

SENATE RESOLUTION NO. 133

BY SENATOR FOIL

A RESOLUTION

To recognize the 75th Anniversary of the Better Business Bureau of South Central Louisiana and to designate October 1, 2025, as Better Business Bureau Day at the Louisiana State Capitol.

WHEREAS, the Better Business Bureau (BBB) of South Central Louisiana was founded in Baton Rouge in 1950 to promote trust, ethics, and transparency in business practices; and

WHEREAS, the year 2025 marks the 75th anniversary of this respected institution, which has played a pivotal role in guiding consumers and businesses through the complexities of the modern marketplace; and

WHEREAS, the BBB of South Central Louisiana serves not only the Baton Rouge metropolitan area but also twelve surrounding parishes - Ascension, Assumption, East Baton Rouge, East Feliciana, Iberville, Livingston, Pointe Coupee, St. Helena, St. James, Tangipahoa, West Baton Rouge, and West Feliciana; providing critical support to consumers and businesses across the region; and

WHEREAS, for the past seventy-five years, the BBB has empowered consumers to find trustworthy businesses, avoid unscrupulous vendors, access scam alerts, and resolve disputes effectively, while offering guidance to businesses striving to build reputations rooted in integrity and excellence; and

WHEREAS, through partnerships with local media, educational outreach, and direct service, the BBB has advanced its mission "to be the leader in advancing marketplace trust" and upheld its vision of "an ethical marketplace where buyers and sellers trust each other"; and

WHEREAS, October 1, 2025, has been selected as the official date of the Better Business Bureau of South Central Louisiana's 75th anniversary celebration.

THEREFORE, BE IT RESOLVED that the Senate of the Legislature of Louisiana does hereby recognize the 75th anniversary of the Better Business Bureau of South Central Louisiana, designate October 1, 2025, as Better Business Bureau Day at the Louisiana State Capitol, and commend the BBB for its longstanding contributions to the integrity of commerce and consumer protection throughout the region.

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PRESIDENT OF THE SENATE