

BBB[®] Serving Northwest Florida



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> BBB|Northwest Florida

Mission:

To be the leader in advancing marketplace trust.

Vision:

An ethical marketplace where buyers and sellers can trust each other.

We do this by:

- Creating a community of trustworthy businesses
- Setting standards for marketplace ethics
- Encouraging and supporting best practices
- Celebrating marketplace role models
- Denouncing substandard marketplace behavior

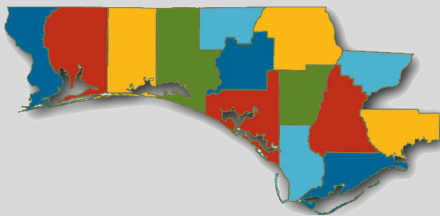
Your BBB works with businesses and charities of all sizes to encourage, support and showcase marketplace integrity, business ethics and reliability and best practices. We enlist businesses and charities in voluntary initiatives to set standards, practice self-regulation and provide forums for dispute resolution. We offer BBB Accreditation seals to showcase Accredited Business' trustworthiness. And we expose substandard marketplace behavior.

Ultimately, our value to our Accredited Businesses and Charities is driven by the ability to deliver consumers and donors to trustworthy businesses and charities. So while we strive to be the partner of choice for businesses on marketplace and consumer trust issues, we have an equally compelling commitment to be the resource of choice for consumers.

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Your BBB of Northwest Florida serves the following counties:
Bay, Calhoun, Escambia,
Franklin, Gadsden, Gulf, Holmes,
Jackson, Liberty, Okaloosa,
Santa Rosa, Wakulla, Walton and
Washington.



> **BBB of Northwest Florida**

History

2012 marked the 100 year anniversary of your Better Business Bureau. The first office was opened in Minneapolis, Minnesota in 1912 which was created with the goal of correcting abuses in advertising and selling practices. As your BBB grew the Truth in Advertising Standards were established in 1930 which underpinned the Federal Trade Commission advertising rules. In 1981 General Motors along with your BBB extended the GM/BBB arbitration program to all of GM's customers in the United States. In 1994 your BBB joined the web and has grown to become a strong web presence with more than six million visitors a month. Today, there are over 100 BBBs in the United States, 10 in Canada, and 1 in Mexico each operating independently, but under standards established and enforced by the Council of Better Business Bureaus in Arlington, VA.

Locally, your BBB of Northwest Florida was established in 1985 with a 4-county territory. Today, your BBB serves 14 counties in northwest Florida with an office in Pensacola.

BBB is a private, non-profit organization that is not affiliated with any government or law enforcement agency. Your BBB is supported by over 1,600 community businesses that voluntarily agree to abide by our standards for trust.

BBB of Northwest Florida is entitled to use the BBB name and logo through its membership with the U.S. Council of Better Business Bureaus.

BBB's right to provide truthful commentary on businesses and business practices is guaranteed by the First Amendment to the United States Constitution. Like insurance and financial raters (i.e. Dun and Bradstreet), BBB can provide the public with relevant information and opinions on publicly conducted businesses.

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That the Better Business Bureaus have prospered and grown is very meaningful. It emphasizes the fact that fair play, decency, morality and responsive service are deeply held principles that receive the active and eager support of the American and Canadian people.

- Dwight D. Eisenhower

> 2016 Board of Directors

Executive Committee

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Pen Air Federal Credit Union

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Cat Country 98.7/News Radio 1620

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Fisher Brown Bottrell, Inc.

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Pensacola News Journal

Dave Reed
Dave Reed Insurance

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WPNN Radio AM 790

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Jeff Vannoy
Vannoy's Tires

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Edward Jones

Robert Wilkos
Roussos Air Conditioning

John Williams
John Williams Construction, Inc.

Greg Yordon
Beltone Hearing Center -
Panama City

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BBB Foundation Mission

To support your BBB's vision of an ethical marketplace where buyers and sellers can trust each other.

> BBB Foundation of Northwest Florida

Community Education:

Through printed publications, communication with media outlets, presentations to community groups, participation in expos and tradeshows, and other outreach, your BBB Foundation educates businesses and consumers in Northwest Florida to make wise buying and donating decisions.

Presentations are free of charge, last anywhere from 20 minutes to an hour or more and may be followed by questions and answers. Some commonly requested presentations include:

Presentations:

- Your BBB: What We Can Do for You
- Protecting Yourself from Identity Theft
- Scams Against Seniors
- Ethics in Action (for youth or professional audiences)
- Smart Investing
- Introduction to Financial Literacy

BBB Military Line[®] Workshops:

- Deals for Wheels: How to Buy a Car
- Investing for Retirement
- How to Buy a House
- Scams, Schemes & ID Theft
- Smart Consumer

Publications — Locally-produced materials include:

- Scams Against Seniors
- Charity Giving Guide
- Schemes Against Businesses
- Monthly "Tips Page" advertisements

Community outreach — Other education outreach efforts include:

- Participation in expos and trade shows
- Partnerships with local media
- Involvement in a Financial Crimes Task Force, financial literacy initiatives, Ready.gov campaigns, America Saves Week activities & more
- Promoting semi-annual ID theft prevention/document shredding events

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BBB Foundation Executive Committee

Chair

Gary Barnes

Vice Chair

Scott Burton
Cox Communications

Treasurer

Jim Cox
JLSC Properties, LLC

Secretary

Ronnie Gilmore
Gilmore Services

Counsel

Kerry Ann Schultz
Fountain, Schultz & Associates

Trustees

Will Clause
Doodlebuggers Service Network

Eddie Hill
Awards Masters
Prosperous IM

Ted Kirchharr
Landrum Companies

> BBB Foundation of Northwest Florida

Recognition:

The annual Torch Award for Marketplace Ethics, Customer Service Excellence award and Student Ethics Scholarship program highlights businesses, charities and students who exemplify ethics and integrity.

The Torch Award was created to publicly recognize businesses and charities that maintain a solid commitment to conducting their business in an ethical fashion.

The Customer Service Excellence award recognizes individuals who go above and beyond in their customer service activities.

The Student Ethics Scholarship recognizes college-bound students who personify high ethics as demonstrated through leadership, community service, overall personal integrity and academic history.

BBB[®] Serving Northwest Florida



All media inquiries should be directed to:

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bbb.org/northwest-florida

> For the media

To assist media, your BBB can:

- Provide inquiry and complaint numbers for specific industries or type of business.
- Supply a list of BBB Accredited Businesses by industry category, as well as provide a list of companies with unsatisfactory ratings within an industry or time frame.
- Provide tips to help consumers avoid fraud and make informed purchasing decisions.
- Supply Business Reviews on specific businesses in the United States and Canada. This includes the company's contact information, business start date and information about the number and type of complaints filed and how they were resolved.
- Provide information on business scams that are occurring locally and nationally.
- Provide information on current scams that are occurring locally and nationally.
- Provide tips and other information on how to avoid/deter being a victim of a scam
- Available for phone and in person interviews