## FINANCIAL HIGHLIGHTS

**Years ending August 31**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash + Investments</td>
<td>3,013,441</td>
<td>2,634,633</td>
<td>2,128,711</td>
<td>1,643,023</td>
<td>1,530,807</td>
</tr>
<tr>
<td>Total Assets</td>
<td>3,461,033</td>
<td>2,876,735</td>
<td>2,338,227</td>
<td>1,839,558</td>
<td>1,745,277</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>586,018</td>
<td>481,959</td>
<td>507,443</td>
<td>336,062</td>
<td>265,597</td>
</tr>
<tr>
<td>Net Assets</td>
<td>2,875,015</td>
<td>2,394,776</td>
<td>1,830,784</td>
<td>1,503,496</td>
<td>1,479,680</td>
</tr>
<tr>
<td>Total Operating Revenues</td>
<td>5,909,281</td>
<td>5,410,486</td>
<td>4,643,730</td>
<td>3,960,939</td>
<td>3,890,903</td>
</tr>
<tr>
<td>Total Operating Expenses</td>
<td>5,536,890</td>
<td>4,952,318</td>
<td>4,443,798</td>
<td>3,913,124</td>
<td>3,684,616</td>
</tr>
<tr>
<td>Net Operating Income</td>
<td>372,391</td>
<td>458,168</td>
<td>199,932</td>
<td>47,815</td>
<td>206,287</td>
</tr>
</tbody>
</table>

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**STATEMENT OF ACTIVITIES**

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Membership Dues</td>
<td>2,916,274</td>
<td>2,765,028</td>
</tr>
<tr>
<td>Other Membership Revenues and Fees</td>
<td>1,529,593</td>
<td>1,342,779</td>
</tr>
<tr>
<td>Marketing and Sponsorship Revenues</td>
<td>497,556</td>
<td>514,541</td>
</tr>
<tr>
<td>Special Event Revenues, Net of Direct Costs</td>
<td>182,349</td>
<td>313,297</td>
</tr>
<tr>
<td>Industry Programs</td>
<td>37,075</td>
<td>35,057</td>
</tr>
<tr>
<td>Donated Public Service Announcements</td>
<td>349,353</td>
<td>66,508</td>
</tr>
<tr>
<td>Donated Services</td>
<td>350,379</td>
<td>280,291</td>
</tr>
<tr>
<td>Other Income</td>
<td>46,702</td>
<td>92,985</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td>5,909,281</td>
<td>5,410,486</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>EXPENSES- PERSONNEL</strong></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries, Wages and Bonuses</td>
<td>1,634,896</td>
<td>1,601,110</td>
</tr>
<tr>
<td>Commissions- Employees</td>
<td>629,240</td>
<td>596,685</td>
</tr>
<tr>
<td>Commissions- Outside Contractors</td>
<td>366,278</td>
<td>273,582</td>
</tr>
<tr>
<td>Payroll Taxes</td>
<td>221,721</td>
<td>197,933</td>
</tr>
<tr>
<td>Group Insurance and Other Benefits</td>
<td>238,095</td>
<td>278,333</td>
</tr>
<tr>
<td>Retirement Plan Contribution</td>
<td>49,001</td>
<td>42,893</td>
</tr>
<tr>
<td><strong>Total Personnel Expenses</strong></td>
<td>3,139,195</td>
<td>2,990,536</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>EXPENSES-OTHER</strong></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publicity and Promotion</td>
<td>276,848</td>
<td>278,638</td>
</tr>
<tr>
<td>Donated Publicity and Promotions</td>
<td>450,444</td>
<td>240,773</td>
</tr>
<tr>
<td>Publications and Related Printing Costs</td>
<td>160,849</td>
<td>169,372</td>
</tr>
<tr>
<td>Other Marketing and Promotion Expenses</td>
<td>48,860</td>
<td>40,542</td>
</tr>
<tr>
<td>Computer Processing Charges and Fees (eBINDr)</td>
<td>154,677</td>
<td>139,539</td>
</tr>
<tr>
<td>Other Technology and Phone Costs</td>
<td>104,510</td>
<td>76,100</td>
</tr>
<tr>
<td>Office Leases and Other Occupancy Costs</td>
<td>223,217</td>
<td>190,693</td>
</tr>
<tr>
<td>Professional Services</td>
<td>115,923</td>
<td>65,043</td>
</tr>
<tr>
<td>Donated Professional Services</td>
<td>348,379</td>
<td>329,269</td>
</tr>
<tr>
<td>BBB Council Dues</td>
<td>92,792</td>
<td>63,107</td>
</tr>
<tr>
<td>Other Operations and Membership Costs</td>
<td>38,541</td>
<td>40,638</td>
</tr>
<tr>
<td>Direct Program Costs</td>
<td>153,916</td>
<td>161,286</td>
</tr>
<tr>
<td>Credit Card and Bank Fees</td>
<td>80,724</td>
<td>76,769</td>
</tr>
<tr>
<td>Bad Debt Expense</td>
<td>40,827</td>
<td></td>
</tr>
<tr>
<td>Office Supplies and Postage/Delivery</td>
<td>69,672</td>
<td>68,271</td>
</tr>
<tr>
<td>Insurance</td>
<td>17,780</td>
<td>16,660</td>
</tr>
<tr>
<td>All Other Expenses</td>
<td>19,736</td>
<td>5,081</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>5,536,890</td>
<td>4,952,318</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>NET OPERATING INCOME</strong></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest and Dividends</td>
<td>59,497</td>
<td>57,910</td>
</tr>
<tr>
<td>Net Realized and Unrealized Gains on Investments</td>
<td>48,351</td>
<td>47,915</td>
</tr>
<tr>
<td><strong>INCREASE IN NET ASSETS</strong></td>
<td>480,239</td>
<td>563,993</td>
</tr>
</tbody>
</table>

*Certain items in the 2011 Financial Statements have been reclassified to conform to the 2012 presentation.*
YEAR IN HIGHLIGHTS

BBB Educational Programs 2012: 2,263,400 2011: 1,497,008 2010: 1,400,683 2009: 1,019,815 2008: 809,986


*In June 2012 we began using Google Analytics in order to obtain the most accurate data.

TOTAL INSTANCES OF SERVICE

TOTAL COMPLAINTS CLOSED

TOP INDUSTRIES INQUIRY ACTIVITY
January 1-December 31, 2012

<table>
<thead>
<tr>
<th>Industry</th>
<th># of Inquiries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roofing Contractors</td>
<td>94,647</td>
</tr>
<tr>
<td>Contractors- General</td>
<td>92,886</td>
</tr>
<tr>
<td>Construction &amp; Remodeling</td>
<td>88,977</td>
</tr>
<tr>
<td>Services</td>
<td></td>
</tr>
<tr>
<td>Heating &amp; Air Conditioning</td>
<td>78,125</td>
</tr>
<tr>
<td>Attorneys &amp; Lawyers</td>
<td>67,093</td>
</tr>
<tr>
<td>Mortgage Brokers</td>
<td>62,975</td>
</tr>
<tr>
<td>Insurance Companies</td>
<td>61,959</td>
</tr>
<tr>
<td>Auto Dealers- New Cars</td>
<td>61,165</td>
</tr>
<tr>
<td>Collection Agencies</td>
<td>60,179</td>
</tr>
<tr>
<td>Financial Services</td>
<td>59,100</td>
</tr>
</tbody>
</table>

TOP INDUSTRIES COMPLAINT ACTIVITY
January 1-December 31, 2012

<table>
<thead>
<tr>
<th>Industry</th>
<th># of Complaints</th>
<th>% of Settlements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department Stores</td>
<td>5,235</td>
<td>99.94</td>
</tr>
<tr>
<td>Airlines</td>
<td>1,473</td>
<td>98.37</td>
</tr>
<tr>
<td>Insurance Companies</td>
<td>1,066</td>
<td>91.56</td>
</tr>
<tr>
<td>Auto Dealers- New Cars</td>
<td>897</td>
<td>89.19</td>
</tr>
<tr>
<td>Cooking Utensils</td>
<td>843</td>
<td>100</td>
</tr>
<tr>
<td>Online Travel Agency</td>
<td>708</td>
<td>97.74</td>
</tr>
<tr>
<td>Collection Agencies</td>
<td>699</td>
<td>86.27</td>
</tr>
<tr>
<td>Cellular Telephone Service &amp; Supplies</td>
<td>681</td>
<td>97.06</td>
</tr>
<tr>
<td>Financial Services</td>
<td>570</td>
<td>84.04</td>
</tr>
<tr>
<td>Florists- Retail</td>
<td>550</td>
<td>96.91</td>
</tr>
</tbody>
</table>
TO OUR ACCREDITED BUSINESSES

As you know, 2012 was a year that continued to challenge businesses. I am very pleased to report that business participation in our varied activities has been very successful and our business recruitment efforts have shown positive results for a banner year!

All of our programs and activities, as well as the thousands of everyday small, but important things that make the BBB a valued resource for consumers and businesses, are due to the support of our Accredited Businesses, dedicated Board of Directors and our office staff.

Your support makes the BBB a success!

Steve J. Bernas  
President & CEO

Roy Spencer  
Chair

CHAIRMAN  
Roy Spencer  
Perma-Seal Basement Systems, Inc.

IMMEDIATE PAST CHAIR  
Charles A. Gavzer  
Catalfo Family Enterprises

PRESIDENT & CEO  
Steve J. Bernas  
BBB Chicago

VICE CHAIR  
Cathy Bushman  
Tiffany & Company

VICE CHAIR  
Kimberly A. Svoboda  
Adobe, North America Channels

VICE CHAIR  
Gerald M. Cole  
MAGS Mid America Groups Services, Ltd.

VICE CHAIR  
Carlos M. Minetti  
Discover Financial Services

TREASURER  
Carl G. Jacobson  
GE Real Estate

SECRETARY  
Michael E. Stanczak  
Hanson Material Service

OUTSIDE COUNSEL  
John A. Janick  
Mayer Brown LLP

Billy Abt  
ABT Electronics

Jack Arslanian  
MiniMoves, Inc.

Brian K. Barkley  
Access One, Inc.

Giovanni T. Bollentino  
Charger One Bank

Jan Breyne  
Automated Data Processing (ADP)

Theodore J. Aldrich  
Delaware Place Bank

Ed Bachler  
Nombach Home Exteriors

Shirley Bicknell  
Sears Holdings Corporation

Jerry N. Boudreau  
Transunion LLC

Joseph B. Brocato  
Pedersen & Houpt P.C.

Patricia Davis Brooks  
Apple Vacations

Lawrence J. Carney  
American Home Heating Company, Inc.

Warner A. Cruz, CR  
J.C. Restoration, Inc.

Bob Dalaskey  
Bekins A-1 Movers, Inc.

Duane G. Debs  
West Suburban Bank

Rick Brouwer  
Brouwer Bros Steamatric

Ilene Collins  
Apartment People

Nicholas Dacanay  
Dacanay Consulting

Jeffrey Dann  
RJ2 & Associates, Inc.

Dennis DePaola  
CBS 2 Chicago

Steve DeZara  
Luna Chicago, LLC

Michael Ernst  
Chicago Fire Soccer Club

David B. Fine  
AT&T Inc.

Jeffrey J. Floerke  
Chicago White Sox

Russell T. (Wicker) Freeman  
Coyne College

Rob Ewing  
Walgreens

Robert P. Fleck  
Tribune Media Group

Paul Fisher  
Danley Garage World

Joseph M. Gagliardo  
Laner, Muchin, Dombrow, Becker Levin and Tominberg, Ltd.

Ed Garcia  
Wireless Central LLC

Karrie Gibson  
Vintage Tech Recyclers, Inc.

James Gnoffo  
AAA Chicago

Thomas D. Graham  
Airroom Architects & Builders

E. Barry Greenberg  
The Greenberg Law Firm

A. F. (Duffy) Gaynor  
IBM Corporation

Dayle Gillett  
The Inland Real Estate Group, Inc.

Patricia Golden  
NBCS Chicago

Peter Grande  
State Farm Insurance

Michael T. Grisamore  
CDW

Tim L. Heagy  
Heagy Consultants

Katherine L. Hust  
U.S. Cellular

Joan Jackson  
Integrated Project Management Co., Inc.

Christopher E. Kentre  
Meckler, Bulger, Tilson, Marwick & Pearson, LLP

David P. Gutman  
David Gutman Consulting

Richard Hynes  
Hynes Associates Architecture & Interiors

David Kelly  
Dex One Corporation

John Kronen  
DeVry Inc.

Catherine R. Landman  
The Pampered Chef

Brian LaPelsa  
LaPelsa Home Improvement, Inc.

Edith Leonian  
Concession Services, Inc.

Jerry Lott  
Bridgestone Retail Operations, LLC

Michael Magnusson  
Pinnacle Advertising

Gary Lang  
Gary Lang Auto Group

Brian Leonard  
Cardio Partners

Mark A. Lies II, Esq.  
Combined Insurance, Worksite Solutions

Chicagoland Aamco Dealers

Jerry N. Boudreau  
Transunion LLC

Jerry O’Neal  
Matthews Roofing Company, Inc.

Dan Mclaughlin  
Plumbing Council of Chicagoland

Harold (Sandy) Menger  
Pave Man, Inc.

Bridgeport Moscatello Empire Today, LLC

Dale Mueller  
Chicago Real Estate

Dennis R. Ontaneda  
Combined Insurance, Worksite Solutions

Steve Piwowar  
Flexeon Rehabilitation

Allen Rodriguez  
Rodriguez Rehabilitation

Mark Scarpelli  
Raymond Chevrolet/Olds, Inc.

Jim Schwartz  
Von Sydow’s Moving & Storage

David Sloan  
Chicago Automobile Trade Association

Jason Roberts  
Advantage Chevrolet

Patrick Santoro  
Restore Construction, Inc.

David J. Schroer  
Hallberg Commercial Insurers, Inc.

Dave Segre  
BMO Harris Bank

Vincent J. Sollecito  
ABC 7 Chicago

David Sparks  
Sparks Consulting, LLC

Jerry S. Stock  
U.S. Waterproofing

John Wells  
Hilton Chicago

Kenneth Williams  
Chicago Shred Authority

Cecil Treadway  
Lake County Press, Inc.

Jerry Zienty  
Jerome A. Zienty & Associates, P.C.

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