



# Bulletin

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

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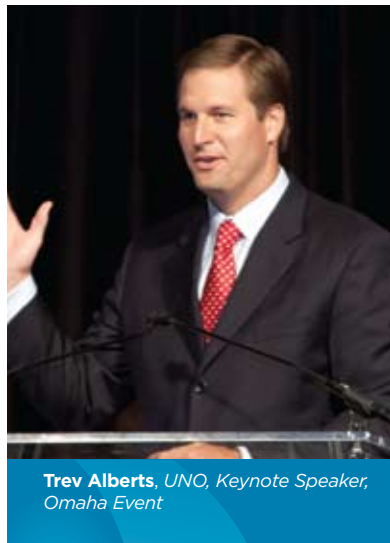
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# Business Integrity Awarded



**Trev Alberts, UNO, Keynote Speaker, Omaha Event**



**Sarah Smith, KETV-7, President and GM, Awards Presenter, Omaha**



**Roger Larson, Keynote Speaker, Lincoln Event**



**Lauren Silverman, KLKN-8 TV Eyewitness News Co-Ancor, Awards Presenter, Lincoln**

The Better Business Bureau Foundation annually bestows the prestigious Business Integrity Awards to those firms in this BBB's service area whose business practices and related activities exemplify BBB's mission and principles which include honesty, commitment and trust.

"Winning a BBB Integrity Award is a great honor. The Winners have clearly demonstrated that they 'Start with Trust.' This means not only telling the truth, but also 'walking the talk,' acting humbly and having the courage to do what is right - even when it is difficult. They model the way for all businesses!" stated BBB President Jim Hegarty.

The Winners of the 2009 BBB Integrity Awards, selected, by independent panels of judges, have earned the trust and respect of their customers, employees, vendors and community at-large. In addition, they have clearly acknowledged formal ethical practices in their mission statements and have demonstrated them in all aspects of their corporate cultures.

At the Integrity Awards Event held in Lincoln, Nebraska on September 9th, four organizations received Integrity Awards. Applicants were

from the metro Lincoln area and greater Nebraska. The *Winners* are: **NATS Detasseling, Inc., Lincoln Laminating, Inc., BryanLGH Health System and Capital Humane Society.** Mary Jane Nielsen, BBB Lincoln Board Chair and Lauren Silverman, KLKN-TV presented these awards.

KETV President and General Manager Sarah Smith presented the awards at the Omaha Event on September 17th. These awards were open to organizations located in South Dakota, southwest Iowa and metro Omaha. The *Winners* are: **A Well-Dressed Window, SolutionOne, Thermal Services, Inc., Farmers National Company and the Visiting Nurse Association.**

Lincoln's Integrity Awards Committee also chose to recognize companies for notable application entries that demonstrated the integration of ethics and integrity into their business practices. *Ambassador of Integrity* certificates were given to: **A+ Media, Capitol Heating & Air Conditioning, Inc., Christian Record Services for the Blind, General Dynamics Armament and Technical Products-Lincoln Operations, George Witt Service, Inc., Inland Truck Parts & Service, Krull Construction, Inc.,**

**Latsch's, Inc., Leadership Resources, Nebraska Seamless, Inc., Professional Contracting Services, Inc., Quick Connect Computer Services, Quick Nick's Snappy Lube, Russel's Automotive, Sandquist Construction, Speedway Motors, Inc. and Urgent Care Clinic of Lincoln.**

*Honorable Mention Awards* were given by the Omaha judges to: **United Insurance Agencies, Donna's Little Darling Childcare, Inc., Merchants Credit Adjusters, Inc., Medical Solutions, Inc., Better Business Equipment, PayPal, Borsheim's, SAC Federal Credit Union, Heartland Family Service and National Safety Council, Greater Omaha Chapter** for having demonstrated their commitment to ethical business practices. They have achieved significant milestones in fostering and implementing ethics into all aspects of their corporate cultures.

*Finalist Awards* were also granted at the Omaha Event to: **The Interior Design Firm, The Creative Center, Elk Ridge Village, Pella Windows & Doors and CAS, Inc.** These company's applications showed that they recognize the importance of ethical business practices and understand that ethics is important for success and profitability.

## BBB CONTACT INFORMATION

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**bbb.org**

Start With Trust

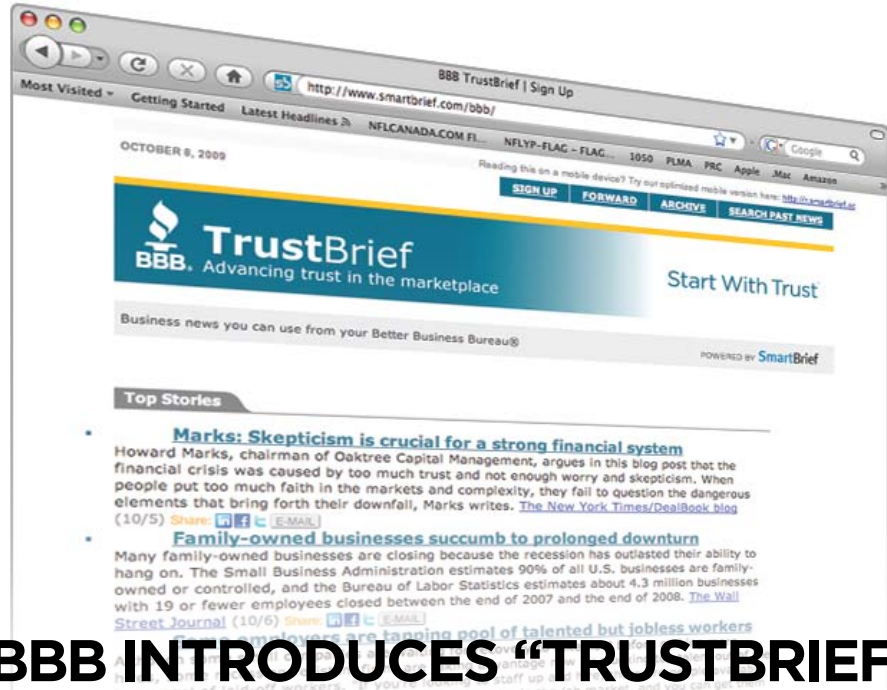
## A Message from Our President Jim Hegarty



### Trust Spotlight: Advertise Your Rating

BBB recently approved a new policy defining how BBB Accredited Businesses can advertise their rating if they wish to do so in transient advertising. The new A+ through F letter grade rating system, launched in the spring, 2009 is based on verifiable facts that give consumers the details they want.

I encourage BBB Accredited Businesses to include the BBB Accredited Business logo/seal or a statement of BBB accreditation in conjunction with any advertising of your BBB rating. Ratings may not be used in directory publications unless the directory advertising can be immediately revised if the BBB rating changes. Upon learning of a change in rating, businesses must immediately correct any advertising that includes the BBB rating.



## BBB INTRODUCES "TRUSTBRIEF"

The Better Business Bureau system has created a source of information that you can access at no charge called "TrustBrief." It brings you business news that really matters. BBB editors handpick key articles from hundreds of publications specifically with small business owners, managers, and employees in mind, write a brief summary of each and provide links back to the original sources.

- **Stay Informed** about the news, people, and policies affecting your small business
- **Get Ahead** of your competition with best practices on advertising and marketing, customer satisfaction, social responsibility, and security for your small business
- **Access** the latest news and information from BBB

In other words, BBB does all the research...and you get the news you need, without the fluff. Sign up for your weekly briefing of business news at <http://www.smartbrief.com/bbb/>. You will have, at your fingertips, the top business stories of the week, articles about customer satisfaction, best business practices and many more interesting topics that will benefit you and your organization.

## Defend Your Business against the H1N1 Virus this Winter

According to a report by the Los Angeles Times, the H1N1 virus—the so-called "Swine Flu"—isn't any more deadly than a seasonal flu, but it is transmitted more easily. Employers play a vital role in preventing the spread of the H1N1 virus and Better Business Bureau offers the following advice to bolster the workplace against the threat of flu this winter.

According to the Center for Disease Control, seasonal flu causes 200,000 hospitalizations and 36,000 deaths every year on average. The H1N1 flu is having a marked impact on the number of reported cases this year and the Center for Disease Control reported in September that 21 states were reporting widespread influenza activity—the vast majority of cases are being identified as the H1N1 strain.

Any places, where a lot of people congregate, such as the workplace, become hot spots for spreading the flu virus. Employers can take a few easy steps to significantly diminish the risk of spreading the virus around the office which will help keep employees healthy and the business operating through a tough flu season."

BBB offers the following advice to business owners on how to prepare for the upcoming flu season and a potential H1N1 flu outbreak:

### Encourage employees who are feeling sick to stay home.

The CDC strongly recommends that employees who have flu-like symptoms should stay home until at least 24 hours after they no longer have a fever. This will reduce the risk of spreading viruses to other employees.

Employers can encourage employees to stay home by allowing flexible leave or alternate work schedules to facilitate employees taking care of their own health and that of their families. CDC also recommends not requiring a doctor's note for employees with flu-like symptoms.

### Remind employees of habits for good hygiene.

Good hygiene will greatly help prevent the spread of germs and viruses throughout the office. CDC encourages employers to offer education on hand washing and covering coughs and sneezes in an easy-to-understand format. Also consider providing hand sanitizer, no-touch trash cans, and tissues.

The CDC also recommends that employers encourage staff to get vaccinated for both the seasonal flu and the H1N1 flu virus.



### Prepare a business continuation plan.

Following a disaster, 25 percent of all businesses that close never reopen and that number jumps to 50 percent of businesses that don't have a continuation of operations plan, according to the Institute for Business & Home Safety. A business continuation plan would help direct employees and management on steps to take if key leadership becomes sick or if a major catastrophe temporarily prevents business operations. Because large numbers of staff could contract the flu, employers should ensure the business can continue operating by training other employees to step in if key staff should become ill.

**For more advice on preparing your business for the flu season, visit the CDC's website, [www.flu.gov](http://www.flu.gov).**

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# “Decade Members” *Recognized*

Also acknowledged at the Integrity Award events were BBB Accredited Businesses that have “Decade” anniversaries in 2009. Plaques were presented to the businesses that joined the BBB in 1999, 1989, 1979, 1969, 1959, 1949 and 1939. There were 183 companies recognized: 138 ten-year “Bronze” members, 21 twenty-year “Silver” members, 7 thirty-year “Gold” members, 5 forty-year “Platinum” members, 7 fifty year “Diamond” members, 2 sixty-year “Emerald” members and 3 seventy-year “Ruby” members. Jim Hegarty said, “I am grateful that this BBB has so many companies affiliated with our organization for so many years. Their decades of support exemplify their ongoing commitment to our organization and the BBB’s importance in the marketplace.”



Kaplan University, 70 Year Ruby Member



Boys Town, 70 Year Ruby Member

## Students of Integrity *Awarded*

At the Integrity Award Events, the Scott Mecham BBB Students of Integrity were introduced and presented with framed certificates that formally acknowledged their awards. This program, sponsored by the BBB Foundation, annually gives \$2,000 scholarships to three students who reside in the geographic area served by BBB. These scholarships were established to honor the memory of Mr. Mecham who served as BBB president from 1991 until January 2006.

Marilyn Mecham, the wife of the late Scott Mecham made the presentation to Grace Farley at the Lincoln event. Grace attended

Lincoln Lutheran Middle/High School in Lincoln, Nebraska, and is now a freshman at the University of Nebraska in Lincoln where she is pursuing a career in horticulture and plant biology with a focus on molecular genetics.

The Omaha Local Board Chairman Doug Hiemstra presented an award certificate to the parents of Natalie Gorup who graduated from Duchesne Academy of the Sacred Heart in Omaha. Natalie is attending Creighton University in Omaha and hopes to have a career in editing, translating or teaching.

An award certificate was also sent to Tyler Vogel who is the

2009 Student of Integrity from South Dakota. Tyler attended Douglas High School in Box Elder, SD and is attending the South Dakota School of Mines and Technology where he is studying Industrial Engineering. Tyler hopes that someday he can help develop industries that can prosper in rural areas of our country.

More information about these students and their application essays are posted at <http://nebraska.bbb.org/students-of-integrity-2009-award-winners/>.



Omaha Winner: pictured from left to right are Mr. and Mrs. Gorup, parents of Natalie Gorup, Doug Hiemstra, BBB Omaha Board Chair and Jim Hegarty, BBB president



Lincoln Winner: Grace Farley and Marilyn Mecham



BETTER BUSINESS BUREAU  
**INTEGRITY**  
 AWARD WINNERS

Meet the 2009 BBB Integrity Award Winners **Omaha**



**A Well-Dressed Window**  
*Kathy Kiefer, President*



**SolutionOne**  
*John Kuchta, Owner*



**Thermal Services**  
*Wade Mayfield, President*



**Farmers National Co.**  
*James Farrell, President/CEO*



**Visiting Nurses Association**  
*James C. Summerfelt, President*



**Thank You for Your Outstanding Support!**

The BBB Foundation wishes to thank all the organizations and individuals listed for their generous support of the 2009 BBB Business and Student of Integrity Award programs. By sponsoring these awards and/or participating in the events, they have aligned themselves with the BBB and helped promote ethics and trust in the marketplace. Their contributions of service, money and/or products are greatly appreciated!

**OMAHA EVENT**

**TORCH SPONSOR**  
 KETV

**INTEGRITY SPONSORS**  
 PayPal  
 Pinnacle Bank

**TRUST SPONSORS**  
 Cox Business Services  
 Creighton University College of Business  
 Lamar Outdoor Advertising  
 Omaha Steaks  
 SAC Federal Credit Union  
 United Enterprises Company

**ETHICS SPONSORS**  
 AAA Nebraska  
 Bailey Lauerman  
 BlueCross BlueShield NE  
 Centris Federal Credit Union  
 Embassy Suites Omaha-La Vista

2009

Meet the 2009 BBB Integrity Award Winners **Lincoln**



**1-5**  
Employees

WINNER

**Nats Detasseling, Inc.**  
*Dawn Buell, Owner*



**6-24**  
Employees

WINNER

**Lincoln Laminating, Inc.**  
*Adam Albee, Operations Manager*



**100+**  
Employees

WINNER

**BryanLGH Health System**  
*Kim Russell, President/CEO*



**Charity**  
Employees

WINNER

**Capital Humane Society**  
*Bob Downey, Executive Director*



Marriott Worldwide Reservations Center  
McCarthy's One Hour Heating & Air Conditioning  
Midwest Eye Care, PC  
Omaha World-Herald Company  
Thrasher Basement Systems, Inc.

**VALUES SPONSORS**

American Classifieds/Thrifty Nickel  
Borsheim's Fine Jewelry Company, Inc.  
Certified Transmission  
Credit Advisors Foundation  
Dave's Auto Body, Inc.  
Fuchs Machinery  
Lutz & Company  
Nebraska Furniture Mart  
PayFlex Systems USA, Inc.  
Thermal Services, Inc.  
Two Men and A Truck  
Wells Fargo Bank N.A.

**PRIDE SPONSORS**

AA Windows 'N' Doors  
Advantage Home Improvements, Inc.  
American Payment Systems  
Atchley Ford, Inc.  
Charlie Graham Body & Service  
Fat Brain Toys  
Goodwill Industries, Inc.  
Heartland Scenic Studio  
Integrity Staffing  
Les Hays Graphic Design, Inc.  
Malibu Sunrooms & Outdoor Living  
Millard Sprinkler  
Monarch Siding & Windows, Inc.  
New Cassel Retirement Center  
Omaha Public Power District  
Roto-Rooter Services  
Suburban Newspapers  
Teeter Auto Transport

**LINCOLN EVENT**

**TORCH SPONSORS**

A+ Media/A+ Nightlife  
Entertainment  
KLKN-TV

**TRUST SPONSOR**

Lamar Outdoor Advertising

**ETHICS SPONSORS**

Assurity Life Insurance Company  
Bailey Lauerman  
Black Hills Energy  
Nebraska Book Company, Inc.  
US Bank

**VALUES SPONSORS**

Ameritas Life Insurance Corp.  
Farmers Mutual Insurance Company of Nebraska  
John Henry's Plumbing, Heating & Air Conditioning  
Li-Cor, Inc.

Lincoln Electric System  
Lincoln Financial Management  
NECO Security  
T.O. Haas Tire  
NAI FMA Realty  
Two Men & A Truck  
Union Bank & Trust Company

**PRIDE SPONSORS**

ABC Electric Company, Inc.  
Bob Stephens & Associates, Inc.  
Brester Constuction  
Capitol Humane Society  
Commonwealth Electric Co.  
DuTeau Chevrolet-Subaru  
Legacy Retirement Communities  
Meginnis Ford Co.  
Peoples Choice Federal Credit Union  
Photo Shoppe  
U Stop Convenience Shop  
Veyance Technologies, Inc.



# Member Benefit Programs for BBB Accredited Businesses

## CREDIT CARD PROCESSING

**American Payment Systems (APS)—New Program** for all BBB Accredited Businesses

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—ASP 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](http://bbb.org). Contact: Pam Atz at 402-898-8538 or 800-649-6814 #8538

## PRINT MEDIA

**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 Darrell Bostick at 308-233-9763

**Lincoln Journal Star**— Ads run once a month  
Contact Beth Corrick at 402- 473-7421

## BROADCAST MEDIA

**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) **New Program**

**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](http://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](http://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](http://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 Patti Jaynes at 402-898-5376

**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. 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.**



Start With Trust

# Welcome New BBB Accredited Businesses

The following companies have joined us during July 1, 2009–September 30, 2009. 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

**Avoca**  
Denning Construction  
R & J Tire & Oil  
Council Bluffs  
CB Renovations  
Hildreth Lawn & Landscape  
Red Construction, LLC  
Shelby's Cleaning Service  
Crescent  
Attic Solutions, LTD

**Glenwood**  
Croatt Heating and Air Conditioning, LLC  
Prairie Lanes, LLC

**Neola**  
Walter Transportation

## NEBRASKA

**Adams**  
Jerry Artz Construction Company

**Alda**  
Tri City Meters, Inc.

**Alliance**  
Faris Plumbing & Heating  
George Woods Interiors

**Ansley**  
Bailey Crop Service, Inc.

**Arcadia**  
L & L Service Associates  
Maschka's Building Center, LLC

**Archer**  
Mercuryland

**Arlington**  
Rich's Welding, Inc.

**Atkinson**  
Ernie's Body Shop  
Kratz Heating & Air Conditioning, Inc.

**Aurora**  
Abbott Aviation, LLC  
Aurora Veterinary Clinic  
Todd's Body & Glass

**Ayr**  
TLC Property Maintenance

**Bayard**  
Jon's Body Shop

**Beatrice**  
Fritzen Trucking, Inc.  
Nebraska Crop Insurance Agency, Inc.  
Option Real Estate  
Two Guys Painting Company -South  
Warner Distributing

**Bellevue**  
Absolute Nails, LLC  
Allstate Insurance Company-Sean  
Dryden  
Certification Services, Inc.  
Doggy Doo Detectives  
Information System Services of  
Nebraska  
Kennedy Dental Associates, P.C.  
Zone MassageWorks

**Benkelman**  
Tri-State Truck & Trailer Repair

**Bennet**  
Finch on the Run  
Vasa Construction

**Bennington**  
Bellaire Nursery, Inc.  
Tim Melia Plumbing, Inc.

**Blair**  
A & S Construction, Inc.  
Jensen Lawn Solutions, Inc.

**Bridgeport**  
Whitlock Roofing

**Broken Bow**  
Arrow Aviation  
Jones Brothers Custom Cabinets,  
Furniture & Construction  
Kids Kloset  
Varney Health Mart

**Cedar Bluffs**  
A Plus Tree Service, Inc.

**Chadron**  
Eagle Rest RV Park  
Eileen Olson Accounting  
Randy Bauer Insurance Agency  
West 2nd Appliance

**Chappell**  
Reichman Construction

**Columbus**  
Coufal Brothers Construction  
Twin Rivers Welding & Mechanical  
Contractors

**Cozad**  
Doggie Styles

**Crete**  
M & K Auto Sales  
Ronald J. Podwinski, CPA

**Dakota City**  
DNS Landscaping, Inc.

**David City**  
Heartland Communications, LLC

**Deshler**  
Loupin Roofing, Inc.

**Elkhorn**  
Edward Anthony Custom Homes, Inc.  
GP Industries  
Integrity Custom Construction, Inc.  
JTS Midwest

**Elm Creek**  
TNT Dent Co.

**Elmwood**  
4D Decks

**Eustis**  
Mark's Welding & Repair, Inc.

**Ewing**  
Ryans Truck & Tractor Repair

**Fairbury**  
Vaughn Contracting  
Vet Med Direct, LLC

**Falls City**  
Parkside Dental Clinic  
Ram Exterminators, Inc.

**Fremont**  
AAL-Bee Towing, LLC  
Fremont Printing Company  
Martens Insurance & Auctioneering  
Overland Carriers, Inc.  
TCF Custom Design Center

**Friend**  
Houlden Remodeling

**Genoa**  
Connelly's Floral & Gifts  
Galaxy Auto Center, Inc.  
Redwood Motel

**Gothenburg**  
3-D Development

**Grand Island**  
Butler Orthodontics  
Cornerstone Masonry, Inc.  
Grizzly Construction & Design  
GT Fire & Security  
Love Signs of Grand Island, LLC  
Quality Cut Shrub & Lawn Care, Inc.  
Rich & Sons Camper Sales  
Roe Buick Pontiac, Inc.  
Simmons Electric, Inc.  
The Boat House  
Wolf's Drywall, Inc.

**Gretna**  
Senegal Specialty Contracting, LLC  
Spectrum Medical Equipment

**Hastings**  
Bill's Carpet Service  
Cooperative Producers, Inc.  
Crosier Park Pharmacy  
J & M Steel, Inc.  
Lavaley Chiropractic, PC  
Schulz Chiropractic & Acupuncture, LLC  
Tri-City Auto Transport

**Hershey**  
H & H Seamless Gutters, LLC

**Hickman**  
Prestige Painting

**Holdrege**  
Pristavec Monument Sales & Service

**Hooper**  
Egbers Flighting Co.

**Howells**  
Central Plains Milling, LLC

**Humboldt**  
Phillips Plumbing & Hardware

**Humphrey**  
D - K Performance & Repair  
Eisenmenger Farms, Inc.

**Kearney**  
Accent Cabinetry, Inc.  
Bamford, Inc.  
Boden Quality Painting, Inc.  
Central Fire & Safety, Inc.  
Cook Construction  
Country Adventures  
Country Inn & Suites-Kearney  
Derr Construction  
Kearney Realty, LLC  
Mid Nebraska Mobility, Inc.  
Mid-Nebraska Fire Extinguisher, LLC  
Mike's Handyman Services  
Pat's Plumbing Service  
Rheome Tree  
Versatile Roofing, LLC  
White & Associates, Inc.

**Kimball**  
Greg's Speed Shop  
Kimball Auto Parts  
Prestige Manufacturing, Inc.

**La Vista**  
Phoenix Pools & Waterfalls, Inc.

**Laurel**  
Big Red Inn & Suites

**Lexington**  
Mystic Books  
Reynolds-Love Funeral Home

**Lincoln**  
A W Body Shop & Auto Sales  
A & B Plumbing, Inc.  
AFL Fences  
All Needs Computer & Mailing Service, Inc.  
All Seasons Insulation, Inc.  
Aqua Duck  
Armbrust Excavating, Inc.  
Bishop Brothers Roofing  
BNL Plumbing, Inc.

Bradley's Bodyworks  
Brock Law Offices PC, LLO  
Busy Feet  
Center for Spine & Sport Rehab  
Charlene's Bridal & Event Rentals  
Cheryl Whitten-Steckelberg Attorney  
at Law  
Classic Wood  
Complete Countertops, Inc.  
Computer Aid Plus  
Conco Paint  
D.P. Sawyer, Inc.  
Dahlheim Irrigation  
Elite Kitchens & Flooring  
Elite Piping Services, Inc.  
Energy Siding & Windows  
Fas-Break Auto Glass  
G.T.E. Industries, Inc.  
Health Source Chiropractic  
Hire-A-Maid  
Hoy & Associates Construction, Inc.  
Hruska Clinic  
Infinity Excavating, LLC  
Innovative Plumbing Systems  
JS Photography, LLC  
Jurgens Construction  
L & S Siding  
Lawnworks  
Lincoln Winnelson Co.  
Matt's Sewer and Drain  
Micek Exteriors  
Midland Suppliers, Inc.  
Montag Law Office  
Niederhaus Brothers Refuse  
P & S Custom Siding, Inc.  
Plum Creek Gifts  
Quick & New Refinishing, LLC  
R & M Construction  
Right At Home  
ROI Media Management  
RR Trucking, Inc.  
Rushco Lawn Care  
Russell Remodeling, LLC  
Sandman Construction  
Season's Choice Shooting Range  
Steffen Construction Specialists, Inc.  
Summit Care & Wellness  
Superior Contracting and Restoration, Inc.  
Tanning Zone  
The Shop, Inc.  
Ural Contracting  
VanEngen Chiropractic Clinic, PC  
Wayne Bohlmeyer Floors, Inc.  
Willnerd & Associates, LLC  
Wilson Appraisal Co.

**Loup City**  
Loup City Auto Parts, Inc.

**Lyons**  
Vetick Construction

**McCook**  
BJ's Home Satellite  
McCooknet Internet Services  
Lifetime Eyecare, PC  
Nebraska Bull Service, LLC  
Tri-State Livestock

**Monroe**  
Otto Clock Repair

**Mullen**  
Double R Guest Ranch, LLC

**Murray**  
J-D's Construction, Inc.

**Nebraska City**  
Kreifels Plumbing & Fiberglass  
Steve Walters & Son  
Tree City Tees  
Wehling Insurance Agency, Inc.

**Newcastle**  
Dybdal Charolais

**Newman Grove**  
Anderson Insurance Agency, Inc.

**Niobrara**  
Swanson Hunting Acres, Inc.

**Norfolk**  
B & H Backhoe Service, Inc.  
Ken's Trailer Sales & Repair  
Neligh Chiropractic & Acupuncture, LLC  
Oral Surgery Center, P.C.

**North Platte**  
Happy Heart Specialty Foods, LLC  
JAB's Embroidery  
Larry's Glass  
Pathology Services, PC  
Piper Dental Clinic, PC

**Oakland**  
Andersen Wood Floors, Inc.

**Ogallala**  
Arnold Pool Company  
Michael J. Knott DDS, PC  
Mirror Construction

**Omaha**  
1 Roof Pro  
A & M Appraisals, Inc.  
AA Builders  
Advanced Painting Contractors, LLC  
Air Pro Heating & Air Conditioning, Inc.  
Alcove Contracting Services, Inc.  
AMO Roofing  
Art Chelle Enterprises  
Automatic Rain Sprinkler Systems, Inc.  
Becker Chiropractic  
Bemis Paper Packaging  
Benson Animal Clinic  
BG Peterson Company  
Bill Morford Masonry  
Briggs Inc. of Omaha

Building Blocks Daycare, Inc.  
Caring for People Services  
Cheaper Moving & Hauling  
Cherek's Home Repair  
Circuitmaster Electric Co.  
Colleen A. Conoley, PC  
Completely Cat Clinic, PC  
Control Systems, Inc.  
Donner's Flooring  
Elite Diving Academy, LLC  
Eliza Portrait Design  
Encore Design & Construction, Inc.  
eSupply Store  
Everlast Exteriors  
Evolving Solutions, Inc.  
Excel Grounds, Inc.  
Fabian Roofing  
Fast Alterations  
First Financial Group of Omaha, LLC  
Florence Footworks, Inc.  
Four Aces Snacks & Tobacco, Inc.  
Griff's Delivery & Service  
Ground Effects Lawn and Landscaping  
Group One Interiors  
Happy Tails Pet Services, Inc.  
Harold Diers & Company, Inc.  
Health & Energy Company  
Heartland Dent Repair  
HumanHairWigs.org  
Insomniac Design, LLC  
It's Got To Go  
Jiffy Supply  
La Loma Roofing  
Lakota Lodge  
Lexi's Lil Lambs Child Care Center  
Lifetime Financial Group  
Loncke Law Office  
Main Concrete & Construction, Inc.  
Mid-Continent Properties, Inc.  
Montessori Educational Centers, Inc.  
Moylan Kropp Retirement Planning, LLC  
Nebraska Scientific Co.  
Nielsen, Mayne Architecture, Inc.  
Nolan's Lawn Care, Inc.  
Paint Busters  
People Search Media  
Perfection Home Cleaning  
Premier Plastics, Inc.  
Psalms 127:3 Child Care Ministries  
Q.A. Technologies, Inc.  
Quality Pain Therapies, Inc.  
R.J. Delivery, Inc.  
REA Contracting, LLC  
Refrigeration Consultants, Inc.  
Savvy Digital Resources Co.  
Scrap Central, Inc.  
Steve Koson Painting, Inc.  
T.G. Healthcare, LLC  
Tab Construction  
Terminal Dispatch Services, Inc.  
The Big O's Remodeling Company  
The Grove Salon  
The Window Man  
Thomsen Dental Group, PC  
Tile Dynamics, Inc.  
Total Rehab  
Unlimited Enterprises, Inc.  
Utilities Federal Credit Union  
Variety Printing, Inc.  
Veterinary Eye Specialists of Nebraska, PC  
Vic's Corn Popper  
Wells Hearing Aid Center, Inc.  
West Center Automotive  
Windshields, Inc.

**Ord**  
Wadas, Inc.

**Osmond**  
DD Steel

**Palmyra**  
Schroder Enterprises

**Papillion**  
Versa-Crete

**Pawnee City**  
Little Brown Jug

**Phillips**  
TC Machine & Repair

**Pickrell**  
AJ Repair & Welding  
Pickrell Repair

**Plattsmouth**  
Null & Sons Construction, Inc.

**Raymond**  
Lee's Lawn Maintenance

**Red Cloud**  
Kucera Construction

**Saint Edward**  
Choat Trucking

**Saint Paul**  
Smith's Welding Shop, Inc.

**Scottsbluff**  
Art's Repair Service  
CenCon, LLC  
Frame Masters, LLP  
Monument Chiropractic  
Schnell's TV Repair

**Scribner**  
II B Fit Fitness, LLC

**Seward**  
Edward Jones Investment

**Sidney**  
Bower Construction  
Dude's Steak House

**Springfield**  
High Tech Painting & Decorating Co.  
Nolte Repair

**Stromsburg**  
Economy Food Store, Inc.

**Sutherland**  
Copeland Electric, LLC

**Sutton**  
Sutton Electric, Inc.

**Tecumseh**  
Topp's Mechanical, Inc.

**Tekeamah**  
Roger Ag & Real Estate, Inc.

**Thedford**  
Pearson Livestock Equipment Co.

**Union**  
Central States Inspection Services, Inc.

**Valentine**  
Tony's Tire & Auto Repair  
Ward Plumbing & Heating, LLC

**Valparaiso**  
A Clean Cut Lawn

**Wahoo**  
Larry D. Swanson, DDS

**Wakefield**  
Ekberg Auto Repair  
Miller Building Supply

**West Point**  
Prinz Grain & Feed, Inc.

**Wymore**  
Homestead Fence Co.

**York**  
Donna's Computer Sales & Service

## SOUTH DAKOTA

**Aberdeen**  
Inman Irrigation  
Schwan Financial Group, LLC

**Black Hawk**  
Speed's Performance Plus

**Bryant**  
Bryant State Bank

**Chamberlain**  
Larson Brothers Roofing

**Custer**  
Century 21 Statewide Real Estate  
Services

**Deadwood**  
Deadwood Gulch Gaming Resort

**Edgemont**  
Tread Wright Tires

**Flandreau**  
Portrait Memories

**Harrisburg**  
Reding Bookkeeping  
S & R Concrete

**Hayti**  
Dale's Machines, Inc.

**Hill City**  
Betty's  
Black Hills Mini Thunder

**Hot Springs**  
Central Body Shop & Glass

**Lake City**  
Roy Lake Resort & Lodge

**Lennox**  
Kohler Concrete

**Rapid City**  
C & K Janitorial Enterprizes  
Green's Moving & Storage, Inc.  
Simpson's Printing

**Sioux Falls**  
A to Z World Languages, Inc.  
American Lawn Services  
Ballroom at the Bridges  
BNI-ESD, Inc.  
Cheap Cars  
Energy Management & Consulting  
Services, LLC  
Hair Unlimited  
James Hofer Roofing  
Juranek Construction, Inc.  
Landscape Sprinkler Co.  
Leave With a Smile Cleaning  
Mr. Sandless of Sioux Falls  
North Cliff Automotive Service Center  
On the Job Employment Service  
Retirement Resources Group, LLC  
She's Shapin' Up  
Sioux Valley Services  
Soundz  
StoryTelling America  
The Flower Shop  
The Printing Center, Inc.

**Sisseton**  
Sisseton Realty

**Sturgis**  
The Roo Ranch, Inc.

**Tea**  
Sioux Falls Wedding Officiants  
Sundance Builders

**Watertown**  
The Tree Farm



## BBB Activity Reports

July 1, 2009—September 30, 2009

### Top 10 Local Inquiries

1. Roofing-Contractors = 5,051
2. Contractors-General/Remodeling = 4,955
3. Insurance = 4,386
4. Banks = 3,044
5. Heating/Air Conditioning-Contractors = 2,832
6. Home Builders = 2,671
7. Concrete-Contractors = 2,289
8. Auto Dealers-New/Used Cars = 2,010
9. Auto Dealers-Used Car = 1,985
10. Windows-Sales/Installation/Service = 1,972

**Total Number of Inquiries/Contacts = 183,768**

### Company Reliability Reports From:

- Automated Voice Response System = 305
- BBB Staff = 4,967
- Web = 178,496

### Top 14 Local Complaints

1. Advertising-Direct Mail = 206
2. Credit Cards & Plans = 183
3. Financial Services = 63
4. Banks = 57
5. Auto Dealers-New/Used Cars = 44
6. Collection Agencies = 37
6. Internet Shopping Services = 37
7. Roofing-Contractors = 29
7. Auto Dealers-Used Cars = 29
8. Insurance = 26
8. Cellular/Wireless Phones-Services/Supplies = 26

9. Hotels/Motels = 23
9. Hotel/Motel Consultants = 23
10. Real Estate/Property Management = 22

**Total Number of Complaints Opened = 2,775**

**Total Number of Complaints Closed = 2,641**

**Total Dollar Amount Involved = \$50,074.56**

### Comparative Stats from BBB Member Pages on the Website Before and After Initiation of Search Engine Optimization (SEO)

Total Reliability Reports before SEO-January, 2009 = 23,989  
 Total Reliability Reports after SEO-September, 2009 = 51,897  
 223.5% increase

Accredited Business Reports before SEO-January, 2009 = 413 average/day  
 Accredited Business reports after SEO-September, 2009 = 1,149 average/day  
 278% increase

BBB Member Rosters requested before SEO-January, 2009 = 1,800  
 BBB Member Rosters requested after SEO-September, 2009 = 15,666  
 880% increase

## 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](http://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](mailto: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.**

# Kudos Korner



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 grateful consumer wrote to Dispute Coordinator Carolyn Sheets, Omaha office:

*We are so grateful to you for having solved this case. We are sending your BBB a donation because of you. Please show this letter to them. Again, thank you so very much. When you are on a fixed income, you have to be careful. I have dealt with another BBB before and they did not seem concerned at all.*

### A consumer from Oakdale, PA wrote to 1st Responder Nancy Malone, Lincoln office:

*You folks at the BBB are great! This never would have been resolved if it weren't for you! Thanks for all your help!*

### A new Accredited Business sent this message to BBB Communications Director Margo Riekes:

*I am so excited to be accredited by the BBB, and I would also like to thank you for the emails on the scams that BBB is working on. My husband is currently unemployed, and he has run across a lot of scams online, just looking for a job! I am glad someone is looking out for us! I appreciate all the information that everyone I have been in touch with has given me.*

### Lincoln Branch Manager Sharon Brodhagen received this note from Grace Farley:

*Thank you so much for attending my Senior Honors Night. I was extremely honored by your attendance. I am very grateful for having received the BBB Scott Mecham Student of Integrity Scholarship!*

### BBB President received this note from UNO College of Communication, Fine Arts and Media:

*Thank you so much for sharing your vast experience and time with our students during our Ethics Advocacy event. We appreciated hearing your insight and we were very impressed with your preparation on the case study.*

*We look forward to future collaborative events that showcase the importance of ethics and personal integrity in and out of the workplace.*

## Start With Trust