



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."

Monday, June 27, 2011

**Founder of the 1st Better Business Bureau Licensed Outside the North American Continent -
"Erased" from History?**

From: A.S. To: BBB Romania; <***>; <*****> Cc: <*****>; <*****>**
Subject: BBB Romania press release - US version Sent: Thursday, May 12, 2005

CBBB's recommended a few changes and additions which you have all seen.

Their recommendation to have the BBB chairman/business representative say a few words (see point 3 below in Holly's mail) would make Razz's quote as President which follows redundant.

So, I recommend that the vice chairperson and founding member, A*****, be quoted in her capacity as a representative of the business community founders. It is also appropriate and PC to have two women quoted in this release - an American and a European.

Question for the Reader: *How would you feel if you just received the message above – from a person who was introduced in the organization about 3 months prior, by the person he is proposing to replace your quote, and you were “Razz” – the person who unilaterally founded BBB Romania in 2001, unilaterally earning the temporary license in 2003 - using your own resources, financial and otherwise. Without more details, what would you think/how would you feel to receive this message, with a couple of top leaders included as recipients?...*



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From: A.S. **To:** BBB Romania; <*****>; <*****> **Cc:** <*****>; <*****>
Subject: Re: BBB Romania press release proposal **Sent:** Wednesday, May 25, 2005

Dear all, "Willing our way onto the pages of history" is for history to decide not for us to announce. To me it sounds unnecessarily bombastic. Let's keep press release as it is. Thanks.

Question for the Reader: *How would you feel after receiving this message, from the same person – who is now citing a passage from your quote. Would you feel like a) his analysis is accurate, and b) he is showing as much class, respect and consideration as in the previous message? Or would you think that he has not earned the right to make such comments, especially in an open environment?*

Would you agree or disagree with my response that followed in the following message?

Do you think there is any justification whatsoever, for the CBBB former CEO to intervene?...to intervene and take his side, as per the message on the next page?

From: BBB Romania **To:** A.S.; <*****>; <*****> **Cc:** <*****>; <*****>
Subject: Re: BBB Romania press release proposal **Sent:** Wednesday, May 25, 2005

A*****,

*Partially, it is my fault, as I have not thoroughly briefed you with respect to what it took to bring BBB to Romania, and then to the current "state", prior to your involvement. I would certainly agree with you, such a statement would not make sense coming from anyone else, except from myself, perhaps Mrs. ******, and perhaps the CBBB. It would also be unrealistic to have made this statement, had my involvement in BBB RO been no more than 3-4 moths.*

With respect to "history", it is not history that makes us, it is us that make history. It is certainly a most significant historical event to me, to be "1st in Europe"...to be the first country in Europe/outside the North American continent to have earned a "Better Business Bureau" license.

This is an undisputed historical fact, which deserves its own special attention, and which can be the foundation/building-block towards future greatness.

"Willing our way onto the pages of history" is not for history to decide anymore, it is a fact, once the license has been earned. This is a first, unique chapter, hopefully with many more to follow. It represents ambition, it represents "sweat, blood, and tears", and it can serve as a model of inspiration for many, that if you put your mind to it, you can go against all odds/adversity, and be successful. This is the kind of attitude/perception that I would like to associate with us/BBB Romania, and it is backed by a solid track-record.

*From here on, and depending on whether our collective attitudes will match mine/Mrs. ***** up to this point, we can further create history, or dwell in mediocrity.*

Let us raise the "benchmark" to its justified mark, and then have the ambition to be responsible for future realizations that will overshadow current accomplishments.

*Finally, this is my quote, it represents without exaggeration my effort (i.e., Diaspora), as well as Mrs. *****'s effort (i.e., Romanian Visionaries), to making BBB RO happen.*

I have taken note of you advise, and after careful consideration, I am strongly inclined to use my quote.

Regards,

Razz Serbanescu



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From: CBBB former CEO **To: Better Business Bureau Romania** **Cc: CBBB VJD; CBBB HC**
Subject: Press release **Sent: Wednesday, June 01, 20**

Razz, it is not for us to describe this license as historical—that will be judged by others as implementation and operations succeed over the next years.

I hope you will go along with this—Look at it this way—a chance to show an important Board member that he has influence

Question for the Reader: *Is the CBBB former CEO being “honest” in his message, interfering to eliminate/minimize my quote – considering the **Press Release quote of Mr. Kenneth Hunter – the CBBB President and CEO at the time - re: BBB Romania achievement: “historic opportunity for the Romanian business and consumer environment, as well as for the public sector.”** Can the CBBB – “today” - honestly reconcile the CBBB former CEO’s efforts and intentions at the time - calling them anything other than what they really are?*

Question for the Reader: *What can possibly compel and justify the CBBB former CEO to interfere in the internal disagreement of BBB Romania, especially if considering the agreement between the CBBB and BBB Romania was a “License” agreement?*

Considering the facts after reviewing the objection of the CBBB former CEO (SVP at the time), and Mr. Hunter’s quote for that same press release – can it be more clear that the CBBB former CEO had other, “undeclared” issues, motivating his actions?

After all he was aware better than anyone of the “historical-nature” of my accomplishment, considering the exaggerated restrictions and limitations he imposed, during the years before the license had been earned – restrictions which baffled even the DOC, upon meeting at the Pentagon following earning the license – and finding out that rather than having received the full support of the US Embassy and AMCHAM’s – instead, not only had BBB Romania received “non”, but the CBBB former CEO (SVP at the time) had been the one imposing that restriction from day one?

NOTE: *the “gentleman” the CBBB former CEO is supporting regarding eliminating/minimizing my quote - will be the primary responsible and one of those canceling confirmed guests for the launch, without BBB RO knowledge and approval – this in the backdrop of the intense accusations by the CBBB former CEO that I was not showing consideration to the Board by not allowing them to get involved in the decision process, in the governing of BBB RO.*

This gentleman, will also be trying to persuade members to vote against the launch event on the day of the cancelation, after distributing the letter impersonating the US Embassy, DOC, and AMCHAM.

What makes the situation even more strange – this gentleman will distribute a letter where AMCHAM is accusing of not having been invited/but projected as participating speaker....more specifically, AMCHAM not having received the invitation “this” gentleman was responsible to deliver....and having included AMCHAM as speaker, at his reassuring confirmation.



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However – even after the impersonating letter, resulting with the cancellation of the launch – the CBBB former CEO backed this gentleman – whom he met only once before – all the way until after the license termination – despite any issues that would make someone else “question” such decisions/options.

Question for the Reader: *How would you feel – what would you think, if after all is said and done – after the BBB license is earned – marking the historical event, from two perspectives:*

- 1) because it is the first BBB licensed outside the North American Continent, and*
- 2) because it is the first Better Business Bureau that was ever founded by one private person - from a financial perspective.*

How would you feel, if after all has come to pass and the license was earned – you are informed that it wouldn't look good for the CBBB to have you as a founder, in any way.

Instead, it is awarded to a person you invited in the organization, who began supporting hands-on, - two years later, after the temporary license was earned.

How would you feel if you started “this” volunteer endeavor, at your own initiative – in 2001 - and mid-2005, you are casually informed, such that you feel compelled to reply as follows:

From: Better Business Bureau Romania

To: CBBB, HC

Cc: CBBB former CEO

Sent: Tuesday 6/21/2005

*H*****,*

In tune with the reality of the situation: I've spent more than all the members combined + lost wages; I am responsible for most of the membership;

I am responsible for all the hard work/strategy...documents written/research...etc....it would be no exaggeration if I said that I made the impossible possible...step by step.

So, with the understanding that it may not be inline with CBBB interests, I can be indifferent to whether I am a founder or not.

However, consider this:

There are 4 other founding members of Asociatia Better Business Bureau din Romania. When I say "founding member", I am referring to how it states in the Statue, and how they are entitled to refer to themselves legally.

Following tomorrow, and most definitely, following launch date, at least the individuals from media-member organizations who know me personally, who naturally consider me a "founding member" may refer to me as a founder,...other founding members from the 4 mentioned above, may feel justified to refer to themselves as founding members, or founders...and they would not be doing it in bad faith!

How do you propose dealing with this...how do you propose dealing with 4 other individuals who are legally "founding members"?

I may have some suggestions, but let me know if this is of concern first?

Razz



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From: CBBB former CEO To: Better Business Bureau Romania; CBBB, HC

Sent: Monday, 6/20/2005

H***** and Razz---please refer to all individuals, including Razz, as founding members. It might not be technically how CBBB does things, but when in Rome.....

Question for the Reader: *In lieu of the next message below, what do you think just happened?*

Then consider the previous two messages – mine in blue on the previous page, the “conciliatory” follow-up of the CBBB former CEO, and then consider again what happened next, as presented by the following message. Clearly, Mrs. H.C. cannot decide such matters on her own, ignoring the decision of the CBBB former CEO.

Was this the perfect strategy to insure matters are closed, eliminating any possibility for accepting a “suggestion”?...this way, it is guaranteed that nothing else can be done – in the event that my suggestion could not be refused on merit?

From: CBBB, HC

To: Better Business Bureau Romania;

Cc: CBBB former CEO

Sent: Tuesday, June 21, 2005

Hi, Razz. We're proceeding with the distribution on our end this morning.

We did not end up referring to you as founding members in the CBBB's release. (It would be too confusing for the U.S. and Canadian BBB staff, Boards and members who might read the release.)

However, Steve has indicated that he has no problems with your using that term in Romania.
HC*****

Question for the Reader: *For me personally, words cannot begin to describe....and it is not about the issue as much as it is about “class”... “values”.... “ethics”.... “humanity”.... “truth”.... “Hypocrisy”....?*

As presented in my message in blue in the previous page – I was ready to allow myself to be “erased” from the recognition of “founder”, as when I started this full force – on September 19th, 2001 – when I informed US Gov that I was flying to RO to start this – there was a lot a motivation that I felt following 9-11, to help project great American values half-way across the world, and also to give something outstanding to the country where I was born.

So, when the CBBB appeared to be “affected” by my earned merit of a principal founder – then I was ready to say “keep it” – despite the fact, that this objection could have been raised four-plus years earlier, before a lot of time, and a lot of money – of mine – had been spent/or not earned.

Furthermore, if I had been told in advance that after succeeding in earning BBB RO – it would have to be a secret/nobody could know – then, I would have not accepted half – if not all of the irresponsible restrictions, AND I would have demanded support with the US Embassy, AND I would not have accepted the “scolding” that went along with each successful step – I may have even requested for some sharing of the financial risk – i.e., out of pocket expenses, at least....



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From this point on – can the reader imagine possible additional “discoveries”?...such as History being re-written...to exclude “you”?...then eventually, the launch “postponed”, with you fingered as the primary culprit causing it, then labeled as “belligerent” for wanting to defend/not willing to accept the guilt that was not yours?

Yes, I did consider it a classless act – for people to go about “cutting and pasting” “founder” with such ease, when the reality is, that it is so hard, to be a “founder”.

As apparent from my email reply, I was ready to go along with giving up “founder” for the good and comfort of the CBBB, as Mrs. H.C. informed me.

However, I was deprived even of this act. I was deprived – without any right – of the recognition that I had earned through a lot of work and money, and I was deprived of the opportunity to at least feel some measure of significance, through the act of offering to do what’s best for the CBBB.

If I am not mistaken, I was “deprived” of this final gesture that could have shown me a minimum of consideration & allowed me to feel a bit of satisfaction for thinking that I did something that was appreciated/was for the good of others – because of the fear that I might suggest an alternative that could not be reasonably argued against?

What I considered even more insulting, Mrs. H.C. following up, informing me it was ok with the CBBB former CEO to present “founder” in Romania?

NOTE: “Founder” is [spending a lot of time and in addition to that spending your own money and in addition to that, not earning any money].

Since the CBBB former CEO and Mrs. H.C. decided after almost 5 years after I started BBB RO in 2001, that “founder” might not look good for them, and since they unilaterally violated my right, and publicly mislead and misrepresented the truth – without my consent, and in violation to the CBBB former CEO’s expressed commitment immediately prior to the action – rather misleading me first, then violating commitment - if we are to follow BBB principles and core values – will the CBBB not agree that the expenses – more specifically, my expenses that were associated to the process of “founding”, and which represent the cost of earning that qualifier – the CBBB will certainly assume those costs, correct?...using my last paying position from which I resigned, as a reasonable reference point?

Who was really sacrificing everything to “do” for the BBB, and to protect the image and reputation of the BBB, and who was really acting like the “owner” of the BBB, and in violation of every value and core principle of the BBB – using and hiding behind the “BBB”, in order to protect his & her own personal shortcomings, interests?

“founder” for me meant: \$10,000 per month of un-earned wages – part-time from 2001 to 2003, and full-time from 2003 to 2005. Plus many trips back and forth US/Romania, and additional expenses, i.e., Office Rent & Utilities, from 2003 onward, plus Office Equipment, i.e., computers, printers, [...] – as Ron may have had a personal exposure and appreciation – it was pretty!...I hope he will remember his impression.
– is Mrs. H.C entitled to cut and paste “founder” to the person I invited in the organization/became an active supporter in 2003?...the same person who incidentally signed the cancellation of the launch in 2005?...



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Mrs. HC – is she acting on her own, in violation of what the CBBB former CEO instructed her to do, as per the message above?...or did she actually do exactly what she was instructed to do, by the CBBB former CEO?

Does the CBBB under the current administration endorse such actions?

What about the people who may have been deprived, [...] – of the inspiration “BBB Romania” accomplishment could have provided? – the true history of BBB Romania.

Question for the Reader: Consider the following email-excerpt – only “weeks” before the Launch:

>>> **CBBB former CEO** (SVP at the time of this writing) **07/15/05** >>>
[mailto:*****@*****.doc.gov]

“formal launch of the BBB in Romania in October. I think you may know that this whole idea grew out of work by USG team several years ago (without BBB participation!), including the FTC and I think the Embassy and Commercial Service-- they encouraged self-regulation efforts, BBB-style, during an assignment in Romania a few years ago. FYI, FTC will participate.”

Right before the launch, the CBBB former CEO is presenting to US Gov/US DOC a false reality of the historical events?

NOTE: *The FTC advisors who were in Romania in 1999 – and I have all the respect for them, while I am convinced that they had nothing to do with the presentation of events as per the message above – however, what gives the CBBB former CEO the right to re-write history?*

BBB Romania was in no way shape or form the result of anything that the FTC advisors did in 1999. What can possibly entitle the CBBB former CEO – whose only merit in the development of BBB Romania, was to make progress for me so impossible, that if it wasn't for him, I would not ever have had the opportunity to discover what I had in me...of what I was capable of doing when setting my mind to it – and I am not being sarcastic.

His account of events is however, false information, in “cruel” contradiction to truth and facts. Especially hurtful because of the non-support that BBB Romania received/or was not allowed to receive, by specifically the person describing the historical events.

However, consider still, the next message to the FTC + DOC cc'd, on the next page:



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From: CBBB former CEO **To:** FTC R.D. **Cc:** CBBB VJD; 3 US GOV: FTC + DOC
Subject: BBB Romania **Sent:** Tuesday, June 21, 2005

Russ-look what you got started!

Question for the Reader: *Again, with all due respect to the FTC and DOC – especially the gentleman referred to “Russ”, whom I met. However, the only person who started BBB Romania – was “me”. I could have used all the support I could have gotten, but it was not “allowed”.*

The gentleman the CBBB former CEO is addressing in the message above – did provide me with the list of names and comments re: the persons composing the interest group he developed in 1999. I did select 1 individual and four companies, to try to involve in the BBB Romania development.

Three of those four companies were American-based, and upon reaching out to them, we met, they did appear interested in a potential BBB in Romania. They presented their explicit commitments to participate, if I would be able to bring to Romania the BBB license for development.

However, to their surprise, I was able to earn the temporary BBB License, in 2003.

To my surprise, only one of the companies/leaders honored their commitment – all others “vanished”. At that time in Romania, people were “scared” of BBB/and what it meant, for a number of reasons.

The one person invited to support BBB Romania, from the FTC’s previous interest group – was not there to do any hands-on participation, when it was required, i.e., between 2001 – 2005.

The one person who did support hands-on, from 2003 – a lady, representing a market-leader company - unfortunately, she was the person qualified as the “founder” of BBB Romania, by the CBBB former CEO, in the US Press Release, and she was the person who signed the document, misrepresenting – without authorization – the views of the US Embassy, AMCHAM, US DOC, in order to force the Cancellation of the Launch, of BBB Romania, on October 7th, 2005.

That is all that can be said about external support/or “getting started” BBB Romania – other than how it really happened.

I ask the CBBB to consider the chain of events outlined in this message – ranging from when it is attempted to remove entirely the quote of the founder of the first BBB outside NA, from the press release, to editing it/minimizing it, in a embarrassing attempt to appear as if acting in good faith, to cutting and pasting the “founder” merit – i.e., cutting it from the founder, and pasting it to the name of the person who will trigger the cancellation – to explicit, dedicated actions to re-write/miss-represent the history of BBB Romania to branches of US Gov – only weeks before the launch/or cancelled launch.

Question for the CBBB, CBBB CEO: *All that has been done, and documented, raises questions that may need to be answered. Questions such as, if the CBBB former CEO and/or CBBB Mrs. H.C. have forcefully deprived me of founder merits and recognition – awarding it to other individuals - who should then, be responsible for the expenses incurred, while “founding”?*