

# Better Business Bureau Serving Central Illinois



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## Social Media

**Facebook:** @BBB Heart of Illinois  
**Twitter:** @BBBHOI

Bonnie Bakin, President/CEO  
Jessica Tharp, Vice President  
Jeff Albrecht, Director of Business Relations  
Shelby Carey, Standards & Service Advisor  
Rachel Sweeney, Standards & Services Advisor  
Jennifer Sissom, Inquiries Representative

## Mission

BBB's mission is to be the leader in advancing marketplace trust.

## Vision

BBB's vision is an ethical marketplace where buyers and sellers can trust each other.

BBB ensures that high standards for trust are set and maintained. We exist so consumers and businesses alike have an unbiased source to guide them on matters of trust. We provide educational information and expert advice that is free of charge and easily accessible.

Using our business reviews, BBB helps consumers identify businesses that are trustworthy... and those that are not. BBB coaches businesses on ethical behavior and how to build stronger, more trusting relationships with their customers. We evaluate advertisements against our standards to ensure that people can trust what advertisers say. In addition, we evaluate charities so that donors know where their money is going.

BBB creates a community of trustworthy businesses and charities by setting standards for marketplace trust, while helping consumers make smart, informed buying decisions. BBB calls out and addresses substandard marketplace behaviors, encourages and supports best practices by engaging with and educating consumers and businesses, and celebrates marketplace role models.

## ACCREDITATION STANDARDS

BBB accreditation is an honor—and not every business is eligible. Businesses that meet our high standards are invited to seek BBB accreditation. Businesses deemed to meet accreditation standards are presented to the BBB's board (or designees) for review and acceptance as a BBB-

## Upcoming Events

**Torch Awards for Business Ethics**  
August 24, 2017

accredited business. To read more about our accreditation standards, go to [bbb.org/council/for-businesses/about-bbb-accreditation/bbb-accreditation-standards](http://bbb.org/council/for-businesses/about-bbb-accreditation/bbb-accreditation-standards).

## STANDARDS FOR TRUST

All BBB-accredited businesses have agreed to live up to our standards for trust, a comprehensive set of best practices for how businesses should treat the public in a fair and honest manner. To review our standards for trust, go to [bbb.org/council/about/vision-mission-and-values/bbb-standards-for-trust](http://bbb.org/council/about/vision-mission-and-values/bbb-standards-for-trust).

BBB does not compare businesses against each other, but rather, evaluates businesses against our standards—and our standards clearly speak to the character and competence of an organization.

BBB is the resource to turn to for objective, unbiased information on businesses. Our network of BBBs allows us to monitor and take action on thousands of business issues affecting consumers at any given time.

BBB is your key adviser, most reliable evaluator and most objective expert on the topic of trust in the marketplace.

## How to Help

For those who wish to help with our vision of an ethical marketplace, where buyers and sellers can trust each other, we encourage you to educate yourself as a consumer and pursue ethical standards as a business in our community.

## BOARD OF DIRECTORS

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