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 prideful to say we out preformed 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
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) 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.
2018 RECAP

OUTREACH STATS

538 Facebook Posts

33 Radio Interviews

58 Television Media Interviews

1,259,354 Website Page Views

90 Editorials

22 Press Releases
2018 OUTREACH

OUTSMART the Scammer

bbb.org/scamtracker
Report & Search Scams
520.888.5353  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
BECOME PART OF THE ELITE
BECOME ACCREDITED
Apply today: bbb.org

520.888.5353 bbb.org

BENEFITS
Enhanced Business Profile on 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
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

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

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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.