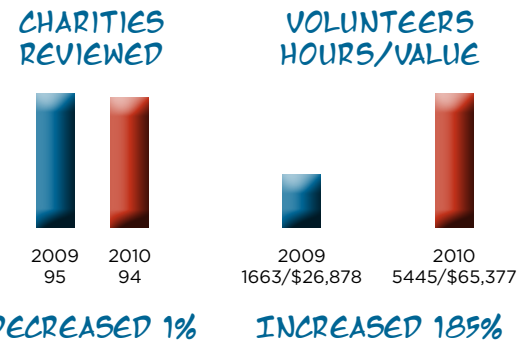


# 2010 Annual Report

A YEAR OF GROWTH, ENDURANCE AND SUPPORT AT YOUR BBB SERVING DENVER/BOULDER



## THE BBB FOUNDATION

On October 15, almost 400 people joined the BBB and Regis University in presenting the **2010 Torch Awards for Marketplace Trust**. **Winners were: Small Business category, Lake Arbor Automotive; Large Business category, Piper Electric; Nonprofit category, Denver Rescue Mission.** These companies demonstrated high ethical standards of behavior toward clients, employees, volunteers and the communities in which they serve.

Additionally, the **Fifth Annual Student of Integrity Scholarship** of \$10,000 was presented to **Susan Cruickshank**, a student at Pomona High School in Arvada, Colorado. Susan is planning to pursue a career in the health care field and is already a certified nurse aid. She plans to attend a university in Colorado to acquire her registered nurse certification and then specialize in the field of psychiatry. Thanks to our many generous donors, and additional \$6,000 in scholarships were given to **Hana Yohanes** from South High School and **Iaisha Antione** from Manual High School. This scholarship program is designed to provide an economically disadvantaged student who has demonstrated character, leadership and ethical values with the opportunity to continue his/her education beyond high school in Colorado.

To round out the Torch Award Luncheon, **Alice 105.9's Slacker and KOSI 101.1's Murphy Huston** were our Masters of Ceremony. They took us on a creative journey of the history of ethics in business, as well as helping us celebrate the meaning of the Torch Award.

The BBB Foundation also continued our **Education Seminar Series** with over 240 attendees at three sessions focusing on helping business owners run their day to day operations in areas like marketing, finance, and health care reform preparation.

**2010 BBB FOUNDATION FINANCIAL REPORT**  
 Revenue: \$121,490  
 Program Expenses: \$121,644  
 Ending Net Assets: \$61,050

The Foundation's complete financial documents are available for review at 1020 Cherokee Street in Denver, Colorado.

### 2010 BOARD OF DIRECTORS, THE BBB FOUNDATION

- CHAIR**  
Debbie Trujillo, *Key Bank*
- VICE CHAIR**  
Mark Renn, *The CS Team*
- TREASURER**  
Jeannie Davis, *Now Hear This*
- SECRETARY**  
Tony King, *Minor & Brown, PC*
- IMMEDIATE PAST CHAIR**  
Hope Marie Sneed, *Alpine Fence*
- EX-OFFICIO WITH VOTE**  
Dale M. Mingilton, *BBB Serving Denver/Boulder*
- MEMBERS-AT-LARGE**  
Heinz G. Buschang, Ph.D., *Regis University*  
Jan Campbell, *Wells Fargo*  
Soraya Cartwright, *Life's Sweet*  
Donna Evans, *Colorado Women's Chamber of Commerce*

HERE IS YOUR 2011 BBB WINDOW DECAL! AFFIX THIS DECAL IN YOUR PLACE OF BUSINESS OR ON YOUR COMPANY VEHICLE.

If your decal is missing, please call 303.758.1658.



WHEN REVIEWING A CHARITY, LOOK FOR OUR LOGO BEFORE DONATING. VISIT US TODAY AT [DENVER.BBB.ORG](http://DENVER.BBB.ORG)



It's a real honor and pleasure to serve all of you as Chairman of the Board of the Denver/Boulder BBB, especially in 2011, as we celebrate and take pride in 60 years of advancing marketplace trust in our community.

Since our founding in Denver in 1951, our mission has been to enhance and refine the best attributes of our business community as they serve customers who are ever more knowledgeable; thanks, in part, to the educational outreach of your BBB. Our fundamental goal is to assure that businesses know how to deliver quality goods and services within the framework of ultimate integrity and that consumers are armed with the knowledge to recognize such and cast away those who might fall short of their expectations.

This Chairmanship is a phenomenal opportunity for me to share a portion of what I've learned in over 30 years of operating the company my Great-Grandfather founded 111 years ago and also to give back a small piece of what the Denver/Boulder community has given to me, my family and our firm. I will, with the talented support of my Board and our tremendously dedicated professional staff, work diligently to continue to earn your trust.

Mark Johnson  
 Johnson Storage & Moving  
 2011 Board Chair  
 BBB Serving Denver/Boulder



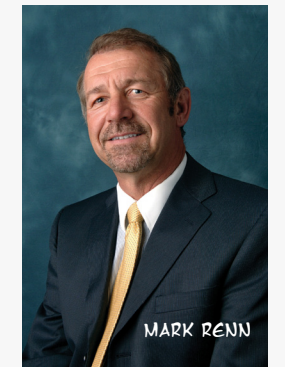
THANK YOU FOR SUPPORTING the Denver/Boulder Better Business Bureau. 2010 continued to be a time of change for the BBB, both locally and nationally. During 2010 your BBB and the BBB Foundation grew in the areas of visibility and support of the community. Increased partnerships were established, renewal of BBB accreditations flourished and NEW BBB accreditations increased. In fact, your VP of Sales, Raven DeVault and her sales team were recognized at the annual Assembly of BBB's - ranked number one in New Sales for our size category for 2009-10. We created new and enhanced community outreach to seniors; youth; Hispanics; the military and to you, our ACCREDITED BUSINESSES through seminars, Old Dog New Tricks, marketing and media. We look forward to supporting all of these outreach opportunities in 2011.

The BBB Foundation enjoyed a most exciting Torch Award luncheon, honoring ethical businesses and students. Thank you KOSI 101.1's Murphy Huston, ALICE 105.9's Slacker, and of course, KEZW Radio1430's Rick Crandall.

Finally, I want to thank our two outgoing Board Chairs, Debbie Trujillo (Key Bank), Chair of the BBB Foundation Board and Tim Scott (Wallace Scott, PC), Chair of the BBB Board for their willingness to serve. Both have exceeded any expectation of any board member. I personally want to thank you for your leadership, support and guidance.

Your staff looks forward to serving you in 2011. Thank you all for believing in the mission and supporting MARKETPLACE TRUST.

Dale M. Mingilton, President & CEO  
 BBB Serving Denver/Boulder  
 Executive Director, The BBB Foundation



2010 was a year of challenges and opportunities. You accepted the challenge of supporting the BBB Foundation, which helped us fulfill our goal of providing education opportunities and service to the community.

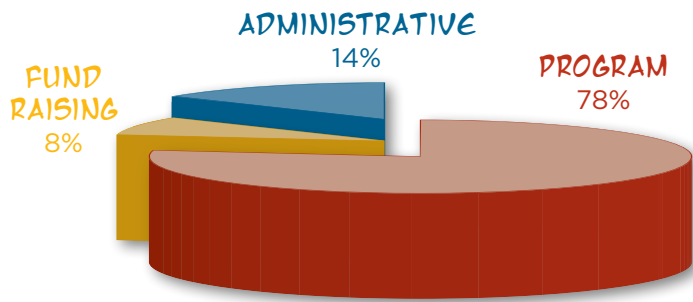
We held our 8th Annual Torch Awards in which we recognized three organizations for their excellent standards in ethics. We were pleased to have so many quality nominations for the selection committee to choose from. It is only through the volunteers and business leaders' support that this great event takes place. In addition, we were able to deliver \$16,000 of scholarships to three deserving and incredible students. We look forward to continuing this event in 2011.

2010 was the year for continued growth in the Foundation's mission of education and outreach for consumers and business. The response to our seminars was excellent and the information provided proved to be timely and important to the participants. We assure you these education programs and outreach will continue in 2011, particularly in the areas of Youth, Seniors, Military, and the Spanish speaking communities. Additionally, we will be seeking additional ways to reach businesses and individuals to continue our outreach for Fairness in the Marketplace.

It is your support and passion, combined with that of the BBB staff that allows the Foundation to carry on its mission. We truly appreciate your participation and we look forward to continued success in 2011.

Mark Renn  
 The CS Team  
 2011 Board Chair  
 Denver/Boulder BBB Foundation

## THE BBB FOUNDATION 2010 REVENUE AS A PERCENTAGE OF TOTAL REVENUE



## CONTACT YOUR BBB

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 Accredited Business Line 303.758.1658

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 Denver, CO 80204

businessrelations@denver.bbb.org  
[www.denver.bbb.org](http://www.denver.bbb.org)

BBB Serving Denver/Boulder is a membership-based nonprofit 501(c)(6) organization dedicated to promoting and fostering the highest ethical relationship between businesses and the public through voluntary self-regulation, consumer and business education, and service excellence. Founded locally in 1951 and an active member of the Council of Better Business Bureaus (CBBB) based in Arlington, VA, the BBB Serving Denver/Boulder offers free information on businesses and charities in addition to dispute resolution, mediation, and arbitration services. Along with The BBB Foundation, a 501(c)(3) nonprofit dedicated to consumer, business and marketplace education, the BBB provides 24-hour services through its automated inquiry line at 303.758.2100 and website at [denver.bbb.org](http://denver.bbb.org). Our offices are located at 1020 Cherokee Street, Denver, Colorado 80204. Donations to the BBB Foundation may be tax deductible as a charitable contribution; some donations may be tax deductible as a business expense for corporations. All sponsorship monies and funds collected will be considered as unrestricted unless the donor requests that the funds be used for a specific purpose.

**2010 BOARD OF DIRECTORS  
BBB SERVING DENVER/BOULDER**

**CHAIR**  
Tim Scott, Esq., *Wallace Scott, PC*

**VICE CHAIR**  
Mark Johnson, *Johnson Storage & Moving*

**TREASURER**  
Ronda Palsulich, *Clifton Gunderson, LLP*

**SECRETARY**  
Tunde Johnson, *UMB Bank*

**IMMEDIATE PAST CHAIR**  
Dean Pisciotta, *Brakes Plus Corporate*

**EX-OFFICIO WITH VOTE**  
Dale M. Mingilton, *BBB Serving Denver/Boulder*

**MEMBERS AT LARGE**  
Scott Applegate, *Solera National Bank*

Nancy Botiller, *Kaiser Permanente*  
Melvin Bush, *Insurance Design & Placement*

Jan Campbell, *Wells Fargo*  
Claudean Champagne, *Handyman Connection*

Paul Johnson, *Global Technology Resources, Inc.*

Brenda Jones, *Premier Commercial Interiors*

Marvin Kansteiner, *Brothers Plumbing & Heating*

Tamela Lee, *City & County of Denver*

Jeff Metz, *Done Service Group*

Rob Naish, *American Furniture Warehouse*

Rich Pettis, *Public Service Credit Union*

Vicki Pine, *Swingle Lawn, Tree and Landscape Care*

Mark Renn, *The CS Team*

Scott Shields, *Family Tree, Inc.*

Trish Thomas, *Akamai Consulting, Inc.*

Debbie Trujillo, *Key Bank*

Brian Wagner, *Bradley Consulting Group*

**2010 BOULDER ADVISORY COMMITTEE**

**CHAIR**  
Steve Breitman, *Mindful Business Solutions, Inc.*

**VICE-CHAIR**  
Carissa V. Sears, *The Sears Law Office, LLC*

**MEMBERS AT LARGE**  
Marc Alber, *Boulder Dental Group*

Ed Beckmann, *Elevations Credit Union*

Anne Birnbaum, *Anne Birnbaum, DDS*

Tom Brock, *Brock Media*

Linda Curran, *Front Range Community College*

Peggy Goehring, *Identity Theft Shield*

Becky Hammond, *LID Landscapes*

Jared Hassan, *Hassan Law Firm*

Anne Tapp, *Safehouse Progressive Alliance for Nonviolence*

Trish Thomas, *Akamai Consulting, LLC*

**BBB IN THE MEDIA**

In 2010, the BBB continued its “Just Ask Dale” campaign which consisted of radio, print and bus board advertisements. In partnering with Murphy Huston on KOSI 101.1, Slacker on Alice 105.9, Rick Crandall on KEZW AM1430, Entravision Spanish television and radio, Denver Business Journal, RTD bus advertising, and various local print publications, we achieved over **14,840,222 media impressions!**

On top of paid media, we were covered extensively in the press:

- **1131** TV/Radio interviews and print mentions
- **100** Press releases sent

These are just the instances that we are aware of. We know that stories are run multiple times and duplicated in many online news stories.

Additionally, these media numbers earned us the **#3 spot overall compared to the rest of the BBB's in the nation.** Historically, we were #32 in 2008 and #5 in 2009.

Also in 2010, we launched our social media campaign. As many of you know, this is a growing area of focus for many businesses and consumers alike so, thanks to our social media intern, the BBB has joined the ranks of those “Tweeting,” “Facebooking,” and “Connecting” on LinkedIn. In addition, our blog is now up and running. We hope you find these frequent postings helpful for finding out about our current events, scams and information.

The bottom line is **we were out there!** This increased visibility for the BBB can be seen in the increased activity statistics listed throughout this report. We are particularly delighted to see that the message is working **“Check with us FIRST!”**



**BBB IN THE COMMUNITY**

This past year, your BBB continued our education regarding what the BBB does and its benefit to the marketplace. We accomplished this by being active in our community.

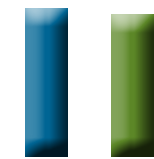
By hosting, sponsoring and participating in **79** events in the Denver Metro and Boulder areas in 2010, your BBB reached well over **250,000 constituents.** Our outreach targeted several groups and organizations including Veterans and military families, the Hispanic community, seniors, youth, businesses and nonprofits, as well as the general population of the Denver/Boulder metro area.

You may have even seen some of our dedicated BBB staff members at evening and weekend events including: the **Colorado Military Ball, Boulder Chamber Annual Dinner, Colorado Home & Garden Show, CEBA Ethics Awards, Fiestas Patrias, Exportiva, Buckley Military Saves Day, Colorado Women's Chamber ATHENA Awards, Community College of Aurora Scholarship luncheon, the Colfax Marathon, the Denver Hispanic Chamber's SABOR, the Denver Business Journal's Outstanding Women in Business luncheon, the Colorado Business Hall of Fame event and Aurora's Veteran's Salute** - just to name a few.

We look forward to seeing you at a community outreach event in 2011!

**OPERATIONS ACTIVITY IN 2010**

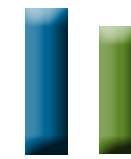
**COMPLAINTS CLOSED**



2009 34,290  
2010 33,135

**DECREASED 3%**

**ALTERNATIVE DISPUTE RESOLUTION CASES CLOSED**



2009 28  
2010 25

**DECREASED 11%**

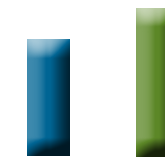
**AD REVIEW CASES CLOSED**



2009 107  
2010 186

**INCREASED 74%**

**REPORTS ON BUSINESSES PROVIDED**



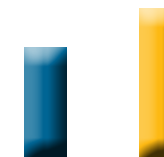
2009 1,314,142  
2010 1,689,442

**INCREASED 29%**

**WE REPRESENT 7,520 BBB ACCREDITED BUSINESSES AND REPORT ON 53,976 BUSINESSES THAT ARE NOT BBB ACCREDITED.**

**BBB WEBSITE ACTIVITY IN 2010**

**VISITS**

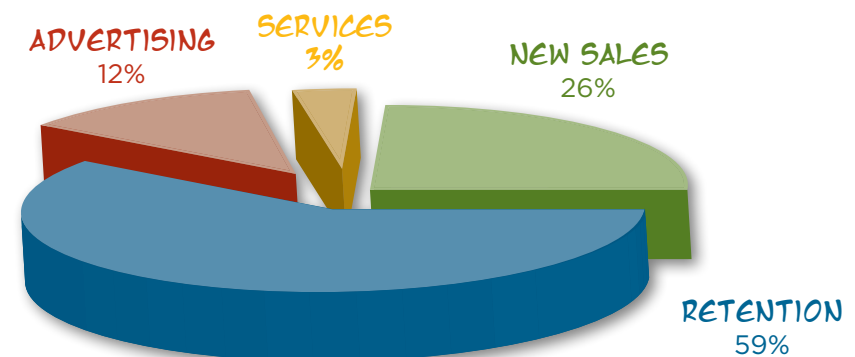


2009 1,531,489  
2010\* 2,086,330

**INCREASED 36%**

\*Due to some loss of analytic data, some months and weeks are an average of prior visits.

**BBB SERVING DENVER/BOULDER 2010 REVENUE AS A PERCENTAGE OF TOTAL REVENUE**



**BBB ACCREDITATION OF 36 BUSINESSES WAS REVOKED IN 2010 FOR THEIR FAILURE TO MAINTAIN ONE OR MORE BBB STANDARDS FOR TRUST.**

**2010 TOP 10 INDUSTRIES FOR BBB COMPLAINTS**

1. Television - Cable, CATV & Satellite
2. Telephone Communications
3. Cellular Telephone Service & Supplies
4. Computers-Training
5. Roofing Contractors
6. Auto Dealers-New Cars
7. Teeth Whitening Products & Services
8. Money Orders & Transfers
9. Magazines - Subscription Agents
10. Mail Order & Catalog Shopping

**2010 TOP 10 INDUSTRIES FOR BBB INQUIRIES**

1. Roofing Contractors
2. Mortgage Brokers
3. Heating Contractors
4. Plumbing Contractors
5. Contractors-General
6. Taxes-Consultants & Representatives
7. Windows
8. Television - Cable, CATV & Satellite
9. Movers
10. Collection Agencies

**TOP 10 SCAMS IN 2010**

1. Roofing Scams
2. Phony Debt Collectors
3. Free Trial Offers
4. Grandparent Scam
5. 876 Jamaican Sweepstakes Scam
6. Mail Fraud
7. Door-to-Door Scams
8. Craigslist Scams
9. Debt Relief Scams
10. Advance Fee Loans