



Asociația  
**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."*

**License Termination: Accusations Unrelated to Reality – with Intent to Harm**

**NOTE:** *Incredibly Vicious and Harmful, If Considering Cause and Effect/Implications over past 6 Years – If Considering "this" action having been withheld for the past almost 6 years in order to protect the image/reputation of the BBB/CBBB.*

**"Motives" Invoked by CBBB former CEO to Terminate License**

- The working relationship between the Board and the CEO has deteriorated beyond repair.
- The CEO no longer enjoys the confidence of the Board.
- The CEO no longer takes direction from the Board.
- The CEO continues to attack members of the Board.
  
- ⇒ *"my loss of faith in your ability to lead the BBB Romania properly"*
- ⇒ *"unwillingness to listen and accommodate other points of view,"*
- ⇒ *"inability to provide mature leadership to the organization."*
- ⇒ *"our granting of the license was based on the belief that we could rely on a strong governing body that would exercise control over the entire organization. We were mistaken on all counts, it now seems."*
- ⇒ *"Events transpiring in the past month have illuminated your leadership shortcomings."*

**NOTE:** The members of BBB RO did not accept to be dictated to violate their conscience, creed and Core Values of the BBB – the very Organization they signed on to "constitute" – especially because of the Core Values "BBB" Stood For.

**Truth and Facts:**

**Sample Signed-References with respect to Effort/Performance, re: CEO/Razz Van Serbanescu:**

**Laurentiu Oftez, Customer Sales Manager, IBM Romania:**

*"Committed to promote BBB in Romania and successful in aggregate important players, and the Board of Directors speaks for itself. Energetic and enthusiastic, good communicator Mr. Serbanescu has shown the leadership needed to initiate BBB Romania."*

**Florin Teodorescu, General Manager, Stewart Romania:**

*"Perseverance, tenacity and quality".*

**Thomas Landolt, General Manager, Ringier Romania:**

*"Razz is the driving force behind BBB Romania!"*

**Anca Hasegan, Public Relations Director, Raiffeisen Bank:**

*"I consider essential Mr. Razz Serbanescu's efforts for implementing and achieving the scope of BBB Romania, and he has my total support."*

**Georg Kovacs, General Manager, KSI Kasolvenzia Romania:**

*"Mr. Serbanescu is dedicated to BBBR project and he is putting all his effort into ensure that the project is successful. In regards to the decision making process, he involves all the related parties and ensures that the decisions regarding BBBR are taken jointly in a democratic manner."*



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**Peter L. Imre, Director Corporate Affairs, PHILIP MORRIS:**

*"Razz is working hard and diligently for BBB and its members. Although the composition of the member companies is complex, Razz's excellent negotiations skills and sense of diplomacy keeps the different interests, and agenda's together. There is a perfect match between required competencies for the job and Razz's personality."*

**Robert Turcescu, Editor in Chief "Cotidianul", TV Show host for "100%":**

*"I consider Mr. Serbanescu's activities in charge of BBB extremely productive and efficient."*

**Mihaela Liliana Lupu, Head of Corporate Affairs, TELEMobil:**

*"Leadership!"*

**Viorel Apetrei, Marketing Manager, Microsoft Romania:**

*"He is a perseverant person, willing and able to work on a project base, able to gather together people from various environments."*

**Liviu Mihaiu, Director, Academia Catavencu S.A.:**

*"I consider that Mr. Razz V. Serbanescu is very fond about the goals of BBB."*

**Simona Constantinescu, General Manager, ANA Hotels:**

*"We very much appreciate the efforts of Mr. Serbanescu in making the BBB Romania project being settled and achieve its goals and strategy."*

**NOTE:** More available upon request.