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Are we a newspaper? No...Are we a magazine? No...Are we a newsletter? Not really any of those. So what are we? We are an information publication in print and online designed to provide information: for fun, for what's happening, for things you might want to see in other publications, but don't. We look for stories that *could* go viral or, at the very least, are interesting. The point is to "Share It!"

June 7 — July 4. 2015

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Did vou know?

Distribution: 2500 copies per month in print.

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Biggest tax hike in Nevada history: Better for education? Bad for business? Or both?

On May 31, 2015
Nevada imposed a tax hike of 1.5 billion dollars. Some say it is on the back of small business. Some say it will help Nevada's failing educational system. Most people, Democrats and Republicans alike, are surprised that a Republican dominated house and senate and a Republican Governor would do such a thing. But they did. And now, Nevadans must live with the consequences, good or bad.

SB483, undoubtedly signed into law by the time this issue is distributed, will change the way small business

entities pay taxes in the state. A commerce tax will be imposed on the gross revenue of many of these businesses



Governor Brian Sandoval*

based on the industry in which the business is primarily engaged. Opponents to the soon-to-be law cite the fact that Nevadans voted 4-1 that they did not want the gross margins tax proposed in the last election. Legislators either did not hear them or chose to ignore their wishes. Voters who disagreed will have to deal with their legislators at the next election.

According to Senator Greg Brower R-Reno, "This is simply a case of a super-majority of legislators from both sides of the aisle... following the bold and

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As we mentioned last month, we have a 1928 pamphlet published by the Eclectic University Medical Society; at the time located in New York, Chicago, and London. It is titled *Hygiology*.

Hygiology is defined as the science of the preservation of health. This particular 20 page pamphlet, unfortunately, is in very poor condition, but has a wealth of

The Book Hound finds more books



information. It is a "HOME CYCLOPEDIA OF HEALTH" (yes, that's cyclopedia, not

encyclopedia) by ten specialists. It contains a table of principal poisons with antidotes, simple remedies for hives, ring worm, earaches, and other common ailments. Also included is advice on what to do if birth occurs in the absence of a physician.

When checking the internet, we located an interesting website in New South Wales, Australia. It contains recipes and other interesting current facts about the subject. Call for price.

If you are looking for a laugh, check out *A Treasury* of Laughter (1946, Simon and Schuster, Inc.)

"consisting of humorous stories, poems, essays, tall tales, jokes, boners, epigrams,



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Brian T. Shirley

"I hate dogs" thought Max Luxemburg as he looked out of his office window, down at the busy street three stories below the building he owned. "They're so

damn stupid," he murmured while he watched a young mutt trying to cross the street below him which was full of cars.

The dog, some sort of mixed breed with huge floppy ears, could not have been more than a year old. The pup would start to make it's way into traffic, only to be scared away by screeching tires and loud car horns. The fear the dog felt was not quite enough to keep him from trying again and again.

"What's so important on this side of the road anyway?" mused Max. "I've been in this building for forty-seven years and really never thought much of it." "His side of the road always looked better to me," the last part of which Max said aloud to an open, empty room. Empty that is, except for his secretary of twelve years who just arrived at the open door to hear her boss talking to no one.

"Sir?" asked Ellen, with the grace she always carried, no matter the situation. That's why she lasted so long with a bitter man like Max Luxemburg.

Max turned at her word with a scowl "What?!" was his sharp reply. Then he softened a bit when he realized that she was responding to his rambling. "I mean, what do you need, Ellie? I'm about to leave, been a long week."

"I know it has, so sorry about the Jennings deal falling through. I know you worked hard on it. That's why I came by

DOG GONE

your office, I think..." Ellen hesitated. It was rare she questioned Max's decisions and he's made some bad ones. She has held her tongue many times just to keep her job. Max could be very cruel to his employees and there were many days she fought back tears watching the way he berated people." I really believe you should reconsider firing Mr. Hinton; it was not his fault that Jennings didn't....

Max cut her off before she could continue "Ellen!!" he very nearly yelled her name out. "How long have you been with me, eleven, twelve years?"

"Twelve" said Ellen as she lowered her head in a submissive pose.

"Thirteen could be an unlucky year for you, missy!!" Max snapped. " Stay out of it and do your job, got it?"

"Yes" Ellen barely whispered as she turned and walked

Continued on page 3



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Dennis DuPerault

When you prepare to buy a vehicle, do you consider your emotions?

- How long do you think about it before making a purchase?
- Do the auto commercials influence

you to buy a certain brand?

• Did the internet information supply all you needed to know?

Things to think about

- Did you have fun doing the research or did it cause you stress?
- Is branding important to you?
- Which is the most important factor to you:

Price?

Options?

Type of vehicle-Truck, SUV or car?

Just a few "Things to think about" before you make your next vehicle purchase.

Dennis DuPerault, author of Auto Emotions 101 and co-host on What's the Story?[®] loves to talk about cars. His column will provide tips and tricks and multi-faceted information. He might mix it up a little, but you can ask him anything you want about cars.



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Continued from page 2

out the main door to the office.

Max heard the door to the outer office shut and turned towards the window. The animal he had been observing was still down there, screwing up traffic. "She's almost as dumb as that stupid mutt!" He thought. "I'm the boss; if I say Hinton screwed the pooch..." Max actually chuckled at this thought considering his observations. "...then so be it." This thought brought a big grin to Max's sixty-seven year old, frown lined face.

Max left his swanky, oversized office with a pep in his step. He lost the big deal, but he passed the misery on. There would be another one around the corner; there always was. That's how he came to own one of the biggest office buildings in town.

Max stepped out into the sunshine and looked up at the partly cloudy, early evening sky.

"Hinton would be alright" he thought, "as long as he took that leap he was screaming about when Max gave him walking papers from one of the top floors. He takes the plunge from six floors or lower and he's drooling on himself for the next thirty years." Max nearly laughed out loud at this thought. He was on a roll.

Then he heard it, right before he made it to the edge of the sidewalk. He was on his way to the street corner when he heard the sound of screeching tires followed by a small thud with a yelp thrown in for good measure.

"Dog Gone!!" Max said aloud with a smirk and a laugh as he looked in the direction of the noise. As he turned towards the scene, a dump truck swerved to miss the stopped cars in front of it, jumped the curb in front of Max and hit him, knocking him at least thirty feet.

Max did not feel a thing; he didn't even know he was dead. He felt like he was floating and it was pitch black all around him. He tried to talk, but nothing would come out. Then he heard voices all around him. Whispering words he could not

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make out.

 $\hbox{\tt "I\,DON'T\,WANT\,HIM}!!\hbox{\tt "}$ Came a loud voice from out of the void.

"NEITHER DO I" Came a hissing, sinister voice, booming much like the first.

"SEND HIM BACK!" said a chorus of voices.

"I SHALL" Came the reply.

In a flash Max felt his entire being lifted like a rag doll and thrown through the air. He opened his eyes to see a bunch of people standing around him, staring down with sad looks on their faces. Then, all at once they cheered when he tried to talk. All that came out were some grunts or growls, nothing that sounded even remotely human.

" I think he's just a little shook up," said a scruffy looking man, who must be in his fifties. "Thank God they make those new cars out of plastic or this little fella would have been mincemeat".

"Little Fella?" thought Max. "Who the hell does he think he is?" Max ran this question through his mind as the scruffy stranger bent down and picked Max up. He picked him up like he was nothing and set Max on his legs— all four of them!!

"What!!" barked Max, literally. The word did not come

Continued on page 5



Where can you find "What's the Story?"

Get print copies of What's the Story at Sinbad's in Sparks, Reno Town Mall, A to Zen in Carson City and all around Reno and Sparks at local businesses, restaurants, beauty salons, tire stores and, of course, at LeRue Press (LRP) and online at www.lrpnv.com or www.issuu.com by searching LeRue Press.

Want a copy? Contact us at Irp@Irpnv.com or call 775.356.1004 or 844-987-8679 (844-WT-STORY)

Page 4





Eddie Floyd

Perfumed parlor snakes. Yes, that's what I call most of the politicians who have made politics a profession. It is perhaps the second oldest profession, since it is so closely

related to the first, PROSTITUTION. What do I mean by that? Both begin with a promise and both end the same way, the selling of one's soul.

I don't mean to sound religious, but so what if I am? Are you as tired of the political correctness that we are all now judged on as I am? Religious? Yes, and perhaps that is another large problem our nation has. We have allowed people in the minority, with the help of lame-stream media, to brainwash an entire nation that there is something wrong with GOD. No, there is something wrong with them...and with us, for allowing it.

Anyway, I digress! Let's get back to the political promises made to the masses.

"If I am elected," which is how many politicians start their promises, and then once they are elected, they spend the rest of their lives or political careers (which are sometimes one in the same thing) "backpedaling" on every word they said "on the stump".

Just once, it would be so refreshing to hear, "If I am elected, I plan to be exactly like the rest of the "perfumed parlor snakes", putting my personal interest not only ahead of you, but even doubt I will ever acknowledge you again!"

Perfumed parlor snakes

I would not vote for that candidate, but it would be refreshing to hear it . I'm lucky because I get to meet so many politicians at the beginning of their "acting" careers. As a radio talk show host, since I have a microphone, it is like attracting flies to honey. Too often, using the airways means they can reach more unsuspecting *victims* I mean voters.

For years I was considered a fairly good "right wing talk show host", and will admit that I am still very much a conservative by most definitions. But I will also admit that both sides of the aisle are infested with these snakes.

For example, I just did a quick glance at Capitol Hill, which is the elephant burial ground for these snakes, and actually found five politicians who do not deserve this rant. Four of them on the Right, and one in the Wrong.

Well, I am sure by now, you are tired of listening to what you already know. The last time I stuck my neck out, I was personally attacked for the success I was having with truth. All my life I have heard "The truth shall set you free", and if that's the case, you will be hard-pressed to find TRUE FREEDOM in politics.

At this age, I will admit to still leaning to the RIGHT, but nowadays, at least I listen to everyone. Wouldn't it be wonderful if our elected officials did the same?

The last time someone said, "You have the right to remain silent, I DID, but promise to never make that mistake again!

Eddie Floyd was born in Jacksonville, Florida and raised in the small fishing village of Mayport, Florida, the son of a shrimper and commercial fisherman. Floyd has owned many companies in the last 35 years and is the Founder of Nevada Matters, Inc., dba America Matters Media with numerous radio talk shows. His show, AM News is known around the world with foreign correspondents in 30 countries and in every state in the United States.

Eddie lives with his wife, Shari, on the Wynema Ranch Wild Horse Sanctuary. He likes to tell his audience that "She runs the ranch, while I run my mouth."

On Shari's birthday, March 31, 2015, **Final Breath: a love story** was released by LeRue Press. The book, written by Floyd, is "an endearing story of love that touches your soul and your heart." Country singer/songwriter, Lacy J. Dalton wrote the foreword. One hundred percent of the profits from the book will be donated to the Wynema Ranch Wild Horse Sanctuary. To get a copy, go to www.lrpnv.com/FinalBreath.htm



"Old minds are like old horses; you must exercise them to keep them in working order.

-John Adams*

^{*}http://www.brainyquote.com/search_results.html?q=horses

Distribution: 2500 copies per month in print.



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out, but a short bark did. He looked down and saw what he now was. A DOG!! Then, as he examined his coloring and noted his size as compared to the people standing around him, he felt he knew exactly WHICH dog he now inhabited. That damn stupid dog trying to cross the street! He had to get out of here, this was some sort of weird dream. He must have tripped and hit his head.

"Ah, that's it, I'll wake myself up" Max the mutt thought. Just then a little old lady was bending down to get him.

"Come here Pooples, I'll give you a good home," said Erma as she bent to pick up Max.

Max growled and ran away. "No thanks" he thought. He ran down an alley and straight into a trash can. This did not wake him up, but it did hurt and woke up a bum who was sleeping in the alley.

"Come here, you little mutt, I haven't eaten in a week!" The bum tried to get up. He raised himself up on his arms, then his right hand slid out from under him and he landed on the side of his head, groaning in pain.

Max felt a familiar tingling in his lower body and made his way over to where the bum was laying.

"That's...a...good...dog" grumbled the bum.

Max awkwardly lifted one of his rear legs, took aim and peed very close to the bum's ear.

"I hate humans" thought Max as he went back out onto the sidewalk, just in time to see an ambulance making its way through the traffic.

The End

This story is a work of fiction by Brian T Shirley which was first published late Aug. 2014 in "Read For Animals 2". This is a slightly edited version. The edited story in the book is suitable for children to read. The book is available worldwide on Amazon, B&N and Golden Box Books website for a discount copy. All the money except printing costs goes to animal shelters.

Brian is a n author, radio host, comedian and philosopher. He has been in the comedy business for over 20 years in Canada, the U.S. and the Bahamas. He lives in Charleston, South Carolina. Last year, he went to Japan to entertain the U.S. Marine Corp where he opened for headliner Jackie Fabulous, a stand-up comedian herself.

Available from Brian T. Shirley on Amazon.com









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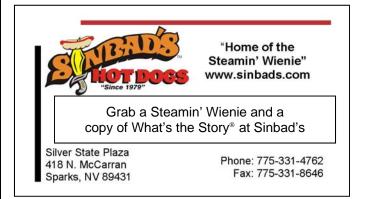


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Ken Roberts

Managing Concentrated Equity Positions

worked with several high net worth individuals who had a large percent of

their total net worth tied up in one stock. Some of them had worked for the company for most of their lives and others had inherited it. Some families I worked with would never consider selling their holdings.

Owning a large position in one stock can be a mixed blessing. On the one hand it is nice to have a sizable equity position, but managing that position can be stressful. The risks of a concentrated equity position are much greater than a properly diversified portfolio. There have been several high flying stocks that dropped all the way to zero. Companies like Enron and WorldCom were total disasters for their shareholders. When WorldCom filed bankruptcy in 2002 it was the largest bankruptcy in history, at one time WorldCom was the second largest long distance carrier in the US. Individual stocks can drop all the way to zero but can also create tremendous wealth for owners of successful companies.

Of course, one of the simplest ways to control risk in a concentrated position is to sell it off and diversify. You don't have to Puts cost money and if you don't need them, if your stock stays

In the course of my career, I have liquidate the entire position; you can always sell a portion of it, diversify your holdings and keep a position size that you are comfortable with.

> If you don't want to sell your position you can use options to protect it. As long as your holding has listed options trading on it, you can always purchase put options. A put option will give you the right to sell your stock at a given price by a certain date. The price is known as the strike and the date is the expiration. Options can be purchased in, at, or out of the money. An in the money put is above the current stock price, an at the money put is equal to the current price and an out of the money put is below the current price. Puts will cost less the farther they are out of the money and the price will increase as the strike prices move higher, they will also be more expensive for a longer term expiration date. Short term out of the money puts can be relatively inexpensive. Long term at or in the money puts will have a higher cost. You can decide how much risk you're willing to accept and buy an option that will protect you if your stock drops below a certain level. If you're willing to accept a 20% drop in price you can buy puts that are 20% out of the money.

> > Continued on next page

Take the quiz! You may know more than you think!

(Answers on back page)



- 1. What is the name of the man who invented the computer mouse?
- 2. What was the title of Queen's first US hit
- 3. Which acid can be found in vinegar?
- 4. In which country were the 2008 Olympic Games held?
- 5. Which South American country was named after the Italian city of Venice?
- 6. What was the name of Connie Booth's character in the sitcom 'Fawlty Towers'?
- 7. What type of food is manchego?
- 8. In 1992, who did the Princess Royal (Anne) marry?
- 9. What is a cowslip?
- 10. In which US state is Sky Harbor International Airport
- 11. What is the name of the boy in the Jungle Book?
- 12. Which group of Europeans are believed to have first entered America?
- 13. What is a Macaw a type of?
- 14. Which celebrity is Jay-Z married to?

- 15. How many stars and stripes are there on the American
- 16. In the cartoon, what is the name of the bird that Sylvester chases?
- 17. Who plays King Arthur in Monty Python and The Holy Grail?
- 18. Which two letters are worth the most in the boardgame Scrabble?
- 19. In the British series of the Apprentice, who are the candidates trying to impress?
- 20. Which famous artist cut off part of his own ear?

Courtesy of http://www.challengethebrain.com/questions-and-answers-generalknowledge-quiz.htm



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Continued from previous page

above the strike price, the put will expire completely worthless and the premium you paid for it will be lost.

Selling call options can also be a way to produce some extra income from your holding and provide a small amount of downside protection. The downside protection when you sell a call option is limited to the premium you receive for your call.

Selling an out of the money call will give your stock some room to move up in price and will also provide some income. You can sell an in the money call if you want downside protection, but remember when you do that you are giving someone else the right to buy your stock from you at the strike price and you have the obligation to deliver it.

Another way to get some protection is to combine the two strategies. You can sell a call option and use the premium received to purchase a put option. That strategy when done without being tied to a stock position is known as a synthetic short position. When tied to a stock position it is known as a collar. Having a collar around your stock will limit the upside and the downside. The collar can be

as tight or loose as you want it to be determined by the strike prices you select. You don't have to collar the entire position if you want unlimited upside on some of it, you can always collar half the position or any amount you are comfortable with.

An academic study at the University of Massachusetts by Edward Szado and Hossein Kazemi on the QQQ found that by purchasing a six month put option that was 8% out of the money and selling one month call options that were 2% out of the money, superior results were obtained over a buy and hold strategy over the 1999 to 2008 period.

Options are not suitable for all investors, please read the options disclosure document at the CBOE website.

Editor's Note: Articles included in What's the Story?® are intended for informational purposes only. There are inherent risks associated with any investment product and not all products are appropriate for every individual.

Ken Roberts is the author of "The Tactical Option Investor" and the host of Ken's Bulls and Bears heard on America Matters radio. Ken has been in the securities business for over twenty years and had worked as an investment advisor, branch manager, professional trader and portfolio manager. Over the course of his career he has earned NASD series 3,6,7,9,10,56 and 63 designations and is a CMT Level II candidate. Ken also writes a weekly column in the Sierra Sun newspaper and is a contributing author to Seeking Alpha. He has completed advanced finance courses at the New York Institute of Finance.



Brian T. Shirley, Comedian, Author, Radio Host,/TV Host

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BTS Radio: www.kinetichigi.com/ Show/BTS-Radio-Show

Author of Make Love Not Warts, Four Score and Seven Beers Ago, and more to come!

Continued from page 1

memorable quips, and devastating crushers". There are over 75 contributors including O. Henry, Edward Lear, Robert Frost, James Thurber, and many more. Call for price.

This little book is a real treasure with it's colorful



illustrations for the period (1915ish). *Toy Bearkins at School*, Little Mother Stories by John Howard Jewett (E.N.2068). There is no copyright listed, but a hand written note"Merry Xmas, To Artye from Elmer" is dated 1915. The condition of this book is good. Illustrated by R.C. Petherick, Includes dust cover, slightly damaged. Call for price.



"Winning is only half of it. Having fun is the other half.

-Burn Phillips

*http://www.brainyquote.com/search_results.html#79tD10CCI4iftsLS.99



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Continued from page 1

visionary leadership of our governor and doing the right thing."

The Department of Taxation has the duty to distribute funds to the county school district. SB483 requires funding of "the county school district within each county before any distribution is made to a local government, special district or enterprise district."

**Taxation of the county to district or distribution is made to a local government, special district or enterprise district."

Whether or not the law will adversely affect businesses

²http://www.rgj.com/story/news/politics/2015/05/31/nevada-legislature-final-days/28264109/ ³http://www.leg.state.nv.us/Session/78th2015/Bills/SB/SB483_EN.pdf



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LeRue Press (LRP) will present an

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Voting begins July 1, 2015. Details posted at www.lrpnv.com by June 10, 2015 or send an e-mail to lrp@lrpnv.com.

Winners will be announced on July 25th at a celebration at LRP Printing, Publishing & Business Center, 280 Greg Street, #10, Reno, NV, right across from the GSR Driving Range.

Winner will receive a framed ABC Art Award certificate, an ad in What's the Story print and online, an on air interview and a 60 second commercial aired on What's the Story for one month.

Some limitations apply, see official rules for details. Go to www.lrpnv.com or e-mail lrp@lrpnv.com after June 10, 2015.



coming to Nevada remains to be seen. The same is true of Nevada education.

According to the Annie E. Casey Foundation, an organization focused on "strengthening families and building stronger communities" who published the *2014 Data Book: state trends in child well-being*, ⁴ Nevada ranked 50th in education. Will additional money help improve that ranking? It will be up to the educators, parents, and whether Nevada children respond to the improvements the money is supposed to generate that will determine that outcome.

To view your representatives' vote, go to https://www.leg.state.nv.us/Session/78th2015/Reports/history.cfm?
https://www.leg.state.nv.us/Session/Tes

4http://www.aecf.org/m/databook/aecf-2014kidscountdatabook-rankings-2014.pdf



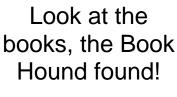


"Success is finding satisfaction in giving a little more than you take."*

-Christopher Reeve

*http://www.brainyquote.com/







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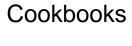
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BTS Radio: www.kinetichifi.com/Show/BTS-Radio-Show

Answers to general knowledge quiz from page 6

Van Gogh	70	snozinA	10
Lord Alan Sugar	61	A flower	6
S bas 9	81	Тітотһу	8
Graham Chapman	LΙ	Среезе	L
Fweety Pie	91	Polly	9
50 stars and 13 stripes	SΙ	Venezuela	ς
Beyonce,	ÞΙ	China	τ
A parrot	εī	Acetic acid	ε
The Vikings	15	Killer Queen	7
ilgwoM	ΙI	Dong Englebart	Į

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Printing

"Before Johannes Gutenberg invented his printing press in 1454, there were only about 30,000 books throughout the whole of Europe, nearly all Bibles or biblical commentary. By 1500, there were more than 9 million books. Today there are more than a trillion books." (courtesy of didyouknow.org)

Fourth of July

"Most Americans know the Fourth of July celebrates some aspect of American Independence. But do you know exactly what the day commemorates? (answer below) ²

"DEATH ON THE FOURTH OF JULY: Three U.S. presidents actually died on July 4. Two of them passed away within hours of each other on July 4, 1826: John Adams and Thomas Jefferson. The two had been political rivals and then friends later in life. The other to share the distinction was James Monroe, who died July 4, 1831."²

"1863: Vicksburg Victory: After one month, 15 miles of trenches, countless battles, near-constant bombing, Confederate Gen. John Pemberton surrendered to Union forces at Vicksburg, Miss. That surrender, on July 4, 1863 would mark a turning point in the Civil War, when the scales tipped in the North's favor.

The South did not surrender for another two years. The town of Vicksburg refused to celebrate the Fourth of July for the next 81 years." (Information courtesy of www.abcnews.go.com and Dennis Hill, author.)

"Answer: The Fourth of July commemorates the adoption of the Declaration of Independence. It was initially adopted by Congress on July 2, 1776, but then it was revised and the final version was adopted two days later."²

¹http://didyouknow.org/gutenberg/ ²http://www.livescience.com/6686-fourth-july-facts.html

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