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# Cooperative, Yet Cautious: Tips for Giving Info to Census Workers

## From the Better Business Bureau

With the U.S. Census process beginning, the Better Business Bureau advises people to be cooperative, yet cautious, to prevent possible fraud or identity theft. The first phase of the 2010 U.S. Census is under way as workers have begun verifying addresses of households across the country.

Eventually, more than 140,000 census workers will count every person in the United States, gathering such information as name, age, gender, race, and other relevant data. The big question is - **how do you tell the difference between a U.S. Census worker and con artist?**

The Better Business Bureau offers the following tips to be cooperative, yet cautious:

- If a census worker knocks on your door, they will have a badge, handheld device, Census Bureau canvas bag, and confidentiality notice. Ask to see their identification and badge before answering questions. However, you should never invite anyone you don't know into your home.
- Do not give your Social Security number, credit card, or other banking information to anyone, even if they claim they need it for the census. Anyone asking for that information is NOT with the Census Bureau.
- While the census might ask for basic financial information, such as a salary range, you don't have to answer questions about your financial situation.
- You will never be contacted by email, so be on the lookout for email scams impersonating the Census Bureau.

Together, we can assist the Census Bureau in obtaining this vital information, while still protecting ourselves from fraud and identity theft.

## Meet Ron Martin

### Senior Office Manager

Ron Martin joined our staff in 2001 as a teller and member service representative. He moved up the ranks to office manager at the Centre Avenue location in 2003, and in 2008, was promoted to senior office manager.

As senior office manager, he supervises his own office, plus a group of assigned office managers and direct reports. His priority is to assure superior member service while implementing the best work practices at each of the offices. Prior to Consumers, he worked for Centennial Wireless, the Charles River Corporation, and for UPS.

Ron holds a BA in Marketing and Finance from Western Michigan University and is currently pursuing an MBA from Davenport University. He plans to finish his degree in 2011, and looks forward to using his combined educational and work experience to further grow his career at Consumers, while providing exceptional member service.

"It's been a treat and passion to serve our members and assist them as their financial advisor. And it's terrific to see them succeed both personally and financially," he added.

Ron is active with the Kalamazoo Regional Chamber of Commerce and serves on the Portage Advisory Committee. The committee promotes and provides support to Portage area businesses, with its most recent initiative being the I-94 construction project, where Westnedge corridor businesses were promoted during construction to prevent loss of revenue.

Ron, a Kalamazoo resident, loves sports and fishing and has been a member of Trout Unlimited for six years. He also loves to run and has completed several races and triathlons, including the Chicago Marathon and Steelhead Half Ironman. Ron is married with two children. As a family they enjoy traveling, camping, and relaxing up north.



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