



Asociatia
Better Business Bureau
din
Romania



President William J. Clinton:

"Through hard work and dedication, the Better Business Bureaus settle conflicts for countless businesses and consumers, letting the wheels of our economy continue to run smoothly."

NOTE: Consider the unauthorized letter on the following page – used to force the cancellation of the launch of BBB Romania, and the reality presented through the following exchange:

From: Office Manager, BBB Romania
To: amcham@amcham.ro ; *****@amcham.ro
Cc: Cindy*****@*****.gov ; Better Business Bureau Romania
Sent: Monday, October 17, 2005 11:55 AM
Subject: Attn.: Mrs. Anca Harasim; Re.: Meeting

Dear Mrs. H*****,
Mr. Razz Serbanescu, President & CEO Asociatia Better Business Bureau din Romania would like to meet with you.
Mr. Serbanescu is very much interested in clearing any potential misunderstanding, real or artificially created, between Amcham and BBB Romania.
[...]

From: *****@amcham.ro
To: Office Manager, BBB Romania ; amcham@amcham.ro
Cc: Cindy*****@*****.gov ; Better Business Bureau Romania
Sent: Monday, October 17, 2005 1:03 PM
Subject: Re: Attn.: Mrs. *****; Re.: Meeting

Dear Ms. B*****,
I am not aware of any misunderstandings between AmCham and BBB
[...]
I am happy to meet Mr. Serbanescu and suggest a meeting in our office on October 18 or 19 in the morning at your convenience.

Regards,

American Chamber of Commerce in Romania
Member of the AmCham Network

NOTE: Damaging information has been edited out of AMCHAM's reply. I have made this decision, in order to focus as much as possible on a constructive approach, and to refrain as much as possible from bringing any negative attention to those involved/responsible. I ask the reader to take for granted that the information edited out also supports the argument that BBB License Termination was invalid, as were the motives & decisions of the CBBB former CEO.

The information edited out also provides AmCham with an opportunity for a clean start with a good faith support, for a re-affirmation of BBB in Romania.



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Dear Board members,

We need your urgent attention with regards to the launch event.

As these element have been received very close to the launch date and can affect the launch itself as well as the image of BBB members, your response is urgently requested.

During recent discussions with CBBB President Steven Cole, we were informed that several issues arose with regards to next week's launch by DOC (US Department of Commerce). Following discussions with the US Embassy in Bucharest, DOC expressed concern with regards to the BBB Romania launch, mainly arising from unconfirmed memberships in BBB and unconfirmed participation by the US Embassy in the launch. The phrase "unethical conduct" was used by DOC.

After we inquired locally, the US Embassy expressed reservation vis-a-vis the BBB Romania project due to:

- AmCham's reluctant position of BBB's intentions (rather focused on business and financial interest).
- BBB's lack of transparency about funding and membership.

US Embassy did not confirm participation in the pannels of the launch event.

After discussing with AmCham, the following elements were also mentioned:

- an "aggressive and pushy" attitude by the BBB membership drive.
- a lack of transparency and "truthfulness" about comittments and support by some members for BBB in the eyes of other (potential) members
- a clear focus towards "business and commercial" activities (much discussion on the membership fees)

AmCham declined participation in the launch event.

While these elements are not grounds for changing the initial plans (launch), they need to factored as they have raised concerns with regards to our future activities.

- After informing CBBB's leadership of this apparent lack of support from local US institutions for the launch (and possible fallout from this) and requesting a position for CBBB with regards to the "opportunity of launching under these conditions", CBBB asked that we - the founding members - take a decision with regards to launching as planned or having an in-house event (ie: meetings with BBB Romanian members, 1-2 interviews with the press, and meetings with representatives of authorities - including US Embassy for clarification).

Thanks for your understanding.
