

October 2025

In this issue:

- **Rebekah E. Dopp Appointed CEO of the International Association of Better Business Bureaus**
- **New gift card scam campaign**
- **BBB Institute welcomes four new partners**

[VISIT OUR WEBSITE](#)



International Association of Better Business Bureaus Appoints Rebekah E. Dopp Chief Executive Officer

We are thrilled to announce the appointment of Rebekah E. Dopp as CEO of the International Association of Better Business Bureaus.

For more than a century, BBB has elevated marketplace trust — protecting consumers, exposing fraud, and turning insights into action.

With Rebekah’s appointment, Better Business Bureau is advancing the platform that powers the BBB network, responsibly harnessing technology, enhancing consumer and business experiences, and creating new, mission-aligned, data-driven services and partnerships.

This moment marks BBB’s evolution from an iconic brand into the indispensable global platform for trust in the AI era.

[Official Announcement](#)

Help us spread the word about gift card scams



Gift card scams continue to impact people every day—but awareness is a powerful defense. We're excited to introduce Sue, the animated face of our new national awareness campaign. While she may be two-dimensional, her message is anything but flat: Sue delivers clear, actionable guidance to help people spot and avoid gift card scams before it's too late.

We invite you to share the campaign resources—available for newsletters, social media (#GiftCardScams), and community outreach—with the audiences you serve.

Together, we can help people outsmart scammers and leave fraud in the dust.

[Campaign Materials to Share](#)

BBB Institute welcomes four new partners



RETAIL & HOSPITALITY
ISAC



PauseTake9.org



We're thrilled to welcome these incredible organizations to join our esteemed partners:

- NW3C
- Retail & Hospitality - ISAC
- Take 9
- The Knoble

Together, we're strengthening a shared mission: empowering all people—including vulnerable populations—to protect themselves from fraud and connect with trustworthy businesses.

These partnerships thrive on collaboration, and we're proud to stand alongside nonprofit and government organizations dedicated to making the marketplace safer for everyone.

[View All BBB Institute Partners](#)

BBB Institute staff keeps growing!



Mayra Garcia-Lopez
Grants Administrator

[Meet Mayra](#)



Alyse Bortolotto
Director, Small Business Programs

[Meet Alyssa](#)



Shelby
Head of Purr-sonnel

[Meet Shelby](#)

AMAZON SCAM TRENDS

Each month, Amazon shares updates on the top scams targeting consumers—what to watch for and how to stay protected. [**Bookmark this link to stay informed with the latest insights.**](#)

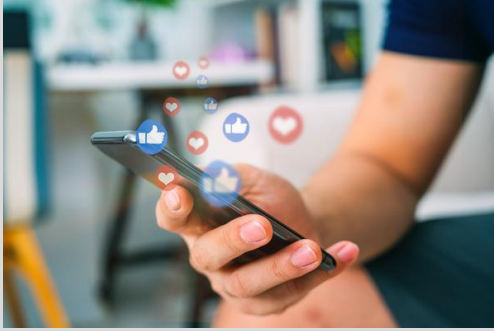
Here are the past few months' scam headlines:

- A quick guide to spotting fake refund messages in the US
- Impersonation Scams to avoid around Prime Day
- Be Wary of Messages Requesting Payment

Connect with us

Follow BBB Institute on [LinkedIn](#), [Facebook](#), [YouTube](#), and [X/Twitter](#) and keep up to date on what's happening. We'd love to hear from

you.



Special thanks to our Corporate Trust Council members

The Corporate Trust Council is a coalition of select companies that commit to working with BBB Institute and each other to foster a trustworthy marketplace through shared expertise, resources, and strategic initiatives.



[LEARN MORE](#)

Thank you to our program partner:



Brought to you by BBB Institute for Marketplace Trust

We work with local BBBs across the U.S. and Canada to deliver programs that build a trusted marketplace by:

- **Empowering consumers** to take control of their purchasing decisions and avoid falling prey to scams.
- **Helping businesses** be better by delivering excellent service with integrity, and becoming integral stakeholders in their communities.
- **Publishing research** that provides critical insights for the public and our partners, and informs how we develop and deliver our programs.