



Asociația
Better Business Bureau
din
Romania



Ronald Reagan:

"Down through the years, the Better Business Bureaus have resolutely stayed the course, showing themselves to be the best friend American consumers have ever had."

NOTE: *This is just one brief example of "truth and facts". The truth that all efforts were made – on a constant basis, to stimulate, encourage, support BOD participation, and involvement in the decision process – contrary to what was invoked under false pretense, in order to justify license termination*

Thursday, October 7, 2005 From: "CBBB Former CEO"

Dear Colleagues: A gala launch was set, and then for many reasons the Board decided that an in house event was more prudent. *many are disappointed, especially Razz, who has spent years working tirelessly to get to this important juncture in the life of BBB Romania. CBBB fully supports the Board's decision.*

It was the right one.

- the deteriorating relationship between the BBB RO Board and its CEO.
- Razz, attacking Board members.
- Razz has lost trust in some of the Board members,
- That has not been my experience with the particular individuals
- some of the Board members have lost trust in him.
- It does not matter who is "right,"
- Board must have confidence in its CEO.
- I hope that the relationship can be repaired,
- CBBB will want to see proof of a re-established relationship between the Board and CEO,
- a new configuration,
- I will also need evidence, if razz remains,
- realize he is staff, not the "owner" of the BBB.

Monday, October 10, 2005 From: CBBB former CEO To: Better Business Bureau Romania

- Razz, A*****, who you consider a friend, has expressed grave doubts about your willingness to treat the Board as the governing authority.

November 10, 2005 CBBB former CEO (cc 33 Additional Recipients: Members + Prospective):

- ⇒ "unwillingness to listen and accommodate other points of view,"
- ⇒ "inability to provide mature leadership to the organization."
- ⇒ "Events transpiring in the past month have illuminated your leadership shortcomings."



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Subject: Asking for support

From: [Better Business Bureau Romania](#) **To:** ***** ; *****

Sent: **Wednesday, July 20, 2005 6:16 AM**

*Dear Mr. T*****, Mr. M*****, If BBB Romania is to succeed, I need the help of individuals such as yourselves. There is a reason why I seeked your support when I came to Romania - I saw you on TV, and I respected/admired what you stood for. I figured for BBB Romania to have a chance to make it in RO, it would eventually need the type of support you can provide. Now I am asking for specific assistance - can you provide. Regards, Razz*

From: ***** **To:** [Better Business Bureau Romania](#)

Sent: **Wednesday, July 20, 2005**

It's all right Razz, what's happen? As you can see there's no life for journalists these days. What can I do for BBB? What do you need?

From: [Better Business Bureau Romania](#) **To:** *****

Sent: **Wednesday, July 20, 2005**

*R*****, I fear there may be a pro-active effort in trying to steer BBB in a determined direction (other than what I had envisioned), perhaps politically motivated, perhaps other. This may be an isolated effort, however, the world is made up of many followers/few leaders. It takes one subtle, and well organized effort. My current position disables me sometimes from acting as freely as I would like to.*

*The perception of your (and perhaps Mr. M*****) active involvement, and **deciding on issues (on the merits off)**, can have a significant impact on the desire of others to turn BBB RO into/or minimize the potential of BBB RO.*

Suggested "active involvement": *Claiming the current position of Director in the Board/Executive Committee member through a message cc'ing the other board members (this in order so that others don't start thinking that I am making up your participation). **Deciding on issues, especially on those that may help with the unobstructed development of BBB RO.** Participating at a meeting or 2.*

Another issue: *Can you advise as to why our press release was not picked up in any respectable way? At our Board meeting, in order to avoid disappointment, I suggested that it was "my doing" in order to avoid being hit with too many inquiries. Thanks/appreciate your time! Razz Serbanescu*



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From: Better Business Bureau Romania

To: ML*****

Sent: Tuesday, September 20, 2005

M*****,

Your remarks were as they should be - and please keep them coming. Those who are interested in being part of BBB RO for better or for worse, will consider those remarks...and use them constructively.

"And the end of the day you and your team know better than each of the member-companies how to organize things and how to become successful."

Me and my team - are forming - and this is going to be a delicate process until we become less dependent on any one company in particular, in favor of a more spread-out, balanced dependency...until we realize self-sufficiency. So, in as much as you want to become involved, you are encouraged tenfold!)

Please accept my apologies if I create any mental or emotional discomfort among the members of the BBB RO.

Please create as much discomfort as you see fit, for as long as you see fit...and feel encouraged to call an emergency meeting, if you feel that more discomfort should be handed out. An attitude such as yours will only help us stay on course, and become a balanced entity representing more views, and represented by more voices.

Have a great day!

Razz

RIP Mihaela



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Excerpts from "Summary of Activities" Communication – in 2005 - presenting Truth, Facts, and "Mindset" of Razz S. – in comparison to the unauthorized false accusations invoked by CBBB former CEO?

"Razz V. Serbanescu
Summary Report of Activity
Period December 2004 – September 2005

[...]

July 2005:

- **"Extremely exhausting phone, and email-argument with ***** and *****.** This was following a meeting with ANPC Minister *****. Mr. ***** prepared a "minuta" intended to be sent to the BBB RO Board members.

*Mr. *****'s "minuta" was considered to imply Executive BBB RO endorsement on issues which should have rather first been carefully considered by the Board. This led to significant tensions (see Annex 83)."*

- **Executive Committee meeting July 18th.** *Of the 13 confirmations, only 6 companies were represented. One founding member traveled all the way from Constanta to attend. I was thoroughly disappointed with members' efforts, considering my efforts in completing the Remote Mentoring tool, spending my own resources, developing office infrastructure, purchasing office equipment, creating IT dev team, completing website, starting Programs development, launch-efforts regarding date and US participation. I intend to send the following message to the Board (see Annex 86). However, I was calmed down, and advised not to. Instead, I visited with a number of companies who were not at the meeting, and discussed some of the issues.*

- **Received document "Strategia de Lansare"** from *****. Spent a significant amount of time with Mihaela identifying items which could have had a most negative impact on BBB RO members, and on the perception of BBB Romania. Items such as:
 - Consumer Seminar which was going to be moderated by Robert Turcescu, with "headline"-participation from ***** and Steve Cole;
 - A private dinner on Monday October 6th, which was going to be attended by only a few hand-picked members;
 - A Business mixer which was going to be hosted by AMCHAM, with limited BBB RO participation;
 - 200-guests estimate (this later will be subject of argument between Board member and CEO);**Documentation Available Upon Request!**

[...]

August 2005:

Membership Drive – communicated, met with Mrs. ***** BRD. Mrs. ***** was impressed with the Remote Mentoring tool among other things. She suggested BRD attendance to the launch pending invitation, and she suggested membership would be a function of how the BBB RO launch would turn out. She also suggested that this would be a "1st" when more Chambers of Commerce, FIC would attend a Business Mixer hosted by one organization!



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Reality of Truth, Facts, "Mindset": *example of non-stop Personal Efforts, in Order to Engage and Stimulate Participation of the BBB RO Members in the decision-process and development of BBB RO, and in Order to Make their Involvement as Efficient, Least-Intrusive/Least-Demanding in terms of "Geo-Location"-requirements for participation.*

Consider the truth in Comparison to the Deplorable Defamation and Character Assassination, in the unauthorized false accusations invoked by CBBB former CEO in order to justify unilateral termination of the license - as a threat initially, used to "persuade" BBB Romania Members to Violate their Obligations to BBB RO as Directors of the Board, and execute the Requests Imposed by the CBBB former CEO unconditionally.

Consider the truth, in comparison to the vicious false accusations, *and try to imagine for a second how you would feel?...and then, try to imagine the feeling of "unfair" as "resident" in your consciousness, for about 6 years?*

From: Better Business Bureau Romania

To: [message sent to BBB RO BOD Members]

Sent: Friday, July 15, 2005 4:15 PM

Subject: Consumer Mentoring Committee - Our first request for advise

Greetings,

Please look at this page: http://www.BBB.ro/*****

When you select "**View Questions for the Consumer Steering Committee:**", you will be able to see the question that I've addressed to all the Directors attached to this message. This is one of the few times when a question will be addressed to all.

I am also attaching a 1 page draft to this message, which you can use as reference in writing your reply.

This is the **Remote Mentoring Tool** that I've been talking about, and which could contribute significantly to an efficient and least intrusive development of BBB Romania Programs.

Please take a few moments (24 hours?), and send us some feedback?

I very much appreciate it, and I wish you a great weekend!

Razz Serbanescu



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Reality of Truth, Facts, "Mindset": *another example reflecting **mindset/intent** - to Engage and Stimulate Participation of the BBB RO Members in the decision-process and development of BBB RO:*

From: CBBB former CEO To: [54 Recipients: Members + Prospective] Cc: Berry, Ron ; CBBB-VJD
Sent: Friday, October 07, 2005 Subject: Launch

2. I will also need evidence, if Razz remains, that he is able to de-personalize his role and realize he is staff, not the "owner" of the BBB.

Monday, October 10, 2005 From: CBBB former CEO To: Better Business Bureau Romania

➤ Razz, A*****, who you consider a friend, has expressed grave doubts about your willingness to treat the Board as the governing authority.

Consider the Accusation in the Previous Message vs. the Reality as Presented in the following message, involving the same person invoked by the CBBB former CEO. Consider what the Facts are, and what it is claimed. Consider how "upset" I am because more members did not participate at "that" meeting. Consider that I am actually going to do more extra work, by preparing the questionnaire presented on the next page, to send to those who were absent, so they can decide/vote on the issues, and I will actually also go on-location to members, to present the topics, and get them to decide on them:

From: Better Business Bureau Romania To: *****
Sent: Tuesday, July 19, 2005 Subject: Your opinion?

Doamna A*****,

As dori sa trimit acest mesaj celor care au confirmat (13) attendance pentru meeting yesterday. Sunteti in favor?...aveti sugestii/modificari?

Dear colleagues,

I've taken some time to reflect, and I am writing this message with the hope that it will be constructive. First of all, I would like to thank Mrs. ***** for hosting this event again!

For our Executive Committee Board Meeting, there were more than 13 confirmations. Only 6 Board members were present. One member came all the way from Constanta to attend this meeting.

A significant personal effort was put into the "Remote Mentoring" tool by myself, in order to enable a most efficient, and constructive development of BBB Romania. It has not yet been evaluated. BBB Romania employees are awaiting on feedback.

www.BBB.ro/*****Business.htm
www.BBB.ro/*****Consumers.htm

There are important BBB Romania issues that need to be addressed, especially at this point in time, and especially since there may be some divergent views.

I will follow up this message with a questionnaire, asking you to vote on how to best proceed on those significant issues which may be of concern.

Please lend me your support now, and help us be as effective as we can be in developing our programs, and achieve our goals.

Looking forward to your views,
Razz Serbanescu



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Reality of Truth, Facts, "Mindset": *another example reflecting **mindset/intent** - to Engage and Stimulate Participation of the BBB RO Members in the decision-process and development of BBB RO:*

Asociatia Better Business Bureau din Romania
Executive Committee Meeting
Monday, July 18th, 2005

Issues that were discussed – your opinion in some cases is required

1. Proposed participation at BBB Romania inauguration:

- ▶ President of Romania:
There is an explicit effort underway.
- ▶ ANPC (minister ***** has accepted participation).
One member suggested a ceremonial signing to take place on the date that we launch (October 11). I suggest having it take place before that date in order to separate the 2 events.
This in order to avoid any perceived responsibility that BBB RO may have to carry, and any action that the BBB might have to take sooner rather than when it is ready, if ANPC does something wrong/if certain practices persist.

Your Comments/Opinion (Required):

- ▶ EC – DG Sanco, DG Enlargement,
Suggested path for moving in this direction, following our meeting:
Meetings should take place with EU representatives in Romania, Minister of integration, Romanian Government. A formal invitation to the BBB Romania Launch will be forwarded to these institutions. As a courtesy, the letter will also include a mention that BBB Romania also intends to invite representatives from the EC – DG Sanco, and DG Enlargement.

Your Comments/Opinion (Required):

- ▶ Ambassadors;
- ▶ Other dignitaries/personalities;

Your comments/Suggestions (of individuals, entities you would like to have attend)?

2. BBB Romania accomplishments up to date:

- ▶ Website Release 1.0 (English; Romanian; French)
- ▶ Remote Mentoring Tool;
- ▶ Office Equipment/Commencement of Activities;
- ▶ Employees/Collaborators;
- ▶ Commencement of Development;
- ▶ Expressed interest to collaborate/explore potentials for collaboration from ANPC/*****.

My comments: There was a lot of personal effort infused in the development of the Website/Remote Mentoring tool, in order to enable BBB Romania Directors to have a least effort/most efficient impact on the development of BBB Romania. Please help us make this a worthwhile effort, and a success?

[...]



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4. Remote Mentoring:

- ▶ Involvement of Steering committees – we need your help to make this a success;
- ▶ Courtesy 24 hours upper-bound time-limit for reply:
It has been suggested that a 72-hour reply time would be more appropriate. 72-hour reply time makes me uneasy with realizing deadlines. Therefore, there are the following choices:
 1. 72-hour reply time, but if I need to move on it in no more than 24 hours, than I will take an executive decision, with your implicit support;
 2. 24-hour reply time (except for those cases where it is reasonable to take longer);
 3. 72-hour reply time stands, I/employees wait as much as 72 hours, but if deadlines are not realized, than it is a collective responsibility.

www.BBB.ro/*****Business.htm

www.BBB.ro/*****Consumers.htm

Your Comments/Opinion (Required):

[...]

6. Inauguration Events – Sample Scenario:

(Attendance – to be carefully evaluated, decided, and implemented by Members/BBB Romania).

- ▶ Press Conference;
- ▶ EU – Romania Integration, what/how BBB Romania could contribute;
- ▶ Business/Consumers Event;
- ▶ Party;

Your Comments/Opinion (Required):

Business Event

Please note: there are divergent views with respect to this event. I know some of you will want an event like this, while others will argue that the logistics/the timing is not right. Both cases may be argued correct!

This is a most delicate issue, and it should get the most proper consideration. In rendering your final decision, please consider this:

My personal view:

We will not have the President/Vice-President of the CBBB in Romania again too soon...US FTC/DOC.

On the other hand, the argument has been put forth that it may not be proper to associate the visit of the President of the CBBB with a Business event. Within this scope, know that the CBBB is aware that I am suggesting a Business event.

Moreover, we may be able to attract the interest of foreign investors/companies members of the US BBB to participate, as a result of this event...which might lead to more networking/investment in Romania...sooner rather than later;

This event has the potential to receive a lot of added coverage, which may be good for Romania, BBB Romania...especially within the framework of EU integration;

Other viewpoints however, raise the question of whether it makes sense to associate our launch/inauguration with a business event.

Finally, we have to consider what is the best way to stimulate interest in our inauguration-event, and whether it makes sense to have 2 sub-events (inauguration, business) spanning over a 1 or 2-day period.

Your Comments/Opinion (Required):