

# jo lee

180° FROM ORDINARY

March 2003

## The Coup Jo Lee's Exclusive Interview »

Concealed: The Cool Side  
of Bonanno



### Why

**The Market CRASHED!  
This Time**

Michelangelo's alive!

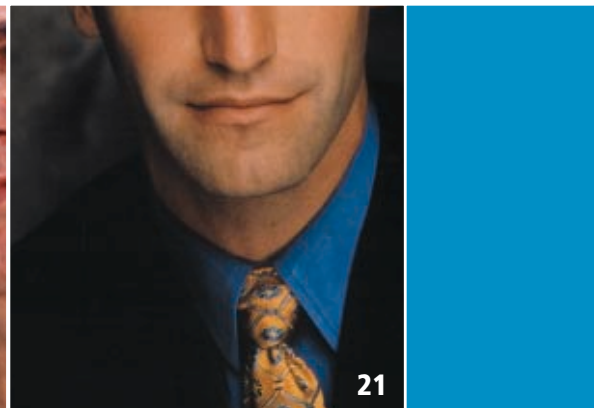
Flavours of a Family

Winner McKinsey Award

**Ten Commandments**

The Legal Struggle

**California's Gerald F. Uelmen**



# contents

**Click sections to go to page »**

## **3. MARVELOUS MAVERICK »**

So what's new in today's world of high-speed change? Change!!

## **5. THE PROVOCATIVE & CHALLENGING WORLD OF ARCERI »**

Oscar appropriated by Fidel Castro? Locked in his office drawer? How did Oscar end up in Cuba?

## **7. THE COUP – EXCLUSIVE INTERVIEW »**

In a rare interview – JO LEE talks to the Mafioso's Bill Bonanno and gets him to share the flip-side to the coin, his interpretation of Tradition, and being wild about his grandchildren.

## **13. STETHOSCOPE 911 »**

If something is 24/7 – it's stress! Everywhere! Overlooked, is the biochemical response. Huge amounts of adrenaline, steroids designed to drive, fight or flight.

## **14. THE ADESTE PRIZE »**

## **15. (TRAVEL) Yes, Virginia! Come – Explore with me! »**

Did you rehearse your lines and pack your bag full of dreams? You're in Hollywood!

## **17. FEATURES »**

» The Powerful Douglas A.S. Mills, Chairman, The Glencreggan Limited with MARKET CRASH! THE SEQUEL – coming sometime to a market near you.

**21. »** The Academy Awards and Tinsel town are abuzz with activity and Canada's Dr. Frank Beninger is swamped with last minute nips, sucks, tucks and enough Botox to fill several Hollywood directors' pools.

**23. »** Marriage Counselor Lois Gordon and one's lifelong commitment to: THE FLAVORS OF A FAMILY.

**25. »** Winner of The McKinsey Award Gerald G. Fisch tackles 'the common Fairytale' v. Audit, Consulting and Honesty.

**27. »** Digital divide... social chasm of the information age. James L. Koch, PhD on Rome's first Glocal Forum. The need to 'connect'.

## **30. (SPORTS) Half Time! »**

Prime Time or Crime Time. I predict sports teams will soon release any athlete who breaks the law.

## **31. THRU THE EYES OF JO LEE CELEBRATING BEAUTY »**

The art of the brilliant hunch. Mrs. Guilford (Jane) Dudley, wife of former U.S. Ambassador to Denmark – taking risks to stimulate the senses.

## **33. POLITICALLY RED »**

Harrison Ford – take a pay cut!

## **35. THIN'K'ERS CORNER »**

Parties and no \$; the blues and dragging; bullying? 'Act'. It will work. This is too important and so are you!

## **36. CRAZZY ABOUT R&D »**

**The Beauty of Easter –**

From culture to culture

**Adolescence and Pregnancy –**

Overwhelming! Get Help at the CamPUS

**Dr. Rose A. Dyson –**

Will Hollywood change its ways?

## **38. PROS & EX.CONS »**

Gerald F. Uelmen is the highly profiled California defense counsel. He argues: State v. Federal Authority Medical use of Marijuana. The legal struggle.

## **40. WEIRD AND WACKY FACTS ON THE FILM INDUSTRY »**

The first TV broadcast of the Oscars took place in 19\_\_? What country has the largest film output? During World War II, Oscar winners were given statues made of?

## **42. MESSAGE FROM R&D EDITOR AT LARGE »**

Oscar mania? The glamour of its history!

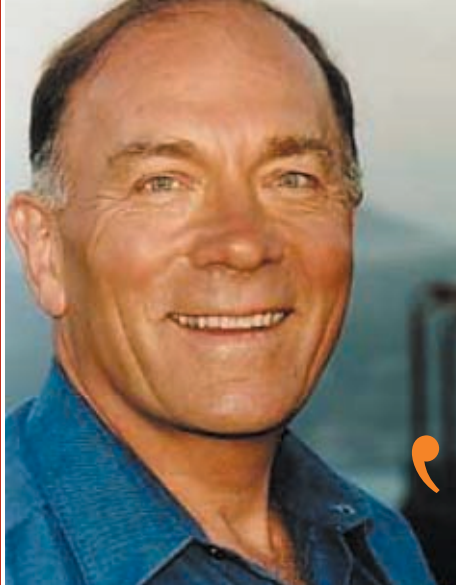
## **On the Cover »**

Jo Lee with George Burns, only months before he died.

## **Feedback »**







## THE MARVELOUS MAVERICK »

By Hugh Coppen

# “So What’s New?”

**jo lee**  
180° FROM ORDINARY

March 2003

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**» I often ask this question of friends to whom I haven't spoken in a while. And I'm always quite surprised when someone replies, "Not too much."**

In today's world of high-speed change, they've got to be kidding me, right?

Well, guess what! The answer to "So what's new?" It's THE JO LEE SPECIAL and I'm thrilled to be part of it!

I've really enjoyed receiving your questions over the past year, and want to thank all who sent in great reading. I responded to as many as possible and hope my input has helped many a career.

The new MARVELOUS MAVERICK Column will discuss workplace topics in greater depth instead of giving short answers to several questions,. Believe me, you'll find this even more valuable in career development. As before, I welcome your mail which will guide me to write about what's important to you, our JO LEE reader.

What better topic for this column then – than 'Change'.

Let's start with one fact: We can't stop change. We may not always like it, and we may wish things would stay the same for a while, but they're not going to. The truth is: everything around us is changing faster than ever before, and the speed of change is going to continue too.

Change is a law of nature. Day changes to night, the weather changes, seasons change, things grow, things get older, and things die. The world is a constant... change. Add people, relationships, families, business, politics, technology and everything else we bring to the table – and the changes that affect us are compounded!

What is it about change that we resist? Mostly this: like other creatures of nature, we are also creatures of habit. Habit is 'safe and secure'. When things happen the same way over and over again, there are no surprises and we're comfortable. When everything is

# The truth is: everything around us is changing faster than ever before, and the speed of change is going to continue too.

topsy-turvy and nothing's the same from one minute to the next, we're insecure and we feel threatened.

For many, today's speed of change really is threatening. But, unless you know of some desert island where you can live in splendid isolation, no one should live their life in fear, trying to 'stop the clock', trying to 'hide from change'. It's simply impossible!

What does this mean for our careers? One thing: resisting change will sweep you away! It's going to happen, in every job, in every company, in every industry. Businesses must continuously adapt for survival. Unavoidably, we too must adapt.

The harsh reality? No one wants to be seen as a 'has-been', 'yesterday people' or a 'career dinosaur'. Here's the irony: the very job security which people seek to cling to by resisting change, becomes massive job insecurity because their companies don't want change-resisters around any more!

The essence? Make yourself known as someone who welcomes change, who quickly adapts to it and who becomes even more effective in your job with every change that happens. Here are some of the ways that you can achieve this:

**1. Change 'how you do your job' – look for new,**

**better, more effective ways of getting the results you are paid for.**

**2. Challenge 'what you do in your job' – don't allow others to tie you down to the same tired solutions applied over and over in the past; you want an end product that is right for the new conditions of the future, not the environment of the past.**

**3. Celebrate 'changes that work' – let everybody know and share in the success of changes that work, so that more and more people around you lose their fear of change.**

**4. Anticipate 'the next change' – the more you can determine how things happening inside and outside your company are likely to affect your job, the better you will be ready for the next change.**

**5. Live 'for tomorrow, not yesterday' – employers today care less what you've done for them in the past than what you can do in the future, so be forward-looking.**

And remember: there's no-one but you responsible for your success! «

Until next time, The Maverick

[To Write The Maverick » Click Here «](#)

The Maverick invites you to let us know anything you'd like him to write about. Your professional/work/career concerns, how to act, how to respond to challenges and pressures, how to deal with our fast-changing world, how to deal with conflicts at work... your success in reaching the pinnacle of life is our goal!

Hugh Coppen, The Marvelous Maverick, is a man who understands that the only way a company succeeds, is when the employees from top to bottom are motivated by shared goals and are given skills, opportunities and the conviction that what they contribute is really important. People, people, people have always been Hugh's focus!

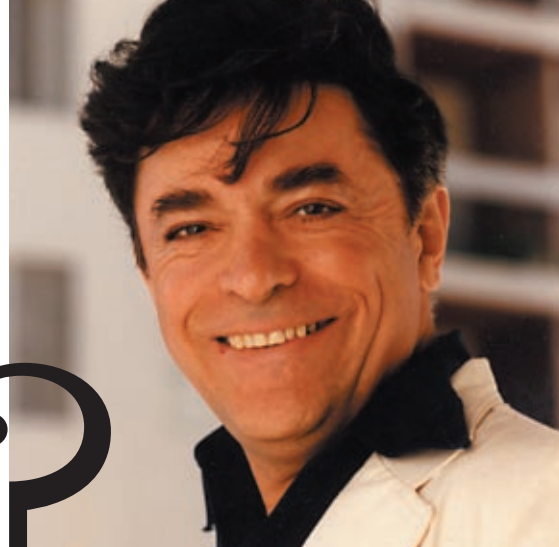
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## THE PROVOCATIVE & CHALLENGING WORLD OF ARCERI »

By Gene Arceri New York — San Francisco

EXCLUSIVE

# What Price Oscar?



» Lust, envy, jealousy, greed, gluttony, avarice, sloth – the 7 deadly sins? No! Welcome to The Academy Awards. Every tinsel town tootsie, male and female, yearns to take home a short, naked, bald (he lost his top hat in design) 74 year old male worth about 20 bucks. The hymn to this god that night: I'd gladly surrender myself to you body and soul. On the podium, Oscar and his cloned siblings stare silently out at the audience... who look back longingly with vain artistic fantasy conjuring a make it mine wish.



The honeymoon begins when the winner gets his hands around Oscar's throat. Then after the posing and partying Oscar gets in a limo and goes home to Bel Air, to bed with the star. His gold plated face having been kissed to a tarnish.

A Faustian pact to get Oscar raises profound questions whether cinema art can exist in a financial or political vacuum which the industry has become. Past glories at the first academy awards began on May 16, 1929, presented during a banquet at the Hollywood Roosevelt Hotel. It was dignified, private, elegant, honest and honored and untelevised. It was announced on the radio. In the newspapers next morning. It had class. Things changed radically in the sixties – the ceremony got bigger and bawdier but not better. The stars lost their luster becoming generically common.

As the stakes climbed higher, suspicion and doubt arrived. Will Oscar be friend or foe? Is he smiling or sneering? Will he be enshrined or dishonored? On the big night, a fated few would find out, before televised worldwide viewers worshipping at the temple of cheapened illusion. A global culture, completely obsessed with the movies: cinema, flicks, bringing in millions to films at the box office, that vulgarize and degrade America's most valuable exported industry, giving a vile idiomatic

indentation of the American dream. The quality of a paradise lost!

I have interviewed over one thousand and one, plus, famed personalities. One question to those that have them is: where do you keep your Oscar? In one case I was left with an unsolved mystery. Back stage, in his dressing room I asked that question of Oscar winner Jose Ferrer, who had won for his role as Cyrano de Bergerac. His nose in that picture outdistanced his charisma. I preferred Pinocchio.

However, he told me his Oscar was appropriated by Fidel Castro, locked in his office drawer. Ferrer was known to be a communist so on March 29, 1951 in New York along with Judy Holiday, (who won unfairly) Ferrer's acceptance speech included his defense saying that: 'getting that trophy was a vote of confidence'. Yet he was given an Oscar facsimile. Why? And how did Oscar end up in Cuba? Did someone just take it and fly from New York to Havana with Ferrer's best wishes to solidify his friendship with communist dictator Castro... why didn't he get it back? Did



1. Oscar 2. Barbara Walters 3. Oscar winner Jose Ferrer plays Cyrano de Bergerac  
4. Fidel Castro locks Oscar in office drawer 5. Young Fidel Castro worked as an extra in 'You Were Never Lovelier' 6. Hotel Roosevelt – Los Angeles

The Academy replace it with an original? Questions I never had a chance to ask as the room filled with after-the-show sycophants.

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Castro who loved American movies, then, must have drooled over it recalling his Hollywood experiences as a teenager. Tall, dark, good looking and beardless – he got into movies, somehow. Band leader Xavier Cugat, who was featured in South American musicals, says Fidel appeared in a lot of his. Ambitious, Castro had aspirations to become an actor rising up from his chorus boy beginnings. At MGM in 'Holiday in Mexico'; 'You Were Never Lovelier'; 'The Heats On'; 'Bathing Beauty' etc, as an

extra in crowd scenes – he made a few dollars a day. At night he did much better especially with the tips as a hotel ballroom dancing (?) partner, to ladies seeking an escort.

If Barbara Walters had only called me via JO LEE before she went to Cuba to interview Castro, I would have asked her to ask him what happened to that Best Actor Award taken 51 years ago. Does anyone know? Do you? «

[To Write Gene Arceri » Click Here «](#)

Gene Arceri has gained attention in no small measure as a writer, critic, award winning PBS reviewer and publicist. A native New Yorker, Gene resides in San Francisco and spends considerable time in London, England. Among his best selling books are 'Elizabeth Taylor: Her Life. Her Loves. Her Future.' and Susan Hayward's 'RED'. Gene can be seen on E! Entertainment.



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6

## EXCLUSIVE INTERVIEW »

By Jo Lee

# Concealed: The Cool Side of Bonanno – 2003

Joseph and Bill Bonanno

» The second after I saw the epic miniseries "Bonanno – A Godfather's Story"... I knew that the Executive Producer behind this had created one of the most brilliant performances and I—had to meet him!

Inspired by a generation of 'BONANNOISM' – Bill Bonanno has an essence that much of the world would find incomprehensible. But what IF we opened our eyes to

see – the other side! A dichotomy of extremes would present a mosaic so extraordinary – that the mind, if only for historic reasons, 'would want to' understand.

People admire him, they obey him, and in the past – were very, very scared of him. He's been the target for assassination, for coup d'états where food had to be tested, radiated prior to consuming, where

remaining in one place more than 2 – 3 hours was made very difficult so as to conceal his whereabouts. Several businesses were run by him, many lifestyles were dictated by him, while governments, corporations infused uninterrupted energy – trying to overthrow each of the '5' Families and their addiction to power. Loyalty and fear made it very difficult to challenge him.



# *Life is the shadow of a passing dream; the story is short and finite; the only immortal truth is love.*

Is it a wonder then — that 'spellbound' and the mob — the Cosa Nostra, have become synonymous in most parts of the world. But wait! NOTHING is this simplistic.

**JO LEE:** Bill, I've read, researched, interviewed many on 'the mind behind the man' and I'm mesmerized, sitting with you. Might you begin by setting the stage, and explain to the world: "A Man Of Honor" and "Bonannoism".

**BILL:** Jo Lee, the honor is mine. This unedited interview of the plight and sacrifices that my family have undergone is 'so foreign' to most people. And this is something I've wanted to share, for years. With JO LEE Magazine — I share.

**A MAN OF HONOR:** E l'ombra d'un sogno fuggente: la favola breve efinita; il solo immortale e l'amore. (Life is the shadow of a passing dream; the story is short and finite; the only immortal truth is love.)

What is life? As my father has said, "it is what I have learnt. I was born into a Tradition. I was born among a people whom experience had taught to cherish certain fixed values. This Tradition was the flower of our culture. It taught us right from wrong. It guided youngsters as they strove toward manhood. It guided mature men, and punished them if they deserved it. Our Tradition gave us a way of life.

That my Tradition represents a bygone era does not fill me with

regret or bitterness. My overall mood is one of thanksgiving.

I have learned that true power comes from self-control.  
I have learned that true strength comes from a clear conscience.  
I have learned true wealth comes from a good family and good friends."

And then we have: BONANNOISM.

Jo Lee — the root of the kingdom is in the state; the root of the state is in the family; the root of the family is in the person at its head. Please, bear with me for a moment. It tells the story and becomes clear.

A man is not old until regrets take the place of dreams.

Friendships, connections, family ties, trust, loyalty, obedience — is the glue that holds us together. Tradition does not mean that the living are dead; it means that the dead are living. To lead a productive life, not a parasitic one.

To remain scrupulous to our principles.

To do the best you can; failing that, do the second best.

To see virtue and to see depravity. If your faith is not enduring, you will not endure.

Extreme justice is extreme injustice. Important to life is not where or how we stand —

but in what direction we are going. You can never be a good captain on smooth waters.

Never try to be somebody else.

**J.L:** Wow! But — educate me. How do you explain Bill, the atrocities echoed against man? How do you get people to understand both sides of the coin? How can people respect these most important elements of life when they're portrayed so differently? Earth is made up of cardinal rules. The Cosa Nostra decided it would chair the committee. Yes, Bonannoism teaches that men must aid each other, be true to their friends against all enemies, defend their dignity and that of their friends 'against all costs', and never let trespasses go unavenged, while protecting those less fortunate from injustice. This is what your Tradition believes. Yet, why this strong dichotomy? There has to be a logical conversion?

**B.B:** Jo Lee, Eugene O'Neil once said that one's outer life passes in solitude by the masks of others. One's inner life passes in solitude haunted by the masks of oneself. Further, myths form a bridge between implausibility and inevitability. People have a life and role independent of the role they play in events. It would be erroneous to make definitive conclusions about people, judging them solely by what they do or do not do at any given time. Those who preserve their integrity remain unshaken by the storms of daily life. They do not stir like leaves on a tree nor do they follow the herd. Within them remains the ideal attitude and conduct of living; it's





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2. Mr. Bonanno's garden in Tucson. 3. A panoramic view Joseph Bonanno never tired of. His hometown, Castellammare de Golfo, Trapani, Sicily. 4. Bill's sister Catherine.

not something given to them — it is in their roots... it is a strength that exists deep within them. That is what Bonannoism taught me.

I was told many years ago that it is okay to dream about what you want to do; but do what you were meant to do. Everyday or mundane circumstances individually are no problem. I've learned that 90% of what we worry about never happens. Just make sure you're prepared to face (and or accept) the remaining 10%.

**J.L:** Bill, might you clarify then, what is meant by: "There is a natural law that supersedes all man made laws. The promise between men to pledge their faith and trust in mutual confidence transcends all injustices that may have been perpetrated against them."

**B.B:** The natural law that supersedes man made law is simply your faith in what is known universally as: The Golden Rule... "do unto others as you would have them do unto you."

**J.L:** Okay — so I'm going to lay on the Billion dollar question! History has written how wives and daughters from the Families have had zero involvement 'with the business'. It was also important to your Father that your much younger brother Joseph, have little to no interest. What was it then that p-u-l-l-e-d and kept YOU in 'the world'... until your father, some twenty years ago, said: "Finito?"

**B.B:** Good and evil are theological questions, right or wrong are legal questions. Family, friends and mutual acquaintances and the relationships between them, bound into Tradition, are a cornerstone of life. Respect, defined as the acknowledgment of power and place, yours and somebody else's, is what has kept me in "the world" for 50 years. It remains that way until you're released. Death finally released me.

**J.L:** I'm still mesmerized. It's a psychology Bill, that reminds me of the professor whose class is filled

with multiple ethnicities. Everyone leaves the room with the interpretation their culture embraces. Yet the professor's mind remains with 'his' meaning. Please, help me here!

**B.B:** Jo Lee, if that professor influences just one student — he's accomplished his mission. After all, education is hanging around until you've caught on for he who knows nothing, doubts nothing. We fear things in proportion to our ignorance of them.

**J.L:** You mentioned Bill, that your father had been called many things, but to 'The Family' he was Father. Why do you feel so many people do not understand?

**B.B:** Why Father? America lacks a Father figure, it needs a Father figure, craves a Father figure. What is missing in American society is a Father. My father was like a precision violin in a violin case; except the violin is no longer playing for all to hear. We only hear the music he makes in our hearts and minds.

**J.L:** There's been a lot written about your father: working in a very gentlemanly way. His method of operation was at a different level, to those of many of his contemporaries. So much so, that he lived in harmony until the age of 97. Your father was really at the helm – within the '5' Families – of 'wanting' people to do good. This was not interpreted clearly to the outside world, was it?

**B.B:** Jo Lee, part of my father's problem was that he did not have a command of the English language. In a high risk occupation where risk of survival is great, it's an amazing story that he lasted at the helm for 46 years. He was educated at the Italian Naval Academy, unlike his contemporaries – whom the public considered a brutal lot. He was a rare quality in the Cosa Nostra. One of the few men who became great – while remaining good.

**J.L:** Bill, both you and your father were honored with the title of Knight by the Knights of Malta, an order that existed from the time of the Crusades and exists to this day. An order that embodies nobility, the Catholic faith, integrity of character and corresponding social position.

**B.B:** The foundation and ideals of the Order of the Knights of Malta, Jo Lee, runs parallel to those ideals which form the foundation of that state of mind handed down to people in my world for over 700 years.

**J.L:** What is it you can say to the world then, that will give them a more comfortable embrace, as: The Knights of Malta? How do you get them to say: "Now, we see the flip side to the coin?"

**B.B:** What I give to the world are: "facts not talk" if one seeks approval. However, the only approval I look for is self-approval based on the knowledge that I have lived by the "rules" of a Tradition. The price one pays for pursuing any calling is an intimate knowledge of its ugly side.

**J.L:** I understand that you, Bill – can trace your ancestry back to: The Leaning Tower of Pisa...

**B.B:** Our family moved to Sicily around 1340 from Pisa. Throughout the succeeding 600 years – they spread and settled in Palermo, along the Gulf of Castellammare and into the surrounding mountains of Western Sicily.

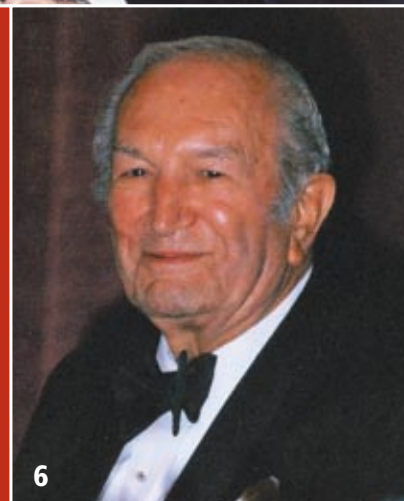
**J.L:** Bill, what did your father mean – when quoted on several occasions as saying: "The American Government never understood!"

**B.B:** Joseph Bonanno meant... our government never understood what our Tradition was all about nor understood that not all people should be painted with the same brush. Generalization is the privilege of fools or tyrants. Our government, because they were ignorant of the ways of our Tradition, demonstrated that their fear was in direct proportion to their ignorance.

**J.L:** Did the same brush in that case – become a significant mould of the Bonanno family when producing: "Godfather 1" and "2"?



5. Bill, Joseph Bonanno at his 95th birthday celebration. Joe Jr., and Sir Edward Artis, Commander, Knights of Malta. 6. Joseph Bonanno celebrating his 95th, photo by Anthony Joseph







7. Bill and grandson David at his baptism and Joseph Bonanno

**B.B:** The Bonanno family was molded long before *Godfather I & 2*; however, both were stories about relationships and loyalties and were built on those ideals.

**J.L:** Yes, and these ideals Bill, one sees manifested in your children, your grandchildren. Their manners, talents and conversation – right out of the most stimulating book of etiquette – must make you proud. Then, there's the role of your wife, your sister and the other young women in the family whose volunteer work alone, must consume California and Arizona. Incredible!

**B.B:** Our immediate family numbers 34. Each has been taught that we all have an obligation to love each other and we fulfill that obligation. Hence, while we leave room for dislike... never is non-love nor indifference an option. We believe indifference is the essence of inhumanity.

**J.L:** There's a story about Catherine. As a young girl attending Boarding School in Up State New York during World War II... your father would frequently telephone. One morning he said: "Caterina, be sure to eat the eggs the sisters serve you for breakfast." "Daddy," she said. "We don't have eggs. The rations ran short several days ago." "I'll send you some," he said. "Daddy, I can't eat eggs without the other girls having eggs too." "I'll take care of that" he echoed and hung up. A few days later, 2 HUGE trucks, filled with eggs... arrived.

**B.B:** A perfect demonstration of the man, Jo Lee.

**J.L:** Your sister Catherine refers to the two of you as: 'Calamity Jane and Buffalo Bill!' I see tremendous times around this. Might you share a couple of them?

**B.B:** Here, life imitates art. Prior to World War II, Catherine and I made our first of many trips out west. In 1940 we stopped in Canon City, Colorado. A local rodeo was taking place; we ended up dressing in western clothes and the locals nicknamed us Calamity Jane and Buffalo Bill after we witnessed a recreation of the original Buffalo Bill's 'Wild West Show', popular around the turn of this past century. Of course, Catherine was more like Calamity Jane than I was like Buffalo Bill. Calamity was an exasperating tom-boy, always getting into some kind of trouble; all I could do was ride well. These alter-egos followed us around for a number of years.

**J.L:** Bill, tell me about your life today. In the coming years, what can the world expect from Salvatore (Bill) Bonanno?

# *Those who give have all things; those who withhold have nothing.*

**B.B:** My life is pretty simple. I arise early each day, usually around 5:00 a.m. and spend three or four hours writing. I'm finishing my second book which will be published next year. I receive manuscripts from aspiring writers with hopes that one or two will translate into a book or movie. Maybe among them will be a new Hemmingway or Casablanca.

I have a life/a role independent of my public role, during the past 50 years. We are responsible to those we can touch; therefore, my work here on consists of making sure my 14 grandchildren know it's okay to 'dream about what you want to do; but do what you were meant to do.' My father's greatest legacy to those he left behind is a Tradition, a Tradition that has given us a way of life with certain fixed values and we will leave it to his death to test the fruit of his life and determine if his reasoning came from his mouth or his heart.

**J.L:** Did you know you had a gift for producing?

**B.B:** I had been trained as a youngster, in the "people business." The "people business" centered around your ability to get the job done by getting people to work together to accomplish a given goal. That's all producing is. Getting people to work together. A producer's best friend is his telephone/connections and his ability to get people to do what he wants them to do – even if they think it's their idea.

**J.L:** Do everyday circumstances ever get you down, Bill?

**B.B:** No, not really, Jo Lee. Some circumstances can only last till midnight; then it's a new day with opportunities to face these problems, with renewed energy. My son Joseph, in November 1979, sent me a passage he had read by Thomas Paine: " 'Tis the business of little minds to shrink, but he whose heart is firm, and whose conscience approves his conduct, will pursue his principles unto death." I've used that thought to conduct both my private and public affairs. If your faith, in yourself and those around you, is enduring, you will endure.

**J.L:** Things happen to all of us that completely change the direction of our lives. Can you pinpoint Bill, what this was for you?

**B.B:** The one thing which changed the direction of my life, was my birth. It was all meant to be. Our Heavenly Father deals you a hand at birth and I've tried to faithfully play the cards, I was dealt.

**J.L:** The Bonanno name Bill – will be revered through your followers for hundreds and hundreds of years from now. I'm told that one of the things people have always known about Bill Bonanno – is that you are a man of great magnitude and what you want is to have this bigness used to do great things. If ever Bill, you had a chance to show this side of you to the world – you have a chance to show them, now.

Concealed: The Cool Side of Bonanno \*2003\*! You realize you've created a brilliant mosaic here, Bill. Your life transcends belief. But history today, shows

you've done it! Your best selling: "Bound by Honor" projects what 'your Tradition emphasized you must do' because of the compelling respect for your father. And now, that he is no longer here, you've taken this value of brain power, and like a missile, have gone beyond with THE SALVATORE BONANNO – that really is.

If you had but 20 words – for the hundreds of millions of young people – faced with adversity, today – how might you help them, Bill?

**B.B:** Know yourself. Any fool can make a decision but... to accept the responsibility and to take the consequences of those decisions, separates those who succeed and those who do not. Take the time to educate yourself about life. Ideas won't keep; something must be done about them. You do not achieve brilliance without conscience. Those who give have all things; those who withhold have nothing.

**J.L:** You are a very charismatic figure – and through this interview, our readers will have the opportunity to view – yet another side of life. I'm overcome! Mile grazie, Bill!

**B.B:** Take care to take care. «





# STETHOSCOPE 911 »

*From San Francisco Bay to the hills and wine country of Sonoma.*

*March hosts the Academy Awards, St. Patrick's Day and March Madness. March has JO LEE Magazine becoming more Special!*

» Bottom line – watch YOUR health!

The most talked about subject in every country. The 'forever' ongoing health care crisis – always in terms of cost or how many are uninsured. Who has had what done to them, the insurance story of the week, alternative versus real health (MD's) or who pays for what.

**Q:** I'm female and 52 and can't decide whether I am confused or amused! Either way, I feel unsettled! Help.

**DR. B:** Stay away from the medical system! It's a dangerous place.

The Health Care System itself – is not simple. The existing medical industry isn't about getting you healthy. You must look to yourself and work at being healthy. The more complicated part. Over 400,000 individuals die each year due to medical mistakes, complications, what is done to them. Millions upon millions more become gravely ill for the same reasons.

Most people in most countries neglect and do not take good care of themselves. Here in the U.S. – we are the most overweight, unfit, overfed/overeating, chronically ill population in the world! We are a huge part of the health care crisis. We demand to be seen because

we don't feel well. We want the latest in technology. We want to be fixed once we are sick and fixed again the next time around! Where are we as consumers?

**SMOKING** The facts are overwhelming – increased heart disease, cancer, chronic lung disease, poor circulation, premature death and aging and unwanted wrinkles. I often say "if you smoke, don't bother to buckle up!" The reality – smoking is a very complicated addiction.

**INACTIVITY** For the human body to function well, it must move – all of it. 120 million Americans are sedentary. Many more unfit. Inactivity is playing a huge role in obesity, diabetes, cardiovascular disease, problems with insulin, fatigue, not feeling well, stress, lack of energy, compromised longevity, how you look and act, and on and on. You need not think fitness as in being an athlete. Think being physically active and go from there.

**STRESS** Everywhere! Financial, relationships, family, health, aging, sex, work, the economy – pressures and failures. Overlooked in all of this is an understanding of the biochemical response to stress. We are producing huge amounts of adrenaline and steroids that were designed to drive, fight or flight. This means activity. We are busy but we are not active. If something is 24/7 – it is stress!

I am convinced that the underlying problem in the 'why don't people take better care of themselves?' resides with the many people who are unhappy with the way they're living their lives. Each day they feel more stuck and lose more ground. They are caught up in more and faster... with priorities and serenity often unavailable. Sadly, many other people are caught up in being a patient with a diagnosis and believe that the health care system is there to fix them.

Readers – go on alert. You have every reason to be unsettled! «

*Until June, Dr. Bagshaw*

**For the Doctor » Click Here «**

Dr. Jack Bagshaw practiced Cardiology, Critical Care and Internal Medicine in Marin County, California where he served for seven years as Director of the Coronary Care Unit (CCU). In 1979, he founded PHYSIS, a Preventive Medicine Company in San Francisco, with the mission to see preventive technology become part of the healthcare system. He has a large and unique experience with and in prevention and health care. He is presently working on two books: "Inactivity: Modern Man's Major Health Risk" and "Prevention and Aging".

# The Adeste Prize

## We Invite

*Corporations/Individuals To Contribute To Those Who Have Achieved*

Foresight requires a curiosity as deep as it is boundless... and our greatest incentive should be in helping those who are young.

We at JO LEE give you an 'open' invitation to embrace those who may otherwise not be recognized and assist them in 'seeing the future before it arrives'.

THE Adeste Prize will be awarded to 'The 40 and under individuals' for achievements in the categories of Humanity, Social Justice, Technology, Arts, and Medicine.

Nominations are urged by readers around the world. Please! Submit the name of someone you believe is deserving of such an award.

Nominees should have either achieved extraordinary findings, or excelled beyond their limits in inspiring others to 'touch the stars'.

## The Award

'Successful Awardees' will receive the exquisitely designed:  
*Adeste Crystal Medallion*

Whenever the committee recognizes an achievement above and beyond expectation – an additional CASH PRIZE that embraces the 'on-going endeavors' of an Awardee, will be given.

*Awards will be announced in November of each year.*

## Criteria

The achievement by the Candidate should be of a humanitarian act of significant magnitude which positively benefits mankind by advancing the ability to meet a basic need or should be a new, original, and meaningful discovery.

*ADESTE takes as its Credo — the lessons behind Nobel.*

**For Submissions » [CLICK HERE](#) «**





## YES, VIRGINIA! COME — EXPLORE WITH ME »

By Audrey Lisette Hess-Eberle —  
Chicago, Illinois, USA

# MAY THE STAR DUST NEVER SETTLE

» **Provocative, tender, terrifying, exhilarating, imaginative, sheer fantasy** — images of our lives and human history or future possibilities have been crafted in the minds of scriptwriters, producers, technicians, and actors. What takes years to dream of, evolve, and finally produce, carries us in a few brief hours into a visual and emotional experience through which we can make sense of our lives, or escape from it — that magical world of MOVIES. While movies are produced the world over, the name HOLLYWOOD looms like a giant in the industry it cultivated so well.

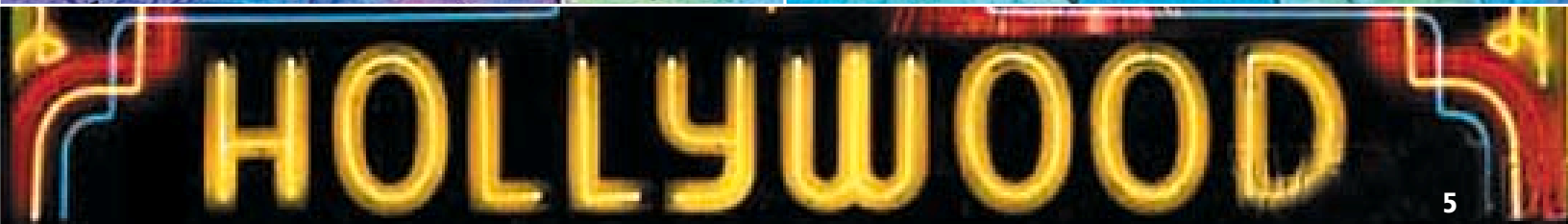
Hollywood, California, USA — a place like no other, affectionately called 'Tinsel Town' — established its first motion picture studio in 1911 and the world was never the same. This March 23rd marks the 75th Annual Academy Awards Presentation at Oscars' new home, the Kodak Theater, to honor the very best. While the event will be televised throughout the world, there is nothing like being in the midst of this excitement.

Hollywood's new face-lift came with the glitzy \$562-million retail entertainment complex at Hollywood and Highland Boulevards, 130 shops ranging from The Gap to Louis Vuitton, a Marriott Hotel, and two state-of-the-art subways. The north line links you to Universal Studios and the Hollywood Bowl, while the south to the LA Museum of Contemporary and Modern Art, Little Tokyo, and the fabulous Metropolis of Los Angeles.

You're in Hollywood — lurk the lobby for autographs at the 'Standard', a favorite meeting place for a bevy of starlets and a frequent filming location. The hippest hotel, 'The Mondrain', is where the industry's shakers like to party. Their 'Sky Bar' has a spectacular view over the city and coast, where hundreds of candles accent their Middle Eastern design. Into the music scene? The 'Chateau Marmont' on Sunset Boulevard attracts 'wannabe' rock idols and folks of the music industry.

Be sure to take the time to eat — you need your strength for 'star-search'. An eatery tradition since 1919, the classic 'Musso and Frank's Grill and Steak House' is one of Hollywood's oldest and best. 'The Cat and the Fiddle' Restaurant, highly acclaimed and popular, is frequented by the Stars, as well as 'The Dresden', a landmark for over 50 years which, while attracting the stars, offers reasonable menu prices catering to the average person. 'Patina', a highly acclaimed and award winning restaurant, serves food with a Franco-California accent in an elegant atmosphere.

Do you deserve the best? Luxuriate like a movie star by staying at the distinguished 'Peninsula Beverly Hills Hotel', rated the 8th best hotel in the USA. Designed in the manner of an elegant private residence including a full Spa and fitness center, the award-winning Peninsula offers pampering-luxury. With 196 rooms, 36 suites and 16 villas nestled in lush gardens, it replicates a small village unto itself. Their 'Club Bar', a favorite among



1. Rodeo Drive – amongst the best shops in Hollywood 2. Beverley Hills Hotel 3. Kate Winslet arriving at the Oscars  
4. What Hollywood is famous for 5. The exhilarating world of Hollywood

the Hollywood elite, and their Rooftop Garden offering a panoramic view of Beverly Hills and Century City, features live entertainment nightly.

Don't forget to do the normal tourist jaunts, like take the bus tour past the stars' homes, visit 'Mann's Chinese Theater' and place your hands and feet over Harrison Ford's prints (my hero), or experience 'Jurassic Park', the ride, at Universal Studios. After all, this is Hollywood, that land made bright by stars of the past and present. Did you rehearse

your lines and pack your bag full of dreams, just in case? «

[To Write Audrey » Click Here «](#)

Each month as we venture out into our world, your travel can consist of a visit to the next town for the day, or a journey that would place your feet clear on the other side of the world. It is all about discovery and your relationship to the world which is everywhere you walk. We all have different reasons as to why we are attracted to a particular place – and my suggestion is that you don't limit yourself.

Your travel life can stop by the mere thought of "I can't", or it can start with the thought of "I can, and will find my way". In the coming months, we will cover the many aspects of travel. We will consider everything from practicality to reclusive escapes. We will travel to some pretty fabulous, well known or off the beaten track places.

So, sensitize yourself, flex your muscles of awareness, open your mind for all possibilities and... COME – EXPLORE WITH ME.





**FEATURE »** By Douglas A.S. Mills

# AND THE OSCAR GOES TO... WHY THE MARKET **CRASHED** THIS TIME (“TWO THUMBS DOWN!”)

» **Capital markets experienced a ‘bubble’!** This happens when speculative excess peaks then bursts, leading to investor crisis, panic, irrational sell-off and flight to liquidity.

The recent market downturn is simply another destabilization of normally stable markets. Unfortunately, investors tend to forget history and manufacture new reasons for promoting, and following, speculative manias.

The most recent of these is ‘Technomania’ where investors were convinced technology represented a ‘new economy’. Traditional fundamental measures (price earnings multiples, competent management, market share, industry position, relative sector performance and revenue growth) were





# Investors tend to forget history and manufacture new reasons for promoting, and following, speculative manias.



1. Time and money 2. Euro prices 3. Award ceremony held by nas NASDAQ 4. Office buildings

ignored. Traditional measures were replaced by: peg-ratios, market index weights and future promises. Dreams were woven by corporate management and market touts.

The dreams were founded on an unending demand for communication and technology products and services. As with all euphoria, Technomania was founded, then feasted on ignorance, greed and the herd instinct.

**Believe It!** Excessive investor expectations were fueled by seven deadly ingredients.

## Deadly Ingredient 1

Modern management compensation practices focused on rewarding performance. These rewards often took the form of stock options, tying management emoluments to the market price of the company stock, thereby linking management prosperity with the shareholders'. This provided a disproportionate incentive to manage short-term stock prices at the expense of long-term earnings. The practice often led to creative accounting and even fraudulent misrepresentation. While only some management groups managed stock prices, investors tended to attribute the

practice to everyone, with attendant loss of confidence and trust in both management and capital markets.

## Deadly Ingredient 2

Changes in the accounting industry may have eroded auditor independence. Faced with escalating costs and a shrinking stable of clients, due to industry rationalization, audit firms expanded services to include consulting and other advisory services. This created conflicts within the accounting firm itself; it was difficult for the audit function to gainsay what the consulting

group had implemented. Further, as non-audit services increased, fees accruing from each client grew proportionately, making retention of clients increasingly essential. Commercially, these trends may have tended to compromise objectivity. Arguably, the shareholders watchdog was getting tamer.

## Deadly Ingredient 3

Securities Analysts working with investment banks were also conflicted. Professionally, analysts are required to pursue fairness in valuing and recommending securities. From a career perspective, the same analysts are expected to promote their employers' inventory of underwritten securities and "talk up" their virtues. Further, certain senior corporate executives were allotted shares in 'hot' new issues by investment banks to encourage

underwritings of future corporate issues by the obliging investment bank. Finally, fund managers, compensated on relative performance to other funds and market indices, focused attention on index weights and security names and avoided "big bets." Many were lulled into the corporate earnings 'guidance trap' where corporate management could virtually 'dictate' stock prices to analysts who ignored fundamental research, objectivity and absolute returns.

## Deadly Ingredient 4

Regulators, such as the Securities Commissions, were largely ignored, under-funded and understaffed during the '90's bull market. There was confidence that self-regulating organizations (SRO's) would ensure objective perspectives and ethical

practices. Clearly the Regulators were weak and significant steps are now underway to rectify this. The SRO's by themselves were simply unable to combat the new alliances and motivational forces in the capital markets.

## Deadly Ingredient 5

Political issues including terrorism, elections, monetary policy and a host of uncertainties and distractions, provided a backdrop of uncertainty to markets and deflected attention from market realities.

## Deadly Ingredient 6

Instant communication of market activity produced two phenomena. First, rapid communication of corporate "spin" accentuated the positive, leading to higher prices.



Secondly, constant communication tended to turn the focus of longer-term investors into shorter term, making them market timers, thereby increasing market volatility.

## Deadly Ingredient 7

Finally, persistently low interest rates and expanded money supply made fixed income securities less attractive, leaving little alternative for market investors other than equities.

**Some Players Won, Big-Time!** Many management teams managed their option benefits taking advantage of clubby Boards, stretched independence of audit firms and understaffed market regulators. Some allied themselves with investment bankers who 'arranged' risk-free profits from "hot" new issues in exchange for corporate business. Investment banking analysts breached 'Chinese Walls' and 'talked-up' a company's stock, further benefiting management. It was an unholy but highly profitable alliance.

At the core of this sad scenario is the breakdown of individual morals and business ethics. Corporate governance went out the window in many cases. Boards of Directors, supposedly responsible to shareholders, became mere extensions of Corporate Management. Responsibility was abdicated, accountability went unmeasured and tough questions went unasked.

It was a great party while it lasted. Everyone stood to benefit with the mutual profit alliances outweighing the watchdogs, which were either shackled or asleep... leaving the herd of investors to be led willingly into escalating risks at the equity casino.

**Denouement** The guilty have been identified and paraded before the media. The watchdogs have either been shot or jerked awake. Boards of Directors are being restructured and Auditors are spinning off consulting divisions. Reputations have been savaged and suspects paraded publicly as felons, even prior to trial. The entire spectacle has sullied the American Dream.

Meanwhile, investors sit on the sidelines, cynically waiting for better times. It takes time for wounds to heal and credibility to mend: thank goodness memory is short. Yet this is simply another chapter where mania leads to panic and panic leads to market correction. The painful process represents the transition from greed to fear to greater market stability.

**IT WILL HAPPEN AGAIN!** Next time, only the ingredients and the players will differ; but greed, fear and 'new economics' are guaranteed to be involved in... "MARKET CRASH!... THE SEQUEL"— coming sometime to a market near you.

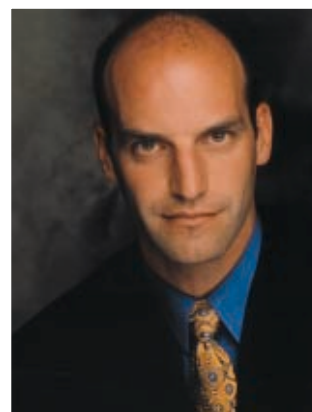
Douglas Mills is Chairman of The Glencreggan Limited, a financial and organizational consulting group. He is the retired CEO of Scotia Cassels Investment Counsel, Toronto, Canada, a major asset management firm.

# The entire spectacle has sullied the American Dream.

# Michelangelo in Our Times

**With the Academy Awards rapidly approaching, Tinsel town is abuzz with activity. Stretch limousines are being buffed and polished to a perfect sheen as are their celebrity occupants. Los Angeles Plastic Surgeons are being swamped with last minute nips, sucks, and tucks as well as enough Botox to fill several Hollywood directors' pools. The frenzy is not limited to California! North of the United States border, similar activity is occurring in the office of one of the most brilliant 'Michelangelos' alive!**

***Board Certified Plastic Surgeon – Dr. Frank Beninger.***



Dr. J. Beninger

» The Academy Awards is certainly a time when people become even more concerned about their appearance. We look carefully at the screens to see what fashions the stars are wearing and who has a new, revitalized face. Audiences are playing 'spot the Botox junkie' while at the same time rushing off for their own quick fix. According to Dr. Beninger, the group of products called 'injectables' are being used with increasing frequency. "Last year, more than 1.6 million Botox treatments were performed in the U.S. with multitudes having crossed the border to me", says Dr. Beninger. "Availability is one reason Americans are descending on Toronto. But price is another factor. The exchange rate on American dollars... flexes between + 50 to 60 % on CDN funds. The ultimate!"

Dr. Beninger grew up in rural Canada. Graduating with close to perfect marks, he was awarded numerous scholarships and selected as one of seven doctors to be trained as Plastic Surgeons in the whole of Canada. (New York City, could have this number of residents in a single hospital.) He then was selected to continue training in Cosmetic Plastic Surgery at the Manhattan

Eye Ear and Throat Hospital in New York City. This hospital is the largest cosmetic surgery hospital in the world with several thousand such surgeries each year. Dr. Beninger's skills were carefully honed under the direction of Dr. Sherell Aston and Dr. Dan Baker. Celebrities, royalty, and high-powered money moguls were a daily occurrence.

Today, Dr. Beninger practices within Toronto, Canada's exquisite Yorkville village... (The equivalent of Chicago's Millionaire Mile, New York's Park and Madison Avenues, and Los Angeles' Rodeo Drive) and has mastered what no other Canadian Plastic Surgeon has ever done. He limited his practice to cosmetic surgery. An area where development of techniques and procedures increases at an explosive pace. "In order to be the best Cosmetic Surgeon and get the best results, one must constantly evolve their technique. I felt I should devote full energies to this area of surgery alone. The procedure has been extremely refined to maintain a 'natural look', avoid obvious scars – and in some cases eliminate hairline scars behind the ears, eliminate distortion of the hairline and ear lobes while



**What single feature distinguishes Dr. Beninger? His honesty! "No beating around the bush. If I think surgery will offer no benefit or improvements, I tell the person such. Many people are under intense pressure to look their best. Some feel cosmetic surgery is their only answer. Why take risks and expenses that are not required," says Dr. Beninger!**

at the same time minimizing bruising, swelling, and 'down-time' for patients in busy work and social lives.

Patients today are procedure savvy. A surgeon must be eminently knowledgeable to answer their questions. Patients do not take diagnosis and advice blindly. They often challenge you and we must be current with our knowledge."

What single feature distinguishes Dr. Beninger? His honesty! "No beating around the bush. If I think surgery will offer no benefit or improvements, I tell the person such. Many people are under intense pressure to look their best. Some feel cosmetic surgery is their only answer. Why take risks and expenses that are not required," says Dr. Beninger!

And what about patients motivated for the wrong reasons? There are patients who request a breast augmentation hoping it will improve the relationship with their partner. Surgery, performed by other surgeons, did not help the failing relationship and now they want to be rid of any reminders of the person. Some patients request a procedure because their partner has demanded so. Others feel surgery will get them a promotion. Then, there are times when patients

'seem' to have the right motivation, but there's a sixth sense that something is just not right. These situations are handled very delicately. In my experience", states Dr. Beninger, "this gut feeling is always correct. No matter how good a result this person gets, they remain hostile, aggressive, bitter, and may be dangerous." I have had one such experience where my staff was put on alert... and another where I received a telephone threat because I refused to do surgery.

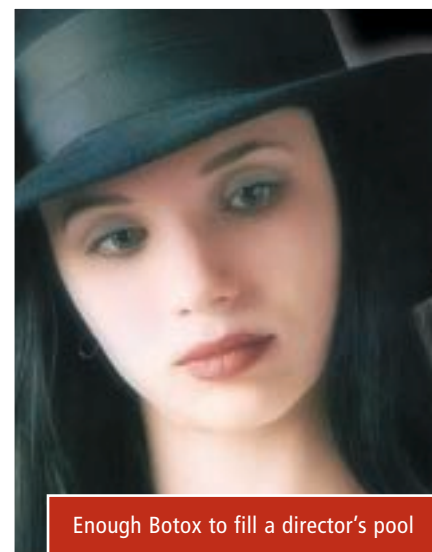
Success stories are amazing however and very high.

Some people's lives really do change. I recall one woman on whom I performed a face and brow lift. Preoperatively, she looked like someone in her sixties even though she was 42. Her clothing was unflattering, and her personality very timid and introverted. During her follow-up appointments, she was unrecognizable – looking like one in her thirties... vivacious and outgoing. She told me she'd felt trapped in an older body and lacked any self-confidence. Her whole life had changed. She was immensely grateful."

Dr. Beninger works in association with The Beresford Center. A group, interested in preventative health care. It has a GP who specializes in women's health, a naturopath, a massage therapist, aestheticians, a chiropractor, a hair restoration and transplant doctor, image consulting and makeup, and a hair salon. It also specializes in Anti-Aging treatments... the first of its kind in Canada where they developed their own program, from the beginning. "The results have been phenomenal. We are able to treat the aging process without the use of Growth Hormone or other forms of hormone replacement."

As for Dr. Beninger's personal life? Extremely active. "My second career choice was to be an Aeronautical Engineer, a rocket scientist" jokes Dr. Beninger. "I've always been fascinated by how things work, what makes them tick, and can fix just about anything – all at my cottage on Georgian Bay."

**Some people look at works of art. But Dr. Beninger? Like Michelangelo – he looks at art, as his work. «**



# The Flavors of a Family



**» A family is like an ice cream store; so many different flavors and combinations of flavors. Some mixed together are perfect, others a bit off balance. It would be very bland if we were all plain vanilla. But add a little strawberry and you have a taste delight. Or chocolate, yum... how can anyone resist?**

The same is true of a family; how dull if everyone had the same temperament or coloring. The same ideas, how boring! Independent thinkers are needed to stir the pot and keep us on our toes. Would we all be tall and skinny? (Well, I guess

if we had a choice). Isn't it wonderful that we don't have a choice? Genes play a big part. No, I don't mean Levi's; genes that Mom and Dad bring to the family. If the fat goes to the wrong places and arms are not slim and beautiful, blame your great-grandmother. Don't worry and get upset about those things you can't change. Change those you can and enjoy life with what you have.

Viewing a family from the outside is interesting. Some personalities are loud, self-assured, some quiet and determined; some with a great sense of humor and some less jovial. And yet, they share their lives because they are a part of each other. Oh yes, they can argue and say they never want to see each other again, and then a special event happens and they are happy for each other. Some find it difficult to accept they are loved, but in a family the bonds are very strong.

The journey begins at conception. The mother is thrilled to be carrying another human life. She eats the

proper foods and prepares for the birth. Eating right is the easy part. Preparing to be the guardian of another soul and life is the biggest job; the most important job imaginable. It is a path of love, patience, discipline and commitment.

Raising a family is a challenge. There are multiple personalities, each vying for individual and special time and space! And the unrelenting barrage of television and movies teaching life in a fantasyland, with no ethics or morals. It is exhausting, exhilarating, and demanding; but totally worth it. It is life's greatest challenge.

Every person born has the same basic needs and wants; to be loved and sheltered from life's extremes; to be given food and clothing, but more than that, to be given unconditional love and acceptance from those around them, especially their parents. Considering that each life experience is different, and each environment is different for each person, even living in the



1. The flavors of a family – like an ice -cream store
2. In search for the easter eggs

*You need to spend time and reach the heart. A family – is a lifelong commitment.*

2

same home, it is sometimes difficult to provide the needs of each person and cultivate that closeness. The basic needs of love, security, shelter and food may be easy under normal conditions; it's the extra for that inner self that is difficult and not always met. Even with all of the problems, family is the most important unit there is; and the most rewarding.

Much energy is required to keep a family alive. The pull to be united and sharing is like a huge magnet. Hurt feelings happen. Compromises must be worked out. The importance of shared days and holidays cannot be denied.

Our family has always enjoyed Easter. When I was a child Easter was a glorious day; a time to reflect, grow, restart life with good intentions and, enjoy family and friends. For days we colored hard boiled eggs for hiding. Everyone went shopping and bought a new outfit, complete with gloves and hats for the girls; suits and ties for the boys.

Candy was bought for the Easter baskets. On Easter Sunday, everyone went to church in their new Easter finery. Dinner was always wonderful; baked ham, mashed potatoes, and all the trimmings.

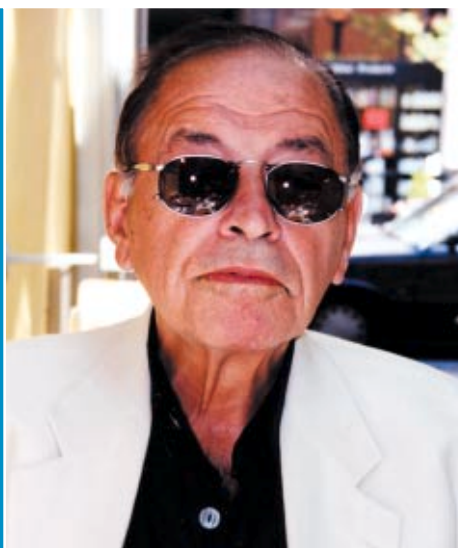
The Easter egg hunt was the highlight of the day. Adults spent a lot of time hiding the eggs and the children were given baskets filled with green, phony grass to collect the eggs. The children were arranged according to age; youngest to oldest got out of the door first. Prizes and accolades to the ones who found the most eggs. Somehow there was always one egg that never got found. I loved Easter and so the tradition continued with our children and our grandchildren; a wonderful day with the family. We fill baskets with goodies to take to the people who have no one. So a lesson of sharing is taught.

Besides blood relatives – there are other forms of family. Because humans desire to be loved and needed, they should form bonds with others. Friends, neighbors,

social clubs, and volunteer groups are wonderful ways to form close friendships. This is the food for the soul and heart.

Take the time for everyday activities with family and sharing special days; birthdays, Christmas, Easter, or a summer picnic is vital; allow all the flavors to mix and enjoy each person's uniqueness. Some of the flavors may blend poorly, but the respect for each person and the specialness of each person has to be held in high esteem. If you never take the time to get to know someone – all you see is the façade that surrounds them.

You need to spend time and reach the heart. A family – is a lifelong commitment. “



# The 10 Commandments

**» 2002 WAS A TERRIBLE YEAR IN WORLD FINANCE. 9/11 CHANGED THE WORLD FOREVER. SOLUTIONS WERE SCARCE IF NOT ABSENT.**

**Blame could readily be distributed to any combination of:**

Trial lawyers, insurers, the U.S. adversarial legal system, auditors, human greed, the Security and Exchange Commission and its chairman. The generally accepted accounting principles which are not generally accepted with diverse country by country differences, size of international companies, conflicts of interest of large accounting firms with profitable consulting groups.

It can be concluded that the challenge might be met, if we draw attention to two realities. The world has yet to address the urgent need for one, enforceable global code for trade and commerce including intellectual property such as patents and trademarks. This must be coupled with mandatory guidelines with licensing rewards, punishments and damage award controls with rationalization of a global uniform business and a real legal system. Exploiting the GAT might also be helpful.

Here follows a further exploration of both personal conduct and in conclusion – an approach to a common business and trade code. A new GAP and a new oversight group to regulate accounting, financial statements and auditing including all firms, regardless of size.

## **For Example**

Corporate size with modern technology can be managed. A few large accounting firms or even one – cannot be blamed for the apparent misconduct of a few practitioners. The General Agreement should be used to establish a global, uniform business and commercial code which is needed urgently. Nothing will facilitate optimum world trade as, for example: uniform rules for the protection of intellectual property. The common fairytale that audit firms who provide consulting services, represent another obstacle to honest and reliable audits – is hogwash. The author further suspects that greedy and



# 10

dishonorable trial lawyers and brokerage firms started the rumor reflecting their own guilty consciences.



## WHERE DO 'THE 10 COMMANDMENTS' COME IN?

- HAVE you heard that a large number of prominent corporate execs...
- ABOUT alleged criminal fraud...
- WALL Street are up to their neck...
- THAT the politicians/lawmakers have lost control...
- THE senate or the congress/the lower house...
- WHO are the (real) players: lawyers/accountants/auditors/management consultants...
- WHO are the (real) brokerage firms/the investors/the employees...
- WHERE do the stock exchanges fit in...

- WHO is responsible for the present mess...
- CAN you run/manage a large complex society like a perpetual debate...
- HOW do you avoid broad-brush solutions to complex problems...
- GLOBAL or just American...
- SUCCESS? economics/ capitalism with a solid dose of social safety nets...
- U.S. vs. the British model...
- THE UNITED NATIONS...
- GOD and integrity in business...
- RELIGIONS, morality and the rule of law...



Let me ask then – do even one of the Ten Commandments, apply? «

Gérald Fisch is an MIT graduate in both engineering and management. His best selling book "Organization for Profit" won the MCKINSEY AWARD together with Peter Drucker and John K. Galbraith. He's authored multiple articles for the Harvard Business Review and is a past member of the executive/policy committee of two of the large International Accounting firms where he practiced globally. Mr. Fisch is currently CEO of GGF Global Management & Capital Corporation.





**FEATURE »** By Professor James L. Koch, PhD – Director, The Center for Science, Technology, and Society And Professor of Management Santa Clara University, California – Former Dean, The Leavey School of Business and Administration

# DIGITAL DIVIDE'

## Social Chasm of The Information Age

» I recently participated as one of five scholars in the First Glocal Forum. The term 'glocal' relates to the need to 'connect', to establish social cohesion and collaborative potential to allow individuals and regions of the globe to prosper in our increasingly interconnected global economy.

This invitational meeting took place in Rome, Italy. It was attended by the Mayors of Boston, Washington, Stockholm, and Paris; senior diplomats and officials from Israel, Palestine, and Pakistan; World Bank President James Wolfensohn; Nobel Prize winner Shimon Perez; United Nations representatives, and mayors from twenty five of the world's largest cities. Approximately fifty young people (16 to 23) of the Global Youth Parliament presented a vision for the world. Our meetings culminated with a presentation to Pope John Paul, II and a never-to-

be-forgotten peace concert in the Coliseum. Voices were from regions that have suffered from tyranny, social unrest, and civil war. We listened to these voices of suffering and hope rising above the floor where the gladiators of vanquished lands once 'entertained' their conquerors in the age of antiquity. It was a time of deep reflection.

I was invited to shed light on the social chasms that divide our world – the digital divide; often described in simplistic terms as differences in access to the Internet that are based on economic, ethnic, gender, or age-related considerations. This is wrong headed because it defines 'success' nominally or if individuals have access to the Internet somewhere. For example, if you can get access to the Internet in a school, library, at work, etcetera; then you are not on the wrong side of the digital divide.

However, digital access is only one element of a whole new social reality, of how societies are structuring themselves, and what economic opportunities are being redistributed. The where in somewhere matters.

The important question is under what conditions does inclusion or exclusion from Internet networks translate into better opportunity or greater inequality. It will help to better understand the demography of our world.

The global economy consists of very large, interconnect metropolitan regions; the hubs of our networked world. In 1970, thirty-seven percent of the world's population lived in cities. Today, roughly half live in major cites, and by 2025 two-thirds will live in major metropolitan areas. These regions have become a resource for exchange, collaboration, learning and decision-making. But, the poor have not benefited from these shifts. Half of the world's population subsists on less than two dollars a

**IN 1970, THIRTY-SEVEN PERCENT OF THE WORLD'S POPULATION LIVED IN CITIES. TODAY, ROUGHLY HALF LIVE IN MAJOR CITES, AND BY 2025 TWO-THIRDS WILL LIVE IN MAJOR METROPOLITAN AREAS.**

# THE LIFETIME INCOME GAP BETWEEN COLLEGE EDUCATED AND HIGH SCHOOL EDUCATED GREW SUBSTANTIALLY DURING THE LAST TWO DECADES. SO, EDUCATION, KNOWLEDGE, AND KNOW-HOW ARE KEY IF ICT ACCESS IS TO CONTRIBUTE TO ECONOMIC OPPORTUNITY.

day. The Digital Divide is intertwined with social and economic chasms. Bridges are required for those now marginalized, or on the wrong side of this social divide due to poverty, access to quality education (human capital), or access to empowering social networks (social capital).

replaced by technology. Fewer people work in factories today. Those who do are likely to require ICT knowledge.

The lifetime income gap between college educated and high school educated grew substantially during the last two decades. So, education, knowledge, and know-how are key

failing to tap the intellectual reservoir of roughly half of the population for design of future ICT technologies.

'Socio-technical' system changes are reshaping our information economy. They are not about technology; they are about creating new capabilities, new social systems,



Internet access must focus on the human, financial, and social capital needed in a globalizing networked economy. Economic research on information and communication technology indicates that, in relation to education, Information and Communication Technology (ICT) has both complimentary and substitution effects. It is complimentary for well-educated knowledge workers. At the same time, there are 'substitution' effects for those with low levels of educational attainment. The harsh reality is that low skill work is being

if ICT access is to contribute to economic opportunity.

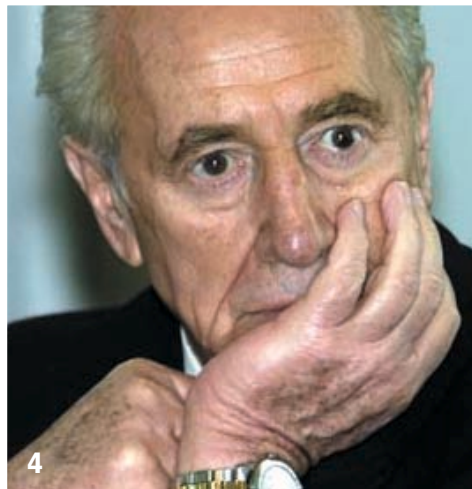
The Digital Divide is intertwined with social class, ethnicity, gender, and age. In Silicon Valley households with \$75,000 in annual income have three times the penetration rate of Internet access in comparison to households with annual incomes of \$20,000. Tremendous gaps exist in Internet utilization between the Asian and White populations and Black and Latino populations. Only 19 percent of computer science majors are women. We are

and new possibilities based on the power of information; a long-term, evolutionary process of 'socio-technical' and structural change.

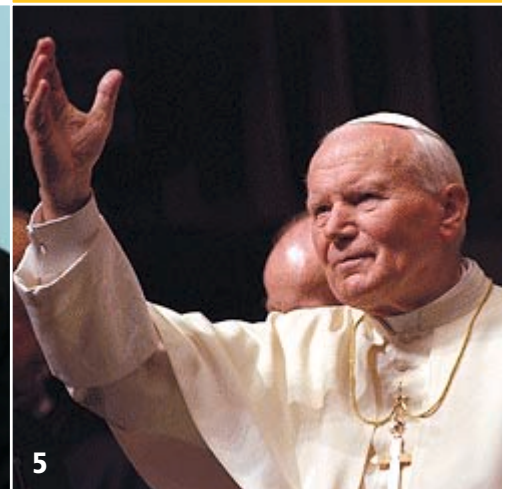
Internet access in schools has increased. However, Internet connections are but a small portion of what is needed. Tremendous changes in curriculum, pedagogy, skills, and technical support are needed. In the corporate enterprise only 15 percent of ICT expenses are in software and hardware. Eighty-five percent of costs are in support and services.

**THE NATIONS REPRESENTING FIFTEEN PERCENT OF THE WORLD'S POPULATION PRODUCE ESSENTIALLY ALL OF THE WORLD'S TECHNOLOGY. FOR ALL TO BENEFIT FROM TECHNOLOGY, THERE MUST BE AN ENVIRONMENT IN WHICH INDIVIDUALS ARE USERS AND CREATORS OF TECHNOLOGY. EFFORTS TO BRIDGE THE DIGITAL DIVIDE MUST BE 'GROUNDED' IN REALITY; THAT IS, RECOGNIZE THE DIFFICULTY OF DEPLOYING TECHNOLOGIES AND THE HARSH SOCIAL CONSTRAINTS THAT CONFRONT MANY OF OUR BRETHREN.**

1. Rome's Coliseum 2. Israeli singer – Noa  
3. James Wolfensohn – President of the World Bank 4. Shimon Perez 5. Pope John Paul II



4



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The nations representing fifteen percent of the world's population produce essentially all of the world's technology. For all to benefit from technology, there must be an environment in which individuals are users and creators of technology. Efforts to bridge the Digital Divide must be 'grounded' in reality; that is, recognize the difficulty of deploying technologies and the harsh social constraints that confront many of our brethren.

The Center for Science, Technology, and Society is involved with an awards program since November 2001, called Technology Benefiting Humanity ([www.sts.scu.edu](http://www.sts.scu.edu)). These awards address the challenges that we must address if the benefits are to be extended to a broader spectrum of humanity. The Center's inaugural recipients included hand crank radios for impoverished African villages, inexpensive prosthetics for the developing world, and low cost materials for rural electrification in Brazil.

To bridge the Digital Divide we must adapt technology to users and create processes for continuous social learning in the uses of the Internet and combine Internet access with the human, financial, and social capital that is needed to turn access into information, information into knowledge, and knowledge into the know-how that is needed to improve the quality of life for all. This task is a noble and worthy cause, and it is increasingly urgent. «





## HALFTIME »

By James Mansell —  
Montréal, Québec



# Prime Time or Crime Time

*Hi folks! I predict sports teams will soon release any athlete who breaks the law.*

» This topic always draws a number of different views and opinions. Unfortunately, like so many of my columns – I cannot expand too much but simply give my prerogative. The question is: Do we blame the athletes themselves for the mistakes they make or do we blame society for putting athletes on a different level.

Most professional athletes are very talented from a young age. They receive a certain amount of attention from parents, peers, teachers and the media for their successes on the court or field. The attention continues throughout their lives. Through high school they are looked upon as superior individuals. Soon, they live the same emotions in university. Athletes receive special treatment everywhere! They are given every advantage because they are talented. In other words: they live in a make believe world that is very easy to get caught up in. We give these athletes more advantages because we believe they deserve it. Or, maybe we wish we were as good as they are.

So here's the scenario which I believe gets most athletes into trouble. Not just athletes but people in general. The athlete is in his office, on the court or field. Much like me and you, everyday. He's had a great day, which happens to me and you once in awhile. So, he decides to go for a drink with his teammates, our workmates. The similarities end there. He arrives at his place of choice and every bartender wants him to sit at his or her bar. They offer him a drink. The people at the bar want to be associated with him so – they move toward him. As the night goes on, more people offer drinks, want to talk, bid for attention. More women want to get closer, more guys get jealous. He's a big shot! Your friend from accounting isn't really the life of the party.

But what does this have to do with athletes and crime? My point is that athletes believe from a young age that they should be held on a different level. When the athlete from our scenario jumps into his car and gets caught for drunk driving and possession of marijuana, he still believes he should

get away with it and it's no big deal. For most others, it could cost them their jobs and maybe their families.

Remember! The superstar athlete that gets into trouble – is somebody's brother or cousin. Most of us have a brother or cousin who has been in trouble. So don't be surprised! They are regular people in irregular circumstances.

In my opinion, professional sports teams will no longer maintain this laissez-faire attitude with players. Soon, one owner will start a trend to release outright any player who has trouble with the law. Then, we will see a new standard set... for athletes in a sport. «

**Next Special:  
THE MEDIA IN SPORTS**

**[To Write James » Click Here «](#)**

## THRU THE EYES OF JO LEE CELEBRATING BEAUTY » By Jo Lee

» The art of the brilliant hunch! Hello dear friends.

Excitement within the world of television history can be deduced under one word. Oscar! Donning one's finery – we cloak in splendor, proudly sharing the thrill and glamour of one of the brightest evenings in the year of film.

So, do come with me as we draw ourselves into the most important extension of the night. The luxury of fine dining. We'll emerge above the lights of the whole of San Francisco and savor the blend of beauty on the table before us.

My guests are four and as Mrs. Guilford (Jane) Dudley, wife of former U.S. Ambassador to Denmark – I've taken risks as I put together a table to stimulate the senses of my guests.

Formal dinners are no time to hold back. Intimacy and a forest of flowers whose glittering opulence verges on

debauch... spring up amid a thicket of candlesticks and 'Rock Cut' crystal. Here and there vermeil apple boxes reflect the scene.

Framboise Rose' establishes the dominant color of Tiffany Private Stock porcelain, 'English King' vermeil flatware, 'Honeycomb' cut crystal, and the classic individual Bordeaux Bottle Baccarat decanters designed by Tiffany's Van Day Truex... with the daintiest glass baskets holding salt and pepper. My graceful white and gold lacquered Italian Regency chairs, upholstered in rose moiré silk, are from Rose Cumming. The painted leather screen with its Chinoiserie motifs in the style of Pillement, is from Florian Papp.

Now – go out and can capture this. Saluti e buon appetito from my Italian home to yours. «

# *le Dîner en Rose*







# HARRISON FORD



# TAKE A PAY CUT



## POLITICALLY RED »

By Lani Silver —  
San Francisco, California

» There are millions of filmmakers across the country who know there will be 'just those few' hundred films that'll make it this year in Hollywood. This is not only frustrating for filmmakers — but for the film consumer, too. Why is it society keeps going for that old mainstream? Millions of exciting ideas and scripts... discarded.

## WHAT IF

Opposed to the few dozen \$50 million blockbusters each year — we rather, had thousands of films at \$1 to \$5 million a pop. Let us not forget — we're receiving but a miniscule lot of the full panoply of possible movies.

## WHAT IF

We had new and better policies that would lead us toward a more enlightened world. That all leaders would join in endorsing these policies. Imagine — an international spokesperson, like Aung San Su Ky, the dissident leader of Burma, on international television saying:

"Did you all see the movie 'Network' where everyone leaned out their window and shouted 'I'm mad as hell and I'm not going to take it anymore?'"



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1. Harrison Ford taking a pay cut?  
2. Aung San Su Ky – Dissident leader of Burma 3. Would Julia Roberts work for less 4. Movie and television affect people

Well – where are our leaders? Did you know that 200 million died in the last century from war and genocide? Too many people are starving; racism is rampant. We have to figure out HOW to improve our educational systems; save our environment; reform our prisons; and provide more child-care. And so on.

## WHAT IF

We were all asked to join one of hundreds of committees to make up a 'blue-print' of HOW we could dramatically change society. HOW can we thrive, as a society? I'd sign up for the 'Committee on Film'. A committee charged with developing a plan to bring about massive restructuring of 'Hollywood'.

**1.** I'd cease paying stars \$20,000,000 per movie. Democracy means 'equal access' to life and the mere dozens of movies being made, just don't cut it! Think – of the multiple subtle and delicate stories waiting to be told... so many intricate tales of wonder or woe. I'd put a 'cap' on film budgets.

**2.** I'd have Harrison Ford, Adam Sandler, Julia Roberts and hundreds of others step forward and say: "I'm going to take a pay-cut. More films mean more people being employed".

**3.** I'd remind people that in Europe, there isn't the 'star' system we have here in America. In many instances, they take the \$20,000,000 we give to one star, and create a system whereby Opera, Ballet, Theater workers draw a reasonable salary. Hundreds of artists are employed. In America, most artists starve.

**4.** I'd get an army of bookkeepers into Hollywood. We all know about 'creative accounting'. What is really going on there? We all know a handful of people get richer and richer!

**5.** I'd implement a ruling whereby: 1% only, of all films made, could show: women being killed or beaten; no dead children; no snipers or terrorists; no racism. Don't you ever forget that 'violence begets violence'!! Movies and television affect people.

**6.** I'd expand film schools, so a new generation of filmmakers could be trained.

**7.** I'd lower the price of movie tickets. \$8 per head is pretty high for the majority. WITHOUT – in this wonderful country of ours! «

[To Write Lani » Click Here «](#)

Lani Silver – historian, artist, free-lance writer, and Lecturer with the American Program Bureau. (Gorbachev's bureau – Desmond Tutu, Jane Fonda, Oscar Arias). For 16 years, Lani directed San Francisco's landmark Holocaust Oral History Project, conducting 1700 oral histories with Holocaust survivors and witnesses. Lani and her partner, historian Eric Saul, discovered the story of Chiune Sugihara, who is called "The Japanese Schindler." Lani became Steven Spielberg's first consultant and trainer for his Survivors of the Shoah Visual History Foundation. 53,000 testimonies. Lani is currently the Project Director for the James Byrd Jr. Racism Oral History Project. byrdfound@juno.com





## THIN'K'ERS CORNER »

By Carolyn Young – Lead Thin'k'er

# Got a problem? Any problem. We're here to HELP!

**Q:** Dear CamPUS \ Judy –  
New Jersey, USA

Here it is Academy Awards month. Every year my friends and I indulge in 'Oscar'. Like most – it's people watching and what they're wearing. The thing is... in the last year my father lost his job when his company downsized. I've moved back home to help with expenses and am really feeling the crunch. Financially and emotionally. I no longer can relate to big celebs with big time cash. Problem is, my friends don't get it. What do I do about the party?

**A:** Cheer up, Judy. Tight budgets aren't much fun but there are exciting ways around it! Let's start with the party. Can you relate to your friends? Trust them. They'll respect your situation. After all, it 'will' change for the better. What about doing a potluck... and using the blender for those smoo...thies. Besides, 90% of anything you see on TV is frivolous! So, grasp reality with humor today and make those dreams exciting to-morrow.

**Q:** Dear Campus \ Rod K. –  
Amsterdam, Netherlands

Usually, I feel great at this time of year. I get out my bike and hit

the off-road stuff every chance I get. It's Spring and the air feels amazing after a long winter. Don't know what's wrong with me this year! It's completely different. I'm feeling down much of the time. I can barely get out of bed in the morning let alone exercise. This is a drag. Help! I don't want to be like this.

**A:** Rod, you're so not alone. Millions of people suffer the blues. Have a talk 'with yourself' and don't let up until your inner-voice explains the dilemma. Then, before you begin altering major roads in your life, be sure your dilemma is not medically related. If it is, today's mix between western and alternative medicines work the impossibles. You could also write to our Dr. B., right here in JO LEE's STETHOSCOPE 9II. Look at your job, do you need a change? This, can play havoc with the mind, you know. Are you in need of new social activity? Do you have friends? Are your relationships satisfying? It could be that you just need to shake things up a little. Try something new.

**Q:** Dear Campus \ Emily –  
Vancouver, Canada

For the last year, there have been a bunch of kids (mainly girls) in my school that have picked on me. I eat

my lunch alone most of the time. I don't talk much and they make fun of me because I'm quiet. A lot of afternoons they're hanging around the area I have to walk through on my way home. They say mean stuff and stand in my way. I'm getting to hate going to school. I'm so unhappy. I try to think up ways to stay home.

**A:** Dear Emily. Bullying is brutal and there is no excuse for it. The kinds of stuff they're doing will likely get worse with time. They may begin to get physical in the abuse. So Emily, this is what you do. Always remember that 'communication' is the single most important word in the dictionary. You don't have to suffer this alone. Have you told anyone about it, like your parents or a teacher? You should. It will get 'much' easier, as soon as you do. Please, Emily. You can't let this interfere with your emotions or school. Trust me. If you 'act' it will 'work'. This is too important and so are you!

SEE YA!

**To write the Thin'K'ers » Click Here «**

More help? Check out [www.yesintl.com](http://www.yesintl.com) at the E-Help CamPUS.



## MANAGING EDITOR'S COLUMN

By Nahidah Malik –  
Nairobi, Kenya



# The Beauty of Easter

» Easter arrives and with it comes daffodils, tulips, crocuses and the welcoming of Spring.

The religious significance encompassing Easter is the resurrection of Jesus Christ with celebrations varying from culture to culture, each in their own unique way. Fun/games/the painting of eggs in beautiful colors and designs – is the very symbol of fertility and beginning of new life.

Learn to enjoy the different religions and traditions around you. Open the door to more understanding and love. Close the doors to negative environments leading to hopelessness and hate. Don't look down on what is foreign. Examine the multi-cultural frame around you. Don't dwell on what you have not achieved. Extend hands to those who have fallen... Let the beauty of Easter and Spring be the mark that takes you to new heights. «



## Adolescence and Pregnancy

Researched and  
written by: Camilia Ursu –  
Sibiu, Romania

» 'You're pregnant' – words that others hear, something others have to deal with. It could never happen to you! But suddenly, it applies to you! Frightening for a teenager, dependant on others and in school, to process!

Society expects the young to do well academically, be cool with friends, deal with peer pressures, alcohol, drugs and being sexually active – all issues that are overwhelming for an adolescent. We forget too quickly how important it is to be... responsible in all that we do! We forget too quickly that the choices we make for ourselves begin to write 'the script' to our lives. Communicate. Brainstorm.

TALK NOW! To your doctors, nurses, teachers, parents about EVERYTHING.

Be smart! Be informed!  
Be responsible! «

# Violence In Entertainment

By Dr. Rose A. Dyson –  
Toronto, ON Canada



» Will Hollywood change its Ways?

One question posed days after the 9/11 terrorist attacks in 2001. In the last two decades alone, Hollywood has produced and distributed over 270 terrorist films. At the 2001 Oscar Awards ceremonies, much was made of growing diversity within the industry with a record number of achievement awards going to people of color. Content, however, remained a non-issue.

According to research done by Mehdi Semati at Eastern Illinois University on sex, violence and terrorism in Hollywood's

International Political Imagery, in the post-Cold war era, Middle Eastern terrorism has become a central theme. Films in the 1990s brought us a kinder, gentler multicultural disguise, over those in the 1980s. The audio-visual rhetoric of East-West confrontation is used as a background for celebration, glamorization and promotion of high-tech weaponry – still an under-discussed component in the 'war on terrorism'. If movies can bind us together and make us a global community they can also tear us apart. «

**To Write Dr. Rose » Click Here «**

Rose A. Dyson Ed. D. is author of 'MIND ABUSE – Media Violence In An Information Age' [www.web.net/blackrosebooks](http://www.web.net/blackrosebooks) and 'North America's Cult of Sex and Violence': in 'MEDIA, SEX, VIOLENCE and DRUGS in the GLOBAL VILLAGE'. [www.rowmanlittfield.com](http://www.rowmanlittfield.com)



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## PROS AND EX.CONS »

By Gerald F. Uelmen, Defense Counsel  
Santa Clara, California

# THE LEGAL STRUGGLE STATE V. FEDERAL AUTHORITY MEDICAL USE OF MARIJUANA

When Congress enacted the Controlled Substances Act of 1970, and placed marijuana on Schedule I which is reserved for drugs that have 'no recognized medical use,' very little research had been done on the potential medical benefits of marijuana. Los Angeles police were taught that dilated pupils were a symptom of being under the influence of marijuana. A major study at UCLA utilized student volunteers to puff a joint and then have the size of their pupils measured. The studies conclusively established that fear caused dilated pupils: not marijuana. However, the study confirmed that marijuana reduces the intraocular pressure related to the disease of glaucoma. This resulted in the federal government establishing the 'Compassionate Use Program' to provide government-grown marijuana to glaucoma patients and those afflicted with

other serious diseases. After serving 82 patients, it was discontinued in 1992, when the program was deluged with applications from AIDS patients. Government officials announced the program was 'sending the wrong message.'

The message the government wants to send is that marijuana can have no redeeming value. Apparently, the government believes the public is too stupid to understand that, like narcotics and cocaine, marijuana may benefit sick people even though it is abused by others. Many citizens, who have watched loved ones suffer with AIDS or cancer treatments, question the wisdom of laws that deny this medication to sick and dying people when they observe, first hand, the relief that marijuana can afford.

This reality accounts for the growing public support for medical use of marijuana. Public support has resulted in successful initiative measures in seven states to permit the medicinal use of marijuana with a physician's recommendation. In California, Proposition 215 which provides that seriously ill patients have a right to possess and use marijuana for medicinal purposes, was adopted by an overwhelming margin in 1996. When they have the approval of a physician, they are immune from prosecution for possessing or cultivating marijuana.

The law does not directly address the problem of distribution to these patients. Are they to go out to the back alleys and negotiate with illicit drug dealers to procure their medicine? Federal authorities resoundingly say "yes." In 'Oakland



# Many citizens, who have watched loved ones suffer with AIDS or cancer treatments, question the wisdom of laws that deny this medication to sick and dying people when they observe, first hand, the relief that marijuana can afford.

*Cannabis Buyers' Cooperative v. United States* – the U.S. Supreme Court rejected a claim of medical necessity as a defense to marijuana distribution under the Federal Controlled Substances Act. Federal authorities recently raided and closed some of the most respected medical marijuana dispensaries in California, facilities being openly operated with full approval of local authorities.

Criminal prosecution is unlikely in most of these cases, because federal authorities realize California juries are unlikely to convict. Shortly after Proposition 215 was enacted, federal authorities announced that any physician who recommended the use of marijuana would face suspension or revocation of his federal permit to prescribe drugs. Needless to say, many physicians became very nervous about putting their names on such a recommendation.

A lawsuit was filed against the DEA asserting the First Amendment right of physicians to freely discuss all treatment alternatives with their patients, and in the case of *Conant v. Walters* – a permanent injunction was issued to restrain the DEA from threatening California physicians.

The injunction's validity was recently upheld by the United States Court of Appeals for the 9th Circuit. In another case pending before the 9th Circuit, the constitutional arguments that the Court did not reach in the *'Oakland Cannabis Buyers' Cooperative'* case, are being considered. These arguments include the contentions that purely intrastate cultivation and use of medical marijuana is beyond the reach of Congress' authority to regulate interstate commerce, and that the Ninth and Tenth Amendments protect the authority of states to regulate the health and safety of their citizens when the regulations do not affect interstate commerce.

The fate of the medical marijuana movement may rest in the hands of Congress. For now, we can anticipate the same knee-jerk response engendered when the medical use of marijuana in the District of Columbia was put on the ballot. Congress put a rider on the Budget Appropriation for the District of Columbia to forbid any expenditure of funds to count the ballots. A successful ACLU lawsuit released the election results. The measure passed by an 80% margin.

Members of Congress, who are obsessed with the fear that election opponents will label them "soft on drugs," prefer to insert their head in the sand in the face of overwhelming public support for medical use of marijuana.

Gerald F. Uelman is the highly profiled defense counsel that argued the O.J. Simpson, Daniel Ellsberg and Christian Brando trials. His acclaimed account of the Simpson trial is entitled *Lessons from the Trial*. He is the author of *Drug Abuse and the Law*, widely used by lawyers and judges. Mr. Uelman has served as lead counsel in four cases asserting the rights of medical patients to use marijuana with the approval of a physician. He is a Professor of Law at Santa Clara University School of Law, where he served as Dean from 1986 to 1994.

## WEIRD AND WACKY FACTS »

By Mohammed Malik, 12 years old  
Windsor – Canada



# On the Film Industry

**1.** Walt Disney has won more Oscars than anyone else. He was nominated for 64, and won 26!

**2.** The actor/actress with the most Oscars is Katharine Hepburn who starred in old-time classics like *The Rainmaker* and *The African Queen*. She won four Best Actress Oscars.

**3.** The youngest ever Oscar winner is actress Tatum O'Neal who was 10 when she won Best Supporting Actress for the film *Paper Moon* (1973).

**4.** In 1934, Shirley Temple was awarded an Honorary Oscar for her achievements at the age of five.

**5.** During World War II, the winners were given Oscar statues made of plaster instead of the usual Golden ones, to mark the war effort.

**6.** Denzel Washington and Halle Berry won Best Actor/Actress in 2002 – the first time black actors have picked up both prizes. Legendary Sidney Poitier, picked up the honorary Oscar for his long career

in films – being the only other black man ever to have won a Best Actor Oscar – 35 years ago.

**7.** Only three films have ever won all top five Oscars – Best Film, Actor, Actress, Director and Writing. They are: *It Happened One Night*, *One Flew Over the Cuckoo's Nest* and *The Silence of the Lambs*.







**8.** Steven Spielberg is the most successful Director, with seven of his movies in the all time top 10 list. Spielberg won Best Director for Schindler's List.

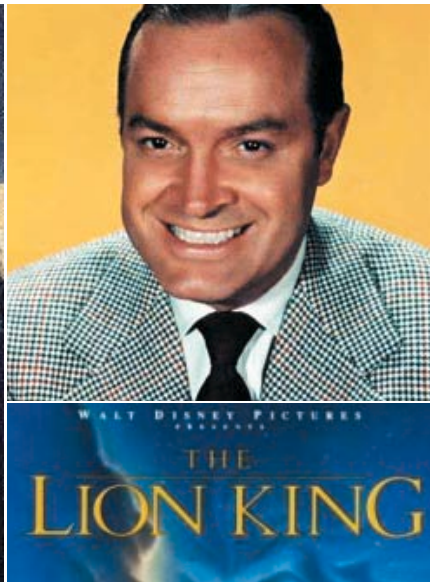
**9.** India has the largest film output, producing more feature length films than any other country, with 800 movies released annually... about twice the output of Hollywood. These movies are produced in 16 languages, in 3 major centers: Mumbai, Calcutta and Madras.

**10.** The largest film studio complex is Universal City in Los Angeles, California, covering 420 acres, containing 561 buildings and 34 sound stages.

**11.** Bob Hope hosted the Academy Awards a record 13 times.

**12.** The first television broadcast of the Oscars took place in 1953 – on black and white TV, telecast throughout the US and Canada.

**13.** According to the MPAA (Motion Picture Association of America), in 1996 the average Hollywood film cost \$35.3 million to make and another \$17.7 million to market. Disney's "The Lion King" cost \$45 million to make and employed a total of 800 animators.







## R&D EDITOR AT LARGE »

By Carla Dragnea

# A Little Bit of Academy Awards

» *I have to admit that I'm a big fan of the Academy Awards. Would that make me an Oscar maniac? Probably, considering I haven't missed a show since 1990 (that's when they began broadcasting the show in Romania). Yes, I would awaken at 3:00 a.m. (my time) just to be part of this glamorous event. With Oscar here again, I'm going to bring you a few of the unique facts about its history.*

### DID YOU KNOW

When the first Academy Awards were handed out on May 16, 1929, movies had just begun to talk.

The first Awards ceremony took place during a banquet held in the Blossom Room of the Hollywood Roosevelt Hotel. The attendance was 250 and tickets were \$10. The custom of presenting the statuettes at a banquet was discontinued after 1942. Increased attendance and the

war had made banquets impractical, and the presentation ceremonies have since been held in theaters.

The suspense, which now touches most of the world at Oscar time, was not always a characteristic of the Awards. At first, the winners were known prior to the Awards banquets. Results were given in advance to the newspapers for publication at 11 p.m. on the night of the Awards. But in 1940, guests arriving for the affair could buy the 8:45 p.m. edition of the Los Angeles Times which announced the winning achievements. As a result, the sealed-envelope system was adopted the next year and remains in use today.

The Oscar statuette has been designed by Cedric Gibbons and sculpted by Los Angeles artist George Stanley. Each statuette is

made from the alloy britannium and is then plated in copper, nickel, silver, and finally in 24-karat gold. It's manufactured by R.S. Owens and Company in Chicago. It stands 13½ inches tall and weighs 8½ pounds. The Oscar depicts a knight, holding a crusader's sword, standing on a reel of film. The film reel features five spokes, signifying the five original branches of the Academy (actors, directors, producers, technicians and writers).

1966 brought Oscar's first broadcast in color. From 1971 – 1975 the Awards were carried by NBC-TV. ABC has telecast the show since 1976 and is under contract through 2008.

Enjoy! I know I will. «

*The first Awards ceremony took place during a banquet held in the Blossom Room of the Hollywood Roosevelt Hotel.*



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