



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?**

Question for the Reader: How would you feel if you just received the message below – 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 of market-leading companies included as recipients of the exchange?...

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: Consider the following mass-message, received from the CBBB former CEO, on the day of the cancellation of the launch – immediately after – after the launch had been cancelled on account of grave accusations against BBB Romania and its CEO (me). Accusation presented as those of US Embassy, US DOC, AMCHAM – immediately denied by those institutions as having ever been made. However, consider the chain of messages on the following pages, where there is a pro-active effort by the CBBB former CEO, to “exclude” me as much as possible – from the Press Release, from the merit of “founder”, from having had initiated the idea and development of BBB RO – instead, “awarding” those merits to other individuals, i.e., FTC gentleman, and BBB RO member who joined at my invitation 2 years later after temporary license had already been earned.

Then, consider ho on the day of the launch – after it had been cancelled – by the person he awarded the “founder” distinction earlier – notice how on this day, he “turns it up” – thinking it was the moment, to “minimize” me completely as just “staff”....who would soon be voted out by the BOD – if he had his way.

I question whether the CBBB former CEO was actively engaging in questionable actions and events – all related eventually to the cancellation of the launch?

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

Dear Colleagues:

- 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.



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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.

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

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



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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?*

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 Asociația 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.....

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: 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.”

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?

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

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!
