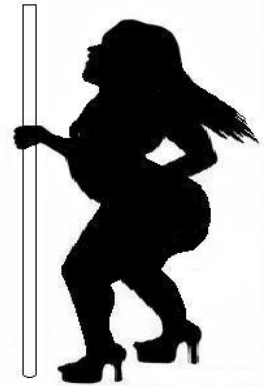




Beer Goggles Fantasy

AFTER "JUST HUSTLING, YOU KNOW HOW WE DOOO! WE HAVE 2 HIT THE STRIP CLUB"



A Sobering Reality

(First review: Part 1 - Martin Andras on *Martin Andras*)

This is Brilliant Marty's October 14th post on *Facebook*, straight up.

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: I have 1 more event this weekend, then
 Im free as a bird . . .
 we have 2 hit the strip club (Uncle Paulies) ...

BADA BING

I didn't know about Uncle Paulie's, so I looked it up. Who knows?! Could be a coffee shop, barber shop, maybe a gym. No surprise; a strip joint.

An internet review offers:

"This is a scary bar -- full of testosterone -- ogling the dancers -- underwear and bra dancers -- I am surprised Dupage county has this -- i expect it to be torn down -- makes me wonder."

It makes me wonder too . . .

Some exhibitors may wonder as well, *"What the heck is Lil' J complaining about?"*

I'm not "complaining." I'm "criticizing." There's a difference. Criticism is what Brilliant Marty should have expected when he besmirched Full House (The Home Show^S) for **"taking advantage of small business owners"**, proclaiming, **"you know what you've done! We are here to clean up your mess!"** (See: *"Brilliant Marty" Part 1 through 4.*) In answer to "What gives Lil' J the right to question Brilliant Marty?" **HE** gave me that right.

My thinking is, when some joke challenges your rep and makes proclamations on things he doesn't know diddle about, you can get angry, get physical, or slap the stupid out of him rhetorically. I prefer words over swords.

Maybe you're thinking it's his 'freedom of choice' in a 'free society.' *"What good are profits if a guy can't share the wealth with women who exist to service the fantasies of others."*

Allow me to elucidate. Consider *The Washington Times* article,

"One senior executive at the National Science Foundation spent at least 331 days **looking at pornography** on his government computer ... The **cost to taxpayers**: up to **\$58,000**. (He) offered a **humanitarian defense**: he frequented porn sites **to provide a living to the poor overseas women.**"

As taxpayers, we all got scammed by this pervert, and frankly, I'm tired of all the scams by all the perverts we support.

You may say, "So what, Lil' J. You extrapolate TOO far. Brilliant Marty's not a government employee, being paid by me to support his ... ah ... seedy habits! He's a private individual being paid by me, to support his ... ah ... seedy habits."

Okay . . . then, I'm tired of all the scams by all the perverts YOU support and we compete with. Is that clearer?

BADA BANG

He challenged Full House treatment of Exhibitors. Now, it's my turn to challenge him.

Who's taking advantage of whom?

What do you support? Blowing money at strip clubs? Strippers? As I see it, exhibitors pay for Brilliant Marty's lifestyle, whatever obsession he may have.

The Home ShowS exist based upon the funds exhibitors invest in our management of their shows. Just as exhibitors are riding out the recession and struggling to pay bills, so are we.

The point I'm making is, compare Brilliant Marty's thinking with his criticism of us. He accuses Full House (The Home ShowS) of "taking advantage" of you while he's frequenting strip clubs on your dime (or, 'dollars') — a bit to hypocritical, don't-cha think?! In fact, the whole of the sex trade is a bit of conundrum: who's taking advantage of whom.

But, let me focus. Let's compare. Producers have an obligation to exhibitors. Ours is stated:

Our responsibility is the development of businesses for our exhibitors through the logic of collective action, and the fair and equitable management of the cooperative advertising benefits available through The Home ShowS.

In the past, that chunk of stuff was called a Mission Statement. In this instance, let's look at the way we think and the way Brilliant Marty thinks.

"Our responsibility is the development of businesses for our exhibitors . . ."

"Just Hustling as always"

"... fair and equitable management ..."

"...you know how we dooo!"

"... the logic of collective action ..."

"... we have 2 hit the strip club"

Follow the Money

These are economic issues, not high-minded spiritual or religious beliefs. I'm not applying for sainthood. I'm no prude - no puritan.

I'm not saying a person can't do with the proceeds of their labor whatever they want. But, don't chastise the competition for **"taking advantage of small business owners"** tossing in some unidentified behavior - **"You know what you've done!"** - and publicize it to the world along with your plans to buzz out to the strip club after your home show season ends.

We view the funds we receive from exhibitors in a 'fiduciary' manner - received and spent in good faith, honestly, and equitably on behalf of all exhibitors.

To us, it's a matter of survival; yours and ours. Advertising to make up for traffic declines leaves no budget for frivolous expenses. And, that's the crux of the issue.

Pulling in attendance through show advertising is a tricky task during a recession. Even Brilliant Marty recognizes **"there's been a decline in attendance ... through these economic hard times."** (See "Brilliant Marty: Part 1 - Martin Andras on *Martin Andras*.") I guess **"these economic hard times"** haven't affected Brilliant Narty much.

"But, after the show is over, it's okay, right?"

Maybe the difference (my objection) has to do with the way one thinks about money. I believe "money is money is money" as "a tree is a tree is a tree." To me, funds (your money) spent on strippers is the same before, during or after a show. It's about behavior - behavior that screams for attention - the wrong kind of ET - an exploitative expense by Brilliant Marty due to his seriously deficient understanding of the scandalous undertones created. Imagine it like a headline:

"Home Show Promoter Squanders Proceeds on Strippers."

Suppose we took *your* marketing budget from show advertising and raced over to the track to put bets on the ponies. What would you think? Really? Hung by our *what-cha-ma-call-'ems?*!

Yet, others may have that warped synapse in their brain that says the money's going to a "humanitarian" cause *"providing a living to the poor women"* serving the pornographic hoards. Maybe Brilliant Marty is contributing towards those poor strippers' college educations . . . after taxes, of course.

But really, is this where your funds and his fun should be headed?

Do you think people representing your business should squander your investment (pre-show or post-show) on activities that make no contribution to your business, the show industry or, the quality of life? - anyone's life? (Well, other than the strippers.) Let's get real !

BADA BOOM

The thought that he plans to **"clean up (OUR) mess"** while frequenting strip clubs is telling. You don't have to guess what 'the mess' is, or who's making it. Brilliant Marty should practice a little mental and fiscal hygiene before he blows off on others.

What should Brilliant Marty's exhibitors do? - Nothing?

Then, ladies, I suggest you pay him in dollars . . . plenty of dollars. Ogling dancers has its price, and . . . *you know how HE dooo !!!*

Peoples, this is just another illustration of the looney toons I see promoting home shows. When I think nobody's that lame, I see or hear some nutty kinda stuff that makes me question, "What in hell are they thinking?" It goes beyond ridiculous to 'ridiculous-er.'

That brings me to a quote that aptly portrays my feelings about 'competition.'

"I have never made but one prayer to God, a very short one:

'O Lord, make my enemies ridiculous.'

And God granted it."

Voltaire

That's all for now ... 'til next time when I get more news from

CRAZY TOWN

(or, Uncle Paulies)



Lil' Johnny

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. . . as fiducial as it gets.