

BBB[®] serving Northwest Florida



Contents:

BBB of Northwest Florida.....	1
History	2
Board of Directors	3
BBB [®] Foundation of NWFL	4
For the media	5

> BBB of 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

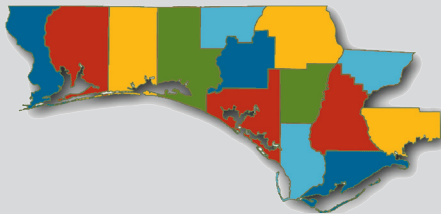
Your BBB works with businesses and charities of all sizes to encourage, support and showcase marketplace integrity, business ethics and reliability and best practices. We enlist businesses and charities in voluntary initiatives to set standards, practice self-regulation and provide forums for dispute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

BBB[®] serving Northwest Florida



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

The first Better Business Bureau was created in the early 1900s with the goal of correcting abuses in advertising and selling practices. Today, there are 114 BBBs in the United States and 14 in Canada, 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 offices in Pensacola and Panama City.

BBB is a private, non-profit organization that is not affiliated with any government or law enforcement agency. Your BBB is supported by nearly 2400 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.

BBB[®] serving Northwest Florida



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

> 2008 Board of Directors

Executive Committee

Chairperson

Mike Grossman
Cox Communications

Vice Chair

Ted Kirchharr
Landrum Companies

Secretary

Calvin Wilson
Gulf Power

Treasurer

Will Clause
Southern Breeze A/C & Heating

Legal Counsel

Robert Beasley
Litvak, Beasley & Wilson LLC

Past Chair

Bill Moats
Regions Bank

President/CEO

Norman Wright
BBB of Northwest Florida

Directors

Fran Crumpton
Gulf Coast Trade Exchange

David DelGallo
Advanced Construction Services

Steve Fifer
State Farm Insurance

Sparkie Folkers
Retired

Alan Moore
Fisher-Brown Insurance

Randy O'Connor
Fresh Creative

Robert Richardson
Century 21, Richardson Agency

Don Schroeder
WPNN AM 790

Gary Sluder
Gene's Floor Covering

Greg Taylor
Coldwell Banker Resort Management

Jeff Vannoy
Vannoy's Tires

Belie Williams
The Villas at Gulf Breeze

John Williams
John Williams Construction

Greg Yordon
Beltone Hearing Center - Panama City

BBB[®] serving Northwest Florida



BBB Foundation

Executive Committee

Chairman

Jim Cox
JLSC Properties, LLC

Vice Chairman

Lori Clause
The Studer Group

Secretary/Treasurer

Will Clause
Southern Breeze A/C & Heating

Counsel

Robert Beasley
Litvak, Beasley & Wilson LLP

Past Chairman

Gail Thompson
Fireman Termite & Pest Control

Trustees

Gary Barnes
Wal-Mart, Creighton Road

Mike Grossman
Cox Communications

Ted Kircharr
Landrum Companies

Randy O'Connor
Fresh Creative

Bill R. Moats, Jr.
Regions Bank

Bobby Taylor
All Pro Sound

> BBB Foundation of Northwest Florida

Mission:

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

Community Education:

Through printed publications, communication with media outlets, presentations to community groups 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 and may be followed by questions and answers.

Some commonly requested presentations include:

- *Your BBB: Who We Are and What We Can Do For You:* educates consumers and businesses on our mission, vision, programs and services.
- *Protecting Yourself From Identity Theft:* promotes awareness and prevention of identity theft and provides information on how to resolve identity theft issues.
- *Scams Against Seniors:* helps seniors gain awareness of common scams often targeting seniors.
- *Protecting Your Business From Fraud:* provides information on common business scams and how to prevent being victimized.

Recognition:

The annual Torch Award for Marketplace Ethics 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 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:

Karen Szulczewski
Communications Director
BBB of Northwest Florida

850.429.0026
800.729.9226 toll free

karens@nwfl.bbb.org

912 E. Gadsden Street
Pensacola, FL 32501

bbb.org

> 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 Reliability Reports™ 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.