

**START WITH
TRUST**



The Better Business Bureau of Central Virginia, Inc.
2007 ANNUAL REPORT



Bob Reynolds
Chair



Tom Gallagher
President & CEO

Dear BBB Members,

TRUST. No other word better epitomizes the work of the Better Business Bureau (BBB) in Central Virginia and its more than 4,700 members.

Trust is the centerpiece of the BBB's purpose and being. Our mission is to be the leader in advancing marketplace trust.

It should come as no surprise, then, that the word trust is a key component of our new national logo. The new symbol, designed in Richmond by CRT/Tanaka and unveiled Oct. 1, carries the tagline: "Start With TrustSM."

Not only did we put a fresh new face on our logo last year, something that had not been done in decades, but we also rolled out a new, vibrant look to our Web site. If you haven't done so already, we encourage you to experience it for yourself at www.richmond.bbb.org.

It wasn't just our look that changed last year. We also launched a new direction for the BBB. Businesses that wish to join the BBB must now be accredited. Those who are accepted will be noted as being a "BBB Accredited Business." These Accredited Businesses must contractually agree to uphold the BBB's high standards for integrity and reliability.

Last year, we implemented a new strategic plan for the organization. A key component of that plan is a new system of measurements. Success at the BBB is no

longer measured by simply weighing the so-called outputs of the staff. Instead, like many major corporations, success is now determined by outcomes. The foundation of those outcomes is centered on membership, finances and complaint resolution.

Also, as part of our strategic plan, we created a new position in Fredericksburg. Our new Fredericksburg manager will establish a base for the BBB in that growing part of our service area and, hopefully, will stimulate new membership.

And, while we went about all these changes in 2007, our membership soared, growing by more than 12 percent. Also, the BBB received nearly a quarter of a million inquiries from consumers during the year.

As we look toward 2008, we hope to continue the great progress realized in 2007. As we work to bring more value to the BBB membership, we hope to sign up even more businesses that share our vision for an ethical marketplace where buyers and sellers can trust each other.

Sincerely,

Bob Reynolds
Chair

Tom Gallagher
President & CEO

2007 Key Statistics

(Unaudited)

| | |
|---------------------------------|--------------------|
| Accredited Businesses | 4,705* |
| Total Consumer Inquiries | 235,224** |
| Total Complaints | 13,941 |
| Charities Meeting BBB Standards | 94* |
| Total Revenue | \$1,815,000 |
| Total Expenses | \$1,715,000 |

*as of Dec. 31, 2007

**Does not include inquiries received through automated voice response system

2007 Board of Directors*

CHAIR

Kenneth B. Wayland, II
Free Agents Marketing

PRESIDENT & CEO

Thomas J. Gallagher

VICE CHAIR

Robert S. Reynolds
SunTrust Mortgage, Inc.

SECRETARY

Edwin W. Mugford, III
Royal Chevrolet Company

TREASURER

Susan McFarland
Capital One Services, Inc.

IMMEDIATE PAST CHAIR

Charles E. McCabe
Peoples Income Tax, Inc.

GENERAL COUNSEL

Howard Feller
McGuire Woods, LLP

Ron Beauford
Virginia Heritage Foods, Inc.

David Boose
Pestmasters

Sherrie L. Brach
United Way Services

Al Claiborne
Advertising Promotions & Design

Ervin Clarke
Richmond Voice

Freddy Cobb
Cobb Technologies, Inc.

Keith Dobson
Dobson & Evans, LLC

Elliott Eisenberg
Dominion Chiropractic Clinic

L. Page Ewell, III
Richmond Window Corp.

Harry Garmon
The Bookkeeping Department

Gary Glover
Puritan Cleaners

Herman Glover, III
Insurance Security Associates, LLC

Lyle Guilbeau
Tredegar Corp.

Michael Guld
The Guld Resource Group

Isabelle Hilliard
Old Dominion Home Health Services

P. Emerson Hughes
Holiday Barn, Ltd.

Brad Hustead
Sterling Mortgage Corp.

Barbara Jackson
Hospital Hospitality House, Inc.

Hugh Joyce
James River heating & Air
Conditioning Co., Inc.

Keith Kaier
Dominion Virginia Power

William King
Westminster-Canterbury Richmond

Lina Landrigan
Wachovia Bank

Edward Lane
Lane Homes & Remodeling, Inc.

Kim Loehr
Loehr Lightning Protection Company

Tim Loughran
Media General, Inc.

Debra McMahon
Scitent

James Middleton
Urban Awareness

Mike Mulvihill
CRT/tanaka

Elizabeth Pearce
Commonwealth Parenting

Kim Peters
Lamar Outdoor Advertising

Percy E. Pollard, Sr.
(public member)

Michael Sesnowitz
VCU School of Business

Richie Siewers
Siewers Lumber and Millwork

Roderick W. Simmons, Esq.
Hirschler Fleischer

Mark Smith
Midas Auto Systems Experts

David Taylor
Ukrop's Super Markets, Inc.

James Tucker
(public member)

Gary Weiner
Saxon Shoes

Dick West
Parcel Plus

Angela Wilkes
Owens & Minor

*As of Dec. 31, 2007

Charter Members

*BBB charter members who have supported the
Better Business Bureau continuously since 1954:*

AAA of Virginia
Dominion Virginia Power
Franklin Federal Savings & Loan
Hirschler Fleischer
Ruffin & Payne
Schwarzschild Jewelers
Southern States
Universal Ford

2007 Corporate Sponsors

Aireco Supply, Inc.
American Family Fitness
Amerigas Propane, L.P.
AMF Bowling Worldwide, Inc.
Anthem, Inc.
Ashley Furniture Home Store
Bank of America — Virginia
Barrett Capital Management
Bon Secours-Richmond Health System
BB&T of Virginia
Capital One
CarMax, Inc.
Circuit City Stores, Inc.
CJW Medical Center
ClearPoint Financial Solutions
Comcast Cable Vision
Dominion Virginia Power
Eagle Corporation/Southern Concrete Products
Firestone Tire and Service
First Market Bank
Franklin Federal Savings & Loan
Greater Richmond New Car Dealers Association
HCA Richmond Hospitals
Kroger Grocery Stores
Lakeside Appliance, Inc.
LandAmerica Financial Group, Inc.
Markel Corporation
Mattress Discounters
New Market Corporation
Orkin, Inc.
Page Associates
Patient First Corporation
Pearson Companies
Richmond Newspapers, Inc.
S & K Famous Brands, Inc.
SunTrust Bank
The Restaurant Company
Tredegar Corporation
Tuffy Auto Service Center
Ukrop's Super Markets, Inc.
US Realty, Inc.
Virginia Mortgage Services, Inc.
Wachovia Bank
Woody Funeral Home & Cremation Service

BBB Principles for Trust

Build Trust

Establish and maintain a positive track record in the marketplace.

Advertise Honestly

Adhere to established standards of advertising and selling.

Tell the Truth

Honestly represent products and services, including clear and adequate disclosures of all material terms.

Be Transparent

Openly identify the nature, location, and ownership of the business, and clearly disclose all policies, guarantees and procedures that bear on a customer's decision to buy.

Honor Promises

Abide by all written and verbal agreements.

Be Responsive

Address marketplace disputes quickly, professionally, and in good faith.

Safeguard Privacy

Protect any data collected against mishandling and fraud, collect personal information only as needed, and respect the preferences of consumers regarding the use of their information.

Embody Integrity

Approach all business dealings, marketplace transactions and commitments with integrity.



701 E. Franklin St., Suite 712
Richmond, Virginia 23219
www.centralvirginia.bbb.org
info@richmond.bbb.org

Member Hotline:

804.648.0030
888.648.0030 (toll free)

Fax: 804.648.3115

24-Hour Report Lines:

804.648.0016 (Richmond)
434.971.3707 (Charlottesville)
540.373.9872 (Fredericksburg)
804.648.0016 (Tri-Cities)

Charity Information:

804.648.0036

Elder Fraud Hotline:

804.780.2222

Dispute Resolution Center:

804.343.7355

PRSR STD
U.S. Postage
PAID
Richmond VA
Permit # 304