



Attorney General / OCP complaint

December 9, 2010

VIA CERTIFIED MAIL
RETURN RECEIPT REQUESTED
VIA REGULAR US MAIL

To: **Georgia Governor's Office of Consumer Protection**
2 Martin Luther King, Jr. Drive SE, Suite 356
Atlanta, Georgia 30334-4600

**Re: Complaint against "Dottie Callina" AKA Dorothy R. Callina, individually
And The Metro Atlanta Area Better Business Bureau**

Address "Dottie Callina" AKA Dorothy R. Callina, 503 Oak Place, Suite 590 Atlanta, GA
30349; 404-766-0875

Address of BBB Atlanta 503 Oak Place, Suite 590 Atlanta, GA 30349; 404-766-0875

Dear Investigator:

You are aware of the scams that have been exposed on 20/20 concerning the BBB. We have been complaining of these same exact scams by the BBB since 2007.

In this regard, we are also filing this complaint against Dottie Callina, Atlanta BBB Manager, whose real name, we discovered, is Dorothy R. Callina. Dottie Callina should be held criminally liable for her malicious and willful actions to hurt Mechanic's in violation of the GA Fair Business Practice Act.

Mechanic's Heating and Air Conditioning, LLC states on its web advertising that it "has become the most trusted name in Air Conditioning, Heating and Home Comfort." Under the Better Business Bureau rating for Mechanic's, the BBB states:

"The BBB questioned this firm's advertised claims of "Mechanic's has become the most trusted name in Air Conditioning, Heating, and Home Comfort" and "Superior quality and service has fueled constant growth, making Mechanic's one of the largest heating, air conditioning, and Home Comfort contractors in the Atlanta Metropolitan Area." The BBB specifically asked for written documentation to support these advertised claims. Also on this firm's web site it states

"Our technicians stay up to date by completing hours of Mechanic's training annually." The BBB asked for information regarding what type of training is given and would this training be deemed accredited. Although the company did respond to our correspondence, they did not address any issue dealing with their advertising."

Mechanic's Heating and Air Conditioning, LLC first noticed this language on the BBB's website in early 2009 (also when the BBB changed its rating system). Mechanic's immediately responded to the BBB with a blizzard of customer testimonials that included written statements from these customers. At the time, the number of documented individual satisfied customers exceeded 1,000.

Dottie Callina with the BBB sent an email back stating that because Mechanic's failed to respond in time in 2007, Mechanic's had missed the deadline for responding to this issue thus the language would remain. Mechanic's did not receive any notice or know of any set deadline for responding to an untruthful statement on a business's ratings page.

Please see Ms. Dottie Callina's email to Mechanic's:

<http://www.airconditioningatlanta.com/Notices/Ad%20Review%20Emails%20thru%20March%2013,%202009.pdf>

Nothing on the BBB's website stated there was a deadline for responding. Nor does the BBB disclose this fact on their web site to consumers. Nor did the BBB produce any evidence from 2007 showing Mechanic's had proper notice. Nevertheless, soon after Mechanic's received Dottie Callina's email in early 2009, Mechanic's responded with more evidence of the claim.

"Here is your *"written documentation to support these advertised claims"*: (at the following links)

http://www.airconditioningatlanta.com/Mechanics_Customer_Ccompliments.htm

http://www.airconditioningatlanta.com/Mechanic's%20Atlanta%20Air%20Conditioning%20Customers/Mechanics_Customer_Ccompliments-2008July-Dec.htm

http://www.airconditioningatlanta.com/Mechanic's%20Atlanta%20Air%20Conditioning%20Customers/Mechanics_Customer_Ccompliments-2008Jan-June.htm

http://www.airconditioningatlanta.com/Mechanic's%20Atlanta%20Air%20Conditioning%20Customers/Mechanics_Customer_Ccompliments-2007.htm

This should now clear up this bogus matter."

The BBB responded that they do not care how many satisfied customers a business can document. The only thing the BBB would accept would be for Mechanic's to hire an independent survey firm and pay to conduct a survey across the Greater Atlanta Metro area.

Having now close to 3,000 satisfied customers willing to submit to photos and providing handwritten compliments does not meet the high standards of the BBB. Of course the BBB and Dottie Callina again failed to answer the question how Mechanic's missed the deadline for responding and they both fail to tell customers Mechanic's did respond and has been sending "supplemental responses" for almost 2 years (in the form of additional happy customer documentation online).

The issue is simple: The BBB and Dottie Callina are committing consumer fraud on their website in relation to Mechanic's Heating & Air Conditioning, LLC.

Please see this link and the attached copy of Mechanic's so called "BBB Reliability Report":

<http://www.bbb.org/atlanta/business-reviews/heating-and-air-conditioning/mechanics-heating-and-air-conditioning-in-marietta-ga-18000921>

As currently listed, the BBB and Dottie Callina are committing consumer fraud by not disclosing to the public that the report, as of today, is not correct.

Please notice the PDF from the BBB's website shows today's date.

If the BBB is going to leave the "advertising review" "as is", then they need to disclose to the public what Dottie Callina told us via email:

"Because the original ad challenge was opened in 2007 and you did not respond, the complaint will remain as is."

The fact is Mechanic's has responded, the BBB and Dottie Callina just want to keep on punishing us for not coughing up cash back in 2007.

They hide behind their insistence that we need to hire an independent survey firm and pay to conduct a survey across the Greater Atlanta Metro area.

We asked Dottie Callina and the BBB for proof they are the place "To Start With Trust" as they claim, with an independent survey - No such luck.

Fox 5 News claims they are the most "Powerful" name in News. We asked Dottie Callina and the BBB to prove this with an independent survey - No such luck.

<http://www.airconditioningatlanta.com/Notices/Ad%20Review%20Emails%20thru%20March%2013,%202009.pdf>

Please see the following link for additional proof:

<http://www.mechanicsresponds.com/BBB%20of%20Metro%20Atlanta/BBB%20Emails/Ad%20Review%20/BBB%20Ad%20Review%202.pdf>

A large number of businesses across the Greater Atlanta area make all sorts of sales claims and from what we can ascertain, the BBB does not require them to prove anything other than their check for \$425 clears. Once the business pays the BBB, they become an accredited member. After all, recently on ABC's 20/20, Hamas was able to achieve the high standards of BBB accreditation for a simple \$425. One wonders if no one had told BBB about Hamas joining, Hamas could have put on their website: "The Most Trusted Name in Terror." It is unlikely the BBB would have requested Hamas to conduct an independent survey.

Dottie Callina's standards and the BBB's double standards are deceptive to consumers and violate the laws of the State of Georgia specifically the Fair Business Practices Act of 1975. Please investigate this matter and make the BBB stop deceiving consumers in Georgia.

Thank you for your time and attention.

Monty G. White, Jr. LLC Manager / Consultant
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