

Member Newsline

April 2005

Vol. 26 No. 4



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MEMBER
Greater Iowa
Quad Cities
Siouxland Region

The BBB Member Newsline (USPS 112-950) is published monthly except June-July/Nov.-Dec. by the Better Business Bureau 505 5th Avenue, Suite 950 Des Moines, IA 50309

Subscription rate:
\$10.00/yr. to members.
Periodicals postage paid at Des Moines, Iowa.

Postmaster: Send address changes to:

BBB Member Newsline,
Better Business Bureau
505 5th Avenue, Suite 950
Des Moines, IA 50309

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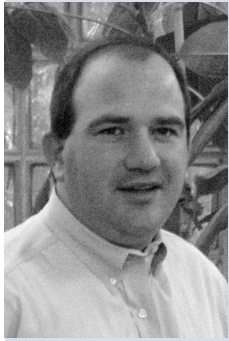
Ways to Keep Your Employees Happy

According to management experts the single greatest key to productivity is happy employees. Satisfied employees are usually energetic and tend to be highly motivated. Determining what makes workers happy can be a mind-stretching exercise. For years, the belief was that money was the source of employee happiness and retention. While there is no question that money is important, management studies show that it does not buy employee happiness. Think about your dedicated long term employees and what sets them apart from the revolving door type of employee. "While employees want to be fairly compensated for their efforts, they also want to be challenged and treated with respect," says Chris Coleman of the of the Better Business Bureau serving Greater Iowa, Quad Cites and Siouxland Region.

The Better Business Bureau offers the following suggestions to managers for how to increase employee happiness:

- Understand why people are working and commit to help them achieve their goals on the job. Develop a plan that will assist them in getting where they want to go.
- Empower workers to do the job you hired them to do. A work environment in which employees are constantly monitored, micro-managed and bossed around can be stifling. While most employees are capable of receiving empowerment, not all, however, will seek it. The overriding motivation for all employees is to be treated with respect.
- Keep employees informed. Share the big picture as to why they are being asked to do what they do and how their work can benefit others. Invite them to share their opinions. Allow them to actively participate in the discussions that lead to business decisions. By including them, you signal that you value their expertise and recognize that they are a valuable asset to the organization. Remember, involvement equals commitment!
- Communicate your expectations. Let your employees know what you expect from them in terms of work ethic, quality, honesty and job performance. Do not assume that employees somehow inherently understand what is required.
- Take care of the people who work for you. Recognize their accomplishments with frequent and sincere praise. Take time to single out employees who have gone well beyond the call of duty.
- Hire the best people for the job, give them directions and tools to do the job and step aside. But, be sure to follow up.
- Treat employees the way you would want to be treated. Think about how you would want to be informed of changes or acknowledged for a job well done. Then do the same with your employees.

President's Message



The Coleman's are building an addition to our home. It is so much fun. Right! For many of us, this is simply a headache. For most consumers, like my own family, the

process of finding dependable businesses to hire is a challenge. We all want to do business with honest and ethical companies, but all too often we gamble. We take a risk when we simply look for the best deal without researching the company first.

The Better Business Bureau is the medicine for our headaches. We can immediately deliver to consumers a list of businesses and detailed information about their customer interaction. Consumers are counting on our information more than ever – and the tools we have to deliver that are more effective than ever before.

Your BBB is proud to announce the creation of a new upcoming feature on our web site. By mid-summer we will be promoting a new program called E-Quote. It will drive profits to businesses that are members and who support the mission of the Bureau.

Here is how it works. The BBB will develop a marketing campaign which will begin early in the Fall season. We will promote a prominent link on our web site called E-Quote. The consumer will be asked a series of questions about the product or service needed. Our new operating system will then fire an email to every MEMBER in that type of business with the questions involving details as to the quote or additional

information about types of products and services the consumer is interested in.

We are building the infrastructure now – and we need your help.

Email the Better Business Bureau your primary email address. In order for your business to benefit from this program, you must have an accessible email address. Right now, we have emails for 60% of our members. Email us at: INFO@DM.BBB.ORG

Respond to our upcoming mailings asking for updated information on your business, especially the type of businesses you are involved in. We want to make sure any request for service or products gets to you.

Down the road, we will be asking all members to help us market the program. You can include information about the service in employee newsletters, and with your vendors and suppliers. MIP members can also include information in your general advertising. E-Quote is not our only tool to strengthen the profitability of our members, but it will be a new benefit that will directly impact our members in a positive way.

My wife Marcie and I need this very tool right now. We are committed to using members of the BBB as we build an addition to our home; however, there currently is no easy way to contact everyone. I believe we can build E-Quote into a service that thousands of consumers can utilize every year. In closing, help us build it – and we will help you build your business.

Thanks for your support,
Chris Coleman

Marketing Minute

Please don't ignore me

Nearly 70% of business lost in America is lost due to post-sales apathy.

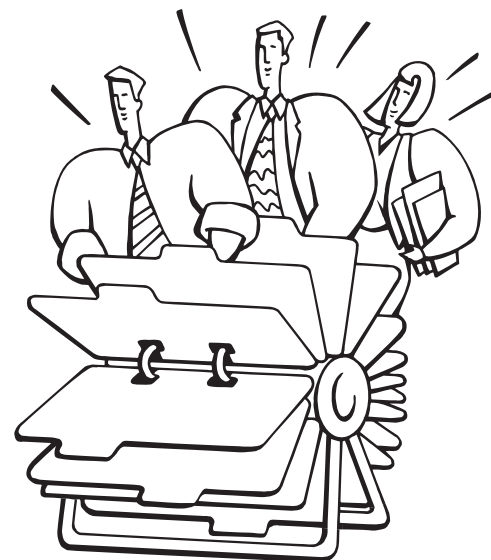
Amazing isn't it? We spend all this time and effort luring them to our business. We seduce them on the sales floor. We listen attentively to their problem and help them find a solution. We gave them a fair price. We smile and wave as they leave.

And then we ignore them.

There is no hotter prospect than your current client. They know you. They liked you enough to try you once. Hopefully, they had a reasonable or even good experience the first go around. So why aren't you talking to them? Why aren't you telling them more about you? Why aren't you asking them more about them?

If you don't have a customer retention program – one that turns your clients into raving fans...you need one. Make it simple, easy to implement and something you will actually do. Consistently. Start on it today. It's that important.

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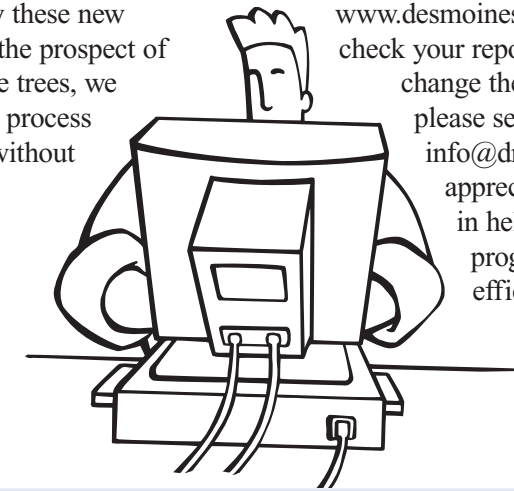


E-Mail Addresses — We Need Your Help

We are pleased to announce some improvements we have made to better serve our growing membership and our regions quest for information. Last spring we embarked upon a new program wherein we began providing a solely electronic complaint process. Recently, after much planning and anticipation we also began scanning materials for electronic storage. Our E-Quote program described on the previous page in this newsletter

requires e-mail communication. While we are excited by these new programs and at the prospect of being able to save trees, we cannot make this process fully functional without your assistance. WE NEED YOUR E-MAIL ADDRESS!!! To see if the BBB already has your

e-mail address, go to our website at www.desmoines.bbb.org, and check your report. To add or change the e-mail address, please send us an e-mail at info@dm.bbb.org. We appreciate your assistance in helping us make this program work efficiently. Thank you!



Advertising Review

Advertising Review promotes truth in advertising to enhance consumer confidence in businesses that advertise. Following are cases that represent recent advertising review matters your BBB pursued. Challenges made by the BBB, using the BBB Code of Advertising, result from information given by consumers, competitors and through the BBB's own monitoring efforts. The fact that a particular business responds to a BBB challenge is a compliment to their willingness to cooperate with the BBB's self-regulatory process and not to be taken as an admission of impropriety on any advertiser's part.

Cartridge World, Davenport

Challenge: "Refill and Save Up To 50%"

Response: Company contested ad review

Paul's Studio/Photo Express, Moline

Challenge: "Free Family Portrait"

Response: Company substantiated ad

Quad City Bar & Stool, Silvis

Challenge: "See Us For The Best Quality & Lowest Prices Guaranteed!"

Response: Company agreed to modify future advertising

Slim USA, Clinton

Challenge: "Fat Cure Finally Revealed!"

Response: Company did not respond

Hi-Tech Hearing Care, Bettendorf

Challenge: "America's Largest Custom Hearing Instrument Company"

Response: Company clarified ad

Eriksen Chevrolet-Buick, Milan

Challenge: "Your Vote Is In!!! Eriksen Chevrolet-Buick Is You #1 '04 Store!"

Response: Company substantiated ad review

Window Depot, Coal Valley

Challenge: "Best Price, Best Quality Guaranteed"

Response: Company substantiated ad review

Steffen Furniture, Spencer

Challenge: "No Payments With 0% Interest for 12 Months"

Response: Company stated the ad was discontinued

American Siding & Window Systems, Urbandale

Challenge: "Heat your home for free! Your satisfaction 100% guaranteed!"

Response: Company stated the ad was discontinued

Cartridge World, Urbandale

Challenge: "Refill & Save Up to 50%"

Response: Company will modify future ads

Mark's Footwear, Spencer

Challenge: "Register To Win A Pair of Shoes"

Response: Company discontinued ad and will modify future ads

Midwest Wireless, Spencer

Challenge: "Limited Time offer! \$50 Rebate On Any Camera Phone"

Response: Company will modify future ads

Todd's Naturalizer Shoes, West Des Moines

Challenge: "Savings Up To 70%"

Response: Company will modify future ads

Same Day Denture Clinic, Des Moines

Challenge: "Save Up To \$50 Additional With This Ad With The Purchase Of A Full Set"

Response: Company will discontinue ad

Puckett Tool & Equipment, Des Moines

Challenge: "Best Brands, Best Price, Best Selection, Best Service, Lowest Prices Guaranteed"

Response: Company will modify future ads

Nobbies, Clive

Challenge: "Enter to Win!"

Response: Company discontinued ad

Happy Anniversary

The following businesses reaffirmed their dedication and pride in their commitment to fair, honest, and good business practices by recently renewing their BBB membership. The BBB appreciates their generous and vital support.

<p>50+ Years Betts Auto Campus</p> <p>25 - 49 Years Flightags Incorporated Hummel's Nissan McKee Voorhees & Sease Ethan Allen Iowa Automobile Dealers Association Bell Brothers Heating & Air Conditioning</p> <p>10 - 24 Years Indianola Memorial Works Express Print Catering By FBBC & TS Reich Painting & Decorating SAS Entertainment Carmen's Jewelry Creative Decks & Fence A A A Roofing New Shine Kavanaugh Art Gallery Minuteman Press Wierson Siding & Home Improvement Appliance Barn Bea Day Plumbers Iowa Postal Credit Union Becker Equipment Harger's Acoustics Comco Harcros Chemicals Exterior Sheet Metal Voss Bros Plumbing & Heating Central Iowa Power Cooperative Mutual Med McCartney Improvement Blackhawk Automatic Sprinklers Cactus Jack's Marketing Hot Spring Spas Central Iowa Appliance Advanced Electrical Services Southern Hills Self Storage Quality Inspection Services John Deere Credit Freedom Tire & Auto Center A G Edwards & Sons</p>	<p>Suburban Construction General Asphalt Construction Paul's Paint & Body</p> <p>5 - 9 Years Stielow Siding & Windows H & S Builders Dorrian Heating & Cooling Schaller & Son Total Maintenance Harris Cleaning Service & Sales American Siding & Window Systems Compu-tek Noble Construction American Bank & Trust Iowa Illinois Health Solutions Wise Guys Pizza & More Tri-State Communications Sunset Lakes Resort Triview Communications Denny Staebell Home Improvements Ace Pest Management Advanced Hearing Aid Service Gannon Pool & Spa South Slope Cooperative Telephone Target E N T Professional Services River City Tire Cellular One Great Lakes of Iowa American National Insurance Movie Ad Media Hawkeye Adjustment Service</p> <p>1 - 4 Years A 1 Appraisals Medicap Pharmacy Top Construction Affordable Elegance Kessler Landscape & Garden Center Lampe's Lawn Service Simrit Fluid Power Turf Master ADS R US Music Connection</p>	<p>B O I Platinum Services Holmes Service Experts Stanbrough Realty Elliott Construction Methodist Plaza Dental Lakes Lawn Broadway Builders Errands-R-Us ABC Seamless of Humboldt Billie Jo Logistics Central Lighting & Equipment Lifetime Nut Covers Action Roofing Emerald Motion Production Fitzgerald Siding Mason City Power Sports V Z N Technologies Green Guys Lawn Care United Hands Riffey Paint & Drywall Excel Deck & Fence Finesse Spa Salon Fleming Construction Transitions Home Pro's D's Auto & Truck Wright's Residential Builders Three Oaks Landscape Designs Todd Whitters Construction Eastern Iowa Propane & Petro Right Roofing Professional Contracting Services Ultimate Nursing Services of Iowa B Hancock Construction Fank Construction Professional Freight Sales A + Comm. & Security Hanes Electric Ramker Construction & Supply Donovan Stoll Construction Junker Electric Quad Cities Irrigation Quality Glass Company Birch Heating & Cooling River Service Company President Homes</p>	<p>Retirement Benefit Administrators Gingerich Well & Pump Service M-K Matic Transmission D & J Vending David P Lind & Associates Waddle Exteriors Business Voice Systems American Home Design Center Brus Construction Nikkel & Associates Legend Windows & Siding of Iowa Master DJ and Visual Effects Dr Chris S Beckwith PC Silvercrest Ames Assisted Living Zone 5 Designs Van Sant Enterprises Boitnott Enterprises Canteloupe Hill Kennels Boarding Facility K & K Window Washers Frederick Furniture Northwest Iowa Sprinkler Wheatsfield Cooperative A B C Pest Control Cramer Development DeVore Factory Direct H W Schroeder Appraisal Phil Koster Construction Dan's Automotive Bradley Tools & Fasteners Jeff Koenen OD Wagschal Construction & Remodeling Wegher Construction Animal Haven Veterinary Hospital First General Services Grain Vacs Young Construction Cronbaugh Tankwash Vinyl Guard Building Products World of Bikes Blackhawk Auto 2nd Story Software Alpha Express Bachmeier Interiors & Carpet</p>
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Rising Gas Prices Encourage Gas Saving Scammers

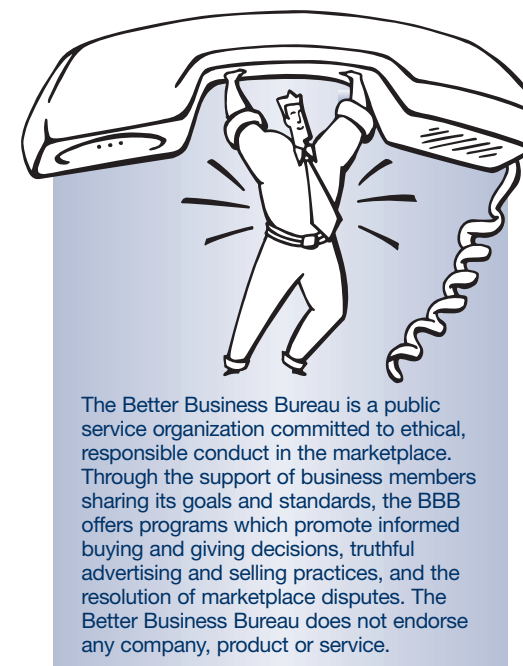
As gasoline prices rise above \$2.00 a gallon, consumers are wondering what they can do to improve their gas mileage. Although there are practical steps you can take to increase gas mileage, The Better Business Bureau warns consumers to be wary of gas saving claims that empty your wallet, instead of saving you fuel.

Many websites make unbelievable claims for various after market devices and additives that supposedly increase gas mileage for automobiles. The Federal Trade Commission found many of these claims to be either false or overly exaggerated. Before adding any fuel saving device to your vehicle, check with your mechanic. You may end up with a voided manufacturer's warranty and serious engine problems by adding after market devices to your engine.

What you spend at the pump is influenced by how you drive and what type of gasoline you use to fill your tank. With vacation

time approaching and an anticipated increase in gasoline prices for summer travel, here are some tips on what you can do to save fuel consumption:

1. Choose the right octane for your car. Check your owner's manual to find the proper octane. The higher the octane, the higher the price.
2. Keep your engine tuned. Studies have shown that a poorly tuned engine can increase fuel consumption by as much as 10-20 percent. Follow recommended maintenance.
3. Don't let your engine run at idle any longer than necessary. An engine actually warms up faster while driving.
4. Drive more efficiently; plan trips and errands. Stay within posted speed limits and endeavor to combine trips for multiple purposes.
5. Keep your tires properly inflated and aligned. Automobile manufacturers place a label in the car giving the correct tire pressure. Use the higher range number to maximize fuel efficiency.
6. Anticipate driving conditions. Driving smoothly and steadily makes the best use of your fuel.
7. Change your oil and replace air filters regularly. Clean oil reduces wear caused by friction between moving parts and removes harmful substances from the engine.



Did You Know?

Top 10 Inquiries

1. Mortgage Companies
2. Siding Contractors
3. Roofing Contractors
4. Work at Home Opportunities
5. Construction & Remodeling Services
6. Insurance Companies
7. Windows – Installation/Service
8. General Contractors
9. Home Builders
10. Appliance – Service & Repair

Top 10 Complaints

1. Computer Systems Designers & Consultants
2. Fulfillment Services
3. Mortgage Companies
4. Telephone Companies
5. Furniture Stores
6. Credit Cards and Plans
7. Mail Order & Catalog Shopping
8. Appliances – Service & Repair
9. Auto Repair & Service
10. Manufacturers & Producers

The Better Business Bureau is a public service organization committed to ethical, responsible conduct in the marketplace. Through the support of business members sharing its goals and standards, the BBB offers programs which promote informed buying and giving decisions, truthful advertising and selling practices, and the resolution of marketplace disputes. The Better Business Bureau does not endorse any company, product or service.

A Warm Welcome to Our New Members

A company cannot just "join" the BBB by paying dues. It must have a history of ethical practices and adhere to fair advertising and selling standards. We thank our new members who are telling their customers and neighbors that they want to do their part to make their community a good place to work and live, and that they believe in business self-regulation and consumer education. We urge fellow members to support our new "partners" whenever possible by looking for the BBB torch before they make a purchase.

Thank you for your support and welcome aboard!

ALBIA

Amos Construction
Home Builders

Superior Machine *
Machine Shops

ALTOONA

Allen Enterprises *
Window Treatments

ANKENY

A & B Communications
Satellite Equipment &
Supplies

BETTENDORF

Concord Mortgage
Mortgages

BRITT

Willik DeWitt Implement
Farm Equipment

CEDAR RAPIDS

Liberty Bail Bonds *
Bail Bonds

CENTERVILLE

Action Realty - Iowa
Realty *
Real Estate

L & W Quarries
Sand & Gravel

CORWITH

Tim Johnson Trucking
Trucking-Motor Freight

CRESTON

West Concepts
Restaurant-Fast Food

DALLAS CENTER

Hopley Builders *
Contractors-General

Luellen Brothers. *
Electric Contractors

DAVENPORT

JD Byrider/CNAC *
Auto Dealers-New Cars

DES MOINES

All Star Construction *
Construction &
Remodeling Services

Brodkey's Jewelers
Jewelers-Retail

Des Moines Metropolitan
Transit Authority *
Bus Lines

Designs by Ryan *
Interior Decorators &
Designers

Dynamic Electric *
Electric Contractors

Floor Coverings
International
Floor Materials

Gruber's Lock Service
Locks & Locksmiths

Porky's Diner
Restaurants

R & J Home Center
Mobile Homes-Dealers

Smitty's Auto *
Metal Salvage Yards

Susan Palso Dance-A-Cross
Dancing Instruction

EAST MOLINE

Nixalite of America
Bird & Wildlife Supply
Shops

EMMETSBURG

Johnson Realty
Real Estate

ESTHERVILLE

Don Edwards Plumbing,
Heating & A/C
Plumbing Contractors

Repair Center *
Tire Dealers

FAIRFIELD

Art Select *
Art Galleries, Dealers &
Consultants

FOREST CITY

Eddy's Glass and Door
Garage Doors

GRUNDY CENTER

King Electrical
Electric Contractors

GUTHRIE CENTER

F & R Homes
Buildings-Pre-Cut,
Prefab & Modular

HOSPERS

Zandy's Guns & Repair
Guns & Gunsmiths

INWOOD

Nature's Best
Feed Dealers

JOHNSTON

Goodwin Network of
Advisors *
Financial
Planning/Management
Consultants

LE MARS

Petersen Construction &
Drywall
Construction &
Remodeling Services

LYNNVILLE

Hoksey's Native Seed *
Seeds & Bulbs-Retail

MARCUS

Country Creations
Screen-Printing

MARION

Keel Electric
Electric Contractors

MASON CITY

Custom Graphics *
Graphic Designers

Federal Upholstering
Upholsterers

Huffman Coach
Company
Buses-Charter & Rental

Newman Construction
Home Builders

Pruisman Wood Floors
Hardwood Floors

Schukei Chevrolet *
Auto Dealers-New Cars

Varied Industries
Corporation *
Feed-Wholesale &
Manufacturers

MITCHELLVILLE

Welter Auto Body
Auto Body Repair &
Painting

MOLINE

7th Street Chiropractic &
Acupuncture Center
Chiropractors D.C.

Advanced Construction
& Improvement *
Contractors-General

SFT Financial *
Insurance-Health

NORWAY

Heartland Masonry
Mason Contractors

OSKALOOSA

Certified Pest Control *
Pest Control Services

Johnson's Heating, Air
Conditioning, and
Refrigeration
Heating & Air
Conditioning

Oskaloosa Service Center *
Auto Repair & Service

Summers Car Credit *
Auto Dealers-Used Cars

POLK CITY

Deist Heating & Cooling *
Heating & Air Conditioning

PRIMGHAR

Frangenberg Sanitation
Rubbish/Garbage Removal

ROCK ISLAND

The Fancy Street Clock & Light
Lighting Fixtures-Retail

ROCK VALLEY

C & J Construction *
Concrete Contractors

Cybrac.com
Computers-Service & Repair

SANBORN

B & B Farms *
Trucking Transportation Brokers

SIBLEY

Keith M. Merrick Company
Commercial Printer

SIOUX CENTER

Luken Drywall and Painting,
Dry Wall Contractors

Revenue Recovery Solutions
Collection Agencies

SIOUX CITY

Window World of Siouxland
Siding/Window Contractors

SPENCER

Spencer Cab Company
Taxicabs

Spencer Sears Store
Tools-Electric

STORM LAKE

Advance Pest Technology
Pest Control Services

M.S. Door Services
Overhead Garage Doors

STUART

D & J Seamless Gutters *
Gutters & Downspouts

URBANDALE

Buresh Home Solutions *
Home Improvements

WATERLOO

Liberty Bail Bonds *
Bail Bonds

WEST DES MOINES

Brodkey's Jewelers
Jewelers-Retail

Inches-A-Weigh *
Exercise & Physical Fitness
Programs

*Denotes Membership Identification Program participant (MIP)

 Denotes membership in BBBOnLine

Forwarded E-Mails Can Mislead

Check out those forwarded e-mails before you send them on. Whether they appear to be for fun or promoting a cause, some are lighthearted electronic gabbing, but, others can be misleading and out of date. Every work place should have a written policy concerning e-mails and viewing and disseminating of questionable or inappropriate content. Junk e-mails can be far reaching and costly. One site, hoaxbusters, reports that if one person forwards an e-mail to an average of 10 people and each of those recipients forwards it to 10 people, by the 6th generation of forwarding there are 1 million e-mail messages generated.

One e-mail making the rounds in February stated that Avon will give 10 cents toward research every time someone pulls the pink rope on the Bears for Breast Cancer website. This was true, but the promotion ended last November. Unwitting participants can become involved in a variety of phishing scams, schemes or hoaxes. There is no end to creativity when

it comes to the internet. Be leery of sharing any personal information and check with the source of the alleged e-mail originator before conducting business or sharing sensitive data.

Some of the top Urban Legend e-mails as listed on the snopes.com web site include:

- Tsunami Photos
- Coffee and GI's in Iraq
- Restaurant Gift Certificates
- Forwarding "Dali Lama" chain letter for good fortune
- Cell phone rescue calls

Don't forget that BBB company and charity reports are always available to help check out a specific business offer or an appeal for a donation. Consumer and business tips on internet use and computer security are also available through the BBB. If you need help resolving a dispute or if you fall victim to a scam contact the BBB at the member number, 515- 243-5027 or www.desmoines.bbb.org.

BBB Publications Available

Consumer publications are available for purchase through the Council of Better Business Bureaus. Brochures in increments of 100 are available for fees ranging from \$10.00 to \$25.00. Topics include:

- Auto Insurance
- Car Buying
- Choosing a Health Club
- Computer Software Piracy
- Cooling Your Home
- Financial ID for college
- Heating Your Home
- Home Improvements
- Home Inspections
- Lawn Care Services
- Refund and Exchanges
- Roof Repair Coatings
- Scams Against Seniors
- Vacation and Travel
- Water Quality Improvement
- Work-At-Home Schemes