

# Part 1:

## Martin Andras on *Martin Andras.*

### In his own words:



October 9, 2009 ~ Competitors

**Martin Andras:** I cant wait till I hear that my competitors have applied for public aid. Sooner than later.  
I have fun watching them drop shows & lose vendorship!  
Brilliant will be #1! ONLY THE STRONG SURVIVE!

**Martin Andras:** They need to stop taking advantage of the small business owner. Our competitors have added to this economy deficit. Showcase, Full House, Tower, Oryan Group, you know what you've done!  
We are here to clean up your mess! *(Underline emphasis added.)*

**KH:** It's nice to know that there are people left out there that are concerned with more than just the bottom line and profits. So thank you as well Martin!

**Martin Andras:** Thanks Kevin, You know when you work so hard to help people (*help people*), & the competitors motives are to help themselves, it get irritating. So I had to make a statement. Plus, you know where we come from! Thanks Kevin...

**Martin Andras:** lets make those millions!

**Shorty:** What is the sound of a million dollar bills dropping?  
Record it for me, will ya?

September 12 & 15 ~ Stepping Up

**Martin Andras:** 1 of my competitors have dropped their biggest shows. Brilliant will soon be the biggest tradeshow promoters in Illinois.

**Martin Andras:** Meeting with Naperville tomorrow to discuss hosting The Next Naperville Home Show Event! This will be a huge step forward to Brilliant becoming number 1!

**RF:** Let me know if you ever do a show in Crystal Lake area...

**Martin Andras:** We've been looking up that way but can't secure a good venue. The Holiday Inn is too small.. The Chamber of Commerce actually hosts a great show there...

**RF:** Yea I have seen show advertised but never attended... I have browsed 2 different shows at local high schools.. not much at those...

**Martin Andras:** Yeah, there's been a decline in attendance but we keep striving through these economic hard times to bring in as many qualified home owners as

possible... we are seeing an increase in attendance in our fall events compared to last year.. So that's positive news!

### **October 14 ~ From the Mortgage Industry to Promoting Home Shows**

JD: Whaaaaat up brotha when u gonna change that pic? Lol u luv kbs lending  
Martin Andras: Ha Jed! Gonna change in a lil bit since you mentioned it! How did I ever let you talk me in2 KBS Lending?  
JD: Ummmm idk! Lol I think its the other way around! What r u doing now promoting?  
Martin Andras: Yeah me & Allen started an event planning company. We host Home Show Events, Comedy Shows, & Lavish Weddings...  
Martin Andras: ... i started Brilliant Event Planning about a year & a half ago.. Its fun... Beats the mortgage industry!!!  
BSW: Thats excellent! Im sure with todays economy its a hell of a lot better than mortgage!

### **October 14 ~ Referral Network — The Partnership**

RF: Hey Martin... Is the Home Improvement Network part of your show base?  
Martin Andras: Yes it is... Why do you ask?  
RF: I am part of Petes' group for 10 years now  
Martin Andras: Good. He's a very valuable asset to The Home Show Event Scene. He sends out mass emails to home owners & contractors, he advises where to host new events, & contributes to the marketing campaign early. Hope he's producing some good home show leads that you are closing. It's always good to get a booth at an event because you can meet your own clients. Gets you more leads in the long run cause you get all of Petes & your own!!!  
RF: Yeah I am very knowledgeable of the Home show leads.... I have been getting them for 10 years now...

### **October 14 ~ Hustling to the Strip Club**

MP: Whats the good word Martin!!!  
Martin Andras: Big M WATITDO.... Just Hustling as always, you know how we dooo!  
MP: Nice!!! We should get together sometime and catch up...  
Martin Andras: For sure on getting together...I have 1 more event this weekend, then Im free as a bird til January so we" have 2 hit the strip club (Uncle Paulies) or something....  
MP: I don't know but probably...lol. Well be in touch and set something up then... talk soon!!!  
Martin Andras: Yeah, there's been a decline in attendance but we keep striving through these economic hard times to bring in as many qualified home owners as possible...

### **From the Beginning ~ Going Viral Doesn't Mean Becoming a Virus**

Martin Andras: Did I mention (. . . *listing his web site over 60 times.*) i saw this great website 2day — it was like the awsomeest site ever... — changed my life! — theres this website — its like the best website ever — you really sould go 2 it! — Did I mention the web site — THE WEB SITE IS WHAT IM UP 2! — Brilliant will be #1! — becoming number 1! — will soon be the biggest tradeshow promoters in Illinois — Brilliant is #1!

*Reader responses:*

- "this your company? -- it needs some work"
- "yea u mentioned it a few times"
- "ok we got it get it – are getting annoyed by it – come on man, I know you better then to repeat yourself"
- "Don't make me tag you as spam Martin"

### October 19 ~ Seeing the Star

Martin Andras is leaving for Graceland Tennessee to visit Elvis's crib! that's all folks! Peace....

### October 14 ~ Being the Star

Martin Andras: Check out this clip that will air on TV. Your boy's a star!

### October 14 & November 5 ~ Selling Oxygen

BSW: What else have you been up?

Martin Andras: O not nuch. Just trying to make a dollar outta some oxygen!

Martin Andras: lets make those millions! (Oct. 9<sup>th</sup> – a reprise)



A person on the *Exhibitor Wire* informed us of some ill-natured posts by Martin Andras appearing in Facebook. He uses Facebook as an advertising tool. The text above was captured from those posts.

For all relevant issues, his writings are a window into his mind, personal views and management style, no different than mine under the Lil' Johnny Papers. They are *his* words and *his* thoughts, no different than *my* words represent *my* thoughts. For those who've just arrived at this web page, I suggest you read, '*Read First - The Lil Johnny Papers.*'

Martin Andras Facebook posts are prolific. Amongst these posts, he challenged show producers, including Full House (The Home ShowS). I consolidated his posts for my response to his accusations in a series of Lil' Johnny Papers, focusing on what I believe is relevant material — relevant to home show exhibitors.

To me, *Brilliant Marty*, as I refer to him, is an example of the degradation of management which this industry has experienced. Left unchecked, it serves as a prelude to an even more dismal future for home show exhibitors and the industry.

From the desk of  
John Neron ~ *aka Lil' Johnny*

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