



# THE COMMUNITY PAGE



## When you get ripped off, who ya gonna call?

*The Better Business Bureau, our local “fraud busters,” protects consumers from scams, fraud, and just plain “bad business.”*

In today’s “mainstream media” it is commonly accepted to stereotype businesses as economic bullies, driven by selfish scrooges intent on casting widows and orphans out into the cold and swindling the unsuspecting consumer at every turn. Yet, the last century of unparalleled economic and social progress can trace its origins to the ideas, investments, risk-taking, and hard work of ethical, progressive businessmen and women. But, there are also plenty of scam artists ready to rip people off. How do you tell the difference?

Cite virtually any positive development in society and you will find that economic growth in the private sector, fueled by business, made it all possible. The spirit of enterprise has survived and thrived to become the economic model for the new millennium based upon simple rules of fair play. Businesses in our community understand that continued progress and prosperity are not automatic. Such results are conditioned upon the consumer’s confidence in ethical companies that practice the rules of fair play.

Certainly there are scam artists and other unscrupulous types that would prey on the innocent or unsuspecting. That is why businessmen and women of good ethical character banded together to establish a system to preserve goodwill with consumers. The Better Business Bureau (BBB) was established to promote and foster the highest ethical relationship between businesses and the public through voluntary self-regulation, consumer and business education, and dispute resolution services.

The BBB serving all of eastern Idaho and three counties in western Wyoming began service as a not-for-profit corporation in July 1987. The area BBB is a leader in public services related to ethical business practices and dispute resolution. It is their passion to promote honesty and integrity in the marketplace. They possess a commitment to and are guided by trust, respect, and fairness, all with the goal of helping to make the local community a better place in which to live, work, and prosper.

The BBB promotes integrity and business ethics through self-regulation in the marketplace. Services provided by the BBB include a 24-hour automated telephone inquiry service, which provides reliability reports on companies and charitable organizations. In addition, the BBB provides complaint filing services, general monitoring of advertising in the marketplace, dispute resolution services and consumer/business education programs. BBB information and services are provided at no cost to the public with the exception of some mediation and arbitration services.

The BBB is governed by an 18 member volunteer Board of Directors representing some of the areas leading companies such as All American Cleaning, Key Bank, Bank of Idaho, Melaleuca, Carpet One, Orchard Naturopathic Clinic, Hola, Inc., Cooper Norman, Ken Serr Automotive, IE Productions, and First Call Jewel.

The BBB is funded by membership dues from business and professional firms throughout the region. Members of the BBB support it because they

believe in and commit to abide by the organization’s stringent principles. The BBB receives no government grants or tax revenues for operation. Contributions to BBB are not tax deductible as a charitable contribution, but may be deducted as an ordinary and necessary business expense.

The most important function the BBB provides is acting as an advocate for the average consumer who expects fair treatment from ethical businesses each time he or she enters the marketplace. Because of the commitment to excellence of businesspeople in this community, and the sacrifices of the Bureau’s leadership and staff throughout the years, consumers have someone trustworthy they can rely upon.

*Twelve local companies were chosen as recipients of the “Hall of Fame” awards for their example of ethics and integrity in dealings with customers, employees, and the community.*



1. Skandia Properties—Karin Fry
2. CableOne—Dean Jones and Dick McDonald
3. Culligan Water, Pocatello—Roger and Blake Jones
4. Post Register—Jerry Brady and Marny Clifford
5. Hirning Pontiac Cadillac GMS, Pocatello—Art and Kelly Hirning
6. Melaleuca, Inc.—Frank VanderSloot
7. Lee’s Jewelers—Lee Jones
8. KIDK TV—Steve Cannon
9. 20th Century Ford Dodge, Blackfoot—Brian Mattson
10. Brady’s Inc.—Cliff Brady
11. Swafford Law Offices—Ron and Twinkie Swafford
12. Greater Idaho Falls Chamber of Commerce—Robb Chiles



A conversation with **Kathryn Jones**

President/CEO BBB and Executive Director, BBB Foundation



*Better Business Bureaus are common throughout the American landscape. How did this organization build to the credible entity it is today?*

“In 1987, when we started our local BBB, there were 212 BBB’s operating in the North American Continent. Now, nearly 19 years later, downsizing and mergers have resulted in 127 Bureaus in current operation. Of those, the BBB serving eastern Idaho and western Wyoming is one of the smallest, and probably the most rural.

*What was your key to success?*

“Given the history, I view our Bureau as the ‘little bureau that could.’ As much of corporate America has adopted the attitude of “show me the money,” which has resulted in scandal and greed, many businesses still believe in and practice ethics. We are blessed in our area with businesses who still invest in their communities, their employees and their futures. Without these good people, Better Business Bureau services would not be available locally.”

*Typically, what services do the consumers in this area take advantage of?*

“Free information, complaint resolution, solicitations review, charity reports, and mediation and arbitration services are available because the BBB Members, ethical businesses, support the Bureau’s work. Not a penny of tax dollars pay for these services.

*What is the economic impact of such admirable efforts?*

“The economic impact of the Bureau’s work each year is in the millions of dollars.”

*What makes this BBB so exceptional?*

“Why do I think this little Bureau is so exceptional? Because of the people who support it and their value system. Our BBB Members have invested in our community, its value system, and in maintaining its ethical workplace.”

**We appreciate the following Better Business Bureau Charter Members who have served to keep “good business” operating in Idaho.**

20th Century Ford Dodge  
AMS, Inc.  
BA Wackerli Co., Inc.  
Bateman Hall, Inc.  
Beco Construction Co., Inc.  
Bill’s Auto, Inc.  
Bill’s Bike Shop  
Bingham Mechanical, Inc.  
Blackfoot Chamber of Commerce  
Brady’s Inc.  
Cable One, Inc.  
Carpet One  
Chesbro Music Company  
City of Idaho Falls  
Conan Heating & Air Conditioning  
Conquest Insurance Agency, Inc.  
Country Corner Self Service

Culligan Water Conditioning  
East Idaho Credit Union  
Eastern Idaho Cardiology Associates, PLLC  
Eastside Veterinary Hospital  
Eckersell Funeral Home  
Economy Printing, Sign & Banner  
Egan Metcalf & Leavitt Insurance Agency, Inc.  
Emy’s Automotive Service  
Falls Plumbing Supply, Inc.  
First Call Jewell, Inc.  
Forde Johnson Oil Co.  
Harper Leavitt Engineering, Inc.  
Harris Publishing, Inc.  
Heyburn Chamber of Commerce  
Hirning Pontiac Cadillac GMC, Inc.  
Holst Truck & Auto Wrecking, Inc.  
Hunter’s Creek Saddlery

Idaho Falls Chamber of Commerce  
Idaho Falls Oral Health Center  
Idaho Transmission Warehouse  
Ideacom ECSI  
J & R Plumbing and Heating Co., Inc.  
Karl’s Machine Shop  
KeyBank  
KIDK TV  
La Pizzeria  
Lawn Tech  
Lee’s Jewelers, Inc.  
Medical & Professional Credit Union  
Melaleuca, Inc.  
Mike’s Music  
Motel West-Hometown Kitchen  
Mountain West Radiator  
Northgate Transmissions & Automotive

OK Trailers  
Pocatello Chamber of Commerce  
Potelco United Credit Union  
Prescription Center, Inc.  
Regional Hearing and Balance Center  
Rexburg Chamber of Commerce  
Robert Fisher Insurance Agency  
Roto Rooter Sewer Service  
Sage Creek Repair, Inc.  
Salmon Chamber of Commerce  
Showcase Interiors, Inc.  
Soda Springs Chamber of Commerce  
Skandia Properties of America  
Steve’s Repair  
Stock Building Supply  
Stoddard Lumber Co.  
Swafford Law Office

Tee Pee Advertising Company  
Teton Dry Cleaning & Laundry  
The Hartwell Corporation  
The Morning News  
The Paris  
The Post Register  
Thomas D. Robison Roofing, Inc.  
Town & Country Gardens, Inc.  
Upper Valley Cabinet, Inc.  
Vogts, Inc.  
Vogue Beauty Salon & College  
Voigt Davis Realtors, LLC  
Want Ads of Idaho Falls, Inc.  
Wells Fargo Bank  
Woolf Combo & Thompson  
Yellowstone Log Homes, LLC  
Zip Print of Idaho Falls, Inc.