



BBB New Partnerships in 2020

by Dr. John D'Ambrosio, President/CEO, Better Business Bureau of Coastal Carolina

As we've passed the halfway point of 2020, I don't think any of us could have predicted the events of the previous seven months. But, as your business partner, BBB has been right beside you to help you navigate these uncharted waters.

The lasting effects of COVID-19 on business is unclear, but we know the immediate economic impact has been severe

for many small businesses. Recovery will continue to happen, but for many, in stages. Almost daily, there are new reopening issues to

deal with and one of the hardest parts of owning a business – hiring new employees.

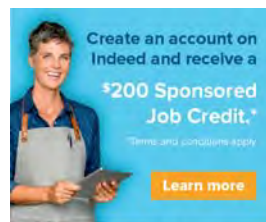
I have some exciting news to help you as you search for the right employee. BBB has partnered with Indeed to provide all businesses with a special offer. If you create a new account, you will receive a \$200 Sponsored Job credit. Signing up and posting your job only takes a few minutes, but can save you time when searching for quality candidates.

When you create a Sponsored Job post on Indeed, your job post gets pinned to the top of the search results. Data found that these job posts got up to 5X more clicks than non-sponsored posts. More clicks mean more applications and, ultimately, more quality candidates. If want to learn more and begin using this new program immediately, go to www.indeed.com/partner/BBB.

And, I also want to speak about ethics and diversity. We've had an awakening with social unrest recently. It has made us question what it means to be even more ethical and how we must work toward building a united community and country, filled with diversity.

At the BBB of Coastal Carolina, we're committed to be a part of that change. For more than 40 years, we have rejected discrimination in any form. As a standards-based, mission-driven organization, we seek to take actions that are true to our core values of fairness, ethics and integrity, while fostering trust, diversity and inclusion among our many constituents. But we can do better and we must.

Building a diverse, inclusive and respectful



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The Better Business Bureau feels the pain of our cities and neighborhoods in conflict.

We've learned that trust boils down to respect. Respect for each other, our similarities, and our differences.

Respect is equitable. Respect speaks honestly. Respect earns trust.

culture begins in our workplaces. We are compelled by our standards to help build better and more equitable diverse businesses and to ensure that all businesses can reach their full potential in our communities. These local communities, where we live and work, are also where we must serve with a heart of inclusion, acceptance and belonging for all citizens.

We are developing a Diversity Panel, where its primary mission will be to provide assistance with strategy for the growth and development of minority-owned businesses within our region, as well as to help us develop educational plans to support our business partners with implementation of programs to spread awareness of racial and social injustice.

As a business owner, we have additional materials on handling crisis for you. If you are interested and want more information, please reach out to us.

About the BBB: The Better Business Bureau of Coastal Carolina is located at 1121 Third Ave., in Conway, SC and covers the counties of Darlington, Dillon, Florence, Georgetown, Horry, Marion, and Williamsburg in South Carolina and Bladen, Brunswick, Columbus, Cumberland, New Hanover, Pender, Robeson, and Sampson in North Carolina. For more information about becoming an Accredited Business, call 843-488-2227 or <https://www.bbb.org/myrtle-beach/accreditation-application>.

2020 Calendar
of EVENTS

~ DATES SUBJECT TO CHANGE ~

SEPTEMBER

18-20 2020 Home Improvement & Outdoor Living Show In MBCC

OCTOBER

6 ATA – Meet & Greet with Students & Parents
13 Board of Directors
20 HGHBA Family Outing
20-22 NAHB Fall Leadership Meeting

NOVEMBER

5 HGHBA Fall Clay Tournament
17 Annual Meeting – Election of Officers & Directors
19 HBA of SC Legislative and Strategic Planning / Board Meeting

DECEMBER

8 Board of Directors

Call (843) 438-4124 or email
RAO@HGHBA.com for further information.

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