

BBB Honors 2010 Students of Integrity Winners

The 2010 BBB Students of Integrity awards were presented December 16th at an event that featured Plain Dealer sports columnist, Terry Pluto, as the keynote speaker. The BBB 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. This year's winners were: Mercedes Engle, St. Martin de Porres High School; Rachel Tan, Mentor High School; Grace Kelemen, Kirtland High School; and Michael Blake, St. Ignatius High School. They received scholarships ranging from \$1,000 to \$2,500.

Students receiving Honorable Mention awards were:

- | | |
|--|--|
| Elliott Angart, Beachwood HS | Chelsea Cieker, Midpark HS |
| Matthew Logan, Padua Franciscan HS | Alexandra Mooney, Beaumont School |
| Abby Thayer, Riverside HS | Noam Polster, Fuchs Mizrahi of Cleveland |
| Megan Seaman, St. Joseph Academy | Megan Steinmetz, Berea HS |
| Garhett Via, Geneva HS | Renee West, Whitney M. Young HS |
| Zahava Golda Schneider, Beatrice J. Stone Yavne HS | |

Excerpts from Students of Integrity Scholarship Winners



"There are students who look to me as an example of how to be a person of character and integrity. I want them not to be like me but to be better."

Mercedes Engle
St. Martin de Porres High School



"I truly believe that empathy is the key to all relationships and above all other aspects of character I value it the most. Although many traits affect my interactions with others, I believe empathy has affected my lifestyle and actions today."

Rachel Tan
Mentor High School

(continued inside)

BBB Wants You To "Get Noticed"

Through our "Get Noticed" program, Google users seeking businesses they can trust will find and click through to industry rosters of BBB Accredited Businesses far more frequently. Participating businesses will have prominent listings at the top of the list! Our program partners will be reaching out with more information, but to be one of the first to benefit, you can call YellowPageCity.com at 800-721-6839 or contact lschultz@yellowpagecity.com. 



Greater Cleveland BBB Activity Report January – November 2010

Service to the Community

Reports issued on companies/charities.....	635,728
Complaints closed.....	10,450
Lists of BBB Accredited Businesses provided by industry.....	67,311
www.cleveland.bbb.org visits.....	570,412
Advertising review cases initiated.....	414

Top 10 Inquiry-Generating Industries

1. Roofing Contractors
2. Mortgage Brokers
3. Auto Dealers - New
4. Construction & Remodeling Services
5. General Contractors
6. Window Installation/Service
7. Health & Medical
8. Collection Agencies
9. Plumbing Contractors
10. Auto Repair

Top 10 Complaint-Generating Industries

1. Insurance Companies
2. Auto Dealers - New
3. Collection Agencies
4. Auto Dealers - Used
5. Magazine Sales
6. Banks
7. Auto Repair & Service
8. Manufacturers & Producers
9. Roofing Contractors
10. Television/Cable/Satellite

INSIDE

BBB President's Column - Sound Bites
Obscure Truth

Veterans Warned of Phony Emails

Three Easy Steps to Dispose of Office Electronics

Discounts for You

Veterans Warned of Phony Email

Someone pretending to be an attorney with the U.S. Department of Veterans Affairs (VA) is sending an email to military veterans "warning" them against using the services of a group called Veterans Affairs Services. The email appears to come from, "**Michael G. Daugherty, Staff Attorney with the Department of Veterans Affairs, Office of General Counsel (O22G2)**". The email header, however, shows that it was sent by Jon Thompson with an email address: jkt6@comcast.net.

BBB has confirmed with the VA that Michael Daugherty is, in fact, an attorney with the VA Office of General Counsel but did not send the email and that no emails of this nature are being sent by the VA.

It is reasonable to suspect that the email may be an attempt to upload a virus as it contains a Facebook link directly beneath the first paragraph of the message.

The BBB advises anyone who receives this email to not click on the link. You should never click on links in emails that are from unknown sources as they may contain viruses. Such viruses are typically designed to steal private information from your computer. Also, the VA advises veterans seeking the assistance of a VA-recognized service organization for purposes of submitting a claim for VA benefits to search at the General Counsel's accreditation search page: <http://www4.va.gov/ogc/apps/accreditation/index.asp>.

Have you moved? Added a website? New phone numbers? Check your BBB Business Review at cleveland.bbb.org and let us know what to add or change.

How to Reach Us

P (216) 241-4476 / (800) 233-0361
F (216) 861-6365
W www.cleveland.bbb.org
E mybbb@cleveland.bbb.org

Sound Bites Obscure Truth

David Weiss, BBB President

I have no doubt that Americans care deeply about our nation's character. The financial meltdown and political paralysis in recent years have focused many of us on the need to assess our culture's values and ethics.

But it's hard to be optimistic about our prospects given our "sound bite" culture and its leading purveyors.

Certainly, there are many fine people involved in politics and working in the broadcast media, but these institutions need to recognize the roles they've played in diminishing our national character.

Neither LeBron nor Chuck should have to be our role models, but our candidates for elected office certainly must be. Yet, during the recent painful election cycle, most plied us with a barrage of sound bite laden ads (or failed to call out proxy groups' supportive ads) that were at best mean-spirited and disingenuous and at worst false and misleading, thus sinking politicians even lower in the citizenry's esteem.

Meanwhile, the 24-hour broadcast news cycle continues to churn out segments more designed to prove sensationalistic points and create controversy than to convey the truth. [see sidebar]

All of us may in some way be culpable. Are these stories and ads running because our shorter attention spans and need for immediate gratification have convinced politicians and the media that this is how we want and need them to communicate? We must demand more of them. Sound bites are not conducive to a thoughtful airing of an issue. "Nuance" and "balance" are not dirty words.

If we strive to be an enlightened nation of strong character, our institutions need to get in step. We all need to send a message, whether through our votes, voices or our remote controllers, that we want to be informed, not entertained or manipulated. □

20/20 Out of Focus

Yes, I'm still fuming about the November ABC 20/20 story. While the BBB system is closely evaluating the actions of the individual BBB that was central to the story, the reporter's fixation on supporting his "pay to play" sound bite omitted any content that would have proven the contrary. Quoting Wolfgang Puck attributing his business' "F" rating on unwillingness to pay fees to the BBB while ignoring the fact of his restaurants' multiple unanswered BBB complaints (and resulting ineligibility for BBB Accreditation) is but one example.

Still, the BBB system is trying to make the most of a disappointing situation by taking important steps to eliminate even a misplaced perception of any inappropriateness. The public's trust in BBB is far too important for us to do otherwise.

BBB Honors 2010 Students of Integrity Winners

(continued from front)



"...Human beings are like tea bags, they don't know their own strength until they're in hot water'...When I am stretched beyond my limits, I find truths about myself that I did not previously know. It is in these moments that my character is developed."

Michael Blake
 St. Ignatius High School



"My experience as a tutor and mentor has proven to me what an important role my character plays...Often, the best displays of character offer no tangible reward and are made worthwhile by the satisfaction gained by making a positive change."

Grace Kelemen
 Kirtland High School

Three Easy Steps to Dispose of Office Electronics

If you plan to start 2011 with new PCs, printers, copiers or other electronics, BBB has tips for disposing of your outdated office equipment that protect the environment and your sensitive data. Electronics contain toxic poisons such as lead, mercury and cadmium which if they are just tossed into a landfill will eventually leak out and pollute the soil and water. BBB recommends taking the following step to ensure that all hazardous and data sensitive office equipment is disposed of the right way:

Identify hazardous and data-sensitive electronics - The following office equipment contain toxic materials or sensitive data and should be recycled responsibly and not just tossed into the garbage:


- * Computer CPUs
- * Mobile phones
- * Copiers, Printers and Fax Machines
- * Monitors, Keyboards, Speakers and Mice
- * Landline phones
- * Computer cables and wires
- * TVs, VCRs, DVRs and stereos



Destroy Sensitive Data - While most electronics have toxic components, some also contain sensitive business information stored in the product's hard drive. Ensure that any data has been wiped before getting rid of the following electronics:

- * Computers: You can purchase inexpensive software to wipe a computer's hard drive, but the data could still be retrievable to a determined person. If you have extremely sensitive information that you don't want getting into anyone's hands, the most secure way of destroying the data is to remove and physically destroy the hard drive.
- * Copiers and Printers: Copiers and printers have internal hard drives that save digital copies of the documents it has printed. Consult the manual to find out how to wipe the memory; you can also use third-party software to overwrite the hard drive. The most secure way of erasing data is to physically destroy the hard drive—as long as you don't lease the product. If you lease, consult with the company on how your data will be erased.
- * Mobile Phones: Consult the owner's manual or search online for directions on how to wipe the phone's memory. Remove the SIM card if your phone has one.

Dispose Properly - When it comes to actually getting rid of outdated office electronics, there are many options to consider:

- * Donate – Schools, charities and community organizations can use your electronics as long as they are in proper working condition. Your donation may even be tax deductible.
- * Recycle – There are many companies across the country that break down and recycle old electronics for free. They usually have drop off locations or you may even be able to schedule a pick up if you have many heavy items. Many states also offer e-cycling programs—some of which are mandatory. A list of local Solid Waste Management Departments can be found at: <http://ohiodnr.com/tabid/15382/Default.aspx>.
- * Return – Some manufacturers provide “take back” programs to help customers recycle their old products safely and cheaply. Every major cell phone carrier will also take your old cell phone and donate it to a charity or have it disposed of properly. The EPA has a list of manufacturer and retailer programs online at <http://www.epa.gov/epawaste/conserves/materials/recycling/donate.htm> 

B2B Discounts for BBB Accredited Businesses

NEW!! Medical Services

Huge discounts on prepaid lab and imaging work, and prescriptions. cleveland.bbb.org/healthdiscounts.

Credit Card Processing

First National Merchant Solutions offers rates as low as 1.51% on retail transactions and 2.09% for mail and phone orders (plus a nominal fee per transaction). Small monthly fee. Call [\(888\) 562-6737](tel:(888)562-6737) for details.

Document Shredding

All Ohio Secure Shred will shred documents on site for \$22/month for one container. Also, one-time bulk purge for 10 cents/lb. \$50 minimum. Call [\(216\) 332-9850](tel:(216)332-9850) or [\(888\) 747-3394](tel:(888)747-3394).

Phone Service

Easton Telecom - Rates ranging from 2.5¢ - 3.5¢/minute for long distance calls, toll-free lines as low as 1.79¢/minute. 10% discount off all retail services. Contact Jim Butler at [\(800\) 222-8122](tel:(800)222-8122).

Pre-Employment Background Reports

Intellicorp - Instant online background checks for under \$10 per report. Monthly fees waived. Call Chris Hughes for a FREE trial at [\(888\) 290-0634](tel:(888)290-0634).

Payroll Service

Heartland Payroll Co. - Savings of as much as 50% on payroll fees. Call Brian Nelson at [\(440\) 371-5245](tel:(440)371-5245).

Many More Discounts Available!

These are just a few of the many discounts on products and services that are available for you and your employees. See the complete list online at your new Accredited Business website or call Laura Fitzgerald at [\(216\) 623-8964 x107](tel:(216)623-8964) and she will mail you a copy.

Want to Offer a Discount?

Offer a discount to other BBB Accredited Businesses and their employees. You can also post online coupons for the public that are accessed from your BBB company report page. Call Jan Stagneth at [\(216\) 623-8964 x206](tel:(216)623-8964) to take advantage of these opportunities to promote your business.



The Market Monitor
 Better Business Bureau
 2800 Euclid Ave., 4th Fl.
 Cleveland, OH 44115-2408

Periodicals Postage Paid

The Market Monitor (ISSN 1085-5122). December, 2010 Volume 5 No. 6. Published bimonthly in February, April, June, August, October and December by the Better Business Bureau, Inc. 2800 Euclid Ave., 4th Floor, Cleveland, OH 44115-2408, Periodicals postage paid at Cleveland, OH. POSTMASTER: Send address changes to: The Market Monitor, 2800 Euclid Ave., 4th Fl, Cleveland, OH 44115-2408.



BBB Accredited Charity Seal - A Sign of Wise Giving

Look for the BBB Accredited Charity seal when evaluating the many requests for donations that arrive this time of year. Reports on charities that meet BBB's Standards for Charity Accountability after an extensive evaluation display the seal.



BBB reviews the charity's fundraising practices, use of funds, governance and other important aspects of the organization's activities.

Our charity review program, coupled with the national Council of Better Business Bureaus' Wise Giving Alliance, has reports on thousands of charities.

Visit cleveland.bbb.org to obtain charity reports. Tell solicitors you always check with BBB when making donation decisions.

Get Your Photos and Videos Ready!

The new BBB Business Review format is coming soon! BBB Accredited Businesses will have the opportunity to upload more information about themselves for viewing in their reports, including professional affiliations, photos and videos, specific products and services, coupons, and more. You can provide prospective customers with more information to help make smart

buying decisions and even enhance search engine access to your review. Watch for a mailing in early 2011 telling you that it's time! Be sure to take advantage of this no-charge benefit of BBB Accreditation.