

The Intellectual Bean



By

Frank Martin

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Preface

This book is a yearend review where I will take articles that are funny, important, or history makers and bring the whole article full circle. So I will write about how the story started, what happened and how it ended. I think this way you leave knowing more about the subject than just reminding you of what has been going on over this past year. Remember my goal is simply to empower you the reader to have information you can use to hold a conversation with or simply impress your friends.

I can honestly say it has been a fun ride this past year making my site. Taking an inspired idea from a dream, to making it come alive is one of the most challenging, exciting, daunting yet rewarding work anyone can ever commit themselves towards. If you have a dream, go ahead and bring it to life. You won't feel at peace with yourself until you do anyway. Trust me, it's worth it.

So I just want to give a brief history lesson if you like to blog or looking to start, I suggest you pay close attention. But if you don't blog, and not interested in our early beginning, that's ok. Skip on to Chapter 1 to begin your reading pleasure.

MyMorningJoe.com was birthed because of what happened to me. Due to cooperate downsizing I lost my job. As a way to help save money around the house I disconnected my cable TV so the only form of entertainment I had was the internet and books. So while

being unemployed in my home forced to be without cable tv, I would apply for jobs and read to keep my mind off of things. I would read anything, my bible, old textbooks, other blogs, anything interesting on the internet. What I eventually found myself doing was, reading about one subject then drilling down looking up more information about the subject until I felt I could hold a conversation about the topic. In doing this my friends started to take notice by asking me things like “Where do you get the best deals on airline tickets?”, or “What’s the best way to roll my 401k once I leave my old company”. It got so bad people gave me the nickname ‘Wiki’ because they said talking to me was like logging on to Wikipedia.

Well after several months of being unemployed I finally landed a job, but I was not happy. I felt like there was something I could do using my time and talents to ensure future employment so I would not have to rely on a 9 to 5. Then I heard someone say while I was in the break room “I can’t start my day without my morning joe”. I asked them why they would say that and they replied to me “without their morning coffee they cannot operate”. And that my friend is where I got the idea for the site **MyMorningJoe.com** the site would have been called MyMorningCupOfJoe.com but I felt that was way too long.

What I envisioned for the site was that it would be so good people could not start their day without logging on to get their MMJ fix. The only problem was I had a name but no theme for the site. Then it came to me, the site needed to be truly informative, a site that offered news, and deals, with content and stories people really could use. I felt this was the best direction for the site because I already did this for my friends, so it made sense to simply blog about those things I would find so that I could help out more than just the people I know. Now I would like to pause the story right here and let you know that I know this sounds like me just going on about me but there is a point to all this. It's this, when you're making a site, blog, or even a small business do what you enjoy the most and then sit back and watch it grow.

I was able to open the doors to **MyMorningJoe.com** back in September 1, 2009 with only 2 fans, myself and my then girlfriend now wife (I am a fortunate man). But I did not know anything about marketing the site, how to run a blog, or where to get the information needed to grow my site. So I started with emailing 15 of my closest friends to check out the site to tell me what they thought. They would check the site from

day to day to see what I posted, many offering support and suggestions many of which I used to grow the site to what you have become used to today. Then after 1 month of just testing this idea with my friends, I tried to give my idea life by releasing it to the world. Now I have had other websites in the past which were very successful in their own right, but they have been decommissioned years ago, and web development has changed a lot since then.

So with only an idea and a mission to keep people informed I set off to find content that could not only help people out but also give them something to talk about later on in the day. My goal was to have all posts stop after noon eastern standard time. I did this because I noticed how news networks normally slow down after this point so I figured I should do the same. Which is another point, you must know your limitations. Initially I only did 3 posts a day. Then as I got better at finding quality information, I moved to 4, then to 5 and to now to 8 posts a day. Now I know for a lot of people 8 posts a day is hard but I suggest starting off slow and work your way up.

Moving on to what the site was going to talk about. I wanted it to appeal to people who enjoyed being

entertained, loved to learn, and try something different. That's why I try to find information most of us can use; like where to find cheap ink for your printer or what is the best way to invest your money. Information like this we all need from time to time. As I started to post the site grew and so did my fan base. I started off with only 35 hits a day where now I am pushing well over 10,000 hits a day. It's nothing too complicated on how we started to get noticed it's just the more you post, the sites like Google will add you to their site. Now I know I am nowhere near as popular as sites like Digg, or Stumble Upon, but I have learned to be happy with what hits come my way. Now because this E-Book is free I cannot tell you a lot of the trade secrets I used to gain my popularity but I will share with you this.

Never under estimate the power of faith, friendship, and social networking. I believe that without sites like Twitter, and Facebook my site would never have taken off. What sites like these provide readers is a place to connect to each other and share their thoughts and ideas with you and with fellow followers. Then with friends and family members they can help support you and even give you great ideas. Finally I credit my faith in God. I know many people would want to shut me down because of my beliefs but that's the only thing I can attribute to what has been going on with my site. I know what I am going to say

sounds very odd but to tell the truth it has been a year since my site has opened its doors and I have only spent 5 dollars on marketing the blog and I get close to half a million hits per month. Trust me I know I could not have done this all on my own.

I know I have talked about where I came from, how the site came to be, and how well it's doing but I am sure the next question you have is how much money do you make off of this site. Well I can say it's not enough to quit my day job but I tell you this. Like anything in life you have to keep at it and you will make a profit. I read somewhere that it takes most small business owners 5 years before they start to make a profit and I think it's the same with websites and blogs. Sites that slowly build their customer/fan base and add value to their lives are the ones that stay.

Well I hope you are ready because it's time to get to all these stories that took place since the launch of **MyMorningJoe.com**. Happy reading and get ready to leave some comments because the stories you may have read about in the past year may not have been all they seemed to be when they initially broke. I know you will be moved to speak your mind so feel free to share your thoughts with the community!!

My Morning Joe Site:

<http://www.mymorningjoe.com>

My Morning Joe Fan Page:

<http://www.facebook.com/pages/My-Morning-Joe/142225333958>

My Morning Joe Twitter Page:

<http://twitter.com/MyMorningJoe>

Frank Martin Twitter Page:

<http://twitter.com/frankmartin80>

FOREWORD
HOW TO READ THIS BOOK

The Intellectual Bean is the simply me giving you the reader the full story on those articles I have posted on my blog over the past year.

I decided on key information that I think was worth telling and letting you the reader be complexly informed. If you will it's what I love doing, making sure I know the full story about a topic.

With that, I can say there are stories where I don't hold back. What do I mean? I mean I feel it is important to discuss the issues as is. If people, organizations, companies or groups did an awesome thing then I boldly praise them and provide great feedback for their contributions. However, if the opposite is true I will bring to light those actions.

I am not paid by anyone to make any statements in this book. I am simply providing my opinion of stories that took place over the last 12 months.

In this case you will find I can be an Equal Opportunity Offender as well as an Equal Opportunity Praiser. I believe in giving credit where it is due, and likewise over turning the under belly of stories that may not have gotten a good examination upon first reporting.

So now you have been warned. Do you dare to undertake reading the full story on news you may have heard but never really knew all the details? Join me as I journey through the last twelve months of news, entertainment and more.

Next Stop Chapter 1--- Oktoberfest.

CHAPTER 1

OKTOBERFEST

MyMorningJoe.com opened as a beta back in September but I decided to skip that month because the site was on limited release. So blogging for the month of October was hard, since I did not know what to really write about, so for those who were with me from the beginning thanks for sticking with me through the those October fluff pieces. You know what I am talking even multimillion dollar media houses use it. But for me the fluff was content, of things that I thought were interesting but it did not feel like content people really needed to know. I felt like I was still trying to discover what **MyMorningJoe.com** was going to be about, but eventually you to take some risks and get out there. So I got over the hump and got rolling.

So one of the first stories I posted about in October, which came as a complete and utter shock to me, was the Internet giant GeoCities closed its doors. Well as the story goes, Yahoo bought Geocities back in 1999 for over 3 billion dollars¹ which I think is proof that the .com movement was crazy and why the bubble busted like it did. Never the less, after GeoCities was bought out, other companies sprung up in hopes to get the same pay day. Do you remember Fortune City, Tripod, or how about Angelfire? But before the pop-up of the “mee-too’s”, Geocities was truly the hip and trendy site to visit for your own personal homepage on the web. I remember friends of

mine laughing at others because they didn't host their site on Geocities. Now fast forward almost a full 10 years later and sadly they are no longer. RIP GeoCites.

Well stories like this always intrigue me as I try to work out "The Math". Let's take a look, because I think there is an interesting nugget here.

If you took the 120 months that GeoCites was open after it was purchased, then divide that by 3 billion, it equals approximately 25 million dollars per month that Yahoo lost on this purchase. This is like losing an entire budget for James Carmon's Titanic every year! The idea that Yahoo just decided that they had enough of this crying game and decided to pull the plug on the whole thing just seemed so cold. It's like if you bought a house lived in it for 10 years then suddenly decided to burned it to the ground. I remember a while back I had applied for a job at Yahoo to find that they did not give me a call back. Looking back I now know why, maybe because they had a 25 million dollar a month hole in the budget they couldn't afford to add me to the mix. I am kidding of course, but it does seem like a lot of money that went down the drain.

I know, I know, you're wondering how is this news? Well, in my opinion I believe Yahoo could

have revamped and made GeoSites successful instead of just killing it. One idea I had was Yahoo could have removed everyone's site on Geocities then create a Facebook like site. People would sign up for the account for the city they lived in which would give you the ability to better connect with people that lived in those same cities. Now this is of course my idea and not something that Yahoo was trying. All I am saying is if you spend that much on a company you would think you would at least try to use it and not kill it. Anyway in the end the site was taken down and added to the pile of other Yahoo failures like the Yahoo Browser, and Yahoo Auctions. Remember those?

The next biggest shocker that came out in the month of October was the article I found titled "**Latest bank fee is for paying off credit card on time every month**". Yes folks you read that right! I had to do a double take myself when I first came across this story. Strangely enough I found this article while doing a search for tips to pay off debt. From what I can gather because of the social and economic climate in America, many people are in debt up to their eyeballs and while some people have all of their credit cards maxed out, there are those other people that might only owe on 2 or 3 cards but have several with a zero balances. Well here is where the problem comes in. When we hit the credit crunch of 2009 one of the first thing banks did was hike up the interest rates and lowered the

amount of available credit of their card holders. Then they tacked on fees if you were over your available credit limit. They were simply making a killing off of the people who were in debt but they couldn't leave those zero balance customers alone. No they just couldn't. So what did they do?

Well the people that might have up to \$5,000 or more of credit but were not using it or they were paying off their balance, the banks targeted them and found a way to make money off of them as well. That's where this new fee came in. This fee could be as high as \$100 dollars if the card was not used. Speaking as a person that had credit cards that carried a zero balance I thought this was absolutely crazy. It was like being punished for being responsible with my money. Well the reason for me putting this in my book is, I found it very odd as I am writing this book that I did a search on Google for this "fee for zero balance on credit card" which logically should pull up documents or images on banks issuing fee's for carrying a zero balance but instead I was shocked to find this came up.

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0% Interest Balance Transfer Cards - Earn Miles & Travel Rewards!

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0% Balance Transfer Credit Cards and 0 APR Credit Card ... ☆

Our 0% credit cards category lists a wide range of balance transfer cards, In some cases there is no fee, and that will be indicated in the card ...

- Cached - Similar

WikiAnswers - Can having a zero-balance credit card that you do ... ☆

Credit and Debit Cards question: Can having a zero-balance credit card that you do not use hurt your credit scores? Yes, if they sit with zero balance ...

- Cached - Similar

» List Of 0% Balance Transfer No Fee Credit Card Offers ☆

Updated List Of The Best No Fee, 0% Balance Transfer Card Offers Below Zero percent balance transfer cards are a particular selection of credit cards that.

- Cached - Similar

News for fee for zero balance on credit card



Credit Card Guide News

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Best low 0% interest rate balance transfer credit cards - July 8 ... -

- 15 related articles >

As you can see from this screenshot not a single search result showed you anything about this fee. The closest thing we had was from WikiAnswers and it was asking if a 0 balance credit card looks good on your credit report. I guess all I can say about this is there is nothing

stronger than the all-mighty-dollar because you don't have to pay the bank interest for spending cash.

The last post I wrote that really should be given a second if not a third or fourth look daily was a post I found on a blog called "**10 Reasons Why You're Rich**". After reading this article, it really made you second guess yourself especially when you think it's time for a new car, iPod, or flat screen TV. What this article did was to take a snapshot of the world and strip down all of the extras in life to show you what really makes you rich. In the end it was 10 of the best reasons to feel better about where you are in life. I know it sounds bad when you say "O man I am glad that I am not people in that country, they don't even have bathrooms or running water" but the truth is at the core of every person we are glad we are not somebody else. If you have ever made such a comment, and trust most of us have, use to that feeling to help people out. For example they talked about one of the reasons that you are rich is if you did not go to bed hungry. This does not mean that you are on a diet and you are starving yourself. No. It means that you have no food in your home and probably have very little means of getting any. This is a sad fact, but in some countries they will eat clumps of mud just to keep from having hunger pains. I do not want to talk about this to depress anyone but my goal is to help you move into

feeling and having compassion for the poor. I am not saying clean out your bank account convert all the money you have into spare change then at the first sight of a homeless person chuck the coins at them like some game of slots in Vegas. No. What I do mean is that we all should give of our time, money, or even food yearly, if not monthly to help the homeless here and around the world. Think of it, if one day you suddenly have no means to find a way to eat, no job, and seemingly no family to help to come to your rescue I am sure you would want someone to care enough to help you.

On that note stay tuned for Chapter Two----A
November to Remember.

CHAPTER 2

A NOVEMBER TO REMEMBER

I really liked how the month started off with some very good news on Ford Motor Company profit of almost 1 billion dollars as found in a article on CNN titled “**Ford reports a nearly \$1 billion profit**”. The reason why I found this to be great news is, unlike other American car companies when offered bailout money Ford declined² they said that if they got themselves into trouble then they can get themselves out. This too is how big companies should operate. They should not be given hand outs in hopes they will improve but they should be able to see what’s wrong and fix it.

Ford was doing so well in the previous quarter unlike other companies like GM who in the same month reported a \$1.3 billion dollar loss³ which is horrible at best! To think they were given 50 billion⁴ with a ‘B’ not with an ‘M’ dollars to fix their company and the best they could show was a loss of \$1.3 billion dollars. Now I would think that if someone was to give \$50 billion dollars to help rebuild their company they should be able to show some kind of progress, not come back almost a full year later and say -in my own words-”Yea about that money you let me borrow, instead of changing anything I decided to keep things the same and it didn’t work! Sorry.” Then to make matters worse GM started to shrink as a company as they lost the Pontiac, Saturn, Suzuki, Hummer, and Saab brands to

either downsizing, killing off the line or selling the brand to another company. Yet they still showed a loss of over a billion dollars. It really makes you think “what did my hard earned money given in bailouts really do for stimulating the economy?”

To add insult to injury in April of 2010 they said they will start to repay the money back early⁵ even though they showed a loss again of \$3.5 billion. I am starting to think they need to hire new people at GM or they should at least talk to Ford and ask them what they are doing right. Think about it. Ford who took no money from the government was able to fix their problems and show a profit while GM looks like a sinking boat in a ocean of failure. I will say this much they did end up with a new electric concept car called “Volt” that’s suppose to take the hybrid world by storm. But when is the last time you heard a concept car that wasn’t going to take the world by storm, oh and if you want to see what a “take the world by storm” car looks like from GM do yourself a favor and look up on YouTube or Wikipedia the car called “Pontiac Stinger”. This Day-Glo Green car was going to be hailed as the beach car of the future too bad it looks about as functional as a college student after a 5 hour beer bender.

Next story, with new credit laws coming the banks all scrambled for new ideas to help boost their bottom line as I

wrote in the previous month, they made new rules to charge you for having a card and not using it. Well in November I found an article called “**5 evil things credit card companies can (still) do**”. This was just as crazy as the last post I made, even though now there are new credit laws in place to help people from being nickel and dime to death, the banks still could find ways to get your money. One thing of interest is the banks undertook was increasing the minimum monthly payments and raise interest rates. I read cases where people had 3.5% interest rate and it jumped to close to 15% and this is without missing a payment or going over their limit.

I also found out they were lowering and in some cases removing rewards and reward points. I have seen cases where people lost all of their sky miles they were saving up, simply because they were late on one card payment. I feel like these are signs of what is to come. In times gone by it use to be a good thing to keep a credit card on the side in case of an emergency, which was ok for most since they offered rewards like cash back, and sky miles. Next thing you know people are using credit cards for everything just to rack up the points. Then out of nowhere the loyal credit card customers get fee's, rate hikes, and increased monthly payments when they were making their payments on time. I think now more than ever the consumer needs to show the banking system that they

are not going to take it anymore and switch back to using cash. Doing that will hurt the industry and show them they should not punish the good and the bad just because they have fallen on hard times. The entire industry just seems ripe for an overhaul of where good values and behavior needs to be rewarded. But alas where there is money to be made you can rest assured these practices will only get more prevalent.

The next story was a very odd one to me it followed Aerosmith the rock super band whose hits include Walk This Way, Sweet Emotion, and Back in the Saddle. Well their front man Steven 'look how wide I can open my mouth' Tyler decided to quit the band back on November 9th. Then the very next day he showed up to Joe Perry's band which is called The Joe Perry Project which I have to say it's a very unimaginative name to say the least anything less than the afore mentioned name would be if the band was called Joe Perry Presents: Me Joe Perry. Anyway I digressed. So Mr. Tyler shows up on stage and claims they are still together as a band. Later it came out that, it was just a lie and that he was really out of the band from November, then on January 21st Aerosmith says they are now taking auditions⁶ to replace Steven Tyler. Then right before the "Cocked, Locked, and Ready to Rock Tour" was about to begin Steven joins back with the boys. I do

not know about you but this guy needs help. How can you quit the band then come back only to leave again. I know what I am about to say might ruffle a few feathers of some Rock and Roll purists but I think bands like Aerosmith need to step down if you have been playing rock and roll longer than 20 years and you haven't had a major hit in 5 years. It's time to take a break.

Oh well life goes on and so with November over it's time to move on to December but I just can't shake the feeling like I forgot something. Let's see, we talked about the American car companies, credit cards and the many down falls, and Steven Tyler trying to be a 60 year old diva. I just can shake that this feeling that I missed some body oh yes I remember now. The royal screw up of the year Mr. Tiger Woods!

I cannot end the month of November without giving you a complete report on what happened to this story. So before that faithful day in November Mr. Woods was worth over 1 billion dollars with more endorsements than you can shake a five iron at. Then out of nowhere the car crash heard around the world when he crashed his car into a tree while his wife was chasing after him with a golf club back on November 30th. At the time he claimed he lost control of his car and his wife ran out to save him. Then later on December 8th Tiger's mother-in-law was rushed to the

hospital. At this time you could not turn on the TV without seeing him. It got even worse when they found out he cheated on his wife with 11 women, then later on could only confirm it was only three, of which by any standard is still three too many. Next thing we knew January he checked himself into a sex rehab clinic. I am not sure what they do in this clinic but it's supposed to cure you of your sex addiction. I think my barber put it best "The best way to cure sex addiction is to take your wife up stairs". I am sure Mr. Woods would have loved to take that advice because to put a cherry on top of this crap sundae, his wife Elin divorced him for \$750 million dollars. I mean really I do not think anyone has taken so much for infidelity ever. With the loss of many of his endorsements, being in the middle of scandal for months, then in the end having one of the biggest divorce payouts in history, this was one of those whirlwind stories. In closing Tiger who talked about taking a break from golf but now he has gotten back into the swing of things to help clean up his image, and recoup his losses. I only hope for him all the best because Lord knows if any one of us lost \$750 million dollars in a divorce we would have gone mentally insane. Also as a word to the wise for Tiger next time you need to remember the words the great 1970's soul singer Johnnie Taylor when he said "It's Cheaper to Keep Her!".

Well stay tuned for Chapter Three----December Never
Looked So Bland.

CHAPTER 3

DECEMBER NEVER LOOKED SO BLAND

I know this title sounds harsh but in reality outside of the Tiger Woods story of last month nothing really too big happened. I am sure that this is a very debatable point but this is from my perspective and if we have learned anything so far, people's perspectives are all relative. Meaning what is import to me or the fans of **MyMorningJoe.com** might not be to others. I can go even further to say that just because this was big news in the United States does not mean it does not show up on the radars of African tribes in the Congo or Monks in Tibet. I know that was a long way to prove a point but I really do not want to get flooded with emails of people trying to prove me wrong.

With that said here are some things that were important this month and yes most where media fluff pieces. I am not sure if your are aware of what a fluff piece is but it's a piece of non news that the media makes news to fill up time. As entertaining as they may be, these pieces almost never show up anywhere in any history book, or any book for that matter unless the author is trying to fill up some pages with black text over white paper.

Now our first article was titled "**Top searches of 2009**". Coming in at number one was Michael Jackson and his death that was as sudden as that tug you get on your gut after eating bad Mexican food. Even though several

other people died in 2009 (in fact I am willing to say millions of others died that year) his was the most important because everyone thought him to be a great artist, phenomenal signer, a little odd with his personal appearance, a freak of nature, and many other titles, it really doesn't matter what you thought but we were all shocked to see the way in which he died. In fact after his death people started saying now all the crazy stories are about to come out about Michael like he was gay or that he molested someone. But the truth in fact was the direct opposite happened and people came to his defense saying how great of a man he was. We also later learned that he gave millions to help people all over the world but he did it in secret. Say what you will about the Michael, nut case or not he did leave his mark on the world.

The next big search came from Twitter or as I call it "Simple Facebook" that allowed people to send quick messages about anything the users wanted to send. Too bad many users tweet about things like when they are leaving town or their exact location, which is the reason why sites like "Please Rob Me" was started. I know what you're thinking a site called Please Rob Me this must be the authors attempt at another joke. Sorry it's real it monitors Twitter and Facebook and looks for people that say they are out of town. It then publishes that you are not

at home. The point of the site is to scare people into not giving away this type of information over the internet.

Moving on to the last and most popular search was Swine Flu. This was a big scare that started in the Spring. When this happened everyone everywhere was being screened and if you just came from Mexico you were lucky to get into the country if you dared to cough even once on the plane. One person I knew said when they went through the screening they had a slight sneeze and had to hold it in fear of officials who they saw dragging people out of the plane that even looked like they might have any flu like symptoms. I know if I were on the plane I would freak out that some person was pulled off of a plane but I would think it was for other reasons. I mean in the day we live in today I would think more so that it was a terrorist being pulled off the plane than to think they had the flu. I know that might sound wrong to some but if you think about it what's the first thing that comes to your mind when you see someone dragged off an airplane? Times up and now you hate to admit it to yourself but you thought terrorist.

Next was the news item or rather pillowy fluff piece was the "Oldest and Most Amusing Headlines of 2009". I choose this article only because it was too funny to

see what weird things people had to write about from day to day. One that had me laughing so hard I almost fell out of my chair was “Courtroom feces-thrower gets 31 years in prison”. Apparently this man smuggled in a bag of his own feces into a courtroom. I truly don’t get it. In prison you have no rights so how did he get a bag in which to poo into which leads me to the second question who did the search on him and are they still working.

Anyway poo story aside, another side splitting article was one called “Granny fights off bear with pillow”. I do not know if granny put rocks in her pillow or she caught the bear on his off day but what happened was she left her back door opened (please no laughter I am being serious) when the bear walked into the home it walked to her room where she awoke to beat this bear with the pillow. I want to say this was a million and one shot the fact that the bear just didn’t decided he had enough of this pillow fight and maul her is a miracle and the fact that she got out without any issues so a even bigger miracle.

The last one I wanted to talk about was last years Winner of the ‘I might be a touch crazy’ goes to Miyuki Hatoyama. I know that name may mean nothing to you but she is the first lady in Japan and this lady has fallen off the deep end. She has gone on record to say Tom Cruise was Japanese in a past life, that she has rode a spaceship (in spite of the fact that she is not a member of the JAXA), then finally she claimed she can eat the sun and this is how she gets her energy. I am sorry but that was the plot of Superman IV: The Quest for Peace which

must mean she was Nuclear Man in a past life.

The last article I thought was worth a read was "**Giant iceberg heading for Western Australia**". I saw mention of this on CNN's website as they hailed it as a sign that 2012 is real and that we are all going to die. No they didn't say that exactly, it just seemed like they were trying to perpetuate this fear that 2012 is going to be the year the world ends, I can say this much that only time will tell. Funny enough time did tell and the "angle" being perpetuated of this being a sign of the times couldn't have been farther from the truth. In the article I read how this iceberg was heading straight for Australia and would hit so hard it would rock the country to its knees. Now this article had me very interested but when I read another article that came from Australia I found that it was not as bad as people in the USA claimed. The Australian article even reported one man saying this phenomenon happens once every 30 years⁷ and that the ocean currents normally push the iceberg back the way it came and it melts on its return. I am not one to think the sky is falling or think that there is an inconvenient truth out there but if this happens every 30 years then I put the media to blame for trying to make this sound worse than it really was. This is something that makes me mad because what good does it do to the world to have the people that live there be scared to live. I mean that is what they (meaning the media) are trying to do. They know that this normally happens, but they also know that 2012 is right around the corner, so instead of telling the truth they blow it up to look like we are all going to die (or at least the Australians). I mean imagine a world where

people fall for all the scare tactics the media uses every day. You would have panic in the streets (which would then be written about poorly that would thus create more panic in the streets) people yelling at the top of their lungs “Oh no, what will I do? My artificial sweetener might cause cancer!” or “Because the rise of the Japanese Yen this year’s shipment of Pokémon is going to cost my family a small fortune this Christmas season”. I think the media when they write things like this create a Frankenstein’s Monster. Sure they meant well trying to bring some article to life but then what happens when it gets out of control? I have one thing to say about that and that is “Barack Obama Kenyan Birth Certificate”. This piece of work came from the media hype machine that somehow took a life of its own, where even now (2+ years later) there are still websites out there asking for proof. I have even seen Republicans, Democrats, and the Hawaiian government confirm where he was born but we are still debating this fact to this day. I guess with that piece of news the media hype machine can say “Mission Accomplished”.

Well stay tuned for Chapter Four----A New Year that Starts off With a Bang!

CHAPTER 4
A NEW YEAR THAT STARTS OFF WITH A
BANG!

2010 did not start off like most, with people just rolling back into the office talking about how they are about to quit smoking or eating fatty foods. It started off with a bang when the New Orleans Saints a team that people did not think had a chance against the Colts were able to take the game (Yes I know that the Super Bowl was in February but the playoffs were in January).

This was something to celebrate but at the same time tragedy struck when a 6.1 earthquake hit the country of Haiti. This impoverished nation would never even make it to the daily news when people were out in the streets begging for food. Haiti which has been called one of the poorest countries in the world was rocked by not one but two earthquakes. One in January and another one which the media is calling an aftershock (despite the fact it was two weeks later). This has put this once poor country in the lime light where huge out-pouring of support from almost every nation has flooded in to aid this fallen country. From blood drives, to churches doing out reaches, to whole governments giving all they can, this was in fact a really big deal. The sad thing is thanks to the media more things went wrong that should have never been brought to light, such as the 'fighting' in the streets that they showed in almost every video after the earthquake. This made Haiti look like a savage land but the truth of the matter was that

not everywhere was crazy. In fact my church sent people out to help the people of Haiti and in the video there was order not chaos but as we all know chaos sells newspapers (or gets you hits on the internet) I mean seriously when was the last time you saw an article that said how nice Tom Hanks really is sell? But I bet you all the money in my bank account that if he went on a drinking bender and sucker punched a bouncer it would set the internet world on fire. With that being said because of the negative light the media put on this event the giving started to slow down and so did the aid.

Now I am not going to make this 100% the media's fault I feel that the government of Haiti and all the other countries that gave should have handled this better. I mean there were cases where people were stealing food that was given for free to the people then selling it to them for big profits⁸ and course you cannot blame the media for that. That blame rests on the shoulders of the irresponsible people in charge that are trying to make a quick buck off of the bleeding hearts out there who love to give. However I still would encourage any of you out there that's reading this, make sure you give to people in need I mean just because we do not live in a perfect society does not mean you don't have to give. Anyway now that you have had

your emotional passport stamped from that guilt trip I just gave you I want to move on to our next story.

This story was truly a showing of how quickly your employers can turn on you. I reference the snow job that NBC gave Conan O' Brian. I can honestly say I have been a fan of his for years and I always wanted to see him in New York. Then when he got the Tonight Show gig I thought "wow he finally did it people finally find him funny enough for the big time". Too bad the talentless big chinned wonder wanted his old job back. I mean let's not think of it as a late night thing but think of it as a job thing. You work at your lower paying job for years only to find out the big time gig finally has opened. Then no sooner did they put your name on your parking space you find that the old guy has returned to take his spot back. I am sorry but in the real world that would never have happened. The company would have told the old guy "Hey we are still trying this new guy out and besides we gave you another job and you failed at that!". Well long story short Leno got his old job back, Conan and his staff split 40 million and left NBC but Conan was far from out for the count after recovering from this very public firing. He did something really smart and took his comedy show on the road (which thanks to my wife I was able to see). He sold out every show and I have to say from personal experience it was

awesome. Conan then landed a deal with TBS to have his show at 11pm and the show Lopez Tonight to be moved to Midnight. The funniest thing of all about this whole debacle is during the tour and the TBS deal NBC pulled the ratings on Leno to see that his ratings were even lower than Conan's⁹. I guess the public has spoken and we will see who will win the late night wars come November 2010. Can't wait!!

The last thing that happened this month was Apple talking about the release of the iPad. Now I do not own an iPad, nor do I own a Mac I will admit I do own an iPod but I haven't logged into iTunes to load music on it in over a year so I don't think you can consider me a diehard iPod user either but Mr. Steve Jobs found an idea that was going to make pay dirt. While netbooks were all the craze the previous year, he wanted to release a geeky toy that was portable and expensive all at the same time. That's where the iPad came in. This device is very costly to say the least running about \$499 for the cheapest one. Now I can say that this will go down in the history books as something major. Why you ask? Well for years Tablet PC's have been around but never got their just due. Then just two years ago they created what is now known as a eBook Reader which did not gain the traction that they were hoping for. All of this came out before the iPad but once Apple made their release it was a real game changer. It

allowed people to play games, surf the web (well kinda) and allowed people to read books all from a Tablet PC. Then as soon as it launched with its huge price tag of \$400+ you saw a huge jump in eBook readers and companies like Sony started to create cheaper alternatives. I also think one of the most potent facts of this market trend is the sales of eBooks now outsells the traditional hardcover books on Amazon's website over and over again¹⁰. It really does show there truly was a demand and money to be made in creating a great eBook reader. This to me was real a genius on Apple's part and I would like to give them kudos for making something even more 'cool' than an iPhone. This proves that lightning can strike the same place more than once (yes I know this is the third time they made a trendy gadget but they don't have a saying for that).

Chapter five is coming up are you ready for----They Love me they love me not!

CHAPTER 5
THEY LOVE ME THEY LOVE ME NOT

Ahh February home of such great things as Black History Month, Valentine's Day, and Presidents Day Sales but I was able to find some other things that happened to be ground breaking this month.

Some of the big things that happened was our first post in February "**Beyonce And Taylor Swift Make Grammy History**". Now how is this news you might wonder? Well, Beyonce not only grabbed 6 awards she also went into the history books by being the only solo female artist to achieve this feat. The next deal was Taylor Swift who just a little while back had her glory taken from her by Kanye West at the MTV movie awards¹¹ when he got on stage and told her that she did not deserve the award of Artist of the year. Well many people say that if it wasn't for Kanye's outbursts she would have never won both Grammys but the truth is it doesn't matter how you win a Grammy, a win is a win. Although if we revisit a few years back of course the exception to the rule which was everyone's favorite lip syncing duo of Milli Vanilli. Don't recall you say? Well they were ousted live on stage when their record started to skip endlessly during one of their performances. Of course they had to give back their awards because well they never sang a note of any of their hit songs. I am still left wondering if they didn't sing those hit songs like "blame it on the rain" and "girl don't you know

it's true" then who did and why aren't they popular? I will tell you why because they probably didn't look good on camera (in your free time do a search for Brad Howell and John Davis or The Real Mili Vanilli) which proves the Buggles were right when they said "Video Killed the Radio Star". But I am not writing about them I am talking about Taylor Swift and Beyonce and

I have to say that it's good to see that women are finally getting what they deserve in the music field and not just seen as backup singers!

The next item up is "**January Unemployment Rate Drops to 9.7 Percent**" I know that this is from the month of January but normally unemployment percentages do not come out until after the month has closed. I felt that this was a great start to the year. It was a minor drop from where it was at the start of the year but it was going down just the same. Now even though since then the percentage has raised to approximately 12% since January, as of the time I am writing this book it has dropped to 9.6%. So because of this I have to look at this in a positive light. Now before we get up and click our heals that unemployment is down we must first look at what is unemployment. Well its quite simply the number of people that are currently unemployed right? Wrong!! Lets first look at what's not captured in this unemployment rate. One thing it does not

capture is the people who took less paying jobs just to get by. So for example if you were making \$65,000 and you were let go from your company, remained unemployed but then found and took a new position elsewhere that now paid you \$32,000 (just to keep the creditors off of your back) you are now seen as employed. Well even though you're employed that does not mean that you're happy or that you're going to stay at this job especially since you're use to making more money. You will more than likely leave to find another place to work as soon as the market gets better and so you would impact the unemployment number. This is because you are now applying for a job even though you have one currently. In doing this you're now taking that position away from the current market that is looking for employment. Now what you have done leaving from one company for another is actually take away a potential career from the job market that could have went to someone that is unemployed. I know what you're thinking "but my old job will become opened and it will be filled later so what's the big deal?". Well the truth is some companies in order to save money will allow you to leave and never reopen your position but then make the rest of the team pick up the slack. Please note that I am not blaming anyone for trying to find a better job I am just letting you know how the system works. Also the unemployment rate is a average of all people across the United States, so if you lived in Texas and their

unemployment rate was 6.5% then you're not so bad but if you were in let's say the city of Detroit (where the auto industry is trying to make a comeback after years of record setting losses) it could be as high as 15%. So you see just because it's at 9.7% or even 9.6% it does not mean that jobs are falling out of the trees. Other factors that come into play are natural disasters they can throw the number off. Let's look at the BP oil spill (and yes I will be talking about this in greater detail later on) because of major event thousands have lost their jobs. The up side is that it has also created temporary jobs once the spill is cleaned up these people will be just as unemployed as the ones waiting for the oceans to be clear again to return to their way of life.

I choose not to look at the unemployment rate as a focus point of the job market. I say you look at it like this, if you have a job then good your part of the majority. If you do not have a job well that is of course not good and you will have to find one (and yes I have been unemployed before so please do not take this as me making fun of the unemployed). Now when I say find one I do not mean open up your local paper and try to find a job I mean take what you're good at and if you can start your own company. If you cannot then look everywhere and I mean everywhere for a job I know I have talked to many people who have

been unemployed for a while and it was because they have a skill but they don't want to leave where they live or take less pay. I can say this much from personal experience, in these tough times we have to do what we need (short of breaking the law) to make it. I myself was willing to relocate to the other side of the country just to stay afloat but in the end all I am saying is do yourself a favor and know that numbers lie. They can make numbers say and do whatever they want them to. If they wanted to they could make it look like unemployment is at 5% by cutting unemployment benefits after six months. Now we all know that it takes more than six months to find a job but if the government uses unemployment benefits as a way to measure who is employed and who is not then to make the unemployment number look smaller they can just simply cut jobless benefits at 6 months. If they want it to look bigger they could extend it to 5 years. Unemployment rates in the end can be thought of as a condensed soup (please let me explain before you think I mad). If my can of vegetable soup says add one can of soup to one can of water then that is the most accurate way to make this soup, but if I was selfish and did not want to make enough for everyone I would just make a half can of water, and conversely I could add 2 cans of water to 1 can of soup if I wanted more. In the end I gave you the right way and two wrong ways to make the soup and just like unemployment there should only be one way to look at it, but if you try to look at

it from so many different angles then you're bound to get it wrong.

The last one out the gate is the story of Shani Davis. He was the first person in the history of the Winter Olympics to win back to back in the 1,000 meters speed skating race. This was huge since no other individual has ever done it before and I would like to think this record will be on the books for many years to come. Unlike some records that seem to be beaten every time you turn around. For example in the world of sprinting at Summer Olympic games the 100m World Record¹² has been changed almost every 2 years which on the one hand makes it harder and harder to beat but then on the other hand shows how possible it is to beat. Let me clarify what I mean if you look at Shani Davis' record which has never happened in the history of the sport that started back in 1992, you can say that it's been almost 20 years the sport has been around and no one has been able to achieve what he has done. Now you cannot say the same for people who do the 100m run since 1992 as the fastest time has been beaten 12 times. No offence to any track runners out there, (my wife and I are big fans) but according to history if you're the fastest ever one year you might not be the fastest the next year or even the next time the Olympics is around which is why I have to tip my hat to

Shani Davis. The fact that you were able to keep up with every one for two Olympics in a row is quite a feat to achieve indeed. Congratulations.

Well stay tuned for Chapter Six----March really isn't as mad as people think it is.

CHAPTER 6
MARCH REALLY ISN'T AS MAD AS PEOPLE
THINK IT IS

Now I know so far I have written about things that will make it into the history books or at least in some kind of pointless trivia game but I would like to take this time out to talk about scams!

I am sure when you saw this eBook was for free on **MyMoringJoe.com** you thought it was a scam (if you bought this book then thank you for supporting the Polaris Project). You probably thought who would write a whole book for free or whoever would put that much work into a free ebook must be crazy (well I am not crazy I am eccentric there is a difference).

Well I read an article called “**Internet's most successful scams**” and it made me think, first thing I thought was in today’s society we should have built up some sort of immunity to scams. I mean with the internet age we are just a point click away from finding the truth or at least someone’s opinion on the sketchy email, instant message, or voicemail we have received. I know if I ever get a phone call from a strange number that I do not know who it is, I look it up on a phone number finder then find out who or what was trying to reach me. So you can only believe the level of shock I had when I found that Internet Scams have made of \$560 million dollars¹³ and it’s on the rise. There is a scam for everything now. It’s no longer just the ‘Nigerian’ scam from the 1990’s where people promise

to mail you tons of money but all they need is a small amount of earnest money to “free up” the money they want to send you. Back when Obama was giving all sorts of bailouts there was a scam sweeping the nation that Obama was giving money for people to go back to college. People would only have to provide their checking account information so that the ‘direct deposits’ could be made, but then as soon as they give up the information their account would be tapped dry! Now think about all the friends that you have. Now do you any of them have a boyfriend or girlfriend that is living in another state or even another country? Then there is a chance that they are being scammed. I know sounds odd right but there have been cases where people were dating for a couple of months but then they claim “I wish we could see each other face to face but I am too poor to make the trip”. So people will give them money for plane tickets, bus pass, even spending cash only to find that the person never came. In fact they find that the person isn’t even real the pictures all came from someone else’s Facebook or Myspace account.

I use to be a fan of a YouTube blog where this guy would rant about all things political. Well one day he noticed a lot of French people started becoming fans of his page. They then started to send him messages in French (which he could not read) he then asked anyone on his YouTube followers that could translate the messages for

him. Well when they did he found that somebody downloaded all of his photos from his Myspace account and was posing as a French man conning French women out of money, and the letters he was getting were from those same women who saw him on the most popular section of YouTube and figured they would give him a piece of their mind. It's sad but true I am not writing this to scare you or to frown on online dating all I am saying is if someone wants your money, credit card number, or checking account information do some research before giving it to them because chances are you will be the one stuck with the bill.

Another good article was “**PepsiCo cuts more schools' drinks**”. This change can be seen a positive because it stops soda companies from selling their high in sugar drinks to kids. I know that this is on the table as one of the reasons for childhood obesity which I think is a joke in and of itself and I will explain to you why. When you look at the new ruling it states that they can only sell Water, Milk, and Juice to students. Now with more parents telling kids they need to drink their juice I am sure the sales of Pepsi products were down. So I am sure you're wondering why I think it's a joke, after-all they did take the Pepsi products out right? Well in truth they didn't they only removed the sodas and I know when you hear PepsiCo you think Mountain Dew right well PepsiCo also owns

another company that you might have heard of called Tropicana and they only sell juice so let's look at some nutrition facts shall we. Tropicana Twister only contains 10% Juice and if you bought a 20 fl oz bottle of the stuff it would be about 270 Calories, and 63g of Sugar the only real nutrition you get from this juice is Vitamin C. Now let's look at Pepsi for a 20 fl oz bottle it has 250 Calories, and 69g of sugar with no nutritional value. Does it really seem like your making a difference? As long as children are not drinking 100% (or a number much closer to 100 than to 0) fruit juice then we are simply trading vices.

The other thing is the states are not the parents, the parents are and we should be teaching our children what to eat and what not to eat. If not, well as you can see doing something as simple as changing from soda's to a 10% fruit juice is only going to help line the pockets of Pepsi and not teach the children anything. Now why is it a smart move for Pepsi to push Tropicana over their Soda brand? Well I know it's easy to drink about one bottle of 20 fl oz soda maybe two but by the 3rd one you may feel sick because the acids found in soda and carbonation in fact most find it hard to drink so many sodas in one sitting. This goes the same for kids but I know many people that can drink 3 or 4 bottles of fruit juice and think nothing of it because we have been conditioned to think Juice = Healthy and Soda = Unhealthy. In the end because they

are making us think we are getting a healthier choice we would tend to allow ourselves to drink more which means they would make more profit changing over to the Tropicana brand than sticking with the Soda brand.

Donovan McNabb shook up the month with the trade rumors that he was leaving the Eagles to go to another team. Well after days of people asking he confirmed he was going nowhere on March 29th, then April 5th we found out all of that was a lie and he moved on to the Washington Redskins. Now I have a problem with this and here is why. McNabb told the people of Philadelphia he wasn't going anywhere and that he loves the city and its people and would never leave the team. Then out of nowhere blindsides them with leaving the team. Here is my issue, there was little to no backlash when this happened it's almost like people understood his need to leave, however fast forward a couple of months when Lebron James left the Cleveland Cavaliers and people went after him with full force. I saw whole websites go up on the internet saying he was a sell out and should never play the game again. They also went as far as to get Basketball stars like Jordan, and Barkley to say they would have never made the same moves that he has made. It's sad because in doing this the once great basketball player Lebron James who use to be known as "The Next Jordan" has now been told by Jordan that he would have never been like him. I mean 'geez' it's

like your hero punching you in the gut. Its things like this that confuses me to death (not all the way to death but pretty close to it). How can one person do one thing and nobody care but another person does the same move and it's almost like the whole world turns against them.

Well stay tuned for Chapter Seven---- Sorry but April prefers baths to showers now-a-days

CHAPTER 7
SORRY BUT APRIL PREFERS SHOWERS TO
BATHS NOW-A-DAYS

April now that was a crazy month full of mergers, exploding volcano's and toys being band. I know I was taken back by most of these stories because I could not believe how so much happened in such a short amount of time.

For example HP has merged with yet another company. This company does not believe in moving into new markets they just buy the guy that's already in the market then do cut backs then go on with their day. Think I am making this up well here is a list of some companies they have merged with Compaq, Mercury Interactive Corp, 3com, Voodoo PC, EDS, and the list goes on and on and on. If there was a world record for the most mergers in a single company they should win (or at least be in a close second). Now I know what you're thinking all of this merging must mean the company is growing. Not really since 2003 (and not 1993) the company has cut more than 25,000 employees¹⁴ worldwide (but mostly in the US). That is more employees than most companies have. So why the cut backs if they are merging? Shouldn't the other merging company be able to keep their employees? The answer is no. The reason is HP has several areas where they want to grow but they cannot do it organically so instead of trying to grow by hiring people they just merge with another company that is already established. Then once they are merged they examine the company and say there are too

many people here doing the same job and they start doing cuts. It's like if your body merged with someone's body that looks better than yours well there are some features of yours you like and some of theirs you like but everything else has got to go. Now I could take this analogy even further but I think you get the point.

So why all this HP merger talk well that is because HP has merged with Palm the 4th place phone OS company. Which is sad because if any of you remember Palm was the first company to take the electronic organizer and make it cool (sorry Apple but you gave up on the Newton too soon for people to even remember why I am mentioning you right now). Now even though HP has acquired Palm they are showing some promise to use their phone operating system to build a tablet PC to challenge the iPad. They are also looking to build a wider range of phones that will work for both the business use and casual use. I think it's good for them for trying to save this company from failure but all I can say to Palm is do not get too comfortable. Many of companies that have been absorbed by the HP blob have suffered major losses in the not too distant future.

One really big deal happened when Eyjafjallajokull exploded. What is Eyjafjallajokull you might be asking (other than a word that 90% of all reporters outside of

Iceland could not pronounce). It was the active volcano that blew its top stopping all commerce for weeks. When talking to some people that visit my site here in America they could not understand how a volcano could stop planes from flying well let me explain. When you go to a barbeque and the person happens to use charcoal what is left behind when you're done cooking is small amounts of ash. Now imagine you're in a football stadium and from goal line to goal line was covered in hot ash 5 feet thick. With you on one end in a high powered truck and me on the other end with a hundred dollar bill, even if you floored the truck you would never make it to the other side of the field without major challenges like the thickness of the ash which would cause the tires to slip. Then let's not forget this is hot ash from the earth's core so there is a good chance it would be so hot it will start to melt the truck's tires and frame. Then lastly, the dust part of the ash would clog up every opening it can be found. That would leave you stuck on the 50 yard line and me walking away with the hundred dollar bill. Now that we have a better understanding of what ash can do to a car lets now think about an airplane cursing at 32000 ft. If this were to happen, it would not simply get stuck in the air. It would fall out of the sky. Which is why everything stopped and people were too afraid to take that chance, now after the ash cloud was gone life was able to return back to normal. I still wonder how long it took to get all of those backlogged passengers out but I think some

questions just go unanswered.

The last one comes from the west coast in Santa Clara California where they are the first county in America to ban toys in meals that have over 200 calories. I saw a video about this on YouTube. I think it is a great idea that the toy that comes with a children's meal should be able to be purchased without buying a meal. This gives a parent the ability to buy the toy for their child and not have to buy them a 'Happy Meal'. I think this is great and parents no longer have to force their children to eat a 'Happy Meal' for a toy they can just buy, go home and have a sensible meal. Wait what am I saying? I think this is just more proof that we as parents need to have better control over our kids. We need to understand that we have more control over what our children eat than they do. We work to get the money to feed them and because of that fact alone we tell them what they can and cannot eat. I mean think about it just because our kids want to eat something fatty does not mean we have to give it to them. Look at it like this when your child grows up to be a teenager you want them to date a nice boy/girl. You wouldn't want them just going out with any person they see. Well think of healthy food as that person you always wanted your child to marry. They are kind, polite, and will take care of your teenage son/daughter for years to come. Then here comes fast food it's slow, lazy, and will just ruin your teenagers figure.

Now if you're standing at the cross roads of life and your child had to choose one or the other you would hope they would choose the person that is good for them and not the one that will more than likely destroy any chance of your teens happiness for years to come and that is how we as parents have to look at fast food. Yes it's great in a pinch to have something for the family but in the end any doctor you talk to will tell you it's best to leave foods like that alone. So in the end remember parents we don't want our kids to grow up to be unhappy so it's up to us to show them the way!

Well stay tuned for Chapter Eight--- Maybe Yes? Maybe No?

Chapter 8

Maybe Yes! Maybe No?

May was a big month of 'maybe's' all thanks to people like LeBron James, Nolan Ryan, and BP. They all had people in America at the edge of their seats when it came to making earth shattering decisions.

With LeBron James his contract was up with the Cleveland Cavaliers this season and he had to make a decision on staying with the team that picked him up straight out of high school or go with another team. Well he kept his cards close to his chest. People were thinking he was going to the Knicks, or the Rockets some even thought the Bulls but days turned to months when he finally was ready to give the official word. He said he wanted a press conference with the people at ESPN. When he did this it was the interview heard around the world. He ultimately choose to go with the Heat this angered the entire state of Ohio. So much so the owner of the Cavaliers had some disparaging remarks for LeBron and his choice to leave the team these same remarks gave him a pretty hefty fine by the NBA.

Then in August LeBron was blamed for a rash of unemployment in Miami when the owner of the Miami Heat laid off the season ticket sales team when he found out that season tickets were bought out for several years and just incase some of these season ticket holders back out they have a waiting list of over 6,000 people¹⁵. My take on this, why hate LeBron he wanted to get a NBA championship ring so he tried his best in Cleveland and

they couldn't do it so he had to go to who would bring him what he needed. I did not see any one complain in Phoenix when Shaq left the Sun's to help the Cavs try and get a Championship. As a matter of fact, I did not see anyone complain when Shaq left the Magic to go to the Lakers to get his ring. Nor did you see it when he left the Lakers for the Suns when he wanted to help them get a title. It just seems like when your seen as the golden child everything falls on you. O well we wish you all the best Mr. James with the Heat!

Our next major issue was the BP Oil Leak. This "leak" really was a gusher when it was later found that millions of gallons of oil spewed out into the Gulf of Mexico. This was the biggest man made disaster since the movie Gigli or Glitter! I have to say that some of the funnier bits of this disaster came when the oil rig blew up(no I am not insensitive, read on to see why). Like any normal company responding to such disaster, the first thing BP did was to take responsibility for their actions and begin to clean up their mess.

O wait that's not what happened that's what a responsible company would do. Instead what BP did was play the blame game. A game where everyone doesn't want to play and everyone loses even the environment. BP claimed that they did not know who was in charge and it took them a good while to find who was really in charge of the entire company so that they would have some one to

face the press. Once that mystery was figured out, then they started on cleaning up the mess. No wait that didn't happen either! They held press conferences on how to clean up the mess. I am sorry but if you're doing off shore drilling there should be a go to plan to fixing the issue of a rig exploding. Then after all these meetings were done, they started to hash up ideas on how to stop the oil spill. Why I say 'hash' up, because they did not have a real plan set in place for such a deep pipeline bursting. In fact the auto shut off was in place did not work, which was the only real plan they had in the end. Next thing you know the people of YouTube started to chime in on how to fix this issue. One person said that we should dump sand on oil spill which is a great idea accept for one key point, the entire ocean is lined with sand so one would guess if dumping sand on it would fix the issue then the ocean should be able to fix itself (in time). Another one from the peanut gallery said to fill the hole with golf balls, hair, and other items as a way of backing it up. Oh wait this idea came from the people at BP! Well they can't all be winners this oil spill continued for over 90 days killing off sea life, jobs, and vacation plans. All of which came at the expense of BP who dished out a whopping \$147 million of its own money in the relief effort¹⁶. One thing that was really odd was BP cited that while trying to save the earth they created hundreds of jobs. I find this a hard one to get happy about. I mean 11 people had to die plus thousands had to loose jobs, and businesses to only have BP in the end say they stimulate the job market. For me if this is what it takes to end the recession then I would like to tell BP they can keep their jobs.

Now thankfully before this book came to print I was able to find some good news which was on August 15th the shrimp fishery's started to see business again as they started to find shrimp in the Gulf Coast¹⁷. I do wonder if they are safe to eat?

Follow that hard story is something pretty cool which was when Nolan Ryan a name that was synonymous with phrases like "World's Greatest Pitcher" or "Fastest Pitcher in the World" but that was back in the 1970's and 1980's. Well now he has a new name which is Savior of the Texas Rangers. For those of you who do not follow baseball the Texas Rangers where in trouble. Lack of interest in the team was killing their fan base and the team looked like they might be either moving or just shut down because the former owner declared bankruptcy. Well that's when Nolan Ryan and his partner Chuck Greenberg came in to save the day by putting in the winning bid for the team of \$593 million dollars. I think this is how business should be conducted I think that teams should be given a chance to die. If they can't get the fan's to show up or have a winning team we should allow them to go away much like how the Montréal Expos left to become the Washington Nationals. Once a team can no longer make it in their city they should be given a chance to either be saved or leave. I think this is even better because Nolan Ryan finished his career in Texas. That it was only fitting that he buy the team out, its much like if Hank Aaron bought out the Atlanta Braves. Anyway I am sure the people of Texas are happy that they

got to keep their team and lets just hope they support them as they come under new management.

Well stay tuned for Chapter Nine---June came too soon

Chapter 9

June came to soon

It felt like time was just rushing by and it seems like only yesterday that we opened our site to world. With this year end review almost complete I wanted to focus on some big stories that came to a close in the month of June.

One of which was Larry King talks of stepping down this fall to me is big. I heard that he is in the Guinness book of world records for being the longest running TV show at the same time slot with the same host. So in knowing that this was a big deal to have him step down, I also hope that who ever replaces him can do a good job and really nail people on the tuff questions. Another hope of mine is that he does not pull a Leno on the new host and try to ask for his job back after leaving. Now I can say this much about his show and that is it takes a whole lot of guts to have so many people come on your show and have them speak their mind even if you think they are completely nuts. I mean to think that people like Anna Nichole Smith was on Larry King Live and he had to interview her as if he really cares about what she had to say. I tip my hat to him (that is if I still wore hats). If it were me, I would have given up half way though the interview stand up and say "I am so sorry but you are a complete waste of my time and having you on the air a second longer could in fact make my head explode". I do enjoy the times when he has trendy people on the show and try to act like he knows who they are but that is the sign of a good interviewer that he can pretty much handle any person. With the one exception Jerry Seinfeld how he screwed up that one was a mystery¹⁸ to me.

With people getting NBA fever when the Lakers were playing the Celtics. I thought it was a good series with plenty of ups and downs. I know when I logged into my Facebook, and Twitter accounts that it was flooded with people going back and forth talking about how their team is going to win but in the end there can only be one winner and that winner was the Lakers which for them was their 16th championship in the teams history. As you know, I cannot write on something without giving you some shocking fact afterwards so here we go. After the Lakers won, the city celebrated by burning the city to the ground that's right the fans started to riot¹⁹ as soon as the game was over. Setting fires in the street and breaking into stores. This leaves me very and I mean very confused. I never understood this phenomenon. Why is it in Hockey, College sports, and Basketball if your team wins people want to celebrate by raising the insurance rates of everyone around the city.

Let's say you own a shop in a college town selling candles and lotions you make a modest profit pay your rent and insurance on time. Then out of no where the local team wins the championship. Now what should happen is everyone is happy and they go downtown for a drink at a bar to celebrate but not this time. This time they wanted to really show how happy they were so they started to burn and break everything in sight. Tipping over cars, knocking over light posts and lucky you the happy mob stopped by your shop and decides to light everyone of your candles at the same time. Next thing you know, you're calling for the fire department to put the 5 alarm blaze out.

When the fire has been put out you, then get a call from everyone's favorite friend the insurance adjuster. They cut you a check but no sooner did you cash it, you find your monthly payments have shot up because you're now listed as a higher risk. This of course is a worst case scenario but it can still happen and I do not think that people stop to think when they are part of a drunken mob how many problems they are causing with there 'celebration'. At this point your thinking well what if my team wins and I want to show off and act a fool. Well I would suggest you not to do it in your own town but go to the opposing teams home town to have your riot. I mean jumping around and saying we are number one where you live is fine but it is never as good as visiting your neighbor and letting them know first hand. So to fix this I suggest after the game the winning team should get together and charter a plane to the opposing teams home town. Once there they should then party hard from the time the plane lands to the time they are locked away in jail for a premeditated riot(ps this is only a joke and please do not do this).

Riots aside I think the biggest news to happen to cell phones this year and I mean its bigger than iPhone 4 was when AT&T said the day before the iPhone 4 came out that they are getting rid of their unlimited data plans. That's right you use to have unlimited data, but now you could only get 200mb or 2gb plans. On the surface this doesn't seem like that big of a deal but lets dig a little closer can shall we. For \$15 dollars you get 200mb a month. That seems like a fare amount but lets say you don't have a

laptop so you do everything from your phone like Facebook, Youtube, and Pandora from your phone. Well let me give you an idea of how much you can do before you go over your 200mb limit. Once you do one of the following you would be going over. If you upload or view more than 50 images on Facebook, if you watch more than 20 minutes of YouTube videos or 30 minutes of Pandora. For some of you that's no big deal but for most iPhone users they can do that in a day. Well what happens when you go over your 200mb limit? Well AT&T will charge you another \$15 for you got it another 200mb. So lets say you look at over 50 photos a day on your phone you could rack up a bill of \$450 in data charges only! Now lets say your smarter than most and you will go with the 2gb package at \$25 a month and you continue your habit of viewing 50 photos a day surely this will keep you safe from the \$450 data bill. Well that is true at 50 photos a day your bill would only be \$75 for your data charges so your saving more money with this option right? Wrong the AT&T old unlimited plan was just \$30 for unlimited data.

That's right you can watch hundreds of hours of video and your data plan would never be more than \$30 dollars so in the end they could be making as low as \$45 extra a month from your cell phone usage and as much as over \$400 big ones off of you. I know this makes you want to tear up your cell phone contract and move to a company like Verizon right. Well they are in talks to get rid of their unlimited plans²⁰. Is this the way of the future? Not sure but we still have companies like T-Mobile, and Sprint offering

unlimited everything for under \$100 a month. I think we should be safe at least for now.

Stay Tuned for Chapter 10 Ju-lie! The year is almost over!

Chapter 10

Ju-lie! The year is almost over!

By the time July hit so many stories were coming to end it was getting hard to even think of what to talk about. Then after much searching I was able to find a couple of good ones for everyone to enjoy.

The first one came as the jewel in the crown that is online journalism. Back on the 4th of July YouTube got hacked, and what made it so great for us was that My Morning Joe was one of the first to report this. Now when I say hacked I mean the site was brought down to its knees. The hack started as something simple which was once a video loaded you could not read the comments nor could you see the related videos on the side. But as time went on it became more severe. About 30 minutes after reporting on this it took a turn for the worst when you tried to watch a video the site would then take you to another site or pop up a message you could not get rid of saying that Justin Bieber is dead. Then after about 4hrs of non-stop issues the people at YouTube put the whole site in safe mode so they could patch the security hole these hackers found. The hackers did leave a note on the site that said they will be back. So far they have not returned but this happened not too soon after Google went toe to toe with the Chinese government about allowing Google into their country and seeing as that YouTube is owned by Google I would say there might be some Chinese hackers in play. This same brand of hacking is what brought down Twitter²¹ a while

back but such is life. Also for those that are wondering Justin Bieber is still alive doing what he does best and if any of you know what he does do best please write me at Ireallydontcarewhatjustinbieberdoes@mymorningjoe.com all messages will be read before I incinerate them.

So World Cup came to an end and I have to say it was one big upset after another my team England did not do as well as I would have hoped and American did far better than what people expected but the biggest upset was Spain winning. The reason being is that this was the first World Cup ever where the two teams that played in the finals the previous series did not make it out of the first round. Also to have Spain a country that has never won a title or even gotten this far before is a dream come true for Spain. The fact that they took home the trophy and the bragging rights for the next four years just shows how ready they were to play. Some other news that wasn't so good was the non stop whining and crying of the French team who was called pathetic and a catastrophe in their newspapers²². One article I read said that they were so mad that they were not going to be able to leave the first round they decided to not even show up to the last game in. They also lost most of their sponsors and guess what nobody cared when they came home. I would not care either if my team looked like the biggest bunch of children ever to play the game of football (soccer). Another thing

that I would like to mention that really got me mad was the non stop playing of the Vuvuzela. For those of you who don't know what it is it was that weird horn noise you heard while the games were being played. Some people I talked to though it was because of the large amounts of flies that were near the stadium they were playing at and that is why the noise was so loud. This is not only comical but wrong (sorry guys it was just a horn). Anyway I did not see how this helped to improve the quality of the game if anything it made it hard to focus on the game or the commentators. I can only hope that we will never hear another Vuvuzela again. Well congrats again to Spain for doing a good job and we hope to see you play just as well in Brazil!

Finally in huge entertainment news Disney sold Miramax for a mere \$660 million. This company produced movies like Princess Mononoke, Bridget Jones's Diary, Chicago, and Kill Bill. It has been sold to a investment company leaving the big question "Why?". I can understand the "why" so let me explain that even though the company has produced some big time hits it also had its fare share of flops and with Disney buying out Marvel for \$4 billion dollars less than a year ago they have bigger sights²³. So far with the Marvel deal Disney has been talking about releasing movies like Namor which has been rumored to be done with Pixar as a CGI movie. They also gave deadlines to all the other companies that owned

rights to Marvels intellectual properties like the Fantastic 4, Daredevil, X Men, and Spider-Man. They told the current owners if they do not create a new movie every 2 years they would then have to forfeit the property back to Disney, but knowing Disney their lawyers are already working on ways to bring their properties back. I know if given the chance they might just buy them back. Now on the flip side of the coin is DC the yin to the Marvel Yang. DC has come up with a bunch of flops movies like Constantine, Joan Hex, and The Losers (a movie that I loved and was mad it only made \$10m opening weekend I mean it was cooler than the A-Team Seriously!) they have yet to gain the fan fare as other Marvel movies. Well DC is owned by Warner Brothers and they have not had a major DC hit since Batman: The Dark Knight (and yes I am including that flop of a movie Superman Returns). So because of this they are looking to hire Christopher Nolan as a full time DC consultant to help pick the movies they make, the direction they should be going in, and the cast. Some of the things they have on the docket is a reboot of the Superman series making it darker and more 'realistic'(don't ask me how you can make a man flying in the air with tights seem real but that's what they are going for) and also a Wonder Woman movie. Now I know what I gave you was a lot of comic book geekness but there is one more thing I would like to add. Which is one of the biggest hurdles of them all which is DC making a Justice League movie. This movie has

been on and off for years and the problem is and will always be actors. In order to have a successful movie you will have to have a lot of up and coming actors so that the cost of the movie is low if not you run a high risk of not breaking even. You can bet with the Avengers coming out in 2012 Warner Brothers and DC will be watching Marvel to see how they are going to pull it off.

Stay Tuned for Chapter 11 Hot Child In The City

Chapter 11

Hot child in the city!

This year end review is coming to a close and I only have three more stories for you.

Our first one was **“Jet Blue Flight Attendant Charged With Opening Emergency Evacuation Chute”**. This was the mother of all blow ups. What happened was a passenger got on the flight attendants nerves so much so that he went to the back of the airplane grabbed a beer then opened the emergency chute slide out walked across then tarmac and drove home. Now he is seen as an internet hero for really ‘sticking it’ to Jet Blue. I am sorry to say but the only person he is hurting is himself. The FAA gives out heavy fines for opening an emergency evacuation chute a fine that could cost him \$2,000 and if there was any damage to the chute it would cost over \$26,000 not to mention all of the other FAA fines for walking on the tarmac and leaving the flight like he did. In the end Jet Blue said that he has been fired and there is no hope to have him come back to the company. Now what gets me is the almost cult like following this guy has. Yes we all want to do the ultimate “I QUIT” to our current or previous bosses but I do not think a single one of us would want to do it at the expense of peoples lives, time, or being fined. I think if he waited for the plane to park and just as the passages get up and does his rant and leaves it could be just as dramatic but not as expensive on his part. Now there have been people rallying with this man saying they will see what they can do to pool money together to help him pay his fines. I think this really does show you the true power of the internet why if this rant was over 15 years ago

you wouldn't even have heard of it any more. But now thanks to the power of the almighty internet people like him can become a star and get 15 minutes of fame which use to be solely reserved for Hollywood wannabe's. So thank you internet because with out you people like Steven Slater, and Antoine Dodson (the famous bedroom intruder) would never have had a chance to be a star.

So Toy Story 3 came out as a way to put a end to the Toys coming to life saga that is Toy Story. I have to say it took them over 15 years to compete this series but it was worth it in the end. Because Toy Story 3 is now in the books as the largest grossing animated movie of all time, it beat out other movies like Aladdin, Lion King, and Shrek 2. Now here is something I found interesting that if you look at the top 5 movies 4 of the 5 are all computer generated movies. To think that over 15 years ago Toy Story changed the landscape of children movies and now in the day and age we live in today where computer animation is only a couple of years old compared to the decades of years that hand drawn films have been around that computers would in the end trump all hand drawn movies that came before it. In fact out side of Disney's Frog Princess I can not remember the last hand drawn animated movie. Now don't get me wrong I am not saying we should go back to pen and pad drawings I think computer movies are better in a lot of ways when done correctly because I think they can stretch your imagination a lot further than hand drawn movies can. Also the one factor that I think puts computer movies over the top is that they don't look like children's

movies. Think about the classic hand drawn movies like Yogi Bear, Sleeping Beauty, or Snow White. They all look like kids movies and if you saw a grown man or woman leaving that movie without some younger looking family member by their side you would think them to be a weirdo. But for movies like Shrek I can honestly say that I went to see it in the theater with my friends and we had a great time and we did not even once think we were at a children's movie. I think this is one of Hollywood's little tricks to pull on us adults to suck us into movies we might never normally see and for that I say well done Hollywood. You have made us all think we are kids again and even though it was only for a hour and a half and cost us 15 dollars to do it, it is a lot better to pay the 15 dollars and feel like a kid again than to spend that hour and half at home thinking about bills or the federal deficit.

Then the last story of the month is "**Go ahead and jailbreak, it's legal now**". I thought this was funny because for years people would jailbreak their iPhones so they can load apps to the phone, change the way it looks, and add new features. Now this was fun but if Apple found out you did this they would brick your phone, meaning if they ever caught you trying to hack one of their phones they would then make it where you could never use it again (or so they say). Well all iPhone users can rejoice now, as a judge said it is perfectly legal for you to jailbreak your phones. That is until Steve Jobs heard, and now he is now trying to get a patent to make Apple able to query your phone to see if it has been jailbroken which if it is will send

a command to kill the phone²⁴. I mean really people its just a phone not some top secret project. The idea that any phone company cares what their users are doing to their phones is crazy. I mean think of it this way why would Samsung care what I do with my phone if I drop it, loose it, or even put stickers on it. It shouldn't make a difference now. Yes I know that when you jailbreak a phone you can load illegal apps on to it, but in the end the person will be sued not Apple. I really think Steve Jobs needs to calm down and know that people want to enjoy the things they buy and not have to worry if one day the manufacture would grow a vendetta against the user and try to harm them. How could this do harm to the user you ask. Well think of it this way, lets say I jailbroke my iPhone I am talking, texting and enjoying life. Then one day in a rainstorm I get a flat and I pull off to the shoulder. The rain pouring hard I go to call for a tow truck only to find Steve Jobs found out I hacked my phone and bricked it. Now without a phone I need to walk out in the rain storm and bare the storm to get a tow truck. Then upon getting out of the car and walking a mile down a rain soaked highway some mad man barrels down the road hydroplanes and kills me. Was my life or the life of others worth it Mr. Jobs? I think not, take a chill pill and let the users do what they do best, which is buy your incredibly expensive but well designed products.

Well What's next.... You Comments. Take some time to leave the feedback. I am sure you all have alot to say and I want to hear them!!!

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Thanks for reading we continue to serve you the best of the News, Entertainment and great deals, making Getting and having information Fun Again!!!

Chapter 12

Sites Of The Month

I have to give a big thanks to all of the blogs out there that helped My Morning Joe such a big success over our first year. It all started back in February when our now sister company Sacred Expressions became the site of the month. With this site we allowed people to find an eCard alternative. <http://www.sacredexpressions.com/>

For the month of March we choose a site about a man that is trying to change his lifestyle of high calorie foods to not only eating sensible meals but even working out. With all of his effort he not only shed the extra pounds he also landed a job on a reality TV show. We wish him all the best as he moves forward in his life but if you feel out of shape and want to feel inspired then go to this blog.

<http://www.fatmanchronicles.com>

Then in the month of April we wanted to help people learn how to save money so we found a blog that shows you where to find online coupons, how to cut costs around the home, and tracks the webmasters path to debt freedom. If you or anyone you know is keen on saving the green we would highly recommend this site.

<http://www.keepurmoney.blogspot.com/>

In the month of May we wanted to pick a site that had gotten a lot of press it told the story of two people in love that did not have money for their wedding. Well they came up with the bright idea to recycle old cans to make up the money for their honeymoon and wedding. When we reported on them they were only at 60% we are happy to say that they hit their goal and was able to have their dream wedding in July.

<http://www.weddingcans.com>

Come June we wanted to go in a different direction so we found an artist who does some really great work. So great in fact that we made him the highlight of both June and July, when he had his big art premier called **Passions, Circles, Squares and Triangles** if you were able to make it to his premier you would have been able to see firsthand the depth and breadth of his talent and I highly recommend for any person that is looking for good art to check him out you won't be sorry.

<http://artbychriswilliams.com/>

With July we teamed up with a linens company that offers great deals to their customers, several people we know have tried them out and have said that they offer some of the best prices of table linens and chair covers.

<http://www.stylishlinensandaccessories.com>

For the month of August I wanted something in a different direction which is why I choose Raw Food Health's website. This site shows you that you can live off of regular fruits and vegetables without needing to eat meat or other types food that come loaded with byproducts. Also if you want to learn more about unlocking the power of raw food's you can check out his book that he has for sale on his site.

<http://www.raw-food-health.net/>

This last one came in by the skin of my teeth its Jon's Gym I could not finish this book without mentioning him and his fine work this man does P90X and has had awesome results. So much so that I had to meet him in person to see the change and I have to say that if you need an online coach look no on further than Jon this man is the real deal.

<http://www.helpfightobesity.com/>

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The End