



ANNUAL REPORT

April 2019 - March 2020

Better Business Bureau Serving Northern Colorado and Wyoming
BBB Foundation Serving Northern Colorado and Wyoming



Our Mission:

BBB's mission is to be the leader in advancing marketplace trust.

We do this by:

- Setting standards for marketplace trust
- Encouraging and supporting best practices by engaging with and educating consumers and businesses
- Celebrating marketplace role models
- Calling out and addressing substandard marketplace behavior
- Creating a community of trustworthy businesses and charities



BBB Sets the Standards for Marketplace Trust

3,973

BBB Accredited Businesses in Northern Colorado and Wyoming commit to BBB's Standards for Trust:

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

83

local nonprofits have met BBB's 20 Standards for Charity Accountability which are a baseline set of best practices and review four key areas of interest to donors:

- ▶ Financial Management
- ▶ Fundraising and information materials
- ▶ Governance and Oversight
- ▶ Measuring Effectiveness

OTTER SHOP



BBB Foundation

We provide ethics based assessment, training and recognition programs for businesses, consumers, nonprofits and students in Northern Colorado and Wyoming. The BBB Foundation is a 501(c)(3) nonprofit. Our Programs are:

BBB Torch Awards for Ethics • BBB Spark Awards for Entrepreneurship • Charity Accreditation • Military and Veterans Initiative

INCOME: \$384,233

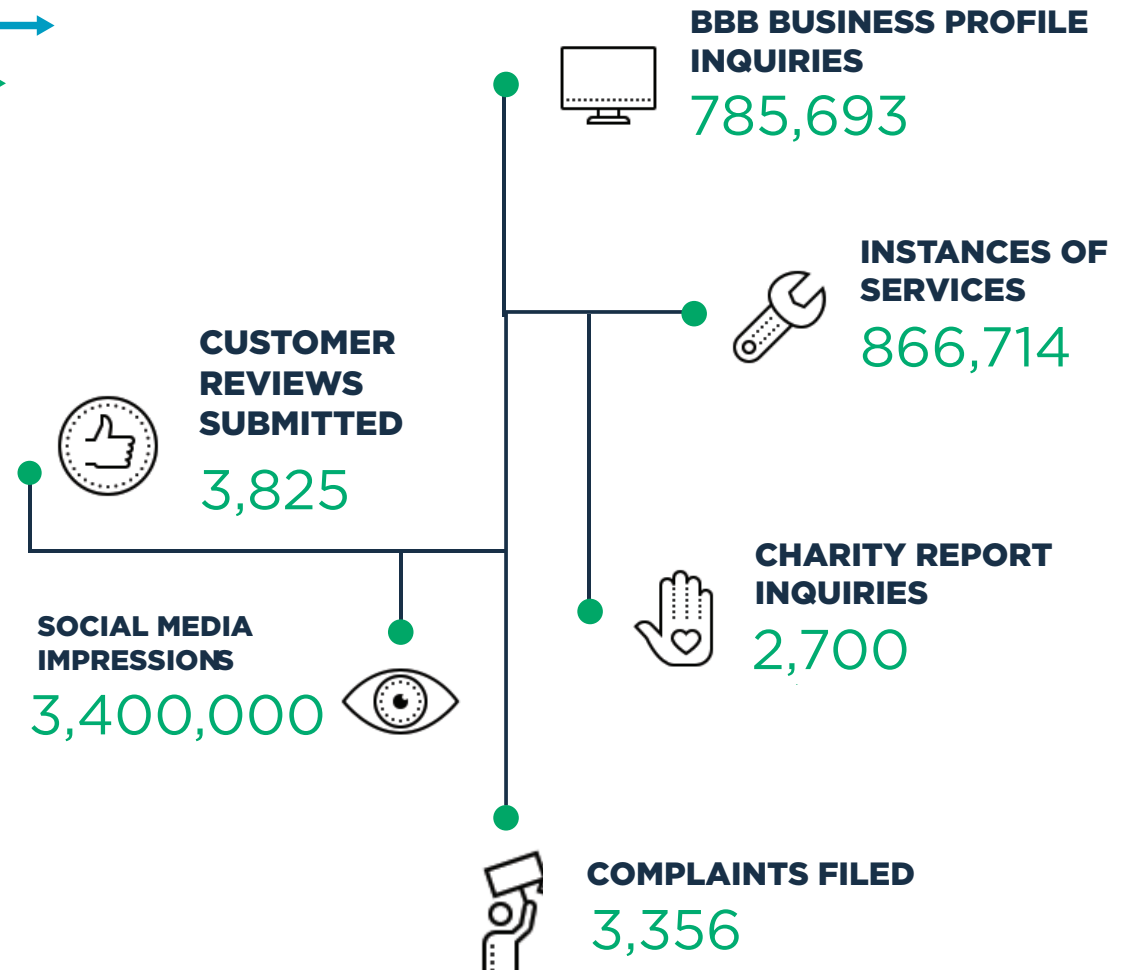
EXPENSES: \$328,250

Program Expenses: \$265,740

General and Administrative Expenses: \$62,510

NET ASSETS: \$1,252,611

**BBB HELPS
PEOPLE FIND
BUSINESSES
AND CHARITIES
THEY CAN TRUST**



Top 10 Industries

Most Inquiries

Rank	Business Category	# of Inquiries
1	Online Retailer	70,155
2	Roofing Contractors	38,863
3	General Contractor	21,437
4	Plumbers	18,129
5	Online Education	13,670
6	Heating and Air Conditioning	13,274
7	Landscape Contractors	11,621
8	Car Dealers	11,405
9	Electricians	10,555
10	Home Builders	10,546

Most Customer Reviews

Rank	Business Category	# of Inquiries
1	Roofing Contractors	193
2	Online Retailer	179
3	Heating and Air Conditioning	177
4	Marketing Programs	78
5	Plumbing and Heating	68
6	Painting Contractors	66
7	Plumbers	65
8	Gutter Contractors	56
9	Home Inspection	47
10	Moving Companies	45

Most Complaints

Rank	Business Category	# of Inquiries
1	Online Retailers	431
2	Car Dealers	93
3	Magazine Distributors	81
4	Debt Relief Service	78
5	Hotels	55
6	Property Management	55
7	Credit Reporting Agencies	54
8	Cell Phone Equipment	52
9	Restaurants	44
10	Information Technology Services	38



BBB Celebrates Marketplace Role Models



BBB TORCH AWARDS FOR ETHICS

Provided an out-of-the-classroom ethics learning experiences for more than 85 college students at Colorado State University, University of Northern Colorado and the University of Wyoming and honored three businesses and our first nonprofit with the BBB Torch Award for Ethics.

- ▶ **SMALL BUSINESS CATEGORY:** AGPROfessionals, Greeley, CO
- ▶ **MEDIUM BUSINESS CATEGORY:** Jonah Bank of Wyoming, Casper, WY
- ▶ **LARGE BUSINESS CATEGORY:** Halladay Motors, Cheyenne, WY
- ▶ **NONPROFIT CATEGORY:** Fort Collins Habitat for Humanity, Fort Collins, CO

Best Student Paper Award went to Colorado State University

BBB SPARK AWARDS FOR ENTREPRENEURSHIP

Honored emerging businesses less than three years in operation for their commitment to building a business based on Character, Culture, and Community. Honored three businesses to represent the inaugural class of Spark Award winners.

- ▶ **Blue River Vision, Silverthorne, CO**
- ▶ **Career Allies, Fort Collins, CO**
- ▶ **Define the Line, Fort Collins, CO**
- ▶ **Zova Marketing, Greeley, CO**



BEST IN SAFETY AWARD

Honored 10 businesses with the Best in Safety Award

- ▶ **3H2O, Inc., Littleton, CO**
- ▶ **A&A Glass Co., Aurora, CO**
- ▶ **Bishop Plumbing, Heating & Air Conditioning, Glenwood Springs, CO**
- ▶ **Courtesy Mazda, Longmont, CO**
- ▶ **Fun Services, Denver, CO**
- ▶ **Hahn Plumbing & Heating, Inc. Fort Collins, CO**
- ▶ **Metal Distributors, Fort Collins, CO**
- ▶ **Newstripe, Inc., Aurora, CO**
- ▶ **Northern Colorado Air, Aurora, CO**
- ▶ **Pro Mold Associates LLC, Berthoud, CO**



New Community Center Launch

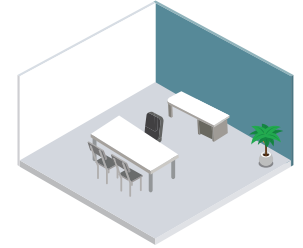
30 Accredited Businesses or Nonprofits used the Community Center rooms in 2019-2020 for more than 370 attendees.



IGNITE ROOM
Large Boardroom/Classroom



SPARK ROOM
Small Boardroom/Classroom



CLIENT MEETING ROOM
One-on-one meetings and conference calls



OPEN HOUSE

On October 1, 2019, BBB hosted an Open House to introduce BBB Accredited Businesses and Community leaders to our new Community Center. The Community Center provides state-of-the-art, professional space to host client, staff and board meetings, strategic planning sessions, leadership retreats and training. The space provides the community with two meeting room options with essential amenities and varying seating capacities supporting up to 30 people. In addition, we offer a client meeting room for one-on-one meetings.

BBB Educates Consumers, Businesses and Nonprofits

Safety Seminars

Hosted 5 Safety Seminars for 104 attendees on topics such as workplace safety programs and ergonomics.

Military and Veterans Initiative

Partnered with the Airman and Family Readiness Center and Blue Federal Credit Union to provide scam prevention and smart buying education information at F.E Warren Air Force Base in Cheyenne. Reached 881 people.

Partnered with Estes Park Nonprofit Resource Center

Held 10 lunch n' learn sessions for 12 Estes Park based nonprofits to help them achieve BBB Charity Accreditation.

Ethics Scholar Internship Program

Hired our inaugural class of Ethics Scholar Interns, college Juniors or Seniors at Colorado State University, the University of Northern Colorado or the University of Wyoming. Our interns were paired with the 2020 BBB Torch Award for Ethics Candidates who worked collaboratively together to prepare the nomination paper on behalf of the nominated business or nonprofit. Inaugural class members include:

- Mamadou Balde, Colorado State University
- Kyrie Blaney, University of Wyoming
- Jenna Gardner, University of Wyoming
- Jada Harben, University of Northern Colorado
- Kenna Noble, University of Wyoming
- Courtney Yarrington, University of Wyoming

Hosted Networking Opportunities

Through BBB's new Community Center, we hosted 5 networking events for 287 people.

Amplified our Community Outreach

- Sponsored 9 events for 2,140 people
- Staffed exhibitor booths at 7 events for 1,410 people
- Guest speaker at 8 events for 570 people
- Attended more than 85 business events throughout Northern Colorado and Wyoming

BBB Board of Directors

Chair - Connie Dohn, Vice President, Dohn Construction Inc.

Past Chair, Rich Pearson, Colorado Market President, Western States Bank

Treasurer, Cindy Alexander, Business Director, Pinnacol Assurance

Evan Hyatt, Services Director of Hospice and Palliative Care, Banner Health

Laurie Macomber, Owner, Blue Skies Marketing LLC

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Rayno Seaser, Founder, The Egg & I Restaurants

Jeannine Truswell, President/CEO United Way of Weld County

Beth Walker, Dean, Colorado State University College of Business

Ex-Officio Members:

Ty Notestine, Chair of BBB Foundation, Owner/Partner, Thomas & Tyler LLC

Zachary Wilson, Legal Counsel, President, The Wilson Law Firm PC

Shelley Polansky, President/CEO, Better Business Bureau

Seth Baker, MBA Student, Colorado State University

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Bonnie Dean, President, Bonnie Dean Associates

Ella Fahrlander, Vice President of Community Engagement, Northern Colorado Community Foundation

James Francis, National President for Sigma Iota Epsilon, Colorado State University

LJ Houska, Vice President, Houska Automotive

Lisa Hudson, Director, East Small Business Development Center

Kent Noble, Bill Daniels Chair of Business Ethics, University of Wyoming

Wes Sargent, Owner, The Wes Sargent Company

Michael Shirazi, Benefit Advisor, Shirazi Benefits

Zachary Wilson, President, The Wilson Law Firm PC



BBB Foundation Thanks Our Generous Supporters

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BBB FOUNDATION CHAMPION SPONSORS



BBB TORCH AWARDS FOR ETHICS SUPPORTING SPONSORS

Adams Bank & Trust
Colorado State University
Community Foundation of Northern Colorado

Dohn Construction
Employers Council
Flood and Peterson

Hub International
Markley Motors
Pedersen Toyota

Poudre Valley REA
Professional Finance Company
University of Wyoming

BBB TORCH AWARDS FOR ETHICS PROGRAM SPONSORS

Advanced Media
AGPROfessionals
BizWest

Brock and Company
Centennial Peaks Hospital
Envirotech

FirstBank of Northern Colorado
McGee, Hearne & Paiz
Palmer Flowers

Peters, Schulte, Odil & Wallshein LLC
Shirazi Benefits
Wyoming Business Report



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