



Bulletin

A publication of the Better Business Bureau serving Nebraska, South Dakota and southwest Iowa.

2nd Quarter 2010 | Vol. 12 No. 2

In This Issue:



Save the Dates Integrity Awards Honors Businesses and Students

Page 4 & 5

Meet the 2010
Student of Integrity
Award Winners

Page 2

“Secure Your ID Week”
Successful Again!

Page 3

Message from the
President—Beware of
Grandparent Scam

Page 5

SPECIAL ANNOUNCEMENT

BBB Foundation Will Double the Number of Student of Integrity Scholarships Awarded in 2011

The Better Business Bureau Foundation is proud to announce that in 2011 it will be awarding \$2,000 Scott Mecham Student of Integrity Award Scholarships to six students instead of three: two from metro Omaha and southwest Iowa, two from metro Lincoln and greater Nebraska, and two from South Dakota.

“This decision was made by the BBB’s Corporate and Foundation Boards of Directors because of the huge response and amazing applications received annually from hundreds of students,” stated BBB Corporate Board Chair Sam Hohman.

“For the past several years BBB has annually received more than 400 applications from high school juniors and seniors throughout Nebraska, South Dakota and southwest Iowa. It is very gratifying to see so many outstanding, community-oriented students apply for these awards. It is always a very difficult task for the judges to choose winners because of the fine quality of the applications. Now, more than ever, it is important to reward our young leaders. Therefore, BBB has decided to double the number of scholarships granted. It gives us great hope to know that high moral character and the understanding of ethics are alive and well in students throughout our BBB’s service area!” exclaimed Ms. Hohman.

The Student of Integrity Award scholarships were created in 2007 to recognize and nurture

future ethical business leaders. The winners are selected by three panels of judges representing the academic and business communities in Omaha, Lincoln and Sioux Falls. The students that win the awards, best demonstrated their commitment to honesty and accountability inside and outside of the classroom. Winners receive \$2,000 college scholarships in memory of Mr. Mecham, who served as BBB president from 1991 until January, 2006.

In order to apply for an award, students are asked to write an essay explaining how ethics involves accountability, honesty and integrity. The Winner’s essays are posted on the BBB website at bbb.org. All applicants also had to include descriptions of their community service, work and school experience along with recommendations.



BBB CONTACT INFORMATION

Omaha Office:

11811 P Street
Omaha NE 68137
(Headquarters)
Jim Hegarty, president and CEO
Public Line—(402) 391-7612
Member Line—(402) 391-7647

Lincoln Office:

3633 O Street, Suite 1
Lincoln, Nebraska 68510
Sharon Brodhagen, Lincoln
branch manager
Public Line—(402) 436-2345
Member Line—(402) 476-8822

Sioux Falls Office:

300 N Phillips Ave, Suite 202
Sioux Falls, South Dakota 57104
Jim David, operations director
Public Line—(605) 271-2066
Member Line—(605) 271-2067

Toll Free (800) 649-6814

Senior Line Toll Free (877) 637-3334

bbb.org

Start With Trust

Meet the 2010 Scott Mecham BBB Student of Integrity Award Winners

Alyssa Amen—Winner in Metro Omaha and southwest Iowa

Alyssa attended Millard North High School in Omaha, NE where she was involved in numerous activities. Besides being a Committee Head of the Student Council for two years, she also participated on: the Forensics Team, National Honors Society, the Mustang Mentoring Program, and was the Opinions Editor, Entertainment Editor and Editor-In-Chief of *Hoofbeat*, Millard North's Newspaper.

Additionally, Alyssa has been very active in her service to others; volunteering at Goodwill, Good Society Nursing Home and the Sudanese Mission. Besides all of her extracurricular activities, she still found time to gain some work experience through her employment at Hy-Vee Grocery Store and the YMCA.

Alyssa's English teacher wrote, "Alyssa is without a doubt one of the top five students I have had since I started teaching nine years ago. She is intelligent, highly motivated, generous, creative, sociable, and mature. Over the course of the past three and a half years that I have had Alyssa as a student, I have observed her transform from an eager ninth grade journalist into the knowledgeable and poised 2009-10 Editor-in-Chief of our school's newspaper."

Alyssa plans to double major in Spanish and Business at Evangel University in Springfield, MO. She would love to someday teach Business in a high school and also hopes to use the skills she learns in college to help struggling entrepreneurs overseas create self-sustaining avenues out of poverty. Alyssa writes: "With a solid educational background, I envision myself spending a lifetime impacting others, whether it is students in a high school classroom or emerging businesses in Central America."



Annelise Madison—Winner in Metro Lincoln and greater Nebraska

Annelise Madison attended Norris High School in Firth, NE and she lives in Roca, NE. During her years in high school, she participated in activities including Cross Country, Basketball, Future Business Leaders of America, Spanish Club, and Marching Band.

Annelise's volunteer work within her community shows that she has a passion for serving others while setting an example for her peers. She spent time working with St. Elizabeth Community Health Center delivering meals and flowers to patients. She also volunteered her time with Lakeview Nursing Home writing letters for blind residents as well as helping with meals. In addition to her work with seniors, Annelise served as a role model for youth by helping with the Holland Church Youth Group.

Annelise's Cross Country coach wrote, "My introduction to Annelise was at the first practice of the Cross Country season during her sophomore year at Norris High. Although her talent as a runner was evident immediately, I have enjoyed spending every day since then witnessing what an extremely bright, motivated, driven, unselfish and caring individual she is, and what an incredible impact she will have in this world."

Annelise will be attending Washington and Lee University in Lexington, VA where she plans to double major in political science and history. She would love to spend at least a semester studying abroad and have an internship in Washington D.C. After the completion of her undergraduate studies, Annelise would like to attend law school.



Zachary Kantack—Winner in South Dakota

Zachary is a graduate from Brookings High School in Brookings, SD and has been an accomplished member of the debate team. He placed first with a superior rating in several competitions. Zach was also an experienced Boy Scout which led to his becoming the Eagle Scout Project leader where he directed a team in building four horseshoe courts at Oakwood Lake State Park. A project of that magnitude allowed Zach to zero in on his leadership, planning, and budgeting skills. Throughout his scouting career, Zachary has been very active within his community, completing several service projects which included the designing of a website for a preschool.

Zachary's high school speech coach wrote, "In the 25 years that I have been coaching students in speech and oral interpretation, few students have impressed me as much as this young man. The first thing that impressed me about Zach was his creativity. He has the ability to take a piece of literature and make it come to life. He can read a part, visualize it, and create a character that is comic and real at the same time. His improvisational skills are amazing. He is a master at physical humor. He has won numerous invitational speaking awards, including three superior National Forensic League national contests."

Zachary plans to study computer science at Dakota State University in Madison, SD. He hopes to pursue a career in the field of computer programming, as he has always been fascinated with current technology and the way it improves the quality of life. Zach also shows an interest in the field of graphic design. He has designed countless logos, t-shirts and websites and hopes to use his artistic talents to further his career.



BBB BULLETIN (USPS 183-500)
is published quarterly by:
Better Business Bureau, Inc.
11811 P Street
Omaha, NE 68137
Subscription Rate:
\$8 per year

Periodical Postage paid at:
Omaha, NE
POSTMASTER:
Send address changes to:
BBB Bulletin
11811 P Street
Omaha, NE 68137

Free Identity Theft Prevention and Education Events Provided By BBB and Its Partners

During BBB's "Secure Your ID Week" in April, your BBB held press conferences, sponsored a speaker and shredded tons of documents. Hundreds of consumers learned that identity theft is one of the fastest growing crimes in the United States, and victims' businesses and lives can be turned upside-down by the time-consuming, hassle-filled experience of repairing their good name.

The week began with a press conference in Omaha on April 12th that featured Jim Hegarty, BBB president; Weysan Dun, special agent in charge (SAC) of the FBI's Omaha Division; Dave Margritz, US postal inspector for Omaha; and Stefanie Fidone, Lt. in charge of the Omaha Police Major Crimes Unit.

A press conference in Sioux Falls was also held on April 13th. Participants were Jim David, BBB operations director; Marty Jackley, South Dakota attorney general; Brendan Johnson, US attorney, District of South Dakota; and Jeffrey Long, US postal inspector/public information officer, St Paul Division.

BBB hosted, on April 14th and 15th, presentations by former FBI Special Agent Jeff Lanza in Omaha, Lincoln and Sioux Falls. Lanza

was an FBI Agent for over 26 years. During his tenure, he investigated identity theft, corruption, fraud, money laundering, computer crime and organized crime. Mr. Lanza is passionate about keeping people and businesses safe from risk. Using real life examples with an added touch of humor, he educated the audiences on how to stay safe in a world of risks. Lanza's presentations focused on how criminals steal identities and the simple steps businesses and individuals can take to keep their identities safe.

On Saturday, April 17th residents and businesses were encouraged to come to the BBB shredding sites in Omaha and Sioux Falls and take a key step in identity protection by properly disposing of their sensitive paper documents as well as CDs and floppy discs. BBB staff was on-site to provide expert advice and tips for identity theft protection. It was a huge success thanks to all of the sponsors, volunteers, and participants involved.

For the second time in a row, Omaha won national acclaim for shredding the most volume of documents at a single site in the country – 48.5 tons. That equals 97,000 pounds! From among the

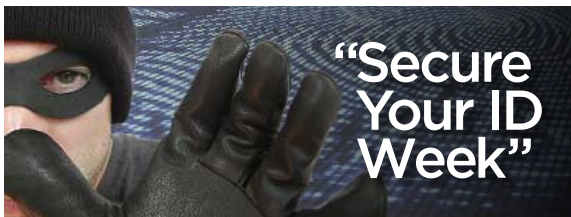
"The message every professional participant communicated during our 'Secure Your ID Week' was to properly destroy documents that carry information you don't want getting into the hands of crooks"

BBB President Jim Hegarty

36 BBBs that participated in the April event nationally, Omaha also had the most participants for a single site, serving 2,400 vehicles between 8:00am and 12:00pm. One consumer summed it up. As he dropped off his boxes, he exclaimed, "The BBB rocks!"

"The message every professional participant communicated during our

'Secure Your ID Week' was to properly destroy documents that carry information you don't want getting into the hands of crooks," said BBB President Jim Hegarty. "Identity theft is largely a crime of access. Our goal is to make the information less accessible and empower people to be their own first line of defense against identity theft. With community-based BBBs across North America collaborating simultaneously, we had a tremendous coast-to-coast presence. BBBs shredded 480.17 tons of documents and served about 15,000 people. This effort will hopefully prevent a lot of Identity Theft."



Jim Hegarty, BBB President



Dave Margritz Omaha Postal Inspector



Jeff Lanza, FBI Agent



KSFY Morning Anchor Mary McKenzie with BBB Operations Director Jim David.



BBB Shredding Site

BBB thanks its generous partners for helping make this event such a huge success!



SAVE THE DATES FOR THE ETHICS OLYMPICS CEREMONIES

BBB Foundation Honors 2010 Business & Student Int

In 1936, the BBB raised the bar on business ethics when its first office was opened in this region. This year, with your help, we will raise it even higher!

Please join us at one of BBB's annual awards luncheons honoring the 2010 Business and Student of Integrity Award Winners. This is a great opportunity for your organization to join with BBB in saluting your commitment to ethics. It is also a chance to entertain customers or reward employees. They will be inspired at these events that truly showcase the BBB's mission to be the leader in advancing marketplace trust.

Invitations will be mailed the first week of August.

LINCOLN EVENT

Thursday, September 9, 2010

The Cornhusker — A Marriott Hotel
Grand Ballroom
333 South 13th Street
Lincoln, Nebraska
11:30 — 1:00
Guest Speaker
Governor Dave Heineman

“Decade” Members Recognized

Also being acknowledged at the Integrity Award Events are the BBB Accredited Businesses that have reached their “Decade” anniversaries: our 70 year “Ruby”, 60 year “Emerald”, 50 year “Diamond”, 40 year “Platinum”, 30 year “Gold” and 20 year “Silver” members. If your company's name is on the lists below, please plan to come. In addition our 10 year “Bronze” members will be recognized. Special invitations will be mailed to all BBB “Decade Members.” They will receive two complementary luncheons and be presented with special plaques in appreciation for their long-time commitment to BBB.

70 YEAR “RUBY” MEMBERS

Omaha
Brodkey's Jewelers
Mutual of Omaha Companies
Omaha Public Power District
Physicians Mutual Insurance Company
World Insurance Company

60 YEAR “EMERALD” MEMBERS

Omaha
Goodwin Tucker Group
I-Go Van & Storage Co.
Medico Insurance Company

Lincoln
Pinnacle Bank

50 YEAR “DIAMOND” MEMBERS

Omaha
Farm Credit Services of America
Novartis Consumer Health, Inc.
Omaha Bedding Company
Woodmen of the World Life Ins. Society

Lincoln
Campbell's Nurseries & Garden Centers
T.O. Haas Tire

40 YEAR “PLATINUM” MEMBERS

Omaha
Lakeland Development
Lyman-Richey Corporation
Malbar Vision Centers

Lincoln
Post and Nickel

30 YEAR “GOLD” MEMBERS

Omaha
ADT Security Services, Inc.
Greater Omaha Chamber of Commerce
Millard Drywall Services
Moore's Landscaping & Nursery, Inc.

Lincoln
Ace Furniture & TV, Inc.
Saint Elizabeth Regional Medical Center

20 YEAR “SILVER” MEMBERS

Omaha
C & H Enterprises-Far Infrared Health Cabins
Commonwealth Electric Co. of the Midwest
Gatchell Electric, Inc.
Hometown Roofing, Inc.
Interstate Heating & Air Conditioning
Keymasters of Greater Omaha, Inc.
Midwest Capital, Inc.
ServiceOne, Inc.
Spherion
Sports Car Garage
TD AMERITRADE
West Corporation

Lincoln
Brester Construction, Inc.
Chem-Dry Carpet Care of Lincoln
Custom Countertop, Inc.
Frosty's Specialty Advertising
Judson Irrigation, Inc.
Kenl Inn
Miller Mailing, Inc.
Mr. Amoto Lawn & Tree Service
Reams Sprinkler
Talent Plus, Inc.
Wellmann Heating & AC
Wellmann Plumbing, Inc.
World of Green, Inc.
Yasufuku U.S.A., Inc.

10 YEAR “BRONZE” MEMBERS

Omaha
Abstract Guaranty Company
Accessibility.net dba Vision Helpers
Ahern Fire Protection
Aksarben Heating and Air Conditioning, Inc.
Alco Garage Door
All Flags, Etc.
Amcon Distributing Company
American Machine Works
Apollo Plumbing
Arby's/Panda, Inc.
Armbrust Kennels
Atlantic Motor Supply
Auto 1 Towing, Inc.
Auto Body Authority Towing & Impound, Inc.
AutoCare
B & B Concrete Construction, Inc.
Barr Homes, Inc.
Big Red Glass & Wood, Inc.
Birddog Solutions, Inc.
Block Electrical Contracting, Inc.
Bob's Big Red Services, Inc.
Body Basics, Inc.
Bogardus Plumbing Co.
Brandeis Catering-Georgetowne Club
Broadmoor Development Company
Cada Brothers, Inc.
Calling All Cars
Centennial Bank
Century Asphalt, Inc.
Charter Homes, Inc.
Clark Contracting, Inc.
CM's Custom Lawn & Landscape
ComCor Enterprises, Inc.
Complete Concrete, Inc.
Cox Communications Omaha, LLC
Curzon Promotional Graphics
D & A Remodeling, Inc.
D. Thompson Realty & Property Management
D.C. Electric/Heartland Lighting, Inc.
Data Support Systems, Inc.
Dave's Auto Body Co.
Dave's Keystone Landscaping, Inc.
David Jordan Remodeling, Inc.
DBA Mudjacking
Donald Bush, CPA
Eden Tree Pros
Edwards Subaru Hyundai
Egermier Builders, Inc.
Electronic Engineering
Elite Exteriors
Elkhorn Fence Co.
Emanuel Contracting, Inc.
Finance 1, LLC
Fortina Forst Garden Design
Fremont Electric, Inc.
Fuchs Machinery
FuTex Systems International, Inc.
Gaver Homes, Inc.
Glass Contractors, Inc.
Great Plains Pest Services, Inc.
Gregg Young Chevrolet, Inc.
Hearing Testing, Inc.
Heartland Awning & Design, Inc.
Hi-Tech Heating & Air Conditioning, Inc.
Holmes Murphy & Associates
House of Drapes
Husker Siding, Windows & Roofing

Imperial Tile Company, Inc.
InTouch Communications, Inc.
J & S Audio Visual, Inc.
J.T. Builders, Inc.
JB Contracting Services, Inc.
John Edwards Salon
Kelly Ryan Equipment Company, Inc.
Liberty Homes, Inc.
Loveland Animal Hospital
Lutz & Company, PC
Maaco Auto Painting & Bodyworks
Mail Marketing
Mark Markuson III Construction
Mark Sanford Group, LLC
Marking Refrigeration, Inc.
Massage Associates, LLC
Meineke Car Care Center
MILKO Tool & Die, Inc.
Monarch Fence Co., Inc.
Monarch K-9 Waste Removal
MOSI/Multi-Option Systems, Inc.
Murphy Moving, Inc.
Nature's Helper, Inc.
Omaha First Aid Training
Omaha@Work Staffing
P.R. Holmquist Landscapes, Inc.
Palace Bath & Shower, Inc.
Physicians Financial Services
Pittman Animal Hospital
Plantz Construction
Quilogy
R.G. Paint & Decorating, Inc.
Radden Plumbing
S.A. Matzke Construction, Inc.
SB Concrete Contractors, Inc.
Schaefer Electric, Inc.
Scott Hustak Construction
Shutters By Design
Siebler Building Company, Inc.
Simonsen Construction, Inc.
Sleight Advertising
Steamatic of Fremont
Steve's Floor Coverings, Inc.
Sunbelt Business Brokers
Tax Help, LLC
The Nebraska Medical Center
The Waldinger Corporation
Tiburon Financial, LLC
TK Lawns
Tuff Shed
Turf N' Trail
United Seeds, Inc.
Vente, Inc.
Ware House Productions, Inc.
WebEquity Solutions, LLC
Wentworth USA
Werner Enterprises, Inc.
Wood Specialties, Inc.

Lincoln
Archer's Home Improvement
B & B Carpet Service
Bauer Home Builders
Better Home Solutions, Inc.
Bill's Trailer Sales
Carmichael Construction Company
Columbus Plumbing Co.
Construction Plus, Inc.
Double S Construction
Elite Web Concepts

Elizabeth A. Losek
Ensley Electrical S
First Bank & Trust
Fisher Roofing of
Furniture Super C
Gary Thompson A
Gering Valley Plu
Hearing HealthCa
Heartland Transm
Heiden Construct
Holmberg Heating
Island Landhandle
MRL Crane Servic
Obstetricians and
Party America
Reed Anderson C
Ridder Repair, Inc
Rose's Tri-State R
Scottsbluff Transf
Steinbrink Landsc
The Tooth Fairy
Virtual Impression
Warren Garage D
Weathercraft Co.,
Weathertight Insu
Wipe It Cleaning S
A & A Contracting
A+ Nightlife Enter
Action Electric, In
Auto Connection,
Automotive Servi
Benefit Planning S
Bigler Motors
Campbell's Kitcher
Capitol Animal Cl
Carlson Projects,
Cohawk New Hor
Daniel L. Arnold J
DuctMedic Air Du
Eye Works, Inc.
Financial Velocity
First Mortgage Co
First National Ban
Goings Homes, In
Harris Decals, Inc.
i Sleep
Kaser Blasting & C
Keller Building Se
KFC
Lincoln Cabinet
Lincoln Mattress C
Lincoln Physical T
Maid To Please, In
National Research
Pet Doctor
Professional Paint
Unlimited, Inc.
Progressive Autor
Russ Garages
Russell Video Pro
Senior Benefit Str
ServiceMaster of
SFI Marketing Gro
Supreme Surface
Tam Auto Repair
TCW Constructio
Tomorrow's Mone
Westfield Shoppin
Wood Floors R US

Integrity Award Winners

OMAHA EVENT
Thursday, September 16, 2010

Embassy Suites Omaha-La Vista
 12520 Westport Parkway at I-80
 (Exit 442/Harrison St)
 La Vista, Nebraska

11:30 — 1:00

Guest Speaker

Holly Petraeus, Director, BBB Military Line and wife of Army General David Petraeus, Commander of US and NATO forces in Afghanistan

ke, DDS PC
 Services, Inc.
 Company
 Kearney
 enter
 Agency, Inc.
 mbing & Heating, Inc.
 re Centers
 ssion, Inc.
 ion, Inc.
 g & Air
 ers, Inc.
 e, Inc.
 Gynecologists, PC
 onstruction, Inc.
 roofing, Inc.
 er & Storage, Inc.
 aping and Garden Center
 s, Inc.
 oor, Inc.
 Inc.-Scottsbluff-Gering
 lation, Inc.
 Service
 J
 rtainment
 c.
 Inc.
 ces, Inc.
 Specialist, Inc.
 n Cabinets, Inc.
 nic, PC
 Inc.
 izon's Drywall, LLC
 Jewelry
 ct Cleaning
 Concepts
 ompany
 nk
 c.
 Coatings
 rvice, Inc.
 Company
 herapy Associates, P.C.
 c.
 n Corporation
 ing/Services
 motive
 ductions
 ategies
 Lancaster County
 up
 Countertops
 n, Inc.
 y
 ngtown Gateway
 s

WHY SPONSOR BBB AWARDS?

Belonging to the BBB shows that your company believes in honesty, trust and accountability. Becoming a sponsor of the Integrity Awards further demonstrates your commitment to these values.

There are BBB sponsor packages designed for both large and small companies. They include advertising opportunities and recognition at the awards luncheons in September. "We have added the scholarship funding element to the sponsorships, which allows donors to enjoy the tax benefits of supporting the BBB Foundation, a charitable 501(c)(3) organization," said Jim Hegarty, BBB president and CEO.

For information about sponsorship opportunities for the Omaha event, contact BBB Communications Director Margo Riekes at 402-898-8526 or mriekes@bbbnebraska.org.

For information about sponsorship opportunities for the Lincoln event, contact Lincoln Branch Manager Sharon Brodhagen at 402-476-8822 or sbrodhagen@bbbnebraska.org.



A Message from Our President Jim Hegarty



Grandparent Scam Hits Home at the BBB

Recently I received a message on my voice mail from a dear old friend asking me to call as soon as I could. When I returned his call, my friend explained he was having a bad day and was calling me for guidance. He went on to say that he had received a call that morning from his grandson who told him

that he was in a Canadian jail after being arrested for a DUI while vacationing with some friends. His grandson told him that both the police and the local prosecutor wished to speak with him about what would be involved to arrange his release. My friend insisted that his grandson sounded extremely contrite and pleaded with him not to tell anyone about his arrest.

The law enforcement officials then got on the phone and explained to my friend that he would need to wire \$3000 via Western Union to a Canadian address to cover the fines and court costs necessary for his grandson's release. The men had detailed information about his family that convinced him that they were legitimate. They further explained to him that arrangements had been made to keep the DUI off of his grandson's public record, and because of these special arrangements it was essential that he keep the entire matter confidential. He was also told that if he were asked by Western Union what the wire transfer was for, he was to tell them it was for a sick aunt residing in Canada.

My friend, who has been quite ill and is in a very vulnerable state, told the men that he would send the money. He immediately went to his bank where he withdrew the cash and then headed to the customer service counter of a local grocery chain to wire the money. Surprisingly, the staff at the store asked no questions about a wire transfer of \$3000 to Canada and the money was sent.

I explained to him that he had likely been scammed in what the BBB refers to as the "Grandparent Scam." I then told him about what is becoming a common ruse that often includes a caller who says something like "Hi, grandpa," or "Hey, it's your favorite grandson." The caller's goal is to learn the name of a recipient's actual grandchild. Sometimes the caller may even have learned the name of the grandchild in advance—and pretends to be the grandchild calling.

The caller typically tells the victim that he or she has been in an accident, was arrested or stranded and needs money right away! Most often, the caller claims to be traveling in Canada.

Fortunately for my friend, only several of hours had passed since he had wired the money, and I was able to get to the local grocery store where I inquired if they had facilitated the wire transfer. They were shocked when I explained to them that this was a scam and seemed oblivious to the fact that this type of scam even existed. To their credit, they were extremely sympathetic and cooperative and were able to determine that the money had not yet been picked up by the scammers. The store was able to reach Western Union to unwind the deal, and later that evening a very relieved grandfather returned to the store where his \$3000 dollars was returned to him.

Although variations of this scam have been around for a long time, it has become more sophisticated with the proliferation of information on the Internet. Con artists are more often using personal information gleaned from family blogs, genealogy websites, social networking websites and online newspapers to add credibility to their calls. Reports to the BBB and from law enforcement agencies around the country suggest that, unfortunately, the scam works all too often. Please share this story and the following tips with your senior loved ones.

Watch out for these red flags:

- Callers requesting money
- Callers claiming to be in Canada or other foreign location
- Callers insisting on secrecy
- Urgent callers pressuring quick action
- Callers with unfamiliar voices
- Callers requesting that money to be sent by wire transfer (because those funds are hard to track and almost impossible to recover)
- Vague or elusive callers who get personal details wrong

Everyone should always exercise some skepticism if they receive telephone calls urgently requesting money. If a relative calls and asks for money, they should verify the identity of the caller with personal questions that a stranger would not be able to answer. Seniors should not "fill in the blanks" for callers but should ask them to give their names.

Another option is to ignore the caller's wishes and verify the story with another family member. And finally, don't hesitate to call BBB Senior Line toll free at 877-637-3334 for guidance.

Member Benefit Programs for BBB Accredited Businesses

CREDIT CARD PROCESSING

American Payment Systems (APS)

This Merchant Processing Program features:

- Rates as low as 1.39%
- Transaction fee of only 16 cents and a low \$4 statement fee
- Month to month contract—may cancel any time
- NO application fee, NO annual fee and NO monthly fees
- Lower your net cost or receive \$500
- Special rates for large companies and keyed rates available for mail, phone order and Internet businesses
- No need to change equipment or point of sale (POS) systems
- Local support—APS is family owned with over 25 years combined history in merchant processing

Contact Jim or Aaron Barnes at 402-502-9985 or 888-692-5285

BBB ACCREDITED BUSINESS DIRECTORY

The Solution—A Marketplace Guide and Yellow Page Directory of BBB Accredited Businesses in Nebraska, South Dakota and southwest Iowa.

There are many different advertising opportunities available to all BBB Accredited Businesses. The printed version is published by our BBB annually in July, and the one on our website is updated daily. Check it out at bbb.org.

Contact Pam Atz at 402-898-8538 or 800-649-6814 #8538

PRINT MEDIA CO-OP AD PROGRAMS

Omaha World-Herald—Companies are listed by Type of Business (TOB) Categories. These listings run twice a year. There is a special pull-out supplement, for only BBB Accredited Businesses, which comes out in March. This includes helpful tips from BBB. In August, there are dedicated BBB pages in the Metro Guide. These publications reach 225,000 households and have a readership of over 400,000.

Contact Terri Campbell at 402-444-1422

Norfolk Daily News—Ads run once a month

Contact Elaine Thelen at 402-371-1020

Kearney Hub—Ads run two times a month

Contact Deanna Ribeiro at 308-233-9780

Lincoln Journal Star—Ads run once a month

Contact Beth Corrick at 402-473-7421

BROADCAST MEDIA CO-OP AD PROGRAMS

KLKN-TV 8 (Lincoln metro area)—Fourteen shared 30 second messages a month for every two non-competing Accredited Business sponsors, or fourteen exclusive 30 second commercials per month.

Contact Kay Wunderlich at 402-436-2240

KETV (Omaha metro area)

Value Program—One Sponsor per Ad

You will be featured in **twenty** 15 second (:15) commercials per month that include a short 7 second (:07) BBB message along with information about your company. Your business receives:

- An (:8) eight second message about your company
- Message includes: audio, video, your logo, phone number, email and address
- No production cost for your company (client provides video or graphics). Audio is a voice over by KETV announcer

Ethics Program—One Sponsor per Ad

You will be featured in **twenty-five** 30 second (:30) commercials per month that include a short (:10) BBB message along with your company's message. Your business receives:

- (:20) twenty second message about your company
- You may use an existing commercial, picture or graphics or KETV will produce a new spot at a 50% discount

Torch Program—One Sponsor per Ad

You will be featured in **thirty-five** 30 second (:30) commercials per month that include your company's 25 second message (:25) followed by 5 second (:5) BBB/KETV message. Your business receives:

- A (:25) twenty second message about your company
- You may use an existing commercial, picture or graphics, or KETV will produce a new spot at a 50% discount
- KETV will design an animated Internet banner ad that rotates throughout KETV.com that links directly to your website and be viewed by about 50,000 people per month

Contact Katherine Ramirez at 402-978-8943

Journal Broadcast Radio Group (Omaha and Lincoln metro areas)

Option #1 on Z92—One Sponsor per Ad

144 radio & streaming ads per month over a 2-3 week period with an average savings of 40% (additional fee/month to add button link to www.z92.com)

Option #2 on Star 104.5—One Sponsor per Ad

135 radio & streaming ads per month over a 2-3 week period with an average savings of 50% (additional fee/month to add button link to www.104star.com)

Option #3 on CD 105.9—One Sponsor per Ad

41 radio & streaming ads per month over a 2-3 week period with an average savings of 50% (additional fee/month to add button link to www.cd1059.com)

Option #4 on Big Sports 590—One Sponsor per Ad

102 radio ads per month over a 2-3 week period with an average savings of 50% (streaming is unavailable on this station)

Contact Amanda Hansen at 402-898-5486

Except for the BBB Accredited Business Directory, "The Solution" that is sold by BBB staff, all co-op advertising programs are managed and sold by the participating media/businesses. BBB Accredited Businesses pay for being featured in the ads.

If you are interested in learning more about any of BBB's member opportunities listed above, call the contacts indicated or BBB Communications Director Margo Riekes at 402-898-8526 or 800-649-6814 #8526.

Does BBB Have The Correct Information On Your Company?

- Have you moved?
- Do you have a new phone number?
- Have you added a location?
- Do you have a website?
- Do we have your correct email address?
- Do we have the correct contact information?

You may check your company's public report and information at bbb.org. Let us know if we should update something by contacting Accredited Business Relations Coordinator Suzanne Hazuka at 402-898-8531, 800-649-6814 #8531 or email her at shazuka@bbbnebraska.org. **We need the correct email address of the person at your company who should receive BBB communications, as we have been sending media releases and BBB news regularly to our Accredited Businesses via the Internet.**

Welcome New BBB Accredited Businesses

The following companies have joined us during March 20, 2010–June 30, 2010. BBB Accredited Businesses must meet our high standards. Those listed below have been accepted because they believe in fair play and ethical conduct in the marketplace.

IOWA

Clarinda

Smith Vending Corporation

Council Bluffs

Aire Serv Heating & Air Conditioning
Blue J's Lawn & Landscape Service
EZ Gutters
Fox Run Golf Club
Heywood Flooring
J E Owens & Son's
Kountze Painting, Inc.
River City Chimney Sweep, LLC
Switchmaster Electric
Wickman Drywall

Glenwood

Sorenson Electric, Inc.

Hamburg

Benefiel Truck Repair & Towing, Inc.

Harlan

Harlan Veterinary Associates & Referral Center

Treynor

Andersen Roofing & Seamless Gutters, LLC

Underwood

Wahle, Inc.

NEBRASKA

Alliance

WebRecept, LLC

Arlington

Grefe Excavating, LLC
R & R Radon Solutions, LLC

Ashland

Porter Ridge Veterinary Clinic, PC

Avoca

Laramie Construction

Beatrice

Back Alley Eatery, LLC
Fester's Bait & Tackle
Phil's Farm and Radiator Repair
Steffen Carpentry & Construction
Sunrise Bakery

Beaver Crossing

Premier Connections

Bellevue

A View in Fontenelle Hills
Fleischmann Construction
Right at Home
Walsworth Publishing Company

Bennington

GORKHALI, LLC
Health Mart Pharmacy

Boys Town

Mr. Han D. Man

Crete

Vasily's Auto Sales

Crofton

Direct Biologicals, Inc.

Davey

Macintosh Concrete, Inc.

David City

Forney Repair

Elkhorn

Gottsch Enterprises, LLC

Falls City

Falls City Mercantile Co., Inc.

Fremont

Beach Chiropractic Art Center, P.C.
Brown's Milling Supply, Inc.
Country Builders, LLC
Fas-Break Auto Glass Service

Garland

S & K Concrete, Inc.

Geneva

Midwest Steel Fabricators, Inc.

Gering

A & R Flooring Installations

Gothenburg

Schlake Construction Company, Inc.

Grand Island

Aspen Dental
Decor-N-More
Millard Refrigerated Services, Inc.
Nebraskaland Gutter

Grant

MaxQ Enterprises, LLC

Gresham

DD Sales and Service, Inc.

Gretna

Ahern Hardscapes & Garden Design, LLC
Cold Storage Construction Service, Inc.
Gretna Small Engine
Platteview Contractors, Inc.
Stonemasters, Inc.
T.J.'s Remodeling

Hastings

Gangwish Construction, Inc.

Hebron

Hergott Enterprises, Inc.

Henderson

Town & Country Boutique

Holdrege

Keith D. Samuelson Land Leveling, Inc.

Hoskins

ABG Contracting

Howells

Faltin Meat Market

Indianola

Painting Plus

Kearney

Gaynor's Home Repair
Hardesty Construction, Inc.
Kearney Glass, Inc.
Scott Daake Masonry, Inc.
Smitty's Construction & Roofing

La Vista

Apple Recycling & Trash
Planet Hair
Sheldon Tile, Inc.
Steam-A-Way of Nebraska

Leigh

Wietfeld Electric, LLC

Lincoln

Advanced Landscapes, Inc.
Berry Law Firm
Blooms and Bouquets, Inc.
Concrete Doctor, Inc.
Cornett Enterprises
Daley Brothers
Donna L. Collura-GNLD Consultant
Eyecare Specialties, P.C.
Flathead Construction, Inc.
Forensic Anthropology, Inc.
Glenn's CARSTAR Body Shop
Hair Suite
Halstead Construction
Horizon Inn Motel
Inselman Cabinetry, Inc.
Internet Nebraska Corporation
Mark Services, Inc.
Matt Talbot Kitchen & Outreach
Mr. Handyman of Lincoln
Nebraska Gutrman, LLC
Novus Auto Glass
Ovation Salon
Print on Demand
Quality Plus Painting, Inc.
Sadoff Iron & Metal Company
Sound Identities, Inc.
T & R Siders, Inc.

Valley Drywall

Visionscapes, LLC
Wild Bird Habitat Store

Louisville

Skilled Woodworking, Inc.

Martell

Bauman Trucking

Nebraska City

All American Landscape, LLC
Fire Protection Sales & Service
Knapp Contracting
REM Electric

Newman Grove

Frisch Electric, LLC

Norfolk

Bronco Connection, LLC
Nebraska Appliance Center, Inc.

Omaha

24 Hour Fitness
A & A Plumbing & Drain Service, Inc.
A+ Signature Lawns & Landscape
A.J.'s Auto Glass Plus
Alarm Pros
All Around Home Finders
All Pro Auto Glass
All Pro Carpet Cleaning, Inc.
Amazing Angels
American Boiler Company
Andersen Electric Co.
Authentic Ink
Auto Driveaway
B.D Construction
Bare Concrete, LLC
Bark City Productions, LLC
Better Basement Technologies, LLC
Bianco Stroh, LLC
Bob Vance Agency, Inc.
Brassvine, LLC
C Jones Painting
CMC, LLC
Cole Brother's Masonry, Inc.
Convalescent Place, Inc.
Creighton University Medical Center
Crescendo Home Theater
Custom Blinds & Design
Designer Beads & Charms, Inc.
Dogtopia
Dynamic Construction, Inc.
Faces Spa
FASTSIGNS
First Choice Builders Consulting, LLC
Fix Mi Casa, LLC
Frank's Painting & Home Repairs
Good Life Renovations
Grass Kickin' Lawns, Inc.
Great Plains Uniforms
Greenland Remodeling & Construction, LLC
Hall's Home Improvement
Hanel Construction Company
Harmony Music Boxes
Hess Construction, LLC
Integrated Systems Group, Inc.
Jeremy's Lawncare
Jim Dahlgren-Allstate Insurance Company
JP's Remodeling & Repair
Keystone Remodeling
Koca Chiropractic Clinic, P.C.
Kopecky Construction, Inc.
Laser Pro Co., Inc.
Lion Rinnovations, Inc.
MedSecure, Inc.
Midlands Carrier Transicold
Midwest Home Improvements
Mike Foley Construction
MLS Construction
Neyra Aybar Contractor
NSC Hardscapes
NT&T
Omaha Bounce, LLC
Omaha Direct Auto Sales
OrthoMedics Omaha
Palacios Painting
Pedodontics, P.C.
Performance Landscaping, LLC
Pratt Termite & Pest Control

Presto-X, LLC

Quality First Roofing, Inc.
Red Zone BBQ
Roofing & Repairs
Rover Renovations, Inc.
S & L Enterprises
S & S Custom Homes, LLC
Schnackel Engineers, Inc.
Second Chance Home Repair & Remodeling, LLC
Secure Accounting & Tax Service
Service All, Inc.
Sharp Enterprises
Signature Ceremonies
Smejkal Construction, LLC
Storevisions, Inc.
StrategicHealthSolutions, LLC
SUPERTECHS
Thompson's Home Improvements
Tinkham Land Surveying, Inc.
Tires Plus
Touch Omaha Bodywork
True Construction, Inc.
Vacek Tile, Inc.
West Center Psychologists and Psychotherapists
Wetzel Construction, Inc.
Zamora Enterprises

Overton

Quality Builders

Papillion

Appraisal Group
Bramhall & Munch, PC
Integrity Services & Management, Inc.
Jades Pet Club, Inc.
Ost, Inc.
V & V Enterprises, Inc.

Plattsmouth

Savage Plumbing, Inc.

Pleasant Dale

T & S Service

Potter

Air Quality Team

Ravenna

Panowicz Construction

Red Cloud

Computer Business Solutions, LLC

Rising City

T. Novak Construction, Inc.

Scottsbluff

Hometown Roofing

Scribner

Bronte Enterprise, LLC

Seward

Allure Fashions
Dickinson Seed & Feed
James A. Steider Agency
Krieser Drywall

Shubert

Handley Construction

Tecumseh

Blessing Plumbing & Heating

Thurston

Harrison W.O.C. Services, LLC

Tilden

T & B Manlift Service, Inc.

Union

Noerrlinger Construction, Inc.

Wahoo

HANDIJEFF, INC.

Waverly

Rolenc Repair

Wilber

Linus Hayek
Wilber Bakery
Wilber Meat Market, LLC

York

Advanced Agri-Direct (USA), Inc.
America's Best Value Inn/Palmer Inn
H & R Block
Pieper's Pottys

SOUTH DAKOTA

Aberdeen

JDH Construction, Inc.
SES Seamless Rain Gutters
Ultimate Upholstery Solutions

Beresford

R & D Remodeling & Construction

Black Hawk

Black Hawk Auto Repair

Brandon

Kimberly Kremlacek

Brookings

ABM Manufacturing Company
Brian J. Hildebrant, CPA, P.C.

Custer

Beaver Lake Campground

Dell Rapids

Advanced Moving
Dressen Custom Trailers, Inc.
Quality Heating & Air, LLC

Elkton

Amoco Oil Skyview Junction, LLC
Elkton Locker Plant, Inc.

Freeman

Kleinsasser Heating and Cooling, Inc.

Gregory

Mark's Home Repair
Sperr Construction

Harrisburg

The Dent Shoppe

Hartford

Squeegee Clean Windows

Hermosa

Pendo's Construction

Huron

J & J Motorcycles

Lead

KDR Unlimited Lodging

Onida

Barber Farm Service, Inc.

Parker

Raeco Builders, LLC

Rapid City

Gotcha Covered
Handyman Al
K & D Appliance Services, Inc.
Timber Ridge Construction, Inc.

Sioux Falls

Ace Luxury Limo & Trivia Cab
At Your Service Cleaning Company
Bozzell Construction, Inc.
FFL123.com
My Renters Guide.com
Painted Ladies, LLC
Rug & Relic
The Willow Tree
Whisk & Chop Cafe

Spearfish

Apex Construction, LLC

Tea

Heavy D's Auto Body by Design

Watertown

P/D Concrete Construction, Inc.

Whitewood

Northern Hills Sod Farm, LLC

Yankton

Stephen Falkenberg's

THE 2010-2011 SOLUTION

Yellow Page Directory of BBB Accredited Businesses Available Soon!



Plans for printing and distributing the 2010-2011 *Solution*, your BBB's Marketplace Guide and Yellow Page Directory, are underway. This publication has become a highly sought after resource in our three state area. Two hundred thousand copies of the printed edition will be distributed throughout our BBB's service area later this summer. BBB Accredited Businesses, as of May 31, 2010, are listed by their primary type of business, in the Yellow Page section of the guide. The publication also includes information about shopping smarter and avoiding scams and schemes. All current members will receive a copy in the mail.

In today's uncertain economic times, consumers and businesses are using extra caution when making purchasing and hiring decisions. People are turning to BBB in record numbers to find reliable, trustworthy companies with which to do business. *The Solution* provides easy access to buying tips and a Yellow Page Directory of Accredited Businesses that are committed to BBB Standards of Trust.

BBB wishes to thank the over 700 Accredited Businesses that chose to highlight their companies by purchasing advertising in *The Solution*. Membership Retention Director Pam Atz said, "Without their

support, this publication would not be possible." She added, "If you weren't fortunate enough to be offered an opportunity to advertise in the printed edition, you can breathe easy, thanks to the online version at bbb.org. As soon as you reserve your spot in our next printed edition and your ad is completed, it will immediately appear in the online *Solution*."

To learn more about how your company can take advantage of this great membership benefit, please call Pam at 649-6814 #8538 or email her at patz@bbbnebraska.org.

IT'S GREAT TO BE A PART OF THE SOLUTION!

BBB Activity Reports

April 1, 2010 - July 1, 2010

Top 10 Local Inquiries

1. Insurance Companies = 8,783
2. Roofing Contractors = 7,077
3. Contractors-General/Remodeling = 7,051
4. Home Builders = 5,115
5. Banks = 4,437
6. Heating/Air Conditioning-Contractors = 4,416
7. Concrete Contractors = 3,476
8. Internet Shopping = 3,370
9. Landscape-Contractors/Designers = 3,327
10. Windows-Installation & Service = 3,327
Auto Dealers-New/Used Cars = 2,996

Total Number of Inquiries/Contacts = 270,351

Company Reliability Reports From:

- Automated Voice Response System = 458
- BBB Staff = 5,091
- Web = 264,802**

Top 10 Local Complaints

1. Advertising-Direct Mail = 208
2. Credit Cards & Plans = 126
3. Banks = 85
4. Financial Services = 71
5. Collection Agencies = 58
6. Auto Dealers-New/Used Cars = 57
7. Auto Dealers-Used Cars = 53
8. Insurance = 41
9. Advertising-Telephone = 28
10. Internet Shopping Services = 25

Total Number of Complaints Opened = 2,612

Total Number of Complaints Closed = 2,803

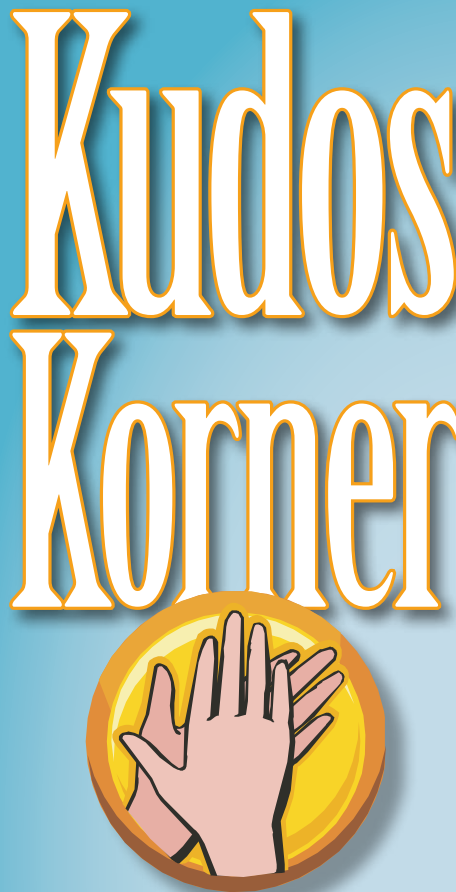
Total Dollar Amount Involved = \$146,739.70

Comparative Stats from BBB Member Pages on our Website with Search Engine Optimization (SEO)

Total Reliability Reports during June, 2009 = 34,811
Total Reliability Reports during June, 2010 = 74,583
214.3% Increase

Accredited Business Reports during June, 2009 = 19,896
Accredited Business reports during June, 2010 = 52,462
263.7% Increase

BBB Member Roster requested during June, 2009 = 10,836
BBB Member Rosters requested during June, 2010 = 16,479
152% Increase



A BBB member wrote to Ad and Charity Review Specialist Diane Breiner:

We appreciate your thoughts on the privacy policy and will study BBB's model privacy policy, I must say I truly value this input. Too often today business managers and owners are hit over the head with problems, but very few contacts come forward with solutions. Thanks for making our investment in BBB membership pay dividends right up front!

BBB Foundation received this note:

Thank you so much for choosing me to receive a BBB scholarship. I am deeply appreciative, as it put me one step closer toward paying for my education and entering the workforce. In a faltering economy with unprecedented tuition prices, I sincerely appreciate your generosity. I am grateful that you acknowledge the financial burdens that today's students face, and that you also acknowledge our hard-earned accomplishments... You have set an admirable precedent, one that recognizes the needs and accomplishments of tomorrow's future leaders: today's students.

*Sincerely,
Alyssa Amen*

BBB Branch Manager Sharon Brodhagen received this note:

Thank you so much for the Scott Mecham Student of Integrity Award! It is such a blessing and honor to receive this award. It means so much that the Better Business Bureau recognizes and commends integrity. I am looking forward to meeting you in person at the Norris Honors Night. I appreciate that you are willing to come to my school to personally present the award! Thank you so much!

*Sincerely,
Annelise Madison*

In our work at BBB, we often find ourselves in the midst of troublesome situations involving businesses and consumers. However, we also receive some very encouraging, unsolicited messages from BBB Accredited Businesses and the people this organization has served.

A consumer in Lincoln Park, NJ wrote to 1st Responder Nancy Malone, Lincoln office:

Wow, you are good. What a wonderful experience I've had with the BBB of Nebraska. Efficient and goal oriented. Thank you for all of your help with this matter. The company in question has credited my account as stated in your email. You and your company are perfect in every aspect. Thank you so very much.