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BBB Announces New Long Island Advisory Board Chairman

New York, NY – October 29, 2008 - The Better Business Bureau Serving Metropolitan New York, Long Island, and the Mid-Hudson Region announced that Steve Schwimmer was elected by the Long Island Better Business Bureau's Advisory Board as its new Chairman, effective immediately.

"Steve Schwimmer has demonstrated tremendous commitment to the Long Island business community and to the work of the BBB, and we are delighted to have him with us in this capacity," said Brian Rauer, Interim Executive Director of BBB's Long Island Office, located in Farmingdale, NY.

Mr. Schwimmer has served as a top sales and relationship management executive for credit card and debit card service programs for some of the largest financial institutions including Bank of America Merchant Services, NaBANCO and First Data Merchant Services. He joined forces with Renaissance Merchant Services in 2003, where he continues his leadership role in the industry, and has an added concern and expertise in the areas of credit card fraud and identity theft.

"It is an incredible honor to serve the Long Island Better Business Bureau's Advisory Board as its chairman. In today's unstable economic climate, few organizations have a more relevant message or critical service to deliver," said Schwimmer. "I have a long history as a BBB Accredited Business and look forward to continuing to help the BBB achieve its mission and fulfill its promise of establishing a marketplace guided by the principle of trust."

Mr. Schwimmer has been an active and well-known member of the Long Island business community and is a director of both the Institute of Management Accountants LI and Syosset Chamber of Commerce. He currently participates in several local organizations, including [Execuleaders](#), the Hauppauge Industrial Association (HIA), Huntington Township Chamber of Commerce, Nassau Suffolk Limousine Association, and Long Island Association (LIA). He has also served as Chairman of The Foundation for Sight & Sound and was President of the National Association of Payment Professionals (NAOPP).

"We all congratulate Steve. By chairing the Long Island Advisory Board, he will not only further the BBB mission locally, but he will represent its point of view with the BBB Board of Directors," said Claire Rosenzweig, President and CEO of the BBB Serving Metropolitan New York, Long Island and the Mid-Hudson region.

ABOUT THE BBB

The BBB serving Metropolitan New York, Long Island and the Mid-Hudson Region is an unbiased non-profit organization that sets and upholds high standards for fair and honest business behavior. Businesses that earn BBB accreditation contractually agree and adhere to the organization's high standards of ethical business behavior. The BBB provides objective advice, free business BBB Reliability Reports™ and charity BBB Wise Giving Reports™, and educational information on topics affecting marketplace trust.

To further promote trust, the BBB also offers complaint and dispute resolution support for consumers and businesses when there is difference in viewpoints. The first BBB was founded in 1912 by advertising executives. The BBB of Metropolitan New York was founded in 1922 by the NY Stock Exchange. Today, 125 BBBs serve communities across the U.S. and Canada, evaluating and monitoring more than 4 million local and national businesses and charities. Please visit www.bbb.org for more information about the BBB. The BBB is headquartered in NYC with the BBB of Mid-Hudson located in White Plains and the BBB of Long Island located in Farmingdale, NY.

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