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12/21/2009

Your protestations Re: FTC & LA & PA AG's (D-002036-2009) "False Advertising" Complaint
Against Franklin Bronze Plaques

Cynthia Linnon
President, Franklin Bronze Plaques
191 Howard Street, Franklin, PA 16323
Website: <http://www.franklinbronzeplaques.com>

Cynthia Linnon,

Please see enclosed. Instead of seeking anyone's "assistance", you'd be far better served by 1) finally learning the plaque business, 2) stopping sending out "poorly-informed" emails masquerading as newsletters, and 3) telling "*the truth, the whole truth and nothing but the truth*". So far you've failed at all three. Addressing your strange points made to Commonwealth of Pennsylvania, Office of Attorney General:

- "...unprofessional tirades, his seemingly mentally unstable ramblingsí " **Cynthia, get back to me on this, but only after you become a professional of any sort, including becoming a psychiatrist.**
- "...postings on his website which outright call our business "a bunch of liars." **Cynthia, using quotation marks is an indication that you're quoting someone verbatim. Since I didn't write that, you also need a remedial in English punctuation rules.**
- "While he has retracted some statementsí " **Only after you "retracted" some of your bogus postings. This is all about a concept foreign to you folks, known to others as "honesty". Why did you pull perhaps 10 Matthews images if there was nothing wrong with their being on your website?**
- "...trying to seriously damage the character of our businessí " **In order to "damageí character", "good character" must first exist.**
- "...contact one of our customers who had previously requested a quote from him and badger him about the products he receivedí " **Cindie (as your Robert Barber refers to you), I simply informed him that you 1) don't know how to size a cast plaque, which is true at least on his project which he also wanted a quote on from P&L, and 2) weren't casters. I stand corrected. You're merely unknowledgeable ones who post others' work & specification diagrams. It was "Town of Withheld" who kept emailing me back inquiring about the circumstance. You'd know that if you'd indeed read the emails. There was no "badgering".**

- “We have been on the receiving end of countless e-mails from Mr. Baker that can only be considered as harassment or even cyber bullying.” **Now you’re an expert on that as well? I have “been on the receiving end” of your risible newsletters, which could only make me shake my head and feel sorry for your almost abject lack of industry knowledge. As for “countless e-mails”, there were likely six (6). I recall two pertaining to your interesting “newsletter”, which showed a sorry lack of industry knowledge (posted). Two others dealt with my dismay that Franklin botched a military emblems order, which I then had to take to those more competent—paying a hefty rush charge premium—in order to meet my customer’s deadline. I lost over \$1,000 on the proposition, and was “on the receiving end” of that. No, that did not make me a happy camper. Copies of that aborted transaction are on file for anyone, including you, to review.**
- “...copy of the front page of a website Mr. Baker has established that states many federal agenciesí ” **Where you get some of this stuff is just strange.**
http://www.plaquesandletters.com/ftc_false_adv_complaints.htm isn’t my “front page”, <http://www.plaquesandletters.com/> is. **As for your incessant use of “Mr. Baker”, you’re one among several who confuse “politesse” with “professionalism”.**
- “...are neglecting their duties or are just plain “out to get him” in regards to this matter.” **Please see above mention about your indiscriminate use of quotation marks. What I wrote the FTC in that vein was: “Perhaps this will garner your attention. If it doesn’t ...the liars win.” If you’re instead referring to CCRA, 1) It couldn’t be less Germaine here, having nothing to do with this industry, and 2) there are unfortunately no Federal agencies involved, only LA ones. If CCRA, what this demonstrates is that you & your cohorts “can’t handle the truth”, so you go digging trying to find dirt on someone, then pass it around to each other. The problem is, all you discovered was me “Speaking Truth to Power” and defending my civil rights. Can’t you read? If so, you would have learned something. Or do you sanction police & judicial misconduct, Malfeasance in Office, Filing or Maintaining False Public Records & Perjury? Sad. If I was anywhere in the wrong, do you think I would have created CCRA to begin with? Did you even have a point bringing this up? Your issues with me are primarily personal attacks; my issues with Franklin are primarily professional—or lack thereof—in nature.**
- “Mr.Baker chooses to defame any and all companies that have the audacity to state that they “manufacture cast bronze plaques.” **Only the ones who lie Cindie. As I have written numerous times, which you presumably have read: “It is a simple fact that Matthews Bronze, A.R.K. Ramos, Gemini, Southwellco, International Bronze & Trigard are the major, reputable manufacturers in the bronze & aluminum plaques industry. (The first four also produce letters.)” “Care to rephrase” Cindie? If you have to exaggerate to make a point, you didn’t have one to begin with.**
- “I’m not sure how Mr. Baker knows the exact nature of every bronze plaque business in the countryí ” **A: Because unlike you’ve demonstrated, I know this industry well and have researched it extensively. Have you even READ the Complaints I have posted online? They’re very thorough. If you haven’t read them, then don’t comment on them. It’s like the little old lady saying the school library should ban *Atlas Shrugged* or *Tom Sawyer* because, without reading it, she “heard” there were some things in it she didn’t like. What you don’t “like” is, to your and others’ surprise, someone’s finally cleaning up this industry, bolstered by blunt FACTS. Liars squeal like stuck pigs when confronted with reality. There’s an obvious-to-some solution to that. “Mr. Baker knows the exact nature of four bronze plaque businesses” who lie, because three have admitted to it in writing via email, the fourth on the phone. These items are offered on http://www.plaquesandletters.com/ftc_false_adv_complaints.htm for all but the illiterate to review.**

- “We have invited Mr. Baker to our location on many occasions, offering him a tour of our facilities” **Please see: “If you have to exaggerate to make a point...” You invited once years ago; Bob did once in response to all this. “Two” will never be “many occasions”.**
- “...are long and rambling, and sometimes difficult to understand.ö **It’s true that my writing requires a level literacy which not all possess. You might have shown same in your “long and rambling” response to PA’s AG.**
- ö These are not by any means the entire lot of emails we have had to deal with. But each one is more and more unprofessional, rude, and very simply full of unfounded malicious rantings.” **Everything that I now post online about Franklin is “founded”. I just earlier found—and still find—it incredible that any entity which circulates factually-inaccurate, error-ridden “newsletters” such as yours was actually a foundry. Tip: Have someone proofread & fact check them to avoid continually looking foolish.**
- “Along with copies of his e-mails he provided with his complaint to the FTC are copies of the actual e-mails sent/received showing the details he edited out in order to make himself not seem so ridiculous or fanatical over his whole unfounded tirade.” **1) Please see “founded”, and 2) Who doesn’t edit before publishing, besides perhaps you? In the emails you’ve been passing around, did they retain my accurate observations about your “newsletter”, or did you “edited out in order to make yourself not seem so ridiculous”?**
- “There are also copies of e-mails between himself and Robert Barber where he is clearly making assumptions about our business and passing them off as “facts” in his own mind.” **Here’s an appropriate use of quotation marks Cindie. Robert Barber: “I am president of Franklin Bronze, and major owner of Franklin Bronze Plaques... I am very upset at the appearance of false statements about my company... our sand casting foundry, completely under my ownership and management.” Then shortly thereafter, the same Robert Barber: “Franklin Bronze Plaques is a legally woman owned business. As I approach retirement I have sold 60% of my shares to Cynthia and Bernie: I turned the balance over to my wife... .. I still speak of it as my business, but I have nothing to do with its operation.” That’s not “in my own mind”. These items are also available for review.**
- “We’ve also been in contact with one of our competitors who is currently testifying against Mr. Baker in a cyber bullying case.ö **Cindie: A fact check is again warranted. NO competitor has ever accused, much less had me charged with, much less testified about me “cyber bullying” or “cyberstalking,” them, if that’s what you meant. I invite you to find that in any court record. (There was a different one, but your disdain for facts remains.)**
- ö We’re providing a copy of our competitor’s e-mail asking for assistanceí There is simply no reason for Mr. Baker to try to defame every single one of them, and there is no reason why we should have to sit back and allow it. We respectfully request that you review the enclosed materials and would appreciate any suggestions you might have related to ending Mr. Baker’s vicious attacks **on our business, as well as the others** he has chosen to smear on his website.” **Please see: 1) “Only the ones who lie Cindie.”, and 2) “defame” involves lying, which I don’t do. Cease pretending that you are “innocent bystanders”.**
- “We’ve also been in contact with one of our competitorsí ” **You folks are creeping dangerously close towards being a cartel.** A cartel is a collection of business competitors who collude to damage another competitor’s business, certainly without validation. That’s a Federal offense. My issues with Franklin have primarily concerned your selling under false pretenses, which you continue to do. Written evidence provides that about a third of you are busy as bees trying to take me down. With any further confirmation of your forming and/or acting as a member of a de facto cartel, I will see that it’s fully prosecuted for all concerned.

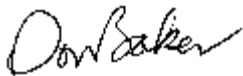
Instead of your whining, lies and risible hyperbole, please just consider the items in my paragraph one. You're a "manufacturer" of cast (assuredly not etched) plaques? Then act like one. Your shrill attacks are hardly worthy of any "president".

Part of the enclosed is the revised Complaint to the FTC, posted online. **If ANYTHING is inaccurate, either 1) Advise, 2) File a lawsuit, which Bob threatened to do "immediately" months ago but never did because there are no grounds, or better yet 3) Quit lying about yourselves and I'll thereafter remedy my posting.** This isn't a "threat" but an assurance. You have every right to state that the moon is made of green cheese. Others have every right to point out that it isn't. Even your boss Bob didn't realize that you were claiming to produce—or even offer—cast metal letters (see the [email string between us](#), where he offered "I do not think you will find a statement that says we do manufacture letters"; still hasn't been corrected on your <http://www.franklinbronzeplaques.com/products.html> Products page, where "Bronze Letters" is listed. How silly of you both. Your <http://www.franklinbronzeplaques.com/testimonials.html> Testimonials Page offers in part: "Your Company did an outstanding job manufacturing the letters." At least get your lies straight.

After 131 years, don't you have enough of your own without posting Matthews' work? You & others need to cease hiding behind the complete fallacy that you're "partners" with Matthews Bronze. They are Franklin's supplier and Franklin is merely one of MB's many customers. You make yourselves out to be far more than you ever will be. That remains a problem because you continue to sell under false pretenses. (Virtually no one would seriously state that scant (parenthetical) attributions are a sufficient attempt at honesty.) It also hurts the few honest distributors out there.

I'd recommend reviewing the advice I gave to Robert Barber. Your letter as well as this one are posted online. I write because this new set of your lies will not go unchallenged.

Don Baker



A *ö*salesman with a web-siteö (per R. Barber),
Designs&Signs
aka Plaques&Letters.com
<http://www.plaquesandletters.com/>

PS: You also wrote a letter to the LA [withheld] office, also seeking their "assistance" about this. Their intrepid [name withheld; I currently have federal authorities investigating him for several felonies], fully addressed on CCRA, who you've been in contact with, has also been copied here. You've "instigated contact" by your further lies. Now: This is all the time I care to devote to you Cindie. Do "whatever". I will always tell the truth regardless of what decision anyone makes, any path they take. *Others' business IS my business* when it deleteriously (look it up) affects mine. Any lawyer will tell you that "*the truth is an absolute defense*". "Lying" is saying something that isn't true. Pretty simple stuff. "*Hope this Helps.*"

copy: Ms. Smith, Commonwealth of Pennsylvania, Office of Attorney General, Bureau of Consumer Protection; Mr. Charles Johnson, Louisiana AG's Office, Consumer Section; Federal Trade Commission; [Name withheld for this posting.]