatly value the partnership with Meijer and applaud their positive impact to our community!” 🙏



The Meijer LPGA Classic for Simply Give has raised over \$7 million dollars for local food pantries since its inception in 2014. It is hosted by Blythefield Country Club, located in Belmont, Michigan each June. (Credit: Jeannie Gregory/Beacon)

2021 BBB[®] TRUST SCHOLARSHIP WINNERS



by Katie Grevious

THE BETTER BUSINESS BUREAU SERVING WESTERN MICHIGAN awarded three High School Seniors with the 2021 BBB Trust Scholarship Award. Students from across Western Michigan submitted essays and letters of reference that were evaluated by a team of BBB staff and judges from the business and nonprofit community. The \$1,500 scholarships were presented with the generous support of Meijer. Each student essay explained the importance of honesty, transparency, integrity and impact and how each student personally represents these traits. Congratulations to each of our recipients.

Dominiq Reagh *East Kentwood High School*

Honesty, transparency, integrity and impact are pillars Dominiq Reagh lives by. He was captain of East Kentwood High School's Varsity Soccer team, where he demonstrated good sportsmanship and leadership by helping his fellow teammates. When some underclassmen were frustrated with their performances, Reagh spent extra time working with them to improve their performance. Even when he wasn't playing, Reagh made sure to cheer on his

"Everyone needs somebody there for them. And I just feel like if I can be that person to at least one person, I'm doing my job."

— Dominiq Reagh

fellow teammates from the sidelines, to encourage their hard work. Despite managing Crohn's disease and Ulcerative colitis, Reagh remains determined to bring encouragement to others. "Something my mom told me when I was little, would you rather be in pain, doing nothing sitting at home, or would you rather be in pain going out there and doing what you love? And I'd always rather be in pain and doing what I love."

Reagh also leads by example through his participation in Varsity Voices, as a Crohn's & Colitis Spokesperson and Fundraiser, as a K.I.D.S. Soccer Coach, and through volunteering at his church.



Reagh plans to attend The University of Findlay, where he will play college soccer and major in strength and conditioning, in hopes of becoming a personal trainer to continue to help others.

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**BBB
Trust**
SCHOLARSHIP 2021

Kelly Warner *Coldwater High School*

Kelly Warner uses life lessons to remind her about integrity and trust in her everyday life. Her ethics were tested throughout her high school career, yet she has always stayed true to herself and done what is right. Warner played two years on the school's Varsity golf team. During a tournament, Warner was offered the opportunity to have a better score recorded, in exchange for doing the same for another competitor. Instead, Warner chose to stick with her actual score and honestly record the competitor's strokes as well.

“I believe that trust and having a really strong moral code is really important in leadership and your personal ability to make change in an environment.”

— Kelly Warner

In addition to her studies, Warner was class president, a member of student council, Michigan Youth in Government, National Honors Society, and played Varsity tennis for 3 years.

Allie Conner *Dowagiac Union High School*

For Allie Conner, demonstrating integrity is an everyday task. She led by example on the Dowagiac High School basketball, volleyball and soccer teams. She is also a youth camp counselor, and is involved in youth sports, which helps her understand the importance of being a role model.

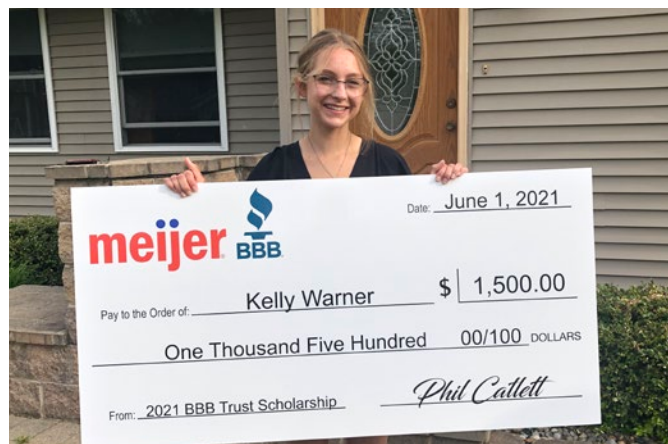
“Everyone’s always watching. You just always have to be the best person you can and always make the right decisions.”

— Allie Conner

Conner says she is proud of her mentoring efforts and providing positive leadership for her teammates and the kids she works with.

When it comes to trust, Conner knows first hand how important it is. She was born in Russia and adopted at six months old. Her single mother has grown to become her best friend, through trust. “You can’t really be like a good friend or a good family member without having trust. They have to know that you’re always there for them.”

Conner plans to attend Southwestern Michigan College in the fall of 2021, where she has already taken a class.



Warner plans to attend Columbia University to continue making an impact on her community and around the world. She hopes to study pre-law or political science.

“There’s all of these big overarching problems that a lot of the times we just let fade into the background because we figured that we can’t make an impact individually, but just by being aware and each of our smaller actions that we make throughout the day, if we’re aware of that and we act to kind of resolve those problems collectively, we can make a change.”



It inspired her to consider a degree in Zoology or Environmental Science. “It really opened my eyes to a lot of problems that we have in our world, and I would love to be someone who would be able to impact the world and show other people that.”

The Better Business Bureau Serving Western Michigan believes good leaders make our community a more trustworthy place. The scholarship recipients were recognized as part of the BBB Trust Award Celebration July 22nd at LMCU Ballpark.

For further information on the Trust Award Scholarship please contact Troy Baker at 616-234-0565 or by e-mail at troy@wm.bbb.org.

THE 5 GESTURES of TRUST

by Phil Catlett



What can you do to make doing business with you a superior and loyalty-inspiring experience for your customers? In today's challenging and COVID pandemic-impacted marketplace, expectations have notably changed. Having a great business culture now means trained staff members also having the authority to be expert customer-care managers. Clearly, team members with strong dispute resolution skills and a proactive approach to customer satisfaction are essential.

Even before the pandemic, the **Edelman Trust Barometer** reported that trust in institutions broadly declined in government, media, business, and nongovernmental organizations. BBB's own research revealed that while 82% of U.S. consumers believe in the importance of trusting a business pre-purchase, only 28% of respondents found businesses to be more trustworthy in today's marketplace than in the past.

Many factors, including technology, social media, online reviews & ratings transformed the customer experience to an ongoing circular connection with businesses that serve their needs. The expectation - post-purchase - is that a relationship has been formed that continues to bind that business to its customer.

When consumers evaluate products/services and research businesses, TRUST is a fundamental factor in moving forward with a purchase - or avoiding a business. A good reputation is the number one ranked characteristic of how a customer views the trustworthiness of a business. Other key factors in building trust include competitive prices, good customer service, reviews & ratings, and recommendations from family and friends.

At BBB, we receive thousands of complaints and reviews from consumers about businesses. Typical complaints and negative reviews relate to not meeting expectations through bad service or mistreatment, poor complaint handling, lack of contact information, misrepresentation, deceptive ads, misusing customer information and refusing to compensate customers for mistakes made by the business.

The Better Business Bureau believes that **Five Gestures of Trust** can show that businesses and leaders *respect* their customers and employees:

- **Be Honest**
- **Be Transparent**
- **Be Proactive**
- **Be Humble**
- **Be Equitable**

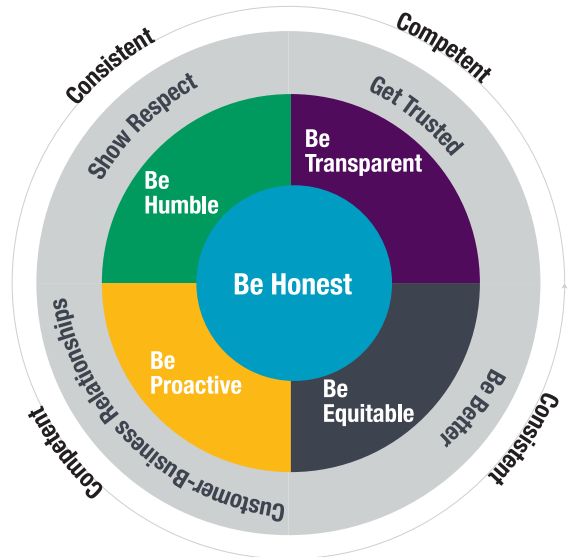
When we build experiences and a reputation for having these qualities, it results in repeat business and customer loyalty. It also requires an intentionality to put everything into place to build and sustain trust.

- Employ consistent employee training based upon these principles at all operational levels & regularly monitor its application
- Develop & implement formal complaint-handling procedures tailored to an array of circumstances
- Ensure transparent policies and procedures

5 Gestures of Trust



5 Gestures of TrustSM Framework for Better Customer-Business Relationships



How to Build Better Customer Relationships



Be Honest

"Honesty is what builds trust the most, without it trust does not exist at all."



Be Proactive

"Anticipate what it is our customer might want or need and work together to achieve their goals."



Be Equitable

"It is not only about one party but about the entire situation. We partner with our customers on every single job, and we treat them as part of the team in order to successfully facilitate our jobs."



Be Transparent

"We have nothing to hide."



Be Humble

"I realize that without my customers, I couldn't stay in business. I strived to do right by my clients and to do my best to make sure they are treated with good customer service."

Here is a checklist we all can follow to make sure our organization is building trust:

- Make TRUST a true Strategic Priority (Proactively Manage TRUST Factors)
- Make it EASIER for people to engage and share feedback, even if negative
- Transparently IDENTIFY & explain all relevant policies (ex: refund/return)
- HUMANIZE Business Relationships as much as possible - Personalize the experience
- RESOLVE complaints professionally when they occur.
- Assume RESPONSIBILITY and acknowledge wrongdoing where a mistake was made
- Actively LISTEN. Pay attention to hidden voices (of dissatisfied customers). Proactively reach out.
- Continuously FOCUS on improving the overall customer service experience - What is preventing a truly superior experience?
- EMBRACE third-party organizations for dispute resolution.
- Focus on CHARACTER/honesty, service & quality - they should define your approach and resultant customer reputation.

The Better Business Bureau Educational Foundation works with businesses and community groups to build upon these **Five Gestures of Trust**. To learn more about our free presentation, contact the BBB Serving Western Michigan Educational Foundation at bbb.org/wmiprograms or contact Troy Baker at troy@westernmichigan.bbb.org.

Show Respect.
Get Trusted.
Be Better.

Visit bbb.org/5Gestures

Updated Information Can Help You **CONNECT** *with* **CUSTOMERS**

by Kristen Nietering and Troy Baker

When a consumer looks up information about your company, what do you want them to find? Every business wants to be the place with a good reputation, glowing reviews and products and services that meet and exceed a customer's needs. But all the work you put into marketing is wasted if your basic contact information is wrong or missing.

Making sure customers can reach your business is one of the most important steps a business can take.

Making sure customers can reach your business is one of the most important steps a business can take. That's why the Better Business Bureau Data Quality Department strives to make sure your business information, and that of tens of thousands of other Western Michigan businesses, is accurate and up to date. It's also why you hear from us each year as we gather more information about your business. We want to help you put your best foot forward, and want

customers to better connect to you and the products and services you provide.

The BBB data quality team vets and approves updated information that comes in through Standard Business Questionnaires (SBQs), accredited business applications, consumer inquiries, as well as information submitted through the online portal after a company claims their profile. Oftentimes, the information in our records comes from the companies themselves. But in order to help us maintain our records and make sure the information we collect is accurate, we run audit reports to catch errors and issues. For this reason, we often reach out to businesses such as yours to verify information we have on hand. We also utilize websites and official business social media pages. As of July 1, 2021, our 50,234 Active Business Records and 4,054 Accredited Businesses have received 817,125 inquiries on *BBB.org*.

Why this is Important

Accurate and up to date information is important for a few reasons. Having accurate information improves

consumer searches and makes the business easier to find. Accurate information makes these searches more effective, and gives potential customers confidence in your organization. The data provided, combined with how customers interact on *BBB.org*, have a big impact on Search Engine Optimization (SEO). This means when a potential customer does a google search, your BBB business profile is more likely to appear near the top of the page, helping you not only get noticed, but show off that you are a BBB Accredited Business.

Make the Most of Your Data and BBB Business Profile

Check the Basics: Make sure your basic business information is correct. This includes address, phone number, email, hours of operation and company contacts.

Accurate email and cell phone numbers also help you receive customer requests through the BBB's **Get A Quote** service. Customers can request a quote from your company directly from *BBB.org*. Accurate contact information will ensure you get that customer's message right away.

Let Customers Know What

You Do: Fill out the Products and Services and Business Description fields. Consumers tend to look at these to find out if the company offers the exact service they are looking for, and it also helps improve SEO on sites like Google. Also double check the business categories the BBB has listed for your organization. Often BBB has a number of “Types of Business” categories that may cover the products and services you offer.

Get People’s Attention:

BBB.org lets you add photos and videos to your BBB business profile. These items help your business stand out and give customers a better sense of what you have to offer.

Check your Service Area:

BBB.org now shows the service area your business has on file with the BBB. This can help customers find the right business for their area, and prevent calls for service from areas you don’t cover. The service area is also used for the Get A Quote system, helping make sure we are only sending you customers you may be able to help.

What Can You Do

There are a few ways you are able to maintain up to date and accurate information on your business profile. Fill out the Standard Business Questionnaires (SBQs) that are sent to your company once a

year. These are typically sent by email, but may come by mail if we do not have an email on file.

Another quick way of updating your information is claiming your business profile at *BBB.org*. You can use that login to submit changes to your business profile whenever you need to. All submitted information is vetted by the Data Quality Department before being put on the website.

An equally quick way to make sure your data is up

to date and accurate is to contact a member of the Data Quality team to assist you with updating your business information. We can be reached at the following numbers and email addresses: Jonathan Casteel, Data Development and Quality Control Manager, *Jonathan@westernmichigan.bbb.org* or 616-234-0568, and Kristen Nietering, Data Quality Specialist, *KristenN@westernmichigan.bbb.org* or 616-419-3025. 📞

Get to Know Your BBB Data Quality Team



Kristen Nietering

How Long with the BBB: 3 years

One Fun Fact about You: I grew up in Connecticut

Why is Data Quality Important?

If the data is accurate for a business, it helps to ensure consumers are able to find that business.



Jonathan Casteel

How Long with the BBB: Since November 2017

One Fun Fact about You: I lived in England for almost 2 years prior to working at the BBB.

Why is Data Quality Important?

Up-to-date and accurate data allows consumers to find trustworthy businesses and allows businesses to build trust within their communities.

PROVIDING FREEDOM

by Troy Baker



Park anywhere. It's a concept most drivers take for granted, but it is something people with mobility issues struggle with. It is a problem

Anthony van Dillen's company, Freedom Motors, began working to solve when he moved to West Michigan from the Netherlands in the 1980s.

"He was clear, we are providing freedom for wheelchair users. They were no longer going to be stuck at home or reliant on unreliable transport services," says Rob Armstrong, marketing director for Freedom Motors. "We provide freedom for our customers so that they can get around."

Freedom Motors was founded in 1987 near Battle Creek, when van Dillen began converting Dodge Caravan minivans to lowered-floor vehicles with rear-access ramps. Until then, most handicap-accessible vehicles were large cargo vans, which feature side-door access. This side-door access limits parking options, because additional space is needed next to the vehicle.



"We hear from customers where at times they park in a handicapped spot, but then that space on the side of the vehicle where they would normally enter or exit the vehicle gets blocked in some way," says Armstrong. "With our rear entry vehicles you can park anywhere. You can use any spot in the lot and still get in and out."

Van Dillen's conversion of a minivan was a first in the industry, but quickly became an industry standard. Walking through the Freedom Motors facility near I-94, you can't help but notice how far the company has come. Freedom Motors continues to innovate and install their lowered-floor and rear ramps in vehicles you may not expect.

"We don't create the full-size vans or the large cargo vans," says Armstrong. "What we do are more accessible vehicles people can use in their everyday lives."

Freedom Motors was the first to convert an SUV, the Honda Element. They now feature a wide range of SUVs, like the Kia Soul, Honda HR-V and the Buick Enclave. This year they became the first to begin converting the Toyota Sienna hybrid minivan.



“Many of our conversions are unique to Freedom Motors. Our engineers have designed the conversion that go into them, from the stainless steel parts that we create here at our facility, to the ramps, to the electrical components that help.”

The company buys vehicles from local dealerships or customers bring their own vehicle for conversion. Once it hits the factory, the seats are removed and the floor is lowered. They add a ramp and any electronics that go with it. If possible, middle or third row seats are put back in to allow for additional seating options. Most models allow for a wheelchair to ride in the second row of the vehicle, but other conversions include transfer seats and modified vehicle controls. This allows people with mobility challenges to not only get in and out of the vehicle by themselves, but to drive as well.

Freedom Motors converts vehicles for individuals, families and caregivers, but also for businesses, including medical transport companies, taxis and more.



This year the company is celebrating 10 years of BBB Accreditation. “Consumers and shoppers look at that as a confirmation that they’re dealing with a quality company. They know if there are issues, they are going to be resolved. It’s definitely a badge of honor to be a part of the Better Business Bureau.” 🏆

To learn more about Freedom Motors, go to <https://www.freedommotors.com/>



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50 YEARS of BUILDING TRUST

Five local businesses are celebrating 50 years of BBB Accreditation in 2021.

ALCOR: HONESTY & STANDING BY YOUR WORK

A conversation with Mitch Van Koevering, President and Co-Owner of Alcor Home Improvement

BBB: For those who don't know, what is Alcor?

Mitch Van Koevering: Alcor is a family-owned home improvement business that my brother and I run. We do everything from replacement windows, screen rooms, three season rooms, signage, and steel roofing. Those are our three main things, steel roofing, windows, and siding.

BBB: Alcor has been accredited with the Better Business Bureau for 50 years. What does that mean to you?

Mitch: It means being a good service and a good reputation in the community. We're an honest company, honest guys. That's what we try to be.

BBB: How have you built that reputation within the community?

Mitch: I think that goes back to my dad. Our work ethic, being honest, and standing by our work. If something goes wrong, we're there. We're always going to fix it and take care of you. We want to build relationships more than anything else.

BBB: Can you tell me about some of the history of the company?

Mitch: Well, the company was started in 1954 by Jay Vander Schuur and Dale Grissen. They started building aluminum windows and it took off from there. They approached my dad about 40 years ago about working here. They gave them the option to buy in and my father decided to start with my uncle. Those two bought in and then they grew up from there. About 25 years ago we started our metal roofing service and that just took off, and we kept growing and growing.



BBB: So this is a family business.

Mitch: It is a family business. Yeah. We're second generation family owners.

BBB: How has the business changed over time?

Mitch: That's a good question. Staying up on current products would be what has changed. As far as business ethics and morals, we try to stay the same course with our employees and customers. We try to grow and be better by being taught from our dad and uncle and having whatever they learned passed down to us.

BBB: You've got your BBB accredited stickers on the window. What impression do you hope people get when they see that?

Mitch: Confidence. Confidence that we will do a good job for them. I know there are a lot of customers that look us up on the Better Business Bureau and that is one reason why they choose us. We've got an A+ rating with the Better Business Bureau and I think it gives them a sense of safety knowing that. 📍

BRUMMEL'S: TRUST is TREATING PEOPLE RIGHT

*A conversation with Joe & Dan Brummel,
Co-owners of Brummel's Home Furnishings*

BBB: 50 years of anything is a long time. What does it mean to you to know that you've been accredited with the Better Business Bureau for 50 years?

Joe Brummel: Well, it shows consumer competence. We've been real happy to be able to hang around 50 years with the competition out there. But we like to be able to assure our customers always have the best service at a fair and reasonable price. And they understand that. The Better Business Bureau gives us that accreditation, where they can come in and get a family owned business deal and get the service to back it up.

BBB: You guys have some great stories about the early days.

Dan Brummel: Well, my grandfather of course, was a farmer before he started this and he had a friend in the pony business and he had extra ponies. So he gathered up these small ponies. And if you made a purchase here, you got a free pony. Well, all these ponies are running loose in Wyoming. So the Wyoming leaders came down on them and said, you've got to stop that, Clayton. No more ponies.

BBB: This is a competitive space. The world has changed significantly since your parents' days 50 years ago. How is it different from when you started in the business?



Joe: We had stepped up our website and online business, especially during COVID. The last year and a half has made a huge difference because folks are turning to the website. Not everybody's comfortable coming in. The shopping experience isn't always done in the store anymore. A lot of it's done at their kitchen table, their office desk, or their easy chair. At least if they need to look up a business to purchase from online, being accredited with the BBB gives a lot of validity to our business.

BBB: You're a family business. How does that play into the customer experience?

Joe: A lot of people want to support a family business and not a box store because they'll get the knowledge behind it. They can deal with the same person typically year after year with multiple purchases. So they feel comfortable with that. They also like the fact that we're in a faith-based community that we've grown up in. We're still not open on Sundays. We believe that and we stay with those morals and we keep our stores that way.

Dan: It's really kind of a neat thing, because now we're seeing third generation customers as well, where their grandpa bought from maybe our grandpa. And then it went on to their kids, their son, buying from my dad and his dad, and now their kids are buying here. It's rewarding. 🙏

GERRIT'S: TRUST IS EARNED WITH GOOD SERVICE

A conversation with Curt Geers, President of Gerrit's Appliance



BBB: You've been around for 70 plus years. How did it start out?

Curt Geers: My grandfather started the business in 1948. He started in the back room of a tractor supply place, and found out that he could actually make a living doing this on his own. So he took

appliances out of that back room and started his own company here at this corner of 28th and Byron Center (in Wyoming, MI). My grandfather had three sons in the business that are still somewhat active, and then I am one of four grandsons. Then we have five or six great grandkids that are working here also. So it's four generations. Kind of exciting.

BBB: What does it mean to you to know that you've been accredited with the Better Business Bureau for 50 years?

Geers: It's really quite an honor to be a part of this group and to be accredited for that many years. It's kind of a stamp of approval from the West Michigan area.

BBB: How have you worked to build trust in the community and with customers?

Geers: We try to honor our customers and the community. We've been in this community. We like to support local events, local schools, families and other organizations. So honoring our customer's wishes and needs and trying to do the best that we can and in all that we do.

BBB: What should customers expect when they come into Gerrit's?

Geers: They should expect to be greeted in a happy, friendly environment. They should experience knowledge from our sales team to help them pick out what's best for their home. We try to ask a lot of questions to identify what the family dynamic is and what they're using their appliances for. Then hopefully we can gain their trust to get the sale. Then we offer our full delivery and installation and also service after the sale. So if there's a problem with an appliance, they can always contact us and we'll be there to help them out through some of the service issues.

BBB: Why do you put so much into your parts and service?

Geers: There's very, very few people in the area doing parts and service anymore. That's where we get a lot of our repeat customers. You helped me figure out how to fix my own machine, so I saved on the cost of a service call. Or you sold me the part and told me how to put it on. That's just as important to us as a terrific sales team. The same goes for delivery and installation. It's more than just dropping it off in the garage. It's fully installing the appliances, which you don't think is a big deal, but it's important to a lot of the customers.

BBB: Finish this sentence; It gives me pride...

Geers: It gives me pride to be here for over 70 years, to be accredited with the Better Business Bureau for over 50 years this year, and to be associated with the group of people that I work with every day. To know we do a good job honoring our customers, that gives me a lot of pride. 🙌



ALSO CELEBRATING **50 YEARS** of BBB ACCREDITATION

Pfeiffer Lincoln

Pfeiffer Lincoln is celebrating 50 years as an accredited business through the Better Business Bureau. The car dealership is most recognized for its beloved previous owner, Dan Pfeiffer, who sold cars to West Michigan from his 28th Street and Breton location since 1966. He was also well known for his philanthropy and customer service. The auto dealer offers new and pre-owned vehicles, as well as service and repair from oil changes to part replacement.



SpartanNash

SpartanNash is the fifth largest food distributor in the United States and is headquartered in Grand Rapids, Michigan. The company is celebrating 50 years of accreditation with the Better Business Bureau, although it has been a staple in the West Michigan community for much longer.

Michiganders are most familiar with Spartan Stores, which formed in 1917 in Grand Rapids. The company merged with the Nash Finch company out of Minneapolis, Minnesota in 2013. SpartanNash values customer focus, innovation, respect and teamwork. These values helped the company grow to operate more than 145 stores in nine states and distribute to more than 2,000 locations throughout the country.



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Tamburitzans

to Comstock Auditorium



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

New BBB Accredited Businesses, added from 4/1/2021 to 6/30/2021

100 Shades Of DisABILITY, L3C
Byron Center

3-60 Home Services, Battle Creek

A-Team Small Engine Repair
Middleville

Accurate Garage Door Company LLC, Newaygo

Advanced Architectural Sheet Metal & Supply, Inc., Shelby

Albertville Design LLC, Belding

Allegan Floral, Allegan

American History Tours, LLC
Saranac

Anchor Pro Wash, Traverse City

Annette E. Skinner Attorney at Law, PLLC, Lansing

Aria Show Technology
Comstock Park

Armored Roofing and Construction, LLC, Byron Center

Artistic Marketing Solutions
Mulliken

Attorney Stephen L. Grimm P.C.
Grand Rapids

Bar-Bee-Cute Creations, LLC
Kentwood

Bare Esthetics, LLC, Traverse City

Beauty Is Melanin LLC, Kalamazoo

Bee Steel, Inc., Grand Rapids

Best of Town, Kalamazoo

BFD Power Services, Inc.
Indian River

Big Chief Construction, LLC
Jenison

Blaque Realeza LLC, Grand Rapids

Blue Heron Barn, LLC, Kalamazoo

Bob's Flooring Service, LLC, Remus

Boerkoel Painting, LLC, Ada

Boesiger Law Firm, Petoskey

Brents Mobile Small Engine Repair
Eaton Rapids

Business Connect, Grand Rapids

Canopys R Us, Quincy

Carr Craft Automotive, Portage

Christensen Law, Grand Rapids

Clear & Simple Water Service, LLC
Portage

ClearSound Solutions, Lansing

Climax Solar, Portage

Clutch Mechanical LLC, Saugatuck

Cooper & Associates CPAs, PLLC
Saint Joseph

Couture Cakes & Co., Grand Rapids

CrossCountry Mortgage, LLC
Grand Rapids

Crown Construction Services, LLC
Twin Lake

Custom Drywall Construction LLC
Wyoming

Dakota's Website Design, Lowell

De Jesus & Associates Law Firm
Kalamazoo

DeYoung Law, Holland

DV MASONRY, LLC, Newaygo

E & R Greener Lawns LLC
Bronson

Eclipse FMS, Inc., Howard City

Elite Auto Sales of MI, Inc.
Grand Rapids

Enders Auto Repair, Stevensville

Executive Motorsports, LLC
Wyoming

Fair Neighborhood Services LLC
Kalamazoo

First Class Communication Services, LLC, Grand Rapids

Flat River Door, LLC, Greenville

Flynn Thiel, PC, Kalamazoo

Freedom Home Inspections
Grand Rapids

Fresh Home, Ludington

Gifted Hands By Sheena, LLC
Grand Rapids

Gordon & Hess PLC - Divorce and Criminal Lawyers, Grand Rapids

Gordon's Brake & Suspension, LLC
Albion

Grand Rapids Construction, LLC
Grand Rapids

Great Lakes Hydrogen LLC
Mancelona

Great Lakes Waterproofing
Kalamazoo

Grewal Law PLLC, Grand Rapids

Groove Construction Group, LLC
Allendale

H. A. Irish Tree Service, Wayland

Handy Hope, LLC, Saint Johns

Hanson Fur Buying, Chase

Help Around The Office LLC
Kalamazoo

Hitched Wholesale, LLC
Saint Joseph

Hog the Web, Traverse City

Individual Benefit Solutions, LLC
Grand Rapids

Invision Construction, Maple City

J & L Central Maintenance & Repair LLC, Mount Pleasant

JB Customz, Hudsonville

JMB Auto Repair LLC, Grand Rapids

Joe's Brother Coffee
Comstock Park

Juan's Brake Repair, Grand Rapids

Kalamazoo Movers LLC, Kalamazoo

Kiana Carolyn PLC, Kalamazoo

KoopPrime, LLC, Grand Rapids

Lane's Asphalt Service, Howard City

Last Mile Cafe, Grand Rapids

Linsey's Cleaning Services, LLC
Middleville

Loft Two, Kingsley

Mac Baits, Holland

Mac Trucking and Logistics, LLC
Grand Rapids

Masonry and More, LLC, Galesburg

Master Grow Supply, Battle Creek

MGM Auto Repairs, Inc., Cassopolis

Michigan Consulting and Support Services, LLC, Alto

Michigan Power Washing Pros
Mount Pleasant

Michigan's Window Wizard, LLC
Dowagiac

My Brother's Keeper Security Solutions, LLC, Grand Rapids

No Limits Motorsport Customs
Plainwell

North Coast Legal, PLC
Traverse City

On Your Time Transport LLC
Rockford

Outside the Box: Creative Tutoring, LLC, Grand Rapids

Papas Place Adult Day Care
Reed City

Paws & Claws Finishing Touch
Portage

Pilgrims Capital Advisors, Grandville

Pink Icing, Grand Rapids

Pristine Lawn & Landscapes
Traverse City

Property Renovation Expert
Grand Rapids

Quality AG Service, LLC
Saint Johns

Rock Solid Asphalt Sealcoating & Repair LLC, Cheboygan

Rock Solid Wellness Studio, LLC
Battle Creek

S.C. Drain Cleaning, Dowagiac

Sargent Construction, LLC
Grand Rapids

Sell Grand Rapids Mobile Homes Fast, Grand Rapids

ServiceMaster Lakeshore
Ferrysburg

ServiceMaster Restoration by the Disaster Response Experts
Grandville

Sheppard Disability Attorneys
Mt. Pleasant

Shoreline Power Services, Inc.
Williamsburg

Southern Exposure Herb Farm
Battle Creek

Start-Up to Success Media, Marketing and Consulting Agency
Holland

Sun Ray Sign Group, Inc., Holland

Superior Fence & Rail of West Michigan, Grand Rapids

Superior Property Management
Saint Joseph

Swell Renovations, LLC, Ada

Taylor's Family Tree Service, LLC
Battle Creek

The BDI Team, Grand Rapids

The Bishop Walter C Durham Connecting To Your Community Through Technology, Byron Center

The Junk Luggers of Greater Grand Rapids, Grand Rapids

The Maul Law Group PLLC
Hamilton

The Wash Doctor, Traverse City

TNT Autoglass LLC, Lansing

Tonya A. Fedewa, PLC
Grand Rapids

Top Quality Home Improvement
Wyoming

Top Ten Percent Hunting Headquarters LLC, Coldwater

Tsuber Auto LLC, Mesick

Verdant TCS, L.L.C., Ada

Villatoro Painting Services LLC
Zeeland

Virtuous Glass LLC, Boyne City

West Bay Web, Traverse City

Whiteys Masonry Concrete
Shepherd

Wise Choice Lawn Care, LLC
Battle Creek

Woodchuck Arts, Caledonia

FRESH FACES



Next Day Construction & Roofing, Coopersville, MI

Since 2010, Next Day Construction & Roofing has been a West Michigan residential and commercial roofing contractor operating in Coopersville, MI. Having many years in the roofing industry, Next Day Construction & Roofing also provides insulation, siding, gutters, windows, and home improvement services. Along with construction and roofing experience, Next Day Construction & Roofing offers roof asset management, planning, and maintenance.

Shoreline Power Services, Williamsburg, MI

Shoreline Power Services is a privately held commercial and industrial electrical services and construction firm. Founded in Michigan, Shoreline has locations in Cadillac, Grand Rapids, and Williamsburg. Shoreline focuses on small and big projects that deal with automation and controls, energy optimization, industrial electrical construction, and much more.

Superior Property Management, Saint Joseph, MI

Based in St. Joseph, Superior Property Management manages apartment communities, condominiums/homeowners' associations, and small retail properties throughout Southwestern Michigan. Since the 1960s, they have been constructing and managing real estate and providing customers with high quality contractors, service providers, and site management.

United Way of Gratiot & Isabella Counties

Alma, MI

United Way is a nonprofit organization who works to help Gratiot and Isabella county families and individuals faced with challenges. United Way offers help through early childhood education and literacy, youth development and mentoring, financial stability, and access to health services.



ACCREDITED CHARITIES

Meals on Wheels West Michigan

Jubilee Ministries

Oasis of Hope Center

Be A Rose

Arts Council of Greater Kalamazoo

Cristo Rey Community Center

Goodwill Industries of Northern MI

Barry County Humane Society

Exalta Health

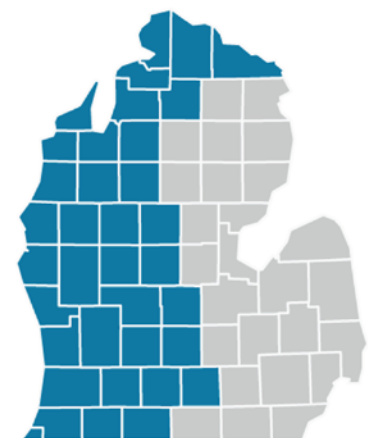
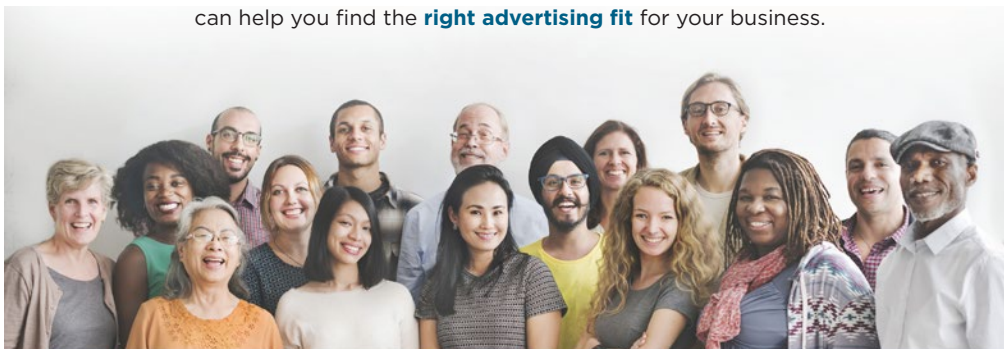
United Way of Gratiot & Isabella Counties

Life Matters Worldwide

The Refugee Education Center

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CONSUMERS NEED TO READ 10 REVIEWS BEFORE TRUSTING A BUSINESS

93% of consumers used the internet to find a local business in the last year.



And while having an abundance of positive reviews online is important, simply having at least 10 online reviews is no longer enough.

Your business can have hundreds of great reviews online, but if those reviews were written over a month ago, 73% of consumers won't consider them relevant. In fact, 50% of consumers only pay attention to reviews written *within the past 2 weeks*.

Unsurprisingly, star rating is the number one review factor for consumers. Only 48% would even consider using a business with less than a 4-star rating.

The good news? 72% of consumers who were asked to write a review in 2020 went on to do just that.

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BBB: Protecting Those Most at Risk from Scams

Did you know that young people ages 18-24 are the most likely age group to lose money to a scam? That is why the Better Business Bureau Educational Foundation provides its Scambusters game to local middle and high schools free of charge.



"The scambusters presentation is an interactive way for students to become more aware of common scams and how to spot them and avoid them. My students really enjoy it and talk about it for days afterwards on how hard it was to spot some of the scams. It has really made them think through some of the things online and to take a little extra caution."

- Lori Grams, Marketing and Business Instructor, Zeeland West High School

To learn more or make a tax-deductible donation to keep this program free in local schools, go to bbb.org/wmiprograms