



COMMUNITY OUTREACH UPDATE

By Rainee Busby, Outreach Committee Chair

Silver Fox Advisor's Long-Running Alliance with the **BETTER BUSINESS BUREAU OF GREATER HOUSTON/SOUTH TEXAS**

Many of you may be familiar with the BBB but may not know all the wonderful ways that they help not only businesses and non-profits but also consumers. The Silver Fox Advisor's organization has worked with the BBB for many years to support their annual *Awards for Excellence* competition. This competition invites for-profit and non-profit businesses to compete. We look forward to providing additional support to the BBB in the future.

The [BBB Awards for Excellence](#) program, with the help of the Silver Fox Advisors judges, is a very rewarding experience for our Foxes who participate. We judged well over 200 applications with the objective of identifying the top 35 businesses/charities. Once the list has been chosen, a wonderful award party is held in their honor. Please review the list of winners from the link above and be sure to reach out to them for any of your product and service needs.

Every year, following the awards ceremony, the Silver Fox Advisors choose 3 winners to recognize at our July luncheon. This is a great opportunity for those recognized to help our luncheon attendees understand their business, services and overall a better understanding of their outstanding accomplishments. What a wonderful opportunity to showcase great companies in our area!

You may wonder what the primary functions of the BBB are and why you should care. The BBB recognizes that "trust" is a key consideration when consumers choose who they want to do business with. They define trust in two primary ways: integrity and performance. Integrity is a combination of respect, ethics and intent. Performance is in direct correlation to their track record of delivering results while ensuring any concerns are addressed in a timely manner. As a consumer, the BBB will work with you and the business or non-profit to resolve issues as necessary.

Be sure to check out the BBB [Educational Foundation](#) which offers a collection of programs and training to help protect us even further. There are programs to help our senior citizens avoid scams which continues to be a huge problem in this country. There is also training for our younger people as well as the general consumer. Be sure to check out their website as well as the national organization to learn how best to leverage their valuable services. ♦

