Your BBB*. Your Voice.

Annual Report

2018
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Welcome from the Board of Directors

On behalf of our Board of Directors, I’d like to formally welcome you to the 2017-2018 annual report for your BBB Serving Southern Alberta and East Kootenay. Your BBB is currently in its 106th year of advancing marketplace trust throughout North America.

As I reflect on the last year, I’m struck by how far we’ve come since I got involved more than 20 years ago. I attended an AGM where my wife Sue and I were the only non-board members in attendance. This year, we had 200 people in attendance! This is an extraordinary turnaround that shows the value you place on Accreditation and on this community of nearly 4,200 of your peers.

This truly is YOUR BBB, and your voice is being heard loud and clear! We thank you for your ongoing support and commitment to ethical enterprise. Speaking of commitment, your Board of Directors has been busy this year ensuring your BBB remains strong, vibrant, relevant and of value to you and to the community.

Accreditation is not a given. The work of our Marketplace Services department and Revocations Committee ensures BBB Accreditation maintains its relevance and stature as a vehicle for consumer trust. This committee suspended 30 and revoked 38 Accreditations this year for a number of reasons ranging from code of advertising violations to an unwillingness to act in good faith with customers who filed complaints. When an Accredited Business doesn’t hold up its end of the bargain and doesn’t wish to appeal, it loses the right to be a part of this community.

This year, we undertook general building improvements including upgrading our BBB’s phone systems to allow us to better serve our Accredited Businesses and members of the community. Additionally, we made some cosmetic upgrades to our board rooms bringing the BBB brand into refreshed spaces which also allowed us to bring our PowerLunches and Orientation Breakasts in house as well as providing an attractive meeting space for our Accredited Businesses. We had 12 external bookings in our space this year!

We want growth and success for our Accredited Businesses. We offer seminars and coaching, we teach the ethical way to run a company. We offer co-marketing and co-branding opportunities for businesses through BBB and its affiliate partners, and offer consumers quotes upon request via text. Businesses can grow their Search Engine Optimization through digital marketing packages offered by other Accredited Businesses, and those are just a few of the current services BBB offers.

I think we can agree that BBB’s mission of being the leader in advancing marketplace trust starts right here, inside the walls of our office. Our team of hardworking staff seek out proven ethical and trustworthy businesses, accurately report on marketplace information, work with media and marketing outlets to reach consumers and businesses and provide a neutral environment where people can share their experiences, good or bad. I’d like to sincerely thank our wonderful volunteers who graciously donate their time and efforts to help our team do all of these tasks and ultimately help BBB create an ethical marketplace where buyers and sellers can trust each other.

Our challenge moving forward, like many of our Accredited Businesses, is adapting to an ever-changing marketplace. Your BBB will do this by retaining and most importantly growing our BBB-Accredited Business family. Through the offering of business tools that maximize the value of Accreditation and the fostering of trustworthy connections with consumers, this will happen. No matter how much our business and marketplace landscape changes, the importance of trust remains constant.

Each day, your BBB encourages and supports best practices by engaging and educating consumers and businesses, celebrating marketplace role models, creating a community of trustworthy businesses and addressing substandard marketplace behaviour. I’d like to close by saying 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
President’s Message
The Year in Review

I have spent many hours speaking with you, our Accredited Businesses, over the last year. One of my favourite duties this year has been delivering anniversary plaques to our longstanding Accredited Businesses of 25, 30, 40 - even 50 years in some cases! This allowed me to see how diverse our community of businesses is. I spoke to second and third generation owners along with original owners who have run their companies for 40+ years. We celebrated 87 such anniversaries in the 2017-18 fiscal year. And I had the pleasure of meeting many of them.

One of the questions I asked these long-standing supporters was: If you started your business today, would you apply for BBB Accreditation? Many of the answers echoed what our newly accredited businesses say about accreditation. Yes! Of course, I believe in the value of BBB Accreditation. Some answers were harder to hear. Some paused and were honest, and truthful and valid. The fact is business changes, our business climate changes as do our needs as business owners and operators.

As consumers have many choices in how they search and validate businesses, our presence, as BBB changes. This doesn’t frighten me. These conversations didn’t make me question BBB, it inspired me. Each of you have inspired me as our community does every day.

Your BBB is not unlike your own businesses. As you continue to evaluate your own presence and relevance in the market, your BBB does too. It is through asking these questions that we continue to ensure that the services that we are providing are what our consumers and businesses need and want.

Sometimes those needs appear to be opposition to one another. That’s the fine line the BBB has walked for more than 100 years and one we continue to walk today. We know that as long as we operate with our mission of advancing marketplace trust as our guide, we’ll be doing the right thing.

We launched our new website. And we had some challenges as we took more than 100 individual databases across North America and consolidated them into one mega-database that brings bbb.org into alignment with Google’s search algorithms. Along with the new website came new advertising and co-marketing opportunities. We had more than 100 Accredited Businesses participating in programs like Featured Listings, our Google Adwords program and the new CTV Billboards product that enjoyed a great deal of success as well.

Through all of this, one constant has remained - the value that we bring to our community. The value that we continue to create on behalf of consumers and Accredited Businesses to ensure a marketplace of trust, confidence and ethics. This value extends far beyond these walls. Every effort that is made affects a consumer, a newcomer to Canada, a student, a senior, a new start-up or an established business - there are so many faces of BBB and you represent each of them.

I encourage each of you to be involved. Be involved in your communities, your businesses, your families, and be involved in your BBB! You are the experts in your field. Make some noise - give suggestions - help us create change - give more of yourself to yourself this year. Make this the year that you look back and say “I did that!”

We’re so very proud of the work we do in the community and in the marketplace and it simply would not get done without the support of our 4,200+ Accredited Businesses.

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Your annual fee is an investment - not just in your business, but in your community. You’re like superheroes of the marketplace and we can’t thank you enough for your ongoing commitment to ethical enterprise and the work we do here at your BBB.

Yours in Trust,
Mary O’Sullivan-Andersen, President and CEO
BBB In the News

Here’s a look at our top stories

**Summertime temporary workers may be fooled by common business scams**
BBB appeared in the media 46 times and reached 3.3 million people in July alone.

With most businesses hiring temporary summer staff to cover vacation time of other employees, BBB says common office scams may be overlooked. BBB spoke with Global News about fake invoice scams and ‘spearphishing,’ email scams where scammers pose as high-ranking company executives and send out realistic looking emails to staff, often requesting money transfers and other personal information.

**BBB Warns Hockey Fans of Flames Playoff Ticket Scams**

With 43 media appearances and more than 2.3 million impressions* in April 2017, BBB was warning local Calgary Flames fans about potential playoff ticket scams.

Common ticket scams involve scammers advertising non-existent or fake tickets online, asking for payment upfront and then disappearing – ultimately leaving fans empty handed, or turned away at the admission gates on game day.

**Victims Involving Western Union Wire Transfers Eligible for Refunds**

BBB appeared in the media 49 times and earned more than 2.2 million media impressions in November 2017. With Western Union accused of “massive fraud” taking place on the Internet with scammers frequently using the wire service as a popular form of payment in scams, Western Union was finally ordered to provide refunds to victims.

Global News Calgary spoke to BBB about reports received from local seniors, newcomers and students who fell victim to online scams involving Western Union wire money transfers.

Whether you see us on TV, listen to us on the radio or see us in the paper, BBB is in the news about 9 times a week! From educating citizens about popular scams and fraud prevention tips to sharing expert industry knowledge to connecting consumers with trustworthy businesses, your BBB is reaching millions of people each year.

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. In fact, your BBB appeared in the media 519 times and reached more than 20 million people throughout the Southern Alberta and East Kootenay region.
BBB’s Savvy Consumers education program provides free presentations and information to consumers of all ages, in all walks of life. Funded by our Accredited Businesses, Savvy Consumers aims to give people the knowledge and the tools they need to protect themselves from scams, fraudsters or shady business practices. Currently, your BBB’s Savvy Consumers educational programs include comprehensive presentations and seminars on a wide variety of topics including:

- Savvy Seniors: Heartstring scams, windfall scams, house and home scams and caregiver scams
- Savvy Homeowners: How to hire a contractor
- Savvy Investors: Fighting investment fraud
- Savvy Newcomers: Welcome to Canada...Beware of scammers
- Savvy Students: Navigating the real world after graduation
- Savvy Consumers: Old scams, new tricks and Internet scams

BBB offers presentations and materials in English, Cantonese, Mandarin, Vietnamese, Spanish, Punjabi and Arabic.

This year, your BBB increased its community outreach substantially and reached more than 172,684 businesses and consumers within our local communities.
The Calgary Public Library has been pleased to have the Better Business Bureau join us for our Small Business Tuesdays talks. Whether the talk is about how to build trust in the market place, or how to manage difficult customers and complaints, the BBB provides solid advice to entrepreneurs new and old. The library is also appreciative that the BBB has provided needed programs to vulnerable populations, with both seniors and Canadian newcomers being shown how to become savvy consumers.

- Patrick Mealey, The Calgary Public Library

“Seniors are becoming more aware that they have a great partner in the BBB - a great resource to contact to vet potential trades before they come into their homes. After the 2013 flood, there were so many Seniors bilked out of money at their doors - they have learned from that and use the trusted resource of BBB before engaging anyone! BBB is the go to resource that they feel comfortable calling. This is thanks to the initiatives of BBB to educate the public and seniors particularly - David McKee presenting at many retiree functions and Seniors Information Fairs.”

- Kit Bright, Senior’s Concierge
Your BBB launched a brand-new consumer education program in 2017 called How to Hire a Contractor. Hosted in community centres around the city, BBB offered expert speakers on hiring a contractor, City licensing and permits, real estate, financing and more. In 2017/18, we hosted in Thorncliffe/Greenview in February, Parkdale in May, Riverbend in September and Woodcreek in December. The events ran 6-9 p.m. and consisted of a formal presentation and then a round-table/Q&A session with participants. We then opened up the floor and participants visited sponsor/expert booths to ask specific questions about their homes and products. Evaluation forms told us the evenings provided valuable information for homeowners and many requested copies of the presentation for their reference. We continue to offer the program in 2018 with Thorncliffe Greenview in March, Lake Bonavista in June and Glamorgan in October.
BBB In the Community

We know you have many options when it comes to choosing an electrician for your electrical needs. That's why, as an electrical contractor leader in Calgary, we've made it our focus to earn your trust through superior service, skilled workmanship, and competitive pricing. As we continue to build our family business, we're proud to say that most of our customers are repeat customers. In fact, many of them have trusted us with their electrical needs for over a decade. Through friendly service, our hope is to get the opportunity to earn your trust as well.

Whether you are building a new home or renovating, our staff in Edmonton and Calgary will help you make the best decisions about your flooring. Our teams are skilled, passionate and experienced in all aspects of flooring. For over 30 years our commitment has been to provide our customers with high quality flooring products, from hardwood, laminate, leather, cork, tile and carpet.

If you have a wet basement, damp crawl space, or sunken foundation in Greater Calgary, you've come to the right place! In business since 1992, Doug Lacey's Basement Systems is the leading basement waterproofing and foundation repair contractor in Alberta. Our certified, highly trained contractors have repaired hundreds upon hundreds of flooded, leaky basements in your neighborhood and areas nearby.

For over three decades we have proudly served Calgary homeowners and home builders with premium kitchen design and renovations. Legacy Kitchens is proud home to a professional kitchen design staff and a wide selection of styles and finishes from some of North America's finest cabinet manufacturers. We're committed to giving back to the community by working with organizations providing aid to the less fortunate in our local, national and international communities.

Meerkat is a trusted residential and commercial roofer in Calgary and Red Deer. For over two decades, we've been renowned for high quality roof and exterior services. Meerkat uses quality products from trusted roofing suppliers, provides professional, skilled workmanship and is committed to the absolute best possible customer service possible. Read our Testimonials page for proof we are a trusted exterior and roofing contractor in Calgary.

Son-Rise Plumbing is a Calgary plumber service and repair company that has built its reputation on providing high quality customer care at a fair price. You will never be surprised by the cost at the end of the job. Our plumbers will present you with straight-forward price quote before starting any project or repair, so you will know what to expect before the work begins.

Supreme utilizes only top quality window and door components and produces its products at its own manufacturing plant in Calgary. The end result is windows and doors which are perfectly suited to Calgary's variable climate conditions. When combined with the company's very exacting installation standards and highly trained staff of installers, it is small wonder the company enjoys such an outstanding reputation in the marketplace.

Sponsors
Once again, your fellow Accredited Businesses came together in a big way to raise money and gift cards for the Calgary and Airdrie Food Banks. With 16 locations in Calgary and Airdrie, as well as some very generous sponsors, communities came together to raise more than 2,500 lbs of food and hundreds of dollars in gift cards.
1. Our cutest ambassador by far requests donations at Downward Dog Grooming in Airdrie. 2. Angela Aivaz of Aivaz Consulting drops off her 300+ lb donation. 3. Loading it all in at the Calgary Food Bank. 4. The folks at Iron Oak IT counting up their donations. 5. Camie and the volunteers from Highland Movers dropping of the donation at the Airdrie Food Bank. 6. Katia Ronnoco of Iron Oak IT won the entertainment gift certificate donated by 4 Pillars Consulting. 7. Karen Clarkson donated at About Staffing and won the Event Planners Basket courtesy of IAP Career College. 8. Kyle and Mary assess the haul. 9. Meerkat Roofing drops off their donation. 10. Lynn Drover donated at Banbury Lane and won the gift certificate donated by Crystal Glass. 11. The collection team at Meerkat playing peek-a-boo. 12. Our friends at About Staffing with their donation. 13. The folks at The Green Bean inviting their customers to donate.
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BBB In the Community

Special Thanks to our Accredited Drop-Off Locations!

- About Staffing
- Aivaz Consulting
- Arpi’s
- Banbury Lane
- Cetus Automotive
- Downward Dog
- Go Dental
- iDent Paintless Dent Repair
- Iron Oak
- Meerkat Roofing
- Resolve Legal
- Resolve Legal Cochrane
- Small Business Specialists
- Sunik Roofing
- The Green Bean
- The Small Business Accountants
- Westmount Animal Clinic

Sponsors

Moving Sponsor: Highland Moving and Storage

We couldn’t have done it without our amazing moving sponsors at Highland Moving who collected all of that food and delivered it to the Airdrie and Calgary Food Banks.

Established in 1938, Highland Moving & Storage is a family owned company providing relocation, transportation, warehousing, distribution and web based move management for individuals, corporations and government agencies. We operate local Calgary Movers, Edmonton Movers, as well as Movers across Canada, into the USA and worldwide through our affiliated company Starline Overseas. We hope you find the moving information on our site helpful and informative.

Signage Sponsor: ABL Imaging Group

Our friends at ABL Imaging are always there for us when it comes to printing our beautiful drop-off signage.

ABL Imaging Group has been transforming commercial and retail environments in Western Canada for over 30 years. Through our collaborative approach with our clients, innovative display and graphic solutions continue to evolve. Our passion lies not only in creating the highest quality graphics... but exceeding our clients’ expectations in the process.

Combine the most advanced imaging and finishing technology with our expert application techniques and the results are products and services that continue to impress.

Go Dental donated an in-clinic tooth whitening treatment, won by Kaye Uye at The Small Business Accountants.

The Calgary Zoo donated two passes to Zoolights, won by Suzanne Howe who donated at Downward Dog Grooming in Airdrie.

IAP Career College donated an Event Planner Gift Basket, won by Karen Clarkson who donated at About Staffing.

Crystal Glass donated a $100 gift certificate won by Lynn Drover who donated at Banbury Lane.

4 Pillars Consulting threw in a great $80 entertainment gift pack that Katia Ronnoco of IronOak IT took home.
March is **FRAUD PREVENTION MONTH**

This year marks the 13th anniversary of the Canada-wide Fraud Prevention Month campaign. Better Business Bureaus across Canada join forces with the Competition Bureau of Canada to create a national Top 10 Scams list, educate citizens about how to spot the red flags of popular scams and what to do if you become a scam victim.

**Calgary Fraud Prevention Month Launch Event:**
For the first time, the Calgary Fraud Prevention Month kick-off event was held at Mount Royal University. In attendance were:

- The Honourable Stephanie McLean, MLA for Calgary-Varsity
- CEO and Board Chair of the Calgary Chamber of Commerce
- The Canadian Anti-Fraud Centre
- The Real Estate Council of Alberta
- Service Alberta
- Better Business Bureau
- Bank of Canada
- Mount Royal University, cyber and IT security

The event consisted of an expert panel discussion, led by Calgary Police Service, with representatives from most of the above mentioned organizations, including your BBB’s President and CEO, Mary O’Sullivan-Andersen. Questions were primarily focused on cyber security, online scams and identity theft. Students were also in attendance to ask their own questions as well.

Local media including CTV News, CBC and SAIT student news covered the event.

BBB would like to thank all participating Fraud Prevention Month partners for helping BBB work towards establishing an ethical marketplace where buyers and sellers can trust each other.

**Fraud Prevention Month Partners:**
- Calgary Police Service
- Canada Revenue Agency
- Service Alberta
- The R.C.M.P.
- Calgary Crime Stoppers
- Alberta Community Crime Prevention Association
- Edmonton Police Service
- Real Estate Council of Alberta
- The Competition Bureau of Canada
- Interac
- The Electronic Recycling Association
- Alberta Motor Association
- Better Business Bureau Edmonton
- Bank of Canada

“CCCSA applauded the partnership with BBB which had created great impact on the Chinese community. BBB provided crime prevention resources and information so CCCSA’s Safety Ambassadors are trained and equipped them with the knowledge, skill, and confidence to share their knowledge with other senior members of the Chinese community, increasing their awareness on scam and fraud. In 2017, 8 presentations on crime prevention for Cantonese and Mandarin speakers were delivered to the public, more 110 seniors received practical information about fraud prevention.”

~ Jing Yang, CCCSA
<table>
<thead>
<tr>
<th>Name of the Scam</th>
<th>What is it?</th>
<th>Dollars Lost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Online Purchase Scam</td>
<td>The most reported type of scam to BBB Scam Tracker. There isn’t just one. From fake websites to counterfeit goods to free trial traps and more. Online purchase scams are everywhere.</td>
<td>More than $13 million</td>
</tr>
<tr>
<td>2. Wire fraud &amp; Spearphishing</td>
<td>Canadian businesses lose millions every year to those posing as CEOs who redirect company money through wire and email transfers.</td>
<td>More than $20 million</td>
</tr>
<tr>
<td>3. Online Dating Scams</td>
<td>Canadians lost a lot more than their hearts to catphishers in 2017. Online dating scams continue unabated to hurt those looking for love.</td>
<td>More than $19 million</td>
</tr>
<tr>
<td>4. Employment Scams</td>
<td>Last year’s number one scam slides down the list, but still targets Canadians through reputable employment websites.</td>
<td>More than $5 million</td>
</tr>
<tr>
<td>5. Cryptocurrency Scams</td>
<td>Cryptocurrencies are speculative, high-risk investments that are mostly unregulated. As they have captured the attention of investors, so too have fraudsters taken notice.</td>
<td>More than $1.7 million</td>
</tr>
<tr>
<td>6. Income Tax Scam</td>
<td>For years, Canadians from coast-to-coast have been targeted in the Canada Revenue Agency tax scam. While we are getting better at recognizing it, the threatening phone calls keep coming.</td>
<td>More than $5 million</td>
</tr>
<tr>
<td>7. Miracle Weight-loss Scam</td>
<td>Losing weight is a goal for many Canadians. Be careful, many fat-burning products may only lighten your wallet.</td>
<td>Losses unknown</td>
</tr>
<tr>
<td>8. Advance Fee Loans</td>
<td>The shady lender guarantees you’ll get a loan. They turn around and ask for an upfront payment as security.</td>
<td>More than $1.5 million</td>
</tr>
<tr>
<td>9. Shady Contractors</td>
<td>Yes, this is still a problem. Contractors without a conscience who take your deposit and disappear.</td>
<td>More than $3 million</td>
</tr>
<tr>
<td>10. Fake Invoices</td>
<td>Millions of Canadians have online accounts to companies like Amazon, UPS, Canada Post or iTunes. Your email inbox is often stuffed with realistic looking invoices from many different organizations.</td>
<td>Losses Unknown</td>
</tr>
</tbody>
</table>
BBB Award for Business Ethics

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. In an effort to recognize businesses throughout our region, BBB worked 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

Meet the Winners

Cameron J. Kemp Law Office – Medicine Hat
Purchasing your first home, administering the estate of a loved one who has passed, finalizing the terms of a divorce or even handling the transition of business ownership - all of these life events must be handled with care, ethics and a strong foundation of trust. That’s why Cameron J. Kemp Law Office is the recipient of the 2017 Medicine Hat Business Ethics award sponsored by BBB.

“Trust within the legal industry is imperative,” says Cameron J. Kemp, lawyer and owner of Cameron J. Kemp Law Office. “Lawyers cannot do what we do without the trust of our clients and the public in general.”

Kemp has been a practicing lawyer for 13 years. After being called to the Alberta Bar in 2004, Kemp eventually opened his own law practice in 2009 where he has helped numerous clients navigate and manage their legal matters.

“I find it very rewarding to be able to help people resolve their legal affairs but also when clients return for additional legal services because they were pleased with the level of professional service in the past,” says Kemp.

Kemp says he was humbled when he learned that his firm had been nominated for the Medicine Hat & District Chamber of Commerce Business Ethics award sponsored by BBB.

“Winning this award is a true honour, and I am grateful that while operating my law office that the business community has recognized my office as deserving of an award designed to celebrate business ethics within Medicine Hat.”

Kemp says it’s essential to stay true to the core values he’s set for his business, even if it’s difficult at times. “Our office is always honest and trustworthy with our clients, and sometimes that means sharing information with a client that they may not want to hear, and while that is difficult I firmly believe it is in the client’s best interest to do so.”

Shaw & Associates Chartered Accountants – Lethbridge
Filing taxes, managing your business’ bookkeeping or restructuring your company can be daunting tasks for both consumers and businesses. These tasks require a balanced formula of trust, principle and professionalism when people’s most private information is on the line. That’s why Shaw & Associates
Chartered Accountants (SACA) is the 2017 recipient of the Lethbridge Chamber of Commerce Business Ethics Award sponsored by Better Business Bureau.

“Trust from other businesses and people is super important because we are dealing with very sensitive information every day,” says Shelly Shaw, owner of Shaw & Associates Chartered Accountants. “If the trust wasn’t there, we would not be in business. We have to maintain confidentiality at all times.”

Through offering an extensive array of accounting services such as bookkeeping, business advisory, chartered accountant services, personal and corporate tax services and other tasks, Shaw has made an honest name for herself in the Lethbridge business community.

“Our business operates on values and ethics which is essential in an accounting firm because of the information we handle and the clients we serve,” says Shaw. “They need to know they can trust us and that we work with great integrity. At our firm, teamwork is crucial as there are only six of us total, so if we didn’t work as a team we would have problems completing our work.”

Winning this award came as an unexpected, but most welcome surprise to Shaw, who after leaving a prior business partnership that fell through, opened her own practice only two short years ago.

“I was absolutely shocked to hear our name called out that night,” says Shaw. “It means so much to win the award because it means that we are doing the right thing in Lethbridge and it’s being noticed. It’s only been two short years – it was so unexpected. I was so humbled just to be nominated and then to win that night, we were ecstatic.”

Pomeroy Inn and Suites, Olds

According to Stephen Dodson, general manager of Pomeroy Inn and Suites at Olds College, the company runs on five core values that are at the heart of everything they do: Honesty, Quality, Industry, Winning and Family.

“They’re simple, yet all encompassing,” he says. “They apply to everything we do, every decision we make, both internally and externally with stakeholders at every level.”

For over 65 years the Pomeroy name has been synonymous with hospitality in Western Canada beginning in 1941 with the inception of the Pomeroy Hotel in Fort St John, BC. Following in his successful footsteps was his nephew Bob Pomeroy, who soon discovered that he too, had a passion for business - a passion that has inspired and changed the landscape of hospitality in the peace region for over 25 years.

In 2004, Bob opened the first Pomeroy Inn & Suites in Grande Prairie, where over 60 years later guests can still enjoy a stay. The year 2008 brought the legacy full circle with the passing of the torch and the opening of the 2nd Pomeroy Hotel in Fort St John, BC, with a hotel built by Ryan Pomeroy - the 3rd generation of Pomeroy’s to join the company. Today, the Pomeroy Inn & Suites is one of the fastest growing regional extended stay brands in Western Canada, thus continuing the family tradition of offering superior quality, value, comfort and guest services.

“Bow Valley College has been collaborating with the Better Business Bureau for several years. They provide experienced speakers for our various events with students and staff by presenting and promoting information on successful business practices such as Ethical Enterprising, Managing Customer Complaints, Protecting Personal Identity, and Avoiding Scams and Frauds. We appreciate and value our ongoing partnership with the Better Business Bureau.”

- Regula Lewis, Bow Valley College
This year, close to 250 Accredited and non-Accredited Businesses, board of directors, BBB staff and volunteers came together for BBB’s AGM. Together, everyone enjoyed great food and tunes, networked and voted in your board of directors for the 2018-2019 fiscal year.
Board Hellos and Goodbyes

This year, we say goodbye to two long-standing board members who have served you, the membership for a combined 48 years.

Greg Shannon, QC, joined the board in 1998 as an expert in corporate finance, M&A, tax and corporate governance. He has been a source of wisdom and support as a fellow board member and an inspiration as a gifted pianist, wine aficionado and one of Calgary’s best dressed.

As many of you know, Calgary lost one of its finest citizens this year with the passing of Patti Falconer. What you may not know, is that Patti served on BBB’s board of directors for nearly 30 years...right up until the day she passed. Patti was a tireless champion of BBB and of business ethics. In an industry that often saw its share of shady players, Patti remained a beacon of trust and of doing the right thing. She was also so generous with her time and her people. We’ve had Miss Calgary, Mrs. Calgary, Junior Miss Calgary and other title holders at many BBB events over the years. This year was no exception. Patti’s legacy of class, excellence and community spirit is very much alive and well.

And as we bid farewell to Greg and to Patti, the board of directors welcomes two new faces to the fold. We’re so pleased to welcome Chad Lacey of Doug Lacey’s Basement Systems and Denis O’Dwyer from BMO Business Banking to the board.

Since joining Doug Lacey’s Basement Systems Calgary in 1999, Chad Lacey has steadily proven himself to be a leader in the industry. Over the last 17 years, he has gained extensive knowledge in the waterproofing industry sales, marketing, development and leadership. With a Bachelor of Science in Entrepreneurship, Chad is currently working on completing his Masters in 2019.

Denis O’Dwyer leads a team of relationship managers as the vice-president of business banking with the Bank of Montreal. His team ensures the overall success of BMO Commercial Banking in Calgary and surrounding area. With a Bachelor of Arts in Economics and Psychology from the University of Alberta, Denis has been with BMO since 2012 in progressively responsible roles. Denis has a passion for cars and continuing education and service on BBB’s board of directors adds to volunteer experience with the Lacombe Rotary Club as foundation chair.

“As newcomers in Canada, our clients find great benefit in understanding how to recognize fraud or scams, topics that, at times, they could be absolutely unfamiliar with. Also, since the target of the program is to prepare graduates to work as freelancers and potential business owners, knowing how to run an ethical business is of utmost importance for the students. Thus, we strongly appreciate and value the partnership with BBB and hope for further collaboration.”

- Inga Leahu, Labour Market Bridging Program for Volunteers
BBB AGM - Sponsors

Britech Janitorial Services
With nearly 30 years experience Britech provides a complete range of Janitorial Services to numerous businesses in Calgary. We have extensive knowledge and experience in all areas of Janitorial Chemicals, equipment and techniques. We are dedicated to improving the appearance of your facilities with our thorough, detailed, professional and personalized services.

Calgary Elite Roofing
Calgary Elite Roofing has been the company of choice for roof repair and replacement for thousands of homes in Southern Alberta. We are an Accredited Roofing Company with the Better Business Bureau since 2006 and are members of the Calgary Chamber of Commerce since 2014. Calgary Elite Roofing has also been selected by the distinguished EuroShield, Malarkey and BP brands as their preferred installer in the Calgary area.

Cornerstone Corporate Services
Cornerstone Corporate Services Inc. is the Human Resources and Health, Safety, Environment & Quality Division for companies without one. We offer affordable, outsourced HR, HSEQ and payroll services and support for small to mid sized organizations. We can take care of your full HR & HSEQ needs or simply execute a project.

Doug Lacey’s Basement Systems
Doug Lacey’s Basement Systems, formerly Basement Systems Calgary, provides professional contractor services for all of your basement and crawl space needs. Locally owned and operated since 1992, they provide all of the following services to their customers:

- Foundation Repair
- Basement Waterproofing
- Sump Pump Installation
- French Drain/Weeping Tile Installation
- Energy Efficient Dehumidifiers
- Crawl Space Sealing
- Crawl Space Structural Support
- FREE, No-Obligation Quotes!

BBB thanks our incredible AGM sponsors, without whom we couldn’t have hosted our record-breaking event!

Woot! You guys are awesome!
Consider IT done.

**F12 Networks**
We are not strictly an “IT Provider.” Rather, we are a “Productivity Provider,” helping organizations be their best by doing what we do best. That’s why we are a leading source of comprehensive IT programs. We’ll deliver an inclusive program that’s designed to minimize conversations about networks and computers and maximize discussions about staff experience and company goals. Features may include IT strategy, cloud services, disaster recovery planning, simplified employee onboarding, and enhanced cyber threat protection.

Global solutions for your business payment needs. Global Payments is focused on delivering innovative payment technology solutions to help your business succeed and focus on what you do best.
We are committed to exemplary Service to our employees, customers and communities. Driven by passion to innovate, we meet the needs of our customers. As payment technology experts, we bring our expertise and global perspective to Commerce.

The entire Pure Digital Media team is a collection of marketing specialists dedicated to the continued advancement of smart business strategies, supporting corporate and independent operators with practical solutions in complex environments.
Our commitment to customer support and service represents a new standard of convenience and distinction.
Intelligent digital marketing solutions designed for business owners, by business owners.

Vic Perlinger began providing group benefit programs in 1992. Since then, Perlinger Group Benefits has grown to be a well known provider of Group Benefits in Calgary, Alberta, Abbotsford, BC, Saskatoon, Saskatchewan and throughout Western Canada. We provide services to many well known companies, ranging in size from very small businesses to very large businesses.

At Print Hound, we believe in going a step further, in creating printing solutions for businesses with challenging requirements and deadlines, with prices that fit budget-conscious startups. Thanks to our knowledge of the fundamental principles of advertising, production, marketing, conferences and exhibitions, Pring Hound is the answer for business owners and individuals who are in need of a company that takes a personal approach to quality, without compromise.

Since 1927, Tippet-Richardson has been moving individuals, families, and their treasured belongings throughout Canada, the United States and all over the world. We meet the challenge of every new move with over 90 years of experience, the newest technologies and a team of dedicated experts. From the first consultation and planning session to packing, loading and delivery, each move is designed around the specific needs of the customer.
More than 200 folks came out for fun, food, networking and sharing their voice at the AGM this year at the Calgary Zoo!
BBB Longstanding Accreditations

Happy Anniversary and Congratulations to these Longstanding Accredited Businesses 2017-2018

Lennox Industries, Inc.  60
A-1 Cement Contractors  45
Lou’s Auto Body  45
Eastside Dodge Chrysler Jeep Ram FIAT  40
Masters Gallery  40
Jayman MasterBUILT Inc. (Calgary)  35
Feliks Auto Body  35
Dale Roofing & Construction  35
Nordesign Furniture (1983) Inc.  35
Century Roofing  35
AMJ Campbell Van Lines (Calgary)  35
The Brass Monocle (Mount Royal)  35
Denca Distributors  35
Van Horre Coffee Services  35
A. E. Security  35
New Glass Industries  34
Progressive Waste Solutions  34
Falconer Academy of Modelling  30
Banbury Lane Design Centre  30
Creative Interiors  30
Greco & Son Concrete & Construction Inc.  30
IDEAL Insulation & Roofing  30
Mailloft Homes  30
Shane Homes  30
Castle Maintenance Services  30
Dr. Wayne W. Whittaker  30
Millhouse Carpet  30
Nawajo Metals  30
T & T Honda  30
Calgary Real Estate Board  30
Village Honda  30

Mountain Fresh Canada  30
C C A Truck Driver Training  30
Parlee McLaw LLP  30
Statesman Flooring  30
Benner Plumbing & Heating  30
Carrier-McGill Enterprises  30
Four Oaks Construction  25
Green Escape Contracting Limited  25
Medicine Hat Refrigeration  25
National Transmission (Lethbridge)  25
Able Appliance Services  25
Calgary Motor Dealers Association  25
Affordable RV Sales Rentals & Service  25
Brooks Farm Centre  25
Leon’s Furniture Lethbridge  25
Thompson’s Exteriors  25
4 Seasons Home Comfort Inc.  25
Alberta Forest & Garden  25
Alberta Quality Painting Limited  25
Astro Insurance & Registry Services  25
K B Heating & Air Conditioning  25
Lethbridge Custom Canvas (2003)  25
My Automotive (Lethbridge)  25
The Landscape Artist Inc.  25
Trailer Town  25
Bennett Jones LLP  25
C R Grant Builders  25
Carefree Kitchens & Lighting  25
City Wide Radiators  25
Condo Coatings  25

Oktokos Honda  25
Ultimate Renovations  25
Calgary Contract Upholstery  25
Doug Lacey’s Basement Systems  25
Enercon Water Treatment  25
Precision Builders  25
Subway Auto Service  25
Western Bathrooms & Liners Inc.  25
Asian Day Care  25
Mckee Homes  25
Richardson Oilseed Limited  25
Saunders Landscaping & Renovations  25
Cook Southland Funeral Chapel & Crematorium  25
Downtown Self-Storage  25
King of Trade (Lethbridge)  25
Kirk’s Mid-Way Tire  25
Kirk’s Tire Ltd (Lethbridge)  25
S I S Supply Install Services  25
Waycrest Construction  25
A-1 Auto Body  25
Arthur J. Gallagher Canada Limited  25
Cabinet Solutions  25
Foster & Sons Jewellers  25
J A S Electrical Contractors Inc.  25
Tral-Les Construction  25
Western Canadian Furnace Company 2016  25

The team at Lennox celebrates an incredible 60 years of BBB Accreditation.

A-1 Cement marks 45 years.

The folks at Lou’s Autobody have also counted 45 years.
“Marlborough Mall Shopping Centre is a proud contributor and supporter of countless community groups in Calgary and surrounding areas. To help non-profit groups raise much-needed funds, Marlborough Mall offers complimentary exhibition space for displays, craft fairs, fundraising and many other creative events. In addition to offering a space for raising funds, we appreciate those groups who also provide value added information to all of our customers. Groups like the BBB Savvy Consumers offer patrons of the mall information and tools that they can utilize on an everyday basis. Here at Marlborough Mall we have a diverse demographic, many of which includes: seniors, students, newcomers and young families. We’re thankful for the information David and his team showcase at our non-profit space at Marlborough Mall.”

- Tameeza Mitha, Marlborough Mall
FINANCIAL STATEMENT
April 1, 2017 - March 31, 2018

Revenue

<table>
<thead>
<tr>
<th>Revenue</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Fees</td>
<td>$1,905,610.00</td>
<td>$1,877,376.00</td>
</tr>
<tr>
<td>Advertising &amp; Programs</td>
<td>$519,993.00</td>
<td>$480,474.00</td>
</tr>
<tr>
<td>Interest income</td>
<td>$4,573.00</td>
<td>$5,011.00</td>
</tr>
</tbody>
</table>

**Total Revenue: $2,430,176.00**

Expenditures

<table>
<thead>
<tr>
<th>Expenditures</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff Expenses</td>
<td>$1,483,625.00</td>
<td>$1,453,877.00</td>
</tr>
<tr>
<td>Advertising &amp; Programs</td>
<td>$321,260.00</td>
<td>$231,348.00</td>
</tr>
<tr>
<td>Office &amp; Admin</td>
<td>$243,083.00</td>
<td>$253,333.00</td>
</tr>
<tr>
<td>CBBB Dues</td>
<td>$154,832.00</td>
<td>$122,247.00</td>
</tr>
<tr>
<td>Rent</td>
<td>$90,986.00</td>
<td>$92,659.00</td>
</tr>
<tr>
<td>Meetings Advertising &amp; Travel</td>
<td>$62,592.00</td>
<td>$60,344.00</td>
</tr>
<tr>
<td>Amortization</td>
<td>$18,406.00</td>
<td>$19,699.00</td>
</tr>
<tr>
<td>Interest on long-term debt</td>
<td>$43,118.00</td>
<td>$47,945.00</td>
</tr>
</tbody>
</table>

**Total Expenditures: $2,397,907.00**

**Excess revenue over expenditure: $32,269.00**

COMPLETE AUDITED FINANCIAL STATEMENTS AVAILABLE UPON REQUEST
YOUR BBB* IN 2017-18

THE YEAR AT A GLANCE

April 1, 2017- March 31, 2018

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Inquiries</td>
<td>1,048,203</td>
<td>1,215,671</td>
<td>1,327,450</td>
</tr>
<tr>
<td>Complaints</td>
<td>2,189</td>
<td>2,375</td>
<td>3,308</td>
</tr>
<tr>
<td>Customer Reviews</td>
<td>4,608</td>
<td>3,224</td>
<td>1,695</td>
</tr>
<tr>
<td>Mediations/Arbitrations</td>
<td>2</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>eQuotes</td>
<td>2,506</td>
<td>4,129</td>
<td>4,252</td>
</tr>
<tr>
<td>Emails, walk-ins, phone calls</td>
<td>11,726</td>
<td>16,195</td>
<td>18,543</td>
</tr>
<tr>
<td>Total Instances of Service</td>
<td>1,069,234</td>
<td>1,234,331</td>
<td>1,350,999</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Impressions</td>
<td>20,242,577</td>
<td>33,306,913</td>
<td>32,483,470</td>
</tr>
<tr>
<td>Media Stories</td>
<td>519</td>
<td>577</td>
<td>575</td>
</tr>
<tr>
<td>Facebook Likes</td>
<td>1,473</td>
<td>1,386</td>
<td>1,251</td>
</tr>
<tr>
<td>Twitter Followers</td>
<td>2,489</td>
<td>2,361</td>
<td>2,243</td>
</tr>
<tr>
<td>Instagram Followers</td>
<td>263</td>
<td>199</td>
<td>77</td>
</tr>
<tr>
<td>Web page views</td>
<td>1,788,315</td>
<td>2,254,586</td>
<td>2,398,194</td>
</tr>
<tr>
<td>Web page sessions</td>
<td>785,718</td>
<td>1,052,271</td>
<td>1,152,341</td>
</tr>
<tr>
<td>Presentations/Events</td>
<td>129</td>
<td>164</td>
<td>109</td>
</tr>
<tr>
<td>People Reached</td>
<td>172,684</td>
<td>13,328</td>
<td>3,915</td>
</tr>
</tbody>
</table>

GET THE STORIES BEHIND THE NUMBERS AT BBB.ORG

519
Media stories

27
Investigations

148
Ad Reviews

15
Revocations

172,684
People reached

1,788,315
Web page views

20,242,577
Media impressions

728
New Accredited Businesses

86%
Annual Retention Rate

4,293
Number Accredited Businesses on March 31, 2018

BBB Serving Southern Alberta and East Kootenay info@calgary.bbb.org (403) 531-8784 bbb.org