

2025



**celebration**  
of **integrity**



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# BBB STAFF

## Operations

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Denise Clarish  
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Cindy Meadows  
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*Director of Business Success*

Michael Oldham

## Marketing

Katie Hills  
*Director of Marketing*

## Administrative

Ijeana Harris



# SCHEDULE OF EVENTS

## Welcome

Andy Fiffick, Owner, Rad Air Service Centers

## Awards Presentations

*Master of Ceremonies*

Ed "Flash" Ferenc

## Students of Integrity

Saskia M. Topazio, Enbridge Gas Ohio

## Champion of Integrity

Sue McConnell, Retired President & CEO, BBB

## Door Prize Drawings

## Closing Remarks

Pamela Anson, President & CEO, BBB

## 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.





# Students of Integrity Scholarship

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.

## 2024/2025 WINNERS



**Noah Adkins**  
Brookside High School



**Laila Asberry**  
Cleveland School of  
Science & Medicine



**Alexa Feicks**  
Bay High School



**Luke Kim**  
Solon High School

## 2024/2025 HONOREES

**Florah Greenberg**, Kenston High School

**Kyleigh Klingshirn**, Firelands High School

**Daniel Noronha**, Notre Dame-Cathedral Latin

**Morgan Overby**, Cleveland School of Architecture

**Lauren Pickel**, Lutheran High School West

**Carter Richmond**, Gilmour Academy

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

<b>Adam Bamberger</b>	Riverside High School
<b>Adam Hamilton</b>	Edgewood High School
<b>Addison Hanna</b>	Avon High School
<b>Alannah Estvander</b>	Willoughby South High School
<b>Andrew Baum</b>	Andrews Osborne Academy
<b>Ariana Morton</b>	Ohio Connections Academy
<b>Ben Cozad</b>	Grand Valley High School
<b>Branden Wang</b>	Orange High School
<b>Caitlin Podolski</b>	Maple Heights High School
<b>Chloe Smith</b>	Saint Joseph Academy
<b>Corina D'Amico</b>	Cornerstone Christian Academy
<b>Corinne Schreiber</b>	Mayfield High School
<b>David Adepomola</b>	MC2 STEM High School
<b>Devney Rich</b>	Chardon High School
<b>Edson Pacheco</b>	Harvey High School
<b>Elizabeth McKay</b>	Holy Name High School
<b>Finneas Johnson</b>	Chagrin Falls High School
<b>Haleema Kazeem</b>	Richmond Heights High School
<b>Ireland Oswick</b>	West Geauga High School
<b>Isabella Makhlof</b>	Independence High School
<b>Jadia Graves</b>	John F. Kennedy High School
<b>Janeen Jamal</b>	Berea-Midpark High School
<b>John Colacarro</b>	The Campus of Wickliffe
<b>John Horn III</b>	Shaker Heights High School
<b>Katherine "Katie" Tillery</b>	Lake Ridge Academy
<b>Katherine Boone</b>	Lutheran High School East
<b>Keila Qorri</b>	Eastlake North High School
<b>Kiera Wilson</b>	Garfield Heights High School
<b>Lillie Marsh</b>	Brecksville-Broadview Heights High School
<b>Madison Dunbar</b>	Pymatuning Valley High School
<b>Madison Grice</b>	Mentor High School
<b>Malachi Smith</b>	Saint Ignatius High School
<b>Mallory Skvor</b>	Keystone High
<b>Matthew Bloomfield</b>	North Olmsted High School
<b>Nevaeh Carlo</b>	Mentor Christian School
<b>Ori Balkan</b>	Beachwood High School
<b>Rhyan Johnson</b>	Beaumont School
<b>Rishit Kapoor</b>	North Royalton High School
<b>Shane Hopkins</b>	Benedictine High School
<b>Sofia Ciocca</b>	Padua Franciscan High School
<b>Victoria Sanchez</b>	Lorain High School





# Cary Root 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 at BBB's Celebration of Integrity in 2016

Cary Root was the founder of Root-InfoTech and a former BBB Board Director. Cary embodied the true spirit of this award in both his personal and professional lives. Cary was a passionate supporter of BBB and a loyal, generous friend to many.

In 2023, BBB renamed the award the Cary Root Champion of Integrity Award to honor his legacy.

**In Memory of Cary Michael Root**  
**November 14, 1951 - January 6, 2023**

## This year's Champion will be announced during the awards presentation.

SPECIAL THANKS TO OUR PAST BOARD DIRECTORS

IN APPRECIATION  
OF SERVICE

**2018- 2024**

**Jennie Thomas**, Thomas Accounting

**Dell Duncan**, First Federal Lakewood

**Ella Fong**, Ideastream

**Aaron Garfunkel**, LocalBiz Guru

**Hal Becker**, The Becker Group

# TRUST MATTERS

Last year, BBB.org had more than 140 million visits indicating that trust matters. This has a direct impact not only on BBB Accredited Businesses but on the community as well. Additionally, BBB continues to support the community through its Senior Alerts, Military Initiative, Teen Smart Program, community outreach and more!

## 2024 LOCAL COMMUNITY IMPACT

Quote Requests Sent to Accredited Businesses .....	18,221
Customer Reviews Submitted About Local Businesses .....	5,511
Local Business & Charity Profiles Issued .....	1,501,448
Investigations Closed .....	50
Buyers/Sellers Assisted With Disputes .....	10,260
Incoming Calls & Live Chats .....	20,029

## CELEBRATING 44 YEARS



### Sue A. McConnell

BBB wants to thank Sue McConnell for her 44 years of service to Better Business Bureau. Sue retired Febuary 14, 2025 and throughout her tenure, she has played a pivotal role in shaping BBB standards and policies, serving on numerous international BBB committees and governance bodies while also conducting training workshops for BBB staff nationwide.

In recognition of her contributions, she received the prestigious BBB Meritorious Service Award in 2009.

As CEO, she led the BBB through significant growth, increasing membership by 30%, securing the purchase of a new building, and launching initiatives to engage young entrepreneurs, including the BBB Spark Award and BBB's Junior Board.



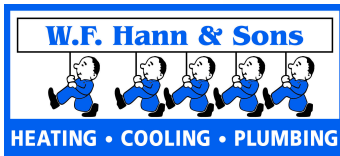
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THANKS TO BBB DIRECTORS:

- Patrice Blakemore
- Marc Blumenthal
- Brandon Chrostowski



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