Better Business Bureau of Minnesota and North Dakota is proud to be known as “the first BBB,” founded here in 1912. Our BBB has served consumers and local business owners for more than 100 years. We’re a non-profit organization founded in 1912 by ethical Twin Cities business and civic leaders who banded together to combat misleading advertising and create a level marketplace for consumers and businesses. The movement is strong and continues to grow. Today, we are supported by more than 7,000 local BBB Accredited Businesses across Minnesota and North Dakota that believe in our vision.

MISSION
To be the leader in advancing marketplace trust

VISION
An ethical marketplace where buyers and sellers trust each other

KEY MISSION INDICATORS

BUSINESS INTEGRITY
BBB Accredited Business Growth

7,226
Total Businesses

1,327
New Accredited Businesses in 2017-18

BRAND ENGAGEMENT

1.44M
Page Views

CONSUMER CONFIDENCE

2.26M
Instances of Service

ABOUT US

START WITH TRUST
The foundation of a healthy economy in Minnesota and North Dakota is an ethical environment where buyers and sellers trust each other. Our board members, staff, volunteers and more than 7,000 locally Accredited Businesses drive BBB’s mission of advancing marketplace trust.

I am honored to serve as BBB CEO in this region and am proud of the organization’s important work in assisting thousands of buyers and sellers every day. We do this by setting standards of ethical practices, engaging businesses and educating consumers. Many programs, such as our annual Torch Awards for Ethics, celebrate role models and encourage exemplary business conduct. We also actively promote voluntary self-regulation, address substandard marketplace behavior and work with state and federal agencies to safeguard consumers and businesses. Through media relations, public forums and social media, we call out problematic behavior and work with consumers to prevent and decrease fraud.

This past year, our BBB broadened services through the implementation of a five-year strategic plan with special emphasis on outstate areas. Through an expanded network of partnerships, we grew BBB’s reach to targeted audiences. A new office opened in Mankato, and enhanced programs were offered in Rochester, Duluth, St. Cloud, Fargo and the Red River Valley. We’ve also upgraded our technology, added new web services and a virtual online platform. BBB has a history of financial stability and improvements will serve to foster further revenue growth and maximize operational effectiveness.

Going forward, our aim is to increase the visibility of BBB across this vibrant marketplace through marketing and promotion. Additionally, we’ve launched innovative initiatives geared towards at-risk consumers, new businesses, young entrepreneurs and diverse communities. We eagerly accept the challenge of instilling consumer confidence and advancing a trustworthy marketplace. After all, trust never goes out of style.

Susan Adams Loyd
CEO, Better Business Bureau of Minnesota and North Dakota

TO OUR STAKEHOLDERS:

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COMMITMENT TO INTEGRITY

STANDING OUT: CARING, ETHICAL BUSINESS LEADERS

It’s a great honor for Commers, the Water Store to be a member of the BBB since 1947. Being an Accredited Business demonstrates our commitment to our customers and lets them know they can trust us.
- Anthony Commers, Owner, Commers, the Water Store

Receiving the Torch Award is truly an honor and a privilege. Winning this award has helped us to expand our network of customers and supply partners because they know we not only talk about service with integrity, but we deliver on that promise every day. It has been hugely beneficial to be supported and recognized by Better Business Bureau.
- Diane Dormanen, CEO, Discount Steel

1 BUILD TRUST
2 ADVERTISE HONESTLY
3 TELL THE TRUTH
4 BE TRANSPARENT
5 HONOR PROMISES
6 BE RESPONSIVE
7 SAFEGUARD PRIVACY
8 EMBODY INTEGRITY

FORTUNE 500 COMPANIES THAT SUPPORT BBB:
THE VALUE OF ACCREDITATION
LOCAL BBB ACCREDITED BUSINESSES SAY:

81% of consumers familiar with the BBB seal are more likely to trust a business if it carries the BBB accreditation seal.
Nielsen 2017

BBB Accreditation signifies trust, integrity and an unwavering commitment to ethics.

79% builds trust with consumers
75% increases credibility of my business
36% shows we care about our customers
24% adds prestige to my business
21% gives my business a competitive advantage

“For companies that truly want and do put their customers first, it is a good way to stand out from your competition.”
- Michael Mortenson, Owner, Custom Home Specialities Inc.

“I think accreditation is a great marketing tool to add credibility for potential clients and the clients you have. The networking and educational opportunities are great, as well as the support staff.”
- Tina Wiehle, Sales Representative, Payroll Direct Inc.

“BBB Accreditation is what consumers look for when evaluating a company. It helps with branding and recognition and the name recognition just of BBB itself is vital to running a business. Our standing is crucial in helping us land clients.”
- Deb Newell, CEO, Real-Time Leasing

CBBB Research, 2016: Minnesota and North Dakota Value of Accreditation Survey

A TRUSTED MARKETING ASSET & PARTNERSHIP

1,327 New Accredited Businesses joined in 2017-18

85.6% Overall Retention

7,226 Accredited Businesses in MN & ND

5,904 +25% Consumers utilized our “Request a Quote” Service
I want to applaud you for your due diligence, effort and time you have afforded this matter. Your professionalism and kindness you have extended to me did not go unnoticed.

- Pat S.

This is the first time I’ve had to use the BBB and I appreciate the help and the quick resolution to the situation.”

- Jim S.

Great resource for checking on valid businesses. I used your site last week to help me make a final decision on a vendor. - Cynde B.

New partnership with Minnesota State University Mankato’s Small Business Development Center (SBDC).
Along with AARP Minnesota, BBB hosts Scam Jam events across our region, educating seniors, caregivers and professionals serving seniors on how to fight fraud.

**SCAM JAM**

Susan Adams Loyd, BBB CEO, welcomes the crowd to Scam Jam Twin Ports, held in Duluth.

**STUDENT OF INTEGRITY SCHOLARSHIP**

Our annual scholarship program rewards and nurtures area high school seniors who recognize the role character ethics played in their young lives. This unique essay contest is inspirational and helps reinforce the value of ethical decision making among our future leaders.

**CONGRATULATIONS** to all of the 2017 scholarship winners who received a combined total of $14,500!
Better Business Bureau of Minnesota and North Dakota (BBB) and the Federal Trade Commission (FTC) launched *Scams and Your Small Business Research Report*. The report is designed to educate and empower small businesses to speak up and report fraud, enabling BBB to expand its knowledge of how scams uniquely impact this constituency.
PARTNERSHIPS FOR LASTING IMPACT

TORCH AWARDS FOR ETHICS SPONSORS
- iHeartMedia Minneapolis
- Minneapolis/St. Paul Business Journal
- Clear Channel Outdoor
- EideCom
- YPC Media
- NFP Corporate Service
- Luther Automotive Group
- Best Buy
- Comcast Business
- Rippe Print

STUDENT OF INTEGRITY SCHOLARSHIP SPONSORS
- North Star Resource Group
- CenterPoint Energy
- Border State Bank
- Citizens Independent Bank
- KleinBank
- Plumb Right
- SPIRE Credit Union
- Valley Pools & Spas

PROGRAM AND EVENT PARTNERS
- Minnesota State University Mankato’s Small Business Development Center
- Small Business Development Center Central Region
- Federal Trade Commission Midwest Region
- Minnesota Department of Commerce
- Junior Achievement of the Upper Midwest
- AARP Minnesota
- Think Mutual Bank
- Builders Association of the Twin Cities
- Contractors Association of Minnesota
- Trust Vets
- Allianz
- Calhoun Companies
- James J. Hill Center
- SPIRE Credit Union
- US Bank

INVESTIGATION PARTNER
- Coalition Against Marketplace Fraud

The BBB lives and breathes their mission every day, and we have found them to be an invaluable business partner. We work with them on a variety of projects including the Torch Awards for Ethics, Student of Integrity Scholarship Program, and various networking events throughout the year. We look forward to building an even brighter future, along with the BBB.

- Bridget Petersen
  Market VP of Community Outreach, SPIRE Credit Union

Our longtime “Scam Jam” partnership with BBB of MN and ND multiplies our efforts to educate the public about fraud and identity theft. We’re able to put together really high-quality programs and include other law enforcement and social services experts who share their resources. We know we’re preventing many of them from becoming the next victim.

- Jay Haapala, Associate State Director
  Community Engagement, AARP Minnesota

Allianz Life is proud to support Better Business Bureau’s Safeguarding Our Seniors program. The program is an invaluable resource in the efforts to combat the problem of elder financial abuse in our community.

- Laura Juergens
  Community Relations Manager, Allianz

Special Thanks
BBB is FORTUNATE to have a wide array of sponsors and partners supporting our mission. We are GRATEFUL for their unique contributions, and humbly thank each of them for their TIME, EXPERTISE and COMMITMENT.

Visit: go.bbb.org/partners
BBB has been the leading voice of trust for more than 100 years. Although proud of our solid history, we are steadfast in our commitment to serve changing needs. Better Business Bureau of Minnesota and North Dakota continues to grow and thrive with each new generation. Our community’s economic viability depends on ethical business leaders and informed consumers. Thank you for your continued support and for your partnership. Nobody is fighting harder to advance marketplace trust.

- David Aafedt
Better Business Bureau of Minnesota and North Dakota Board Chair

Looking ahead, we will:

- Grow our Community of Informed Consumers and Business Owners
- Expand our Network of Trustworthy Businesses and Strategic Partnerships
- Maximize Operational Effectiveness
- Maintain Financial Stability
- Promote the Value of BBB

Preliminary FY18 financial information at time of printing, for audited financials, call 800-646-6222

FINANCIAL PERFORMANCE
FISCAL YEAR ENDING JUNE 30, 2018

AB Development $800,000
AB Dues - Renewals 3,425,000
Online Directory 450,000
Donations/Grants/Sponsorships 225,000
Other Revenue 92,750
Total Revenue $4,992,750

Commissions/Salaries $3,052,450
Office & Other Expenses 1,011,300
Member Programs/Projects 424,000
Total Expenses $4,487,750

Revenue over (under) Expense (before depreciation) 505,000
Depreciation Expense 150,000
Revenue over (under) Expense $355,000

Extraordinary Expense 155,000
Revenue over (under) Expense $200,000
PASSION FOR DOING THE RIGHT THING

HELPFUL, AUTHENTIC, APPROACHABLE

Working at BBB is about the mission we carry out on a daily basis with the work we do, the integrity we share with our interactions within our workplace, great leadership & a caring community in which we work in.

- Becky Hokenson, Resource Specialist

To me it’s about being part of the community and doing something meaningful. That sense of purpose makes it more than a job, it’s being part of a mission.

- Michael Neuerburg, Account Manager

When you feel you’ve helped not just one person but the broader marketplace, that’s pretty powerful stuff.

- Steve Farr, Auto Industry Liaison

OUR VALUES

We commit to the following values to guide our decisions and behavior with each other and those we serve:

Excellence  Integrity  Teamwork

Trust  Respect