



*Centennial Celebration*  
**Better Business Bureau Serving Greater Cleveland**

*December 6, 2012*



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## Today's Events

### Eat & Greet

### Program Begins

Welcome from  
BBB Chairman, *Ingrid Halpert*

*BBB Centennial* Video - Part I

*David Weiss*, BBB President  
Introducing Director *Daryl Rush*  
representing Mayor Frank Jackson for  
Presentation of Mayoral Proclamation

### Honoring 100 Year Companies and BBB Centennial Honor Roll

*BBB Centennial* Video - Part II

### Presentation of BBB's 2012 Students of Integrity Awards

#### Presenters

*Tracy Oliver*, Director, Media Relations,  
Dominion East Ohio

*Karen Schuele*, Dean, Boler School of Business,  
John Carroll University

### Keynote Speaker & Address

*Dick Feagler*  
*Cleveland Personality & Reporter*

### Closing Comments

The Arcade  
(between 1910 - 1920)



# From Our Chairman and President...

Thank you for helping us celebrate the kickoff of BBB/Greater Cleveland's centennial year.

Thanks to the support of hundreds of thousands of businesses through the US, BBB has become one of the nation's best known brands. Through the past century, responsible businesses have recognized that honest, legitimate businesses are best served by an organization that provides consumers with the tools to identify companies that treat customers fairly, to find companies they can trust.

Your BBB here in Cleveland has been a BBB system leader and innovator, and is recognized as one of the best operated BBBs in the nation. Your BBB's staff is among the most experienced and effective in identifying and exposing questionable business activities. In the past 14 months, yours has been one of only a handful of BBBs to offer extensive complaint detail in its Business Reviews, and more recently added the opportunity for consumers to responsibly post reviews on area businesses.

The breadth of your BBB's services is impressive. The community is enriched by BBB Business Reviews, Charity Reviews, Dispute Resolution and Advertising Review programs, as well as the BBB Educational Foundation's outreach to seniors and youth. Your BBB could not offer these services and programs without the support of over 2,800 area BBB Accredited Business members, companies that meet and have pledged to maintain the BBB Standards for Trust, which are centered around 8 principles: Build Trust, Advertise Honestly, Tell the Truth, Be Transparent, Honor Promises, Be Responsive, Safeguard Privacy and Embody Integrity.

Your BBB is evolving and adapting to a changing culture and technologies. We are staying relevant – listening to our members, developing services needed by the 21st century consumer, and thereby connecting with a new generation of consumers and business owners. Thanks to you, we are financially and operationally strong, and ready to face the next 100 years with the same energy and passion as the visionary leaders who Created us 100 years ago.

Ingrid Halpert  
BBB Chairman

David Weiss  
BBB President

## BBB Board of Directors

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### Legal Counsel

**Jeremy Gilman**  
Benesch, Attorneys at Law



*"Honesty is the first chapter in the book of wisdom"*

*- Thomas Jefferson*

## BBB Staff

David Weiss, **President**  
 Sue McConnell, **Senior Vice President**  
 Ericka Dilworth, **Director of Trade Services**  
 Christine Roberts, **Business Development Director**

### Trade Practices

Barbara Andersen  
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### Customer Service

Cheryl Horton  
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### Accredited Business Services

Laura Fitzgerald  
 Janice Lightner

### Project Director

Brigid Woodland

### Social Media & Communications

Sara Jennings

### Business Development

Cindy David  
 Rosemary Farnsworth

### Data Quality Coordinator

Mary Hanes

*"All things should be laid bare so that the buyer may not be in any way ignorant of anything the seller knows."*

*- Cicero*

The appearance of this advertisement in these columns is evidence that this newspaper subscribes wholeheartedly to the principles of The Better Business Bureau, and cooperates with the Bureau in protecting you . . . even to the extent of refusing to accept, knowingly, the copy of firms whose advertising and sales policies are proved by the Bureau to be contrary to the public interest.

### Who Keeps The Better Business Bureau Running?

The Cleveland Better Business Bureau is a corporation not for profit. Its purpose is to prevent the fraudulent advertising and selling of merchandise and securities. It is voluntarily supported by:

- 43 Merchants
- 31 Newspapers and Publications
- 29 Manufacturers
- 26 Security Dealers
- 16 Banks
- 11 Savings and Loan Companies
- 8 Realtors
- 1 Radio Station

and 26 miscellaneous businesses making a total of 190.


Including the cash value of advertising space made available without cost, the income of the Bureau exceeds \$65,000 a year.

The Bureau operates solely in the interest of the public and honest business through its staff of 12 earnest and conscientious men and women.

**Its services are free.**

**THE CLEVELAND BETTER BUSINESS BUREAU, INC.**

609 Federal Reserve Bank Bldg.  
 (Superior Avenue Entrance)



October 1, 1927

# Courtesy is not on the Ration List in Cleveland



Cleveland is making its first impression on thousands of people—servicemen and women, war workers, and parents visiting their children. What kind of an impression are we making on these newcomers? Is it along the old traditional lines of hospitality and helpfulness? Or is it that of a burly war-town that is too busy to be courteous?

We want a still greater Cleveland after the war. We must maintain our traditional reputation. Courtesy, assistance, and fair dealings build good will; good will builds business, and business builds Cleveland. It is important that we be courteous, even in these days of personnel shortage, inadequate merchandise stocks, wartime restrictions and taxes.

Let us prove to our new as well as our old friends, newcomers and customers that Courtesy is not Rationed in Cleveland.

THE CLEVELAND  
**BETTER BUSINESS BUREAU**  
 Cuyahoga Building

May 30, 1944

**FINED FOR FALSE ADVERTISING**

**Lakewood Man Arrested In Quip by Better Business Group.**

Robert J. Brosious, 36, of 2112 Carabell Avenue, Lakewood, was fined \$100 and sentenced to twenty days in the workhouse by Municipal Judge Joseph F. Sawicki yesterday, on a charge of false advertising. Judge Sawicki suspended the days, remitted \$75 of the fine and placed Brosious on probation for a year.

**OUT-OF-TOWN HOTELS AND RESORTS.**

**The Better Business Bureau had Brosious arrested when William J. Morris, 2907 Superior Avenue N. E., complained that he had answered an advertisement of Brosious' offering salesman \$25 a week, and that, after he started work, he learned he had to sell a certain amount of goods to earn that amount.**

**BUMSTEAD'S WORM SYRUP** "To children as easy of mercy." Where directions are followed IT NEVER FAILS. Despite acidity and enormous cost of SANTALIN II contains full dose. Good 75 years' trial. Dr. C. A. Voorhees, M. D., Philadelphia. All druggists. 50c.

**OCEAN STEAMERS.**

Cleveland Plain Dealer  
 October 10, 1928





# 100 Years of BBB Success *(continued)*

through consumer education grew. BBB actively helped consumers with problems such as non-delivery of merchandise, delays in receiving “guaranteed refunds,” and failure to service merchandise under warranty. Efforts continued against such unscrupulous activities as puzzle contests, bogus employment offers, correspondence schools and land speculation.

The ‘60’s also saw the emergence of conglomerates, and as business became more impersonal, bonds began dissolving between consumers and businesses. An array of nonprofit consumer groups emerged. While some businesses saw BBB as a possible source of protection from militant consumers, BBB stayed where it always was, in the middle of the fray, promoting responsible business practices, and focused on attempting to preserve consumer confidence in legitimate business through information and education. Businesses were encouraged to include consumer affairs professionals on their staffs. A national self-regulatory program through which businesses could quickly challenge and resolve competitive advertising disputes was established, as was a national service to help consumers donate to accountable, deserving charities.

Now known for its dispute resolution programming, BBB, working at first with General Motors, established Auto Line, the largest out-of-court dispute resolution program in the country. Other auto manufacturers later followed, and Cleveland BBB led the nation -- mediating and/or arbitrating tens of thousands of claims involving premature failure of automobiles in the ‘80’s.

BBB staff moved from reading business reports from note cards to computer screens, and automation created new efficiencies for BBBs. An organization once known for its “busy signals” enhanced and, virtually overnight, tripled access to services. An improving web presence would drive activity to far higher levels.

The advent of the internet and changing communications technology has been a game changer. Old scams have returned with new packaging – the ability to inexpensively reach millions of potential customers through (spam) email and robo-calls has dramatically improved the odds for disreputable suppliers. American consumers have become easier prey for crooks operating globally. BBB has been a strong voice, warning consumers about responsible use of technology, and the need for constant vigilance online.



All the while, BBB has remained the preeminent resource for pre-purchase information and dispute resolution assistance. From humble beginnings, BBBs processed over 100,000,000 requests for information in 2011 and assisted 927,000 consumers resolve disputes with businesses. Truth in advertising remains a focus – BBBs continue to correspond with and seek remedial action from thousands of businesses whose ads may run afoul of ethical and/or legal standards. Relationships with government agencies responsible for enforcing consumer laws remain as strong as ever – BBB is still seen as their “early warning system.”

To remain relevant with an evermore demanding and “connected” consumer, BBBs have dramatically improved content of Business Reviews,

providing far more information concerning consumer complaint activity and displaying graded ratings. BBB even offers “apps” and optimized viewing for smart phones. BBB continues to evolve 100 years after its founding.

BBBs today operate in a vastly more complex world than existed in 1913, but the businesses supporting BBB share the vitality which marked their predecessors as people who would make a difference. BBBs continue to work to build bonds of understanding between consumers and businesses, and are proving that principles of integrity, reliability and honesty remain crucial to maintaining a level playing field for businesses, and a marketplace where consumers can shop with confidence.

## Articles from Our Past in “The Plain Dealer”

July 22, 1926

**CHARGES BAD OIL IS SOLD FOR GOOD**

**Better Business Bureau Says Some Independent Dealers Change Grades.**

One-fourth of Cleveland independent owners have substituted inferior oil for standard grades, a survey made by a representative of the Cleveland Better Business Bureau announced yesterday.

Dale Brown, manager of the bureau yesterday said the investigator was covering Ohio on similar surveys and would return in three weeks to gather evidence for prosecutions on charges of obtaining money under false pretenses.

Although the 25 per cent. represents a small portion of a small group of dealers, the survey estimates that motorists are losing \$75,000 a year through oil substitution. Chain stations do not indulge in oil substitution, Brown said it was found.

“A few individual dealers have bought drums of oil from a reputable concern and after the order was used up have filled the drums with inferior oil and sold it as the original,” he said.

February 5, 1916

**AD CLUB HEARS EXPERTS**

**Better Business Bureau Gets Boost by Addressers Here.**

Coincident with the organizing of a better business bureau by the Cleveland Advertising Club, authorities on the national better business movement addressed the club members at Hotel Statler yesterday.

Mac Martin, head of the Mac Martin Advertising Co. of Minneapolis, explained the work of the bureau in removing unjust prejudice of the public against advertising in general.

H. J. Kenner of New York, secretary of the national vigilance committee of the Associated Advertising Clubs, talked on the same subject.

January 8, 1928

**“CON” MEN HAD HARD PICKING**

“Seven different breeds of confidence men and eight others trying to put over shady enterprises were arrested or run out of the city during 1927 by activities of the Cleveland Better Business Bureau,” reads one part of the bureau’s annual report, mailed to members yesterday.

The report estimates that the bureau’s activities saved Clevelanders \$1,000,000 in 1927 by exposing and heading off fraudulent and crooked business schemes.

Investigation of advertising suspected of being inaccurate or purposely exaggerated constituted one of the major forms of the bureau’s activity, according to the report. The report affirms the bureau’s confidence, however, in the large body of Cleveland advertisers by revealing that 43 per cent. of the investigations showed the advertising in question was correct.

Selling schemes and practices represented another wide field for the bureau’s agents. A total of 5,536 complaints and inquiries was received concerning selling practices, an increase of 76 per cent. over 1926. Proper adjustment of the complaints restored lost confidence in a large number of instances, the report states.

**STRESSES EARLY YEARS**

**Psychiatrist Says Mental Ailms Should Be Cleared Then.**

December 14, 1941

win Streets N. W.

The Better Business Bureau yesterday joined other agencies in pleading with housewives to disregard false rumors of food shortages and to buy only for normal needs.

“There is every assurance that supplies are ample,” the bureau said in a statement. “Any hoarding is not only selfish, but contributes materially toward impeding defense. Such interference is unpatriotic.”





The Students of Integrity Awards Program honors high school students in our area who exemplify integrity through leadership and academic excellence, community service, and strong character ethics.

We recognize students in Ashtabula, Cuyahoga, Geauga, Lake, & Lorain counties. Out of 44 entrants from area high schools, 4 winners and 10 Honorees were selected by a panel of judges. Of the winners, 3 will receive \$1,000 scholarships and the 4th winner will receive a grand scholarship of \$2,500!

## Special Thanks To

*The Corporate Sponsors of This Year's Students of Integrity Scholarship Competition*



*and Awards Program Supporters*



## Congratulations to these outstanding high school seniors who were chosen to represent their schools in the Students of Integrity Competition:

Nicole Anselmo	Brecksville-Broadview Heights High School
Matthew Baldwin	Midpark High School
Michael Beardsley	Lakeside High School
Jordan Blazak	Holy Name High School
Jalen Brown	Maple Heights High School
Andrew Bucur	St. Peter Chanel High School
Mekeighla Castillo	Jane Addams Business Career Center
Madelyn Cook	Rocky River High School
Jacob Crislip	Edgewood Senior High School
Tim Crnko	Brookside High School
Anna DiAsio	Firelands High School
Josh Egan	West Geauga High School
Anna Frankart	Amherst Steele High School
Sydney Gideon	Orange High School
Madisyn Good	Avon Lake High School
Thomas Hamzik	Padua Franciscan High School
Katie Hankins	Beaumont High School
Savanna Hershman	North Royalton High School
Grace Hickox	Cardinal High School
Conner Hill	Shaw High School
Colin Juran	Independence High School
Paige Katrinchak	Midview High School
Eric Keep	Pymatuning Valley High School
Bailey Kershaw	Cornerstone Christian Academy
Emma Kessler	Open Door Christian School
Jose Lebron	Max S. Hayes High School
Zachary Maria	Lutheran High School West
Brandon McGhee	Charles F. Brush High School
Abigail Meinen	Mentor High School
Marie Mikhail	Madison High School
Jacob Moore	Elyria Catholic High School
Camille Murray	Wellington Senior High School
Brady Nye	Grand Valley High School
Lindsay Porter	Berkshire High School
Brenna Powers	Saint John School
Anika Prots	Notre Dame-Cathedral Latin School
Veronica Shelby	Magnificat High School
Max Simon	St. Ignatius High School
Chloe Small	Gilmour Academy
Hannah Smith	Cuyahoga Heights High School
Erin Teutsch	Berea High School
Caroline Veniero	Laurel School
Roshonda Weathers	East Tech High School
Katherine Widman	Chagrin Falls High School



## **Katherine Widman**

*Chagrin Falls High School*

An atypical quote from Gandhi, “Whatever you do in life will be insignificant, but it’s very important that you do it..because no one else will,” heavily influences the person whom I strive to be. The blunt reality of the quote is quite idiosyncratic in comparison to the average treasured quote of a 17-year old. However, being insignificant in this world of Bill Gates’, Oprah Winfreys, and Brad Pitts strikes me as all too relevant. But to me, significance is believing that affecting those people around you with compassion and integrity is enough difference to make in the world. In my life, the most immediate forms of compassion and integrity stem from my

relationships, whether personal or professional.

For example, I have babysat for the Dolan-Hill family for seven years, and consequently, have been in the company of their live-in grandmother, Valerie Hill. She is committed to her wheelchair for life due to childhood polio and is often quite lonely. Whenever I babysit, I try to talk with her as much as possible, asking her questions about family. Talking about life and eating ice cream became a routine for us, though, I always believed this would be the extent of our relationship. One day, Valerie began choking on her ice cream cone. I had no previous experience to help guide me through that stark reality that someone’s life was in my hands. Thus, I called 911. I have no recollection of what I said to the operator on the phone, but I do remember adrenaline and a surprising ability to remain calm that drove my actions. She stopped choking after paramedics were able to help her, and the nightmare had ended. This incident not only propelled us out of our comfort zones, but also brought us closer together.

Also, my best friend, Kendall Coreno, and I run an annual children’s summer camp in my backyard, and have been doing it for six years. Therefore, we have close relationships with the families who consistently bring their kids to “KK Camp.” This past summer, one of the families wrote us a check for \$50 over our price. Instead of keeping the money for profit, I gave the money back to the Mom. She admitted that her busy routine had led her to forgetting the actual amount, and even offered that we should keep the money. Kendall and I simply care about maintaining the relationships with these mothers. They have trusted us for so many years with their children, and we owe it to them to run an honest business.

Ultimately, my purpose in life is not to be significant on a large scale, but to influence the lives of those surrounding me through my compassion and integrity. By setting an example through my actions, I believe I am creating a significant influence already.

## **Abigail Meinen**

*Mentor High School*

Crunch. Crunch. Crunch. I kept my eyes on my feet as I walked through the snow outside the gym doors. Slowly, I made my way out towards the parking lot where, in the glare of the headlights, I saw her hunched figure on the curb. As my mind screamed, “Just keep walking!” a deeper part of me that knew what was right spoke for me. I heard the words, “Hey, Brigit, need a ride?” spring from my mouth.

From the start of basketball season, it was clear that Brigit was different. She was bigger than anyone on the team, with broad shoulders and hips. Her hair hung, limp and short, around her face. Her clothes were old, several sizes too small, and emitted a noticeable smell. She could hardly dribble a ball, let alone shoot it. If she didn’t miss practice, then she was late, with no good reason. The whispers, jokes, and offhand remarks started within the first week of practice. Then came the outright insults. “Why are you talking to me? Go home!” “What’s your problem, no one wants you here” Some were poorly disguised with a laugh and “I’m kidding!” but most were sincere, mumbled or whispered when the coaches weren’t paying attention.

I didn’t pay attention either, until that ride home. On the way, she told us about her family, how they were having money problems, so she didn’t have many new clothes. Her parents were divorced, and sometimes her mom would announce that they had to get out of town. Brigit was afraid. She didn’t understand her mother’s actions and she hated missing practice, but didn’t want to tell anyone. She talked about her dream of becoming a musician, and how she cut her hair short to be unique. Finally, she asked if I knew why the other girls were so mean to her. It dawned on me that I had absolutely no idea.

Bullying. It is a word with two straight lines, right up the middle, to divide, to classify; this is bullying, this is not. In offices, men and women in crisp suits sit and argue, trying to use those straight lines to decide what bullying is and isn’t. They try to find a meaning for that word, try to grasp it, to hold it so that they can fight it, but they cannot. Rules, regulations, speeches and seminars are useless. They have no weapons to fight this enemy.

That season, I came face to face with the enemy, and resolved to fight. Each insult fired at Brigit was followed by a compliment from me. To the disgust of my teammates, I laughed, talked with, and invited her to join our team activities. The insults never stopped, but they also never could do any damage. I saw that season that it lies in the hands of us, students, and people of character, to recognize bullying and stop it. Through our example, we must show each other that we have the greatest and only weapon – compassion.





## Savanna Hershman

*North Royalton High School*

Being a person of character is not easy. Anyone who argues otherwise must inevitably misunderstand the definition of character itself. If upholding these guidelines delineated by the “UncommonSense Declaration” were easy, would not all people uphold them? The answer, of course, is yes, and yet here we stand in a world of growing media and shrinking morals. Maintaining integrity is quickly becoming a vintage idea, and more people are succumbing to corruption. But do not let this dismal picture painted exhaust your hope. There is a revolution on the rise. Just as the Continental Congress sent their Declaration to Britain, so shall the persons of character send the “UncommonSense Declaration” to the world. Our weapons will be crafted not out of gunpowder and steel but instead out of words and actions for the just. We will take man in his most bestial form and we will infect him with truth. The battle will be difficult, at times seeming impossible, but mark this – victory is imminent.

My own fight of this great cause has meant looking ethical dilemmas in the face and choosing to do the hard right over the easy wrong. Take, for instance, Keith. Keith is a resident of our beautiful city of Cleveland. However, “resident” is a term used loosely into this context: Keith is homeless. I had the opportunity to make his acquaintance while I was volunteering with what essentially resembled a soup kitchen in downtown Cleveland. One crisp November night Keith asked if I had a blanket, and so I snuck out to my car to check. And there it was, the quilt my grandmother gave me when I turned five, just innocently staring back at me as I held the trunk open. This was my all-time, absolute favorite blanket. It was the traditional Fourth of July picnic blanket, the classic drive-in movie blanket, even the laying down in someone’s driveway after a long night watching the stars blanket. And now I had a choice to make. I wanted to be selfish; I wanted to keep it. But more than that, I did not want Keith to be cold tonight. Picking up the quilt, I walked back inside to meet Keith’s grateful, beaming smile and I knew I had made the right choice.

Now using the various leadership positions I hold in my community, I strive to motivate others to join this fight against injustice. I show them the tools they need to follow the arduous path towards integrity. I act as an example for them so that they might ultimately help us with this war. A war is made up of many smaller battles, and each of these ethical battles we face, like the one outlined above, has essentially two outcomes; the easy wrong or the hard right. But like I said before, being a person of character is never easy. We must stand together and fight. Fear not, the revolutionaries are coming. Justice, integrity, and truth will prevail. We will win this war.



## Jalen Brown

*Maple Heights High School*

What makes us unique? What makes us who we are as human beings? The answers to these questions are simple. Two words: Character and Integrity. Character and integrity both are such powerful words that they ultimately define themselves. They are the building blocks to the formation of a person, except for biology of course. They are the basic ground work for establishing an important individual, similar to the business plan of a small local restaurant. I type this essay here today, to explain my life journey and how it has created me to be the person that I am today.

My character started growing inside me before I was born. And when I was finally born, my character grew rapidly with the days. I was born in the inner-city of Cleveland, Ohio. I grew up poor and homeless, but with character running through my blood. From a young age, I was the one to think outside the box. I was the individual who wanted more out of life. I had to stand up for what I believed in and that was for me to make something of myself and to encourage others to do the same. I feel that this very moment is where I relinquished my true active character. I started to understand the differences of right and wrong. I started to be investigative and to find out things on my own. My mind ran rapidly. I wanted to figure out why I couldn’t go outside and play with the other kids. I wanted to know why my public school was so far behind the Catholic school down the street. I wanted to know why some kids were bullied and why others had no where to turn. Even though I was young, thinking this way, still today, this is who I am.

My name is Jalen Brown. Currently, I am a senior at Maple Heights High School. I am also a person of leadership, character, and integrity. I am aspiring to make a difference in the world, one peer at a time. In my life, starting from childhood, my character and integrity have made me see the world more clearly. It has shown me that not all things are what they seem. Character and integrity have shown me to be a go-getter and to stand up for what is right. This is my exact mission. At my school, I founded an organization called the Student Ambassador Association. The S.A.A. is a group of seniors who got together to embrace social change both in the school and the community. We are active advocates for character, integrity, and leadership. We provide mentors to freshmen students, organize career days and college fairs, and advise school officials about school life from a student perspective. This has been and will be my contribution to character and integrity. We live the importance of morality, trust, respect, responsibility, and fairness. We encourage any and everyone to join us in building further personal, school, and community character and integrity.



# Honorable Mentions

I do not want the influence of character on my life to end on graduation day. The international business world I plan to enter after college could use a greater level of integrity. The restructuring of the global economy with China's ascendancy as a still-developing economic power provides an opportunity to restructure the economy with integrity and character as a cornerstone. I want to help make this happen.

~ Matthew Baldwin, Midpark High School

At school I work to help bring out the 'best selves' of my peers. I lead by example and I challenge others to get involved, encouraging those who may not be the obvious choice to others but who have the integrity and passion to lead well. Our current leadership team has transformed an already amazing student body into a proud group of kids with a sense of purpose and unity.

~ Madelyn Cook, Rocky River High School

Of the many characteristics of high character people, honesty, trustworthiness, and respect are the three most relevant principles to me. I endeavor to focus my actions around the qualities associated with high character people. Using these characteristics has helped me immensely in life. I find that if you maintain good character, those around you will notice, and will strive to better their character for themselves.

~ Brady Nye, Grand Valley

On one of the final days of camp, I held a small boy's hand as he learned to roller skate and I had to wipe tears away from my eyes. The selfish girl I had once been had become the more selfless girl who had always lived inside, and it took a few special children with sparkling eyes to change her. I will continue to help my campers for as many years as I can, and won't forget the lessons that the disabled have taught me...I would definitely encourage others to step outside their comfort zones like I did and sacrifice some time for somebody else. I have found that the way to build personal character is to think about others and take a risk to help them.

~ Chloe Small, Gilmour Academy

As Talia runs down the hallway in a fit of anger, throwing sand and spitting water, all eyes are on me to calm her down and gain control of the situation. The embarrassment I feel as I struggle to communicate with her in a way she'll understand is nothing compared to how badly I want to take her pain away... The outstanding relationship I have formed with a child who doesn't have the capability to communicate, has proven that anything is possible. Working with Talia has shown me that my character and integrity will allow me to excel in even the most difficult situations giving me a great sense of self-worth and accomplishment.

~ Sydney Gideon, Orange High School

I've led my community to serve the people in need around us by starting my own non-profit organization. I didn't do it to show off and be able to say, "Look at what I did!" I saw a need in the community and felt compelled to try to fix it. In two years, with the help of the community, I've helped supply 40 students with all their back-to-school needs... You can tell someone to stand up for what is right all day long but that doesn't mean they will... By leading by example you can inspire people you may never meet.

~ Anika Prots  
Notre Dame-Cathedral-Latin School

Four years ago, at age 14, I filed the paperwork for my first business [and became]... the youngest commercial haunted house owner in the country. In total, my business has been responsible for charitable donations totaling over \$16,000 and we've been able to make two wishes come true for the Make-A-Wish Foundation. Knowing that I have been able to make such a difference in the lives of others has been life changing. In my business and life, I try to lead by example everyday.

~ Max Simon, St Ignatius High School

When I entered high school, I made the decision that I was going to be the person God called me to be. I was not going to compromise my character for anything. I was not the most popular person in school; because I was not willing to do anything that went against my values... People began to notice the strength of my character. I became someone that could be trusted, and soon more responsibility was given to me. I was...asked to teach a leadership class at our school. My classmates elected me Class President during my sophomore and junior years. I loved being able to lead by influence and character.

~ Bailey Kershaw  
Cornerstone Christian Academy

The horse was malnourished, dirty, and had many deep cuts...The look in his eye told me a sad story of neglect...Many people near the pond had seen the horse and walked away from the scene...I saw it as a frightened animal that needed help finding his way back home... Leadership is not always being the formal head of a group, it is sometimes setting the moral example for others to follow. Whenever I see a person or animal in need, I always try to be the first one there to lend a helping hand.

~ Grace Hickox  
Cardinal High School

## BEFORE not AFTER

*After you sign a contract*—is too late to find out whether it's a good one.

*After you've bought a stock or bond*—is too late to learn whether it is safe.

*After your money is gone*—is too late to investigate.

We can't help you then, unless there is evidence of fraud in your loss.

Lock the barn door before the horse is stolen—*not after!*



Before you Invest—Investigate!

**THE CLEVELAND  
BETTER BUSINESS  
BUREAU, INC.**

609 Federal Reserve Bldg.  
(Superior Ave. Entrance)

May 3, 1926

Being a person of character is vital for living a fulfilling life in today's world. Although we are surrounded in our daily lives by dishonest and fraudulent politicians, a cowardly public, and celebrities who negatively influence many people, we are called, as human beings, to avoid becoming victims of these vices. Specifically, as a high school student, I am called to take action and stand up for what I believe in, by using my ethical values.

~ Katie Hankins, Beaumont High School





# BBB Centennial Honor Roll

Recognizing businesses that have been BBB supporters for 50 years or more.



AAF-Cleveland is the oldest continuous running advertising club in the United States. AAF-Cleveland exists to promote the vitality of the communications industry in NE Ohio through professional education, recognition of excellence, public service and social activities that are relevant to our members.

The Brooklyn Heights Cemetery, spanning 86 acres, was incorporated in 1902 with Cleveland area burials dating back to the late 1800's.



The Central Petroleum Company, one of the oldest, largest independent oil compounders in the United States, has been in business since 1911, with executive offices in Cleveland.

Cleveland Coca-Cola's recorded history began on February 9, 1905. Five years later the franchise was sold to the Mashburn family. The business grew, and ABARTA purchased the franchise in 1971. In 1999 the franchise sold more than 6 million cases.



**Decker Appliance Service**

Decker Appliance Service Company, found in 1940 by Paul Decker, was purchased in 1965 by returned U.S. Navy man Arnold Ayers, and was followed by his 3 sons, second generation Decker Appliance Repairmen.

Distillata, serving Ohioans since 1897, is a family-owned and operated business that strives for customer satisfaction. "Quality and service has been the main ingredient to our longevity."



While the company can trace its corporate roots to the late 1790s, it was the formation of Virginia Railway and Power Company on June 29, 1909, that marked the beginning of modern-day Dominion.

Family-owned grocery stores founded on high quality products and exceptional service. Three generations and 83 years of serving Cleveland.



Rocco H. Puzitiello, Jr., started a home building business, Hennie Homes, Inc. in 1951. Naming the company for his wife Hennie, his goal then, as it is now, was to provide well designed quality homes.

Ideal Roofing & Sheet Metal Co. was founded in 1902. Our first trucks were 1929 Fords. Before that, the material and men got to jobs by horse and wagon. We are currently the oldest residential roofing company in Cleveland.



**KeyBank**



Key traces its history back more than 160 years and is headquartered in Cleveland, Ohio. One of the nation's largest bank-based financial services companies, Key has assets of approximately \$86.5 billion as of June 30, 2012.



Since 1914, this Cleveland, Ohio based company has manufactured Home Cleaning Systems known for quality, reliability and performance. Kirby products are marketed and sold to independent authorized distributors in 60 countries.

In the increasingly complicated world of marketing, it's harder for advertisers to feel confident in all their decisions. That's why clients love Melamed Riley's incredibly straightforward, no-nonsense approach. It doesn't just create great work. It creates clarity.



For more than 60 years, The National Telephone Supply Company has manufactured compression sleeves and hand and/or hydraulic compression tools, under the trade name Nicopress®.

Parma Window & Garage started in business in 1957 building garages, including concrete. In 1981, started installing windows and doors and continues thru today.



## THE PLAIN DEALER

The Plain Dealer has been one of Cleveland's most distinguished landmarks for more than a century and a half. As such, it has chronicled the events of the city, the state, the nation, and the world.

Regal Carpet and Tile Co. is a family owned and operated flooring store started by our father over 60 years ago. We provide excellent service and installation and guarantee satisfaction for both retail and commercial clients.



title realty management co.

Title Realty Management Company began in 1955 and has continued to serve the community through a second generation after becoming BBB Accredited in 1958.

Triangle Stamping Co has been providing design, development, and stampings to customers since 1928 and is currently managed by its 3rd generation of owners.



Truline Industries, founded in 1939, manufactures parts for the aerospace industry. "We exist to bring glory to Jesus and to use the resources given to us for compassionate outreach to those in need."

The Hann family, a leader in residential HVAC & Plumbing industry since 1907. At the heart of Verne & Ellsworth Hann's mission is the commitment to providing quality service and products in a professional and honest manner.



Visconsi Companies, Ltd. is a fourth-generation developer and manager of shopping centers controlling a portfolio of over two million square feet of retail space in Ohio and other states.

This historic and consistently #1-rated television station, home to the biggest local personalities in the city's history, is both the entertainment and news leader in the market and a top Fox affiliate in the nation.



WKYC-TV (then WNBK-TV) began broadcasting in 1948 and is the only local station to have kept its original network affiliation; NBC. Channel 3 has continued with many milestones including being the first to broadcast in stereo, color, and HD.

# BBB Centennial Club

Recognizing Accredited Businesses that have been established for 100 years or more

1875  
**Edmonds Elevator**  
Cleveland's Oldest Independent Elevator Company

1905  
**Boyd & Son**  
Funeral Home & Crematory

1907  
**Amica**  
AUTO HOME LIFE

1902  
**Brooklyn Heights**  
Cemetery & Mausoleums

1849  
**Brooks & Stafford**

1906  
**AAF**  
AMERICAN ADVERTISING FEDERATION  
CLEVELAND  
1901

1906  
**BEHM**

1902  
**AAA**

1905  
**DAVIS-BABCOCK**  
FUNERAL HOME, INC.

1886  
BICOM LOCAL NO. 10  
CLEVELAND, OHIO

1903  
**Ohio Business College**

1900  
**Eveready**  
printing inc.

1900  
**BRIDGESTONE**  
**Firestone**

1891  
**DODD CAMERA**

1906  
**The Ferry Cap & Set Screw Co.**

1907  
**W.F. Hann & Sons**

1825  
**Brown-Forward Funeral Service**

1905  
**MEDER ROOFING & SHEET METAL CO.**

1968  
**Huntington**

1912  
**American**  
INCORPORATED  
DISASTER RECOVERY SPECIALISTS

2061  
**IDEAL**  
ROOFING & SHEET METAL CO.  
EST. 1902

1893  
**JONES DAY**

1911  
**cen-pe-co**  
LUBRICANTS  
Central Petroleum Company

1912  
**CoChem**  
Products

1910  
**Kaufman Container**  
Celebrating a Century of Service

1878  
**CLEVELAND HARDWARE**

1847  
**Cleveland**  
**Dollar Bank**  
Since 1855

1795  
**Dominion**

1897  
**EDWARD EYRING & SONS**  
MOVING & STORAGE, INC.

1859  
**NationalBank**  
AND TRUST COMPANY

1904  
**URS**

1904  
**The Lincoln Moving & Storage Co.**

1898  
**THE MERCHANTS TOWEL SERVICE Co.**

1876  
**SHEFFIELD**  
Monuments

1905  
**STEVENS**  
The way to move  
worldwide van lines

1887  
**The W.H. Fay Company**

1895  
**KAYLINE**  
Professional Maintenance Products  
"A Quality Name Since 1895"

1901  
**NICOPRESS**  
Products

1907  
**McPhillips**  
PLUMBING, HEATING and COOLING

1896  
**Equipment**

1907  
**VERNE & ELLSWORTH HANN INC.**

1903  
**Cleveland Chemical Pest Control, Inc.**  
Since 1903  
"The Small Game Hunters"

1876  
**RIVERSIDE CEMETERY**  
FOUNDED 1876

1891  
**Nestlé**

1851  
**FIFTH THIRD BANK**

1898  
**Gebauer Company**

1912  
**BERMAN**  
MOVING & STORAGE

1868  
**Scotts**

1898  
**ORIGINAL DONNELLY**  
HEATING - COOLING - ELECTRIC

1899  
**VOLK'S**  
Jewelry & Loans

1867  
**Spieth, Bell, McCurdy & Newell Co., L.P.A.**

1902  
**THE Fischer & Jirouch COMPANY**

1898  
**Smith & Oby**

1842  
**THE PLAIN DEALER**

1829  
**Chronicleonline**

1911  
**Richards Maple**  
PRODUCTS INC  
CHARDON, OHIO

1897  
**distillata**

1901  
**ORKIN**

1893  
**BONFOEY GALLERY**  
120 YEARS OF AWESOME  
WWW.BONFOEY.COM 216.521.0178

1865  
**CA**

Cleveland  
**Coca-Cola**  
Bottling Company Inc.

1912  
**TEAMSTER LOCAL 407**  
UNITED WE STAND DIVIDED WE FALL



# 2012 Annual Report

	(thru 11/15/2012)	(2011)
<b>BBB Business Reviews Issued</b>	847,004	842,149
<b>BBB Charity Reports Issued</b>	17,729	13,605
<b>Company/Charity Files Maintained</b>	31,703	29,633
<b>Complaints Pursued</b>	10,281	13,229
<b>Advertising Review Cases</b>	318	235
<b>Visits to cleveland.bbb.org</b>	830,468	752,650
<b>Unique Visitors to cleveland.bbb.org</b>	616,150	536,386
<b>Significant BBB Media Mentions</b>	121	114
<b>BBB Accredited Business</b>	2807	2720
<b>Accreditation Revocations</b>	10	4
<b>Operating Income</b>	\$1,277,405**	\$1,391,568
<b>Operating Expense</b>	\$1,186,845**	\$1,346,675

\*\* through October 31, 2012 -- not audited/reviewed  
(Audited/Reviewed statements and tax returns available on request.)

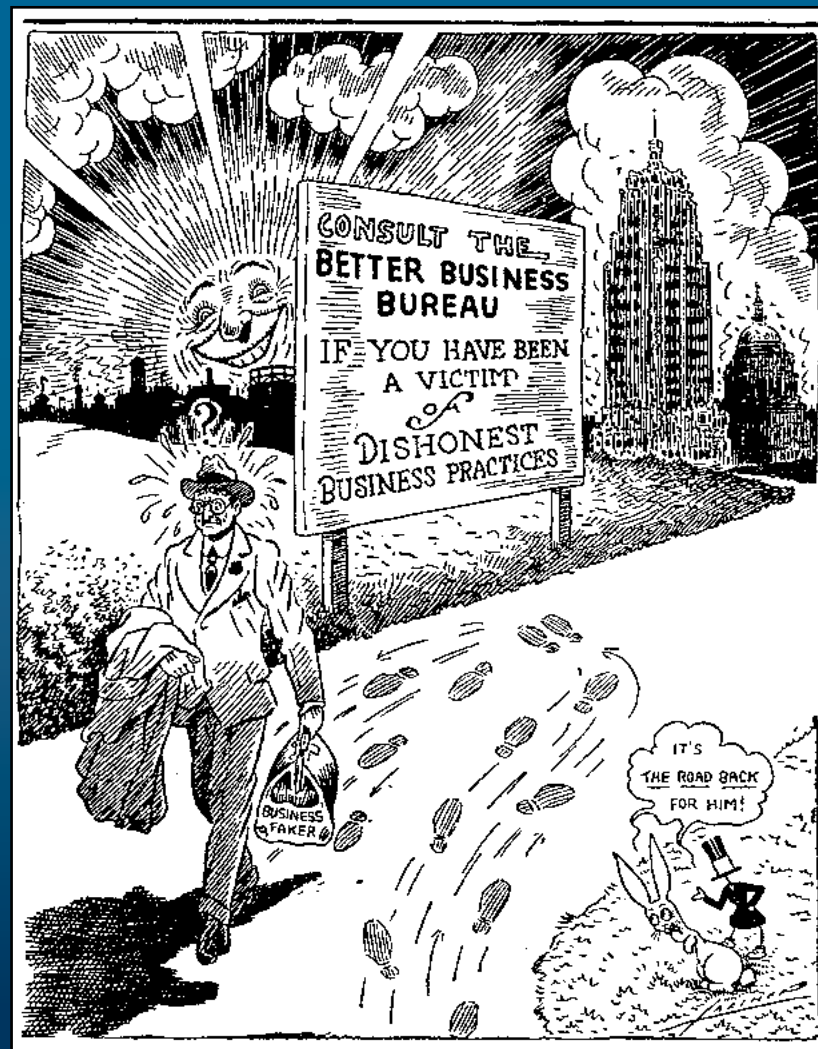


## 2012 BBB Highlights

- In the first year of publishing detail of consumer complaints (including business responses), over 145,000 total pages of complaint detail were viewed by inquiring consumers.
- BBB continued to experience significant increases in user activity due to outreach and SEO measures. The number of BBB business and charity reports accessed by the public is projected to increase to over 1,000,000 in 2012, or 20% over 2011. Unique web visitors in 2012 will increase by 30% over 2011.
- BBB Educational Foundation presented Teen Smart financial literacy workshops to 1,088 students in 43 classes at Cleveland area high schools; Foundation's Senior Awareness Initiative sent quarterly alerts to 552 senior centers and residential facilities.
- BBB held two "Secure Your ID" Days with partners Rad Air and All-Ohio Secure Shred, shredding and recycling tens of thousands of pounds of sensitive personal documents.
- Dramatically increased BBB exposure in various social media outlets.

# Chairmen of the Board of Directors

1913 - 1918	WARREN C. PLATT	National Petroleum News
1918 - 1925	D.C. WILLS	Federal Reserve Bank
1925 - 1929	HENRY C. OSBORN	American Multigraph
1929 - 1930	C.E. SULLIVAN	Central National Bank
1930 - 1934	LOUIS C. WEST	Hayden, Miller & Co.
1934 - 1935	P.W. CLOSE	Standard Oil Co.
1935 - 1951	BURKETT L. WILLIAMS	Burkett Williams Ford
1951 - 1952	DWIGHT P. JOYCE	Glidden Co.
1952 - 1955	WILLIAM H. CRANGLE	Cleveland Builders Supply
1955 - 1956	HARRY E. MYERS	Standard Products
1956 - 1959	L.T. PENDELTON	Ohio Bell Telephone
1959 - 1961	ROBERT H. COLLACOTT	Standard Oil Co.
1961 - 1965	JAMES H. BERRY	Business Consultant
1965 - 1968	HERB W. COOPER	Meldrun & Fewsmith Co.
1968 - 1970	JOHN A. KEMPER	Scott & Fetzer Co.
1970 - 1971	PAUL NEIDHARDT	SCM Glidden Durkee
1971 - 1973	RUSS H. EICHMANN	Central National Bank
1973 - 1974	DUDLEY TAW	East Ohio Gas
1974 - 1975	ROBERT H. HARTMANN	Cleveland Press/Scripps
1975 - 1976	CLARK KNIERMAN	Ohio Desk
1976 - 1977	OVID CORSTEA	Contintental Federal S&L
1977 - 1978	ROBERT GRIFFIN	Standard Oil of Ohio
1978 - 1980	MARIAN F. RATNOFF	Higbees Co.
1980 - 1981	CARL RECHIN	SCM Durkee
1981 - 1982	WILLIAM FERENCI	Plain Dealer
1982 - 1984	BARRY LEAVENTON	Precision Printing
1984 - 1986	MARY JANE FABISH	CWC Industries
1986 - 1988	DAVID GAETJENS	BP America
1988 - 1990	SALLY DOMM	M.A. Hanna Co.
1990 - 1992	LARRY BLUMENTHAL	B & B Appliance
1992 - 1994	CHUCK TARANTINO	Plain Dealer
1994 - 1995	JOE COLEMAN	Ameritech
1995 - 1996	JOHN TURK	Conrad's Auto Service
1996 - 1997	PAUL WADSWORTH	P.K. Wadsworth Heating & Cooling
1997 - 1998	WAYNE PUNTEL	Audio Craft
1998 - 2000	SHERRILL PAUL-WITT	Trolley Tours of Cleveland
2000 - 2001	BARRY LEAVENTON	Precision Printing
2001 - 2003	CARY ROOT	ALG/Root-InfoTech
2003 - 2005	SHERRILL PAUL-WITT	Trolley Tours of Cleveland
2005 - 2006	JEREMY GILMAN	Benesch Attorneys at Law
2006 - 2008	BOB GILLINGHAM	Gillingham Ford
2008 - 2009	MARC BLUMENTHAL	B & B Appliance
2009 - 2011	LESLIE DICKSON	VoicePro
2011 - 2012	MARLENE HERMAN	Aamco Transmissions
2012 -	INGRID HALPERT	Weiss Movers



The Plain Dealer, December 4, 1937

## Past Presidents

1916 - 1918	SAM WEISSENBURGER
1918 - 1922	ED L. GREEN
1922 - 1923	HOWARD COOL
1923 - 1931	DALE BROWN
1931 - 1945	BILL FARRAR
1945 - 1969	MARSHALL MOTT
1969 - 1984	ROBERT RAMSEY
1984 -	DAVID WEISS



## Our Keynote Speaker...



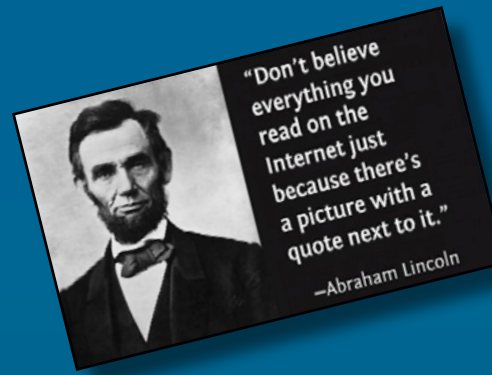
DICK FEAGLER is a Cleveland native. He graduated from John Adams High and Ohio University. After service in the Army, his first newspaper job was at the Sandusky Register. He was next hired by Cleveland Press Editor Louis Seltzer in 1963 as a general assignment reporter covering diverse issues from San Francisco's hippie communes, to Vietnam, tracking down area servicemen, to Chicago's anti-war riots at the Democratic National Convention, as well as the normal reporter's diet of fires, murders, accidents and disasters.

He began a column in the Cleveland Press in 1970 which continued until the paper folded in 1982. He appeared in the Akron Beacon-Journal and the Lorain Journal until 1993 when the Plain Dealer began publishing his columns three times a week. Four collections of his columns have been published in book form. He retired from the Plain Dealer in 2009.

In 1974 Feagler began regular commentaries for WKYC Channel 3 News. In 1979 a weekly interview program, "Feagler !" was introduced; it ran for 12 years. He co-anchored Channel 3's six and 11 p.m. newscasts from 1991 through 1993. In 1994 his show "Feagler !" appeared on WEWS Channel 5 where his commentaries also appeared on the news. His weekly show, "Feagler and Friends" is currently broadcast on WVIZ-PBS.

Feagler is the only Cleveland newsman to win both of broadcast journalism's most coveted national awards. In 1991 he was presented the George Foster Peabody award, often called the "Pulitzer Prize of Broadcast Journalism," as well as Columbia University's Alfred I. DuPont award for commentaries. The preceding year, the Cleveland Society of Professional Journalists presented him the Distinguished Service Award for a lifetime of service to the profession. He has also received Ohio University's Alumni Award of Merit for excellence in his chosen field.

His television work has won him 23 local Emmys. The Cleveland Press Club has honored him ten times with first place awards for his writing. Three times he received a first place award from the Cleveland Newspaper Guild for column writing. In December 1994 he was elected to the Cleveland Press Club Hall of Fame.



*"An investment in knowledge always pays the best interest."*

*- Benjamin Franklin*

*"I am a firm believer in the people. If given the truth they can be depended upon to meet any national crisis."*

*- Abraham Lincoln*

*"Don't find fault, find a remedy."*

*- Henry Ford*

*"I have never felt anything really mattered but knowing that you stood for the things in which you believed and had done the very best you could."*

*- Eleanor Roosevelt*

*"People with problems like people with pain want relief. The BBB has developed reliable mediation and arbitration procedures for consumers with grievances."*

*- Sandra Day O'Connor*

*"I commend the Better Business Bureau for promoting fair, decent and ethical behavior."*

*There's no better place in the world than America to do business."*

*- David Brinkley*

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

*- Ronald Reagan*

## Services We Provide

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- ◇ BBB Business Reviews on both BBB members and non-members help consumers find businesses they can trust BEFORE they buy. Reviews include grade rating, complaint detail, information on any government action, and questionable advertising activity.
- ◇ BBB's dispute resolution programs help consumers and businesses resolve complaints. Mediation and arbitration services fairly resolve disputes without costly, timely legal battles.
- ◇ BBB Charity Review evaluates soliciting organizations against 20 Charity Accountability Standards to help donors best allocate their donations.
- ◇ BBB actively exposes frauds and other questionable activities via media, public presentations and other educational forums.
- ◇ BBB Ad Review Program helps businesses meaningfully self-regulate and avoid legal scrutiny through compliance with BBB Advertising Code and legal requirements.
- ◇ BBB helps businesses detect and correct patterns of complaint activity.

## BBB Mission Statement

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The Better Business Bureau is a public service organization that advocates ethical, responsible conduct in the marketplace. Through the support of business members sharing its goals and standards, the BBB offers programs which promote informed buying and giving decisions, truthful advertising and selling practices, and the resolution of marketplace disputes.





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