

2023



celebration
of **integrity**



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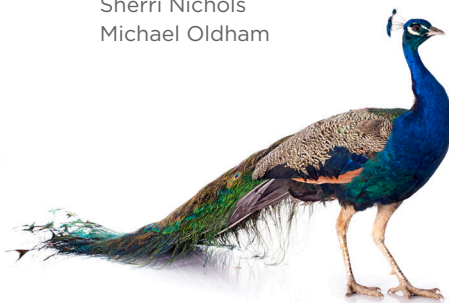
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SCHEDULE OF EVENTS

Welcome

Wayne Lawrence
President, Weiss Movers

Awards Presentations

Master of Ceremonies

Ed “Flash” Ferenc

Spark Award

Champion of Integrity

Hal Becker

Students of Integrity

Award Presenters

Door Prize Drawings

Closing Remarks

Sue A. McConnell, President and CEO, Better Business Bureau

MASTER OF CEREMONIES



Ed “Flash” Ferenc

Ed “Flash” Ferenc is a highly regarded hall-of-fame career broadcaster who started his radio career at the age of 19 in 1973 working at WMMS. The “Buzzard Morning Zoo” became legendary for its role in breaking new music and becoming the soundtrack for Cleveland in the 70’s and 80’s. The popular “Jeff and Flash Show” (1973-1994) set a foundation for drive-time morning shows that is still used by many stations today. Ferenc won the 2002 Cleveland Association

of Broadcasters’ Excellence in Broadcasting Award and, in 2004, Ferenc was inducted into the Cleveland and the Ohio Broadcasters Halls of Fame. Recently the Rock & Roll Hall of Fame and Museum added a “Jeff and Flash” aircheck to its Northeast Ohio radio legends exhibit and Ferenc was inducted into the Seven Hills Hall of Fame in 2021.

After 21 years in rock radio, Flash migrated to talk radio. The son of a union steelworker, Flash found importance in giving working middle-class families everywhere a “leg-up” through his America’s Work Force Radio show on WERE.

Flash and his wife, Deb operate Flashpoint Communications, a public relations and advertising agency. In his spare time, Flash has a full time job working for 12 judges as a Public Information Officer at the Cleveland Municipal Court. Flash is still involved in broadcasting. He hosts a weekday pro-union radio program called America’s Workforce and also produces and hosts FlashPoint, a one hour infomercial. Both programs currently air on 1490 AM WERE.





champion of integrity

ETHICAL • HONEST • FAIR

BBB Champions of Integrity consistently display an aggressive commitment to ethical, honest, and fair business practices. They demonstrate leadership in efforts or organizations promoting business self-regulation, ethical business practices, consumer education, and integrity and trust in the marketplace.



Cary Root

Founder of Root-InfoTech

Former BBB Board of Director

The 2023 Champion of Integrity award is being given posthumously to Cary Root. Cary embodied the true spirit of this award in both his personal and professional lives.

He founded Root-InfoTech in 1981 and was a trusted advisor to his clients with over 40 years of IT experience.

He served on the Board of Directors of the Better Business Bureau, Ohio Commerce Bank, Jewish Family Service Association, the BBB Educational Foundation, and the Solon Chamber of Commerce. In addition, he volunteered his IT experience with Ronald McDonald House Charities, the Council of Better Business Bureaus in Arlington, Virginia, Children's Tumor Foundation, and Breakthrough Charter Schools.

He held black belts in Karate, Shito Fu, and Muay Thai and was a Krav Maga Master Instructor at Asian Sun in Hudson. He recently achieved his Master level third-degree black belt from USKMA in Krav Maga.

Cary was a passionate supporter of BBB and a loyal, generous friend to many. BBB is honored and proud to bestow the 2023 Champion of Integrity award to Cary.

In Memory of:

Cary Michael Root

November 14, 1951 - January 6, 2023



The Better Business Bureau Students of Integrity program recognizes high school students in Ashtabula, Cuyahoga, Geauga, Lake, and Lorain counties who, through their actions and life examples, personify ethics and strong character.

2022/2023 WINNERS



Taylor Evans
Heights High School



Aubriana Hills
Notre Dame-Cathedral
Latin High School



Yikun Zhou
Westlake High School



Mohammad Zoraiz
Mayfield High School

2022/2023 HONOREES

Dev Ahuja, Solon High School

Shelby Bennett, Lake Ride Academy

Elizabeth Calvis, Berea-Midpark High School

Ethan Moon, Orange High School

Anish Phukan, Brookside High School

Brianna Weaver, West Geauga High School

Congratulations to these outstanding high school students who were chosen to represent their schools in the Students of Integrity Competition!

Ashley Ahrens	Andrews Osborne Academy
Dev Ahuja	Solon High School
Rylee Anderson	Lake Catholic High School
Christina Bencin	Hathaway Brown
Shelby Bennett	Lake Ridge Academy
Elizabeth Calvis	Berea-Midpark High School
Angelica Catacutan	Magnificat High School
Sha'Dymond Charlton	Horizon Science Academy of Lorain
Reagan Chernisky	Olmsted Falls High School
Rebecca Cigany	Padua Franciscan High School
Mia Dent	Laurel High School
Julia DiFranco	Chagrin Falls High School
Taylor Evans	Heights High School
Sadie Gaye	Saint Martin de Porres High School
Amelia Harness-Koehnle	iSTEM Geauga
Aubriana Hills	Notre Dame-Cathedral Latin School
Maria Insana	Kenston High School
Gabriel Jackam	Benedictine High School
James Katrakazos	North Olmsted High School
Erin Keener	Madison High School
Marykate Kessinger	Beaumont High School
Lauren Kish	Gilmour Academy
Morgan Lehmkuhl	Wellington High School
William Liu	Brecksville - Broadview Heights High School
Austin Luke	Bedford High School
John Masters	Saint Ignatius High School
Ethan Moon	Orange High School
Alyssa Novak	Independence High School
Vyas Pai	South High School
Reni Patel	Cleveland School of Science and Medicine
Devin Pernel	Maple Heights High School
Anisha Phukan	Brookside High School
Bracha Pister	Beatrice J Stone Yavne High
Aniya Qualls	Midview High School
Lauren Sams	Harvey High School
Hannah Shue	Valley Forge High School
Grace Stroke	Pymatuning Valley High School
Zachary Tuschner	Wickliffe High School
Giovanni Tripi	Brush High School
Ellie Wakefield	Grand Valley High School
Brianna Weaver	West Geauga High School
Margaret Yug	Avon High School
Yikun Zhou	Westlake High School
Mohammad Zoraiz	Mayfield High School



TRUST MATTERS

BBB is here for you. Last year **BBB.org had more than 150 million visits indicating that trust matters.** This has a direct impact not only on BBB Accredited Businesses but the community.

OUR LOCAL COMMUNITY IMPACT IN 2022

Quote Requests Sent to Accredited Businesses	32,000
Page Views at BBB.org/Cleveland	2,100,000
Visitors to BBB.org/Cleveland	861,000
Local Business & Charity Profiles Issued	1,200,000
Customer Reviews Submitted About Local Businesses	7,693
Buyers/Sellers Assisted With Disputes.....	9,879
Digital Ad Impressions	323,000

NEW! Impactful Programs for Accredited Businesses!

BBB Job Board: Post or find employment opportunities on BBB.org. BBB will also share postings on social media and BBB's Consumer Newsletter.

Digital Advertising: Accredited Businesses can get affordable and premium placement on BBB.org, Google Display Ads, and more!

Social Media: BBB can create custom social media posts and videos to help support your business.

Contact your Accredited Business rep at 216-623-8964 x122 to learn more about these programs.



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