



Better Business Bureau®  
**Start With Trust**®  
In Hawaii



## Fact Sheet: Kauai BBB Advisory Council

### Purpose

- Provide input from BBB Accredited Businesses on Kauai to Hawaii's BBB and its board of directors.
- Work with BBB to better serve Kauai consumers, businesses, donors and charities
- Help BBB understand Kauai's marketplace.

### Kauai BBB Advisory Council:

- Promotes BBB programs and services.
- Provides networking opportunities for small business owners.
- Encourages good business practices among Kauai businesses.
- Collaborates with local businesses to address local marketplace issues.
- Increases local business awareness of the benefits of BBB accreditation.

### Members

- Representatives of local BBB Accredited Businesses.  
Chairman, Mel Rapozo - M & P Legal Support Services, Lihue  
John Belliveau - A/V Kauai, Kapaa  
Lesther Calipjo - Kauai Foreign Cars, Lihue  
Lori Cardenas - Aunty Lilikoi Products, Waimea  
Candace Mack - Kauai Calls! Set Your Heart Free, Kapaa  
Lani Phillips - Lani's and Boyd Upholstery, Lihue  
Ryan Thompson - Cypress Electric Communications, Kapaa

### Kauai BBB Data - November 2009

- 151 BBB Accredited Businesses.
- BBB Reliability Reports on approximately 700 businesses; almost 30 with F rating.
- More than 3,500 inquiries about Kauai businesses so far this year; 464 in October.
- 260 complaints against Kauai businesses.
- 49 business complaints from Kauai residents.
- Kapaa and Lihue in weekly top 10 traffic to Hawaii's BBB Web site.

#### Connect with Hawaii's BBB

Web site: [kauai.bbb.org](http://kauai.bbb.org) Twitter: [twitter.com/HawaiiBBB](https://twitter.com/HawaiiBBB)

E-mail: [info@hawaii.bbb.org](mailto:info@hawaii.bbb.org)

Phone: 1-877-222-6551 (toll free) Fax: 808-628-3970

Mail: 1132 Bishop Street #615 - Honolulu, HI 96817



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## Fact Sheet: Hawaii's Better Business Bureau

### About BBB

**Vision:** An ethical marketplace where buyers and sellers can trust each other.

**Mission:** To be the leader in advancing marketplace trust.

BBB accomplishes its mission by:

- Creating a community of trustworthy businesses.
- Setting standards for marketplace trust.
- Encouraging and supporting best practices.
- Celebrating marketplace role models.
- Denouncing substandard marketplace behavior.

BBB does not compare businesses against each other, but evaluates businesses against its Standards for Trust.

### BBB Standards for Trust

BBB Standards for Trust are a comprehensive set of policies, procedures and practices focused on how businesses should treat the public—fairly and honestly in all circumstances.

- Build Trust
- Advertise Honestly
- Tell the Truth
- Be Transparent
- Honor Promises
- Be Responsive
- Safeguard Privacy
- Embody Integrity

### About Hawaii's BBB

- Established in 1945, Hawaii's Better Business Bureau® (BBB) is the local authority on trust in the marketplace.
- BBB is an unbiased, nonprofit organization that sets and upholds high standards for fair and honest business behavior. Only businesses and charities that meet and adhere to BBB standards can receive BBB accreditation.
- Hawaii's BBB provides objective advice, free business and charity reports, and educational resources on topics affecting marketplace trust. BBB also offers fair and timely dispute resolution programs for consumers and businesses.

#### Connect with Hawaii's BBB

**Web site:** [kauai.bbb.org](http://kauai.bbb.org)    **Twitter:** [twitter.com/HawaiiBBB](https://twitter.com/HawaiiBBB)

**E-mail:** [info@hawaii.bbb.org](mailto:info@hawaii.bbb.org)

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