A Letter from the President and CEO

Thomas Watson, Sr., former president of BBB Accredited Business IBM, once said, “If you succeed, you have to have your heart in your business and your business in your heart.”

Mr. Watson’s message could ring true when speaking of BBB and its continued passion for advancing marketplace trust. For BBB (2007-2010), the goals were and remain the same; relationships, facts and outstanding results. Your BBB is a safety recognition as one of the most influential BBBs in North America, and the efforts of BBB staff resulted in record-breaking results for BBB at the local and national level.

In 2010, your BBB was honored by Austin Business Journal as one of the “Fast Places to Work,” and competed against Fortune 500 companies to earn three International MarCom Awards in recognition of its marketing. BBB also received two awards from the International Association of Better Business Bureaus and recognized a staff member as the #1 business development representative in the nation. These accolades have a direct impact on your business and the value of the role that it plays in a vibrant economy.

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Thomas Watson, Jr., former president of BBB Accredited Business IBM, once said, “If you succeed, you have to have your heart and your business in your heart.” He understood that if one’s business is an extension of oneself, then one’s values and ethics will determine the client's decision to buy. We know from recent research and the actions of successful businesses that bearing on a customer’s decision to buy, and ownership of the business, and the efforts of BBB staff toward record-breaking results for BBB at the local and national level.

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Mission: to be the leader in advancing marketplace trust.

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Thomas Watson, Jr., former president of BBB Accredited Business BPO, once said, “To be successful, you have to have your heart in your business and your business in your heart.”

Mr. Watson’s message could not ring truer when speaking of BBB and its continued passion for advancing marketplace trust. For BBB (2011 Annual Report), there is no more effective way to address our clients’ needs than by continuing to provide positive results for BBB’s 4,000,6,000,8,000,10,000 BBB Accredited Business locations.

Mr. Watson used to say, “Tell the Truth.” I have been very satisfied with the BBB bid stickers give business owners the opportunity to business up to date and roofing) to service a home in San Antonio. The contractors activity, and I frequently log in to download the BBB Business Review. Testimonials have been excellent without fail.”

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