

Better Business Bureau serving Ashland, Medina, Portage, Richland, Summit & Wayne Counties



FACTS

August 2010 Volume VII



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BBB Warns Businesses About New Phishing Attack

Beware of fake complaint reports coming from seatac@bbb.org

The Better Business Bureau is warning businesses to beware of a new malicious e-mail that pretends to be from the BBB about a complaint filed against the company. The e-mail first came to BBB's attention on April 12, 2010.

Several businesses across the US - including law firms, advertising agencies and architecture firms - have reported receiving a suspicious e-mail from the address seatac@bbb.org with the subject line "**BBB Complaint Case #**" followed by a nine-digit number. Both BBB Accredited and non-Accredited businesses have been targeted.

The body of the e-mail claims that the company did not respond to a complaint filed by a Jason Harlow (however other names may be used) and includes a link to a page at www.ca-bbb.org where the business can supposedly review the complaint.

Because the message is fraudulent, BBB advises any business that receives this e-mail to take the following steps:

- Do not click on any links or reply to the message,
- Forward the message to phishing@council.bbb.org,
- Completely delete the message from your inbox, and
- Run a full virus scan on your computer if you did click on any links.

New Accredited Businesses

We welcome these new Accredited Businesses. They can be proud of their decision to support the Better Businesses Bureau's work on behalf of self regulation and ethical business practices.

Joining between 05/01/2010 and 07/31/2010.

Akron

Arvizu Construction LLC
Cartridge World
DP Line, Inc.
Eliminator Pest Control & Lawn Care, Inc.
Herbal Therapy, Inc.
Lena's Home Care, Ltd.
Nicks' n' Cuts Lawn Maintenance
Trusted Comfort Heating & Cooling, Inc.

If you receive an e-mail from Better Business Bureau about a complaint filed against your business and need assistance in determining whether or not it is legitimate, contact your local BBB directly at <http://www.bbb.org/us/find-a-bbb/>.

For more advice on how to protect your business from malicious online attacks visit www.bbb.org/data-security/.

BBB Operations Activity January - July 2010

Company Reports Issued: 384 081

July

Website Reports Issued: 49 861

BBB Staff: 214

Total: 51,455

BBB Member Arbitrations	3
BBB Member Autoline Arbitrations	3
BBB Member Mediations	1
Complaints Processed	2,524
Ad Review	79

Who's Minding The Store

Despite two written requests from the BBB, the following listed companies have not responded to a complaint during the period of May 1, 2010 and July 31, 2010. Numbers in () indicate the number of unanswered complaints.

AKRON

A 1 Resources (8); Akron Precision Inc.; Bigs Home Services; Bob Brinkley Sewer & Drain Service; Burt's New & Used Furniture; Darque Zone Tanning; Dave Walter Inc.; Dimitroff's Furniture & Design, Inc.; DREAM (2); Enhanced Billing Services, LLC; In Town Motors; J & R Enterprises; January Paint & Wallpaper; Kids Kritters & Families Too; Master Pizza; Mattucci Construction; McCants Builders; Miller & Sons Roofing; N.B.C. Construction (2); Nexagen USA, LLC; Parker Refrigeration; Pinnacle Investments Unlimited LLC; Platinum Dragon Restaurant; Smythe Cramer Company Realtors; South Street Quality Appliances (4); Stephen A. Walker Liquidating; Steven Bearer; Team Health; Trees Are Us; True Green Technologies, LLC

ASHLAND

Valero

AURORA

Behra Interior Finish; Benjamin Builders; Three Elysabette's

BARBERTON

Terry Martter & Sons Concrete Construction; Wink's Drive In

Atlanta, GA

Generation Mortgage Company

Brimfield

Tallmadge Asphalt/Paving Company, Inc.

Brunswick

Grand Reflection Window Cleaning
Nip Tuck Auto Detailing, LLC

Chagrin Falls

NHance Wood Renewal

Clinton

About Time Home Remodeling
Residential & Commercial
Renovations, Inc.

Copley

West Side Storage, LLC

Cuyahoga Falls

E.C.P. Auto Repair & Service
Falls Landscape, Inc.
I-4 Detail Inspection Services, LLC
Innovative Remodelers, LLC
J. Stein Home Improvement
Puronics Service, Inc.
Sterling Autobody Centers
Steve's Auto Service

Diamond

24/7 Mechanical Company

Fairlawn

Fairlawn Construction and Property
Restoration
RPF Group, Inc.

Fairview Park

Royal Car Care & Tire Center

Hudson

The Murphy Agency, Inc.

Kent

Budget Roofing and Construction
Jeff's Power Cleaning
Lilly Lawn Service
RJ's Auto Pro's, Inc.

Loudonville

Mohican Maintenance

Macedonia

W3Evolutions

BRUNSWICK

Mapleside Farms & Restaurant; Rob's Tree Service

CLINTON

AJ's Rad Rides

COPLEY

Sweat 24/7 Fitness Center (4)

CUYAHOGA FALLS

Aaron's Home Services LLC (2); Allcare Dental & Dentures, Inc. (Akron Area); Area Wide Plumbing and Drain (2); Fisher Plumbing; Karam Companies (4)

FAIRLAWN

Designing Women; Heights Driving School II, Inc. (2); Pet Supplies Plus; Sparkle Construction Company

GARRETTSVILLE

Autumn Fence and Deck

HUDSON

Akron-Cleveland Engine Exchange; DMH Sales; Dr. John Neary; PowderMixDirect.com

KENT

World Cable

LEXINGTON

Rustic at Heart

LODI

Harrell Lawn Care LLC

MANSFIELD

Brownies Son; Don Haynes Rubbish; Fresh Coat Painters; Impact Hosting; Mansfield Construction Services, LLC (2); May's Service; Midwest Home Improvements; Moore Motors; The Marcus Teggart Group

MANTUA

A & A Excavating

MEDINA

Gateway; Guaranteed Appliance Services; Holiday Inn Express; Jawzy's Powersports, Inc; Kinas Cleaning Concepts, LLC; Nottingham Court Senior Apartments; Painting Place Auto Body; Power Tan, Inc.; Standard Service Company; Surplus Mags (6)

MILLERSBURG

Echoing Hills

MOGADORE

Amp Repair Center; D S Contracting & Construction

NORTON

Lifetime Repair Company

RAVENNA

44 Auto Cycle; Globe Auto Sales, Inc.

RICHFIELD

Haul-Away Containers, Inc. (2); Patent, Copyright & Trademark Law Group, LLC

Mansfield

Tim's Mid Ohio Home Improvements

Medina

A Keener Landscape & Design, LLC
F M Systems, Ltd.
J M T Exteriors, LLC
The Learning Garden, Inc.

Northfield

Done On Time Construction, Inc.

Northfield Center

Aries Management Corporation.

Norton

Sentry Stor-All

Orrville

Woodland Mulch

Ravenna

C & R Construction
Gardens of Stone Landscape Supply
RGS Automotive, Ltd.

Richfield

Crossroads Group, LLC

Rootstown

Kosma Electric, Inc.

Saint Louis

All Seasons Air Duct

Seville

The Learning Garden - Seville, Inc.

Smithville

J P Construction, LLC

Solon

Kolar Cement

Stow

D.D. Exteriors Enterprises, LLC
Hook Services, Inc.

Streetsboro

Jimyz Automotive
Kleen Rite Carpet & Upholstery
Cleaning

Tallmadge

Maust Enterprises, Inc.
Tallmadge Self Storage, LLC

ROOTSTOWN

Always Elegant Limousine Service; Elite Lending Inc.

SHREVE

Mohican Valley Flooring, Inc.

SILVER LAKE

Oser's Stump Grinding Inc.

STOW

Buckeye Loss Mitigation Services LLC; Heron Springs Apartments; JRY Construction; Summit Window & Siding Inc. (2)

STREETSBORO

Fit 4 All

TALLMADGE

Akron Credit Services, LLC; Swan Remodeling; Total Engine Airflow

TWINSBURG

Midwest Lacrosse; Paul Harris Insurance Restoration Group, Inc.

VALLEY CITY

M & M Masonry

WADSWORTH

Hirt's Greenhouse & Flowers; Precision Fence

WOOSTER

360 Communications; Prestige Roofing

Twinsburg

Turfscape, Inc.

Valley City

Quick-Finish Improvements, LLC

Wadsworth

John Svenson

Tousley Roofing, LLC

Wadsworth Hearing Center

Westfield Center

Zoom to You Auto Detailing, LLC

Westlake

Brad Smith Roofing Company, Inc.

Wooster

A Independent Exterminators

Signature Denture Studio

Promotion Products Can Be An Inexpensive Way To Increase Your Business!

You know those promotional products, also know as advertising specialties - the ones you see at trade shows, business expos and networking events. Do they really help increase your business, or are they an unnecessary expense? The answer is Yes, they can be a boon to your branding efforts if you use them strategically:

What better way to showcase your company name, logo, tag line, phone number and website! Whether on a T-Shirt, mouse pad, refrigerator magnet, notepad or pen, your company's brand is front and center for all to see.

If you're going to use promotional products, be sure to give them to your employees, customers, family and friends (particularly wearable items such as T-Shirts or visors), who become, in essence, walking billboards.

You can use these promotional items as giveaways to your customers - it's a nice way to thank them for their business!

If you can't afford other advertising media, such as television and radio, *using promotional products is a less expensive way to advertise your business*, particularly if you purchase them in large quantities.

BBB Business to Business Discount Program

Special discounts are offered by the following companies exclusively to BBB Accredited Businesses:

A/C Laser Tech, Inc. - (330) 784-3355

Earn 2% Cash back.

Akron Tile & Fireplace Inc. - (330) 867-4087

www.akrontileandfireplace.com

10% Off

Armored Pest Solutions - (330) 690-3638

10% Off products and services.

AtNetPlus, Inc. - (330) 945-5685

www.atnetplus.com

15% Service discount and a free initial network assesment for new clients.

Aurora Roofing & Home Improvement - (330) 562-2648

www.auroraroofing.net

5% Discount of total job upto \$300 maximum discount.

Barrington Carpet & Flooring Design - 9330) 896-

The Better Business Bureau extends gratitude and appreciation to the following companies for years of commitment to supporting the ethics and standards of the BBB

4141

www.barringtoncarept.com

10% Discount to all members on any flooring purchase.

Becker Building & Construction LLC - (330) 725-1109

www.becforbuilding.net

10% Off any project up to \$10,000.

5% Off any project \$10,000 and up.

BHW Landscape Construction - (330) 592-1863

www.bhwlandscapeconstruction.com

5-10% Off depending on work done and amount of the project.

Brandon Heating & Air Conditioning - (330) 686-9828

www.brandoneheating.com

\$250 Off the installation of a furnace/air conditioning package.

Co-Op Optical Eye Care Center - (330) 688-8244

15% Off a complete pair of glasses.

Custom Computer Solutions - (216) 571-2115

www.ccs911.com

15% Off service to all BBB members and employees.

Emerald Home Improvement, Inc. - (330) 467-3393

10% Discount off of any service over \$1,000.

Fastner Technology Inc. - (330) 745-8166

www.fastner-technology.com

15% Discount to all BBB members.

Good Feet Arch Supports - (330) 666-4265

www.goodfeet.com

15% Off any regular price purchase.

Hardwood Design - (330) 957-7474

www.hardwooddesign.homestead.com

15% Discount on all products.

Highland Auto Body - (330) 468-2050

www.highlandautobodyandcollision.com

10% Discount off any of our car detailing services for any BBB members' vehicles or employees' personal vehicles.

Joe's Auto - (330) 688-3611

www.joes-auto.com

10% Off parts and labor and service work. Exclude oil changes.

John's Bay Lobsters & Seafood - (330) 486-0713

www.baylobsters.com

10% Off total purchase for retail or wholesale customers.

Kasidonis Heating & Cooling - (330) 220-8125

10% Off all services provided.

KT Waterproofing - (330) 687-2053

10% Off upto \$500 on a full basement system.

Medina Carpet Cleaning - (330) 461-0837

www.medinacarpetcleaning.com

15% Off all services.

**serving Ashland, Medina, Portage,
Richland, Summit and Wayne
Counties.**

**Renewing Memberships in the period of
05/01/2010 - 06/30/2010.**

35 years

The University of Akron

30 years

Beres Construction Co.

25 years

Akron-Canton Regional Foodbank

Buck Jones Roofing & Windows, Inc.

20 years

BPR-RICO Manufacturing, Inc.

Discount Drainage Supplies

Parrish-McIntyre Tyre, Co.

Eckard Baldwin Funeral Home & Chapel

Tessmer & Associates Inc.

Jeff the Plumber Inc.

15 years

Ray Company Construction Inc.

Restoration Services of Akron, Inc.

Maibach Machinery Inc.

D G Stewart Roofing & Construction Ltd.

Balco Heating & Cooling

Akron Canton Waste Oil Company, Inc.

10 years

Otto Brothers Cement Contractors Inc.

Gerring & Sons Construction LLC

Vic's Sports Center

Barco Security Service, Inc.

A. Jenkins Inc. General Contracting Services

Power Tool Repair

A C T Home Inspections LLC

Agosta Plumbing Inc.

Maranatha Fence Company

5 years

Central Sign & Painting

Daybreak Lavender Farm

Solon Industrial Grinding Inc.

Budget Blinds of Hudson, OH

Clearlight Communications Inc.

Seville Sand & Gravel, Inc.

On Guard Fence

Ed4Nurses, Inc.

Ruff Carpentry

Falls Tool Rental Company

Paul Harris Insurance Restoration Group, Inc.

Acorn LPG LLC

Wm Benjamin Trucking Inc.

American Steel Frame Services Inc.

J Mac Roofing & Construction LLC

Bisel Builders

Justice & Company, Inc.

New Age Landscaping, Inc.

Stone's Construction and Remodeling

The Reed Warehouses Inc.

'SECURE YOUR ID' WITH YOUR

Mohican Maintenance - (419) 589-0003

www.mohicanmaintenance.com

15% Off to seniors & military and prefer customers.
10% Off to other contractors.
5% Off for customers that refer us.

Nanna Accounting & Tax Services - (330) 835-9570

www.nannacpa.com

20% Discount on all services provided.

Ott Electrical Services, Inc. - (330) 677-9249

www.ottelectrical.com

10% Discount on all Ott Electrical Services.

Park Ford - (330) 633-6222

www.parkford.us

Any new vehicle at Invoice Price except Ford Mustang GT 500.

Paul Davis Restoration - (330) 920-1936

www.pdrestoration.us

10% Off any water job up to \$250.

Productive Air Duct - (800) 818-3398

www.4productive.com

Free Estimates. 10% Discount to BBB members.

R.R. Landpro Landscaping LLC - (330) 801 5657

10% Off any service, one time use only.

RPF Group Inc. - (330) 990-0788

www.rpfgroupinc.com

Free one month trail in Sales & Marketing Advisory Board.

Randolph Home Furnishings - (330) 325-1711

10% Off all 'Regular everyday low prices' items.
5% Off all 'Not buy and Clearance items'.

Ravenna Oil Company - (330) 296-9618

www.ravennaoil.com

3% Off oil lubes and accessories.
5% Off oil heating service and parts.
5% Off all dust control services.
5% Off all tanks and accessories.

Raw M-Provements LLC - (330) 571-3636

10% Discount on siding or roofing jobs totaling \$3,000 or more for BBB members.

Ron the Roofer - (330) 867-7365

Roofing - Spouting - Siding

Route 14 Storage, Embroidery & More - (330) 296-0084

www.route14storage.com

Free embroidery set-up with the purchase of 12 or more shirts or hats.

Rudy's Carpet - (330) 784-7328

10% Discount to all members to any flooring related products.

Skibiski Asphalt Co. - (330) 673-9165

5 or 10% Off commercial work.
5% Off residential work.

LOCAL BBB!

The Better Business Bureau of Akron along with Neoshred & the National Association for Information Destruction is offering Free on-the-spot document shredding and advice for protecting your identity from ID thieves.

Just bring up to 7 boxes or bags of documents to be shredded and take home the tips and resources you need to help protect yourself. Documents to be shredded should be removed from binders.

This service will be offered on October 9, 2010, 9am - 12pm, at Neoshred located at 895 E. Tallmadge Avenue Akron, OH 44310.

The BBB serving
Ashland, Medina,
Portage, Richland,
Summit & Wayne
Counties

222 W Market Street,
Akron, OH 44303
330-253-4565

www.akronbbb.org



Sound & Vision, Inc. - (330) 923-5933

www.soundandvision.com

10% Discount on electronics.

15% Discount on speakers.

Stile Companies - (330) 762-8661

www.stilecompanies.com

10% Discount on commercial leases of at least a 3 year term.

Team Recovery - (330) 916-7030

5% Discount on normal contingent fee for collection service.

The Chiropractic Wellness Center of Hudson, Inc.

- (330) 656-1977

1 Region X-Ray free of charge.

1 Consultation at no cost.

The Goddard School - (330) 665-3035

\$100 Off 1st full month of enrollment.

Whited K-9 Services, Inc. - (330) 678-7587

10% Off training, dog placement, boarding, underground fence installation.

Yellow Book - (330) 666-7845

www.yellowbook.com

Buy one ad, get one free in Akron Yellowbook.

Six steps to an affordable, winning ad campaign.

While there are plenty of advertising choices, many are expensive, and a mistake can be costly. Follow the following simple six-step process that will help create a winning ad without a lot of risk.

1. Brainstorm: There are two types of ad campaigns, and the first thing to do is decide what type you need. The first is a campaign intended more to build your brand than make an immediate sale. The second type of ad and campaign is intended to create business now. This ad often uses one or both of the most powerful words in advertising - "sale" and "free."

2. Budget: Advertising and marketing is an ongoing process. The Small Business Administration suggests that you earmark 2% of your gross sales toward advertising. Others suggest 5%. Either way, the important thing is to make a commitment and earmark your chosen percentage of gross sales for advertising and marketing. And remember this rule: When advertising, repetition is the key to success. When choosing an ad and a medium, you need to budget enough money to get your message heard or seen by enough people enough times.

3. Choose the right medium: Different media have different strengths and weaknesses. Your campaign may use only one, or it may take several to accomplish your goals. Figuring out which media to use and choose media that reach your target demographic. You need to know what your customers read, watch, and listen to so you can make an informed decision. Choose media you can afford and compare costs of several sources and narrow the field to those that best deliver your demographic at the least cost. It might be pay-per-click, TV, bus benches - who knows? That is where research comes in.

4. Create the ad: If you go the mass media route, work with your ad rep; he or she will help you design a good ad. I would also suggest finding a good book on how to create advertising that works.

5. Test the ad: This is the key step. Test the ad by first running a smaller version or running it at less expensive times. Try it on a few bus benches before buying 20. Online, test small, tweak it, and

see what works.

The important thing is that you avoid spending a lot of money until you are sure you have an ad that works. Once you know that, you can.

6. Roll it out: Once you know you have a successful ad, go for it. Spend more and run it often. It should become your cash cow. An ad that pulls becomes a trusted friend; something you can rely on. The key to a successful ad is to "communicate a simple, single message. For print ads, the simpler the headline, the better. And every ad element should support the headline message, whether that message is 'price,' 'selection,' 'quality' or any other concept." (USA Today)