

# ARE YOU EXPERIENCED? - TAKE TWO

I can't help myself . . .

After further review of the *Other Guys'* proclamations about "experience," I went back to their earlier web sites and gathered some more windy waxings.

For example, in September 2007 they wrote:

"The staff and support complement at (*Other Guys*) allows you to benefit from our combined "hands on" experience ... including production, management and administration of **well over 150 home improvement shows** in the Chicagoland area." [9/18/2007]

In September 2006, they wrote:

"(blah, blah blah) our combined "hands on" experience (blah, blah blah) ... **well over 100 home improvement shows . . .** (blah, blah blah)" [9/10/2006]

Now, I know there's a lotta shows in the Chicagoland area. But if there were 50 more home shows between 2006 and 2007, someone PLEASE shake me, 'cause that's the worst nightmare a home show producer could EVER have. (No wonder people complain there's too many shows.)

Okay, that may be a bit of "puffery" since these claims bear no semblance to reality. But what about this gem? - from a fax the *Other Guys* sent on **August 30, 2002**:


"As you may know, (*the Other Guys*), one of the most experienced home show producers in Chicagoland..."

Oh! Okay, as long as I knew that. I should have known they were "most experienced." Right? Wait a minute - hold on - this can't be right. Their 1<sup>st</sup> show was **September 2002** - that's a month after the fax was sent. They hadn't produced ONE show! How did the *Other Guys* become "most experienced" when they didn't have ANY experience?

Is that "double talk"?

Let's see here, their web site says:

"We encourage you to call us with any questions that you may have. You'll get **straight answers** that **make sense**, not "doubletalk."

Maybe I should call and get some "straight answers" that "make sense" ... ah, maybe not ... I feel a headache coming on. Maybe YOU should call. If you get the same gobbly gook I get, well . . . there's some aspirin here someplace . . . 

Yours Truly,  
Lil' Johnny

SOURCE: [www.ChicagoHomeShow.Net/LilJ](http://www.ChicagoHomeShow.Net/LilJ)

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. . . enough "experience" to know.