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The Catalyst!™
- Since the late 20th century!

Update on AD|MAX -

AD|MAX Unveils Orange County 'Super Portal'

OC is 'Ground Zero' for Next-Generation Convergence of Bundled Merchant Media, e-Commerce, and Barter!

Catalyst House, Inc. managing director, Lynnea Bylund, announced recently that her Company's AD|MAX Media unit has launched a new Web-based community directory to serve the Orange County California region.

Called 'LocalTender.com', the new site is a veritable 'super portal' for local shopping values and savings, local search, local news, local food and entertainment... essentially LOCAL EVERYTHING in Orange County!

"The LocalTender.com OC portal affords an incredible convenience for Orange County residents and visitors alike and provides a wealth of information that can be found at no other single OC-directed website,"

states Ms. Bylund. From local merchant values and product discounts, to restaurant coupons and delivery, local events, local entertainment, local news-weather-sports-recreation, 1000s of current local classifieds, local facts and entertainment, and a robust online business directory that contains virtually every business and 'yellow page' listing in the region in a simple immediate search format.

"Visitors to LocalTender.com beta site can find savings, values, and virtually anything and everything having to do with Orange County and beyond," emphasizes Ms. Bylund.

According to Ms. Bylund, "AD|MAX has created a hybrid of existing industries and media with a unique value-added integration



Lynnea M. Bylund

embraced within an entirely new business model. The AD|MAX 'Unified Merchant Media Solution' represents a high-value-added integration of several proven media products - TV, radio, direct-mail, print, Internet - priced within reach of most local-small mer-

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CAT ALERT!

Media Giants Growing (and Shrinking)

- Review by Lynnea M. Bylund

A specter now haunts the world - a global commercial media system dominated by a small number of super-powerful, mostly US-based transnational media corporations works as a system to advance the cause of the global market and promote commercial values, while denigrating journalism and culture not conducive to the immediate bottom line.

"Everybody wants to rule the world," sang Tears for Fears in the '80s.

Now, according to the media critic Ben Bagdikian, someone actually does: the captains of post-industry, who control the global media. In 1983, when Bagdikian published the first edition of "The Media Monopoly," his sobering announcement that media ownership was concentrated in the hands of a mere 50 transnational conglomerates shocked many readers. Skeptics dismissed the book as "alarmist."

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Catalyst *This!*

Mission Catalyst!

Catalyst!

*cat*a*lyst (kat'l-ist) n.*

- 1: that which instigates an acceleration of forces,
- 2: that causes important events to happen,
- 3: that which provokes or speeds significant change or action!

The Mission of Catalyst House is to be an agent of extraordinary change and acceleration for its growing portfolio of clients, fomenting new ventures, wealth, and philanthropic influence while actualizing planetary equilibrium!

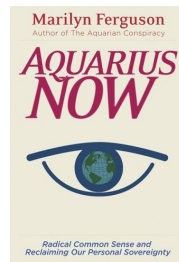
Who? - What?

Catalyst House ('CAT'), is a strategic-teaming consultant. Services that CAT arranges for its clients include broker-dealer and capital formation introductions, business opportunities, buyer and distributor relations, introduction of prospective strategic partners and affiliates, and debt, equity, and hybrid business finance. CAT is dedicated to assisting small and medium-sized businesses with an emphasis on emerging technologies and sustainable enterprise.

Since its inception in the late 20th century, CAT Associates have assisted in the provision of over \$30 million in debt and equity to emerging technology and sustainable business enterprises.

CAT Client & Affiliate News -

- CAT advisor and watershed consciousness researcher and author, **Marilyn Ferguson (The Aquarian Conspiracy, Brain/Mind Bulletin)**, has won the **2006 "IPPY" (Independent Publisher Book Award)** in the 'New Age' category for her long-awaited sequel - **Aquarius Now**. In the quarter century since Marilyn's Aquarian Conspiracy defined, pulled into focus, then accelerated the transformational shift in consciousness known as the human potential movement, much has changed. Read all about it in Aquarius Now. (Reviewed elsewhere in this issue)



- CAT client and AD|MAX strategic partner **Matchbin.com**, the Salt Lake City based online trading service provider, announced the release of its private labeled, online **Community Marketplace** which enables entrepreneurs, businesses and organizations to own an e-commerce Community Marketplace that is locally focused, yet globally connected. This platform, with its innovative technology, provides easy entry into the existing \$17 billion dollar print classified market, as well as, the \$6 billion plus market provided thru **eBay** and **Yahoo**. Members of these communities can buy, sell and trade goods and services with those within their Community Marketplace and have the option of doing the same on a global basis with other members of inter-connected **Matchbin Communities**. Established in 2002, Matchbin.com, Inc. is the world's first online trading platform that specializes in product and service matching. Matchbin partners with entrepreneurs, organizations and businesses to offer a private-labeled website for their community. Matchbin then connects all of these communities and individual members together through its online cooperative platform and provides them with the ability to match products and services that they can then auction, buy, sell or trade on a local, regional, national or global basis.



- CAT client and AD|MAX strategic partner, **Liberty Bloom**, founded by **Dr. Phil Harrington** and **Rock and Roll Hall-of-Famer Sir Bob Geldof** to create corporate-quality online retail sales and marketing software for small to medium-sized enterprises, has commenced private beta testing of initial modules of its high volume/automated "**Liberty Suite**" **Version 3.0**, including social networking elements, which allows a micro-business to enhance its viral marketing by creating activities, tasks and incentives. Public beta testing of Version 3.0 is targeted to commence in October 2006. Completion of the full development work on Liberty Suite will enable Liberty Bloom software licensees to manage very large numbers of businesses around the world. Version 3.0 development is using open source components to significantly enhance the product's functionality. Markets addressed by 3.0 are media, which includes Music and Video, LOHAS/Cultural Creatives, which includes Sustainable Economy, Healthy Lifestyles, Alternative Healthcare, Personal Development and Ecological Lifestyles. Market research is also being undertaken in respect of European and other markets including China, India and Africa. Liberty Bloom has released a private offering memorandum to raise an additional \$3M to meet its anticipated capital needs over the next two years. Liberty Bloom expects to be cash-positive by the end of 2007 at which time the company plans a public flotation. Dr. Harrington posits that within four years the Company will be generating revenues in excess of \$29 million with profits before tax of \$9 million per annum, just in the US and UK music markets.



- affiliate news continued on page 8



- AD|MAX Super Portal (continued)

STRATEGIC PARTNERS



Since its inception, AD|MAX MEDIA has culled a substantial roster of strategic providers and partners, including the following exceptional companies:

SMARTSMS CORP.

IBI GROUP

MATCHBIN

X/O SOFTWARE

XRAYMEDIA

RAVE REVIEW

JACOB TYLER

ITEX

LIBERTY BLOOM

PREMIER GUIDE

COX MEDIA

She adds, "The LocalTender.com website is now the 'anchor' to which all other AD|MAX merchant media is tethered. From this point forward AD|MAX merchant commercials and advertisements - TV, radio, direct mail, along with a host of new media offerings - will invariably include a clear and distinct secondary message: Go to LocalTender.com!"

"The AD|MAX business plan and strategy is the result of 3+ years of planning and development. Its uniqueness is underscored by its embrace of barter, its proprietary direct sales system, and now its OC local search and info 'super-portal' - LocalTender.com.



"The Orange County region, long-established for its innovative and vital small business sector, is a prime region to fully establish this all-in-one combined campaign, and to bring local businesses together with increased numbers of local consumers, and now with LocalTender.com as the exclusive Internet marketplace to which all other AD|MAX media is tethered, the ADMAX unit may proceed towards final establishment of its OC-based franchise-prototype, stated Ms. Bylund.

"Go to LocalTender.com!" •

More AD|MAX Updates!

- **AD|MAX Retains TVA Capital -**

May 30, 2006 Catalyst House, Inc. managing director, Lynnea Bylund, announced that her Company's AD|MAX Media unit has entered into an exclusive representation agreement with investment banking innovator **TVA Capital** whereby TVA will provide strategic capital formation representation, and related business development and investment advisory. "Having TVA as our strategic capital representative kicks the AD|MAX business plan and commencement into high-gear," states Ms. Bylund. "TVA is enthusiastic about AD|MAX because it has created a hybrid of existing industries and media with a unique value-added integration embraced within an entirely new and exciting business model," according to TVA's managing member, **Elliot Reiff**. **The Venture Alliance** of Newport Beach, CA. is an innovative investment banking group that was founded for the purpose of facilitating the flow of national capital into promising US-based companies by screening and introducing qualified deals available to accredited individuals and institutions.

- **LocalTender.com Receives Congressman Campbell's Outstanding Achievement Certificate -**

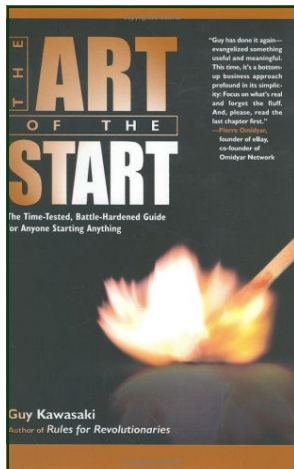
On June 1, 2006 Catalyst House, Inc. managing director, Lynnea Bylund, announced that AD|MAX Media had received **Rep. John Campbell's (R-CA)** Certificate of Outstanding Achievement. "Congressman Campbell's Certificate recognizes the outstanding achievement of AD|MAX in bringing together the community of greater Orange County, California through the development of the 'OC Super Portal', **LocalTender.com!**"

- **AD|MAX Partners with SmartSMS™ Corp. -**

On June 2, 2006 Lynnea Bylund, announced that AD|MAX Media had entered into an exclusive strategic alliance with wireless messaging innovator **SmartSMS™ Corporation** (OTC:SRSM.PK) whereby SmartSMS™ will provide premium mobile text-message marketing technology and services to AD|MAX's bundled merchant media campaigns. "Having SmartSMS™ Corp., a leading provider of premium text-message marketing solutions, as our mobile-messaging technology partner, instantly grants AD|MAX a highly advantageous position from which to deliver SMS (short-message-service) mobile marketing messages as a distinct and highly synergistic addition to our established array of media for local Southern California merchants," states Ms. Bylund. Once reserved only for big spenders like **Coca-Cola**, **Nike**, **The Apprentice**, and **American Idol**, the collaboration of SmartSMS™ and AD|MAX will provide premium text-message marketing with web-based control for small-to-medium sized Southern California businesses who can now cash in on the text-messaging craze to promote and brand their wares locally.

Special Report**The Art of the Start, ...**

**...the profundity of 'FFAs' and angels,
and other smart things to getting doing (and finishing)!**



“To get going and ‘get doing’ is to ‘catalyze’ passion,” says Lynnea Bylund, whose company’s AD|MAX unit began as shear idea. “After we had our initial inspiration to deliver affordable and effective multi-media ad campaigns to small businesses based on a new business model, we looked at comparables, tooled spreadsheets, and studied competitors, but in the end we simply started doing.”

Back in 2004 former Silicon Valley venture capitalist and Apple evangelist, Guy Kawasaki, wrote a book entitled *The Art of the Start*.

For entrepreneurs, or anyone inspired to start something - be it a new business, new product, new service, or a new organizational division - it's easy to get bogged down in theory and unnecessary details which hinder the process of starting and doing.

Inspired entrepreneurs often dream big visions while spending money and time trudging through detailed market research reports, competitive analyses, and long-term forecasts.

In *The Art of the Start*, author Guy Kawasaki helps people simplify the art of starting a new endeavor and avoid the potential pain of paralysis. His study of attitudes and people's states of mind focuses on priorities and guidelines for doing rather than dreaming.

Most newbies to the business world "fire up Word to write a business plan, launch PowerPoint to craft a pitch, or boot Excel to build a financial projection. Wrong, wrong, wrong!" Kawasaki writes.

Getting Doing

Instead, he advises, you should "get going by getting doing." Think big, strive for something grand. Don't work in a vacuum - find a few soulmates. Polarize people by creating something that catalyzes passion, pro and con.

"To get going and 'get doing' is to 'catalyze' passion," says Lynnea Bylund, whose company's AD|MAX unit began as shear idea. "After we had our initial inspiration to deliver affordable and effective multi-media ad campaigns to small businesses based on a new business model, we looked at comparables, tooled spreadsheets, and studied competitors, but in the end we simply started doing."

Launching a new product or company involves the art of raising capital, usually from outside investors. These investors may be venture capitalists, foundations, or even family and friends. Ultimately, the process of raising money is a difficult one, yet one of the most important in activating a business.

Kawasaki also points out that your 'pitch' is more important than your business plan. Most entrepreneurs get it backward: "A good business plan is a detailed version of a pitch - as opposed to a pitch being a detailed version of a business plan. If you get the pitch right, you'll get the plan right." He offers a 10-point list of the subjects that should be covered in any pitch for investors, and if you're looking for money, this section alone is worth the price of the book.

"There are several points in your business that you will need to decide where you are going to get money," says John A. Miller Jr., an early investor in AD|MAX and president of PacStar Development LLC, an investment banking and asset management firm. "Initially, almost everyone funds their business out of their pockets," Miller emphasizes. You may also use your personal lines of credit and credit cards. Depending upon your business, you could get to market and start selling your product or service at a level sufficient to fund the continued growth of the business.

If you need additional funding beyond your own pockets and credit cards, some people turn to the FFA round (family, friends and acquaintances). This is a viable, but somewhat risky source of funding. The risk comes from the possibility that one of them may need to ask for the money back.

"Once you have gone beyond the FFA round, you may look for an angel investor, someone who has the financial resources to in-

vest in a business that interests them, seems to have a large upside or potential, etc," says TVA Capital's Elliot Reiff. An NASD Broker-Dealer, Reiff's TVA specializes in accessing and aggregating angel investors. According to Reiff, "This person is an individual investor and is usually, but not always, schooled in the risks and opportunities of early stage investing."

Kawasaki isn't afraid to challenge conventional dogma, as when he advises, "Most experts wouldn't agree, but a business plan is of limited usefulness for a startup because entrepreneurs base so much of their plans on assumptions, 'visions,' and unknowns. ... Organizations are successful because of good implementation, not good business plans."

It's Your Brand, Stupid

One of the many areas that Kawasaki does not overlook is 'branding'.

According to Kim Long, president and founder of Orange County-based Echo Media Group, a prominent public relations and publicity agency, "Developing a brand strategy can be one of the most difficult steps in the business planning process. It's often the element that causes most businesses the biggest challenge."

"Your brand resides within the hearts and minds of customers, clients, and prospects. It is the sum total of their experiences and perceptions, some of which you can influence, and some that you cannot," emphasizes Long.

Ron O'Farrell, president of Innovative Brands International goes further still: "Your brand is everything."

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Kim Long



Elliot Reiff

"Elliot Reiff's TVA is comprised of experienced, highly knowledgeable funding professionals. All executives of TVA are former Angel Investors, Venture Capitalists or Investment Bankers who know how to build businesses, analyze business opportunities and as former investors themselves, they know what investors are looking for."

CAT's Spotlight On...

...The Newest AD|MAX Advisors

Topflight PR and IB Join the Team!



This summer Ms. Kim Long, founder and president of Echo Media Group, and Mr. Elliot Reiff, managing director of TVA Capital, both joined the AD|MAX Advisory Board to advise the Company's Managing Director in their respective fields of PR, market awareness, and finance and capital formation, respectively.

Kim Long

Kim Long is a self-proclaimed creatively charged messenger. Today, Long sits at the helm of Echo Media Group advising her clients on a wide range of public relations issues. As managing principal, Ms. Long is also actively involved in overseeing the day-to-day operations. In addition, she serves the agency as rainmaker, strategic counselor, and visionary.

Most recently Ms. Long led her agency in the successful creation and execution of the Las Vegas Monorail Monster Campaign. A campaign so far reaching that it generated 906 news stories, made 139,715,657 consumer impressions and an estimated advertising equivalency of \$2,737,526.

It also earned Echo Media Group a ton of awards. Among them, the agency snagged the Pinnacle Award for "Best Overall PR Program in 2003" and the Polaris Awards for "Best Overall PR Program," "Best Media Relations Campaign," "Best Marketing and Communications Program" and "Best Special Event" for 2003.

A believer in "it's definitely who you know," Long spent her career forging relationships with producers and journalists. She developed a keen understanding of what is "news" and honed her ability to "think like a reporter." A respected and knowledgeable speaker, Long has delivered her keynote presentation entitled "Media Exposure: How to Get it and What to Say Once You've Got It!" to numerous professional organizations.

A firm believer in giving back, Ms. Long continuously dedicates a portion of her time to supporting the efforts of local and national non-profit organizations including: PS I Love You, Orange County Works, Rotary Club, All American Boys Choir and many others.

A graduate of San Diego State University, Long earned her Bachelor of Arts degree in journalism, with an emphasis in public relations and a minor in English. She has also studied abroad in London, England.

Today, she resides in Orange County, California with her husband Jamie, their son Dillon, recent addition, baby Alexis, and their two dogs. ●

Elliot Reiff

As chief operating officer of The Venture Alliance, and managing director of its broker-dealer arm TVA Capital, Elliot Reiff is on a mission: "Our Mission is to get you funded," he states laconically.

TVA represents a nationwide group of professional investors, and venture capital funds representing over \$4 Billion in capital that got together to increase their deal flow. "Most entrepreneurs can't even get a meeting with the money folks," says Mr. Reiff. "Venture capitalists don't read 80 percent of the business plans they receive and fund fewer than one in a hundred," concludes Reiff.

Mr. Reiff has over 25 years of finance, investment banking and management experience in both the private and public sectors. Most recently he worked for 12 years at Geneva Companies, the nation's leading provider of M&A services to middle market entrepreneurs. Over that period he served as COO and CFO and was responsible for the origination of new evaluation and M&A clients. Prior to Geneva he provided investment banking and financial advisory services to private and public entities. He has also held senior positions at the Pennsylvania and New Jersey State Housing Finance Agencies with responsibility for credit enhanced bond financings, subsidized and market rate multifamily loan underwriting and workouts.

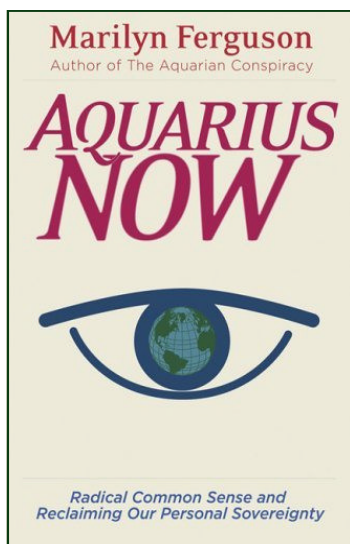
Mr. Reiff earned a Master's of Regional Planning from Penn State University and a Bachelor of Mechanical Engineering from City College New York. ●



BOOK REVIEW –

Aquarius Now!**'Radical Common Sense and Reclaiming Our Personal Sovereignty'**

"CAT advisor and watershed consciousness researcher and author, Marilyn Ferguson (The Aquarian Conspiracy, Brain—Mind Bulletin), has won the 2006 "IPPY" (Independent Publisher Book Award) in the 'New Age' category for her long-awaited sequel - Aquarius Now. In the quarter century since Marilyn's Aquarian Conspiracy defined, pulled into focus, then accelerated the transformational shift in consciousness known as the human potential movement, much has changed."



The "peace and love" movement of the 60s and 70s may seem like a failed experiment and is often blamed for everything from abortion to AIDS. Yet it would be a mistake to dismiss that era, as well as the New Age movement of the early 80's, as being without valuable lessons to teach us. Marilyn Ferguson's previous bestseller, *The Aquarian Conspiracy*, has been both praised and criticized as an influential extension of this philosophy. In *Aquarius Now*, the focus is on changing our world by changing ourselves from within first.

What Ferguson lacks in specifics she more than makes up for in wisdom and firm but gentle conviction. She is also very much aware, as are most enlightened educators, of modern ideas about different learning styles and the need to break away from our pre-conceived notions about what people are capable of:

"The notion of fixed intelligence is a universal error of the first magnitude. It's incorporated into our child-rearing and educational theory, the workplace, and our attitude toward the aged. It colors our expectations and strangles our ambitions."

The paradigm of limits is so prevalent that we don't even think about it. Because leaps of learning and dramatic progress are not typical in our educational system, we ignore the evidence that giant steps take place. Whether in lock-step education, mandatory retirement, or the caretaking of the 'hopelessly' retarded and mentally ill, these sacred-cow assumptions dictate our policies. Fortunately, just as a handful then knew the world to be round, there are credible professionals talking about a vast evolutionary potential in human beings, even those at the low end of the IQ scale."

Ferguson doesn't mince words:

"The gap between human capacities and human realities is stark enough to make a stone weep." As she revisits the human potential movement twenty-five years in, Ferguson identifies the malaise of lethargy and finger-pointing, then gathers innovative thinkers from across history to engage those lagging human capacities. "We can save this ship," she writes. "But it will require nerves of steel, a heart of gold, and a habit of perpetual renewal."

Much of the book details nine metaphorical inner selves and their gifts. The chapter "Choosing to Be Intelligent" focuses on the gifts of hunter-gatherer and scout. These inner allies highlight the capacities of intelligence and values, ability to notice, and connection between attention and intelligence. Quotes from diverse visionaries—from Feldenkrais to St. Francis of Assisi—offer commentary and support. Another chapter focuses on intuition, gift of the fire-maker, defined as "a kind of shorthand of the mind." Readers learn that there's strength in numbers as the book explores the diverse metaphorical capabilities represented by the athlete, dowser, artist, scientist, sacred warrior, holy fool, free spirit, navigator.

Ferguson has a real gift for taking ideas which may seem impractical and over-idealistic on the surface and giving them an indisputable logic. She warns us against our tendency to over-control our emotions, noting, "Impulse control is essential to social functioning, but it need not inhibit our feeling life." She uses the phenomenon of "battlefield anesthesia," which refers to our ability to keep pain out of awareness until later, when we can deepen it at will, as an example of the "tricks" the body has "up its sleeve." She gives an example of an experiment in which the subjects were told they were would experience an electric shock at some point during an experimental session. No shock was administered, but the subjects reacted as if there would be one, either by trying to avoid thinking about it altogether or tensing up in preparation. It was found that the "avoiders" had higher blood pressure, while those who tried to prepare themselves for the shock demonstrated an overall healthier response.

In the final analysis, we have a great deal more power within us than we tend to realize, and that the more we as a society tap into this power, the more advanced, more human, we become. What sets Ferguson's book apart from other self-empowerment tracts is its non-overly-hyper tone, and the inclusion of social responsibility. Or, as she puts it, *"In this dynamic world inaction can be a fatal choice. In our decision to do nothing, we do something; we unconsciously block our natural propensity for caring."*

Aquarius Now is essential reading for all twenty-first century travelers willing to shoulder the responsibility of shaping a caring future that works for all. •

Big Media Specter (continued)

"Now, after the frenzy of mergers and acquisitions in the '80s and '90s, a 'media-monopoly' run by 50 firms looks virtually democratic. Today, the number of transnational firms who dominate the global media system has dwindled to five."

"Media power is political power," as Bagdikian writes in The Media Monopoly. "When a handful of companies control much of what we watch, read, and listen to, it's time for us to take a long, hard look at the private powers who own our media windows on the world."

Bagdikian's first edition, published in 1983, assailed the concentration of media ownership, finding that 50 companies dominated the newspaper, broadcast, magazine, book, and movie industries. These firms did the bidding of corporate America because, in Bagdikian's view, they were corporate America, their boards of directors interlocked with those of other major corporations.

Now, after the frenzy of mergers and acquisitions in the '80s and '90s, a 'media-monopoly' run by 50 firms looks virtually democratic. Today, the number of transnational firms who dominate the global media system has dwindled to five.

Why should we care? Because, according to some critics, these global media giants are sacrificing journalistic quality and ethics on the altar of shareholder returns. MBAs with no experience in—and little love for—journalism are downsizing news divisions and upping the fluff-to-fiber ratio in order to boost profits. MBAs with no experience in—and little love for—journalism are downsizing news divisions and upping the fluff-to-fiber ratio in order to boost profits.

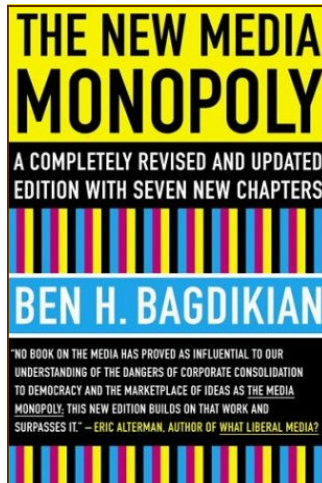
Ominously, some corporate parents are meddling in the newsroom, slipping product placement into news shows and censoring investigative reports that bite the hand that feeds. In the name of greater market share, they're fencing out diverse or dissenting voices, creating a bland media monoculture. They're privatizing the airwaves, blockading our right-of-way to the public sphere.

Most worrisome, some critics say, is the bottom-line agenda of global corporate media: profoundly anti-democratic, dedicated to advancing the interests of the

power elite and keeping the rabble entertained and docile.

Media moguls and the powers they serve want happy shoppers, not freethinking citizens, the argument goes.

Regardless of whether you agree, there's no denying that, in the Information Age, "media power is political power," as Bagdikian writes in *The Media Monopoly*. "When a handful of companies control much of what we watch, read, and listen to, it's time for us to take a long, hard look at the private powers who own our media windows on the world."



These companies, Bagdikian contends, have built a communications cartel within the United States. In this case, the group controls not just industrial products such as gasoline, refrigerators, or clothing, but the words and images that help to define and shape the culture and political agenda of the country. Essentially, the public is only exposed to the viewpoints and opinions of five corporations who have similar interests. Messages that do not fit within the attitudes, values, or revenue goals of these corporations get little, if any, exposure. Also, any information that is damaging to The Big Five or to other large corporations that they sympathize with may be repressed or

given so little exposure that the public does not even notice it.

According to Bagdikian, the giant companies that control the media, therefore, have a great desire to do two things: (1) ensure that the parent company is never cast in a negative light, and (2) find ways to plant positive news items about the parent company.

Bagdikian details several examples in which journalists were fired and stories killed simply because the subject was in some way injurious or potentially injurious to the parent company. For instance, a survey by the American Society of Newspaper Editors found that 33% of all editors working for newspaper chains said they would not feel free to run a news story that was damaging to their parent firm. And, Bagdikian argues that some of these companies are so huge that they control innumerable assets in all areas of the media.

The *New Media Monopoly* is mostly important for both its investigation into inequitable corporate control of the media, and also Bagdikian's great insights into the ensuing political and cultural effects on society. Bagdikian makes a clear and effective case demonstrating how this media concentration subverts democracy.

The *New Media Monopoly* is an important and useful book that deserves to be read by anyone who thinks that our 500-channel cable universe and the Internet mean that we are living in a fully informed, democratic society. His general thesis, that media consolidation is antithetical to viewer interests, is beyond serious debate.

The *New Media Monopoly* gives a good overall perspective and history of media in the United States and it critically looks at the dangers inherent in the current monopolistic system where so few decide what the masses will know. •

AD|MAX Updates (continued)

AD|MAX announced on August 31 that it has received a \$400,000 equity assurance from its strategic partner IBI.

In addition to the financial pledge IBI is to include the provision of unique So-Cal television media in development.

- **AD|MAX Holds Successful Equity Seminar, Partners with Innovative Brands -**

The AD|MAX equity investment seminar, which was hosted by **TVA Capital** on Thursday evening, July 20th, at the beautiful **Shady Canyon Golf Club in Irvine, California**, was well attended by angel investors, strategic partners, and AD|MAX clients, and featured presentations by both TVA and AD|MAX management followed by refreshments and southwest-style cuisine. "The AD|MAX investment presentation generated surprising results and the consummation of a strategic partnership with **Innovative Brands International** is a further vote of confidence that the AD|MAX Media merchant advertising program is being recognized by established media players," observed Ms. Bylund. Other notable attendees present at the Shady Canyon event included TVA's managing member, **Elliot Reiff**; **SmartSMS Corp.** CEO **Gordon Lee**; **John Tripp**, president of **Howland Worldwide**; **Donna Deutsch**, Executive Director of **Education Telecommunications Group, LLC.**; and **Jason Davis**, scion of the **Davis Family** and grandson of the late energy and media billionaire, **Marvin Davis**.

- **Special Vehicle Concepts retains AD|MAX, announces marketing shift**

On August 4, 2006 AD|MAX's Ms. Bylund it had entered into an exclusive marketing contract with **Special Vehicle Concepts, Inc.** ('SVC') wherein AD|MAX will provide market expansion strategies, solutions and expertise that will enable SVC to more effectively market its outstanding line of high-end vehicle customization products and accessories via e-commerce channels and to automobile dealerships and independent vehicle accessorization and aftermarket providers throughout North America. The AD|MAX appointment is expected to propel SVC into increased sales through e-commerce channels, including **EBay**, **Amazon**, and other robust platform providers. "Retaining the advertising and marketing prowess of a regional and national media and marketing strategist like AD|MAX is a natural next step towards SVC realizing its market expansion vision," Adds **Pete Cameron**. "And being retained by an industry leader like SVC is a promising and exciting assignment for us," affirms, AD|MAX's Ms. Bylund.

- **AD|MAX receives funding commitment, adds TV media in development**

Catalyst House, Inc. managing director, Lynnea Bylund, announced on August 31, 2006 that her company's AD|MAX media unit has received a confirmation of financial assurance in the amount of **\$400,000** in equity capital from its strategic partner **Innovative Brands International, LLC.** ('IBI'). The IBI commitment includes the provision of unique Southern California venue TV media in development by IBI including **SanDiego@Home™**, **SanDiego@Large™**, **OC@Home™**, and **OC@Large™**.

CAT Client & Affiliate News (continued) -

- In late July, Auckland-headquartered software firm **XO Limited**, the **AD|MAX barter software provider**, has signed a five year \$6 million franchise license deal with Thai software company **SLC** for provision of its **Ozone** bartering software. XO spokesperson **Daniel Evans** says "The license will enable SLC to obtain barter customers in **Thailand** and **Vietnam** who can the trade with our other franchisees in **New Zealand**, **Australia**, **South Africa** and **Singapore**". The company's main markets are offshore. Evans says last week it released the software in 280 different languages and, at present, a **Norwegian version** is being tested. SLC, which specializes in custom software installations and IT consulting, has set up a subsidiary company called **OpenServe Thailand** to operate a barter exchange operation under the Ozone name. Earlier this year XO announced that it had sold a franchise license to establish an Ozone-branded Barter Exchange in Singapore.
- **AD|MAX** strategic provider, **PremierGuide**, the leading provider of private-label local search solutions to local media companies, announced in August that it now provides the local search solution for 250 newspaper, TV station and city portal clients, up from 130 customers in January 2006, and 50 customers in August, 2005. "We are proud to operate North America's largest and fastest-growing network of private-label local search sites," said **Malcolm Lewis**, CEO and co-founder of PremierGuide.



Art of the Start (continued)

"Before you start making money, you've got to figure out how you're going to manage your finances," says ADJMAX CFO Robert Patton, a CPA whose financial services firm, IMTECH, sometimes assists start-ups to organize their financial departments. "Money management can be tricky because, in addition to customers, cash flow and managing your accounts properly is what keeps your business humming along," emphasizes Patton.

O'Farrell quit his post as advertising rainmaker on Madison Avenue years ago to find his own brand, so to speak. O'Farrell's IBI paradigm turns the traditional business model inside out by turning big brand sponsor dollars from advertising expense to profit centers using proprietary culture events.

The E-Myth

Despite all of the inherent optimism that goes with a start-up, statistically-speaking, small businesses often die nearly as fast as they're born. 84 percent of the 1 million U.S. businesses started each year fail within 10 years, according to the US Small Business Administration.

Ronald Dunham, a founder of Newport Beach-based Springboard Capital and a certified 'E-Myth' consultant, says he can help. Disciples of E-myth Academy creator Michael Gerber, certified consultants help small business owners find out why their businesses sink and how to get them to sail. More than 50,000 small businesses have used the 21-step program. "Entrepreneurs want their businesses to run better, but most don't know how to get there," said Dunham, a financial adviser who in 1999 read Gerber's book, "The E-Myth Revisited: Why Most Small Businesses Don't Work and What To Do About It."

The e-myth itself: Most businesses aren't started by entrepreneurs but by dreamers who have had an "entrepreneurial seizure." Since they understand the technical aspect of their business, they presume they understand how to run a business that works. As a result, few have business development plans and most are consigned to merely working in their business, not on it.

"Other mistakes include weak niche development and poor target marketing," says Dunham. E-Mything's first principle is creating a vision and developing leadership skills and the systems.

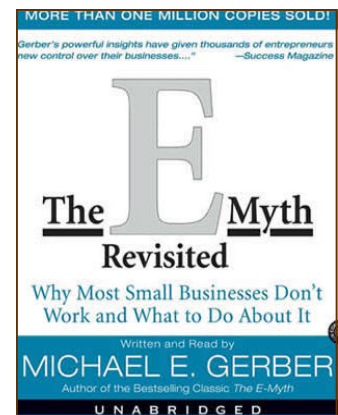
Money Mgmt. Basics

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When it comes time to set up your financial books, you have two options--do it yourself or hire an accountant or

Lynnea Bylund recommends doing both: "Initially, keep your own books and hire an accountant to prepare year-end financial statements and tax forms, to conserve early critical finances without sacrificing expert oversight."

If you opt to keep your own books, make sure you invest in accounting software such as QuickBooks or Quicken because they're easy to use and makes bookkeeping 'almost' enjoyable. •



"Despite all of the inherent optimism that goes with a start-up, statistically-speaking, small businesses often die nearly as fast as they're born. 84 percent of the 1 million U.S. businesses started each year fail within 10 years, according to the US Small Business Administration."

‘Survivor’ Meets the Investment Community

Entrepreneurs Compete for Venture Capital in Reality-Based Investment Forum

By Lynnea M. Bylund

One of the most exciting events of last year's 'Orange County Innovation Week' was the "TCVN Survivor!" night. Each entrepreneur in attendance was able to deliver their 'elevator pitch' to a panel of 5 venture capitalists.

In August I attended a Survivor 'prelim' event, and though I intended solely to observe and take notes, the event organizers cajoled me into taking the podium and giving my unrehearsed 30-second AD|MAX pitch to a 100+ audience of investors and fellow entrepreneurs. What a gas!



The Tech Coast Venture Network (TCVN) is a not-for-profit corporation dedicated to assisting, educating and connecting entrepreneurs and emerging companies with capital and resources. TCVN has been directly or indirectly responsible for the establishment and growth of a significant number of early-stage businesses.

Apparently my impromptu schpeel was impressive enough that I was invited by event organizers Bart Greenberg, TCVN's Chairman, and Joe Krueger, CEO of The Marketing Machine, to actually compete in the next full-cycle event 'Survivor II' on September 28, 2006 at the Irvine Marriot.

Here's how it works: Each participant in attendance will have the opportunity to make its 30-second pitch to the panel of investors. 10 companies will then be invited back as "sub-finalists" to return to the podium to make a three minute pitch. From the 10 companies, 3 will be invited back as "finalists" to again return to the podium for an additional 10 minute question and answer period. At the end of the evening, the investor panel will select the company they consider to be the best investment opportunity – The Survivor. Prizes include nearly \$30,000 in venture consulting and advisory services... and maybe even some funding will result.

Well when the evening of September 28th came I was decidedly nervous – there were more than 60 company competitors with pitches and over 400 spectators sitting in the audience – many from notable VC and Angel groups!

Only ten of the 60 30-second pitch contestants would be selected to proceed to the 3-minute schpeel, and (of course) my AD|MAX elevator was a slam-dunk and made the top ten!

Alas, I was edged out of the top-3 positions by:

2nd Runner-Up - An energy deal with revenues and a lucrative contract in place with NASA, headed by an impressively credentialed scientist.

1st Runner-Up - A home-delivery dentistry franchise system led by a former Airforce fighter pilot with revenues and operations in three major markets.

First Place - A next-generation 3-D animation company, founded and led by Stanford PhD

In all modesty, though I never actually expected to win such an event, first time out anyhow, several people excitedly told me that my AD|MAX pitch "should have placed."

I later learned that in the final round it got down to a debate between the judges for the final third spot - between AD|MAX and the energy company with the NASA contract.

The Home/Dental deal and 3D Animation were solid 1st and 2nd, though.

In all it was a great experience in full-contact networking as 'sport' and AD|MAX survived with its dignity in honor against some of the best start-ups of 2007 Innovatio Week.

Next time I'm taking the gloves off! •

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Give Us Liberty, And Give Us Silver!



"With federal reserve notes all you get is a promise from a deceitful government and its privately owned, accountable-to-no-one, no-account 'bank' - a Federal Reserve Bank that is neither federal nor a bank, and posses no reserves!"



Last year Lynnea Bylund wrote an enthusiastic report for the Las Vegas Tribune heralding America's first and only private silver-backed currency (see New Millennium Moolah, Las Vegas Tribune, August 19, 2005).

Liberty Dollars are the brainchild of Monetary Architect Bernard von NotHaus and his 'NORFED' organization, which stands for the National Organization for the Repeal of the Federal Reserve Act.

Bernard von NotHaus - one of the world's foremost experts on private currencies and alternative economics - was for 25 years the Mintmaster at the Royal Hawaiian Mint.

Von NotHaus says NORFED was incorporated by a group of "concerned, dedicated citizens" who abhor legal-tender laws and who believe the nation's money supply is doomed because it is perpetually inflationary and not "value backed."

"What we're basically trying to do is abolish the Federal Reserve," said Nick Jesson, whose electronics business is one of 2500 redemption centers nationwide. "The currency in the reserve is nothing, backed by nothing, and we want a currency with gold or silver behind it."

In a lengthy, published legal opinion regarding NORFED's Liberty Currency, attorney Paul Sulla concluded that the currency "is a valid negotiable paper instrument under the provisions of the Uniform Commercial Code and its intended use protected by the bearers' right under the United States Constitution."

But the government recently warned consumers and businesses that it is "illegal" to use alternative money known as "Liberty Dollar" coins, which organizers promote as a competitor to the almighty dollar.

"We don't want consumers to be fooled," U.S. Mint spokeswoman Becky Bailey says, noting U.S. Attorneys offices across the USA have noticed a marked increase in inquiries about the coins.

The coins' producers vowed to fight the government's decision.

NORFED says its Liberty Dollars, unlike official U.S. cash, has a hedge against inflation because it is made almost entirely of silver and is backed by stocks of silver and gold in a vault in Idaho.

The Justice Department has determined that use of Liberty Dollars, which come in varying denominations, "is a crime," according to the Mint, which issued a rare public warning Thursday.

"The United States Mint is the only entity that can produce coins," Bailey says.

This challenge by the Mint is obviously a threat to private minters. The Mint has recently taken up a campaign to "warn" the public about the fact that many privately minted medallions are not US Mint issue. This is rather obviously a ploy to drive down the collectible value of these private coins and drive up the value of official US Mint specie coins.

A possible second consideration may be that the Liberty Dollar is a talisman of the libertarian, anti-tax "Patriots", anti-Federal Reserve, and other populist movements. That there are other private currencies in wide circulation in four states is not mentioned by the Mint.

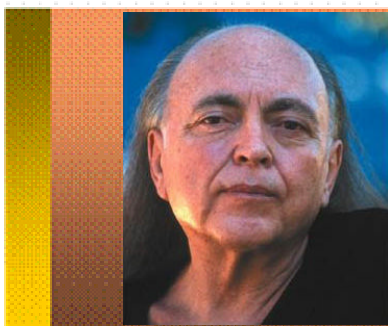


The Liberty Dollar – the inflation proof currency



Catalyst House, Inc.
2550 E. Desert Inn Road
Las Vegas NV 89121





*Check out the NEW expanded version of the
'Knee Of Listening', at www.dawnhorsepress.com.*

*"The Truth is, by definition, already True —
Avatar Adi Da is already here, now!"*

— Lynnea Bylund

Liberty Dollars (continued)

"With federal reserve notes, all you get is a promise from a deceitful government and its privately-owned, accountable-to-no-one, no-account 'bank' - a Federal Reserve Bank that is neither federal nor a bank, and posses no reserves!"

Free Market News writes:

"The US Mint announcement is not quite the same as a legislature, a judge or a jury deciding a thing is a crime. (Prosecutors and cops declaring a thing to be a crime don't necessarily make it so, and we have plenty of instances both nationally and locally where law enforcers invent nonexistent laws just to have an excuse to bust somebody's chops.) ...And apparently the word is getting out, that silver is money and that post-1964 US Mint excrement is not. Every Federal Reserve Note, every sandwich quarter and dime, every zinc penny and nickel, is a baleful and tragic reminder of the broken faith of a vile and perfidious Lyndon Johnson Administration, then perpetrated by every administration and cowardly, callow Congress since. The seeds of this crime were sown with the creations of the Federal Reserve Bank and the federal income tax 90 years ago.

"And now this government that can neither be trusted nor believed is attempting to invalidate and devalue a perfectly legitimate barter program. Because that's all the Liberty program really is: consenting adults agreeing to trade one thing for another thing between or amongst themselves. The difference between barter and using fiat fednotes is that with barter, the consenting parties each generally get something of value, whereas with fednotes, all you get is a promise from a deceitful government and its privately-owned, accountable-to-no-one, no-account 'bank' - a Federal Reserve Bank that is neither federal nor a bank, nor posses any reserves. "

George Orwell must be spinning in his grave at this brave new triple-speak.

This should be an interesting fight - with \$20 million in private currency in circulation, NORFED is a small but vital private currency today. Whether it can afford the legal costs of this David and Goliath fight remains to be seen. ●