

# Consumer News & Views

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### Consumer Confidence Remains Strong Through April 2018.

The Conference Board **Consumer Confidence Index**® increased in April, following a decline in March. The Index now stands at 128.7 (1985=100), up from 127.0 in March. The monthly **Consumer Confidence Survey**®, based on a probability-design random sample, is conducted for The Conference Board by Nielsen, a leading global provider of information and analytics around what consumers buy and watch. The cutoff date for the preliminary results was April 12.



“Consumer confidence increased moderately in April after a decline in March,” said Lynn Franco, Director of Economic Indicators at The Conference Board. “Consumers’ assessment of current conditions improved somewhat, with consumers rating both business and labor market conditions quite favorably. Consumers’ short-term expectations also improved, with the percent of consumers expecting their incomes to decline over the coming months reaching its lowest level since December 2000 (6.0 percent). Overall, confidence levels remain strong and suggest that the economy will continue expanding at a solid pace in the months ahead.”

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**ACC Continues Chapter Expansion and Governance Changes.** The American Consumer Council’s Board of Directors has now implemented the third phase of its chapter expansion and governance changes that were approved in December at ACC’s mid-year Board of Directors meeting. The changes allow for the creation of more chapters at the local level as well as bylaw changes that will allow non-profit organizations and new business members to join ACC with full voting rights. ACC has also established a Consumer Action Centre in the northeast to support efforts by local consumers who are seeking help against unscrupulous companies.

ACC's staff has been working to help local chapters in Pennsylvania, New York, Wyoming and Tennessee complete their local chapter expansion and governance changes. New chapters were established in January in Altoona, PA; Johnstown, PA; Lehigh Valley, PA; Scranton-Wilks Barre, PA; Memphis, TN; Cheyenne, WY; San Bernardino, CA; Sacramento, CA; Fresno, CA; Westchester County, NY; and, Dallas, TX. Additional local chapters will be announced following ACC's annual meeting in June. Each chapter now has a physical office and is staffed on a full-time basis.



Also, on April 16, ACC's Board of Directors announced that the organization has officially passed the membership mark of 225,000 members nationwide. As a result of its growth in the northeast and southeast, ACC responded to requests from local members to create more local chapters that now operate with their own bylaws and governance structure. Each of the new chapters will remain part of their respective state consumer council and the ACC organizational umbrella.

**ACC's Annual Meeting Scheduled for June 15 in Carlsbad, CA.** The 2018 annual meeting of the American Consumer Council is scheduled for Friday, June 15, at 10:00 am at the Park Hyatt Aviara located in Carlsbad, CA. The meeting is open to members of ACC. For more information, please contact ACC's meetings department at 1-800-544-0414.



### **ACC's Friend of the Consumer Award Recognizes Outstanding Businesses.**

Is your business consumer-friendly? Does your business deserve greater recognition for its service to consumers? If so, you should apply for the American Consumer Council's Friend of the Consumer Award. Now is the time to apply!

Throughout the year, ACC presents its "Friend of the Consumer" Awards. This prestigious award recognizes manufacturers, retailers, and other businesses that produce or sell products in the United States that meet or exceed federally-mandated standards and are touted by consumers as "consumer friendly."

Each year, ACC awards numerous "Friend of the Consumer" Awards to deserving companies and organizations because they have "demonstrated a commitment to American consumers by providing a specific product or service that fosters consumer confidence and market acceptance."



To apply for the "Friend of the Consumer" Award, complete the online application and return it to ACC with the application fee. Applicants will be notified within 5 days of receipt of their application. Thereafter, a panel of independent judges will review your application and make a formal recommendation within 20 days of receipt of your award application.

For more information, visit: <http://www.americanconsumercouncil.org/awards.asp>

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### Green C<sup>SM</sup> Certification Accepting Applications for 2018 Cycle:

If your company or organization would like to increase its credibility with consumers, you should consider applying for the **Green C<sup>SM</sup> Certification**. Applications for the 2018 cycle are now being accepted through August 31, 2018.

It's a proven fact that consumers want to do business with companies that are eco-friendly and practice Corporate Social Responsibility (CSR). The process is straight-forward and all applicants are recognized by ACC and the Green USA Institute.

All applicants complete the criteria and submit their responses to ACC's Green Consumer Council for review, assessment and feedback. Program details and the **Green C<sup>SM</sup> Certification** criteria can be viewed at ACC's website located at: <http://americanconsumercouncil.org/greenc.asp>

