

Assembly 2022 Table Topics

On Tuesday afternoon from 2-3, we'll have a time for folks to break into small discussion groups on a variety of topics. It will be free form; folks can choose which table to join. Here are the topics and table leaders:

1. Blue migration Q&A

Just migrated? Haven't migrated yet? Spend time with Blue staff to answer your questions and/or make plans.

Table leaders: Lenny Lapenta, Bill O'Neill, Deanna Liberti

2. Mergers

Mergers between BBBs aren't necessarily a sign of distress. In many instances BBB mergers are now partnerships and alliances of shared strengths. Could your BBB benefit from merging? Should you consider joining with another BBB with complementary strengths? What makes a successful merger? Join colleagues who have been through mergers from a variety of perspectives.

Table leaders: Monica Horton, Kevin Hinterberger

3. Collaboration and shared services

Should you consider partnering with other BBBs with complementary strengths? Whether to streamline operations (e.g., outsourcing complaint handling) or to partner for greater impact (e.g., joint investigations) BBBs can benefit by working together.

Table leaders: Tracy Hardgrove, Shannon Siegfert, Jean Haynes, Brandi Zaccardi

4. Blue training resources

All BBBs using Blue can benefit from fully understanding training resources available, many in the new Docebo platform. Learn about the newest resources for all Blue BBBs.

Table leaders: Brenda Dorador, Tiffen Eshpeter

5. Complaint policy changes and related Success Metrics

Excellence has recently approved a number of changes to complaints policy including eligibility criteria, and has created new measures of BBB performance in complaint handling. Learn the what and why behind these new approaches.

Table leaders: John Zajac, Simone Lis

6. Reaching underserved communities in your service area

Has your BBB maximized its reach in all communities in your service area? Effectively reaching the Hispanic and other diverse communities is not easy but there are best practices and learnings to be had.

Table leaders: Cynthia Lavin, Dan Parsons, Lynn Conner

7. Unique challenges of women leaders (a women-only discussion)

BBB has more women CEOs than men, yet women can still face unique challenges. Share experiences and victory stories with colleagues at this women-only table.

Table leaders: Melanie Duquesnel, Melissa Companick, Christine Sauers

8. Diversifying staff and Board

Reflect on the diversity among your BBB's staff and Board, where you'd like it to be, and how to move in that direction.

Table leaders: Rod Davis, Michele Mason

9. Cybersecurity

Every organization needs cybersecurity measures in place today. You also need the right insurance coverage to protect against financial losses. Discuss best practices for BBB data protection, employee training and more.

Table leaders: Sam McMakin, Ryan Burch (IABBB)

10. Building business engagement and community

More BBBs are using their space for direct business services – co-working space, video/green screen services, conference space, and business training cohorts. Join this discussion on how BBBs are providing value through business engagement and developing communities of trustworthy business at the same time.

Table leaders: Susan Adams Loyd, Judy Dollison, Jordan King, Mary O'Sullivan Anderson

11. Partnering with/accrediting larger businesses

Some BBBs have had good success partnering with larger businesses. What do these BBBs do differently? What are the secrets to building relationships with bigger companies?

Table leaders: Steve Bernas, Brian Rauer, Carrie Hurt, Josh Hares

12. New models in BBB sales

The practice of telemarketing outreach is long established in BBB and has primarily carried us to where we are today. What new models are being explored? Hear from BBBs that are moving beyond telemarketing to online sales and new models of business engagement.

Table leaders: Kevin Sanders, Chris Thetford