

Free

# The LeRue Review

Volume N Issue I

Magazine

**Books:**

No One Would Listen  
America's Nazi Secret  
Love More - Feed Less

**Music: Jonathan**

Tiersten Tours

Tom Tomoser Croons

**Movies:**

Great Basin Film Society  
at Studio on Fourth  
Star Trek 2009 review

New this year

# Art/Photography

Art: Artist's Coop & River Gallery

# From the Editor

Welcome to our 2011 edition of The LeRue Review. We've made some changes we hope you will like.

This year, we are honoring black and white photographers and artists. Our cover art was designed by Lea Allen. She prefers to be called just Lea. In past issues we have covered books, music and movies. We are now including art and photography to round out our selection.

Two new regular features will be included. Jere Whitney will be scouting out new businesses in Northern Nevada and Candice Collins will be writing about music, music and more music. You may already know Candice as one of the DJs from The X, 100.1. You can find more about Candice on page 14.

Norm Goldman, one of the top 500 Amazon reviewers has provided a very interesting interview with author Harry Markopolos and we have more book reviewers contributing this year than in the last two years. Don't forget, we are looking for reviewers across the country to add to our list of regular "Real People Reviewers." Go to the website at [www.lrpnv.com](http://www.lrpnv.com) and submit your bid for a city.

We love local authors, musicians, movie producers and artists so be sure to get in touch with us if you have a gig or have released a new book, album, movie or have an art exhibit. We are on the internet too so out of town artists from all genres are welcome.

Enjoy!

Janice Hermsen



## Real People Reviewers

### Partial list of cities where we need reviewers:

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Las Vegas	Salt Lake City	Dallas	St. Louis	Birmingham
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Portland	Colorado Springs	Minneapolis	Chicago	Richmond
Ashland	Albuquerque	Des Moines	Springfield	Roanoke
Seattle			Memphis	Charleston

## On the Cover

Lea, a Reno native, graciously agreed to present our first cover of 2011 in honor of black and white artists everywhere.

Lea has been drawing since she was very young. This is her first magazine cover and we are proud to present her work to you.

She loves to portray art in its many forms. Lea is high energy and a good business woman. She designed her own flyers for her business in Fernley for many years.

We hope to see more of Lea and hope you enjoy her work as much as we have.

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## BLACK AND WHITE AT ARTISTS CO-OP

By Jeré Whitney

Most art galleries don't regularly have a wealth of black and white work displayed, and Artists Co-Op of Reno Gallery is no exception; however, in my quest to stay true to the black and white theme of this issue of *The LeRue Review*, I persevered until I found what I was looking for.

Located at 627 Mill Street in Reno, Artists Co-Op of Reno Gallery is well-known and well-established. In the early 1900's, entrepreneur Monsieur Escallier moved from San Francisco to Reno and purchased the Wedekind town house on the corner of Mills and Wells. Shortly thereafter, he had erected a brick building on the west side of his home which became Reno's exclusive "French Hand Laundry".

In May of 1966, a small group of artists who referred to themselves as the Artists Co-Operative of Reno, renovated the old brick building. For over forty years, the gallery has housed works by many artists who are as well-known as the Nevada deserts and the Sierra mountains. My search, though, was for those few artists displaying in early 2011 anything in black and white.

Nestled on the left wall of the room just before the Featured Exhibit Room, are black and white stipple drawings by artist Christel Neldner. Since Christel wasn't at the gallery when I was researching, the information about her art comes strictly from my observation and her brochure. Christel has combined her lifelong interest in art and love of animals into a manifestation of detailed pencil and/or pen and ink drawings. Although she also works in color, she has always been drawn to black and white.

Using the stipple technique, which often requires hundreds of hours shaping the images with a myriad of strategically placed dots, Christel doesn't need words to convey her sensitivity to the fragile relationship between man and animal.

My favorites? "Mystic", a haunting close-up portrait of a black stallion whose long mane has blown seductively across his eyes, is rendered in shades of dark gray to deep black. "Contemplation" features a young leopard with soulful eyes staring straight out of the drawing into the viewers' soul.

Taking far less space than an entire wall, Jack Hursh has displayed just four well-matted and framed black and white photographs. I emphasize the matting because, as a former manufacturer of picture frames and artists' canvases, I learned the importance of presenting works of art to their best advantage.

Speaking of Christel's work, Jeré Whitney remarks, "Contemplation" features a young leopard with soulful eyes staring straight out of the drawing into the viewers' soul."

While I appreciate the photos of a flock of sheep, a star reflected off a rock at Pyramid Lake and a thistle with shadows, all of which demonstrate the use of subtle tones and are interestingly composed, I was drawn to the photo titled "Smok'n Roper". The image is of a cowboy on a horse; however, within the limited space of a 6 X 8-inch photograph, Hursh chose to focus on only two things...the gloved hand holding a cigarette and the rope used for lassoing. Being a minimalist myself, I appreciated the way the story was told about this particular cowboy so succinctly. Hursh cropped the vertical from the cowboys' mid-chest to knee and the horizontal from mid-saddle to the base of the horses' neck. By doing so, he told a story in only a few words. Cudos, Jack.





Going Home

Photo: J. Hermsen

# The LeRue Review

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### Who Made It Happen

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#### Photos

Photos taken at the Artist's Co-op, River Gallery and Le Garage courtesy of Travis Szudajski ©OMA Photography

#### Circulation/Fulfillment

Too many to list-Thank you all

*Opinions and reviews in The LeRue Review are those of the individual author. They do not necessarily reflect the viewpoint of LeRue Press*

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# AUTHOR INTERVIEW

Author: Harry Markopolos  
Publisher: John Wiley & Sons Inc.  
ISBN: 978-0-470-55373-2

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Today, Norm Goldman Publisher & Editor of Bookpleasures.com is excited to have as our guest Harry Markopolos author of *No One Would Listen*.

Good day Harry and thanks for participating in our interview

**Norm:** Was there ever a time during the nine years you were investigating Madoff where you said the hell with it and I quit?

**Harry:** I felt like quitting more than once that's for sure. But then anger at what Madoff was getting away with and the tremendous damage he was going to cause to our nation's reputation and to our capital markets would overcome my disgust and I'd be back on the case again. Plus the SEC's Ed Manion would always call and tell me that if I didn't keep the investigation going then who would? When he put it like that it was obvious that if my four-man team didn't do it, then no one else was, so we weren't left with much choice. I was lucky to have three other men of three different faiths but one shared belief, that Bernie Madoff stood for everything we stood against.

**Norm:** What changes have taken place with the SEC since you wrote *No One Would Listen*? Are these enough to prevent another Madoff?

**Harry:** The SEC is a different agency than it was two years ago. The collapse or near collapse of all five major investment banks under the SEC's regulatory purview combined with the Madoff Ponzi scheme had this embattled agency on the brink of being disbanded and their functions handed over to another agency. 2008 was a wake-up call to the SEC's staff. The old adage, "when the going gets tough, the tough gets going" has been taken to heart by the SEC.

SEC Chairman Mary Shapiro has replaced the top ranks with higher quality leaders who are vigorous and enthusiastic enforcers of the law. And the SEC has retrained their staff. Today when whistleblowers send the SEC a well-documented case of securities fraud, the SEC responds quickly and effectively to these complaints. In fact, they incorporate whistleblower complaints into their examination process, sending out examiners when credible tips come in. The SEC has also adopted the reward system I recommended to Congress and they will pay 10% - 30% rewards to whistleblowers whose case submissions result in a successful monetary recovery for the SEC. In this manner the SEC should be able to stop frauds while they're still small and before they require massive taxpayer bailouts like the banking

scandals have.

To date I have been very impressed with how quickly the SEC has reformed itself. It's only been 23 months and it's still a work in progress but the SEC is definitely moving faster to reform itself than any other government agency I can name. The SEC's highly successful \$550 million Goldman Sachs settlement proves that the SEC is back in the fight against white-collar fraud. In this particular case the SEC went after the largest, wealthiest and most powerful investment bank. Amazingly, it was a case that wasn't really about securities law violations as much as it was about poor ethics and treating clients in a less than fair manner. Yet the SEC's Director of Enforcement, Robert Khuzami, brought what many on Wall Street thought was a losing case and his agency ended up winning despite long odds. To me it was a sure sign that the SEC was back after being missing in action for way too long.

**Norm:** I often wondered how some well-known charitable institutions were taken to the cleaners by Madoff. Surely they had knowledgeable accountants, lawyers etc on their board of directors. Why didn't any of these individuals do their due diligence?

*(Continued on page 19)*



# BOOK REVIEWS

Genre: Non-fiction

Title: The Big Short: Inside the Doomsday Machine

Author: Michael Lewis

Publisher: Simon and Schuster

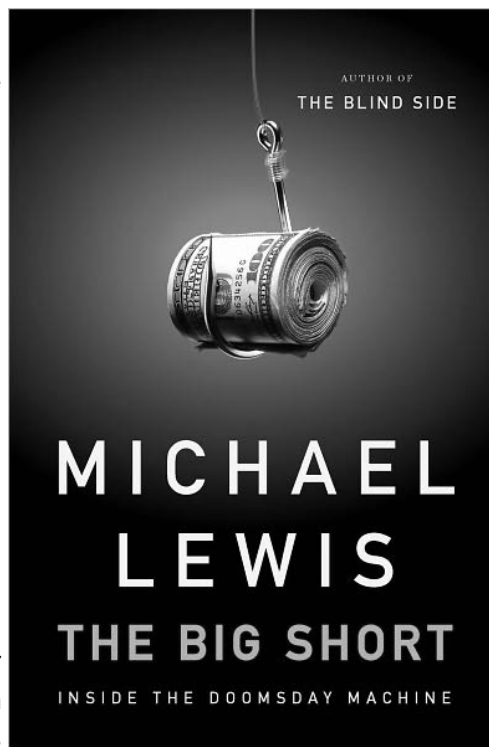
ISBN: 978-0393072235

# Pages: 265

Price: \$27.95 (\$16.77 on Amazon)

Reviewed by Dr. Stuart Jeanne Bramhall

To me the absolute genius of The Big Short is Lewis' gift for characterization. Although he has a very different writing style, Lewis clearly has the same gift for off beat, quirky characters as William Faulkner. The dialogue is priceless, as Lewis describes a handful of short traders who instigated and aggressively promoted the derivatives trading that was ultimately responsible for the October, 2008 crash. Even though the men Lewis writes about engage in a variety of unethical financial transactions, they are all extremely colorful and gifted. Moreover, they naively believe their activities will somehow expose and reform a badly corrupted financial system. As a reader, I just kept turning pages, eager to see what they would do next. Obviously, everyone knows what happens at the end - the market crashes. However, there is a real sense of drama as you wonder whether our heroes will go down with it - or get out of their risky holdings in time. Lewis has a gift for explaining exactly what credit default swaps and collateralized debt



obligations are - and how people make - and lose - money on them. And how a lot of innocent people at the credit ratings agencies have been blamed for giving these junk bonds Triple A ratings - when it's clear that J P Morgan and Goldman Sachs deliberately packaged subprime bonds so that nobody could tell whether the mortgage loans they were based on were risky or not. Reading The Big Short makes me angrier than ever about the TARP bailouts. It makes clear that billions of dollars of TARP funds went to investment bankers whose overtly criminal actions caused the crash in the first place - money that US taxpayers will never see again

because it represented a lot of speculative (fictitious) wealth that never really existed except on paper.

Dr. Stuart Jeanne Bramhall was born and grew up in Milwaukee and graduated from Mount Sinai School of Medicine in 1973. She had a private psychiatric practice - in northern California and Seattle - between 1978 and 2002. Since 2002, when she emigrated to New Zealand for political reasons, she has worked as a Consultant Psychiatrist for the New Zealand National Health Service.

Available at [www.leruepress.com](http://www.leruepress.com)

Genre: Memoirs

Title: The Most Revolutionary Act: Memoir of an American Refugee

Author: Dr. Stuart Jeanne Bramhall

Publisher: Eloquent Books

# Pages: 336

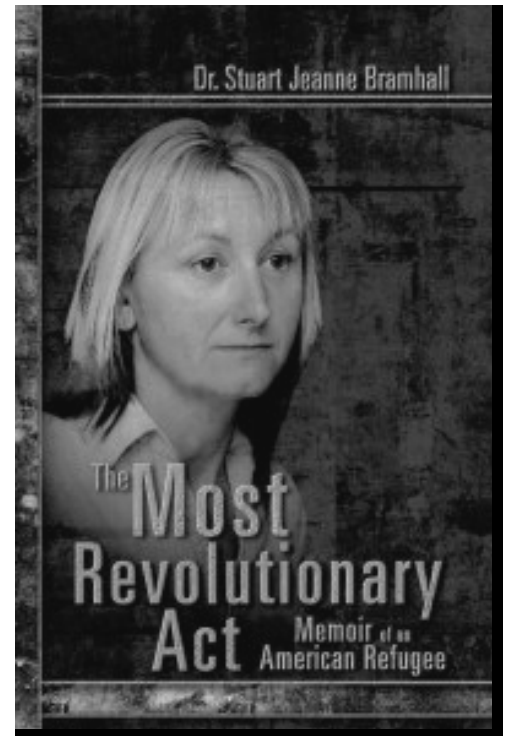
Price: \$16.51 (Amazon)

Reviewed by Emily Jane Hills Orford

Do you feel safe in your house at night? Have you ever wondered about those annoying, middle-of-the-night phone calls that you thought were just a random wrong number? Have you noticed someone following you? Frightening? Yes! Imagine having this happen relentlessly for years: phone calls at all hours of the day and night; people following you; people pretending to be your friend, your client, your patient; people breaking into your house; people threatening your life; people ending the lives of people you have come to know through your practice and your volunteer activities. These things are frightening enough without the added phone taps and tampering with the television cable so that the programming is altered to implement a direct personal assault on an individual's mental health. This and more happened to an American psychiatrist, Dr. Stuart Jeanne Bramhall. Not only did these threats affect her safety and that of her daughter, they also affected her psychiatric practice and had her committed to the psychiatric ward, induced with countless drugs and labelled as being psychotically paranoid and manic depressive. Why? It all started when she tried to help transform an abandoned school in Seattle into an African American Museum.

Dr. Stuart Jeanne Bramhall is a captivating storyteller. Her memoir, *The Most Revolutionary Act: Memoir of an American Refugee*, chronicles thirty years of her life as she tried to maintain her psychiatric practice in Seattle, Washington, while raising a daughter and being actively involved in several volunteer groups that rigorously sought to improve the lives of ordinary Americans. Her fight to bring research on safe AIDS treatment to the fore in the 1970s struck a raw-nerve in certain government departments. Her fight to defend African Americans abused by the system, abused by the police, resulted in greater harassment. She also lobbied for basic health care insurance for all Americans; helped establish and support, both financially and physically, the African American Museum; and she was frequently sought to financially back those who were wrongly accused in the Seattle justice system. Her views on American politics may have seemed radical to many; but hearing her story, from her point-of-view, one begins to wonder if there isn't a conspiracy out there to block the so-called 'freedom of speech' right and condemn those who dare to question it.

Dr. Bramhall continued her practice in Seattle, despite the continual



harassment and death threats, for thirty years. She had no desire to uproot her daughter during her early school years. After her daughter moved away to university, Dr. Bramhall made her decision to immigrate. She accepted a posting in New Zealand, and made the move. She is currently practicing child and adolescent psychiatry in New Plymouth.

*The Most Revolutionary Act: Memoir of an American Refugee* is an almost shocking memoir about what lies beneath the world as we want to see it. *The Most Revolutionary Act: Memoir of an American Refugee* is highly recommended by Allbooks reviewer, Emily-Jane Hills Orford, Allbooks Reviews.

Emily-Jane Hills Orford began her writing career writing book reviews. She is currently a regular book reviewer for [allbookreviews.com](http://allbookreviews.com) and her reviews appear on many other online sites as well as book jackets and now in *The LeRue Review*.

Available at [www.leruepress.com](http://www.leruepress.com)



**Title:** No One Would Listen

**Author:** Harry Markopolos

**Publisher:** John Wiley & Sons Inc.

**ISBN:** 978-0-470-55373-2

Reviewed by Norm Goldman, One of Amazon's top 500 reviewers

After reading Harry Markopolos's *No One Would Listen*, I had to shake my head in disbelief and mutter the old adage "there's none so blind as those who will not see." Markopolos is a Chartered Financial Analyst and Certified Fraud Examiner and *No One Would Listen* is the complete story of how the SEC would not listen to him and his team. As result and unfortunately, they failed to stop the greatest financial crime in history, the Bernard Madoff catastrophe.

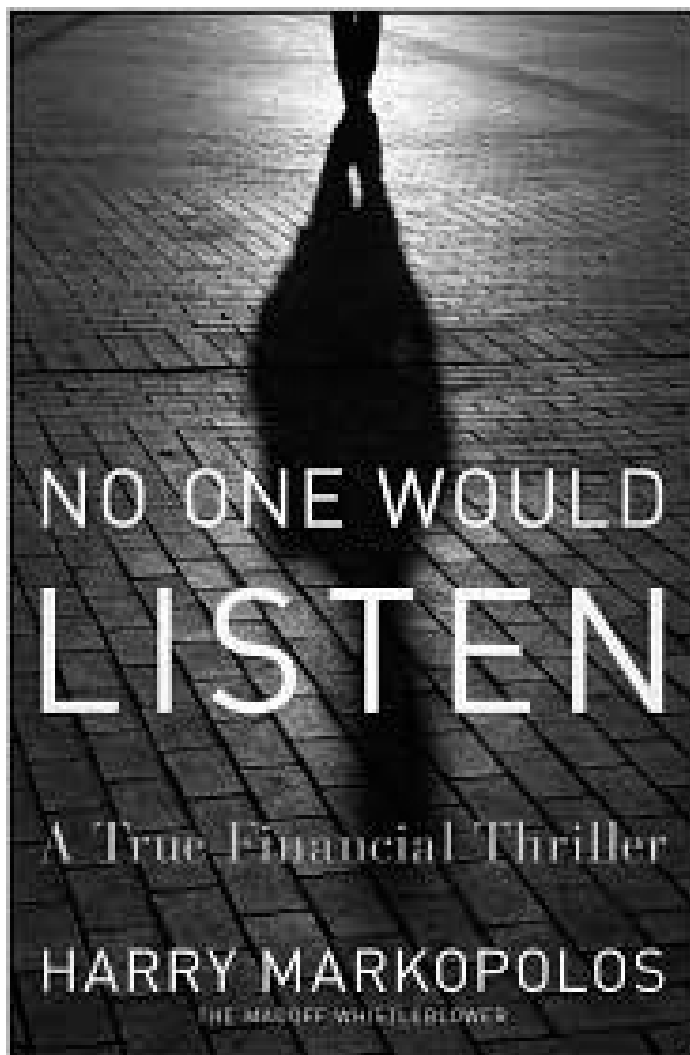
Over a nine year period Markopolos and three colleagues tried to get the Security and Exchange Commission (SEC) to investigate Madoff, the mastermind behind this unbelievable Ponzi scheme. Unfortunately, due to incompetency, stupidity, and laziness, and even after Markopolos presented five separate submissions to the SEC with dozens of pages of incriminating evidence showing Madoff to be a fraud, nothing was done. You are probably asking, how is this possible where a government agency is set up to protect investors and it turns out to be a complete sham and joke, costing thousands of investors their life savings to the tune of approximately five-five billion dollars? Moreover, what about the feeder funds that fed Madoff's Ponzi scheme? Why didn't they conduct due diligence? Did they know it was a fraud and swept it under the rug in exchange for the huge commissions they were earning from Madoff as well as from their clients?

Markopolos first encountered Bernie Madoff when he and his team tried to emulate Madoff's phenomenal rate of return- a product that was producing one percent per month. After taking apart and analyzing Madoff's strategy, they concluded that it was impossible

and that, in reality, it had to be a fraud. As he states: "We weren't looking for a crime; we simply wanted to see how he made his numbers dance." When Markopolos investigated further with interviews he conducted with various fund managers and others, his initial assessment and feeling was confirmed.

A startling and unbelievable discovery was when investment manager, Thierry de la Villehuchet, (who had later committed suicide), told Markopolos that Madoff could never be a fraud and to prove his point he alluded that he used a handwriting analyst as part of his company's due diligence procedures. We are not quite sure if, in fact, he did analyze Madoff's signature. However, the underlying theme was the common consensus among all of these mavens that after all Madoff was among the most powerful and respected men on Wall Street. He was the founder and operator of an extremely successful broker-dealer firm. How could it be possible that he was perpetuating such a blatant scam involving billions of dollars he took in from investors living all over the world? What is really amazing is that everyone wanted to do business with Madoff but nobody would own up that they were doing business with him. As Markopolos states: "It

*(Continued on page 8)*





(Continued from page 8)

was as if he had walked through Times Square naked in the middle of a summer afternoon and no one admitted seeing him." Even more disturbing was that Markopolos and his team were not the only ones who discovered the fraud but they and perhaps one or two others were the only ones who reported it to the SEC. Even after articles about Madoff appeared in some reputable financial publications, nothing was done.

The subtitle of No One Would Listen is appropriately called A True Financial Thriller, and as you can see from the above, it certainly is, only it is a very sad story when you consider the billions of dollars that were not only lost by individuals that trusted their financial advisers to perform due diligence and the SEC to protect them, but also the dozens of charitable organizations, where millions of dollars vanished. However, one positive outcome of the Madoff debacle was that Markopolos was influential in having legislators listen to his advice concerning a complete overhauling of the SEC and we only hope that they will adopt many of his ideas that he lists at the end of the book.

No One Would Listen should be required reading for anyone who is directly or indirectly connected to the financial industry and this includes individual investors that invest in all kinds of financial products without really understanding what they are all about. This is not to say that every financial adviser is corrupt or doesn't care about his or her clients, however, to keep them on their toes, there is no harm in thoroughly questioning them when they try to sell you a particular financial product. And if you don't understand the product, don't invest in it.

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# *Sardinian Silver*

**Genre:** Fiction                      **ISBN:** 978-0595481002  
**Title:** Sardinian Silver            **# Pages:** 196  
**Author:** A. Colin Wright        **Price:** \$14.95  
**Publisher:** IUniverse

Reading this book takes you to the early Sardinia (1960's) - an island off the Italian coast. Not only do you get to travel the countryside, but you are introduced to the old country customs of the time. Chaperones on a date are the norm, and often, those couples that met frequently found themselves in a forced marriage situation.

Arthur Frasier is an English travel agent, determined to find a Sardinian girl to marry. As we move through this adventure, we see the pursuits of a young man and all the psychological anxieties that go with it. A love triangle develops and puts a new twist on his feelings.

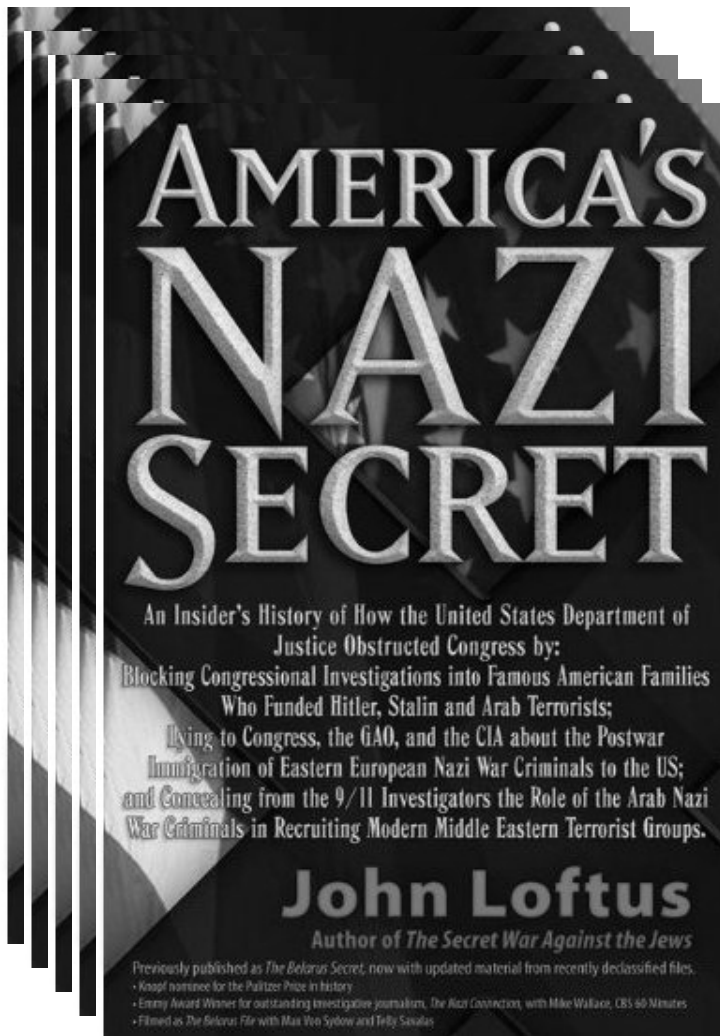
Certainly an interesting story, but geared for a mature audience due to its explicit language and scenes. The men who read it may find many areas where they can reminisce about their own lives and growing up.

As this story was based on the author's personal knowledge of Sardinia, I appreciated the comments by the author in the "Afterward" describing his visit to the same area in 2004.



Reviewed by Marie Friesen, Real People Reviewer

Available at [www.leruepress.com](http://www.leruepress.com) and Amazon.com



Genre: Non-fiction

Title: America's Nazi Secret

Author: John Loftus's

Price: \$16.47 (Amazon)

*Reviewed by Norm Goldman, One of Amazon's top 500 reviewers*

John Loftus's America's Nazi Secret could not have come at a more appropriate time. Just a few weeks ago a 600-page report was released concerning a secret history of the USA's government's involvement of the creation of a "safe haven" in the USA for hundreds of Nazis and their collaborators after World War II- a report which the Justice Department had attempted to keep secret for four years. Loftus's America's Nazi Secret is actually an updated, declassified and uncensored version of his original work, The Belarus Secret. Quite noteworthy is that the original manuscript of this latter book was censored by the US Government in 1981, 1982, and again in 1983, yet managed to be nominated for the 1982 Pulitzer Prize in History, as well as several other awards.

Loftus is a former a US government prosecutor and author of several books including The Belarus Secret: The Secret War Against the Jews; Unholy Trinity: How the Vatican's Nazi Networks Betrayed Western Intelligence to the Soviets; and Unholy Trinity; the Vatican, the Nazis, and the Swiss Banks. He appears regularly as a media commentator on ABC National Radio and Fox News. As you can see, his books are controversial and certainly would ruffle a few feathers. However, Loftus is not afraid to do just that, even though, as he states in his most recent book, his life and that of his family were in danger.

America's Nazi Secret was published by TrineDay and if you look to their home page they state that they are a small publishing house that arose as a response to the consistent refusal of the corporate press to publish many interesting, well-researched and well-written books with but one key "defect": a challenge to official history that would tend to rock the boat of America's corporate "culture." TrineDay believes in our Constitution and our common right of Free Speech.

In 1979, Loftus joined the Office of Special Investigations, which was charged with the prosecution and deportation of Nazi war criminals in the US, and it is here where he encountered the devious behavior of certain members of the Justice Department concerning the sanitization of the files of hundreds of notorious Nazis, particularly those who came from Belarus, who collaborated with their masters in murdering thousands of Jews. Many of the vermin eventually found their way to the USA and elsewhere, living quietly until their deaths, never having been prosecuted for their hideous crimes.

One such collaborator that found refuge in Argentina was Radislaw Ostrowsky, a nationalist political activist and political leader, notably serving as president of the Belarusian Central a puppet Belarusian government under German administration in 1943-1944.

Others included Stanislaw Stankevich, Jury Sobolewsky, Emanuel Jasiuk, and Franz Kushel. As Loftus states, every cabinet-level Byelorussian Nazi had been smuggled into America and had been issued visas in violation of federal law.

As for German Nazis, one that stands out is General Reinhard Gehlen. After the war, he was recruited by the USA military to establish a spy ring directed against the Soviet Union and this was known as the Gehlen Organization. Eventually, he became

the head of the West German intelligence apparatus. Loftus devotes considerable space in describing the role of these individuals and their colleagues.

Loftus devotes much ink to a Wall Street attorney, Frank Wisner who after World War II had the job of planning an underground network of commando units to combat Communism in Europe. As a result, he had recruited former Nazi collaborators who had performed similar tasks for the Third Reich. One interesting foot note, and there are many, was the following: "During a series of interviews, former CIA officials conceded that nearly every American intelligence organization, including OPC, had utilized ex-Nazi émigrés for intelligence purposed in Europe during the Cold War. To do otherwise they insisted, would have been negligent, since there were few sources of information available with an expertise on Eastern Europe. All of them disavowed any knowledge that the Nazi émigrés were later assisted in entering the United States."

As Loftus states, when the Displaced Person Act expired in 1952, there were over 400,000 immigrants that had come to the USA. Unfortunately, among them were hundreds if not thousands of important Nazi collaborators from Byelorussia,

Ukraine, the Baltic States, and the Balkans, including the nucleus of Wisner's "Special Forces."

Space and time does not permit me to write a more comprehensive review of this intriguing book, and furthermore nor do I profess to be an expert concerning many of Loftus's findings-I leave this up to the historians. Nonetheless, for those readers that wonder about what happened to the hundreds of Nazis that lived out their lives in the USA and elsewhere without being prosecuted, this book provides an excellent point of debarkation. One gripe I do have is that the book is in need of a good content editor. No doubt Loftus has done a great deal of research, as evidenced from the copious footnotes and end notes; however, he should have provided a separate bibliography, as well as a table at the beginning of the book listing all of the important characters that played a role in this hideous cover-up along with a short bio of each. This would have made the reading much more accessible. I also found it odd that the Introduction was fifty-three pages in length, followed by a Preface of sixteen pages and a five page Prologue. Nonetheless, the book is quite fascinating, although at times I would have preferred less rambling and much more reader-friendly content organization.

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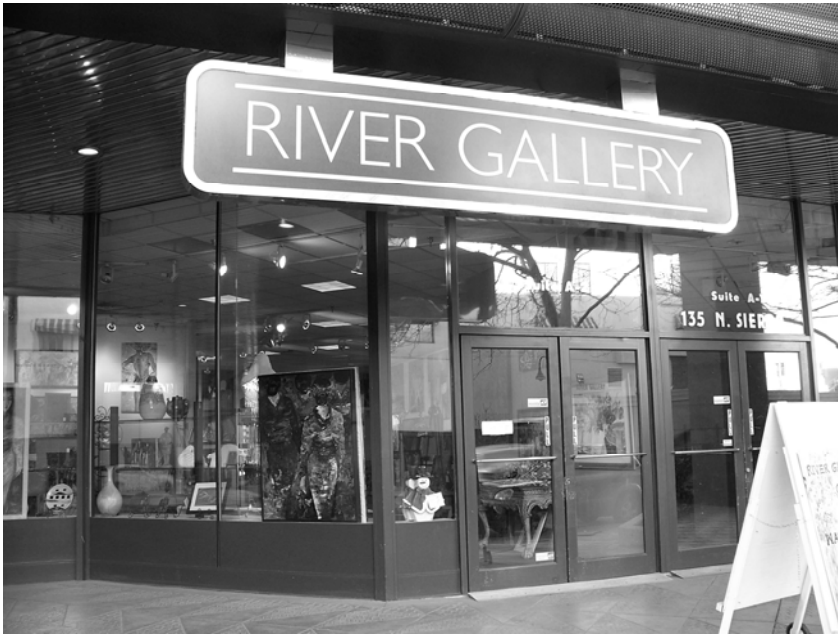
**Collectibles**

**Book Exchange**

...more Book Reviews page 26

# “so, run, don't walk to the River Gallery”

By Jeré Whitney



Photos courtesy OMA Photography

I first met Alejandra Carpenter shortly after she opened River Gallery at 135 Sierra Street, Suite 2A, downtown. It was love at first sight. I couldn't visit often enough. So when I was asked to write this column on art, Alejandra was the first person I wanted to interview. My dilemma, however, was...River Gallery is filled with canvas after canvas painted in vibrant colors; and, this issue of *The LeRue Review* is all about black and white. Then I remembered...one wall of the gallery is reserved for Alejandra's black and whites.

After entering River Gallery, look to the left (assuming, that is, you can prevent your eyes from wandering gleefully from painting to painting in the big, art-filled space). On a wall facing the front of the gallery, you will find several large black and white acrylic paintings. My favorites are the two depicting a crowd of people walking through a snow storm, most carrying wind-filled umbrellas. Alejandra's ability to capture motion and life reminds me of Alfred Stieglitz' city photos or a French Impressionist painting rendered in black and white. Running a close second is a geisha floating sensually down a disappearing street. She is painted from the back and more

than fills what must be at least a 4'X10' canvas. Alejandra, who works in water color, oil and acrylic, likes acrylics because they can be bold or soft. In this piece, they are both.

Alejandra moved from the Honduras with her husband in her early twenties. Attempting to learn English and to assimilate into Nevada culture, she began classes at a community college with the intent of becoming a teacher. Fortunately for those of us who can't get enough of her work and her contagious passion for it, she soon realized she'd rather make art than teach it. She credits Zoltan Szabo, with whom she

*(Continued on page 12)*



# Grow your business this year *without* an increase to your ad budget

By Eric Bowlin

Ever heard a business owner say “I tried advertising, but it just didn’t work for me”? or “I’d love to network more, but I just don’t have the time”? We are all in the same boat with this challenging marketplace.

Don’t kid yourself. Everyone is sitting around the round table with their head in their hands wondering how they are going to meet the increased sales goal from last year. The truth often points to going back to the basics. As we get busy, we try to find shortcuts. Buying advertising alone is a prime example of cutting corners. Remember, the job of the advertising is simply to get consumers to call or to come to your business, not to make them put money in your register.

Here are some examples of how to maximize your advertising.

- Put a rewards program together for your current customers. Reward them when they come in more often than they have in the past.
- Set up a bonus program when your current customers refer new ones to you.
- Create a data base for all of your customers to be able to mail them when you have a special on something. Always have a way to increase your average sale through additional impulse items.
- Finally, make time to network with other businesses that share the same target demographic but don’t compete with you. An example of this is a pre-school networking with a gymnastics facility. They both have potential of sharing the same customer without a threat of losing to one another.
- Don’t be afraid to get creative, its probably more than your competitor is doing.

Eric Bowlin has been in the Reno area and worked in the Radio business for over 20 years. He is in his second year in business for himself. His company, **Sonic Boom Marketing**, specializes in special event planning, fund raising and private business consulting. To contact Eric, call (775) 250-7908

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*(Continued from page 11)*

studied for 24 years, following him to such places as Canada and Japan, with making her the painter she is today.

River Gallery could close temporarily this summer. Alejandra may take a six-month hiatus to Argentina, where she also has a gallery; so, run, don’t walk, to River Gallery. I guarantee you a memorable experience and dare you to leave without making a purchase.

Jeré Whitney is a free-lance writer and editor. Her screenplay, “The House of Madame Piaf” was a finalist at Worldfest, Houston, TX 2001



# Dare to Dream

## New Business In Town

By Jeré Whitney



Michael Altizer, owner of La Garage, likes to refer to himself as “just a tattooed, young, single dad”; and, he is indeed tattooed, young and a proud single dad. He has also created, along with his Mom, Gina, who defines her role as a “very loud silent partner” on her business card and who also owns high-end consignment store Tassels, a truly unique experience.

La Garage opened early this year in the popular California Street district, chosen because of the heavy traffic and great visibility. The building, located at 214 California Avenue, is industrial in physical appearance but filled with an array of eclectic pieces ranging in price from a couple of bucks to a couple of thousand. The largest of several 18<sup>th</sup> and 19<sup>th</sup> century “Jaree de Provence” (French oil jars) runs just over \$2,000.00; but, the fiesta-colored oil decanter w/dipping bowls I have my eye on is just \$10.00.

I literally stopped in my tracks upon entering the front door. Michael chose to fill the small entry area with a huge grandfather clock, roll-top desk, shabby-chic armoire and black-lacquered oriental glass case, along with smaller items like an old Remington typewriter. Making that kind of impression when a customer

has just ventured in tickles the curiosity and makes it nearly impossible for them not to browse through the rest of the store.

When asked what makes La Garage different, the very likable owner replied that most consignment stores offer a 50-50 split, whereas he offers a 60-40, with the 60% going to the client. If the item sells for \$500.00 or more, the split is 75-25, again favoring the client. La Garage sells wedding gowns and plans to carry a wide variety of men’s clothing, both of which most consignment stores do not focus on.

Both Michael and Gina are of the philosophy that neighbor should help neighbor and business should help business. If a customer cannot find what they want in La Garage or Tassels, they are referred to Blythe at “Labels”, Stella at “Stellar Consignments” or Hillary at “Plato’s Closet”. That kind of co-operation and cross-promotion is essential to good business health, especially in this tough economy.

Although La Garage has only been open a couple of months, the two times I visited, I saw customers and clients roaming in and out, phone sales being made and other indicators that this was going to be a successful venture for Michael and his mother, meaning there’s a good chance Michael will meet his goal of passing on the business to his six-year-old son.



# MUSIC



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*-AKA- icandi Candice*

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## Reflections of 2010

My love for music and the culture and lifestyle that comes with it, crowned getting to chaperone the 100.9 KRZQ "Bud Light Bully's AM Taxi" to Vans Warped tour as my favorite 2010 adventure. On Thursday, August 12, 2010, roughly 7 a.m., the bus began to fill with the eager winners. About 30 people were along for the adventure and by our first pit stop at 8:30 a.m., they were shot gunning beers. I grabbed a Monster, knowing this trip was only getting started, and I was going to need more energy! Back on the bus, many beverages were consumed including an entire box of wine. When we say party, we mean it!

When the bus arrived at the Sleep Train Amphitheatre at approximately noon, the real fun began. The music, the style, the energy and the people, the entire day was filled with variety.

Some of my favorite bands of the day included Dropkick Murphy's, Death Punch and Everclear.

I got a new t-shirt, met a lot of awesome people and even took a nap under a tree at the over 100 degree all day music festival. Check out the pictures posted at [www.facebook.com/icandicandice](http://www.facebook.com/icandicandice). Be listening to 100.9 KRZQ for more upcoming adventures!

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# more music

Genre: Soft AC or Classic Pop. Sinatra, Streisand covers and originals in the same vein.

Title: "Love Passionately"

Band: Tom Tomoser Vocalist

Producer: Tom Tomoser

# Songs On CD 16

Price \$10.99 plus S&H

## He croons, they swoon

By [Josefina Loza](#)

WORLD-HERALD STAFF WRITER

Chivalry is not dead, at least not to Tom Tomoser. He opens doors, orders the first round of drinks, helps women with their coats and catches the bar tab.

When he winks, women blush. But when Tomoser sings -- oh, my, watch out -- they swoon. Never mind the wire-rimmed glasses that slide down his pudgy nose, or his snow-white hair and well-trimmed beard. Wearing his dapper straight-lined suits, he doesn't look a day over 60, though he's actually 71. Women take note of his color-coordinated ties, pocket squares and fedora trimmings. Tomoser shines on stage at local bars and lounges. During the day, he's a security guard. At night, he's a karaoke star. And, sometimes, when he's scheduled to work a graveyard shift, he'll squeeze in a few songs before rushing to his post.

On a brisk Monday night, Tomoser waited for a few friends outside a neighborhood bar, Phoenix Food & Spirits near 120th and Blondo Streets. He was eager to show them his routine. Inside, four people already were sitting at his table — an old buddy, a cute brunette and two brawny guys. Beer bottles clinked and patrons mingled while a scrawny guy in Steve Urkel glasses sang off-key.

No one minded. It was a typical karaoke night, with a goulash of songs ranging from country to rock blaring from speakers.

Tomoser's shtick was much different. Vintage, if you will, from the era of "Mad Men." He takes his cues from Frank Sinatra. Ol' Blue Eyes is his favorite artist to perform. That Monday night, in fact, Sinatra was on his mind.

At 10:33 p.m., a DJ called Tomoser to the bar's balcony. A few people clapped.

"Oh, yes," a blonde yelled from a back bar table. "I love him."  
"Go, Tom," a guy in a gray muscle shirt shouted.



Tomoser tipped his hat to the audience and took the microphone. He gave a little spiel about his background. He's a 30-year performer who's been trying to break into the music industry for quite some time.

He started out as a composer in the 1970s and eventually tried his voice as a singer in the 1980s.

He records and produces music for Lone Eagle Records, the label he created in 1997.

Tomoser has appeared on "Amateur Night at the Apollo" in Harlem. He finished fifth out of 40 acts, a major feat at that venue. His music videos have aired on cable TV's "Video Country," a CMT show. He has performed in Nashville, New York, Los Angeles and Lincoln. But on that Monday, Tomoser mentioned only his three decades of experience and plugged his latest album, "Love Passionately."

He's only been singing karaoke for about a year and a half, one or two nights a week. It started as a fluke, just a random night to flex his vocal muscles. But the crowd response became addictive. So alluring, in fact, that at one point, he performed at Omaha bars nearly every night.



This particular evening, the song's instrumental introduction prompted him to start.

"And now, the end is near," Tomoser sang. He took a few careful steps down the balcony's staircase.

"And so I face the final curtain." The blonde in the back, that's 27-year-old Jessica Kirby.

She took a few of her friends out for karaoke night. She turned to a woman sitting near her and explained: "You've got to watch Tom. He's such a good guy with a great voice. He opens doors for all the pretty ladies and to have that kind of confidence at his age ... Wow! Tomoser's blue eyes made contact with a woman in a lemon-yellow shirt. He reached for her hand and softly touched it. Her boyfriend nearly choked with laughter as the woman awkwardly stood near Tomoser, not knowing how to react. Her peachy cheeks turned fiery red.

"My friend, I'll say it clear. I'll state my case of which I'm certain," he sang, then paused a moment.

"I've lived a life that's full. I traveled each and every highway. And more, much more than this. I did it my way." Sinatra's "My Way" — or perhaps Tomoser's soulful voice — roused the bar crowd. People began to shout, "Go, Tom" and "Git her."

The woman he was supposed get was Omahan Mallerie Woodson, 24. She was a tad embarrassed about blushing. "He's just a cool guy," she told her boyfriend. "He reminds me of my grandpa, but a little smoother."

For the most part, Tomoser's singing was excellent. The bar noise softened to a minimum so people could hear him.

One 20-something woman raised a lit lighter, signaling that she wanted to hear more. Others followed her lead.

"I can't figure it out," said Andy Greenberg, Tomoser's friend, who's helped manage him and has given him music advice.

"Young women are enamored by him." For the big finish, Tomoser twined the microphone's cord between his fingers, swayed from side to side and belted: "The record shows, I took the blows, and did it my way."

He got a standing ovation. Guys whistled and clapped. Gals shrieked for more. Some teased him and asked for photos and autographs. Tomoser worked the crowd — especially the ladies — as the DJ flipped Will Smith's "Gettin' Jiggy Wit It"

on to restore the bar's cool vibe. Tomoser hurried back to his seat. "Aww, that was so much fun," he said to his buddy.

He banged his fist on the table. "You just can't get that feeling anywhere else."

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## GATHERING OF THE VIBES FESTIVAL LOSES ITS VOICE

The New England Arts and Music Community Celebrates the Life of Michael J. Potashnick with Memorial Celebrations in Burlington, VT and Bridgeport, CT

BRIDGEPORT, CT (Jan. 24, 2011) – On Monday, January 10, 2011, the Gathering of the Vibes festival lost its crowd-rallying, on-stage "Voice of the Vibes," Co-M.C. Michael J. Potashnick. The news of his sudden passing sent ripples throughout the New England arts and music community. A beloved friend to countless people, the spirit and memories of Michael J. Potashnick will not fade away.

Organizers have announced that two gatherings will take place to honor and celebrate the life of the 52-year-old producer who died from pneumonia. The first gathering, organized by a collaborative group of his extended Burlington production family, will take place Sunday, February 13th from 2-5 p.m. at the Flynn Center for the Performing Arts, 153 Main Street, Burlington, VT. Friends and family are invited to join together for an afternoon of storytelling, remembrance and celebration.

Hosted by Gathering of the Vibes, the second celebration will take place Sunday, February 20th on the campus of the University of Bridgeport's Arnold Bernard Center from 3-9 p.m. The Bridgeport gathering will include live music and dedications by some of



*(Continued on page 17)*

## Interactive Marketing



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# and more music

(Continued from page 16)  
Michael's favorite artists.

Those planning to attend either event are requested to RSVP via the "Michael Potashnick Memorial" Facebook pages by pointing your browser to: <http://www.facebook.com/event.php?eid=157155774333881> for Burlington and <http://www.facebook.com/event.php?eid=124400247630218> for Bridgeport or call 203 908 3030/steph@gatheringofthevibes.com. Those wanting to make contributions in Michael's memory are asked to kindly donate to his favorite charities: The United Way and the SoNo Arts Festival in Norwalk, CT.

Though Michael had been involved with Gathering of the Vibes every year since its inception in 1997, he also was like family to much of the New England arts and music community. He was an integral part of the Lake Champlain Maritime Festival, the SoNo Arts Celebration, Bridgeport's Polka Dot Playhouse, Burlington Discover Jazz Festival, Burlington's Flynn Center for the Performing Arts and the All Good Music Festival in West Virginia.

"Michael was family," said Ken Hays, founder of the Vibes. "He exemplified what the Vibes means to so many, reminding us from his spot on center-stage of the love we have to offer each other, and that through music, we can truly see the light that brings harmony and balance to the world. We will miss him tremendously." A slideshow photo tribute in memory of Michael can be viewed on the Vibes home page: [www.GOVIBES.com](http://www.GOVIBES.com).

Those who would like to contribute stories and photos to Michael Potashnick's memorial services are asked to submit medium/high-resolution photographs (preferably in JPEG format) and stories (1-2 paragraphs) through a special memorial website, <http://www.atomicproaudio.com/mikep.html> email them directly to [mjpmemories@gmail.com](mailto:mjpmemories@gmail.com).

Born Oct. 7, 1958 in Trenton, NJ, and raised in nearby Morrisville, PA, Michael's arts roots ran deepest in Bridgeport, CT and Burlington, VT, during his career. He studied theatre at Indiana University of Pennsylvania, performing in more than 85 plays and musicals, including appearances on the popular soap operas, "General Hospital" and "Another World." In 2006, Michael relocated

from Connecticut to Vermont, where he was best known in his fundamental roles as Production, Stage and Site Manager at Lake Champlain Maritime Festival, the Flynn Center for the Performing Arts, Burlington Discover Jazz Festival, and Burlington's First Night, among other events in the Burlington, region. He was a perennial favorite at the Gathering of the Vibes Festival, acting as Production Manager from 1996-2004 and Co-Emcee from 2004 through 2010.

Pre-deceased by his loving mother, Louise Potashnick, Michael is survived by his father, William Potashnick; stepmother, Peg Potashnick; brother, David Potashnick; and ex-wife, Marianne Castaldo. Michael also is survived by his extended Gathering of the Vibes family; friends and colleagues in Burlington; as well as the countless members of the New England arts and music organizations he touched and influenced during his 26-year career.

## Jonathan Tiersten & Ten Tiers on Tour

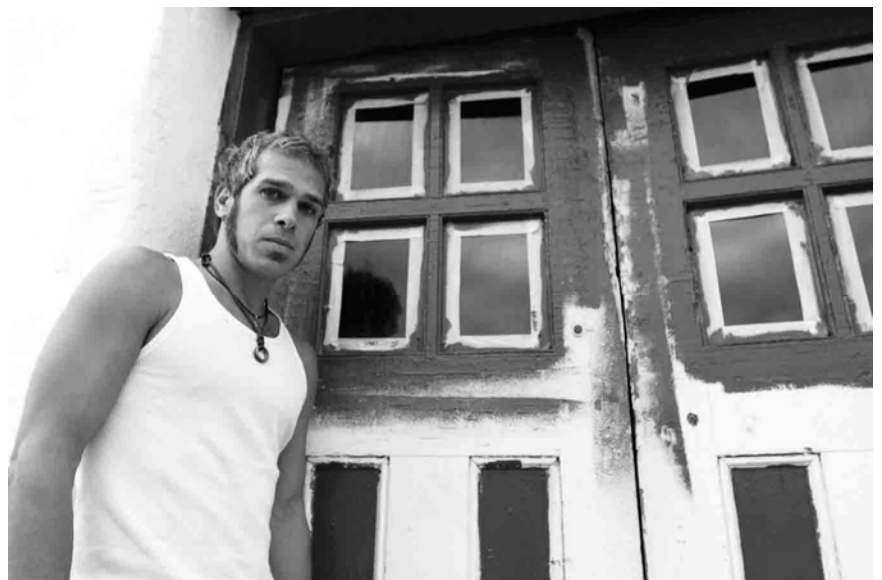
Tue., March 1: Maxwell's, Hoboken, NJ

Thu., March 3: Stone Pony, Asbury Park, NJ

Sat., March 5: Tin Angel, Philadelphia, PA

Just proclaimed "one of the most talented singer-songwriters in the state" by Denver-based Yellow Scene Magazine, the New York born, Jersey-bred singer-songwriter first gained national notoriety as a child actor, with his infamous role of Ricky in the cult horror film, *Sleepaway Camp*, and reprised it three years ago in *Return to Sleepaway Camp*.

He's now blending his music and acting careers seamlessly as he anticipates the March 2011 release of his latest album, *We'll See*.



"In the Air," the driving lead track, is the theme song from one of

Tiersten's current films, *The Perfect House*, in which he plays a serial killer. Tiersten stars in another independent 2010 release, the psychological thriller *Redemption*.

Listen to "In the Air" and more from We'll See here:  
[www.reverbnation.com/jonathantierstenandtentiers](http://www.reverbnation.com/jonathantierstenandtentiers)

Tiersten recently wrote the score for another movie, *Commitment*, a short film about racial profiling, and considers himself a triple threat on the celluloid scene in that he can score films as well as produce and act in them.

On stage, JONATHAN TIERSTEN & TEN TIERS have gained a reputation for kicking it out in concert, with "really big, but really quiet" shows offering a wall of sound in an acoustic band setting with the massive dynamics of Pink Floyd. Borrowing from Led Zepelin, Pearl Jam and Arcade Fire, Jonathan Tiersten & Ten Tiers are known as much for their stunning effect on live audiences as the songwriting craft and musicianship that goes into their shows.

Hailed by the Denver Post for "imaginative song writing, powerful vocals backed by amazing melodies," Jonathan Tiersten & Ten Tiers bring "a songwriting quality nearly unparalleled in the Mile High and beyond" (*Yellow Scene Magazine*). "Ten Tiers' music can be intoxicating," noted *Westword*. And the Colorado Wave radio show called their music, "timely conscious, and right on the money."

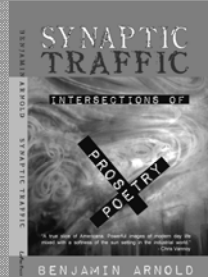
"I'm very, very passionate about my acting," he says. "But I don't want to be perceived as an actor who became a musician. Music is an enormous passion for me. Music is not what I do. It's who I am."

As the Rocky Mountain News once warned, "If you haven't heard Jonathan Tiersten sing, you are only cheating yourself."

More on Jonathan at [www.tentiers.com](http://www.tentiers.com)

## Books by LeRue Press

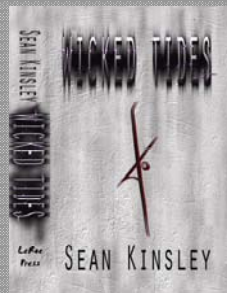
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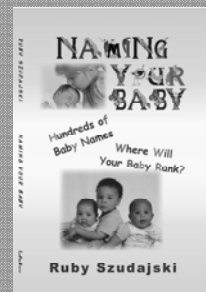
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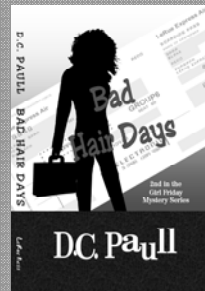
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**Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story** by Peter Guber \$13.41

**How the West Was Lost: Fifty Years of Economic Folly—and the Stark Choices Ahead** by Dambisa Moyo \$13.15

**The Sixth Man** by David Baldacci Chua \$14.28

**The Pioneer Woman: Black Heels to Tractor Wheels—A Love Story** by Ree Drummond \$14.37

**The Weird Sisters** by Eleanor Brown \$14.55

**Tick Tock (Michael Bennett)** by James Patterson, Michael Ledwidge \$14.57

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# Movies

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Mon., February 21, 2011 **In the Pit**

**Director:** Juan Carlos Rulfo - Mexico 2006

**Genre:** Documentary

**Language:** Spanish with English Subtitles

Mexican legend recounted that for every bridge being built the devil would ask for one soul, so that the bridge never falls. This film tells the story of the workers who are participating in the construction of a second deck to Mexico City's inner Periférico freeway. This second deck is about to transform the city, its landscape and the lives of its inhabitants. It is the story of those whose hands and sweat go into the making of this mammoth work of concrete, steel and asphalt. The workers' daily lives, their hopes, their dreams and their dignity for survival. Contrasts, emotions and small moments that shall culminate in the loss of a soul taken by the devil. A soul that will remain as a memory of the workers who built the second deck.

"I was fortunate enough to see En El Hoyo at a Melbourne International Film Festival screening and was delighted by this distinctive and artful piece of film-making." - IMDb review



Mon., Feb. 28. **Yoidore tenshi** (AKA *The Drunken Angel*)  
Japan. 1948. B&W. 98 min. Dir. Akira Kurosawa. Stars Taka-  
shi Shimura and Toshiro Mifune.

A drunken, good-samaritan doctor with a hot temper treats a wounded gangster, who turns out to have tuberculosis, a diagnosis which makes the gangster violent. Neither the doctor nor the patient can quite come to terms with the other, nor can they bring themselves to give up on each other. Much of the film focuses on this strange relationship, which serves to make accessibly human the bigger aspect of Kurosawa's story of post-war Japan coming to terms with itself.

*Fascinating, highly enjoyable and filled with great scenes.* --  
Wally Hammond, **TimeOut Film Guide**

*Moving drama filmed in an understated, realistic style.* --  
**Halliwell's Film Guide**

*A supremely satisfying blend of Mifune's rapid-fire excesses  
and Kurosawa's even-handed control.* --Hal Erickson, **All  
Movie Guide**

*Brilliant filmmaking that remains powerful and moving today.* -  
-Ken Handke, **Mountain Xpress**



Mon., Mar. 28. **Pizzicata** Italy. 1996. Color. 93 min. Dir. Edoardo Winspeare. Stars Cosimo Cinieri, Fabio Frascaro, Chiara Torelli and Anna Dimitri.

During the second World War, an American bomber is shot down over the Salentino peninsula. The only survivor is Tony Morciano, the son of local Pugliese emigrants. A widowed father and his three daughters find him barely alive and take him back to their farm where they hide him from authorities and nurse him back to health. Recovered, Tony passes himself off as a distant cousin and immerses himself in the local traditions, discovering a culture and an identity that had been lost to him in America.

*Seductive! The choreography of desire has the effect of an erotic explosion!* --**Le Monde**

*The ordinary becomes magical.* --Edward Guthmann, **San Francisco Chronicle**

*Makes plentiful use of local color, especially music and dance, but never loses sight of the emotional arcs that give the gently simmering relationships their depth.* --**Variety**

# MOVIES

Mon., Mar. 14. **Niagara** US. 1952. Color. 89 min. Dir. Henry Hathaway. Stars Marilyn Monroe, Joseph Cotton, Jean Peters and Casey Adams.

While visiting Niagara Falls, a neurotic war veteran accidentally discovers his unfaithful wife's plan to murder him.

*Excellent suspenser with breathtaking locations.* --**Halliwell's Film Guide**

*Niagara's scenic wonders and pulpy sex-charged plot help distinguish it as a colorful standout from the classic era.* --**Noir of the Week**

*Providing solid chills and entertainment, **Niagara** helped cement Monroe's status as a box office draw.* --Craig Butler, **All Movie Guide**



# Movie REVIEW

## STAR TREK, 2009

Reviewed by Jennifer Brewster, Real People Reviewer

Rated PG-13 for Sci-Fi action and violence, and brief sexual content, *courtesy of [www.filmratings.com](http://www.filmratings.com)*  
*Filmographies, courtesy of [IMDb.com](http://IMDb.com)*  
Movies, for people who don't have time to watch movies!

To preface this, I am a slightly busy mom-of-three, I work 40 hours a week, and I am a LITTLE behind on my movie viewing. I am probably the last Star Trek "fan" to see this movie, but I am reviewing it, none the less!

This is a prequel to the 18 million previous movies, TV Series, mini-series, books, made for DVD movies-and let's not forget-Star Trek on Ice.

Overall, I would say it was amazing! Director, JJ Abrams, did an excellent job of depicting the humble beginnings of all our favorite Star Trek crew members and definitely does justice to the Star Trek Legacy. The thing I found most interesting about this cast is the second and third glances I took when I realized there are no real "Headliners." This doesn't diminish the movie by any means; however, it commends how well casting did when a group of young, up and coming actors who are not overly dramatic or domineering in their screen presence. I should say, with the exception of ONE big name, Leonard Nimoy. I also commend Mr. Abrams for not attempting to make Leonard Nimoy come back and overstay his welcome-or age. He plays an older Spock, and again, it is done tastefully and with a great deal of class.

This chapter of the Star Trek saga not only shows how the voyage began, but also hinges on Kirk and Spock becoming who we know them as today. Opening up in an alternate reality, Captain James T. Kirk's father is tragically killed, saving the lives of 800 men and women-including his wife and son-when a rogue Romulan ship attacks. As a result of Kirk's (played by Chris Pine, *Smokin' Aces*, *Just My Luck*) loss, he becomes a brazen, death-defying, law-defying, GRAVITY-DEFYING 12 year old boy. Lead by the faith of one Captain's belief that Kirk is made for more than college boozing and bar fights, he joins Star Fleet and ends up aboard the USS Enterprise.

Spock (Zachary Quinto, *Heroes*, *TV Series*) is affected by this same series of alternate events, because this Romulan ship is looking for him. Spock, is half-human, half-Vulcan, and as a young boy, we see his emotions are contained, except when his father's choice to love his human mother is called into question. He excels in his studies and rather than remain on his home planet, Vulcan, he joins Star Fleet, much to the chagrin of the Vulcan council.

As each crew member is introduced, whether as novice cadets or seasoned officers, the stories are believable, and more importantly, they do justice to the characters we have come to know and love.

If you haven't already, get your hands on this DVD and watch it! It is well rounded for those who know and love the Star Trek genre or for anyone looking for a new, action packed, sci-fi movie adventure!



Courtesy of Fixter

# Hope for a “Fresh Start”

By Janice Hermsen,

As we look to a new future in 2011, Nancy Fennell will be working with her clients to give them an opportunity for home ownership even if they have had a foreclosure. Fennell, President/CEO of Dickson Realty, has partnered with [Grupe Co](#) in Stockton, CA in order to offer a program exclusively in the Reno/Sparks area called the Fresh Start Program.

Many Americans want to believe they can live the American Dream of home ownership. With the economic disaster in mortgages in the last few years, it may seem to some homeowners that have lost their home to foreclosure, short sale or bankruptcy, that they will never own again.

Fresh Start is a program designed to help them. Before the foreclosure, applicants to the program will have had good credit but suffered a job loss or some other situation that put them into their present situation. Once they have made the decision (or been forced to make the decision) to

leave their home, they need a place to go. Rather than “just rent”, they might want to buy again but think they have to wait for years because no lender will touch them. The [Fresh Start Program](#) gives them that opportunity.

How is this program different from doing a lease option with an owner of a property directly? Fennell answered, “Here’s where I think the difference is. On a lease option, the person looking to do the lease option, the seller, is willing. In this program, any home listed for sale is available.” Because the home will be purchased by Grupe Company through Valley Family Investors, LLC, the seller of the home, whether it is a traditional seller or bank owned, will be cashed out.

Buyers also pay homeowner’s association fees and any special assessments, but they do not pay the taxes on the property. They must maintain the home landscaping and make non-warranty repairs also. A home warranty covers the home at the time of purchase. The buyer pays half of that which usually amounts to about \$15 a month.

Credit is run and evaluated by a mortgage company Grupe Company uses. The evaluation is based on what happened on your credit before the foreclosure. The buyers and Grupe Company, through Valley Family Investors, draw up an agreement in which the buyers approve the purchase price and terms of the rental and option to buy.

“Buyers know what’s going on,” said Fennell. “They pay an option payment up front, \$5000, and that becomes part of the down payment. They can choose to purchase in three, four or five years. 15% of their monthly rent goes to the down payment. They must requalify for the loan, but the hope is that their credit would improve in that time,” Fennell continued.

Nancy Fennell has been in real estate since 1985 and has 250 agents she says, “She learns from every day.” Although the program is not for everyone, Fennell says, “I believe that owning a home is still the American Dream. It’s still a worthy goal. That’s what we have to work towards.

Janice Hermsen, editor for The LeRue Review and freelance writer for [www.examiner.com](#), is a local Reno resident. Janice successfully sold real estate in the 80s when interest rates skyrocketed. She has worked in some area of finance her entire career including as the Director of Finance for a small Hollywood dubbing company, an American Express Financial Advisor and insurance agent, and for the last 12 years as a mortgage banker/broker. Janice served on the local board for the National MS Society for over 7 years. Currently, she is the managing partner for LeRue Press a publisher, printer and bookseller in Reno, NV. Contact Janice at [janiceh@leruepress.com](mailto:janiceh@leruepress.com).

You can read more articles at <http://www.examiner.com/mortgage-117-in-reno/janice-hermsen>



# Mike Safari

## Painting

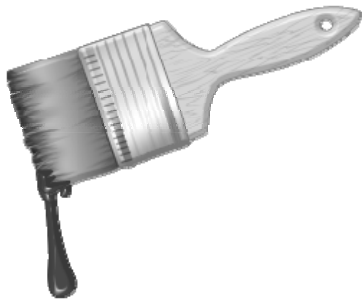
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(from page 4)

### Author Interview

Harry:

The main reason why Madoff got away with his scheme for decades was that everyone assumed he was so rich and so successful that he wouldn't need to steal. No one who invested with Madoff ever did his or her own due diligence. They simply assumed he was beyond reproach. They also assumed that surely others must have already conducted due diligence so they didn't see the need to waste their time asking their own questions. Somehow they were comforted by the fact that other knowledgeable investors were invested with Madoff so they wrongly assumed that they must certainly have thoroughly checked before investing. In reality though, no one checked. And Madoff wouldn't answer questions if you did ask them, he'd tell potential investors that his strategy was a "take it or leave it" proposition because he was too busy running his firm to waste time with bothersome investors whose money he didn't really need anyway.

Norm:

Why did you write your book and when did you have the time to write it with all of your other jobs?

Harry:

I knew there weren't enough hours in the day to write this story on my own. So I made sure my team helped write their stories into the book too and we engaged a very good ghostwriter, David Fisher, who'd had a lot of experience writing organized crime non-fiction books to help us get through the process.

I also found out that writing a book only means you're halfway done. The other half of the workload is traveling to media interviews to meet with TV, radio and print reporters and answer all of their many questions. I literally spent four and one-half months on media interviews and unfortunately, I was only able to accommodate less than half the press requests that came in.

Norm:

Whom do you think will benefit from reading your book and why do you feel it is important at this time?

Harry:

Bernie Madoff is part of the nation's history and it's a sad chapter at that. I wish our book's ending could have been a happy one but obviously it was anything but. The one saving grace is our book is making a positive difference in the university classrooms nationwide. Several universities are using our book to teach business, finance and accounting ethics. I've put classroom resources including case videos, government deposition transcripts, Madoff related financial statements, and my analysis of those materials up on our book's website [www.noonewouldlisten.com](http://www.noonewouldlisten.com) for professors to use. One university not only has their students read it for accounting ethics but also has them write a 2 page fable based upon no more than four characters (both good and evil) and the moral conflicts presented in our book.

While it is too late for my generation to make amends for the unchecked, unregulated greed that led to our nation's near economic collapse, if our next generation of citizens can incorporate the lessons learned then it was well worth our time writing a book. Hopefully our story will inspire others to step into the breach when government regulators shirk their sworn duties to protect and serve.

Norm:

Have you read any other books concerning Madoff and how do they

(Continued on page 14)



differ from *No One Would Listen*?

Harry:

I've read all three of the Madoff biographies that came out in August 2009 and enjoyed them all. Of the three I liked Erin Arvedlund's *Too Good to Be True: The Rise and Fall of Bernie Madoff* the best. She's a financial journalist so she had the background to understand and explain the financial chicanery in easily understandable terms for the average lay reader.

Our book is a financial whodunit mystery where we put the reader in our shoes as we solve the case and take it to the government time and time again. We don't go into Madoff's upbringing, his family life, or anything other than the actual case investigation we undertook over eight and one half years across two continents. You'll find out how global the scheme was and we'll take you behind the scenes into Madoff's network of several hundred feeder funds spread out over dozens of countries. You'll discover how close Madoff was to running short of funds in 2005 and 2007 and how he kept his scheme going for so long without detection. And you'll understand why Madoff turned himself in because he had stolen from the most powerful and some of the most dangerous people on the planet; so literally there was no place for him to run and no place for him to hide.

Fortunately for readers we purposely left out some of the truly horrific things that happened in the aftermath of the scheme's collapse. There are things that to this day that make me cry. I wished we hadn't seen and heard what we did, but we can't undo the past and some things are too painful to put into words so we left them out of the book. You'll notice I put in heavy doses of my offbeat, corny humor and I do that to counteract the evil predatory people and actions you'll encounter as the story unfolds and the scheme grows.

Norm:

Where can our readers find out more about you and *No One Would Listen*?

Harry:

My team cooperated with a Canadian film crew as they followed us around for a year and produced a 93 minute long documentary entitled, *The Foxhounds: The Pursuit of Bernie Madoff*. It's a condensed version of the book and premiered at Amsterdam's International Documentary Film Festival in mid-November 2010. We also plan on submitting it to other film festivals and if audiences like it enough, it may even make it into theaters before going to cable.

There is also going to be a Hollywood feature film. My team is close to signing up with an experienced production company after fielding multiple (mostly bad)

offers from Hollywood. I expect filming in 2011 and it should be in theaters by 2012. I've been told that this will require a six-month minimum time commitment assisting the screenwriter and offering technical advice on the movie set. Our goal is for the movie to show how truly evil Madoff was and to expose those who knowingly aided and abetted him, here and abroad.

If I had to describe the movie in just a few words, I'd call it a "bone-chilling detective mystery involving a global conspiracy of white-collar predators." The hardest part will be finding actors capable of accurately portraying the proper depth of evil we came across during our investigation. Like our book, the movie won't need any embellishment whatsoever because fiction has to make sense but real life doesn't have to make sense, it just happens.

Norm:

Is there anything else you wish to add that we have not discussed.

Harry:

I've returned to private life chasing bad guys and bringing companies that cheat our nation's taxpayers out of billions each year. Right now I'm heavily involved in bringing State Street Bank to justice for looting billions of dollars from tens of millions of American's retirement pension accounts over a period of decades. The bank engaged in a massive foreign currency fraud which stole tiny amounts ranging from 20 to 45 hundredths of a percent from each currency transaction they did on behalf of pension funds that trusted them as a fiduciary. While small in percentage terms, the dollars involved were huge, so getting them to repay those retirees is my main focus these days.

The California Attorney General intervened and joined my case against the bank in October 2009 and is asking for \$200 million back. In late October 2010 the State of Washington had \$11.7 million that State Street stole from them returned to the state treasury. I hope to see all of that stolen money plus interest and penalties returned to retirees before the end of 2011.

I have several other cases filed that have not yet been made public that involve similarly large sized frauds committed by other companies against us taxpayers. I enjoy tackling big predatory companies and bringing them to justice. Bernie Madoff might have been my first case but he's not my last case. There are plenty more like him running loose and I can't think of a better job than tracking them down one by one.

Norm:

Thanks once again and good luck with all of your future endeavors:

# more book reviews

Author: Elaine Fields Smith

Title: Ridin' Around- Taillights In Chrome, 8-Tracks on Wheels

Publisher: Blazing Star Books

ISBN-13: 978-0982769010

362 pages

Price: \$17.97 Amazon

Available at [www.leruepress.com](http://www.leruepress.com)

Remember those teen years and cruising the strip in hot rods or fancy new cars, seeing who had the noisiest engines or could go the fastest? I do and so I was thrilled when Elaine Fields Smith wanted to send me her book to review! Oh my gosh I think I love this woman! Truly a writer after my own heart. Reading Ridin' Around Taillights In Chrome, 8-Tracks on Wheels just brought back so many good memories for me. A wonderful book that any Baby Boomer is sure to love. Elaine brings us back to the nostalgic days of small town America in 1980 when Saturday night on the drag strip was the thing to do and the place to be seen. Of course gas was a lot cheaper then so cruising the drag didn't cost much. Back to days of hamburgers and fries that melted in your mouth, and the music made you want to jump up and dance! Back to good friends you thought you would know forever. Trying to avoid the cops. Through all the experiences that were

sometimes hilarious and often just broke your heart. Going to the drive in to see movies like The Jerk with Steve Martin. Each and every page was sheer joy to read and I know you're going to love this book as much as I have.



**Reviewed by  
Deborah Sloan, Book  
Reviewer**

**Owner/Editor at  
[babasfarmlife.com](http://babasfarmlife.com)**

Author: Anne Angelheart

Title: Awaken the Secret Within: Keys to Joyful Living

Genre: self-improvement

Paperback: 158 pages

Publisher: iUniverse (May 9, 2008)

Language: English

ISBN-10: 0595495117

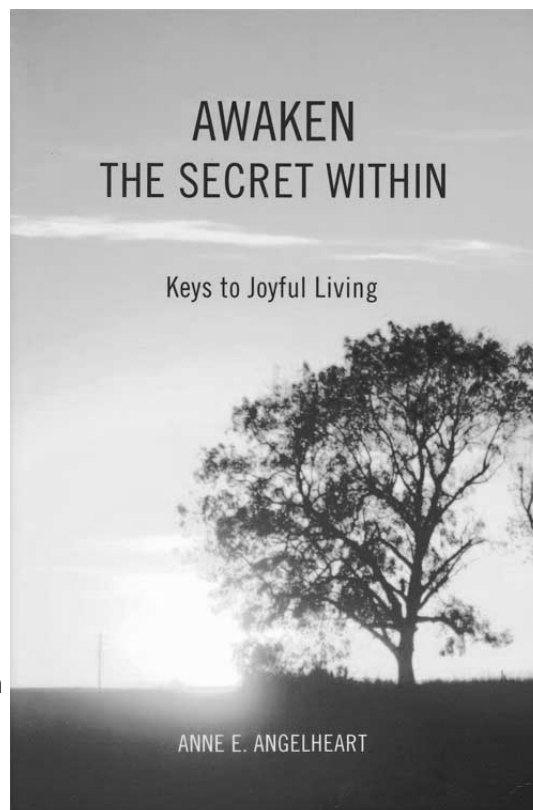
ISBN-13: 978-0595495115

Price: \$14.95

**A Book to Keep Right by the Bed...**

I was pleasantly surprised recently to read Awaken the Secret Within: Keys to Joyful living by Anne Angelheart. What I found refreshing were the personal stories shared by Anne within a guided tour of how to reconnect life with spirituality and purpose. It always somehow makes me feel more human to know that other wise women are human and willingly share it as a part of being teachers. The format was simple enough for beginners and great as a refresher for us spiritual folks who already know it all. People in the healing arts share common themes, some prefer 'Ase' to 'Amen' or to stand in Tree Pose, Vrksasana, rather than kneel to honor the divine. In her book Anne references the inner child which I recognize as the essence of innocence many of us still connect with and source from. The book also served as a mirror to me. This powerful, loving person had tough times? That was hard for me to believe, having known Anne for almost a decade now and never having observed her out of integrity. Still, it made this book endearing, something mothers and daughters could share. If elders I respect have those, then I can be sure it is a uni-

versal predicament and look into my own journey with less worry. Being that I am a fan of empowerment, I have learned a great deal about the information offered in the book on cutting chords. I took from that our ability to choose to cut toxic connections to our system so we wouldn't be depleted by what I have come to know as 'takers' or vampires. Being healthy in this world means being aware of how our dynamic energy systems work...so, that old weakening belief system which invites us to walk as weakened Saints who gives too much can be updated with some healthy anecdotes for balancing and energizing by halting unhealthy energy connections. You'll notice in the title is not Keys to Being Perfect or Keys to Getting What You Want Right Now, but Keys to Joyful Living which lays out a much needed easy, steady pace to integrate lifestyle exercises. I love that Anne offers her guidance on what measures we can take to develop our own intuitive gifts. That one, for me, really bought this home as my own discovery and cultivation of intuitive gifts lead to researching healing and wellness for eight years. Keep a copy of Awaken the Secret Within: Keys to Joyful Living complete with your own flair of colorful Post It's and book tabs close if you need a book that feels more like a friend.



Available at [www.leruepress.com](http://www.leruepress.com)

Kashanna Evans is a Southern California native with a decade of New York influence. After eleven years in New York, she was homeward bound, back to the sunshine and with special interest in matters of the spirit. Evans began researching Energetic Healing: workshops, yoga, acting, Chi Kung Kundalini breath work, self and relationship exploration, exploration of the four elements and movement and body language.

Title: Love More Feed Less, A Tasty Path Toward Avoiding Childhood Obesity

Genre: Cook Book

Paperback:

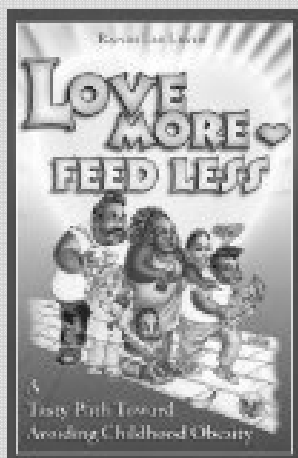
Publisher:

ISBN-13: 978-0974500836

Price: \$12.99

Reviewed By Michelle Jermy,  
Clover Hill Book Reviews

I jumped at the chance to review this, as I'm always looking for better ways to help our family. As a reader I felt as if Randi was taking me by the hand



and gently giving me advice, the kind of advice I'd receive from a close relative if needed. It comes across as no nonsense, and shows you how to tell if your child is overweight, and how you can help change their foods for the better. If you're a family, which has these issues, then this book will expand your comfort zones and help you realize that change is a good thing. I enjoyed the information that was dotted around for those with dairy intolerance (1 member of our family has this). All in all, I love the recipes. I like the easy no nonsense approach that Randi gives, and the illustrations dotted around the book are fun also. The mantra 'Love More, Feed Less' is a good one. Available at [www.leruepress.com](http://www.leruepress.com)

# Giving Back to the Community

Whatever your charity or need to give, we honor all organizations that take the time to help others no matter what the cause. We hope that even though the holiday season is behind us, you will remember to be charitable. Even if it is only in giving kind words to another, it is probably more appreciated than you are aware. To all the Directors, Presidents, Program directors, Volunteers and everyone who has had the heart to give, thank you for being there. You are appreciated and we honor you.

Partial list of organizations in the Truckee Meadows

## **American Red Cross Northern Nevada Chapter**

1190 Corporate Blvd., Reno, NV 89502  
Information: 775-856-1000  
Web site: <http://www.nevada.redcross.org/>

## **Keep Truckee Meadows Beautiful**

P.O. Box 7412, Reno, NV 89510  
Information: 775-851-5185  
Web site: <http://www.ktmb.org/>

## **Big Brothers Big Sisters of Northern Nevada**

495 Apple St. Suite 104, Reno, NV 89502  
Information: 775-352-3202  
Web site: <http://www.bbbsnn.org>

## **Junior Achievement of Northern Nevada**

785 W. 6th Street, Reno, NV 89503  
Information: 775-323-8084  
Web site: <http://reno.ja.org/>

## **CARE Chest**

Providing free medical equipment for Nevadans in need  
7910 N. Virginia St., Reno, NV 89506  
Information: 775-829-CARE  
Web site: <http://www.carechest.com/>

## **Truckee Meadows Dog Training Club**

P.O. Box 6029, Reno, NV 89513  
Information: 775-747-7387  
Web site: <http://www.tmdtc.org/>

## **Reno Pop Warner Football & Cheerleading**

1100 E. Plumb Ln. Suite F, Reno, NV 89502  
Information: 775-825-7789  
Web site: <http://www.renoppwarner.com/>

## **Environmental Leadership**

A primary source of environmental information and education to the northern Nevada public.  
P.O. Box 10786, Reno, NV 89510  
Information: 775-323-3433  
Web site: <http://www.environleader.org/>

## **Senior Companion Program**

406 Pyramid Way, Sparks, NV 89431  
Information: 775-358-2322

## **Food Bank of Northern Nevada**

994 Packer Way, Sparks, NV 89431  
Information: 775-331-3663  
Web site: <http://www.fbnn.org/>

## **United Way of Northern Nevada and the Sierra**

811 Ryland St., P.O. Box 2730, Reno, NV 89505  
Information: 775-322-8668  
Web site: <http://www.uwayreno.org/>

## **Boy Scouts of America Nevada Area Council**

1745 S. Wells Ave., Reno, NV 89502  
Information: 775-787-1111  
Web site: <http://www.scouter.org/>

## **Sierra Association of Foster Families**

P.O. Box 11112, Reno, NV 89510  
Information: 775-828-9977  
Web site: <http://www.saffnn.org/>

## **Special Advocates for Elders**

Non-Profit Elder Advocacy.  
P. O. Box 30083, Reno, NV 89520  
Information: 775-325-6761

## **Teen Challenge of Northern Nevada**

A faith-based organization working to provide teen boys with a supportive environment to break free from addictions, anger, and other life-controlling problems.  
7555 Pyramid Way, Sparks, NV 89436  
Information: 775-424-6777  
Web site: <http://www.teenchallengenv.org>

## **VSA arts of Nevada (VSAN)**

Develops programs throughout Nevada integrating arts into people's lives, especially those who are disadvantaged or have a disability.  
250 Court St., Reno, NV 89501  
Information: 775-826-6100  
Web site: <http://www.vsanevada.org>  
Click for VSA arts [announcements](#)

## **Active 20-30 Club of Reno**

A service organization designed to help children in the Reno-Sparks community. The club also serves as a platform for professional networks as well as for social interaction between peers.  
P.O. Box 70211, Reno, NV 89570  
Web site: <http://www.renoactive2030.com/>

## **The Ridge House, Inc.**

Serving the criminal justice population through prevention, intervention, and rehabilitation treatment, thereby assisting our community in the fight against crime.  
900 W. 1st St., Reno, NV 89503  
Information: 775-322-8941  
Web site: <http://www.ridgehouse.org/>

## **United Blood Services of Reno**

Blood donation services for Northern Nevada.  
1125 Terminal Way, Reno, NV 89502  
Information: 775-329-6451  
Web site: <http://www.unitedbloodservices.org/>

## **Nevada Association for Play Therapy**

NVAPT works to advance the psychosocial development and relational health of all people through play and play therapy.  
P.O. Box 13212, Reno, NV 89509  
Web site: <http://www.nvapt.org/>

## **Washoe Legal Services**

Non-profit organization designed to assist low income residents of Washoe County with their legal problems.  
650 Tahoe St., Reno, NV 89509  
Information: 775-329-2727  
Web site: <http://www.washoelegalservices.org/>

## **Stride 4 Autism Foundation**

Together we can make a change, together we can work toward a Health Insurance Reform for our children.  
P.O. Box 51514, Sparks, NV 89434  
Contact Email: [stride4autism@yahoo.com](mailto:stride4autism@yahoo.com)  
Web site: <http://www.stride4autism.com/>

## **Crisis Call Center**

24-hour Crisis Line  
The Crisis Call Center provides intervention, prevention, referral, and education services to the community and supports those individuals in crisis by helping them to make constructive and productive choices.  
Crisis Line: 775-784-8090  
Toll-Free: 1-800-992-5757  
Web site: <http://www.crisiscallcenter.org/>

## **Leukemia & Lymphoma Society**

Northern Nevada Office  
4395 W. 4th St. #2, Reno, NV 89523  
Information: 775-787-3300  
Web site: <http://www.lls.org/>

## **Nevada Humane Society**

Nevada Humane Society is a non-profit, charitable organization founded in 1932. Our mission is to provide care to animals in need and to bring people and animals together to make Washoe County a no-kill community.  
2825 Longley Ln., Ste. B, Reno, NV 89502  
Information: 775-283-5463  
Fax: 775-284-7060  
Web site:  
<http://www.nevadahumanesociety.org/>

## **NewToYou Computers**

A Division of Disability Resources  
155 Glendale Ave. #11, Sparks, NV 89431  
Information: 775-329-1126  
Web site:  
<http://www.disabilityresourcesonline.org/>

## **American Heart Association Reno Division**

We are working everyday to save lives from America's No. 1 and No. 3 killers, heart disease and stroke.  
1281 Terminal Way #111, Reno, NV 89502  
Information: 775-322-7064  
Web site: <http://www.americanheart.org/>

## **Junior League of Reno**

The Junior League of Reno, Inc., is an organization of women committed to promoting volunteerism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers.  
606 W. Plumb Ln., Reno, NV 89509  
Information: 775-826-0445  
Web site: <http://www.ilreno.org/>

## **Committee To Aid Abused Women**

Non-Profit to help abused women and their children.  
1735 Vassar St., Reno, NV 89502  
Information: 775-329-4150

## **DM Discoveries**

DM Discoveries is designated by the Department of State as a sponsor of an exchange visitor program. DM Discoveries offers students age 15-18 the opportunity to live with a volunteer host family while attending a local public high school.  
119 Cooper St., Babylon, NY 11702  
Information: 877-417-9600  
Web site: <http://www.dmdusa.com/>

## **Nevada Youth Empowerment Project**

Provides a safe haven for the homeless young females on the streets of our communities and empowers these young women to create a life worth living.  
2030 W. Sixth St., Reno, NV 89503  
Information: 775-240-2195  
Web site: <http://www.NVYep.org/>

## **Family Counseling Service of Northern Nevada**

Our mission is to assist individuals and families to meet the opportunities and challenges of the changing world.  
575 E. Plumb Ln., Reno, NV 89502  
Information: 775-329-0623  
Web site: <http://www.fcsnv.org/>

## **Muscular Dystrophy Association**

1280 Terminal Way #36, Reno, NV 89502  
Information: 775-333-6789  
Web site: <http://www.mdausa.org/>

## **Reno Philharmonic**

McKinley Arts and Culture Center  
925 Riverside Drive #3, Reno, NV 89503  
Information: 775-323-6393 x2  
Web site: <http://www.renophil.com/>

## **Disability Resources**

Serving people with disabilities in Washoe County, Nevada since 1993.  
155 Glendale Ave. #11, Sparks, NV 89431  
Information: 775-329-1126  
Web site:  
<http://www.disabilityresourcesonline.org/>

## **Camp Lotsafun**

Special Recreational Services, Inc.  
Camping Enhances Lives... You Can Make It Happen!  
P.O. Box 7733, Reno, NV 89510  
Information: 775-827-0334  
Web site: <http://www.camplotsafun.com/>

## **Guide Dogs for the Blind**

Web site: <http://www.guidedogs.com/>  
Information: 800-295-4050

## **The Bridge Center**

Our hope is to help remove the barriers to success for children and adolescents through a process that addresses socioeconomic factors, educational deficiencies, chemical dependence, and mental health and behavioral concerns.  
1201 Corporate Blvd., Ste 100, Reno, NV 89502  
Information: 775-857-2999  
Web site: <http://www.renobridgecenter.com/>

## **Nevada World Trade Council (NEWTRAC)**

Non-profit professional business organization serving Nevada's international business community.  
P.O. Box 12187, Reno, NV 89510  
Information: 775-248-3195  
Web site: <http://www.newtrac.org/>

## **Nevada Opera Association**

Nevada Opera's mission is to Educate, Enlighten, Enrich and Entertain the people of Nevada and the Sierra Nevada Region by producing live opera performances of the highest quality and by reaching out to students, artists and targeted audiences with educational and developmental opportunities.  
100 S. Virginia St., Reno, NV 89501  
P.O. Box 3256, Reno, NV 89505  
Information: 775-786-4046 Web site:  
<http://www.nevadaopera.org/>  
<http://www.northernnevadaindia.com/>

## **Make-A-Wish Foundation of Northern Nevada**

910 Pyramid Way, Sparks, NV 89431  
Information: 775-826-8008  
Web site: <http://www.nevadawish.org/>

## **Sunrise Sustainable Resources Group**

Promoting sustainable living practices that lead to a comfortable, earth-friendly lifestyle.  
P.O. Box 19074, Reno, NV 89511  
Web site:  
<http://www.sunrisenevada.org/>

## **Computer Corps**

Dedicated to improving the computer skills and job opportunities for people in the community, while eliminating eWaste across the nation.  
P.O. Box 21550, Carson City, NV 89721  
Web site:  
<http://www.computercorps.org/>

## **Angel Kiss Foundation**

Dedicated to helping families of children with cancer.  
150 Ridge St., Reno, NV 89501  
Information: 775-323-7721  
Web site:  
<http://www.angelkissfoundation.org/>

## **National Multiple Sclerosis Society**

Great Basin Sierra Division  
4600 Keitzke Ln., Suite K225, Reno, NV 89502  
Information: 775-329-7180  
Web site:

## **Northern Nevada Home Schools, Inc.**

Established to support and encourage home school parents in the Northern Nevada Region.  
P.O. Box 21323, Reno, NV 89515  
Information: 775-852-NNHS  
Web site: <http://www.nnhs.org/>

## **Nevada International Center (NNIC)**

A resource for local residents as well as visitors interested in international activities and events.  
821 N. Center St., Reno, NV 89501  
Information: 775-784-7515  
Web site: <http://www.nnic.org/>

## **The Learning Tree Therapeutic Pre-School**

A part of The Bridge Center.  
1201 Corporate Blvd., Ste 100, Reno, NV 89502  
Information: 775-857-2993  
Web site:  
<http://www.renobridgecenter.com/>

If your organization is not mentioned or you have a correction, send us an e-mail or a note in the mail and we will include you in our next issue. Thank you all for what you do.

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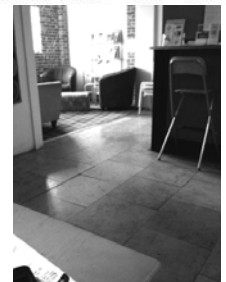
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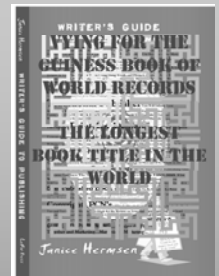


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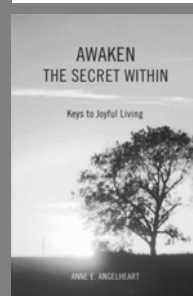
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