

# 2021 Annual Report

BBB serving Middle Tennessee and Southern Kentucky

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Celebrating 60 Years of  
Businesses Coming Together  
to Build Trust in the Marketplace



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## A NOTE FROM LEADERSHIP

For BBB serving Middle TN & Southern KY, the community is at the heart of everything we do. This focus has continually centered our team as we navigated the community impact of floods, tornados, and the continuation of a global pandemic: each created marketplace and economic disruptions, unique challenges, and new priorities. I can proudly say our BBB Team, along with our many volunteers, stayed solid and agile through it all and provided unprecedented support and services throughout our 45-county service area.

When our marketplace faced challenges, they recognized the value of BBB and utilized our services. Unique visitors to our website increased by 35%, growing to more than 1.2M. Social media engagement was up by 27%, and Scamtracker reported losses to unscrupulous fraudsters exceeding \$380,000, a more than a 350% increase from 2020. It has never been more evident that consumers are relying on BBB more than ever before in turbulent times. BBB must assist them in doing

business with companies committed to advancing trust.

In 2022, your BBB has chosen intentionality as our theme for all we do. We will be intentional about offering programs and services that assist in building better businesses. We will be intentional about reaching a diverse audience, ensuring our services benefit all demographics in our market. We will be intentional about providing our team an environment that encourages professional growth, productive engagement, and diverse environment for all to succeed.

For our roster of more than 5,200 Accredited Business locations, we are here for you. We are committed to supporting and assisting you every day. We are committed to coming alongside you as we all grow, adjust and adapt through an ever-changing marketplace.

On behalf of your BBB, thank you for your ongoing support of BBB and our mission of advancing trust.

In trust,



### Robyn Householder

President and CEO of BBB Serving Middle TN and Southern KY



## BBB Numbers

### INSTANCES OF SERVICE

**4,117,408**

### BUSINESS PROFILE INQUIRIES

**2,103,012**

### PUBLISHED CUSTOMER REVIEWS

**15,061**

### INVESTIGATIONS CONDUCTED

**61**

### ADVERTISING REVIEWS

**52**

### AUTOLINE ARBITRATIONS

**11**

### MEDIATIONS, ARBITRATIONS & DISPUTE SETTLEMENT HEARINGS

**1**

### VALUE OF CLOSED COMPLAINTS

**\$ 13,727,925.67**

### COMPLAINTS CLOSED

**12,947**

### COMPLAINTS OPENED

**12,678**

### BBB SCAMTRACKER REPORTS PUBLISHED

**276**

### BBB SCAMTRACKER REPORTED LOSS

**\$381,893.11**

## 2021 Numbers

## Engagement Numbers

### MEDIA MENTIONS

**535** media value of **\$1,032,621**

### WEBINAR/PRESENTATIONS

**26**

### SOCIAL MEDIA ENGAGEMENT

**2,582**

### SOCIAL MEDIA IMPRESSIONS

**189,968**

### UNIQUE WEBSITE VISITORS

**1,299,413**



## 2021 HIGHLIGHTS

# Highlights Across BBB Departments

### **Bite Sized Learning Series**

While many felt overwhelmed with the number of digital meetings and calls, BBB created a monthly 30-minute webinar program. This format allowed BBB to create continued education on topics while not overwhelming businesses.

### **Disaster Outreach**

2021 resumed bringing natural disasters to our marketplace. BBB teams continued the work that began in 2020 by deploying onsite assistance, learning materials, and mailing deterrent stickers to Waverly and multiple areas affected by tornadoes. BBB created various articles to prepare and protect people in our market and across North America.

### **Investigations**

The International Association of Better Business Bureaus recognized Deborah for her work in identifying a registrant in Iceland that led to linking multiple Scam Tracker reports to a possible attack on a cohosting facility. This investigation eventually led to the downgrading of Iceland's cybersecurity.

### **Operations Wellness Meetings**

The operations team began implementing wellness meetings with businesses to help businesses learn more about improving their customer's experiences and emphasizing their BBB Accreditation's importance. This proactive approach with businesses assisted in identifying negative trends and generating positive outcomes for both the company and its customers, all while strengthening BBB's rapport and relationship with the companies.



## Regional updates

Kimberly Meyer, 20+ year BBB Veteran, became BBB's fourth Regional Manager for the Upper Cumberland markets. Adding this position allowed BBB to enhance our community engagement with Chambers of Commerce, trade associations and both current and future Accredited Businesses and lead our market with an impressive 89% retention rate.

### **Account Management**

BBBs had a history of creating siloed experts in BBB programs like advertising or managing a business' profile online. While this had worked in the past, we saw the need to shift to an account management style where businesses only need one point of contact for everything they may need with their accreditation. In Feb of 2021, we made this switch and have seen retention rates improve.

# BBB Integrity Foundation

The work of BBB Integrity Foundation is a natural extension to the work of BBB; providing programs that build ethical leadership and foster better businesses in Middle TN and Southern KY.

## RECOGNITION PROGRAMS:

**1 BBB Torch Award 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.

**2 BBB Student of Integrity Scholarship Program:** Offered to over 150 high schools in Middle TN and Southern KY, this essay-based scholarship program awards seniors with college scholarships for making integrity a priority in their lives.

**3 BBB Spark Award Program:** This program recognizes entrepreneurs and business leaders who embody trust principles from day one. Business leaders age 35 and younger or new entrepreneurs of any age operating for less than 3 years may apply to demonstrate the 3 C's of Trust: Character, Culture and Community.



## Small Business Grants

The Small Business Grant Program in Honor of B.J. Howard is a program launched in 2021 that offered financial support to accredited small businesses who had been financially impacted by the March 2020 Middle Tennessee Tornadoes or by the COVID-19 pandemic. It's those businesses that have supported BBB services for over a century that were affected most, so being able to give back in a time of need was an honor.

## BOARD OF DIRECTORS

**Jennifer Davie**, Chair  
Asurion Insurance Services, Inc.

**R. Paul Roussel**, Treasurer  
Brown & Brown of Tennessee

**Leighton Bush**, Director  
Bush Insurance & Financial Services, Inc.

**Chuck Harrington**, Director  
Bridgestone Retail Operations

**JoAnne Staler**, Director  
Remax Choice Properties

**Marianne Van der Voort**, Director  
Consumer at Large

# BBB Integrity Foundation Numbers

## 2021 NUMBERS

**5** Regions Served In Middle TN and Southern KY

**7** Awards Received by Local Businesses

**11** College Scholarships Awarded (\$11,000)

**11** Small Business Grants Given (\$16,500)

**33** Award Nominations

## TORCH AWARD WINNERS

**First Community Mortgage | Murfreesboro, TN**

**The Dan Company | Nashville, TN**

**Lucas Motorworks, Welding & Fabrication, LLC | Murfreesboro, TN**

**Finalist:** HoneyHill HomeCare, LLC | Murfreesboro, TN

## SPARK AWARD WINNERS

**1) HomeWell Care Services | Hendersonville, TN**

**2) Allegiance Chimney Solutions, LLC | Smyrna, TN**

**3) Storm Guard Greater Nashville SE | Franklin, TN**

## SMALL BUSINESS GRANT RECIPIENTS

**United Martial Concepts**

**Tech Next Door**

**The Jared Dalton Agency**

**Wedding Belles**

**Pacesetter Tours, Inc.**

**All Star Medical, LLC**

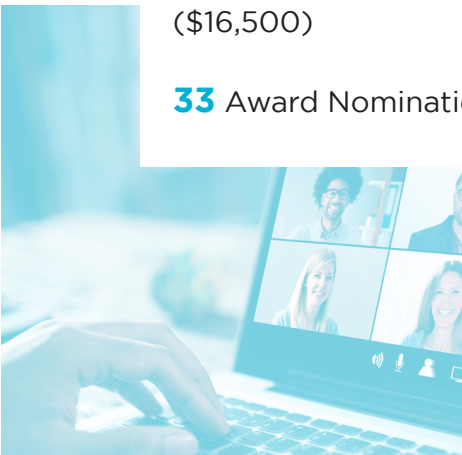
**Homestead Construction**

**Fresh Start Cleaning**

**Freedom Customization & More LLC**

**Cory's Trucking and Service**

**Integrity Dental**





## 2021 Total Consolidated

### Change in Net Assets

\$ 51,037

### Net Assets, Beginning of Year

\$ 1,298,042

### Net Assets, End of Year

\$ 1,349,079

## 2021 FINANCIALS

# 2021 Revenues, Expenditures, and Net Assets (Unaudited)

### Revenues

<i>Dues Income</i>	\$ 2,586,612
<i>Interest/Investment</i>	\$ 6,668
<i>Directory/SES</i>	\$ 373,105
<i>CEM Income</i>	\$ 38,500
<i>Other</i>	\$ 29,152

**Total Revenues** **\$ 3,034,037**

### Expenditures

<i>Member Development</i>	\$ 204,135
<i>Administrative Expenses</i>	\$ 516,951
<i>Member Project Expenses</i>	\$ 279,528
<i>Staff Costs</i>	\$ 1,771,456
<i>Occupancy</i>	\$ 210,930

**Total Expenditures** **\$ 2,983,000**



# 2021 Board of Directors

## 2021 BOARD OFFICERS

**Courtney McGee, Chair of the Board**

Event Logistics, Inc.

**Tracey Rogers, Board Chair-Elect**

WKRN

**Tonia Brown, Treasurer**

United Compliance Solutions

**Dr. Ayme Melton, Secretary**

APSU College of Business

## 2021 EXECUTIVE COMMITTEE

**George Buck**

Frost-Arnett

**Tracy Hardin**

Don Hardin Group

**Garland Mahan**

Mahan & Associates, LLC

**Carol Penterman, Past Board Chair**

Penterman Consulting

## CENTRAL TN ADVISORY COMMITTEE

**Jenna Cole, Chair**, Cultivation Network

**Jim Africano**, Affi Enterprises

**Robert Brainard**, Denali Construction

**Dave Brooks**, Ridenour Rehearsal Studio

**David Flumerfeldt**, Integridation Concrete

**Bracken Mayo**, The Murfreesboro Pulse

**Evan Pitts**, Redstone Federal Credit Union

**Penny Ray**, WGNS Radio

**Ron Young**, Eagle Communications

**Dr. Ayme Melton**, APSU College of Business

**Andrew Scoggins**, Storm Guard

**Anthony Cassiol**, CapStar Bank

**Brent Thornton**, Atlantic Pools and Spas, Inc

**Bruce Smith**, Military R&R Solutions, Inc.

**Bryan Ansley**, FNB Merchants

**Carol Penterman**, Penterman Consulting

**Carolyn Denton**, Fayetteville/Lincoln County Chamber of Commerce

**Courtney McGee**, Event Logistics, Inc.

**Emily Bonomo**, Lee Company

**Garland Mahan**, Mahan & Associates, LLC

**George Buck**, Frost-Arnett Company

**Jason Johnson**, Johnson Business Technology Solutions

**Jenna Cole**, Cultivation Network, Inc.

**Jennifer Davie**, Asurion Insurance Services, Inc.

**Dr. Mac Edington**, Clarksville Dental Center

**Mark Hill**, Tandem Realty

**Mark Stoner**, Ashbusters

**Matt Hardy**, SiteWorks, LLC

**Mitchel Bone**, Wilson County Motors

**Moren Adenubi**, Crown Realty Experts

**Perry Keenan**, MSI Properties, LLC

**Rob Carpenter**, Renasant Bank

**Robert Mohon**, The Neil Group

**Sparkle Christine**, Sparkle Christine Executive Coaching

**Tom Bates**, Blankenship CPA Group

**Tonia Brown**, United Compliance Solutions

**Tracey Rogers**, WKRN- TV Nashville

**Tracy Hardin**, Don Hardin Group, LLC

**Trey Campbell**, Southwestern Advantage

## TENN-TUCKY ADVISORY COMMITTEE

**Dr. Ayme Melton, Chair**, APSU College of Business

**Joan Dewald**, Clarksville Dental Center

**Judy Gebers**, Frontier Basement Systems

**Joy Kraeske**, Action Air Conditioning Service

**Mark Kelly**, Fast Train Property Management

**Rose Melton**, Altra Federal Credit Union

**Silke Murray**, Consumer at Large

**Dr. Lorneth Peters**, Tennessee Small Business

Development Center

**Bruce Smith**, Military R&R Solutions, Inc.

## WILLIAMSON COUNTY ADVISORY COMMITTEE

**Emily Bonomo, Chair**, Lee Company

**Dr. Ila Foster**, Graceful Hands Chiropractic & Wellness

**John Gray**, MCC Nashville

**Donald Thomas**, Carlton Wealth

**Brent Thornton**, Atlantic Pools and Spas, Inc.

**Kevin Watson**, Churchill Mortgage Corporation

## UPPER CUMBERLAND ADVISORY COMMITTEE

**Mitchel Bone, Chair**, Wilson County Motors, LLC

**Bill Capps**, Xpress Lube & Touchless Lube

**Greg Johns**, WIN Home Inspection

**Jonathan Norris**, Willow Window, LLC

**John Thompson**, All Secure Technologies, LLC

**BBB serving Middle Tennessee and Southern Kentucky**

