



Reanna Smith-Hamblin
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Wednesday, March 1, 2017

Ms. Connie Poole
President & CEO
Kentuckiana Wood Products, Inc.
P O Box 362
Jeffersonville, IN 47131

Dear Ms. Poole,

Congratulations! Your honest and trustworthy business practices during the past year have earned your business continued eligibility as a **BBB Accredited Business**. Thank you for doing your part to help build marketplace trust, which is the foundation of free enterprise.

As always, there are many exciting things happening at your BBB:

- During 2016 your local BBB website had **1,061,165 visits**, up more than 8% from 2015. Consumers are looking to BBB more than ever for guidance, and they find your company there!
- When consumers "Google" your company name, Google will usually provide a direct link to your BBB Business Review near the top of the search results.
- Have you taken advantage of **all** of your BBB Accredited Business benefits? Are you asking customers to submit positive Customer Reviews? Have you logged in to the BBB Accredited Business portal to upload photographs, short videos and printable coupons which will appear in your BBB Business Review? Contact your Benefits Coordinator, Jennifer Cassell, to get the most out of your BBB Benefits at 502-588-0032 or jcassell@louisville.bbb.org.
- BBB offers classes that can help your business – for a nominal fee. Contact Laura Calhoun at 502-588-0037 for more information on this and upcoming events like the BBB Torch Awards and Golf Scramble.
- Want help with your marketing? Contact Special Projects Director, Paul Blakeley for more information on digital, print, and billboard advertising that could help your company! Call 502-588-0051 or email pblakeley@louisville.bbb.org.

The "value proposition" of BBB Accreditation has never been stronger! Our goal is to connect more consumers to trustworthy businesses such as yours – and to make sure consumers know this: **BBB Accredited Businesses represent the best.**

Sincerely,

Reanna Smith-Hamblin
President/CEO

Enclosure