Better Business Bureau®

Serving New York City, Long Island and the Mid-Hudson Region

Annual Report 2025





A Report from the President

Claire Rosenzweig, President & CEO

Trust has long been—and remains—at the heart of business today. At the Better Business Bureau (BBB®), we are guided by principles of truth, ethics, integrity, transparency, and honesty. Now in its second century of operation, BBB was founded in 1922 by the New York Stock Exchange and other businesses—some of which remain BBB Accredited today. BBB Metro New York was established to strengthen trust in the marketplace, and that purpose continues to guide our work.

We are proud to promote the BBB Accredited Business Seal as *"The Sign of a Better Business®."* We extend our sincere thanks to our Board of Directors, professional staff, and BBB Accredited Businesses for their leadership and commitment to the BBB mission as we look confidently to the future and our next 100 years.

At BBB, we work alongside businesses to uphold standards that foster ethical behavior, transparency, and accountability, helping people identify businesses and charities they can trust. Guided by our Board-approved strategic plan, we remain focused on increasing consumer engagement, growing our Accredited Business community, strengthening BBB's presence across the New York Metro area, and ensuring BBB Metro New York's long-term vitality.

As economic, social, and operational conditions continue to shift, we remain resolute in serving our community while advancing key initiatives, particularly growth. In 2025, BBB Serving Metropolitan New York received 8 million inquiries for information about businesses and charities and handled nearly 86,000 business complaints, along with more than 65,000 consumer reviews—underscoring BBB's role as a trusted resource.

This growing engagement highlights the importance of helping consumers identify reputable businesses and protect themselves from scams. We are proud that Better Business Bureau Serving Metropolitan New York, Inc. continues to meet these evolving needs. We are deeply grateful to our professional staff, volunteers, and Board of Directors for their dedication and leadership, and especially to our BBB Accredited Business leaders for their commitment to integrity and trust.





BBB Serving Metropolitan New York: Mission

For more than 110 years, the Better Business Bureau system has been helping people find businesses and charities they can trust. In 2025, BBB Serving Metropolitan New York received over 8 million inquiries for information about businesses and charities and handled nearly 86,000 business complaints, along with more than 65,000 consumer reviews.

There are local, independent BBBs across the United States and Canada, including BBB Serving Metropolitan New York, which was founded in 1922 and serves New York City, Long Island, and the Mid-Hudson region. Visit BBB.org for more information.

Better Business Bureau® (BBB®) Serving Metropolitan New York, Long Island, and the Mid-Hudson Region is one of over 85 independently incorporated BBBs across the United States and Canada. BBB is a private, nonprofit, non-governmental organization that helps businesses and consumers by providing objective information, evaluation, and education.

BBB Serving Metropolitan New York reviews applications from companies that apply for BBB accreditation. In 2025, nearly 6,400 businesses met BBB's standards and achieved BBB Accredited status. These accredited businesses are located across the five boroughs of New York City, Nassau and Suffolk counties on Long Island, and seven lower Hudson Valley counties: Westchester, Putnam, Dutchess, Orange, Ulster, Sullivan, and Rockland.

BBB is a key resource for consumers seeking information about the reliability and trustworthiness of businesses. Our mission focuses equally on supporting good business practices and providing information to consumers. The two go hand-in-hand: responsible business practices increase consumer trust, which in turn strengthens the business marketplace.

Vision and Mission

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

Mission
BBB's mission is to be the leader in advancing marketplace trust.

We do this by:

- Setting standards for marketplace trust
- Encouraging and supporting best practices by engaging with and educating consumers and businesses
- Celebrating marketplace role models
- Calling out and addressing substandard marketplace behavior
- Creating a community of trustworthy businesses and charities

BBB sees trust as a function of two primary factors – integrity and performance. Integrity includes respect, ethics, intent, and working toward a diverse, inclusive, and equitable marketplace. Performance speaks to a business's track record of delivering results in accordance with BBB standards and/or addressing customer concerns in a timely, satisfactory manner.

Standards for Trust: bbb.org/standards-for-trust

BBB Accreditation Standards: bbb.org/bbb-accreditation-standards

BBB Serving Metropolitan New York: Programs

✓ A Community of Trusted Businesses

Developing and supporting a community of Accredited Businesses that meet high standards is central to the BBB mission. BBB Serving Metro New York includes businesses of all sizes and industries, from small ventures to Fortune 500 companies. Accreditation is granted only to companies that meet BBB standards for reputable practices and customer service and commit to the eight **BBB Standards for Trust.**

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

Not every business that applies for accreditation is eligible. After an in-depth review, only those businesses that meet the BBB Standards for Trust are offered BBB Accreditation, for which they are assessed an annual BBB Accreditation fee. BBB Business Accreditation works to inspire confidence among consumers, government agencies, media, and within the business community by verifying a business' commitment to uphold the ethical business standards that advance marketplace trust.

Win-Win: How BBB Accreditation Benefits Businesses

Companies that are accredited by BBB **can highlight their reputation for trustworthiness by displaying the BBB Accredited Business Seal** at their place of business, in their advertising, promotional materials, business cards and on their websites. Given the faith the public has in BBB as a trusted, preferred source of information about business reliability, the seal symbolizes integrity to potential customers.

BBB Accredited Businesses are also eligible to participate in special BBB programs, dispute resolution services, and to receive helpful BBB information. These include:

Heightened visibility on the BBB Metro New York website and through participation in advertising campaigns and sponsorship opportunities;

Free or discounted attendance at BBB educational events and webinars, in addition to invitations **to periodic Accredited Business Only networking meetings;**

Employee seminars on consumer issues and business leadership, which are tailored to each firm's specific needs and presented at the company's business location or via webinars, upon request, as possible;

Monthly *Business Insights* Reports helping Accredited Businesses to monitor BBB Business Profile engagement and ROI (Return on Investment), plus helpful articles on current business topics;

No-Cost Webinars on a variety of topics ranging from managing online profiles, marketing, and social media tactics, to issues such as cybersecurity, provided by leaders from BBB Accredited Businesses, government agencies, and other experts;

***Hot Topics* E-Newsletter** which keeps Accredited Businesses informed about news and subjects of interest, and provides insight into how to make the most of the investment in BBB Accreditation;

The **BBB Accredited Business Hotline**, a special phone number that Accredited Businesses can call to get expedited help with questions about the marketplace or charities, filing complaints, challenging a competitor's advertising, or getting advice on business practices.

2025 Accredited Business *Sign of a Better Business* Ad Campaign

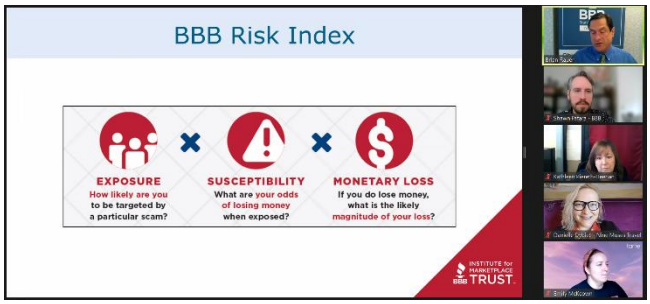
The annual BBB *Sign of a Better Business* ad campaign provides BBB Accredited Businesses with increased visibility in the marketplace, spotlighting the commitment to integrity and trustworthiness these businesses have made through BBB. By participating in the ad campaign, businesses can publicly demonstrate their support for trustworthy business practices and BBB's core values of "Honesty, Integrity, and Trust." Ads run in major digital and print news media sources including *The New York Times, NYTimes.com, New York Daily News*, *NYDailyNews.com,* and *Newsday* in Long Island.

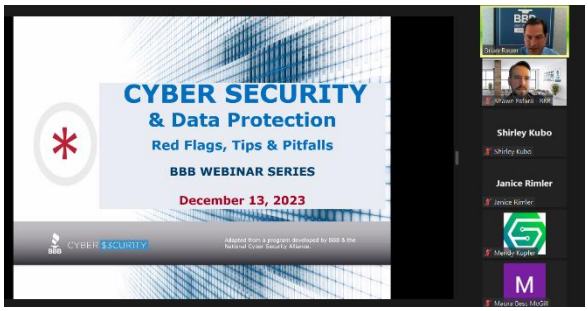
In 2025, 113 accredited businesses participated, with 48 featured in the New York City print and digital ads and 65 in the Long Island ads. Participating companies were also featured on our BBB Next Century website as supporters. ☐





Accredited Business Only Networking Meetings





Tri-Region Accredited Business Networking Event via GoToMeeting

The Business Development and Relationships department regularly conducts special networking meetings, which cater to small groups in each region and joint groups in online networking sessions.

In 2025, we invited Accredited Businesses from across all three of our regions to, once again, participate in networking events via video conference. These meetings provide the opportunity for Accredited business leaders to meet, network, find out how best to leverage their BBB Accreditation, and learn about business issues including customer relations, best advertising practices, cybersecurity, and data protection.

Business-Building Sponsorship Opportunities

BBB Accredited Businesses can take advantage of a variety of BBB sponsorship opportunities which accommodate a wide range of budgets. These include media packages, co-op advertising, seminar and Accredited Business event sponsorship, sponsored BBB.org Enhanced Listings, BBB.org website banner ads and newsletter sponsorship. There are also sponsorship opportunities available through the BBB Education and Research Foundation programs, including the BBB Charity Effectiveness Symposium and workshop series, the BBB Forum on Corporate Responsibility, newsletter content sponsorships, internship program sponsorships, and additional events and educational programs for businesses and consumers.

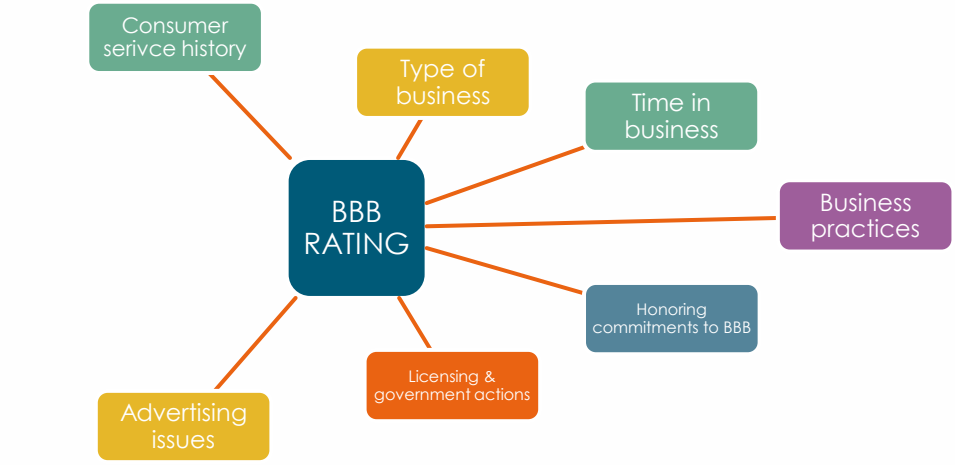
"I just wanted to let you know that this actually was resolved as of yesterday… The process worked and I am very happy."

- **Dawn from New Mexico**

BBB Serving Metropolitan New York: Programs

✓ Provides Independent, Unbiased Information and Services for Consumers and Businesses

Better Business Bureau's standards, processes, and rating formula ensure that our BBB Business Profiles are objective and per our criteria are current and comprehensive as possible. BBB's business rating formula considers 7 key elements:



1. Business's consumer service history with BBB including consumer reviews and complaints
2. Type of Business
3. Time in Business
4. Transparent Business Practices
5. Honoring commitments to BBB
6. Licensing and government actions known to BBB
7. Advertising issues known to BBB or lack thereof

Businesses are rated against the above elements regardless of accreditation status. Accreditation does not affect business ratings.

Network of Trust Services

Telephone Assistance

BBB's Consumer Help Line is available between 9 a.m. and 3 p.m. during business days. BBB Consumer Advisors answer calls according to BBB policy. Consumer advisors provide callers with information on BBB Business Profiles, inform individuals on how to file a complaint, offer guidance on specific marketplace issues and problems, and provide referrals to government agencies, associations and out-of-area BBBs that can give additional service to inquirers. New in 2025 was the addition of an IVR that allowed consumers to listen to a Business Profile read to them or to look up the status of a complaint. Metro NYBBB answered over 14,211 consumer phone calls in 2025. This was fewer calls than in 2024 as we introduced an IVR.

Customer Service - Online Consumer Assistance

Visitors to BBB's websites at BBB.org can file a complaint online, find and read Business Profiles, and browse a resource library of financial and business guidance, advice, and news.

Customer Service - Resolving Disputes

BBB is a destination for people seeking marketplace resolutions. We provide information to help their pre-purchase decisions and successfully resolve consumer disputes ranging from those dealing with inexpensive mail order products to costly home improvement projects. BBB's Resolution programs aim to bring businesses and their customers together to reach fair and amicable solutions regarding marketplace issues according to BBB system-wide policy.

In 2025, over 151,000 customer complaints and consumer reviews about businesses were filed with BBB Metro New York. This number is calculated by adding the total number of complaints and customer reviews opened in 2025**.** The BBB Dispute Resolution team assists consumers with resolving their issues, helps businesses to maintain the goodwill and continued patronage of their customers, and makes sure that both sides have an option to mediate and solve problems without resorting to the costly and burdensome alternative of legal action.

"… XXXXXXX XX reached out … and have initiated a full refund and cancelled any subscriptions and will not charge my card again. I consider this matter resolved. Thank you for the process which made resolving this fast and easy."

- **Jennifer from Indiana**

Most complaints filed with the BBB each year are resolved by working with the consumer and the business to settle the problem.

Every year, the Dispute Resolution team at BBB Serving Metro New York helps thousands of people obtain restitution from businesses, ranging from reshipment of their ordered products to credit adjustments to full refunds of their purchases. In those cases where BBB was able to communicate with the business, 86.74% of reportable complaints were closed as resolved in 2025.

Another important function of the BBB is to analyze complaints for patterns or unusual problems that need to be brought to a company's or industry's attention. By providing companies with valuable feedback about their customers' complaints, BBB helps them identify the underlying causes of the problems and provides them with an opportunity to strengthen their customer service. Closed complaint information is covered in the company's BBB Business Profile to alert prospective customers. Failure to resolve the underlying pattern or problem can also affect the BBB Business Profile letter grade. Under certain circumstances, BBB cooperates with government agencies to help with investigations and uncover scams.

"Was taken care of thank u so much one head ache down thank uuuuu continue looking out for us very much appreciated."

- **Celena from New York**

In 2025, BBB Metro New York received over 65,000 Customer Reviews on BBB Business Profiles. Customer Reviews are vetted by BBB before publication and may include positive comments from customers. In this way, Customer Reviews on BBB.org can create a valuable, fuller picture about a business.

2025 National Consumer Protection Week

BBB continuously strives to educate consumers about fraud prevention and consumer protection issues. During National Consumer Protection Week (NCPW), BBB joins forces with other groups and agencies to further this mission. On March 5, 2025, BBB Metro New York announced its annual Top Ten 2024 consumer complaint and Scam Tracker results. BBB presented the Top Ten categories of complaints for 2024, broken down by business category, in addition to the most frequently reported scams filed with Scam Tracker[SM]. BBB Metro New York celebrated NCPW 2025 by hosting a virtual press conference with nonprofits and government agencies such as the Federal Trade Commission, NYC Department of Consumer and Worker Protection, New York Department of State, Division of Consumer Protection, U.S. Postal Inspection Service, U.S. Social Security Administration, Internal Revenue Service, AARP, U.S. Securities and Exchange Commission and New York State Department of Financial Services.

In 2025, BBB Metro New York received 13,910 complaints concerning Online Retailers, rising from third place in the prior year, followed by 12,790 complaints about Financial Services and Insurance, the most complained-about category noted in 2023 and reported in 2024. Health, Beauty, and Fitness came in third place, with 7,1368 complaints. Online Purchases also led the way in Scam Tracker reports once again, with 1,195 reported scams and an overall total of $632,644 lost. Investment scams had the highest dollar loss at $2,835,103, although that category had the 9th most reported scams. More details are posted at 2025 NCPW: 2025 NCPW.

Investigations

BBB Serving Metro New York combats deceptive business practices through:

1. **Government Collaboration**: Supported 58+ investigations, aiding agencies like the NY Attorney General, FTC, NYC DCWP, and FBI.
2. **Investigations**: Conducted 89 investigations in 2024, with results shared publicly to ensure transparency.
3. **Business Oversight**: Works with businesses to resolve issues; refers unresolved cases to agencies or media.
4. **Consumer Education**: Issues regular scam warnings via its website and media.

This comprehensive approach protects consumers and promotes ethical business practices.

Scam of the Year:

Online Purchase scams are the most reported scams to Metro NY BBB. These typically involve e-commerce purchases initiated through social media ads or fake websites mimicking well-known brands. Consumers report being charged immediately but often never receive the items or receive substandard products. Sellers may require costly overseas returns for refunds, making resolution difficult.

Scam Tracker [SM]:

In 2025, Metro NY BBB received 9081 submissions to Scam Tracker[SM], BBB's free interactive tool that provides consumers across North America with a place to report scams and fraud, and to warn others of malicious or suspicious activities. All BBBs operating in Canada and the United States are collecting information from consumers, which is shared with law enforcement agencies for use in identifying and prosecuting scammers.

Of these 9081 submissions, 5966 were published as Scams, and 2599 were determined to be consumer disputes or reviews against legitimate businesses. In those cases, the consumers were referred to file a complaint or customer review. The remaining entries were de-activated because of incomplete or illegible submissions or are under review pending additional research.

Metro NY BBB uses the information in Scam Tracker to track trends, begin investigations, develop reports, and issue consumer alerts as needed.

Advertising Review

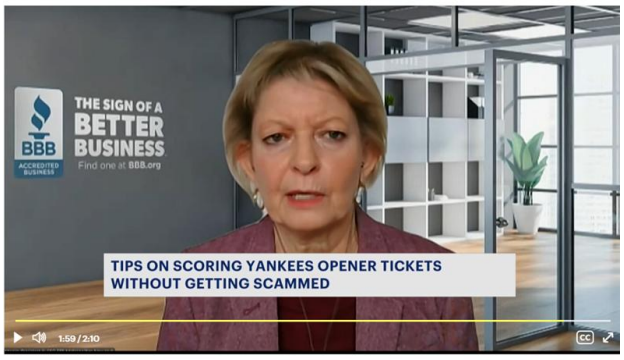
BBB conducts an Advertising Review program to foster business self-regulation. In 202 BBB Serving Metro New York performed 3 Ad Reviews. The BBB Code of Advertising calls for businesses to avoid misleading, deceptive, and false advertising. It guides BBB's efforts to protect consumers and assist businesses in promoting their products in a clear and transparent way. BBB regularly monitors websites and local newspapers for misleading advertising. When BBB believes that an advertisement may confuse or deceive consumers, it forwards the ad to the business in question and requests voluntary modification or substantiation of the ad's claims. Questionable advertising practices that BBB investigates include deceptive claims of results for products or services, false claims of lowest

pricing, products advertised as being free and guarantee or warranty offers without disclosure of the applicable terms and conditions. About one-third of the BBB ad review cases resulted in adequate substantiation, revision, or discontinuation of challenged ads.

BBB and Media Relations

BBB Serving Metro New York cultivates relationships with media channels and journalists as part of our ongoing effort to educate consumers. BBB helps reporters by offering assistance in investigations, acting as liaison with consumers or fraud victims who may want to share their stories, providing access to knowledgeable BBB executive staff for interviews, and serving as a source for general business and consumer-related information. By working with media, BBB seeks to share useful information with consumers to assist them in making educated purchasing decisions while promoting good business practices and trust in the marketplace.

In 2025, BBB Serving Metro New York assisted media for multiple news stories. These stories reached consumers locally and regionally, and sometimes nationally. Local earned media during 2025 was valued at approximately $420,689. BBB Serving Metro New York spokesperson appearances and references in 2025 news stories generated 599 total mentions. Our assistance was provided on many other media stories.

 BBB offers tips to avoid ticket scams ahead of Yankees home opener	
Metro NY BBB President & CEO Claire Rosenzweig featured on News 12, discussing baseball ticket scams. March 26, 2025.	Newsday story on multiple Medicare scams reported to BBB in Metro New York. July 7, 2025.

BBB Volunteers

BBB Serving Metro New York welcomes members of the New York Community who support our mission and wish to volunteer their time. Volunteers participate in our dispute resolution department, where they help consumers and businesses to resolve disputes amicably. Volunteers in BBB Dispute Resolution undergo a training process that helps them become knowledgeable and skillful complaint analysts. Additional volunteers participate in BBB Foundation programs.

BBB volunteers may include both active professionals and retirees. Some commit substantial time to the BBB regularly and volunteer for many years, while others stay for shorter periods, sometimes simply offering one-time assistance and expertise for special events and programs.

NYC BBB, Mid-Hudson BBB, and Long Island BBB

In addition to the headquarters office in Manhattan, BBB Serving Metropolitan New York includes two additional regional units; one in the Mid-Hudson region of New York State and the other in Long Island. These units serve the mission of BBB and carry-on BBB core activities including monitoring and reporting on local businesses, reviewing businesses for BBB Accreditation, and providing local complaint and mediation services. They work with local media, government, professional associations, educational facilities, business, and nonprofit communities to promote high standards for marketplace trust and to conduct relevant educational programs in their respective regions for businesses and the public on good practices. During 2025 all our personnel were working remotely for the most part. The offices were open as needed for those personnel approved to be there. In 2025, the Mid-Hudson and Long Island BBB offices participated in, presented and/or sponsored numerous educational or business-related events and programs, in collaboration with the New York City headquarters office of the Metro NY BBB and with Metro New York's independent but affiliated BBB Education and Research Foundation. In 2025, opportunities emerged for more virtual programming in place of in-person meetings. Pivoting to online platforms has enabled a broader reach into our entire region to make for a convenient and engaging experience for Accredited Businesses located a greater physical distance from our offices.

Programming, External Relations & Activities – 2025 Select Highlights.

- <u>BBB Accredited Business Networking Program</u>: B. Rauer as moderator w/ S. Fafara – Focus topic: customer reviews (tips, responsiveness, and customer retention) (2/19/25)

- <u>Community Event/Outreach:</u> Nonprofit Leadership Summit - S. Cohen/MHBBB representation/assistance with E. Mead-Vancort & BBB Foundation - BBB/Foundation exhibit table/MH-based in-person event) (4/8/25).

- <u>Community Event/Outreach:</u> MHBBB/NYBBB participated in a *Virtual Speed Networking Event* with the Orange County Chamber of Commerce (4/30/25).

- <u>BBB Accredited Business Networking Program</u>: B. Rauer moderated w/ S. Fafara. Focus topic: *Answer Engine Optimization* (AEO) (5/14/25).

- <u>BBB Mini-Presentation & Accredited Business Networking Program</u>: B. Rauer presented mini-presentation on Answer Engine Optimization (AEO) and moderated Accredited Business networking program w/ S. Fafara (7/10/25).

- <u>BBB Accredited Business Networking Program</u>: B. Rauer moderated with S. Fafara – focus topics: customer engagement, AEO and customer reviews (10/16/25).

- <u>Community/Organizational Outreach</u>: B. Rauer met with Staten Island United Federation of Teachers - retired in furtherance of introducing BBB community services and establishing a working relationship, including no cost NYBBB organizational programming (10/28/25).

- **<u>Community/Organizational Outreach</u>:**

Organizational engagement building – L. Lewis and B. Rauer met with Empire State Development to potentially establish an ongoing synergistic working relationship, including potential coordinated programming, promotion of resources and provision of core organizational services to the local business community and Accredited Businesses served by NYBBB (12/2/25).

The Education and Research Foundation of the BBB of Metropolitan New York, Inc.

- ✓ **Provides accountability information on charities and educational programs for charities, businesses, consumers, and professionals who are at the early stages of their careers.**

Metro New York BBB's Foundation: Affiliate and Collaborator

BBB Serving Metropolitan New York works closely with the separately incorporated and independently governed Education and Research Foundation of the Better Business Bureau of Metropolitan New York, a 501(c)(3) charity.

The Foundation's work is generously supported in part by **voluntary donations contributed above accreditation fees, by 2,529 BBB Accredited Businesses in Metro New York**. **We thank the BBB Accredited Businesses that participate in the Foundation's efforts by providing valued contributions.** The BBB Foundation's most recent annual report is available on request or can be viewed online at https://www.bbb.org/content/dam/0121-metro-ny-(nyc)/bbb-bbbf-annual-reports/2024%20BBB%20Foundation%20Annual%20Report%20FINAL.pdf

The Foundation's principal activities are:

- The Charity Accountability Program, which includes preparation of BBB Charity Reports
- Educational events and outreach programs for businesses, charities, and consumers
- The Skill-Building Intern Program, which provides student volunteers with access to business skills and career talks with prominent leaders

The BBB Foundation's Charity Accountability Program evaluates charity practices and reports on locally soliciting charities, works to promote accountability in the nonprofit sector, encourages wise giving practices, and manages the BBB Accredited Charity Seal Program for qualifying charities that have first met all the 20 BBB Standards for Charity Accountability. The Metro New York Charity Accountability Program is one of the largest local BBB charity reporting services in the country. Donors can view BBB charity information at **Give.org**.

2025 Audited Financials

	Year Ended December 31	
	2025	2024
REVENUE AND SUPPORT		
Accredited Business Fees		
Renewals	$ 3,855,794	$ 3,773,552
New members	1,046,110	1,000,897
Advertising campaign and other income, net of direct expenses of $69,911 and $74,123 in 2025 and 2024	256,041	291,984
Program administration income	41,980	37,220
Interest income	61,753	92,791
Other income	348,748	165,921
Total Revenue and Support	5,610,426	5,362,365
EXPENSES		
Program Services Expenses		
Dispute resolution	861,128	859,269
Investigation and dissemination of information	670,894	660,307
Total Program Services Expenses	1,532,022	1,519,576
Supporting Services Expenses		
Management and general	1,426,127	1,411,299
Membership development	2,638,144	2,651,158
Total Supporting Services Expenses	4,064,271	4,062,457
Total Expenses	5,596,293	5,582,033
Change in Net Assets	14,133	(219,668)
NET ASSETS		
Beginning of year	1,711,241	1,930,909
End of year	$ 1,725,374	$ 1,711,241

2025 BBB Board of Directors

Larry Scott Blackmon, *Chair*
(2024 – 2027)
Founder & CEO
Blackmon Organization

Vincent Dell'Osa, *Vice-Chair*
(2025 - 2028)
Principal
DellOsa Consulting

Sabrina Mizrachi, *Vice-Chair*
(2025 - 2028)
VP, Litigation & Global Product Regulatory
Estee Lauder Companies

Conor Donohue, *Treasurer*
(2024 – 2027)
Vice President, CRA Officer
BNY

Kekoa Cabrera, *Director*
(2025 - 2028)
Senior Vice President, Talent Management
The New York Times

Mani Dasgupta, *Director*
(2023 – 2026)
Vice President, Global Advisory Partnerships
IBM Consulting

Joel Goldberg, *Director*
(2023 - 2026)
Retired Attorney

W David Hubbard, *Director*
(2024 – 2027)
Vice-President & Deputy General Counsel
Verizon Communications

Melissa Krantz *Director*
(2024 – 2027)
President
Krantz & Co.

Judd Levine, *Director*
(Long Island Advisory)
President
Triple Crown Maffucci Storage Corp

Marci Lobel-Esrig, *Director*
(2024 – 2027)
Founder and General Counsel
Paytrust

Limor Mann, *Director*
(2024 – 2027)
Vice President, Chief Marketing & Disruptive Innovation Counsel
Colgate-Palmolive Company

Joan McGillycuddy, *Director*
(2025 - 2028)
Deputy General Counsel
Rainbow USA, Inc.

Melissa Rothchild, *Director*
(2025 - 2028)
Head of Marketing, Group Benefits
Guardian

Mary Santangelo, *Director*
(2025 - 2028)
Senior Vice President,
Covergirl at Coty

Jesse Shapiro, *Director*
(2024 - 2027)
Credit Subsector Assurance Leader
EY

Joeph Toth, *Director*
(2023 – 2026)
Vice President of Loss Prevention
Guess? Inc.

Sharonda Weatherspoon, *Director*
(2023 – 2026)
Head of Operations, Client Development & Transformation NA Retail
Ralph Lauren

Tim Zuber, *Director*
(2024 – 2027)
Partner
KPMG LLP

Claire Rosenzweig, *Director*
President & CEO
Better Business Bureau Serving Metropolitan New York

2025 BBB Advisory Council Members

John Baloga
Consumers Warehouse Center, Inc.

Dominick Benvenuto
D & S Roofing Corp.

Jason Byer
Suburban Exterminating

Robert Cunningham
Cunningham Duct Cleaning

Judd Levine (Chairperson)
Triple Crown Maffucci

Marianne Rosner
Napoli Marble & Granite Designs, Ltd.

Kathleen Piereth-Heenan
Executive Director
Long Island Better Business Bureau *(Ex-officio)*

Your questions and feedback will be welcome. Please contact us using the information below.

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Monday through Friday
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Fax: 914.333.7519
MHInquiries@newyork.bbb.org

Consumer advisors are available 9 a.m. to 3 p.m., Monday through Friday, except holidays.