Celebrating 58 years of businesses coming together to build trust in 
**Middle TN and Southern KY** region.
On behalf of your Board of Directors, Regional Advisory Committees, The BBB Integrity Foundation and our entire BBB team, I extend gratitude for your continued support of BBB and applaud the work you do to deliver trusted brands and service with integrity to our Middle TN and Southern KY markets.

Through initial vetting and a commitment to maintaining BBB’s eight Standards of Trust, you make the work your BBB does possible. Your BBB is in its 59th year of serving our community and is proud of the work being done daily to advance marketplace trust.

Engagement was our #1 focus in 2019. We deployed our first Value of Accreditation survey to ensure we understand what our Accredited Business locations wanted. We heard you loud and clear, and went to work ramping up B2B events, creating more opportunities for our ABs to network with our team and other trusted businesses. Additionally, your team focused on engaging with young professional, guest speaking to MBA students at a variety of Universities and increasing communications and recognition of our Accredited Businesses through personalized visits and social media.

Winning at engagement in the marketplace also included building strong relationships with media outlets. Our media mentions increased to an all-time high of 382 in 2019, resulting in more than $680 thousand in earned media. Denouncing marketplace malpractice through the media assists so many in avoiding scams and directs serious shoppers to well established, trusted businesses. The impact was also evident in our increased web activity and inbound calls from consumers.
We know our greatest challenge moving forward, is adapting to the ever-changing marketplace. Much like BBBs throughout North America, we saw a decline in our AB roster. However, regardless of how much the business landscape changes, the importance and value of trust remains constant. Servant leadership will be your BBB’s focus in 2020. We will continue to solicit your input on what your needs are, we will prioritize our resources to deliver value added programs and services and please, see us as an extension of your organization. We are here to support and assist.

We are excited about what the future holds and look forward to connecting with you as we work to strengthen our brand, our programs and our impact on the members and community we serve.

In trust,

Robyn Householder
President and CEO
BBB Serving Middle TN and Southern KY
BBB STATS

3,538,316
Instances of Service

1,922,108
Business Profile Inquiries

11,015
Published Customer Reviews

56
Investigations Conducted

46
Ad Reviews

12,039
Complaints Opened

12,095
Complaints Closed

$8,667,200
Value of Closed Complaints

378
Scamtracker Reports Published

$97,838
BBB scamtracker reported loss

16
AutoLine Arbitrations

1
Mediations, Arbitrations & Dispute Settlement Hearings
ENGAGEMENT STATS

- 22 Presentations
- 3,091 Presentation Attenders
- 57,604 Twitter Impressions
- 798,743 Facebook Reach
- 2,604,532 Unique Website Visitors

CONNECT WITH US

Facebook
@bbbmiddletn

Twitter
@BBBMidTN

Instagram
@bbbmiddletn

Linkedin
BBB Middle Tennessee

Better Business Bureau®
Serving Middle Tennessee & Southern Kentucky
BBB INTEGRITY FOUNDATION

The work of BBB Integrity Foundation is a natural extension to the work of BBB; providing programs that build ethical leadership within the current workforce and future workforce in Middle TN and Southern KY.

Some of our programs include:

BBB Torch Awards Program: through a rigorous nomination and application process, an independent committee of business peers selects businesses that excel at making trust a priority internally with employees, and externally with customers.

BBB Student of Integrity Scholarship Program: offered to over 400 high schools in Middle TN and Southern KY, this essay-based scholarship program rewards seniors with college scholarships for making integrity a priority in their lives.

NEW for 2020: BBB Digital Citizenship Program for Middle School Students. Partnering with Common Sense Media, this program is designed to help middle school students develop ethical leadership skills in a digital world when online, on social media, when texting, etc.

Lisa Spelta
Executive Director, Integrity Foundation
lspelta@gobbb.org
(615) 250-1142

Board of Directors:

Jennifer Davie, Chair
Asurion Insurance Services, Inc.

R. Paul Roussel, Treasurer
Brown & Brown of Tennessee

Leighton Bush, Director
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Peter Woolfolk, Director
Communication Strategies

JoAnne Staler, Director
Remax Choice Properties

Chuck Harrington, Director
Bridgestone Retail Operations

Brian Turner, Director
BlueCross BlueShield of Tennessee
2019 Stats:

- **5**: Number of Regions Served
- **10**: College Scholarships Awarded
- **44**: Volunteer Leaders Engaged
- **5000+**: Individuals engaged
- **136**: Companies Donating Funds
- **280**: Attendees at 2019 Songwriter’s Night

2019 Songwriter’s Night:

BBB Songwriters Night is a spirited musical event benefitting BBB Integrity Foundation.

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2020 Students of Integrity

- **Chandler Michael**
  Columbia Central High School | Columbia, TN

- **Kathleen Oliver**
  Macon County High School | Lafayette, TN

- **Brea Croslin**
  Logan County High School | Russellville, KY

- **Easton Cash**
  Waverly Central High School | New Johnsonville, TN

- **Sydney Wilson**
  White County High School | Cookeville, TN

- **William Monaghan**
  LaVergne High School | LaVergne, TN

- **Jase Horner**
  Perry County High School | Linden, TN

- **Morgan Russell**
  Independence High School | Franklin, TN

- **Alivia Lynch**
  Dickson County High School | Dickson, TN

- **Rhiannon Artemis Carlisle**
  Smyrna High School | Mt. Juliet, TN
# 2019 Revenues, Expenditures, and Net Assets

## Revenues

<table>
<thead>
<tr>
<th></th>
<th>2019 YTD Consolidated</th>
<th>2019 Total Consolidated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dues Income</td>
<td>$2,810,906</td>
<td>$2,810,906</td>
</tr>
<tr>
<td>Interest</td>
<td>$5,405</td>
<td>$5,405</td>
</tr>
<tr>
<td>Directory/SES</td>
<td>$277,119</td>
<td>$277,119</td>
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<tr>
<td>CEM Income</td>
<td>$63,100</td>
<td>$63,100</td>
</tr>
<tr>
<td>Other</td>
<td>$139,878</td>
<td>$139,878</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td><strong>$3,296,408</strong></td>
<td><strong>$3,296,408</strong></td>
</tr>
</tbody>
</table>

## Expenditures

<table>
<thead>
<tr>
<th></th>
<th>2019 Total Consolidated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member Development Expenses</td>
<td>$238,827</td>
</tr>
<tr>
<td>Administrative Expenses</td>
<td>$579,955</td>
</tr>
<tr>
<td>Member Project Expenses</td>
<td>$162,978</td>
</tr>
<tr>
<td>Staff Costs</td>
<td>$2,167,948</td>
</tr>
<tr>
<td>Occupancy</td>
<td>$171,836</td>
</tr>
<tr>
<td><strong>Total Expenditures</strong></td>
<td><strong>$3,321,543</strong></td>
</tr>
</tbody>
</table>

## Change in Net Assets

- **2019 Total Consolidated**: $ (25,135)
- **Net Assets, Beginning of Year**: $1,443,118
- **Net Assets, End of Year**: $1,417,983
2019 BOARD OF DIRECTORS

2019 OFFICERS:

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Interim HealthCare of Middle Tennessee

Courtney McGee, Chair Elect
Event Logistics, Inc.

BJ Howard, Treasurer
Convergenz, LLC

Dr. Ayme Melton, Secretary
APSU College of Business

2019 EXECUTIVE COMMITTEE:

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George Buck, Frost-Arnett Company
Jim Carden, Goodall Homes
Marianne Vandervoort, Lipscomb University
College of Business

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