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55th Annual General Meeting  
Wednesday, April 25, 2012; 4:00 p.m.  
The Edmonton Petroleum Club  
Edmonton, Alberta

Agenda

1. Call to Order  
2. Welcome from the Chair  
3. Approval of the Agenda  
4. Approval of the Minutes from 2011 Annual General Meeting  
5. Business Arising from Minutes of 2011 Annual General Meeting  
   a. Better Business Bureau - Ric Wrobel Memorial Award  
6. Treasurer’s Report  
7. Appointment of the Auditor  
8. Appointment of Counsel  
9. President’s Report  
10. Report of the Nominating Committee  
11. New Business  
12. Acknowledgement of Retiring Board Members  
13. Acknowledgement of Long Term Accredited Businesses  
14. Induction into the 50 Years of Trust Club  
   a. Park Memorial Ltd  
15. Adjournment
Meeting Minutes

1. Call to Order and Confirmation of Quorum
   Chair Wayne Dosman called the meeting to order at 4:05 p.m. He called upon Chris Lawrence, President, to declare a quorum. The bylaws of the BBB require a minimum of 15 members present for a quorum. Having seen that there were more than 15 members present, a quorum was declared.

2. Welcome from the Chair
   Chair Wayne Dosman welcomed all those present. He forwarded the regrets of Board Chair Paul Wielens and Treasurer John Caputo. He recognized all the BBB Board Members present.

3. Approval of the Agenda
   The agenda was provided in the AGM kit.
   MOTION: Colin Kuefler/David Osbaldeston
   “That the agenda be approved as presented.”
   Carried

4. Approval of the Minutes of the 2010 Annual General Meeting
   The minutes from the 2010 Annual General Meeting were provided in the AGM kit.
   MOTION: Sherry Galan/Colin Kuefler
   “That the minutes of the 2010 Annual General Meeting be approved as presented.”
   Carried

5. Business Arising from the Minutes of the 2010 Annual General Meeting
   a. Tribute to Ric Wrobel
      The Better Business Bureau - Ric Wrobel Memorial Award will provide five $5,000 annual awards to U of A Business Faculty students with satisfactory academic standing entering the third of fourth year of study in the School of Business. Selection is based on demonstrated leadership through involvement and participation in University or community activities, sports or cultural activities and academic standing. This award is open to full time or part students. Chair Wayne Dosman announced that our second recipient is Lacey Suen.
6. **Treasurer’s Report**
   A summary of the audited statements from the fiscal year 2010 was included in the Annual Report. Chair Wayne Dosman provided a report on fiscal year 2010. SVS Group, Chartered Accountants of Edmonton, Alberta, reviewed the Bureau’s financial statements. It was indicated that the full statements were available for review.

   MOTION: Colin Kuefler/Rose Henry
   “That the Audited Financial Statements for fiscal year 2010 be accepted as presented.”
   Carried

7. **Appointment of the Auditor**
   MOTION: Colin Kuefler/Sherry Galan
   “That the firm of SVS Group LLP be appointed as auditors for the Better Business Bureau of Central and Northern Alberta for fiscal year 2011.”
   Carried

8. **Appointment of Counsel**
   MOTION: Antonio DiMarcello/Colin Kuefler
   “That the firm Field Law be appointed as legal counsel to the Better Business Bureau of Central and Northern Alberta for the year 2011.”
   Carried

9. **President’s Report**
   The Annual Report for 2010 was included in the AGM kit. President Chris Lawrence provided brief highlights from the year.

10. **Report of the Nominating Committee**
    The Nominating Committee Report was attached to the agenda. Chair Wayne Dosman provided an overview of the nominees.

    The following were nominated as Directors of the Better Business Bureau of Central and Northern Alberta for the period starting April 25, 2011 continuing to the Annual General Meeting in 2013.

    Rose Henry     Sam Narayan
    Rick Koch      Jeff Roberts
    Colin Kuefler  Donna Wynn
    Shawn Lazaruk

    Chair Wayne Dosman called three times for further nominees from the floor.
    MOTION: David Osbaldeston/Rose Henry
    “That Nominating Committee Report be accepted and nominations cease.”
    Carried
11. **New Business**  
   There were no other New Business Items.

12. **Acknowledgement of Retiring Board Member**  
   Chair Wayne Dosman recognized the contributions of Sean Melrose who served as a Board Member from 2005 to 2011, when he retired after relocating to Powell River, BC. During his tenure, he served in several capacities on the Executive Committee, including Treasurer and Vice Chair.

13. **Acknowledgement of Long Term Members**  
   Chair Wayne Dosman presented long term member certificates to those members present who qualified.

14. **Induction into the 50 Years of Trust Club**  
   An Award was presented to Big Iron Drilling Ltd. for their involvement with the BBB from 1961-2011. Two other companies: Edmonton Tent and Awning 2000 Inc. and Southtown Chrysler were also inducted into the 50 years of Trust Club, however, they were not able to attend.

15. **Adjournment**  
   MOTION: Colin Kuefler/David Osbaldeston  
   "That the Better Business Bureau Annual General Meeting be adjourned at 4:40 p.m."  
   Carried

**Draw for Door Prize**  
After the conclusion of the meeting, a draw was held for an I-Pad, donated by Johnson, Inc.
Report of the Nominating Committee

Chairperson: Paul Wielens

1. Board of Director Status

<table>
<thead>
<tr>
<th>Directors eligible for an additional 2 year term (Expires 2014)</th>
<th>Retired/Resigned Directors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wayne Dosman (served since 2008)</td>
<td>John Caputo (served since 2004)</td>
</tr>
<tr>
<td>Sherry Galan (served since 2010)</td>
<td>David Osbaldeston (served since 2006)</td>
</tr>
</tbody>
</table>

**New Nominees**
John Rudolph  
Paul Semeniuk  
Scarlett Wilson-Brown  
Bridget Wingate

2. Nominations

The following are nominated as Directors of the Better Business Bureau of Central and Northern Alberta for the period starting April 25, 2012 and continuing to the Annual General Meeting in 2014.

Wayne Dosman  
Sherry Galan  
John Rudolph  
Paul Semeniuk  
Scarlett Wilson-Brown  
Bridget Wingate

**New Nominees**

**John Rudolph (Alberta Carpet and Furnace Cleaning, Cleaning by Page)**

John Rudolph has been the President of Alberta Carpet & Furnace Cleaning since 1981 and the President of Cleaning by Page since 2000. He acquired Cleaning by Page in 2000 and has rebuilt this 77 year old business to 23 locations in Edmonton and a service area extending to Fort McMurray, Edson and the Saskatchewan border. Prior to these endeavours, he was employed in the following industries: Financial services, Office products and Coffee services. He grew up in a family retail business. His volunteer activities included: the Canadian Cancer Society Relay for Life, where he was Board Chair in 2004/2005; the Heritage Festival, where he was a Board Member from 2003-2005; Break Forth Canada, where he has been a Board Member since 2009; Junior Achievement from 2002-2004 and Vibrant Communities from 2003-2004.

**Paul Semeniuk (Garage Frontiers Inc)**

Paul Semeniuk is a city firefighter of 5 years. Along with a partner, Paul started up Garage Frontiers in the hope of providing garage organizational services with an emphasis on attention to customer service. In addition to being a full time firefighter and operating a business, in his spare time, he likes to run and is a triathlete with over 40 races under his belt.
Scarlett Wilson-Brown (Empire Express Travel Ltd)
Scarlett Wilson-Brown has been the Owner/Manager of Empire Express Travel Ltd for the last 17 years. She is also active in several volunteer associations, including the Foster Care Council of Alberta and is the Vice President of JANA (Jamaica Association of Northern Alberta). She also enjoys travel, reading, gardening, cooking, live theatre and participating in panel discussions.

Bridget Wingate (Subject to Inspection Ltd)
After qualifying in 1965, Bridget Wingate became only the second woman to be appointed as an inspector and property valuer for the British Government, which was a nation-wide department of 1,500 professional qualified inspectors and appraisers. In 1994, after the Prairies Chapter of the American Society of Home Inspectors was formed, Bridget formed her own company - Subject to Inspection Ltd., which specializes in the inspection of residential properties and acreages in particular. She was appointed President of the Canadian Association of Home and Property Inspectors (CAHPI) from 1999-2001. She was appointed as Secretary of the Canadian Association of Home Inspectors (National) Board for three years ending in 2010. Bridget also served on a committee representing CAHPI (AB) in negotiations with the Alberta Government for licensing of home inspectors. In 2004, Bridget received a National Service Award by the Canadian Association of Home and Property Inspectors. She served as a Board Member for three years on the Stony Plain Chamber of Commerce and was a Founding Member of the Parkland Homepreneurs. Bridget has bred Connemara ponies since 1970 and brought a mare with her when she emigrated to Canada in 1975. She is now President of the Canadian Connemara Pony Society.

Board of Directors 2011-2012

Executive
Paul Wielens, Chairman    Highland Moving
Wayne Dosman, Vice-Chairman  Canadian Western Bank
Colin Kuefler, Treasurer    Johnson, Inc
Chris Lawrence            BBB President and CEO

Directors at Large
John Caputo             Edmonton Examiner
Sherry Galan            Home Re-use-ables
Rick Koch               DK Ford Sales Ltd
Shawn Lazaruk           Telsco Security
Sam Narayan             Remax Excellence Edmonton Ltd
David Osbaldeston       Western Canada Fire & First Aid Inc
Jeff Roberts            Wrenchmasters Pro
Donna Wynn              Retire-at-home Services

Legal Counsel
Rick Pabst              Field Law
Principles of Trust

Start with Trust - Establish and maintain a positive track record in the marketplace.

Advertise Honestly - Adhere to established standards of advertising and selling.

Tell the Truth - Reveal all related conditions or exceptions regarding products or services offered.

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

Honour Promises - Abide by all written and verbal agreements.

Be Responsive - Address marketplace disputes quickly, respectfully and reasonably.

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

Safeguard Privacy - Protect any data collected against mishandling and fraud, and respect the preferences of customers regarding the use of their information.
Message from the CEO

What a stellar year!

Our BBB was pivotal in the creation of a new Canadian BBB Region integrated into a restructured Council of Better Business Bureaus (CBBB). I was honoured to represent Canada as the Chair of the Canadian Region, as a member of the Board of the CBBB, the only Canadian on an international policy making committee (BBB Operating Committee) and the only Canadian on the international Audit and Compliance Committee. The bar was raised in 2011 for all 116 North American BBBs, in terms of Operating Standards, and our BBB was one of the first BBBs across the entire system to meet these new rigorous standards, and the first Canadian BBB to be welcomed as a full member of the CBBB.

We were asked to expand our territory to include Nunavut, and as we also serve Northern BC, the Northwest Territories, the Saskatchewan side of Lloydminster as well as Central and Northern Alberta, we have begun to use the tag line – BBB Serving the Great White North!

Locally, our staff continued to excel in terms of improving our services to the public. Those efforts were recognized by our peers, as we were the first Canadian winner of the Myers Award – one of the most prestigious awards in the BBB system. Our Operations Staff addressed more than double the number of inquiries that were made in 2010, worked pro-actively with businesses to reduce the number of complaints forwarded to our BBB and increased the satisfaction index of complainants with our dispute resolution processes. We were also recognized by the CBBB for our data quality – achieving 100% accuracy on all audited specific measures.

We expanded our services to better serve our Accredited Business Members and the public in 2011. We increased the number of categories in our Search Engine Solutions program, distributed over 300,000 Consumer Guides to consumers, and included our first online version on our website, initiated a senior’s program with SAGE, and began a support initiative for our military personnel with the Military Family Resource Centre. We had almost 2 million page views on our website which was a significant increase over 2010. We also increased the number of investigations and ad reviews conducted in 2011. Our social media sites continue to grow and we are recognized as the “go-to” source for a number of media.
We were pleased that an increasing number of businesses continue to see the value of accreditation. We were thrilled to win two sales awards in 2011 – for the most number of sales and the highest dollar volume of sales in Canada. Our dedicated sales personnel continue to rank well when compared to all their North American counterparts and one of our staff finished in the top five! We also have one of the highest retention rates as compared to other BBBs.

The highlight of our year, however, was the purchase of a building for our BBB, which was a tangible result of over ten years of stewardship and savings by our Board of Directors. This new home will permit us to grow and provide more opportunities for us to be recognized, all while creating a legacy for the future.

We are so appreciative of our Accredited Businesses! Without them we would not be successful! Indeed it is their support that enables us to provide the many programs that contribute to our mission of advancing marketplace trust.

It has been my pleasure to work with such dedicated staff, Board Members and Accredited Businesses. We are truly positioned to continue to be one of the best BBBs in the future.

Respectfully submitted,

Chris Lawrence
President and CEO

April 25, 2012
Awards

BBB was presented with three awards at the BBB International Assembly October 4, 2011 in Seattle, Washington. These awards speak to the dedication and hard-work of BBB employees in advancing marketplace trust and helping consumers find businesses they can trust.

**Myers Memorial Award** - This award celebrates the lives and work of BBB professionals Jerry & John Myers. The Myers Award was created in 1998 to recognize exceptional examples of BBB core operational work in advertising review, investigations, charity review, business/trade practice initiatives and educational projects that result in meaningful and effective information that helps consumers make knowledgeable choices in the marketplace.

Our BBB won based upon our two year investigation into online marketer, Jesse Willms. During our investigation, we provided information to the public, the Federal Trade Commission and Service Alberta to help protect other consumer. With our help, the FTC recently charged him with almost $400 million in damages.

**Ric Wrobel Memorial Award** - This award provides $5,000 annual awards to University of Alberta Business Faculty students with satisfactory academic standing entering the third or fourth year of study in the School of Business. Selection is based on demonstrated leadership through involvement and participation in the University or community activities, sports or cultural activities and academic standing. This award is open to full time or part time students. We are pleased to announce this year’s recipient, Koryn Stamler, our third annual winner.

**Category C Sales Awards** - Our BBB produced both the highest number of sales and the highest dollar amount for 2011 among all Canadian BBBs. Considering our competition was major metropolitan centres such as Toronto, Vancouver and Calgary, it speaks to the ability and dedication of our sales coordinator, our sales team and the operations department working together.

In this photo: CEO Chris Lawrence receives the Myers Award from CBBB CEO Steve Cox.

In this photo: CEO Chris Lawrence receives the Category C Sales Awards from CBBB CEO Steve Cox.

In this photo: Recipient Koryn Stamler and Ron Mycholuk, Public Relations Manager, BBB serving the Great White North.
BBB’s New Home
## Accreditation Statistics

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>As of December 31</td>
<td>3509</td>
<td>3122</td>
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## Website Statistics

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<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Views</td>
<td>1,911,246</td>
<td>1,351,051</td>
</tr>
<tr>
<td>Unique Visitors</td>
<td>496,382</td>
<td>350,903</td>
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</table>

## Complaint Statistics

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Received (Opened)</td>
<td>3,871</td>
<td>5,580</td>
</tr>
<tr>
<td>Answered (Closed)</td>
<td>4,704</td>
<td>6,045</td>
</tr>
<tr>
<td>Accredited Business (Opened)</td>
<td>1,141</td>
<td>1,072</td>
</tr>
<tr>
<td>Accredited Business (Closed)</td>
<td>1,130</td>
<td>1,086</td>
</tr>
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</table>
Satisfaction Index

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accredited Businesses</td>
<td>99.83%</td>
<td>99.62%</td>
</tr>
<tr>
<td>Non-Accredited Businesses</td>
<td>69.31%</td>
<td>63.86%</td>
</tr>
<tr>
<td>Total</td>
<td>84.57%</td>
<td>76.62%</td>
</tr>
</tbody>
</table>

Inquiries Statistics

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accredited Businesses</td>
<td>358,108</td>
<td>280,965</td>
</tr>
<tr>
<td>Non-Accredited Businesses</td>
<td>328,564</td>
<td>158,253</td>
</tr>
<tr>
<td>Total</td>
<td>686,672</td>
<td>328,564</td>
</tr>
</tbody>
</table>

2011 Top 10 Complaints

1. Health & Medical Products
2. Furniture - Retail
3. Auto Dealers - New Cars
4. Internet Auction Service
5. Movers
6. Home Builders
7. Roofing Contractors
8. General Contractors
9. Legal Forms
10. Loans

2011 Top 10 Inquiries

1. Home Builders
2. Roofing Contractors
3. General Contractors
4. Plumbing Contractors
5. Movers
6. Auto Dealers - New Cars
7. Landscape Contractors
8. Auto Repair & Service
9. Home Improvements
10. Windows
# Statement of Operations

## Financials

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenues</strong></td>
<td>$1,750,410</td>
<td>$1,495,472</td>
<td>$1,288,074</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td>$1,627,514</td>
<td>$1,348,926</td>
<td>$1,142,091</td>
</tr>
<tr>
<td><strong>Loss on Disposal of Capital Assets</strong></td>
<td>($1,237)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Excess Revenue (Expenses)</strong></td>
<td>$121,659</td>
<td>$146,546</td>
<td>$145,983</td>
</tr>
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</table>

## Balance Sheet

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cash and Sundry Assets</strong></td>
<td>$401,374</td>
<td>$800,035</td>
<td>$667,320</td>
</tr>
<tr>
<td><strong>Restricted Cash: Ric Wrobel Memorial Award Fund</strong></td>
<td>$10,000</td>
<td>$15,000</td>
<td>$20,000</td>
</tr>
<tr>
<td><strong>Restricted Cash: Chase Paymentech</strong></td>
<td>$494</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Capital Assets</strong></td>
<td>$1,477,841</td>
<td>$86,383</td>
<td>$77,559</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Payable and Accruals</strong></td>
<td>$136,535</td>
<td>$80,849</td>
<td>$77,201</td>
</tr>
<tr>
<td><strong>Long Term Debt</strong></td>
<td>$823,390</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Lease Inducement</strong></td>
<td>$722</td>
<td>$94,521</td>
<td>$17,320</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>$960,647</td>
<td>$89,509</td>
<td>$94,521</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td>$929,062</td>
<td>$670,358</td>
<td>$670,358</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
<th>2009</th>
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<tbody>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>$1,889,709</td>
<td>$901,418</td>
<td>$764,879</td>
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</tbody>
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