

# 2019 Annual Report

**Better Business Bureau**  
Serving Southern Arizona



*68 Years Celebrating Ethics*

## EXCITING INITIATIVES IN 2019

We continued our passion for building a marketplace of trust here in Southern Arizona throughout 2019, serving both consumers and businesses. I am excited about our achievements and what's ahead in 2020!

With over 3200 Accredited Businesses, we continued to provide relevant services to help our ABs grow.

Our 3B Review App is an incredible way for businesses to obtain immediate reviews from their customers with 1,157 reviews submitted! Our digital marketing has shown proven results of increasing visibility for those that take advantage of the opportunities. Enhanced profiles featuring videos, photos and testimonials are always getting a lot of attention.

It's exciting to watch our businesses succeed, see our economy grow, and our consumers become educated in all of the ways we can assist them - including our bilingual and Spanish speaking community. We were honored to do 'BBB Days' in Nogales with Maxima 99.1 FM. Our Spanish hotline was busy and our translated outreach materials have been coupled with our regular editorials in Arizona Bilingual.

We have been busy with providing additional consumer services included the handling of 651,797 consumer inquiries, 2,023 consumer complaints, 2,641 customer reviews and 13,896 calls into our office. We also saw more than a significant traffic increase to our website with over 499,285 unique visitors, and our visitors stayed on our website gathering information for over 6 minutes. I am prideful to say we have outperformed our national metrics!



In 2019 we continued our nationally awarded Charity Review program. We now have well over 30 local charities that successfully completed the comprehensive vetting, using our Standards of Trust, and became a BBB Accredited Charity. Consumers can confidently support these organizations knowing that they are truly accomplishing their mission and using funding wisely.

I am proud to say that we won a national 'Outstanding BBB Award' for growth for our efforts in 2019.

I am confident we are positioned for another record-breaking year in 2020 at your BBB Serving Southern Arizona thanks to our Accredited Businesses, Accredited Charities, Board of Directors, Charity Review Advisory Board and our incredible BBB team members. With great gratitude I present to you our 2019 Annual Report.

All of you inspire me and I look forward to an amazing year ahead.

# BBB

## 2019 TORCH AWARDS

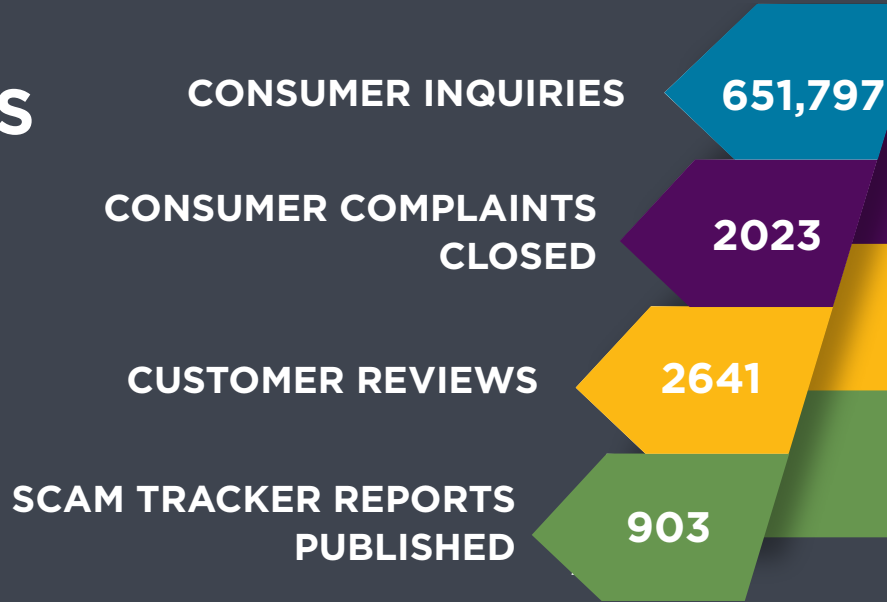
Together we recognize both for-profit and non-profit organizations that are committed to **EXCEPTIONAL STANDARDS** for ethical business practices and service to their customers, employees, suppliers, and communities. Each of our incredible finalists are always organizations that others want to emulate.



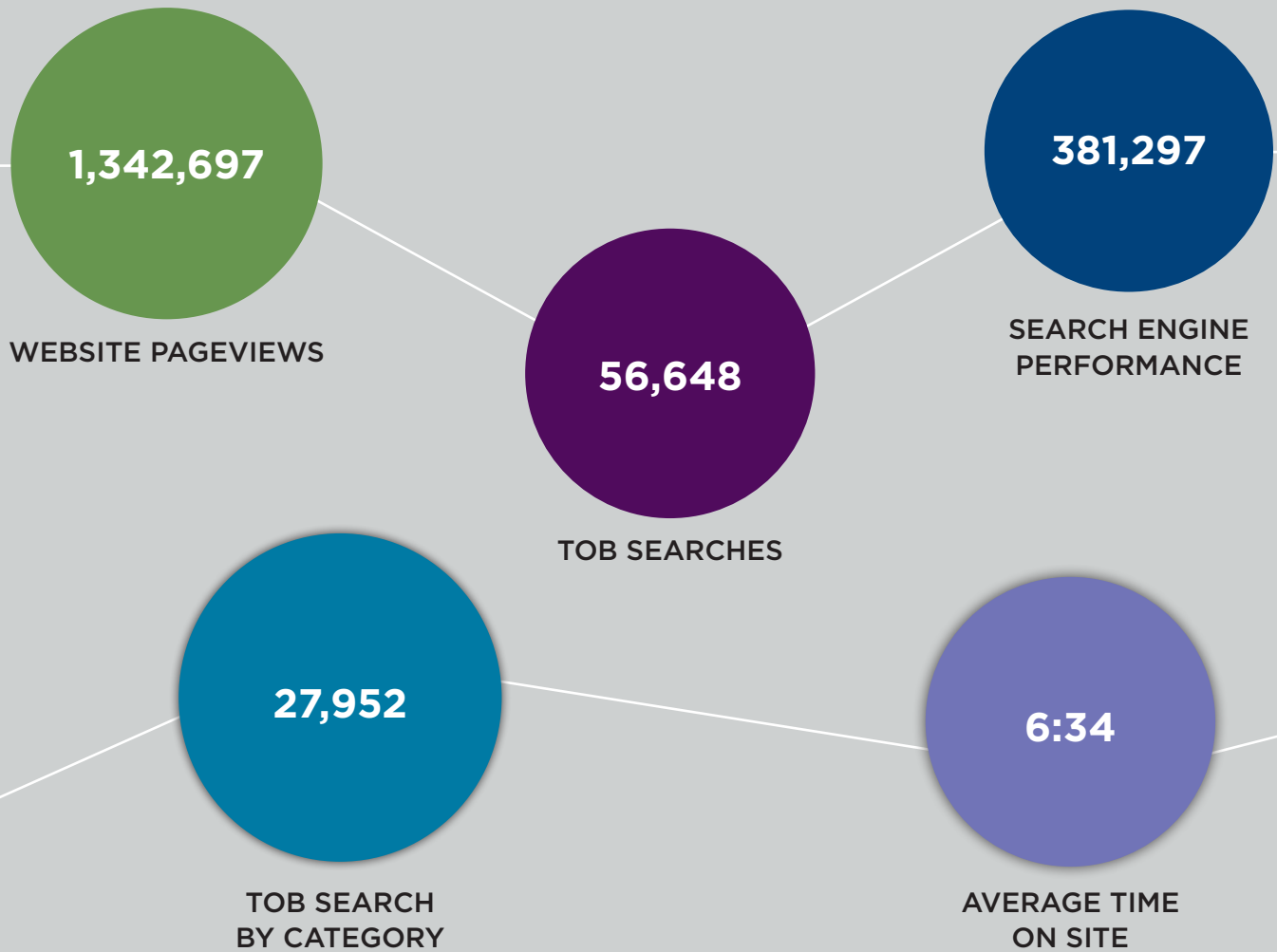
## WHO WERE THE FINALISTS?

Alexander Carrillo Consulting  
 AZ Sound and Light  
 Celebrate for Good  
 Davis-Monthan Enlisted Spouses Association  
 High-End Used Saddles  
 Literacy Connects  
 Maid in Tucson  
 RMHC of Southern Arizona  
 Senior Home Care of Tucson  
 Titan Restoration of Tucson  
 Treasures 4 Teachers of Tucson  
 Why I Love Where I Live

# LOCAL 2019 STATS



## WEBSITE STATISTICS

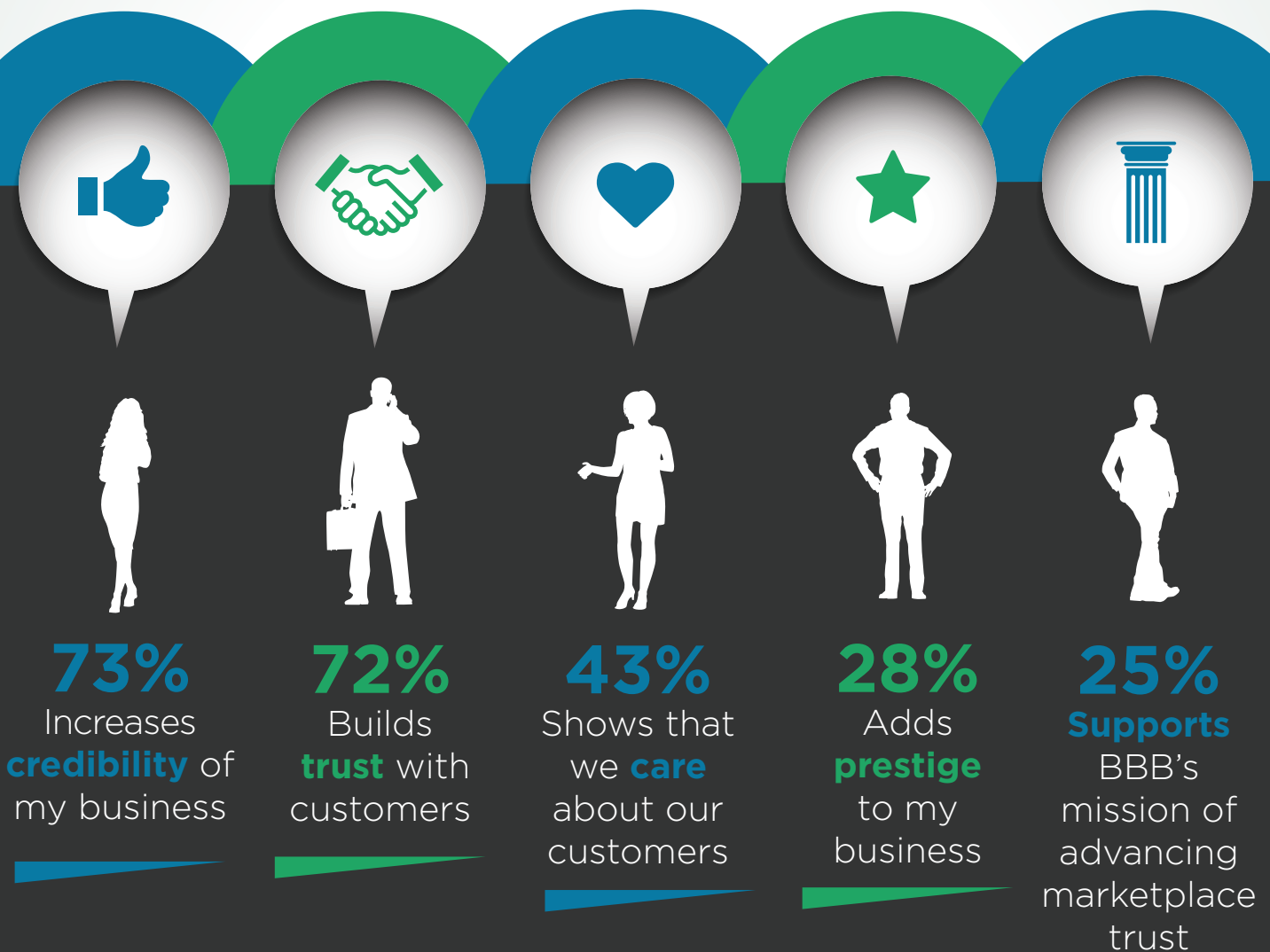


# Value of BBB Accreditation

Build trust and credibility with customers as an Accredited Business



BBB surveyed Accredited Businesses across the U.S. and Canada to find out why BBB accreditation is important to them and how it impacts their business. Here is what we learned:



Visit [WHYBBB.org](http://WHYBBB.org) to learn more about BBB accreditation.

## BBB SPANISH OUTREACH

Strategic communication is essential to an organization's ability to advance its mission and its capacity to serve the community. Reaching and engaging with the Hispanic Community continued to be a focus for 2019.

BBB Serving Southern Arizona expanded our communication and education efforts from the air waves to print. Our monthly radio segment with Maxima 99.1 focused on sharing trending scams and the importance of working with Accredited Businesses in Nogales, AZ.

Our bilingual editorials and ads reached new readership with our Nogales International newspaper partnership alongside with our dedicated editorials with Arizona Bilingual Newspaper distributed throughout Southern Arizona and Sonora.

Your BBB was not only on radio, television and print. With the shift of the digital media universe and the Hispanic Community leading the way as the most digitally savvy, we supplemented our communication initiatives with a bilingual digital campaign that reached over 50,904 consumers and businesses across Nogales and Douglas, AZ.



**INICIATIVAS • DE BBB**

- Directorio de Negocios Acreditados
- Resolución de Disputas
- BBB Scam Tracker
- BBB Charity Review
- Torch Awards
- BBB Military Line
- Investigación Periódica
- Interconexión de Negocios

**¿POR QUÉ CONTRATAR A UN NEGOCIO ACREDITADO?**

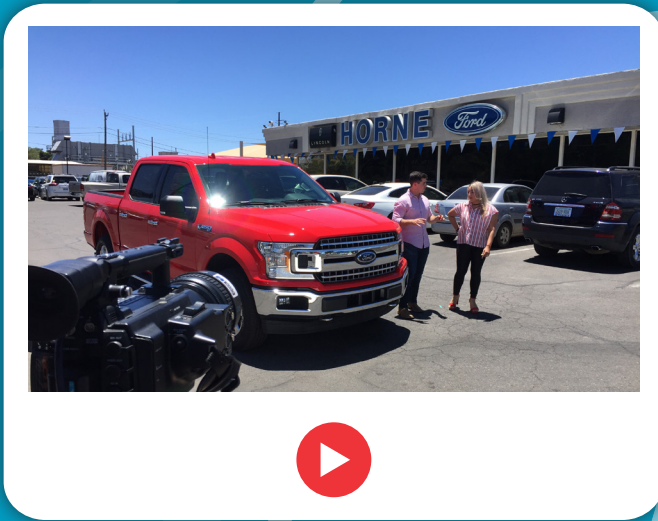
Están sujetos a los **8 ESTÁNDARES DE CONFIANZA DE BBB**

- Generar Confianza
- Publique/Anuncie Honestamente
- Decir la Verdad
- Ser Transparente
- Honre sus promesas
- Proteger la privacidad
- Incorporar integridad

**520.888.5353 bbb.org**







## COMMUNITY REACH



Customer Review APP



550 Networking Mixer Attendees

25,764 attendees



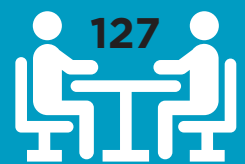
Tucson Roadrunners Partnership



Television Exposure



E-Quotes



AB One-on-Ones

# 2019 OUTREACH



**OUTSMART**  
the Scammer

 **BBB**  
Start With Trust

[bbb.org/scamtracker](http://bbb.org/scamtracker)  
Report & Search Scams  
520.888.5353 [bbb.org](http://bbb.org)

WHO'S MAX?  
[bbb.org](http://bbb.org)

## BBB • ENDEAVORS

Business Directory  
Dispute Resolution  
BBB Scam Tracker  
BBB Charity Review Program  
Torch Awards  
BBB Military Line  
BBB Auto Line  
Investigative Reporting  
BBB Networking Mixers

## WHY HIRE ACCREDITED BUSINESSES?

They are held to the  
**8 BBB STANDARDS  
FOR TRUST**

Build Trust  
Advertise Honestly  
Tell the Truth  
Be Transparent  
Honor Promises  
Be Responsive  
Safeguard Privacy  
Embody Integrity



520.888.5353 [bbb.org](http://bbb.org)





## Become Part of the **ELITE** BECOME **ACCREDITED**

Apply today: [bbb.org](http://bbb.org)



520.888.5353 [bbb.org](http://bbb.org)



### BBB • **BENEFITS**

- Enhanced Business Profile on BBB.org
- E-Quote Program
- BBB Logo Use in Promotional Materials
- Arbitration & Mediation
- Digital Marketing Opportunities
- Events to Grow Your Business
- Quarterly Newsletter



*"My business has been booming lately and I accredit that in part to the BBB and the services you provide. Many times every month I hear from clients and prospects that the reason they have done business with me is due to them researching my company through the BBB. It truly adds great credibility to our company and what we do.*

*Also, my digital ads on the BBB website have brought great exposure and value in bringing new clients to my business. The process was easy and your team was very knowledgeable in designing a program that works for our business.*

*Thanks again for all you do."*

Fred Adler

Suncrest Wealth Management



520.888.5353 [bbb.org](http://bbb.org)

## CHARITY REVIEW PROGRAM

The Charity Review Program started in 2018 helps donors evaluate local charitable organizations according to the **BBB Wise Giving Alliance's** 20 Standards for Charitable Accountability.

Visit [www.give.org](http://www.give.org) for more information on those standards.

## 2019 ACCREDITED CHARITIES

Animal League Of Green Valley  
 Arizona Youth Partnership  
 Arizona's Children Association  
 Arizona-Sonora Desert Museum, Inc.  
 Assistance League of Tucson  
 Ben's Bells Project  
 Big Brothers Big Sisters of Southern Arizona, Inc.  
 Boys & Girls Clubs of Tucson  
 Casa De Los Ninos, Inc.  
 Catholic Community Services of Southern Arizona, Inc.  
 Community Food Bank  
 Emerge! Center Against Domestic Abuse  
 Girl Scouts of Southern Arizona  
 Handi-Dogs, Inc.  
 Literacy Connects  
 Lupus Foundation of Southern Arizona, Inc.  
 Old Pueblo Community Services  
 Parent Aid  
 Southern Arizona AIDS Foundation  
 St. Luke's Home  
 Teen Challenge of Arizona, Inc.  
 The Humane Society of Southern Arizona, Inc.  
 The Shyann Kindness Project  
 Tu Nidito Children and Family Services  
 Tucson Botanical Gardens  
 Tucson Children's Museum  
 Tucson Museum of Art & Historic Block, Inc.  
 Tucson Symphony Orchestra  
 World Care  
 Youth On Their Own

*Interested in becoming an Accredited Charity?*

Contact [dalvarez@tucson.bbb.org](mailto:dalvarez@tucson.bbb.org)

## ADVISORY BOARD MEMBERS

Pat BJORHOVDE

Ben BUEHLER-GARCIA

Fred CHAFFEE

Robert J. EDISON

Wendell HICKS

Jodi HORTON

Mary KEYSOR

Karen MCCLOSKEY

Mary Belle MCCORKLE

Thomas MCKINNEY

L'Don SAWYER

Betty STAUFFER

Allison VAILLANCOURT

# 2019 BBB BOARD OF DIRECTORS

## OFFICERS

John Decker, *Chair* - Anchorwave Internet Solutions

Fred Knapp, *Vice-Chair* - CORE Construction

Robert Janus, *Treasurer* - Ultra Air Conditioning, Inc.

Cindy Schmidt, *Past Chair* - Waterfall, Economidis, Caldwell,  
Hanshaw & Villaman, P.C.

## DIRECTORS

Brandy Ferrer - Pathfinder Strategies

Carrie Hamilton - Nextrio

Dori Stolmaker - Distinctive Cleaning & Maintenance

Margie Lannon - Homewatch Caregivers

Mary Keysor - Assured Partners of Arizona, LLC

Nancy Nicolosi - Nicolosi Moving & Storage

Pam Hopman - Hopman Group, LLC

Stacy Fowler - BRAKEmax Car Care Centers & Max Auto

Steve Watson - Autoland, LLC

## BOARD COUNSEL

Sara Derrick - Farhang & Medcoff

**The BBB Standards for Trust** are eight principles that summarize important elements of creating and maintaining trust in business. Our BBB Code of Business Practices is built on these standards.

### **Build Trust**

Establish and maintain a positive track record in the marketplace.

### **Advertise Honestly**

Adhere to established standards of advertising and selling.

### **Tell the Truth**

Honestly represent products and services, including clear and adequate disclosures of all material terms.

### **Be Transparent**

Openly identify the nature, location, and ownership of the business, and clearly disclose all policies, guarantees and procedures that bear on a customer's decision to buy.

### **Honor Promises**

Abide by all written agreements and verbal representations.

### **Be Responsive**

Address marketplace disputes quickly, professionally, and in good faith.

### **Safeguard Privacy**

Protect any data collected against mishandling and fraud, collect personal information only as needed, and respect the preferences of consumers regarding the use of their information.

### **Embody Integrity**

Approach all business dealings, marketplace transactions and commitments with integrity.



**Better Business Bureau Serving Southern Arizona**  
**120 N. Stone Ave, Ste. 200 Tucson, AZ 85701**  
**(520) 888-5353**  
**BBB.ORG**

