Better Business Bureau of Upstate New York

2019 Annual Report

Our Businesses, Our Communities, Our Mission
President’s Report

This annual report is a review of Better Business Bureau (BBB) of Upstate New York programs and services for the year ending Dec. 31, 2019. Our BBB serves 48 counties of Upstate New York from our headquarters in Amherst.

I am proud to present this report, which is the compilation of the work of the 40 dedicated team members who work every day to bring trust to the marketplace in our region. We serve over 6 million people and over 135,000 businesses and charities in 750 cities, towns and villages across the region.

While 2019 was another great year for our BBB, as we compile this report in 2020, we are facing unprecedented times. BBB remains operational and focused on serving our business community and our consumers throughout this crisis, with our staff working safely from their homes. BBB Accreditation is an essential part of trust for businesses, and we are committed to helping our Accredited Businesses make the most of it.

If you have questions on how to use your accreditation better, or how to use the resources we have complied to bring factual information to the communities we serve, reach out to us today.

We firmly believe we will all get through this crisis, and our team is doing all we can to continue to serve Upstate New York.
Board of Directors

Phil Arno
Christie Berardi
Jason Botticelli
James Dunn
Cindy Algase Gradl
William J. Hochul, Jr.
Jill Johnson
Michelle Light-Canarelli

James Morrissey
Tom Nolte
Kevin O’Connell
Lynn Oswald
Jennifer Page
Ron Papa
Brian Peek

Chair— Cindy Algase Gradl
Vice Chair— Brian Peek
Secretary— Thomas Schratz
Treasurer— James Dunn

Brian Peek
Joseph Pinkans
Craig Rogers
Thomas Schratz
Richard Shaner, Jr.
Paul Stasiak
Eugene Welch
John Wynne
Operations

Total Complaints Opened: 16,733

Total Complaints Closed: 19,420

Total Inquiries: 2,531,447

Top 10 Complaints

<table>
<thead>
<tr>
<th>Industry</th>
<th>Closed Complaints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Service</td>
<td>4,363</td>
</tr>
<tr>
<td>Collections Agencies</td>
<td>1,451</td>
</tr>
<tr>
<td>New Car Dealers</td>
<td>625</td>
</tr>
<tr>
<td>Auto Repair</td>
<td>624</td>
</tr>
<tr>
<td>Furniture Stores</td>
<td>470</td>
</tr>
<tr>
<td>Online Retailer</td>
<td>373</td>
</tr>
<tr>
<td>Used Car Dealers</td>
<td>326</td>
</tr>
<tr>
<td>Bank</td>
<td>249</td>
</tr>
<tr>
<td>General Contractor</td>
<td>152</td>
</tr>
<tr>
<td>Restaurants</td>
<td>153</td>
</tr>
</tbody>
</table>

Top 10 Inquiries

<table>
<thead>
<tr>
<th>Industry</th>
<th>Number Reported</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction Services</td>
<td>280,626</td>
</tr>
<tr>
<td>Roofing Contractors</td>
<td>203,369</td>
</tr>
<tr>
<td>Siding Contractors</td>
<td>199,544</td>
</tr>
<tr>
<td>General Contractor</td>
<td>167,310</td>
</tr>
<tr>
<td>Windows</td>
<td>160,087</td>
</tr>
<tr>
<td>Bathroom Remodel</td>
<td>135,344</td>
</tr>
<tr>
<td>Kitchen Remodel</td>
<td>134,305</td>
</tr>
<tr>
<td>Bathroom Design</td>
<td>133,727</td>
</tr>
<tr>
<td>Patios and Decks</td>
<td>119,341</td>
</tr>
<tr>
<td>Doors</td>
<td>106,125</td>
</tr>
</tbody>
</table>
## Top 10 Reported Scams

<table>
<thead>
<tr>
<th>Scam</th>
<th>Number Reported</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Purchase</td>
<td>212</td>
</tr>
<tr>
<td>Phishing</td>
<td>115</td>
</tr>
<tr>
<td>Tech Support</td>
<td>40</td>
</tr>
<tr>
<td>Employment</td>
<td>31</td>
</tr>
<tr>
<td>Fake Check/Money Order</td>
<td>30</td>
</tr>
<tr>
<td>Debt Collection</td>
<td>26</td>
</tr>
<tr>
<td>Government Grants</td>
<td>21</td>
</tr>
<tr>
<td>Credit Cards</td>
<td>18</td>
</tr>
<tr>
<td>Health Care/Medicare/Medicaid</td>
<td>17</td>
</tr>
<tr>
<td>Counterfeit Products</td>
<td>13</td>
</tr>
</tbody>
</table>
Business Relations

Accredited Businesses: 6,524
New Accredited Businesses: 1,433
Revenue: $715,225
Retention Overall: 82%

Top Performers

Debbie Bender
316 Newly Accredited Businesses

Mary Griffin
251 Newly Accredited Businesses

Jeff Criden
160 Newly Accredited Businesses

Sandra Montgomery
141 Newly Accredited Businesses
Marketing & Communications

Highlights

- Increased media exposure with live morning show appearances, more web video options and three live call-in shows in Rochester and Syracuse.

- Added video components to our marketing efforts including weekly “Tip Tuesday” videos on social media and our BBB “How To” series on YouTube.


- Spoke at a news conference in Syracuse with Senator Charles Schumer on protecting yourself from robocalls.

- Worked with the FBI to bring important Cyber Security and Addiction in the Workplace presentations to small business owners.

- Presented on a variety of topics all over Upstate New York, reaching thousands of businesses and consumers.

- Increased engagement, impressions and following on social media (see next page).

- Sponsored first bridal expo, adding to sponsorships for auto and home shows throughout Upstate New York.

- Completed 21 senior presentations and 7 high school ethics presentations across our service area.

- Launched first Student Video Contest for high school students across service area. Nine schools registered and 10 videos were submitted.

- Participated in Business First’s Bizwomen Mentor Monday event and sponsored their first Blaze Buffalo business event.

- Distributed 4,000 guides to 48 counties throughout NYS, providing tips and educational information for both consumers and businesses.

Media Mentions

2,217
Impressions 32,227 (+560.39%)
Engagements 2,930 (+109.74%)
Followers 339 (+111.88%)

Impressions 346,979 (+107.25%)
Engagements 23,239 (+115.6%)
Fans 2,733 (+17.65%)

Impressions 271,100 (+50.6%)
Engagements 1,671 (+65.8%)
Followers 887 (+9.9%)

Impressions 20,100 (+951%)
Engagements 1,441 (+3,033%)
Followers 233 (+79.2%)

Warren Clark at Counterfeit Merchandise Press Conference at New Era Cap

Kelsey, Lauren and Melanie at the CFF of WNY Rising Stars Gala

Melanie McGovern on "The Answer Desk"

BBB staff taking consumer phone calls at WROC in Rochester
Community Partners

We nurtured, engaged and added 11 organizations to our Community Partner program throughout 2019. Our partners now include:

- Amherst Chamber of Commerce
- Bethlehem Chamber of Commerce
- Canandaigua Chamber of Commerce
- Capital Region Chamber of Commerce
- Center for Economic Growth
- CenterState CEO
- Chamber of the Tonawandas
- Cheektowaga Chamber of Commerce
- Chemung County Chamber of Commerce
- Clarence Chamber of Commerce
- Clinton Chamber of Commerce
- Colonie Chamber of Commerce
- Construction Exchange WNY
- Discover Albany
- Gates-Chili Chamber of Commerce
- Greater Baldwinsville Chamber of Commerce
- Greater Binghamton Chamber of Commerce
- Greater Liverpool Chamber of Commerce
- Greater Manlius Chamber of Commerce
- Greater Olean Chamber of Commerce
- Greater Rochester Chamber of Commerce
- Greater Sullivan Chamber of Commerce
- Greater Watertown and North Country Chamber of Commerce
- Greece Regional Chamber of Commerce
- Guilderland Chamber of Commerce
- Hornell Chamber of Commerce
- Home Builders & Remodelers Association of the Mohawk Valley
- Ken-Ton Chamber of Commerce
- Lewis County Chamber of Commerce
- Livingston County Chamber of Commerce
- New York State Hospitality and Tourism Association
- Niagara River Region Chamber of Commerce
- Niagara USA Chamber of Commerce
- Northern New York Builders Exchange
- Orleans County Chamber of Commerce
- Potsdam Chamber of Commerce
- Rome Area Chamber of Commerce
- Seneca County Chamber of Commerce
- Small Business Development Centers
- Souhtowns Builders Association
- St. Lawrence County Chamber of Commerce
- Watkins Glen Chamber of Commerce
- West Seneca Chamber of Commerce
Community Partner Highlights

- Partnered with New York City’s BBB to continue offering our BBB Webinar Series for Accredited Businesses and Community Partners.
- Melanie McGovern was the keynote speaker at the Canandaigua Business Awards Luncheon and co-hosted the Chamber Honors Annual Dinner for the Niagara USA Chamber.
- Lauren Kirchmyer spoke on a social media panel for the Ken-Ton Chamber of Commerce.
- Kelsey Rebmann presented about the charity review program at the St. Lawrence County Chamber of Commerce Nonprofit Day.
- Tabled and spoke to consumers and businesses at the following events: Baldwinsvile Member Showcase, Watkins Glen Business Expo, Amherst Chamber Small Business Awards, West Seneca Chamber of Commerce Women’s in Business Luncheon and Speaker Series Events, Binghamton Chamber of Commerce’s BingBizCon, Clarence Chamber of Commerce Women in Business Conference, and nonprofit showcase events for Olean Chamber of Commerce and CenterState CEO.

Canandaigua Chamber of Commerce Event

CenterState CEO Nonprofit Showcase

Presenting for the Guilderland Chamber

West Seneca Women in Business Luncheon

Multi-chamber networking event in Central New York

Meeting with the Rome Area Chamber
Upstate New York Trade Shows

BBB sponsored shows across Upstate New York and visited with hundred of Accredited Businesses, delivering plaques and information on BBB benefits.

- Albany Times Union Home Expo
- Buffalo Auto Show
- Buffalo Home Show
- Central New York Home & Garden Show
- Livingston County Dream Wedding Expo
- North Country Home Show
The following charities have met the 20 standards for Charity Accountability as of December 2019

- Association for the Blind & Visually Impaired - Goodwill of the Finger Lakes
- Catholic Charities of Buffalo*
- Crisis Services*
- CURE Childhood Cancer Association
- Educate the Children*
- Food Bank of Central New York
- Friends of Night People*
- Greater Niagara Frontier Council, Boy Scouts of America
- Helping Hounds Dog Rescue*
- Hunter’s Hope Foundation*
- Jewish Family Service of Buffalo and Erie County
- Joyful Rescues Inc.*
- Literacy New York Buffalo-Niagara
- Lollypop Farm, Humane Society of Rochester and Monroe County
- Mohawk Hudson Humane Society
- Parks and Trails New York
- Roswell Park Alliance Foundation*
- United Way of the Adirondack Region
- United Way of Greater Rochester*
- United Way of Northern New York*
- United Way of Tompkins County
- Water for South Sudan*

* Indicates BBB Accredited Seal Holders
Torch Award for Ethics

**Adirondack Basement Systems**
*Mid-Size Business*

**Isaac Heating & Air Conditioning, Inc.**
*Large Business*
*International Torch Winner!*

**Crisis Services**
*Large Nonprofit*

**Schoen Auto**
*Small Business*

**Helping Hounds**
*Small Nonprofit*

**Woodford Bros., Inc.**
*Medium Business*
Year in Photos

Secure Your ID Day

Melanie McGovern, Kelsey Rebmann, Lauren Kirchmyer and Chris Davis at Blaze Buffalo

Warren Clark presenting at an Addiction in the Workplace event in Buffalo

Lauren Kirchmyer, Chris Davis and Melanie McGovern at the Construction Exchange of WNY annual luncheon

Staff Summer Outing in Downtown Buffalo
## Financial Report

### THE BETTER BUSINESS BUREAU, INC.

### STATEMENTS OF FINANCIAL POSITION
### DECEMBER 31, 2019 AND 2018

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>CURRENT ASSETS:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$359,262</td>
<td>$407,754</td>
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<tr>
<td>Investments (Note 4)</td>
<td>876,252</td>
<td>690,405</td>
</tr>
<tr>
<td>Accounts receivable, net (Note 5)</td>
<td>1,450,720</td>
<td>1,362,558</td>
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<tr>
<td>Prepaid expenses and other</td>
<td>31,497</td>
<td>13,085</td>
</tr>
<tr>
<td>Total current assets</td>
<td>2,717,731</td>
<td>2,473,802</td>
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<tr>
<td>PROPERTY AND EQUIPMENT, net (Note 6)</td>
<td>1,121,284</td>
<td>1,173,143</td>
</tr>
<tr>
<td>INVESTMENT IN ANNUITY CONTRACTS (Note 4)</td>
<td>565,202</td>
<td>484,816</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$4,404,217</strong></td>
<td><strong>$4,131,761</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES AND NET ASSETS</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>CURRENT LIABILITIES:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable</td>
<td>$29,303</td>
<td>$11,974</td>
</tr>
<tr>
<td>Accrued expenses</td>
<td>183,502</td>
<td>167,504</td>
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<tr>
<td>Deferred revenues (Note 2)</td>
<td>767,894</td>
<td>737,149</td>
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<tr>
<td>Total current liabilities</td>
<td>980,699</td>
<td>916,627</td>
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<tr>
<td>DEFERRED COMPENSATION LIABILITY (Note 8)</td>
<td>52,500</td>
<td>43,500</td>
</tr>
<tr>
<td>NET ASSETS WITHOUT DONOR RESTRICTION</td>
<td>3,371,018</td>
<td>3,171,634</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$4,404,217</strong></td>
<td><strong>$4,131,761</strong></td>
</tr>
</tbody>
</table>
THE BETTER BUSINESS BUREAU, INC.

STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS
FOR THE YEARS ENDED DECEMBER 31, 2019 AND 2018

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUES:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Membership dues</td>
<td>$3,303,134</td>
<td>$3,180,238</td>
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<tr>
<td>Net investment income (loss)</td>
<td>170,976</td>
<td>(46,820)</td>
</tr>
<tr>
<td>Other income (loss)</td>
<td>147,439</td>
<td>(25,604)</td>
</tr>
<tr>
<td><strong>EXPENSES:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program services:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member</td>
<td>1,206,312</td>
<td>1,167,599</td>
</tr>
<tr>
<td>Community</td>
<td>307,310</td>
<td>269,066</td>
</tr>
<tr>
<td>Supporting services:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member development</td>
<td>1,292,553</td>
<td>1,195,465</td>
</tr>
<tr>
<td>General and administrative</td>
<td>615,990</td>
<td>464,129</td>
</tr>
<tr>
<td><strong>CHANGES IN NET ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>199,384</td>
<td>11,555</td>
</tr>
<tr>
<td><strong>NET ASSETS:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beginning of year</td>
<td>3,171,634</td>
<td>3,160,079</td>
</tr>
<tr>
<td>End of year</td>
<td>$3,371,018</td>
<td>$3,171,634</td>
</tr>
</tbody>
</table>