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**About BBB**

A trusted source of information in the region for more than 60 years, your BBB Serving Southern Alberta and East Kootenay is a non-profit, non-government organization dedicated to fostering a marketplace where buyers and sellers trust each other.

Funded primarily through our Accredited Businesses, your BBB offers numerous free services including our robust online database, consumer education program, dispute resolution services and more.
On behalf of BBB Serving Southern Alberta and East Kootenay, welcome to the 2015-2016 annual report. Your BBB is currently in its 104th year of operation, ensuring trustworthy connections between the businesses and consumers in our region.

We bid farewell to Chairman of the Board of Directors, David Steele, and BBB President and CEO Sandra Crozier-McKee. After 24 years of service, David resigned as Chairman of the board and says he’s looking forward to dedicating more time to his other volunteer endeavours. David will stay on the board for one last year of service as past chair to ease the transition as I, Nick Sims, take over as David’s successor. As a member of the executive committee of your BBB’s board of directors for the past several years, I look forward to leading your BBB in the pursuit of ethical enterprise and advancing marketplace trust.

On April 4, 2016, we said our goodbyes to Sandra and thanked her for her five years of tireless service to creating a marketplace where buyers and sellers can trust each other. BBB extends its gratitude to David and Sandra for their leadership and wishes them the best in their future endeavours.

On April 11, 2016, we welcomed Sandra’s successor, Mary O’Sullivan-Andersen. Originally from Saskatchewan and most recently from Vancouver, Mary returned to Calgary and took the reigns as your BBB’s President and CEO.

With nearly 40,000 businesses in our service area, separating the good apples from the bad can be challenging. With more than 1.3 million instances of service this year, your BBB helped businesses and consumers make informed decisions; it’s a true testament to BBB’s relevancy in today’s changing marketplace.

Each day, your BBB works hard to achieve its mission of being the leader in advancing marketplace trust. We encourage and support best practices by engaging and educating consumers and businesses, celebrate marketplace role models, create a community of trustworthy businesses and address substandard marketplace behaviour.

BBB thanks you for continuing to choose us as a go-to source for reliable and trustworthy marketplace information. We look forward to another year of community service and working with the businesses and consumers of the Southern Alberta and East Kootenay region.

Nick Sims, Chairman
Board of Directors
When you have trust, everything else falls into place.

While I am new to BBB Serving Southern Alberta and East Kootenay, I’m not new to the BBB system. I sat on the board of directors of BBB Serving Mainland British Columbia, and already had a great respect and appreciation for the organization as a whole. When the position of president and CEO opened up here in Calgary, I felt it was the perfect fit.

With Alberta currently in a precarious situation with the economic downturn, building trust and relationships is so vital. I am honoured to lead an organization founded on truth, integrity and trust.

Staying relevant is at the forefront of BBB’s mission across North America. This year, your BBB introduced two new tools for businesses and consumers. In April 2015, we launched the new eQuote system, creating a quick and reliable way for businesses to connect with local consumers. In September 2015, we joined other BBBs across North America in launching the Scam Tracker tool, an online, interactive hub that allows consumers and fraud victims to report suspicious or fraudulent activity in their service area. This information allows BBB to better track trending scams as well as strengthens our partnership with local police and law enforcement agencies.

Thanks to these innovations and the great work our local team does, your BBB successfully maintained an 86.6 per cent retention rate of our Accredited-Businesses and welcomed 578 new Accredited Businesses.

In 2015-16, we garnered more than 1.3 million instances of service, welcomed a new member to our board of directors, celebrated marketplace role models in the rural communities of Olds, Lethbridge and Medicine Hat and further developed our Savvy Consumers education program. Now that’s relevant!

Moving forward, I believe BBB will always be relevant because of the kind of work we do. I hope to re-enforce BBB as the go-to organization for trustworthy marketplace information. That means encouraging everyone to maintain our Standards for Trust, recognizing and celebrating ethical businesses in our region and calling out the organizations and companies that engage in fraudulent, criminal and unethical behaviour.

I want our Accredited Businesses to proudly display our seal and for consumers to know they can believe in that seal when looking for trustworthy businesses. I look forward to working with our team, board of directors, Accredited-Businesses, volunteers and community partners in continued pursuit of marketplace trust and an ethical marketplace where buyers and sellers can trust each other.

“I want our Accredited Businesses to proudly display our seal and for customers to know they can believe in that seal when looking for trustworthy businesses.”

Mary O’Sullivan-Andersen
President & CEO
MARKETING & COMMUNICATIONS

A voice of trust

You see us on the news, hear us on the radio and watch us on social media... but you may be wondering what else BBB’s Marketing and Communications (MarComm) team does and why it matters to the businesses and consumers in our region.

Maintaining an extensive media presence as well as fostering face-to-face engagement throughout our communities is a big part of Marcomm’s strategy. Sharing expert knowledge as well as timely and relevant information with businesses and consumers is an essential, daily task. BBB works with media outlets of all sizes as well as partners with various community organizations to ensure BBB’s voice is being heard on local, national and international platforms.

By the Numbers

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<tbody>
<tr>
<td>Media Impressions</td>
<td>32,483,470</td>
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<td>Media Stories</td>
<td>575</td>
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<td>1,251</td>
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<td>Presentations/Events</td>
<td>109</td>
<td>74</td>
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<tr>
<td>People Reached</td>
<td>3,915</td>
<td>81,719**</td>
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</tbody>
</table>

* We began tracking in May of 2015 - when Instagram was launched.
** This number includes tradeshow attendees - we did not attend trade shows this year

HELPING YOUNG ADULTS NAVIGATE THE MARKETPLACE

BBB’s Savvy Consumer education program features a variety of informative presentations and seminars addressing commonplace scams. This year, we’ve added a new component to our Savvy Consumers arsenal: Savvy Students. In addition to our Savvy Seniors, Savvy Investors, Savvy Newcomers and Savvy Home Owners programs, BBB is now educating young adults about popular scams including:

- Rental scams
- Car-buying scams
- Student financial aid scams
- Employment scams

So far, the Savvy Students presentation has been well-received at one of our local post-secondary institutions, Columbia College. The next step is approaching larger universities like Mount Royal University, the University of Calgary and SAIT, as well as rural colleges throughout Calgary and surrounding communities to reach as many students and young adults as possible.
Media Relations

Our Marketing and Communications team once again increased BBB’s media presence this year! Though we regularly appear in print, on radio and on TV, you may have noticed more of us on a couple of live morning news shows, including Global Morning News and CTV Morning Live. Whether it’s providing consumer tips or helping businesses stay on track with BBB’s values and Standards for Trust, BBB has become a trusted voice in the community.

Take a Look at Some of Our Top Stories:

NHL playoff ticket scams: BBB appeared in the media 65 times and earned more than six million media impressions in April alone. This was because the Calgary Flames made it to the Stanley Cup playoffs and BBB issued a warning to hockey fans about online ticket scams. Reports of fans from Edmonton, Calgary, Winnipeg and other Canadian cities looking to score some tickets online fell victim to online ticket scams.

Apple ID spoofing scam: With 45 media appearances and more than five million media impressions in September, BBB warned consumers about an Apple ID email scam making the rounds. Apple customers received official-looking emails that appeared to come from Apple Inc., requesting personal information in order for customers to re-gain access to their account, or confirm their account info. In reality, it was a phishing scam.

Consumers dinged by local energy service provider: In February, BBB appeared in the media 47 times and racked up more than four million media impressions. When multiple consumers contacted local media citing unexplainable sky-high energy bills and allegedly little or no co-operation from the business, BBB was asked to comment on the complaint pattern and reputation of the business.

BBB launches new “Request-a-quote” tool

In April, BBB launched the new eQuote system, a quicker and more reliable way to connect BBB-Accredited Businesses with local consumers. Now businesses don’t have to wait for consumers to find them through web searches or directory listings. With eQuote, BBB takes the guesswork out of searching for new, potential clients and facilitates a quick and easy connection between businesses and consumers.

How it works:

• Consumers contact BBB looking for a BBB-Accredited Business in their area

• BBB notifies multiple businesses via text message or email about the consumer’s request

• Businesses will be given the chance to claim the lead and respond to the consumer directly

• Only the business that responds first will be able to pursue the lead. If no business responds, BBB will send the consumer request out to other businesses until the consumer receives a response

What it does:

eQuote is a technology for both businesses and consumers. BBB can monitor the business-to-consumer transaction from start to finish, and survey the overall satisfaction and efficiency of it. eQuote helps to:

• Shrink the gap in the response time from the business to the consumer

• Increase the level of engagement between Accredited Businesses and consumers, the number of Accredited Businesses reached and customer satisfaction
BBB presentation venues: Out and about in the community

Amica at Aspen Woods (Retirement Living Centre), Calgary, AB
Austrian Canadian Cultural Centre, Calgary, AB
Bow Cliff Seniors Club, Calgary, AB
Bow Valley College, Calgary, AB
Calgary Catholic Immigration Society, Calgary, AB
Calgary Chinese Alliance Church, Calgary, AB
Calgary Immigrant Educational Society, Calgary, AB
Calgary Police Service Headquarters Westwinds, Calgary, AB
Cambrian Manor, Calgary, AB
Canadian Western Bank, Calgary, AB
Carriage House Inn, Calgary, AB
Cathedral Manor Estates, Calgary, AB
Chinese Christian Mission, Calgary, AB
Clover Living, Calgary, AB
Coast Lethbridge Hotel & Conference Centre, Lethbridge, AB
Coast Plaza Hotel, Calgary, AB
Columbia College, Calgary, AB
Confederation Park Activity Centre, Calgary, AB
CrossIron Mills Mall, Calgary, AB
Crowfoot Public Library, Calgary, AB
Cypress Centre Auditorium, Medicine Hat, AB
Desert Blume Golf Club, Medicine Hat, AB
Eagle Memorial Community Centre, Olds, Alberta
East Calgary Health Centre, Calgary, AB
Evergreen Community Spaces, Calgary, AB
Exhibition Park, Lethbridge, AB
Extendicare Hillcrest, Calgary, AB
FM 94.7 Fairchild Radio Studio, Calgary, AB
Franklin Jamatkhana Religious Centre, Calgary, AB
Genesis Centre, Calgary, AB
Immigrant Services Calgary, AB
J.E. Harris House, Calgary, AB
Kinsmen Curling Club, Cranbrook, B.C.
Legion #105, Olds, AB
Lethbridge Public Library, Lethbridge, AB
Medicine Hat Chamber of Commerce, Medicine Hat, AB
Medicine Hat Co-op Mall, Medicine Hat, AB
Medicine Hat Lodge Hotel, Medicine Hat, AB
Nose Hill Public Library, Calgary, AB
Olds College, Olds, AB
Osteria De Medici, Calgary, AB
Parkridge Community Hall, Calgary, AB
Ramada Plaza Calgary Airport Hotel, Calgary, AB
Ranchmen’s Club, Calgary, AB
River Park Church, Calgary, AB
Rocky Ridge Retirement Community, Calgary, AB
Rocky View Lodge, Crossfield, AB
Saddletowne Public Library, Calgary, AB
Scotiabank, Calgary, AB
Sierras of Tuscany, Calgary, AB
Southwood United Church, Calgary, AB
Stampede Grounds, Calgary, AB
TD Canada Trust Bank, Calgary, AB
Temple B’nai Tikvah, Calgary, AB
The Calgary Chinese Community Service Association
The Italian Club, Calgary, AB
The Kirby Centre, Calgary, AB
The Over 50 Club, Airdrie, AB
Thorncliffe Greenview Community Association, Calgary, AB
Village Square Public Library, Calgary, AB
Watergrove Mobile Home Park, Calgary, AB
Each year in March, BBBs across Canada join forces with other national, provincial, and local organizations to participate in the nation-wide Fraud Prevention Month (FPM) campaign. In Calgary, the campaign kicks off at the Calgary Police Headquarters with a formal media press conference where local partner organizations speak about fraud awareness and prevention. This year, for the first time ever, Calgary Mayor Naheed Nenshi attended the FPM launch and officially declared the month of March as Fraud Prevention Month.

BBB Top 10 Scams

In coordination with FPM, Canadian BBBs also partner with the Competition Bureau and the Canadian Anti-Fraud Centre as well as other sponsors to bring Canadians the Top 10 Scams of the year. This time around, Canadian BBBs were able to contribute statistical data of popular scams trending in various local markets across the country with BBB’s Scam Tracker Tool. This information is also shared with the public and local law enforcement agencies to help protect and educate citizens. Check out which scams made BBB’s Top 10 list in 2015:

1. Top Extortion Scam
2. Top Heartbreak Scam
3. Top Prize Scam
4. Top Financial Scam
5. Top Employment Scam
6. Top Subscription Scam
7. Top Imposter Scam
8. Top Private Sale Scam
9. Top Emergency Scam
10. Top Lending Scam

CRA Income Tax Scam
Catphishing
Fake Lottery Winnings
Investment Fraud
Secret Shopper
Free Trial Traps
Spear Phishing
Overpayment/Refund
Fake Relative Needs Cash
Advance Fee Loans

Total Loss: $2.9 Million
Total Loss: $15.6 Million
Total Loss: $6.5 Million
Total Loss: $6.0 Million
Total Loss: $3.9 Million
Total Loss: $2.9 Million
Total Loss: $5.8 Million
Total Loss: $5.3 Million
Total Loss: $1.9 Million
Total Loss: $1.0 Million
BBB Top 10 Scams

Media Statistics

During Fraud Prevention Month, BBBs across Canada participated in BBB’s Top 10 Scams and Change Your Password Day campaigns. Together, Canadian BBBs earned more than 1 million media impressions. Here’s how we did it:

• 95 media interviews collectively from Canadian BBBs
• 1,145,863 radio ad impressions (122,821 local impressions)
• 258 Twitter posts Canada-wide (15 Tweets locally)
• 105 Facebook posts Canada-wide (Five posts locally)

#LOOKFORTHESEAL

Let’s get digital: BBB launched new social media platform

This year, BBB expanded its social media presence by launching its own Instagram account. This way, BBB can instantly share pictures of our Savvy Consumer presentations and other community events with our followers, showing them where we are whenever BBB is on location. Currently, your BBB is active on Facebook, Twitter, LinkedIn, YouTube, Google+ and now Instagram.

#STARTWITHTRUST

Business Ethics Awards

Each year, your BBB recognizes and celebrates businesses within the Southern Alberta and East Kootenay region for believing in and demonstrating values-based business practices. This year BBB recognized businesses throughout our region by working with the chambers of commerce in Olds, Lethbridge and Medicine Hat to present an award for ethics at each of their business awards events.

The Award:

The BBB Business Trust Award for Business Ethics is given to an organization that best demonstrates a commitment to advancing marketplace trust through ethical business practices. Award applicants and nominees, both BBB-Accredited and non-accredited, were asked to submit supporting documentation of how their business meets and operates according to some or all of BBB’s eight Standards for Trust, which include:

1. Build Trust
2. Advertise Honestly
3. Tell the Truth
4. Be Transparent
5. Honour Promises
6. Be Responsive
7. Safeguard Privacy
8. Embody Integrity
Mountain View Chrysler, Dodge, Jeep, RAM (Olds)

Battling a negative industry reputation can be a roadblock for some when trying to pave a smooth road to trustworthy business. But for one Olds dealership, regular maintenance of customer relationships is the key to establishing a strong sense of marketplace trust.

“This is not an award that an automotive dealer wins very often because in our business, it’s a tough industry,” says Ryan Baum, general manager of Olds Mountain View Chrysler, Dodge, Jeep and RAM. “You’re always trying to work against the idea that car people are trying to take advantage of you because of that crooked car salesmen mentality, but we’ve shown it can be done.”

Baum says though Mountain View is committed to upholding much of the same standards and values for best business practices as outlined by BBB, becoming a BBB-Accredited Business three years ago reaffirms their commitment to consumers.

“This award is public recognition of our business, and even family values,” says Baum. “We are trying to establish an honest and ethical business and this award is the pinnacle of that. We want customers to trust us and feel comfortable doing business with us.”

Besides Mountain View’s efforts towards ethical enterprise, Baum says having the added support of BBB’s Ethics Award solidifies their connection to the community they serve.

Mountain View Chrysler, Dodge, Jeep and RAM, formerly known as Olds Dodge, has been servicing the Olds, Red Deer, Calgary and Southern Alberta region since 1994. For more information, visit mountainviewdodge.com.

YWCA Lethbridge & District (Lethbridge)

Operating a charitable organization means more than giving to those in need. It also means being transparent with donation usage, protecting personal information of its clients and adhering to strict ethical standards to establish a trustworthy connection throughout the community.

Kristine Cassie, CEO of YWCA Lethbridge & District, says winning an award for business ethics and trust reinforces their credibility.

“We take this award very seriously because we want to show everyone who we help and serve that we honour their trust that they have invested in us to do our jobs and that is helping others in their time of need,” says Cassie. “We also honour how our donors want their money to be used by being open and accountable for our actions.”
A past winner of the BBB Torch Award for Business Ethics in 2006, Cassie says promoting, earning and maintaining marketplace trust of the community, the donors and other charitable organizations is a constant task.

“Trust is critical,” says Cassie. “You’re out there asking for monetary donations from foundations, private donors and the government. You aren’t going to be successful or grow without that trust and this award is that stamp of approval, that trust mark, on where we are situated within the marketplace and among other charities and business too. You want people to trust the service they are getting and trust that their hard earned money is going towards a worthy cause.”

Serving between six and nine thousand women and girls each year, YWCA Lethbridge & District offers health and wellness programs as well as housing initiatives and leadership courses among other programs. For more information, visit ywcalesethbridge.org.

Deanna Haysom, director of marketing at ProComm Solutions Inc., says being recognized for trust in the technology industry is crucial when cyber security is a serious concern.

“Trust for us is everything, there can be trust issues with mobile technology and that’s why we really focus on educating our staff with how to teach consumers about safe and secure technology practices,” she says. “Our staff knows that not everyone is well-versed with the latest technology devices or trends, so we take the time to make sure they are knowledgeable and comfortable with everything.”

Part of being a trustworthy technology-based business means handling sensitive information safely and securely.

“We’ve spent a lot of time focusing on how we do business, the little touch-points we create with our customers which means explaining how we collect, store, dispose of and protect their personal data,” she says. “We are trying to be an employer of choice in today’s technology industry and also take care of our community as a whole.”

Established 23 years ago, ProComm Technology Solutions originally started as a telecommunications company but is now a one-stop-shop for consumers looking to set their home, business or personal digital needs. For more information, visit procomm.ca.
MARKETPLACE SERVICES
More Than Just Complaints

Take a look at how your MPS team helped hundreds of thousands of businesses and consumers this year:

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<tbody>
<tr>
<td>Web Inquiries</td>
<td>1,327,450</td>
<td>1,398,340</td>
<td>1,183,957</td>
</tr>
<tr>
<td>Complaints</td>
<td>3,308</td>
<td>3,600</td>
<td>3,551</td>
</tr>
<tr>
<td>Mediations/Arbitrations</td>
<td>3</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Emails, walk-ins, phone calls</td>
<td>18,543</td>
<td>20,143</td>
<td>19,439</td>
</tr>
<tr>
<td>Customer Reviews</td>
<td>1,695*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Instances of Service</td>
<td>1,350,999</td>
<td>1,422,089</td>
<td>1,206,949</td>
</tr>
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</table>

* BBB began tracking the number of customer reviews this year.

Left to Right: Marketplace Services Supervisor, Angela Higginson; Marketplace Services Manager, Alison Peltokangas; Conciliation Consultant, Tavis McKee; Conciliation Consultant, Laurie Ruhl; Conciliation Consultant, Andrea Boutron.

While many consumers know BBB for our handling of complaints (we did more than 3,300 this year!) our Marketplace (MPS) team does a lot more to help create a marketplace where buyers and sellers can trust each other.

To help consumers make informed decisions, your BBB’s MPS team reports on and verifies the following information on both accredited and non-Accredited Businesses:

- Verified customer reviews
- Business ratings
- Published complaint details
- Advertising reviews
- New accreditation application screening
- Accreditation renewals (includes checking business licensing)

In addition, MPS also provides the following free services to businesses and consumers:

- Mediation and arbitration
- Walk-in consultations
- Phone and email inquiries
- Investigation of suspicious businesses and their practices

Your MPS team looks forward to another year of continued community service within our marketplace. BBB would like to thank the volunteers of the MPS team, Derek Webb and Brad Clements. BBB would like to thank former volunteer Shaheed Mollah for his years of service who has moved on from BBB to pursue other opportunities.

What We Do

Take a look at how your MPS team helped hundreds of thousands of businesses and consumers this year:

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* BBB began tracking the number of customer reviews this year.

Left to Right: Marketplace Services Supervisor, Angela Higginson; Marketplace Services Manager, Alison Peltokangas; Conciliation Consultant, Tavis McKee; Conciliation Consultant, Laurie Ruhl; Conciliation Consultant, Andrea Boutron.
During the AGM portion of the evening, your BBB elected its 2016-17 Board of Directors:

More than 50 Accredited-Business representatives joined BBB staff at our new location for the 2015 BBB AGM and Mixer June 17. While it rained outside, guests enjoyed warm hospitality from our team in various departments learning about our organization and what we do on a day-to-day basis. Accredited Businesses enjoyed tunes from circa '81, catering from the Ranchmen’s Cookhouse, silent auction, games, contests and more.  

Chair: David Steele, Bennett Jones LLP

Executive Committee

Keith Davis, Davis Communications Group
Tony Fisher, SML Entertainment
Denise Higginson, Arthur J. Gallagher
Nick Sims, Sunik Roofing
Nathan Wong, Crescent Point Energy
Jim Gillespie, Canadian Motor Dealers Association

BBB regrets to announce the passing of respected board member emeritus, Al Searle. A long time champion of BBB, Al was a former President and CEO of the Canadian Council of Better Business Bureaus, a former chair of the board of directors of the BBB Serving Southern Alberta and East Kootenay and also served as interim CEO of this BBB in the year 2000. He continued to serve on our board as an emeritus member until his passing. BBB recognizes and thanks Al for his exceptional contribution to building an ethical marketplace in Southern Alberta and beyond.

Worth noting is the departure of valued board members Norbert Brinkhaus of Brinkhaus Jewelers and Gerry Simons of Avonlea Homes and the addition of Stacy Walton of 24/7 Electric. We thank our generous volunteer board members for all of their hard work and dedication throughout the year.

Your BBB also ratified new bylaws, approved the audited financial statements for the 2014-15 fiscal year and appointed the auditor (Adams MacFarlane) for the 2015-16 fiscal year.

Thanks to our generous sponsors
2016 AGM

BBB Staff; Cory Binning, Kyle Sims and Tavis McKee with board member Larry Metz

(l to r) past-Chair; David Steele, board members Denise Higginson and Jim Gillispie

Trevor Carter of D’Angelo Photography; BBB President & CEO Mary O’Sullivan-Andersen

BBB Staffer; Leah Brownridge

Jeremy Ryan of Western Windows Alberta; BBB President & CEO Mary O’Sullivan-Andersen, Kim of Transmission Supplies, and past-Chair David Steele

BBB Staff compete with AGM attendees in a battle of lungs! (right/above)

President and CEO, Mary O’Sullivan-Andersen addresses the attendees
BBB Launches New Scam Tracker Tool

In September, BBB launched Scam Tracker, an interactive, online tool to provide consumers across North America with a place to report scams and fraud. All BBBs operating in Canada and the United States are now collecting information from consumers and processing data, which is shared with law enforcement agencies for use in identifying and potentially prosecuting scammers. BBB Mexico is expected to launch Scam Tracker in the future.

Your Marketplace Services team helps log, track and monitor Scam Tracker reports in the Southern Alberta and East Kootenay region.

The free interactive online tool offers a heat map showing where scams are being reported. Users can search using a variety of filters to see what scams are happening in their area, or track a particular type of scam, or even see how much money has been lost by scam victims. Users can also report scams that they hear about, whether or not they have fallen victim.

BBB Scam Tracker reports also prompt BBB tips and alerts, or serves as the basis for investigations, news releases, warnings and trends analysis.

EDUCATING NEW CANADIANS ABOUT MARKETPLACE TRUST

To better serve our multicultural community, we have translated our Savvy Newcomers presentation into Vietnamese, Punjabi and Spanish. From students to young professionals to families that have recently immigrated to the Calgary area, BBB helps newcomers spot the signs of scams targeting immigrants, teaches them how to check out a company’s marketplace reputation and what kind of recourse newcomers have if they’ve been scammed.
BBB Accredited Services Consultant, Todd Binning takes part in pumpkin carving!

BBB and partners Electronic Recycling Association at a mall event

BBB @ WORK

NOT ALL BUSINESS

(above) BBB and partners Electronic Recycling Association at a mall event

(above) Aloha August 2015 @ BBB

(above) Prospect art project - Team building day

Happy Halloween from your 2015 BBB Team!
To help BBB realize its mission of being the leader in advancing marketplace trust, your Accreditation Services team works hard to seek out ethical businesses worthy of BBB-Accreditation. This year, your team of dedicated Accreditation Consultants identified and accredited 578 new businesses that live up to each of BBB’s eight Standards for Trust. Currently, your BBB has 4,163 Accredited-Businesses on its roster.

How do businesses become accredited?

Accreditation is not automatically awarded to any business. Each business must go through an extensive application and screening process to determine if the business is a suitable candidate for accreditation, and a good fit for BBB’s family. Accreditation Consultants check to ensure a business complies with BBB’s values:

- Teamwork
- Respect
- Integrity
- Excellence
- Trust

A business must also have proper licensing, have no government actions against it, have no unanswered or unresolved complaints and have been in business for minimum of one year. Our screening team also performs criminal history checks. If a business is successfully awarded BBB-Accreditation, but at any point defers from their promise to uphold BBB’s standards, values or operate ethically, BBB suspends or revokes their accreditation.

Your Accreditation Services team welcomed 578 new Accredited Businesses in the 2014-2015 fiscal year.

Interested in accreditation?
Call (403) 531-8784.
Once a business has been approved for accreditation, we set them up with their respective Accredited Business and Marketing Coaches in order to maximize their accreditation to its full potential. How does this happen? BBB sees accreditation as a partnership. Our coaches inform and educate businesses about the many value-added benefits of accreditation through:

- Orientations
- Coaching sessions
- Lunch and Learn seminars
- The Examiner newsletter
- Set up partnerships and develop co-marketing opportunities with other Accredited-Businesses
- Exclusive discounts and deals on credit card processing, insurance and employee benefits

Co-Marketing Opportunities

To help Accredited Businesses put the pedal to the metal when it comes to driving their accreditation, BBB also offers online marketing programs to help boost business’ digital presence including:

- Featured listings on BBB’s popular website, which averages 100,000 page views each month
- Google ad-words program through our special relationship with Google
- Direct/print advertising with BBB’s door hanger campaign
- Website and newsletter advertising

Each month, approximately 130 Accredited-Businesses participate in our online marketing programs, collectively. Some businesses only participate in one of the programs while others choose to partake in multiple marketing options.

BBB would like to thank all of its Accredited Businesses, board of directors, affiliate and community partners, volunteers and staff for their continued support of ethical enterprise and advancement of marketplace trust in our community.