

TRAVEL



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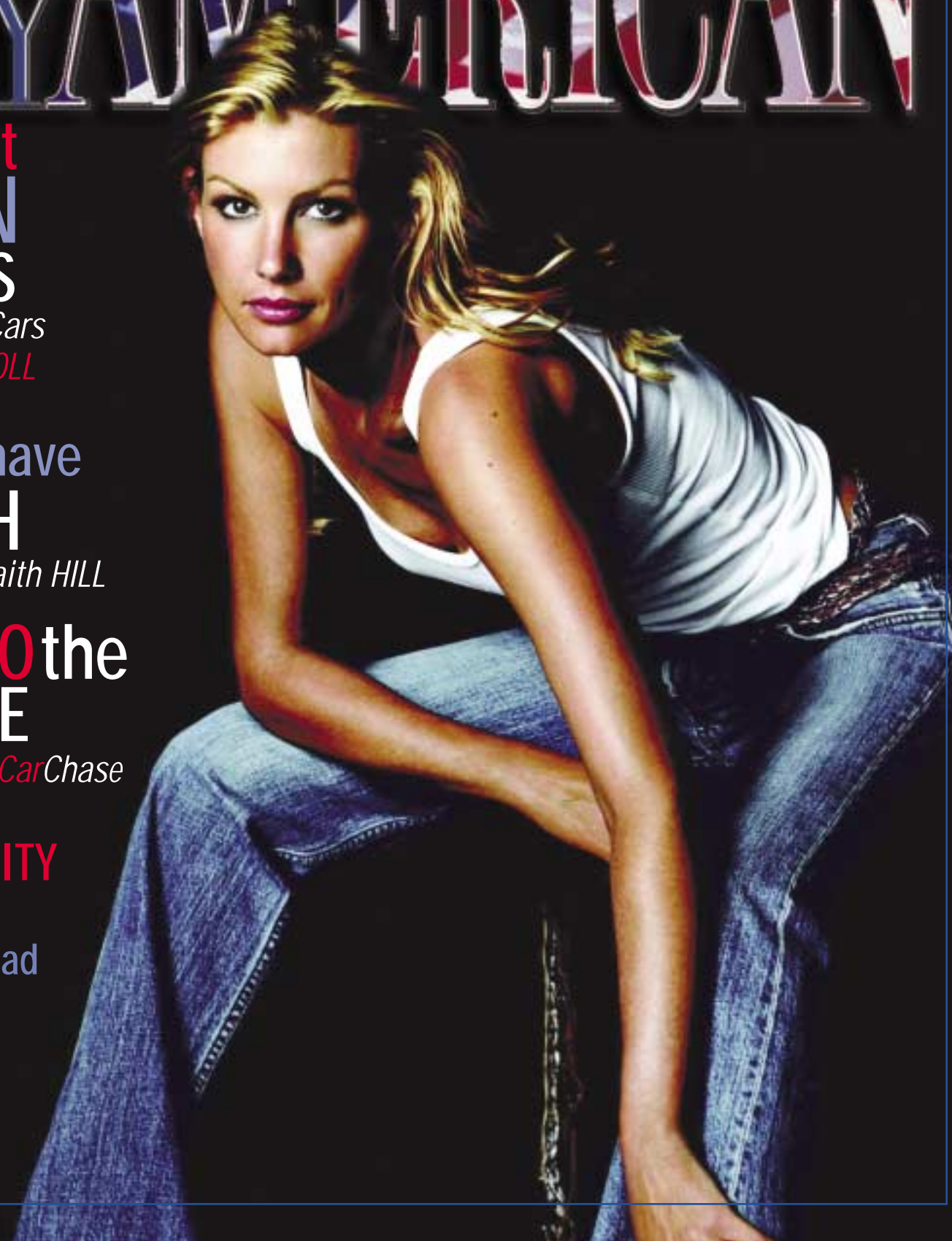
POP star Faith HILL





CUT TO the CHASE

The Great CarChase

CELEBRITY ROADS

*On the road
again...*



WELCOME FROM THE PUBLISHER					
CONTENTS	<p>So...Why Buy American anyway?</p> <p>Welcome to Buy American, a magazine that offers its national readership a new view of the American landscape: one that brings core issues into sharp focus. One of them is keeping control of America in America. P.G. Wodehouse once remarked: "The fascination of shooting as a sport depends almost entirely on whether you are at the right or wrong end of the gun." If you twist that quote around to refer to business and trade rather than shooting, then at the moment, America is at the "wrong end of the gun." Our trade deficit weighs in at a gargantuan \$400,000,000,000 and we've lost over 750,000 jobs to foreign companies in under ten years.</p> <p>There's more:</p> <p>-A staggering \$151 billion in wages will be moved from the USA to low wage countries in less than a decade from now.</p> <p>-The tax base is eroding. In fact, it may represent the classic slippery-slope syndrome as American corporations outsource billions to countries where labor is cheap and complex tax restructuring drains vast amounts of badly needed tax dollars.</p> <p>-The "brain drain" is an alarming reality. Tens of thousands of engineering, scientific, executive and other professional positions are shifted from American companies to foreign companies every year.</p> <p>-Consumer debt, a decrease in the standard of living and a loss of investment into the US are some of the many results of a widening trade gap: a widening chasm that wholly favors other countries such as China.</p> <p>In short, America may be losing its grip on its own destiny. Something really ought to be done.</p> <p>Buy American Magazine hopes to have an effect on current trends as we raise a voice in our campaign for American interests in the marketplace—showcasing what we make and what we have for sale.</p> <p>While we do not claim to be the sole prescription for America's current economic doldrums, we are certainly taking a step in the right direction; and we hope you will join us in supporting and encouraging American innovation, companies, workers, products and services...we believe the future health of our country likely hinges on how willing we are to start making a difference as we consider the added economic value to our country when we choose to Buy American.</p> <p>We hope you will join us as we work on building a "new attitude for a new nation."</p> <p>We also hope you will really enjoy our inaugural issue and our exclusive Buy American collection including a feature on Faith Hill, a spread on the latest, greatest American gadgetry, the ten most spectacular movie car chases, and more.</p> <p>Jeff Weiss</p>	 <p>04</p>	 <p>12</p>	 <p>16</p>	 <p>32</p>
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AMERICAN CARS



In the beginning was the Corvette, the 1958 Corvette to be specific, with its twin headlights and its mighty V-8, and the contour, the look, the power, the modernity, the spirit of an invincible America that Lamborghini or Ferrari or the folks in Coventry or wherever they make Jaguars could only dream of. In the beginning was the Corvette and the Corvette was the last word, and the last word was "cool", as in so cool it could bring James Dean back from the grave he made for himself with that stupid Porsche 256 without any spine so it crumpled up on him and killed him when he would have walked away in a Corvette.



Oh, wait. Maybe not in a Corvette, because it was made of fiberglass that simply tore like cardboard when you hit another car in it. But yes, in a Cadillac, in a mighty Coupe de Ville, with leather seats and a mighty V-8 and an autronic eye that automatically dimmed your high beams when another car approached at night. A mighty Cadillac with its dagmars and its chrome buttons to lower and raise the windows, like my Aunt Pearl, the one who had the husband in the meat packing business, owned before she had her Buick Skylark, which was even cooler and which was a limited edition and if she still had that 1954 beauty she wouldn't even need her Social Security.

Yes, in the beginning was the Cadillac. If James Dean had only been driving a Cadillac he would have rolled right over the Ford and gone on and been a mighty screen icon and now he would be, what 70 years old and probably living with a Cuban pool boy in a palace in Montecito.

Because American cars were powerful (some more powerful than others). They were what power was all about on this earth, and what invincible American power was on this earth, and what American sexiness was on this earth. And you have to remember that I grew up in the 1950's when everything made in America was better. Better TV's, better washing machines, better houses, better fighter planes, better Hydrogen Bombs. Better singers – Elvis and Johnny Ray and Gene Vincent and The Platters – and who even knew who the German or Japanese singers were? Better movie stars. Marilyn Monroe. Natalie Wood. Gary Cooper. Humphrey Bogart. Who even knew what the names of foreign movie stars were? Maybe there was Brigitte Bardot, but I think she drove a Cadillac.

But Humphrey Bogart? Clark Gable? Jimmy Stewart? They would have had to be in Cadillacs and maybe once or twice in Thunderbirds or maybe Lincolns.



Let's not forget Lincolns. I remember my father holding me on his shoulders in 1953 (he had amazingly strong arms for an economist) so I could see Dwight Eisenhower glide by on 15th Street in Washington DC for his inauguration with Dick Nixon right behind in another Lincoln, with Pat in her good Republican cloth coat.

I remember the Lincolns and Mercurys that the "hard guys" would "lead and lower" and attach lake pipes to so as to make them super sinister and super strong, and who would ever dream that someone working on one down the street from me would pick his head up out of the engine and call me a "kike" as I drove by on my bicycle. I didn't even know what the word meant for years later. But I knew it was a cool car. I remember the night my best friend's father, Dave Scull, bought a used Lincoln convertible in the summer of what, 1956? 1955? And I rode in the back seat as the crickets chirped ("That'll Be The Day", maybe) and I felt as if I were Eisenhower, riding down Pennsylvania Avenue to be President. It was one of the best nights of my childhood and all because of that car.

So, you see, to me, American cars have the image of power and sex and invincibility. That's what they had in my youth. And my youth went on for a while. The absolutely coolest car I ever owned

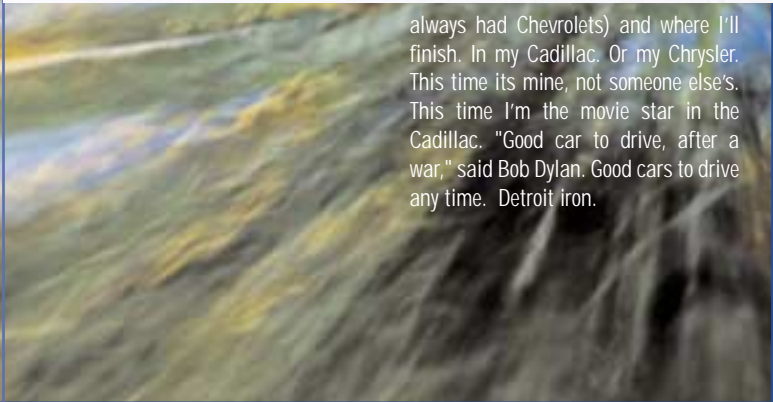


was a 1962 Corvette that some hillbilly had customized with a monstrous 250 cubic inch plus engine and then knocked up his girlfriend and had to sell it to me for \$1,750 dollars in 1972. It was a spectacular metallic red and had tires as big as refrigerators and would get rubber going from 3rd gear to 4th at 100 miles per hour. That was how cool the car was. And how the girls loved it! I can still recall my wifey, my beautiful wifey with her auburn hair, riding in it with her hair under a scarf, just like the girlfriends of the hard guys in their Lincolns in 1956, when I would look on, numb with envy. (They had to be having sex, right? With those bad cars and those bad girls, right? And I was reading Mad Magazine.) I had to sell it because it broke so much and I did crash it into another car right behind the White House when its customized engine burned through its brake fluid lines and yes, it tore like cardboard.

And then I was in the wilderness for decades. We all were. Gasoline lines. Fuel shortages. Jimmy Carter and his frigging sweater. The utter collapse of American automotive design in the 1970s and 1980s, under the weight of fear that the Japanese and Germans were the invincible ones. Under the weight of mediocrity and C.A.F.E. standards. I bought a Subaru. Two Mercedes convertibles. Two Porsches, one a devil of a 928 with a V-12 engine

that almost reminded me of the 'Vette. It could go 120 going up (not down) the grapevine. And a BMW that broke constantly, and two pitifully sensible Acuras, and then, daylight again as the late 1990s brought a revolution in American design. The Corvette, which had been the one and only good looking American car for fifteen years, was joined by luxury sedans from General Motors and I jumped on the train. I bought a 1997 Caddy Seville STS with a mighty V-8 and handling that was far better than the Porsche's or the Vette's, and now a second Caddy, a 2001 Deville DTS that's immense but handles like a sports car and goes like a banshee.

And when I drive them down to my house in the desert or out to my house in Malibu and wind on the mountain roads, I think, "If only James Dean had driven this, with its two tons of steel and its front air bag, and its steel frame safety box or whatever



always had Chevrolets) and where I'll finish. In my Cadillac. Or my Chrysler. This time its mine, not someone else's. This time I'm the movie star in the Cadillac. "Good car to drive, after a war," said Bob Dylan. Good cars to drive any time. Detroit iron.

Reuter stands on the outskirts of Al Asad Airfield during a sandstorm in February '04, roughly three weeks after falling off his truck when it drove into a crater. Captured in April '03, Al Asad is the second largest airbase in Iraq.



ONE ON ONE WITH IRAQ WAR VETERANS

When a mob of nearly 200 Iraqis came snaking around the bend of a dirt road 50 miles south of Baghdad one afternoon, their banners and signs flapping in the arid wind, E4 specialist Benjamin Yenicek began to sweat.

Yenicek was one of four soldiers on guard that day. His team, RP-2, patrolled ten miles of highway that ran along the edge of Sunni and Shiite territory, where tensions stayed high. If civil war ever erupted, Yenicek would've been at the epicenter.

With all of that on his mind he watched the crowd march by, listening to shouts and chants in a language he barely knew.

His shoulders loosened when he saw them up close. They weren't carrying rifles. They weren't wielding clubs. No shots rang out. No grenades were hurled over the barbed wire that separated Yenicek from the dirt road that wound into the huge four-lane Highway that stretched from the Kuwaiti border to Baghdad. The protesters kept on marching and, soon, they were no more than blob in the distance.

It was one of many close calls for Yenicek, who spent a year in Iraq before returning in March '05 to his family and job at a steel mill in Columbia, SC. During his deployment he was the target for more than a few potshots from insurgents.

Still pro-war after his deployment, Yenicek's now waiting for a second tour in Iraq with plans to work his way up the ranks.

Born and raised Catholic?? in Mississippi, he'd always dreamt of joining the Army, so he finally signed up with the SC National Guard in the fall of '03. He wanted to be a soldier all right, but he hadn't planned on going to Iraq. "My girlfriend called me up at work and told me that the Lancaster unit had been called up for duty and I said, 'well, honey, that's my unit.' I had ten days to pack up my apartment and do Christmas."

By January '04 he was in a war zone. But he survived, and doesn't have

any regrets or qualms with the presence of US troops in the region. "The local people are grateful for what we're doing for them."

Yenicek's base, which sat on a mound of ruins "leftover from ancient Babylon," he says, overlooked two farms where extended families of Iraqis lived and raised crops on about four acres of land apiece. "They were just your typical middle-class Iraqis," he says. "What I remember best about the houses is the pinpoints of light."

The farmers' homes, while they did have electricity, flickered throughout the night, and sometimes power shut off for hours. When he thinks about the influence of Americans in Iraq Yenicek doesn't spout numbers or platitudes. He talks about the lights as a symbol of progress as contractors brought stability and infrastructure to a wasteland. "By the end of the year their lights hardly ever went out"

Just because the Iraqis are grateful doesn't mean they're always outgoing. "They were careful around us at first," he says. Men stood close by their wives and their children, of which there were no less than ten per family ranging from toddlers to teenagers.

Each family owned a small shop, what Yenicek calls "the Iraqi Seven-Eleven," where soldiers haggled for cigarettes, sodas, candy, and sometimes pirated DVDs. Yenicek and the rest of RP-2 picked up a smattering of Arabic by way of their vices and were soon on friendly terms with the kids and their parents. Yenicek kept an eye out for the two families at night, protecting them from marauders. RP-2 even sent their medic down to the farms when the children caught colds or complained about stomach cramps.

Near the end of '04, Yenicek introduced his new friends to Christmas. "We all took some stuff out of our care packets from home and visited the families. We passed out presents and candy." Yenicek even donned a red suit and cap and slapped on a white beard to entertain the kids. "There's no doubt that we're doing good over there," he says. "It was quite impressive to see the amount of change that happened over there in just a year."

Yenicek's unit came back happy and healthy, he says, and his own acclimation to civilian life has been smooth and clean. "You are so happy to be home and back in the US that problems or issues are not noticed, at least in my case."



Adam Reuter, an E4 specialist, like Yenicek, says that signed up to fight terrorists, not Iraqis. The US Military has no business in Iraq according to his views.

Reuter volunteered after the Sept. 11 attacks to leave the Georgia National Guard for active duty, hoping to engage terrorists on their own soil. He disagreed with the Iraq's invasion in the spring of '03, but there was nothing he could do. His orders came on at the worst possible time, barely 24-hours after the birth of his first son.

Reuter's plane was drawing fire before it even touched down in Baghdad. His unit, the 3rd Armored Calvary Regiment from Fort Carson, CO, had armor and rifles but no ammunition. After landing they were forced to sleep on the gravel in the open. No tents, no vehicles, and still no ammunition, they slept on gravel in the open.

When the convoy arrived (late) Reuter and his platoon left for Ramadi where he was to be part of a quick reaction force (QRF) that responded to attacks from insurgents. On their way, he says, "we had to split one magazine between two trucks. Our guys had a total of fifteen bullets."

Once in Ramadi he slept either in his Humvee or under an orchard outside the Calvary's makeshift base, an abandoned palace, which was the target of at least five mortar attacks a week. By that point Reuter was already questioning his presence in Iraq, never believing in the WMD claims. Three things happened to harden his stance.

INTERVIEW

Strike one. "There was a night of intense fire," he remembers. Not on QRF that night, he tried to push the noise out of his head and sleep. Early the next morning one of his friends shook him awake. "He told me that there was a headless bird on my mosquito netting. I ignored him and went back to bed."

But he found the bird eventually and knew what it meant. The mortar fire everyone had thought was landing in the distance had in fact been coming down all around them for most of the night. "Shrapnel had fallen through the foliage," he says.

Strike two. Roughly two months after his deployment, Reuter was on border patrol in Usayhab, searching vehicles as they rolled in from the Syrian border. Seven troops from his platoon, on foot and without vehicular support, became embroiled in a sustained gun fight against 40 insurgents. "I saw one man trying to shoot me with an RPG." Reuter fired first, following the bullet's trajectory through the insurgent, and then watched him die.

He says he'll never forget having to load the dead man onto the back of a truck once vehicles had arrived.

Strike three. After a total of eight months in Usayhab, Reuter's truck drove into a crater. Reuter, who was at the helm of a mounted gun, was thrown off and suffered two slipped discs in his spine. Doctors' orders sent him home and saved him from redeployment in February '04.

Reuter began anger management classes as soon as he got back. "It was pretty clear to everyone that I needed to go," he says.

Reuter went on a prescription drug to help him sleep at night. Constant arguments with his wife also led to marriage counseling. "We were only married for a couple of months before I went to Iraq," he says. "I don't know what it's been like to raise a kid alone for 10 months, and she doesn't know what it's like to be in a war zone."



Reuter's heart beat still perks up to the sound of a shutting door, as if an insurgent has infiltrated his house. "Honestly, all of the therapy hasn't done much."

But he values the support that comes from his membership in organizations such as Iraq Veterans Against the War—a growing organization out of Philadelphia with 400 members, all of whom have spent time in Iraq. They share their experiences and fly to rallies all over the U.S., spreading their stories to anyone who'll listen.

Meanwhile, Reuter's platoon is now stationed outside Mosul. "I email them almost every day," he says. "I fear for them." For Reuter five years, even 20 years, won't make a difference in Iraq. "They've been fighting for thousands."



DRIVE



Whether you advertise cars or credit cards, buyAMERICAN magazine is the the communication vehicle that will carry your message to over one million people.

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Chauffeur
ANYONE?



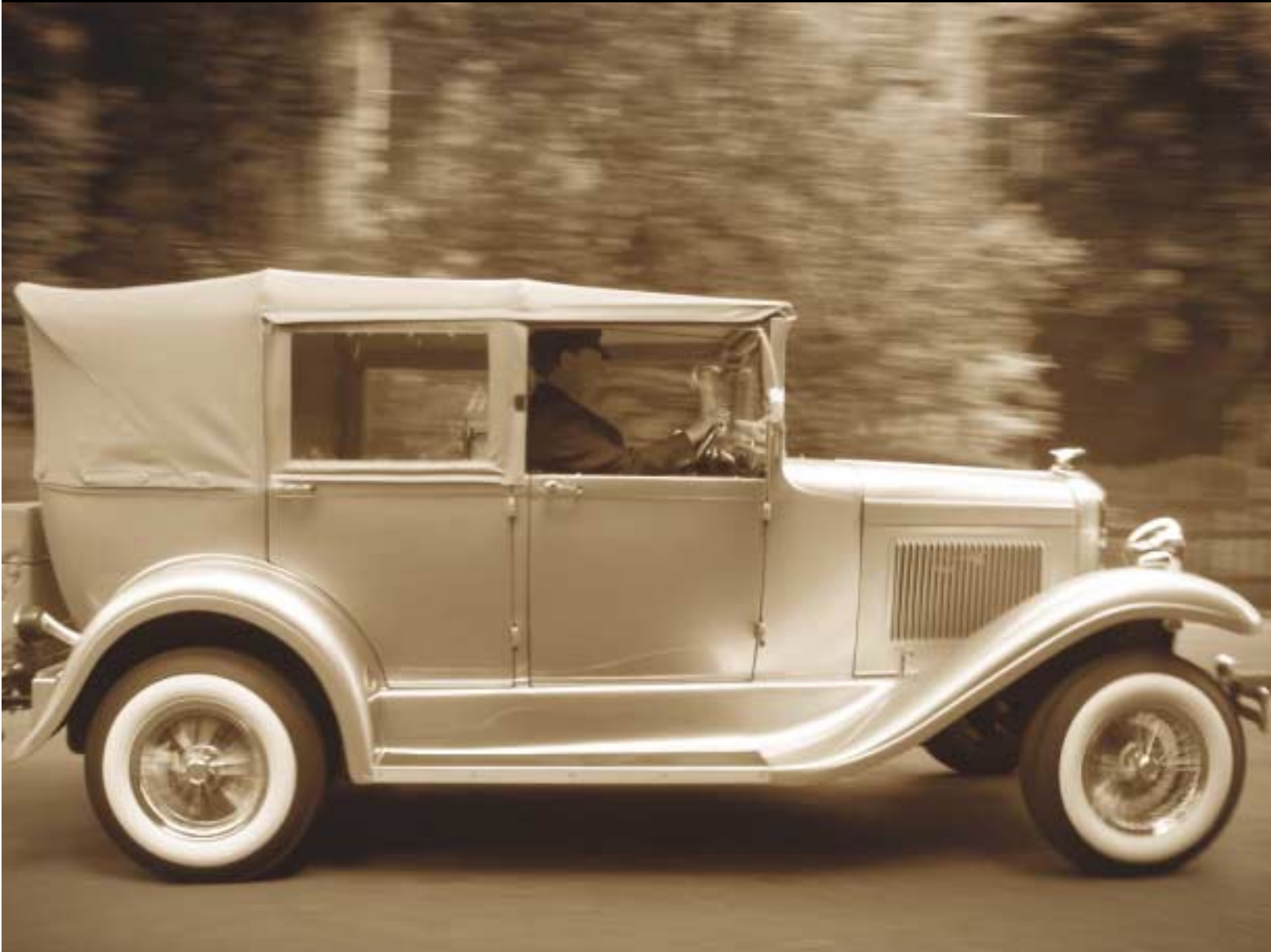
It would be hard to find another Roosevelt Zanders, chauffeur of the stars, who in his long career drove celebrities like Ethel Merman, Winston Churchill, Eleanor Roosevelt, The Duke and Duchess of Windsor, Harry S. Truman, Red Skelton, Clark Gable, Nat King Cole, Danny Kaye, Lana Turner, Eddie Fisher, and Aristotle Onassis. He once delivered \$200,000 in cash for Mr. Onassis, another time arranged a shipment of 100 pounds of shrimp to John Wayne in Paris. Zanders secured theater tickets, found babysitters, arranged for hotels, restaurants, parties, took care of laundry and drove his clients wherever they needed to go. Beginning with a single Cadillac that he borrowed money to buy he built the Zanders Rental Service in Harlem into a fleet of sixteen cars that embodied the best of concierge service and a client list of the rich and famous.

Chauffer, a French word, means to warm or heat up, and the chauffeur was the one who had to heat up the steam engine of the early French style automobiles. Often on poor roads in steam driven cars capable of speeds over 100 miles per hour, a chauffeur needed the skills of a fireman, a road racer, and the chutzpah to go with it. By 1906 a New York Times headline read "Chauffeurs Lord it Over Their Employers." The "chauffeur problem" remained an issue for the next ten years before settling into the service role that eventually evolved into the modern chauffeur.

In Margret Graham's book Land Sakes, the formal, fussy chauffeur, who later becomes a hero, confesses he learned his role watching Hollywood movies, but today's chauffeur may literally be an actor. "Home James," where all the chauffeurs dress in mod suits and are all called "James," hires actors and models as drivers. For clients who prefer not to drive their own car home, James will arrive on a collapsible motorcycle which can be stored in a client's car trunk. "Autopilot" is a competitive company whose chauffeurs also arrive on the new collapsible motorcycles.

Then there is Mobile Psychological Services, a therapy on wheels service available to clients simply too busy to keep appointments any other way. Dr. Shelley Lennox and Dr. Ursula Strauss came up with idea of chauffeuring patients during times clients would necessarily be on the road, including lunch hours. Their comfortable stretch limo offices may be unique but just what the doctor ordered for the harried clients.

Less exotic are chauffeur services of companies like "Your Car—Our Chauffeur," whose trained chauffeurs will drive a client's car. Want a chauffeur part time, full time or just a few hours (three hour minimum)? Drivers are available, and if you feel the need of security, this company will send a fully trained and experienced former police officer to chauffeur you and will provide a confidentiality agreement.



Carey, the first limousine company, now a world-wide service, like most limo companies today will take a client shopping, or to museums, meetings, games, wherever, and provide both car and driver. Their chauffeurs are ready to meet and greet clients at airports (the driver you see holding up a card with your name) and will also advise on sights to see, things to do, and places to dine, and all this is in cities around the world.

At least one chauffeur service is free. Nervous visitors to Michigan's Mackinaw Bridge may call at the entry ramp for a driver to take them across. When ready, a word to the Bridge Services will bring them a chauffeur to take them back.

Not free, but for the discriminating sports fan willing to pay for the luxury, there are choices all the way from hiring a superstretch limo and driver, to the incredible stretched Hummers among the biggest. At the last Superbowl game over 1,000 parking medallions were issued in Jacksonville for limos.

Today's chauffeur may dress in a suit or uniform or if the customer prefers, dress casually, and anyone, even a busy mom or a tired late night worker may benefit from a limo service. The highly trained chauffeur might be a neighbor, or a former taxi driver. Driving a limo is a lot safer, says one of New York's 10,000 chauffeurs, than driving a yellow cab. He may own the company limo, or not, and fares will

vary from the affordable to not so affordable depending on customer choices. Services and rates are just an online look away.

Of course for those who can afford to own a Mercedes Maybach (somewhere around \$308,000) or the Rolls Phantom starting at \$324,000, a chauffeur makes the ride even better. One doesn't, however, expect to see many of these exotic cars on the road, but in any city nowadays, shiny black limos carrying their passengers in comfort and style through busy traffic at all hours is a familiar sight.

Though limos and chauffeurs are common at wedding sites, proms, and parties, not often does one see a black stretch limo outside a Panera's restaurant. When I stopped to talk to the driver waiting by the car for his client, he informed me that this was a romantic occasion. A young man's fiancée was about to have her first clue from a girl friend waiting for her inside. Other clues and pickups waited at a nearby college, and a church. I am certain that at the end of all the surprises was the young man with an engagement ring.

Cars may come and go but there's something about a limousine with a driver that won't go away. And in case one doesn't really need to hire a chauffeur or a limo, but still wants to own the idea, these days there's always Ebay where chauffeur memorabilia are quite in fashion.

HOT STUFF

HOT STUFF



TREK IT

Lance Armstrong's connection to Trek (he rides stock Trek frames) spurred lots of high-end road bikes for the Wisconsin company, but high-end buyers don't want their bikes to look just like everyone else's. So Trek came up with Project One, an online customized bike package with plenty of options. Price tag on your Project One bike could max out around \$8,000 to \$9,000, depending on paint scheme, components and parts. Pick Trek's trademark OCLV carbon fiber bike frame and you're talking \$5400, high-end wheels and it could be \$1,000, then add a \$650 paint scheme. But the typical Project One sale is a more modest: \$3,000 to \$4,000. Design your dream bike on <http://projectone.trekbikes.com>, then take your order sheet to the nearest independent Trek dealer to make sure you're fitted to the appropriate bike size, and selected appropriate bike and components.



TECH PIX IN POCKET

No need to lug around the old photo album to show off your new bride, latest condo or white water rafting trip. MAGPIX (www.magpix.com), a young Massachusetts company, has come up with a small Pocket Photo Album (\$99) that fits in the palm of your hand and weighs 2.2 ounces. The pink or silver album comes with 16MB of memory and holds up to 200 photos compared to perhaps eight slots in a wallet. And it's easy for non-techies, says one user, who loaded the MAGPIX Photo Manager software onto her computer, then transferred her favorite images to the new album within 20 minutes. The Pocket Photo Album also can be tethered to a television or computer for greater viewing capacity.



THIS LITTLE PIGGY WENT TO MARKET

Educating baby about spending and saving just got a lot easier. Family experts -- and parents, as well -- Dr. Eileen Gallo and Jon Gall, JD, launched the Financially Intelligent Parent (www.fiparent.com) to fill the need for a family-oriented a line of educational products. The founders are dedicated to helping families teach children compassionate values and responsible attitudes toward money. Among the Los Angeles company's products are colorful piggy banks, divided into compartments labeled Invest, Donate, Spend and Save (\$14.99),

"Family Conversation" Starter cards (\$9.95) and the "Learn to Save" Action Plan, which teams calculator with "savings goals cards" and a mechanical pencil (\$12.95).



HOT STUFF

INTELLIGENT OVENS DO DINNER

Stuck in traffic? Running late at the office? No problem. Pick up your cell phone or log onto the computer and tell your refrigerated oven what to do.

Using technology from NASA Glenn Research Center for the International Space Station, TMIO, LLC developed the new Connect Io™ (EYE-Oh) Intelligent Oven, a double wall electric oven that keeps food refrigerated until you're ready to start cooking. Program it in advance or change commands on the fly through an ethernet capability.

At home, the dynamic touch screen controls for easy use, so dinner is ready when you are. Connect Io™ also integrates into flat panels around the house through Microsoft's Media Center, offering an easy, sophisticated way to check on dinner without going back and forth to the kitchen. The luxury appliance also offers



green-conscious consumers an eco-friendly self-clean cycle.

Except for the price, an estimated \$11,221 (but it may be on sale at www.tmio.com) with retail debut expected by November 2005, it's a dream come true for today's busy households. "This new appliance reconnects the family at dinnertime," explains David Mansbery, president and CEO of Cleveland, Ohio -based TMIO.

Whirlpool's Polara™ refrigerated electric range, although not yet Internet connected, combines cooking and cooling in a single freestanding appliance, so you can keep food safely until you're ready to cook. Put dinner in the oven before work -- or even the night before,

program the oven to start cooking at whatever time you like, and dinner will be ready whenever you are. Tied up at the office? The oven stops baking at the pre-programmed time, automatically kicks into warming mode for up to an hour, then automatically switches back to refrigeration for up to 24 hours. (www.whirlpool.com) The Michigan company's suggested retail is \$1,899.





PAUL MOLLER'S SKYCAR NO FLIGHT OF FANCY

Image flying to work above the highway in your own personal sky car — skipping the "all-day rush hour" and horrendous surface commute. Just climb into your vertical take-off and landing (VTOL) vehicle, drive from your garage to the nearest vertiport and start your engines. Sounds like the Jetsons TV series or inventor Diet Smith's Space Coupe in the Dick Tracy comic strip, doesn't it?

Well, the Moller VTOL Skycar® is a reality. It's American innovation, the evolving dream of prolific inventor and engineer Paul S. Moller, PhD, who founded Moller International in Davis, Calif., in 1983. Moller serves as chairman, president and CEO.

As a child growing up in rural British Columbia, Paul showed an early knack for engineering and construction. At six, he began building his first house, at 11 — with dreams of flight — the boy built a Ferris Wheel and, at 16, a helicopter. He's been building his dream ever since, along the way earning 43 patents.

The Skycar M400 resembles a very small plane, no larger than a big Cadillac, and utilizes three lifting surfaces: the tail, rear wings and front wings (canards). Four nacelles (nah-CELLZ) — sometimes called "lifting pods" — on the wing tips each house two engines with independent, counter-rotating fans so if one goes out, the other is not affected. The nacelles partially rotate, partially deflecting the flow from the fans downward to create lift. On the highway, it runs on electricity.

Although Moller has completed a number of successful flights, General Manager Bruce Calkins believes America's investors have lost the spirit of adventure — except for funding new drugs. So the entrepreneurial venture is pursuing a co-developer of the Skycar in China, and in Europe. Ironically, the Skycar concept is not all that new or radical.

Back in 1940, Henry Ford, chairman of the Ford Motor Company, predicted, "Mark myword. A combination airplane and motorcar is coming. You may smile. But it will come..."

Today, Dr. Dennis Bushnell, chief scientist at NASA Langley Research Center, says:

“The volanter (Skycar) will do for car-based society what the car did for horse-based society. It is the right solution at the right time.”

He adds, "It is not a question of if, but when. The market for Moller vehicles will be about \$1 trillion a year."

The Skycar, Here and Now... Necessity will drive the Skycar's acceptance because the highway system, the infrastructure, has come to a standstill in America, says Moller. "We're not building any more highways. And every 10 years, the miles driven increase by 30 percent, so it's not a pretty picture. Ninety-one percent of us still get to work by road. Somethings got to replace it." That something is a personal, convenient Skycar. "We'll get the Skycar quiet enough — perhaps by

2015 or 2020 — that the FAA will go along with the idea of using it directly from home," he predicts.

In addition to single-passenger Skycars, models are being designed for up to six people, and could serve as flexible air taxis. But why would Americans, who favor solo commuting, be willing to "skypool"? That's easy, according to Calkins, general manager. "Say you live in Sacramento and your neighbor has a Skycar. He can get to work in San Francisco in half an hour, and it takes you 2-1/2 hours to get there by car. Wouldn't you want to ride with him?"

NECESSITY MAY GIVE THE SKYCAR WINGS

Moller is thought to be the only one working on this, but experts such as Dr. Daniel Goldin, former director and administrator of NASA, believe the technology is inevitable.

Before Congress, Goldin offered a powerful national aviation vision, projecting that this technology will "enable doorstep-to-destination travel at four times the speed of highways to 25 percent of the nation's suburban, remote and rural communities in ten years, and more than 90 percent in 25 years." Paul Moller's biggest frustration? "The problem is that this damn thing is taking so long. I've gotten into Life Extension just so I can be around to see it."

For adventurous, well-heeled consumers,



Moller International is offering a limited number of delivery positions for the M400 Skycar, contingent upon its successful transitioning from hover to full aerodynamic flight and return. Delivery positions 25 through 100 are available for a minimum deposit of \$100,000, on a \$995,000 list price. Positions 201 to 500 require a \$10,000 deposit on a \$500,000 list. Contact Bruce Calkins, bruce@moller.com or go to www.moller.com.



Another MAGPIX product comes MAGPIX SX3, a 2 in 1 digital camera binocular bound to delight all those soccer moms, sports fans, travel buffs and bird lovers. The SX3 combines a 10 X telephoto lens and 3.1 megapixel resolution camera, the highest resolution on the market, giving the photographer the equivalent to a 330 mm telephoto lens on a 35mm digital camera. It weights less than 11 ounces with batteries, and retails for \$149.

HOT STUFF



BIG WHEELS, REVOLUTIONARY SKATES

Academy Award-winning film editor Bert Lovitt spent 10 years smoothing out the bumps for in-line skaters, and his California company, LandRoller, recently introduced a revolutionary new skate with oversized, angled wheels. Said to deliver superior performance, LandRoller (www.landroller.com) is breathing new life into recreational skating. Only with LandRoller's patented Angled Wheel Technology™ can large wheels be mounted on a skate while maintaining a low center of gravity and a short wheel base. The advantages? Speed, a smoother ride, increased glide time and the ability to skate over rough surfaces. LandRoller's first model is the Terra 9 (\$299), but in the works are a more performance-based Apolo Ohno signature skate for release in Feb. 2006, and a pneumatic version slated for rollout in summer 2006. Ohno is, of course, a gold and silver medalist in Olympic short track speed skating.





HAND-BUILT IN AMERICA, SPORTS CAR RAISES THE BAR

Patrick Dempsey, TV star of "Grey's Anatomy," and racing queen Danica Patrick may be the best-known fans of Panoz Auto Development Company, but its hand-built American sports and racing cars also attract an "exclusive club" of COOs, entrepreneurs and other achievers.

The object of this desire? The Panoz Esperante, starting at \$92,256 for a convertible or the Esperante GT, selling upwards of \$97,360. Or the top-of-the-line Esperante GTLM, built with a race-inspired performance package, and topping out above \$128,319 for the coupe. Many consider the GTLM to be a LeMans racing version of the Esperante, but street-legal.

Panoz road car owners tend to be successful people, aged 35 and up—40 percent are women—who covet a customized sports car with pioneering technology. And a very competitive price tag. Most Panoz customers are in the states, others hail from Canada, Mexico and the UK.

RACE CARS CREATE SYNERGY

Founded in 1989 by Dan Panoz, president & CEO, Panoz Auto Development is known for its racing cars as well as luxury sports cars. Thanks to Dan's father, DanielDon, who launched Panoz Motor Sports in 1999, the company's racing cars have a rich heritage in the ALMS, FIA, GT, SCCA's Trans-Am series and the 24 Hours of LeMans.

There's a lot of synergy between Panoz road cars and racing cars. "Over the past two and a half years, there has been a tremendous amount of carryover on systems and engineering and technology," says Dan, engineer and inventor innovator with a passion for technology.

Despite its small volume, the Georgia-based automaker has pioneered a number of key technologies. In 1989, Panoz introduced full SPF aluminum bodies on all its road cars — "the first American manufacturer to do so, according to Dan. "It took about 10 to 12 years for the rest of the business to adopt the process."

Increasing federal safety regulations, requiring stiffer and more stringent crash standards, brought aluminum to the fore. "One of the outstanding features of aluminum as a property is its ability to absorb impacts in a more progressive and linear way, typically better than steel," explains Dan.

The company also pioneered the use of bonding agents in place of welding because of its enduring strength.



HAND BUILT

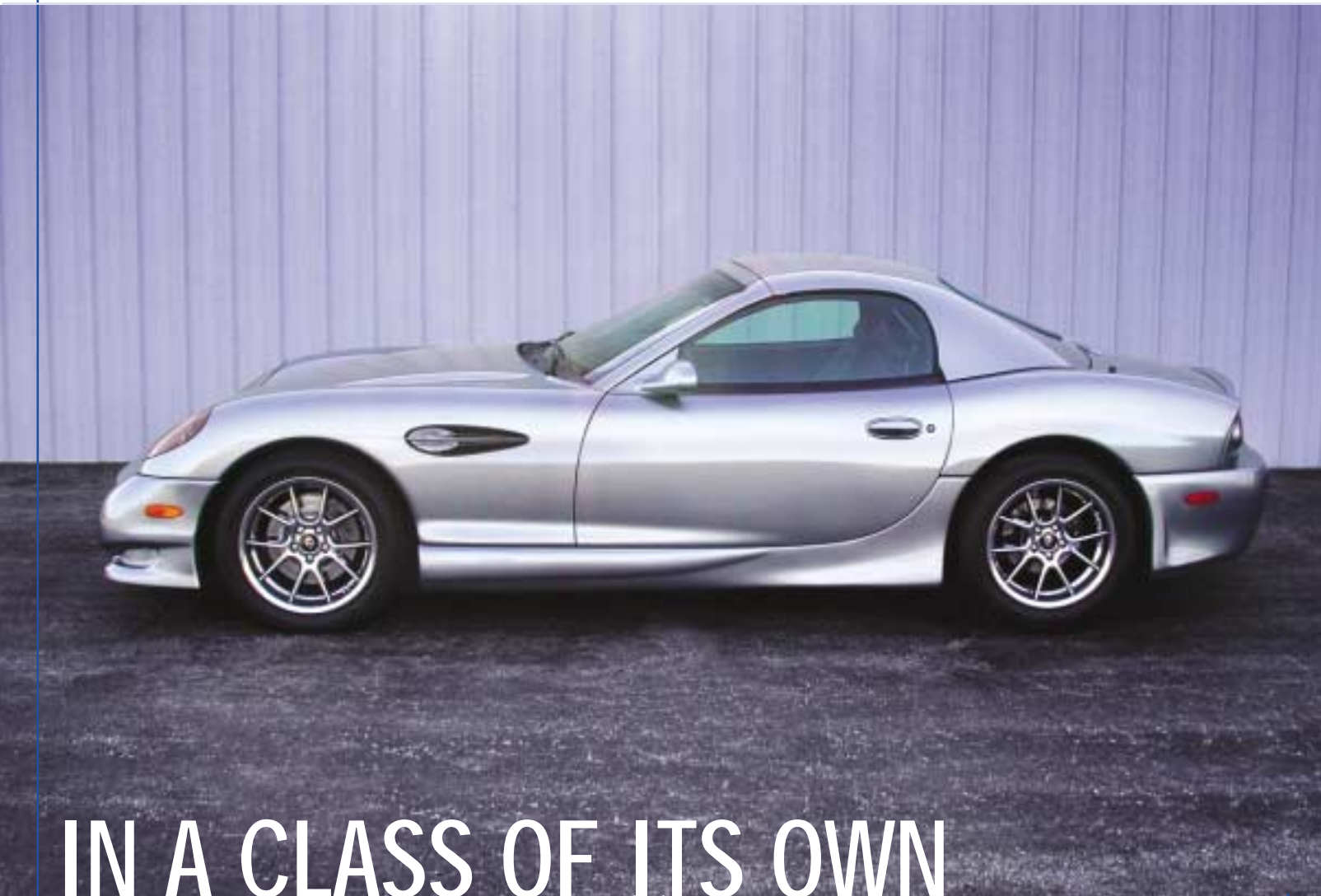


DECONSTRUCTION: THE MODULAR CHASSIS

But the real jewel of Panoz auto technology is its modular chassis construction. "We were the first manufacturer, large or small, to put on the U.S. market a truly modular chassis system that met all the requirements – and we used a lot of aluminum," Dan says proudly.

"We can totally disassemble and put together a car in couple hours instead of days," explains John A. Leverett, director of sales and marketing. "Unlike the typical car chassis, which is one solid chunk from nose to tail, ours comes apart in five modules — front crush zone; front suspension engine module, which bolts onto the rest; middle module, the passenger cell; rear suspension module, which bolts to the center module; and rear crush zone.)

Although having a significant front and rear crush zone is not that unusual, to Dan's knowledge, Panoz is the only company in the world that offers a modular side crush zone for a vehicle, built into the chassis — just one of the company's many patents. "The Panoz chassis performs in the top 1 percent of any vehicle made in the U.S. market, in terms of crash safety and protecting its occupants," he adds.



IN A CLASS OF ITS OWN

The three Esperante models (loosely translated from Italian, Esperante means "hope" or "spirit," saluting Dan's grandfather, an émigré from the Abruzzi region) can be custom ordered from a dealer or specified online (www.panoz.com), but even dealer models are unique.

"The guys building the car may decide, 'Hey let's paint this one sapphire blue metallic, try it with medium tan interiors and nutmeg trim,'" says Leverett. "As long as it meets federal standards, we can do virtually anything. A gentleman in San Francisco, for instance, decided he did not want his car painted, and asked us just to polish the metal, which we did. But," stresses Leverett, "we will NOT take a car and decertify it, like some other car makers will. We meet every single safety standard."



SPEAKING OF CLASS...

If a stunning custom car were not enough, Panoz Auto Development treats its customers as personal friends. Buyers are invited to visit the 100,000-square-foot manufacturing campus outside Atlanta, stay in the nearby family-owned Château Élan and dine with Dan Panoz in the Cask Room. During dessert, the piece de resistance: A curtain goes up and the customer's new car is center stage.

"Our customers probably can afford to buy any car they want, so they like something special," says Leverett. (The Panoz empire is itself quite special, with four golf courses, an equestrian center, five restaurants, and a large winery on its Georgia campus and resorts and spas in St. Andrews, Scotland; Patterson, Calif.; and trackside in Sebring, Fla.)

Patrick Dempsey, however, bought his first Esperante without the drama.

"Patrick bought his first car from a dealer," says Dan, "but then he really got into the brand. Less than a year ago, Patrick took up racing, and in within a half a dozen races, he was earning pole positions and finishing in the top part of the class."

At a professional level, Panoz cars have twice won the Indy 500, coming close in 2005. "Danica Patrick drives one of our cars, and she almost made it," Dan says excitedly.



FREQUENTLY ASKED QUESTIONS

<p>Q: What is Panoz Auto Development? Panoz Auto Development is America's premier manufacturer of high performance automobiles. Panoz has been known for making high quality, hand-made vehicles at their facility since 1989.</p> <p>Q: Who founded the company? Panoz Automotive Development Company was founded by pioneer and entrepreneur Daniel Panoz (PAY-noze). The company was the culmination of Panoz's lifetime love affair with the automobile, dating from the moment he traced his name in dust across the nose of a sports car while a mere child. By 1989, the 27-year-old had opened his company based on a belief that high-performance cars, such as those built in Europe, could be competitively manufactured in America. In contrast to the high-maintenance Euro cars, he set forth to build automobiles that would be reliable, easily serviced and a good value.</p> <p>Q: Where is Panoz headquartered? Panoz builds vehicles in a 100,000 square-foot complex near Hoschton, Georgia, approximately 55 miles north of Atlanta. The original Panoz workshop was a converted 2000 square-foot Department of Transportation salt storage barn.</p> <p>Q: What was the first vehicle Panoz built? The 1990 Panoz Roadster was the first car in the Panoz stable. Based on a chassis by the legendary Frank Costin, the Roadster was armed with a front/mid-mounted five-liter Ford V8 and was the first production car in the U.S. to use a Superplastic formed aluminum body.</p>	<p>Panoz became the first American manufacturer to design and build a production Aluminum Intensive Vehicle when the original Roadster was completely re-designed in 1996. The conventional steel space-frame was replaced with an advanced twin-tiered extruded aluminum chassis and the pushrod cast-iron engine set aside for an all-aluminum, 305-horsepower 32-valve V8. The A.I.V. Roadster would carry the torch for the company for more than three years.</p> <p>Q: When did Panoz enter racing? Daniel Panoz and his father Donald created Panoz Motor Sports in 1996. They tapped racing guru Adrian Reynard to help build two front/mid-engined, rear-wheel drive Esperante GTR-1 to compete in races such as the grueling 24-hour Le Mans, Le Mans Prototype and the USRRC Team Championship. Bucking conventional wisdom, these were the first front-engined racing cars to compete at Le Mans in decades.</p> <p>With no racing experience, Panoz went head-to-head with Porsche, Mercedes and Ferrari. After 18 hours of racing, Panoz was running ninth overall when an oil failure knocked it out of contention. Though neither of the two Panoz works cars finished, it was one of the most impressive showings by an independent manufacturer in the history of Le Mans. The thunderous Panoz cars left an indelible mark on the racing community and are still famous for their chest-pounding blast.</p>	<p>Q: What successes did Panoz enjoy in racing? In 1998, the Panoz GTR-1 finished Le Mans seventh overall and won the USRRC Team Championship. In 1999, an open top version of the GTR-1 was developed to compete in the American Le Mans Series' top class, Le Mans Prototype (LMP). The Panoz LMP-1 Roadster S was extremely competitive, winning the 1999 Team and Manufacturers Titles in the American Le Mans Series ahead of cars from sports car legends BMW and Audi. In its first year of competition the Panoz team won the 2002 Trans Am championship. The cars were competitive in 2003, winning ALMS races twice against larger teams.</p> <p>Q: Does Panoz still build racecars? Panoz Auto Development creates purpose-built racing cars. The Panoz GT-RA is used to train students in the Panoz Racing School, which are located at four tracks across the United States and Canada. The Panoz WGTs is the official racing car for the Women's Global GT Series, an all-female support race for the American Le Mans Series.</p> <p>Panoz partnered with the Sports Car Club of America to build the GTS, a 385-horsepower spec racer that will make competitive GT racing affordable. The car was reclassified in 2003 to compete in the GT2 class.</p> <p>Q: When was the Esperante introduced? The Panoz Esperante was introduced in April 2000, which was the second vehicle from Panoz in less than ten years. While the Roadster was designed for driving purists, the Esperante was meant to be a luxury sports car capable of higher performance and broader appeal.</p> <p>Q: What makes the Esperante so much different from European sports cars? The Esperante is almost completely aluminum, allowing for a lower weight. Using the aerospace industry's technique of Superplastic Forming, body panels are molded from aluminum in a completely new way that is stronger than steel, but also was more dent resistant and paint-friendly. In addition, the chassis is assembled by using aluminum extrusions that are bonded together as opposed to welded, making the chassis much stronger.</p> <p>In addition, the automobiles are reliable, easily serviced and a good value. This allows discriminating owners to enjoy them much more than high-maintenance cars from Europe. The Esperante has been so influential in its design and construction that many of the techniques and materials pioneered in the car are being employed by companies such as Aston Martin and Ferrari.</p> <p>Q: What are the specs for the Esperante? Weighing only 3,197 pounds and propelled by a 305 HP aluminum 4-cam V-8, the Esperante has a stunning 10.4 power to weight ratio. This allows the car to hit 62 MPH in about 4.9 seconds and run the quarter mile in only 13.4 seconds at 107.3 mph. The powerful brakes stop the car in just 122 feet from 60 MPH, while the suspension achieves an incredible 0.96g lateral acceleration. Add to this that the Panoz Esperante is completely handmade, from its aluminum-encased engine to the hand-sewn leather seats, and car is the pinnacle of the luxury sports car.</p> <p>MSRP starts at US\$97,360.</p>
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2 CHAUFFEUR

The guy who revolutionized the flow of traffic by inventing stop signs, one streets and pedestrian safety islands, William Eno (1858-1945) preferred horses to cars. When he traveled by car, he demanded a chauffeur.

If you were a wealthy car owner around 1910, you probably had a chauffeur, and you almost certainly had a host of problems...chauffeurs regularly extorted kickbacks from garage owners, frequently went joy riding, and were notoriously badly behaved in public.

Your presidential suite at the Plaza in NYC includes a Chauffeur-driven Rolls Royce plus: The entire 18th floor, 2 living rooms, six bedrooms, 7 bathrooms, and your own private chef. Cost: \$15,000/night

In the Kingdom of Tonga, the reigning monarch is often chauffeured around in a Winnebago while his son the Crown Prince is whisked about the tiny island nation in an antique British taxicab.

Hank Williams last ride was from Knoxville to Canton, Ohio in a Cadillac driven by a 17-year-old chauffeur. When the teen driver pulled over for gas he discovered his legendary passenger had died in the backseat.

C.K Chesterton — author of a hundred popular detective novels — weighed in at 400 lbs. His chauffeur Mr. Johnnie Mangan recalls a time when his boss got literally stuck in the door of the car while trying to exit. "Why don't you try moving sideways?" Mangan suggested. "I have no sideways," Chesterton replied.

CUT TO THE CHASE

Hollywood's been getting snubbed a little more than usual. Despite overfed budgets and dazzling effects, there is a lot of "B" and "C" grade fare showing up on our screens. It almost seems that Hollywood has become like some big lug with a n expensive blender and a handful of hackneyed ingredients, two of which have been around a long time: , really bad, bad guys and some kind of epic chase scene.

The chase scenario in fact, goes way back.

In 1927 the action-comedy, "The General" was released. It was probably Hollywood's first big budget chase flick. Starring Buster Keaton as a Confederate engineer, the movie cost \$400,000, a staggering sum at the time. (The average wage was A lot of the money ended up in Keaton's pockets who not only headlined, but wrote it and directed it as well.

The title referred to a military train built by the South to defend against Yankee attacks. Someone steals it and Keaton's character pursues it, finally nabbing from the thieving northerners, who then turn around and chase him. The film ends with the spectacular demise of the Yankee pursuit train in a rocky ravine.

Audiences hated it and it barely made its costs back, but no one was willing to ditch the basic formula because of a few bad ingredients.

☆☆☆☆☆

Buy American has come up with ten greatest movie chases , in ascending order. The top dog is on a different page. Figure out what your all-time greatest chase movie would be and turn the page to see if it jives with ours. There are no prizes, but you can e-mail us and complain bitterly if you think we missed the mark completely.



10. Terminator 2: Judgment Day (1991)

Have to include this one for the truck scene alone. Arnie, the living action figure finds himself one nanosecond from destruction as Liquid Man's tractor trailer bears down on the Terminator's puny motorcycle. The liquid bad boy is easily the world's most reckless driver since he has absolutely no fear. If it explodes is a fiery crash, he simply reassembles himself.

The high-speed battle to the death takes place in an LA flood control channel and yes, it is the same location used in Grease (1978) and Repo Man (1984), to name two of many.

Later, Arnie's bike crashes through a wall of glass in the upper story of a building. T-man leaps off the bike and onto a hovering helicopter.

Very cool.



9. Smokey an the Bandit (1977)

Smokey starred Burt Reynolds (the "Bandit"), Sally Field as a runaway bride, and Jackie Gleason as Texas Sheriff Buford T. Justice, aka "Smokey." The story sounds like it was conceived by a 12-year-old male assigned the task of coming up with a career goal: Drive a rig full of beer halfway across the USA in 24 hours. The director was Hal Needham was one of Hollywood's great stuntmen.

Gleason as Reynolds nemesis is very funny and the chase scenes, which basically last for the whole movie are a hoot to watch.

The film took home bags full of money and spawned a couple of sequels.



8. Speed (1994)

Not everyone loves Keanu Reeves because he does not seem to have what you would call a huge range. He seems to be the same in Bill and Ted's Excellent Adventure as he is the Matrix Reloaded. However, Reeves is a brilliant physical actor and that serves him well when he is cast in the right role.

Like in "Speed." where he takes on the character of SWAT officer Jack Traven who has the simple task of stopping a bus full of people safely. The catch is, terrorists have rigged it to blow up if goes below 50MPH therefore, you have to keep it going at all costs, even though eventually it will run out of gas, slip below 50 and blow to kingdom come.

Once Reeves is on the bus Speed become a nail-biting race to the end, even though there is only one vehicle in the chase. In essence it is chasing itself.

Highly recommended as one the more unique and nail-biting



7. The Matrix Reloaded (2003)

Here's another Reeves entry. Once again, he is cast just right as the quasi-savior Neo. Interestingly enough, in the movie's 12-minute chase scene Neo takes a back seat to the other Matrix players as they pound down a freeway, the wrong way, at over 100MPH.

The chasers and chasees includes the albino Twins (Neil and Adrian Rayment) who are luxuriously ensconced in a Cadillac Escalade EXT, agents, Morpheus (Laurence Fishburne), Trinity (Carrie-Anne Moss) deftly handling a black Ducati 996 motorbike. There is also a surprise appearance by Niobe (Jada Pinkett-Smith) in a blue 1967 Firebird.

Vehicles sacrifices in the highway mayhem:

- One SUV,
- 17 cars,
- 2 Chevy Impala police cars,
- one Jeep,
- one truck,
- two 18-wheelers.



6. Gone in 60 Seconds (1974)/2000

There are indeed two of these, both about car thieves and an internal dispute among the gang members that goes very wrong and ultimately leads to the big chase. One was cobbled together in 1974, starring Director/writer Toby Halicki sold everything to get the film done.

The original versions is considered a classic by car chase aficionados because fully 40 minutes of the film is one long, dramatic chase starring a yellow 1973 Ford Mac 1 Mustang which goes by the name, "Eleanor." The damage total was over 93 vehicles and took the cast and crew through a whopping five L.A.-basin towns.

Sadly Halicki was killed during the filming of his next film, ironically, a re-make of Gone in 60 Seconds!

Gone in Sixty Seconds was remade in 2000 and starred Nicolas Cage. There is little resemblance story wise, to the original. The plot is pretty silly, but the idea is not to develop story and characters, it is to get you to the final chase scene, and that scene is one thrilling ride. The final chase scene pits a new "Eleanor," a 1967 Shelby Mustang GT500 against BMW 5 Series cop cars.

5. Ronin (1998)

Nice cars, great chases, gorgeous locations.

Ronin is about a group of former Cold War enemies who come together for a last case. This heist thriller contains at least two of the very finest spine-tingling car chase sequences anyone has ever put on celluloid. Ronin's chases are "honest;" that is, they are meant to look real not to come off as a series of stunts laced with digital effects Here are some of the breakdowns. A Peugeot 406 chases after a BMW M5 through hairpin curves and around g-force generating twists. Then there is a maximum speed run through a Paris tunnel under the Seine River. They are also going the wrong way. Each one handcrafted and amazing to see.

4. The Blues Brothers (1980)

Not everyone loves Keanu Reeves because he does not seem to have what you would call a huge range. He seems to be the same in Bill and Ted's Excellent Adventure as he is the Matrix Reloaded. However, Reeves is a brilliant physical actor and that serves him well when he is cast in the right role.

Like in "Speed," where he takes on the character of SWAT officer Jack Traven who has the simple task of stopping a bus full of people safely. The catch is, terrorists have rigged it to blow up if goes below 50MPH therefore, you have to keep it going at all costs, even though eventually it will run out of gas, slip below 50 and blow to kingdom come.

Once Reeves is on the bus Speed become a nail-biting race to the end, even though there is only one vehicle in the chase. In essence it is chasing itself.

Highly recommended as one the more unique and nail-biting

3. The Road Warrior (1981)

It is the future and it is a post-apocalyptic future at that. Fuel and vehicle parts are precious, but there is no shortage evil, marauding bands plying the outback for loot or just creating havoc for the pleasure of it.

As 'Mad' Max Rockatansky some consider this to be Mel Gibson's breakthrough role and although critics say he was only pretty good, not great, as the first Mad Max, the movie was a frightening ride through the rough terrain of Aussie land, as dystrophic outcasts took the law in their own hands.

It peaks in an impressive, 10+-minute chase sequence near the end of the movie., Mad Max commands a semi-trailer fuel-oil tanker as he is hunted and mercilessly assailed at deadly speeds by a motley crew of desert punks on weird, cobbled together, monster-garaged motorcycles and other vehicles. During the chase they unleash their retro weaponry including crossbows, grappling hooks, and firebombs.

2. Bullitt (1968)

Have to include this one for the truck scene alone. Arnie, the living action figure finds himself one nanosecond from destruction as Liquid Man's tractor trailer bears down on the Terminator's puny motorcycle. The liquid bad boy is easily the world's most reckless driver since he has absolutely no fear. If it explodes is a fiery crash, he simply reassembles himself.

The high-speed battle to the death takes place in an LA flood control channel and yes, it is the same location used in Grease (1978) and Repo Man (1984), to name two of many.

Later, Arnie's bike crashes through a wall of glass in the upper story of a building. T-man leaps off the bike and onto a hovering helicopter. Very cool.

1. French Connection 1971

The French Connection (1971) is Buy America's choice for the film that has the number one car chase (so far).

This film was a dramatic departure from expected American film fare. Director William Friedkin chose a gritty, almost documentary style for it. He wanted something that would look like real life but move at a Hollywood crime drama pace. Interestingly, it was produced by Phillip D'Antoni who had made Bullitt.

The chase:

Det. Doyle (Gene Hackman) is nearly murdered by sniper "Frog Two" and now Doyle spins the tables around and is chasing him.

Bensonhurst, Brooklyn is the setting. Doyle is in a car while Two Frog is above him in an elevated train where he has terrified passengers, and murdered a police officer, and a conductor. And to top it off, the driver had a heart attack. There is no one controlling the train.

This bizarre car-chasing-elevated train requires Doyle to keep one eye on the train overhead, and one on the road. The result is the chase takes Doyle from one near-tragedy to the other on the ground as the train speeds out of control above him.

Facts: The bystanders are real people, not extras. The filmmakers got no permit to do the shooting in the first place. There were no other moving objects involved in the heart-pounding chase other than the one car and the train.

It you can find this one, rent it. It is truly a classic.



YOU'VE GOTTA HAVE
FAITH

The exact points at which one goes from relative obscurity in the music world, to rising star, finally to celebrity status are difficult to establish. However, certain milestones are usually reached along the way. When you are in unknown mode, you have some job like selling t-shirts while trying to make a hit record. Then you get noticed by an important player in the industry and you move to the next category, Rising Stars. Often, you get established here because you were called a "Rising Star" in the media. This can also be all you need to be prepped for celeb status. Your picture begins to crop up in mass circulation magazines and a song you perform may appear on the Billboard charts meaning you won't have to pass a homemade CD around town any more. You might get to perform the song at the end of the David Letterman Show.

If you are lucky and talented—or in some cases just weird or vulgar: Marilyn Manson—you become a celebrity, one step shy of the ultimate Superstar status. Now you mug will be plastered on magazine covers. You'll be a full-interview guest on Letterman. Soon you will have a charitable cause named after you, "The So-And-So Literacy Project." And soon enough, you will win the really big, serious music industry awards like a Grammy.

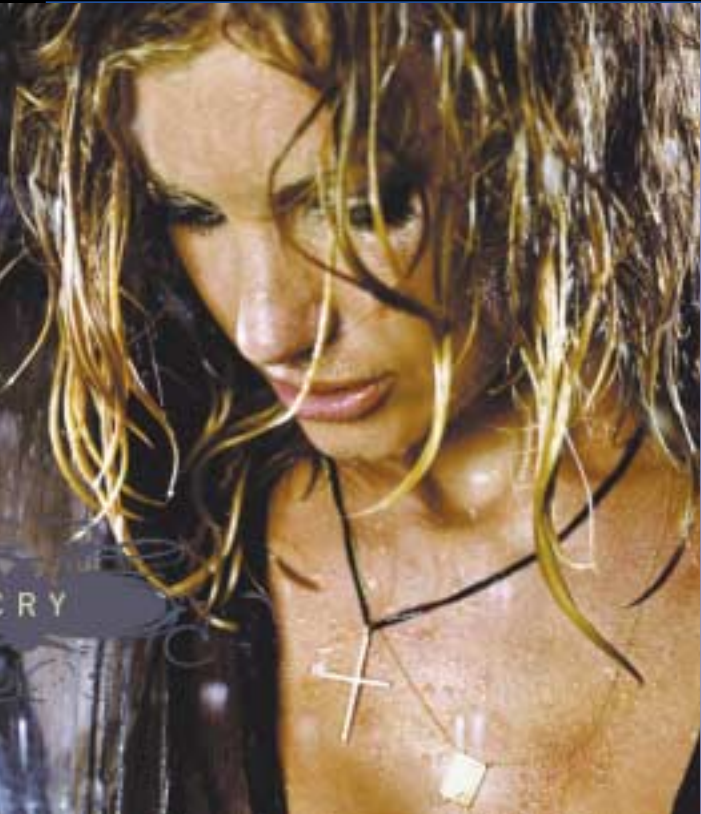
Faith Hill is the classic American music Cinderella.. She was born Audrey Faith Perry on September 21, 1967, in Jackson, Mississippi. Her single mom put her up for adoption. Her adopted family was of modest means. Her dad Ted was a factory worker and mother, Edna had a stint as a bank employee. There was never any question about young Faith's singing abilities. She was already serenading relatives at family functions by age three. From there she moved on to the local church, her school and area rodeos and fairs. Faith had her own band for the rodeo gigs and tried to emulate her hero, Reba McEntire. She even performed the National Anthem at a Mississippi tobacco-spitting contest. That must have been a highlight in itself.

No one had noticed her yet and wasn't likely to in the relative backwaters of Mississippi where she was testing her vocal chords out. If she had stayed put, chances are real good she wouldn't ever get to the Rising Star stage, but she did. Ms. Hill packed up and moved to Nashville.

Low and behold, her first job in the USA's country music capital was as a T-shirt salesperson at the Country Music Fan Fair. This is the perfect time for a Prince Charming from the record business or a star performer should have come along and made her a fairy princess.

Didn't happen. Her attempts to get the attention of Nashville movers or shakers were not paying off. She was stuck doing the dirty work while everyone else was going to the Ball. At that point, Hill wisely left the T-shirt racket and got a job at a music publisher's. That turned out to be her glass slipper. Her boss, publisher and singer Gary Morris heard her sing and encouraged her to move on. She got to know Gary Burr a songwriter, and together they put together her demo for Warner Brothers. It was really good.





She got her first album out in 1993, Take Me as I Am. Folks loved it, especially the single, Wild One which hung around number one for four weeks. In fairly quick succession, It Matters to Me, Faith, and Breath followed. Each one more Platinum than the previous one. And, just as predicted her picture did appear on magazine covers. People elected her one of the 50 most beautiful people. She toured in 1999 and again in the highly successful 2 Soul Tour 2000."

Cry, released in 2002, marked a certain leap of faith for Ms Hill. Gone for the moment was the typical countrified approach as Faith branched out into songs that reflected a broader "pop-like" feel. The album achieved platinum status and debuted at #1 on Billboard magazine's pop and country album charts. This, despite a distinct drop in air play on country radio stations. For whatever reason the sales numbers did not match those of previous efforts. Nonetheless, Cry did manage to win a Grammy.

As if the worst fears of Faith's more down-home fans were being realized, Hollywood beckoned in 2004. In her movie debut Faith became a robotic Stepford wife along with Nicole Kidman in Frank Oz's remake of the 70's thriller The Stepford Wives.

Faith returned to her roots with the release of Mississippi Girl in 2005. In Faith's own words, "I feel a closeness to all of the albums that I've recorded, but this one, to me, just feels as honest and as real as it gets." The single with the same name as the album promptly climbed to the top of the country charts. Convincing even the most dubious of country fans that Gretchen Wilson wasn't the only redneck gal around. The new album can't be pigeonholed into single style or approach, however. Although the album opens with a series of homespun anthems there is room enough for a poetic final hidden track call "Paris" and Faith herself delayed the release of Mississippi Gal so

that three folk-tinged offerings from song smith Lori McKenna could find their way onto the record.

Oh, and about that charity thing, Faith Hill indeed launched the Faith Hill™ Family Literacy Project in 1996. She promoted it during her 1999 tour and collected over 1 million books, which were donated to schools, hospitals and other needy organizations. Other charities with which Faith Hill is involved include St Jude Children's Research Hospital; internationally recognized for pioneering research and treatment; Audrey Hepburn Children's Fund; aiding in the treatment, prevention and care of maltreated children the world over and Heifer's Mission to End Hunger, founded on the simple notion of giving families a source of food rather than short-term relief. The mission has operated for over 60 years.

A place of prominence at www.faithhill.com is offered as well to charities seeking to help the victims of the devastating hurricanes that ravaged the southland in the fall of 2005. As well, Faith has joined other recording stars such as Josh Groban in contributing to "Hurricane Relief: Come Together Now," released on November 22, 2005. Proceeds from the album will benefit the American Red Cross, Habitat for Humanity and the MusiCares Hurricane Relief Fund.

Although she's heavily involved in a number of charities Faith Hill still has a lot to give when performing live in concert... Hill is reputed to have one of the most rockin' tour bands in the business. There's Trey Grey (drums), Steve Hornbeak (keyboards), Tom Rutledge (guitar, fiddle), Anthony Joyner (bass), Lou Toomey (lead guitar), and Karen Staley (guitar, vocals). The band is guided by dobro and steel guitarist virtuoso Gary Carter. It is probably fair to say that a sizable portion of Hill's success is her band, especially because on the tours—which often promote an album—the band blows 'em away. But that is not

to diminish Hill's contribution. Hill adds a voice to the mix which has a star-sized technical and emotional range. She is definitely worth hearing. Many still prefer her country musings more than her attempts to join the Pop music ranks. Others argue she made the crossover successfully.

Hill has not traveled a great distance yet, and has a long and potentially dazzling career ahead of her. She has released six studio albums, which in some ways are similar to each other, but with twists and turns that keep surprising us as we go from her first album to Faith, then Breathe then Cry and now Mississippi Girl. Part of the challenges Hill will continue to meet come from the songs she and her team choose to perform. When she does the odd superstar cover like the one of Bruce Springsteen's "If I Should Fall Behind" she raises the bar considerably. She's not afraid to tackle a country or gospel standard either, such as 'Precious Lord, Take My Hand', which she performed on the aforementioned "Hurricane Relief: Come Together Now"

What does Faith say about all this? I simply hope that people like the music," says the singer. "In the end that is what it is all about. Sounds like the attitude summed up by her favorite saying: "La Vie En Rose." For the French it means "Life in the Pink" or living as though everything is rosy, good, wonderful, and beautiful. As long as people are happy with what they hear, what else is there to a musical artist?



"SHE HAS GREAT FIGURES"

Record companies and some of the folks in media love to pin numbers and awards on celebrities almost as though they were decorations and medals for acts of...what? Outstanding service in the sales and promotion wars — most records sold, biggest tours, most radio play, largest posters in a record store chain. Apparently we all love the stats, so here they are:

Faith Hill has sold over 30 million records worldwide and has garnered 14 #1 singles and twelve #1 videos.

Faith has gotten a bunch of nominations and statues from the Grammy Awards, People's Choice Awards, American Music Awards, The CMA's and ACM's. Faith won an American Music Award for Favorite Country Female Artist in 2003. Faith has thus far won four Grammy's She won her fourth People's Choice Award for Favorite Female Performer (a tie with Beyoncé Knowles) in 2004. Fireflies topped the Billboard 200 LP chart and Top Country LP chart in August — selling over 329,000 copies its first week of release in the US.

She provided her vocal talents for the Oscar nominated track from Pearl Harbor, "There You'll Be". She performed at SuperBowl XXXIV, The Academy Awards (twice), The Grammy Awards, and VH1 Divas 1999 and 2000. Faith and husband Tim McGraw both performed in Rome, Italy, in July as part of the worldwide Live 8 concerts.

The Eyes Have It



To even the most casual of Country Music fans it's no big secret who Faith Hill's husband is, a country legend in his own right, Tim McGraw. Since October 6, 1996, the couple has been man and wife. People may wonder what keeps the fires burning while both Faith and Tim meet the demands required by their separate careers. Faith and Tim traveled together on the Soul2Soul Tour in 2000. The two have collaborated in the recording studio as well, including the Grammy-winning duet "Let's Make Love." Although they may not always see as much of each other as they like, when they do get to lock eyes it's likely to be quality time.

According to the Rohto V.™ Sexiest Eyes Survey released in late 2005 Tim was voted to have the sexiest eyes in Country Music. Fully 32 per cent of the women polled expressed that opinion. Over on the female side a country singer named Faith Hill garnered 34 per cent of the male vote, easily besting her nearest rival, LeAnn Rimes, who came in with 13 per cent.

WHAT'S MORE AMERICAN THAN

THE ALL-AMERICAN SOAP BOX DERBY?



steering, axle and wheels. "We even added the weights a couple years ago," says Lula. "It's all drilled out. The only left to do is put on the stickers." But the most important thing about the Derby has not changed — family involvement. "Dad may sit the kid in the car at the top of the track, while Mom catches him at the bottom," says Lula, noting that Derby cars can reach speeds upwards of 30 miles per hour depending on the grade of the ramp or hill. "You can't just drop the kid off like some people do at soccer or Little League."

SOAP BOX BASICS

Who can compete for the gold, including jacket, trophy, ring and a \$2,500 to \$5,000

What's more American than the re-energized All-American Soap Box Derby, the ultimate car race for kids 8 to 17? And what's more American than the growing presence of girls in this colorful year-round sport? Despite some grumbling, girls entered Derby racing 35 years ago, but the 68th AASBD World Championships (July 30, 2005) attracted 502 competitors from 43 states and four other countries to Akron's Derby Downs — and an astounding 45 percent were girls.

Stephanie Inglezakis, a 16-year-old from Stow, Ohio, took the Masters division, becoming the 23rd girl to win a division. Professional role models Danica Patrick — the first female to take the lead at an Indy 500 — and Erin Crocker, who's competing in the NASCAR Busch Series, can't help boost the popularity of the Derby. "Erin made a guest appearance at the Derby finals and the kids were thrilled," says Jeff Lula, general manager of the Derby. New professional vitality comes, too, from NASCAR, which has made the All-American Soap Box Derby its official Youth Initiative.

EASY KITS BOOST DERBY RACING

Perhaps the biggest boost in entries can be tied to the Derby car kit itself. "In the past, kids had to build their own cars from scratch, including shell and floorboards," says Jeff Lula, who doubles as the Derby's historian. "It took about 30 or 40 hours. But we realized that Americans were missing the three 'T's — time, talent and tools.

"People don't have time anymore and they aren't as construction oriented.

The only real tool in an average garage is a cordless drill."

So today's Derby kit makes it easy (www.aasbd.com, 330-733-8723) and takes only five to six hours to assemble. Everything is included, from shell and floor to



college scholarship? winners in two different racing arenas: Local races and AASBD-sanctioned "rally" races held year-round. Local winners automatically advance to the finals during "Derby Week," while other kids can compete in rally races for a chance to go for the gold.

Some of the better known Derby racers include Frankie Muniz, Malcolm on Fox's "Malcolm in the Middle," the late Johnny Carson, former Tonight Show host, and three-time NASCAR Cup champion Cale Yarborough.

"David Letterman actually built a car but never ended up racing it," says Lula, wearing his historian hat.





Hair WARS

Tressed to kill

A tall, striking young black man strides downstage, his broad shoulders wrangled in by designer couture, a red glow cast on his chiseled face from the colorful stage lights. As rapid-fire beats thump, an army of scantily clad seductresses files in behind, their hair sculpted into purple swirls, fuchsia spirals, turquoise tendrils.

The group strikes a poignant, frozen pose as the beat stops and silence hangs in the air — suddenly, with a blur of movement, they fly into a tightly choreographed dance routine as the music strikes up again in a furious pulse. Onlookers applaud and roar with excitement. This isn't a concert, or the filming of a music video. It's a hair show. Sorry, the hair show: Hair Wars. One of the biggest black hair shows in the country, Hair Wars is a Detroit-born, national touring, three-hours-plus extravaganza of blooming, towering, blinking, spinning, smoking, cartoon-like hair creations. The purveyors of these gravity-defying dos achieve rock-star levels of fame in Detroit and beyond. They're not hair stylists, hairdressers, hair designers or even hair artistes. These are hair entertainers. And they reign supreme in the Motor City, the hair capital of the world.

Hair entertainment

The lofty title of "hair capital" is bestowed by David Humphries the mastermind behind Hair Wars and the "Don King of hair," as he's been dubbed. Despite this prestigious title, Humphries is not, and has never been, a hairstylist. He's a promoter, with very normal hair.

In 1985, Humphries was DJing and promoting parties at a club called Elan (now Club Network). To spice up the night, Humphries added a weekly hair show. He created a monster. "The hair thing got so big, it needed its own venue," says Humphries. "The hairstyles in Detroit were so aggressive, but they had no outlet to show off their work, especially to the public."

Hair Wars came into being in 1991, and quickly grew in size and scope. While it's technically a showcase and not a competition, stylists began a friendly game of one-upsmanship, striving to outdo each other in ingenuity and flamboyance. While Humphries' fledgling shows focused primarily on, well, hair, the stylists of Hair Wars began emphasizing showmanship, choreography, costuming and music. These days, Hair Wars is part hair show, part step show, part fashion show, part dance recital, part three-ring circus.

Past shows included the "hairycopter," a hair-draped, remote-controlled toy helicopter that perched on a model's head, then flew off and zoomed over the audience; a live python extracted from a beehive hairdo; and an enormous bouffant with a zipper that opened to reveal champagne service for two.

Humphries decided to take his show on the road in 1994; the tour now hits 10 cities, including Los Angeles, Las Vegas, Miami and New York City. Humphries hopes to double that number, get a standing gig in Vegas, and take the tour to Europe.



"All the new trends start here," says Humphries. "Everybody across the country copies Detroit hairdos." Hair Wars is Humphries' full-time gig, though not a particularly lucrative one. "I'm a poor guy," he confesses, "I've just been hanging on." Other than a love for what he does, Humphries sticks with it because he believes Hair Wars has tremendous potential "to cash in. ... I'll just keep eating my peanut butter and jelly sandwiches until then." Recently, E! Entertainment and Fox scoped out Hair Wars for a potential reality TV series. Humphries has already turned one offer down, for fear the ratings-hungry producers would make a mockery of his baby. "I don't want them to try to make fools out of these hair people," he says. "They wanted backstage to be chaotic and out of order and people fighting, and that's not what happens."

"David was really responsible for putting this whole hair entertainment thing on the map," says filmmaker Regina Kimbell, whose documentary, My Nappy Roots, explores the sociological aspects of black hair. While filming, Kimbell, a native Californian, found Detroit to be a hotbed of hair. "Just like you think of Paris and Milan as the nucleuses of high fashion, Detroit definitely has become the nucleus of black hair."



London Calling girls in the Garden of Eden.

Ahead of the game

Participating salons toil for weeks, sometimes months, preparing for Hair Wars — not to mention spending a fair chunk of change. Although salons are not required to pay an entry fee, they must purchase a minimum of 10 tickets (at a wholesale price) to sell at retail price to their customers.

In addition to the dos themselves, many stylists design clothing made of hair for their models. Some stylists spend upward of \$2,000 on their presentation, including props, clothing and large quantities of costly human hair.

Most human hair found in Detroit beauty stores comes from the heads of women in Asia, who grow their tresses to great lengths, then sell them for a high profit. The hair is bleached and dyed — it can be found in every color of the rainbow — and attached to a "weft" (a thin band) or left loose. A 14-inch human hair weft can cost from \$40 to \$140; the longer the hair, the higher the price. Synthetic hair is considerably cheaper — sometimes as low as \$2 a bundle — but less-favored by stylists because of its texture and feel, and inability to withstand heating implements (it will melt).

For shows, stylists almost always go human, so they can sculpt the hair with curling and flattening irons. Stylists feel the high cost is worth the promotion and publicity — and bragging rights — that come from a show stopping piece at Hair Wars. "It's an opportunity to really show off what you can do," says Kevin Carter of Salon Jacqueline in Southfield, who is known as "the king of fantasy hair." The sophisticated and suave Carter is a seasoned favorite at Hair Wars, with his artful, elaborate creations that often mimic nature. The week of the show, he's practicing assembly of his latest creation — a blooming hair flower — on model Sheila Person of Bloomfield Hills. Carter has shaped and sprayed canary yellow hair wefts

into dozens of "petals," which he pins to the model's head, one by one. "The assembly only takes 10 or 15 minutes," he says, "and it's very lightweight." "Kevin brings the drama," says Person, as Carter slowly transforms her head into a blossoming flower.

Carter and Person discuss her outfit for the show. She's brought a flowing fuchsia gown, but Carter thinks the color is too distracting, and encourages Person to wear a simple black ensemble.

"You need to subdue it, to let the hair — to let the art — come out," he says. Carter says his primary goal for the show is to push his creative boundaries and have a good time.

"Above all, we're having fun — if your hairpiece falls off, so what? Relax, baby!" he grins.

Over on East Seven Mile, things are more hectic at Better Fashion Hair Design. Dozens of women fill the cramped salon to bursting. They lounge on comfortably worn leather sofas, chat under dryers, have their nails filed and painted into patterned talons. This is home to stylists Goldie and Mr. Little (like their rock star counterparts, some stylists are so attached to their "stage" names they refuse to disclose their real ones). Humphries says Mr. Little is one of the top hair entertainers in the country, and was the first to do the hairycopter (many stylists since have co-opted it as their own).

"I don't have a problem with people copying or learning from me, as long as they give me the recognition," says Mr. Little, who's done hair for more than two decades. "I feel proud that they're watching me, and that makes me feel like a leader in the hair field."

D E T R O I T

Style

Style in Detroit originates from the heart. A city whose limelight has come and past, and many natives would argue is yet to truly rise, Detroit simply won't give up its long running savoir-faire.

No one can argue that Detroit reached a heady pinnacle with its jazz and cars in the 1920's, and music continued to be a fending force right up until Motown's sundown in the early 1970's. The unique sounds, personalities and dramas that emerged from that era stick in the mind of Americans like three day old oatmeal on your mom's wooden spoon.

But what about today? Over thirty years later, Detroiters aren't walking around decked out in Marvin Gaye and Diana Ross doo-wop togs. They're not driving curvaceous, brightly painted metal monstrosities. They may be listening to Motown from time to time, but then we all are. No, a fully modern Detroit style honestly exists. It may not be slinking down the runways in Milan or gracing the plates of world dignitaries in Geneva, but it sure is distinct and Detroit to the core.

Take for example Bryan Polcyn. His establishment recently named Detroit's restaurant of the year, Polcyn, A Detroit chef for 30 years, takes pleasure in preparing common foods in uncommon ways. Take for example dry-aged meats, wood roasted foods and hand crafted paté. Not new, but not found that often.

Polcyn is reverting to the old to reinvent the new. For him, it's about getting back to basics while not charging a premium. And it's catching on. His culinary skills are now sought after throughout America, with the recent release of his co-authored book, Charcuterie: The Craft of Salting, Smoking, and Curing.

On food and style, Polcyn had this to say, "I think food should be like a tweed coat. It never goes out of style. I try to think about truth in food, food that has soul." Soul? Perhaps Motown has been re-incarnated along Detroit's culinary avenues. Eclectic, affordable, Midwestern-inspired, all American cuisine at Chef Brian Polcyn's Five Lakes Grill. Feasting, Detroit style.

As for getting back to basics, Beth Breidenstein is to clothing in the Detroit area as Polcyn is to food. Breidenstein repeats history in her designs using styles coming from the 60's and 70's with a modern twist. The proprietor/designer of Spiral Clothing of America Ltd. creates classic designs for men and women, using organic cotton grown, spun, woven and sewn in America.

Breidenstein says it may seem surprising when people find out her clothing is all made from natural, organic fibers and the style is not "hippie". She admits her inspiration comes from her mom, whom she names "the queen of fashion sense." Her mother apparently had the fashion taste of Audrey Hepburn.

Starting Spiral 10 year ago, Breidenstein's intention was to bring clothing manufacturing jobs back to the US, and especially Detroit. But other than a few sewing classes in high school, Breidenstein was challenged with getting her design ideas to her seamstresses. Spiral is taking a back seat at the moment as it sole owner is in fashion design school. A wise move. However, Breidenstein still has inventory to sell and fully plans to wake up her sleeping beauty once school is out.

Her company will most likely spread in two directions. Spiral will still cater to the 16-35 year old range. But Beth would like to create another label, Ilastein (Ila is her mother's name) just for her beloved Hepburnesque classic designs. This is one label to watch for.

When queried about Detroit's style, Breidenstein had this to say: "Detroit has a style all its own. We have a huge African American population, 70-75%. No one has better style than African Americans. I've yet to see better dressers that set a trend or create a style. People (who've moved away) come back to Detroit – talented people move back. They were bored outside Detroit – even in New York."



Breidenstein insists Detroit has progressed. "It's a city trying to appeal to so many people.

We're showing that (innate) talent. It's there whether or not the money is around. Detroit is so amazing that the talent will exist no matter what."

We'd have to agree.





It's Your Funeral

The recent funeral practices associated with the demises of boomer icons such as writer Hunter S. Thompson and actor James Doohan (Star Trek's Mr. Scott) may herald a whole new way of saying good bye for good.

In a private ceremony, Thompson's ashes were blasted from a 150-foot cannon of his own design (in the shape of a double-thumbed fist clutching a peyote button) while Bob Dylan's "Mr. Tambourine Man" boomed out over nearby speakers. Red, white, blue and green fireworks were launched to accompany the ashy blast.

Doohan's ashes are scheduled to be sent into space at his request on Explorers Flight, a Falcon 1 rocket to be launched from Vandenberg Air Force Base on December 6, 2005 by the space burial firm, Space Services. Scottie will be joined by 120 fellow travelers whose earthly journeys have come to a close as well.

Less famous and flamboyant members of the boomer generation are also specifying that their funerary rites and internments branch off from the traditional paths to a final resting place. In general terms the National Funeral Directors Association likes to refer to the wish for a nontraditional send-off as "personalization." Personalizing a boomer funeral can involve fairly simple last requests: a boomer's favorite rock anthem may find its way into places that it may never have been heard before – such as a church, a synagogue or the funeral home itself.

More ecologically conscious wishes are described as "Nearer My Sod to Thee" by the Los Angeles Times. These can involve a plain pine box — no frills, no satin lining, and no filigree.

A rethink of the very notion of what a cemetery is meant to be is also a part of an eco-friendly burial. Billy Campbell, a pioneer entrepreneur in the movement, states that at: "Memorial Ecosystems, we are trying to recapture the spirit of the early cemeteries such as the one that inspired Muir [John Muir founder of the Sierra Club], but informed by modern conservation biology and restoration ecology, and designed to remain forever wild." Although one may hear "Born to Be Wild" at a boomer funeral these days it also seems that boomers are dying to be wild as well.



Bringing It All Back Home

Call centers may never again be staffed by legions of Lily Tomlin clones in office buildings across North American. However, off-shore call centers are not the only alternative available to American companies with call center needs.

A report from the IDC called "An Alternative to Offshore Outsourcing: The Emergence of the Home-Base Agent" points to "home-shoring" as a method for hiring and retaining productive employees from on-shore sources and trimming costs at the same time.

Simply put, a home-shored employee manages their call center duties from their home. Traditional outsourcers such as Working Solutions and Alpine Access and corporations such as Procter & Gamble may now consider a home-based American suburbanite for call center duties instead of a Third World contractor in many instances.

Advantages of home-sourcing include a decrease in "job churning" where employees are hired on and laid off in rapid succession. Concerns do exist that home-based workers may face greater distraction than office-based workers. Family duties or household chores could interfere with service requests.

Nonetheless, analysts see home-shoring as most appropriate for call-center situations that require high-quality customer care and service. It seems that Americans still appreciate another American at the other end of the line.



Star Gatesing

Since turning over the everyday running of Microsoft to faithful underling, Steve Ballmer, a few years ago, Bill Gates' gazes into the future have become a little less hard-nosed (at least on the surface) and a little more starry-eyed. Speaking to students at the Princeton University, Gates described a golden age of software that will soon be visited upon computer users worldwide.

"We can bring computing better than the richest kid has today to the poorest kid basically for free in the next 10 years," Gates claimed. This was not necessarily an indication of an immediate price drop for established Microsoft money makers, like Office, however. Instead Gates went on to describe a scenario in which "Before long, when you take a client out to lunch, you'll be able to use a camera phone to photograph the receipt." Poorer kids around the world were unavailable for comment.

In another more limiting statement, made at Waterloo University in Canada, Gates appeared to put a capper on media storage formats: "(High definition DVD) is the last physical media format there will ever be," said Gates. "There won't be one after this one."

To this day Gates vehemently denies making an eerily similar statement in 1981 that "640K of memory should be enough for anybody."

"I've said some stupid things and some wrong things, but not that. No one involved in computers would ever say that a certain amount of memory is enough for all time."

Gates took a three-day tour of colleges in North America in mid-October, 2005 to put forward his vision of future trends in technology and society.

If this is Thursday it's still Tuscany

Seeing the world has never been easier, but the fun has gone out of the whirlwind tour for the latest breed of traveler. Travelers, especially the Euro-bound variety, are choosing to rent cottages, villages, chalets, or apartments for weeks at a time in the same place. The urge to ingest all that another country might have to offer in landmarks and cultural palaces is countered by a desire to experience foreign lands by osmosis instead. Prices can range from just under \$500 per week to many thousands of dollars.

Unhurried trips are chronicled at Web sites such as www.slowtrav.com and www.slowtalk.com that offer tips and directions on going slow. Slow travel offers the opportunity to experience "a favorite coffee shop, get your groceries at the local stores, [or] go to the weekly market". If the pleasures cited tend toward the culinary, it may be no accident. The slow travel movement takes its inspiration in part from another slow-witted approach towards another of life's pleasures: the slow food movement.

The organization called Slow Food, founded rather deliberately around 1986 in Italy, aims to "protect the pleasures of the table from the homogenization of modern fast food and life." It is further dedicated to promoting food and wine culture and defending food and agricultural biodiversity worldwide. The fast-growing group sports 80,000 members from countries around the world.



If this Is Friday it's Fettuccini alla Phoenix

A lot people see the traditional family meal as a bulwark of family solidarity. In an effort to preserve such repasts, a Michigan company called Main Dish Kitchen aims to streamline "home-cooking" the way that Henry Ford optimized car-making.

Customers can book a "cooking session" at a Main Dish Kitchen location in Michigan, Ohio or Wisconsin. Upon arrival they are lead to a large kitchen countertop sectioned off into twelve cooking stations. Each station contains all the ingredients necessary to prepare a different main course meal. Full meals serve a four to six person family. Offerings at the Grand Rapids location include Colonel Mustard's Pork Kabobs, Fettuccini alla Phoenix and Thai Peanut Chicken Sauté.

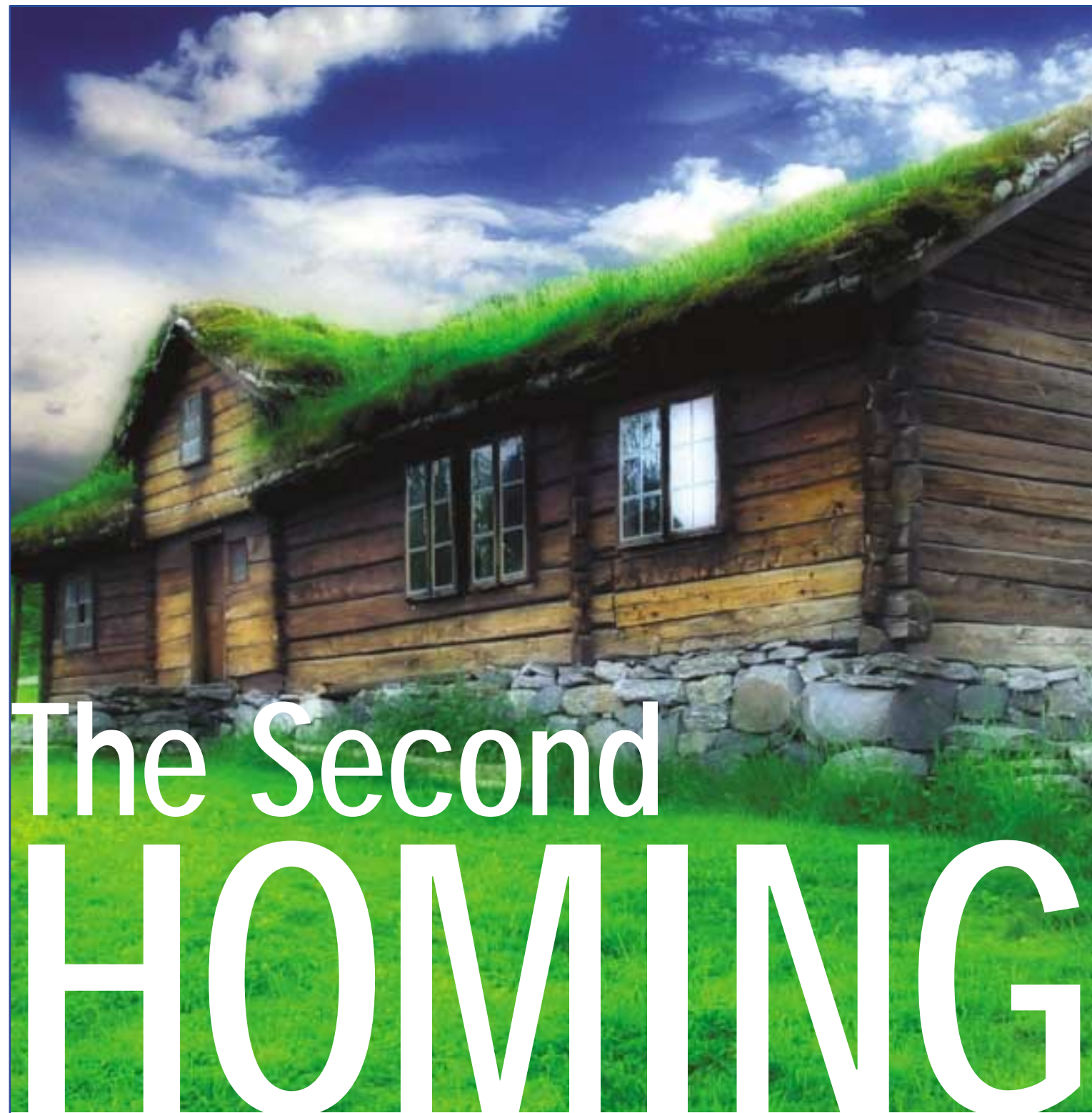
Instructions at each station guide the galloping gourmet in how to prepare their entrée in a 9 x 13 inch pan. Once complete the dishes are frozen for the journey home. Each two-hour cooking session is designed to produce a dozen different meals that rival mom's best — or at very least the offerings found at the better potluck affairs. Costs for a single meal run about \$15 dollars. Facilities exist for divvying up meals to serve smaller crowds.

Advantages of the Main Dish approach include "no shopping, no chopping and no dishes!"

Main Dish Kitchen is a growing concern with franchises and locations in three states. In keeping with its founders' values the organization encourages its customers to give back:

"Through Meals with a Mission, we partner with our guests to give to people in need the best way we can, with meals. Every session, each guest is asked to stay ten extra minutes to make one extra meal, at no extra charge to them. Main Dish Kitchen gives half of those meals to our Charity of the Day and session guests decide among themselves how to use the other half."

You can visit the kitchen at www.maindishkitchen.com.



The Second HOMING

Around the year 2000 as aging boomers tired of second childhood purchases like sports cars, second-home purchases in the U.S. hit an all-time high of 415,000 — according to the National Association of Realtors. The trend has continued into the middle of the decade as still more boomers hit their middle years. Approximately 35% of all home sales in 2004 were second-home purchases, and baby boomers made up the majority of buyers.

Just what kind of homes are the boomers buying? Typically boomers purchase either vacation or retirement homes in the warmer areas of the continent. Alternately, if the purchase is more or less local they like to stay within two

hours' driving distance of their principal residence. Their second home then serves as a weekend retreat for family and friends as well as the boomers themselves.

Realtors have also taken note of what some refer to as a "boomerang" phenomenon in second home purchase patterns. People who initially bought Sunbelt properties have later opted to take



their leave of sunnier climes and purchased a second home nearer their family members and more familiar environs — even if it's cold and snowy half the year.

More exotic locales and more venturesome boomers also figure into the picture, however. In former Eastern Bloc countries like Bulgaria a second home that may have served as the vacation retreat for the local Party boss may now serve a similar purpose for the "party animal" who grew up in Yonkers or Grosse Pointe Farms in the early 70's.

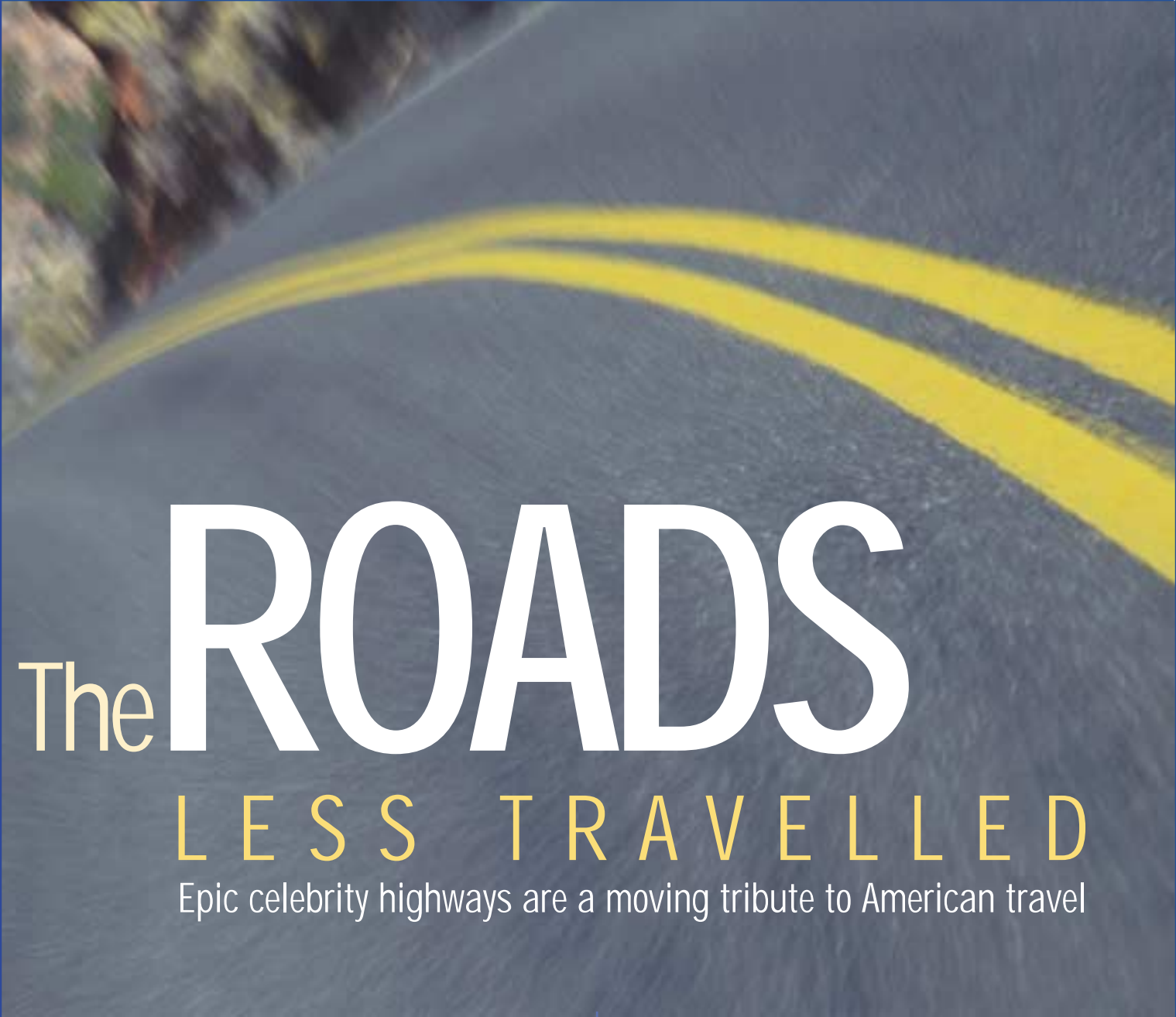
Web sites like www.findaproperty.com extol the Eastern advantage with glowing descriptions like the following: "stunning scenery, beautiful coastlines, unexplored forests, a wealth of history and culture and ... some of the most exciting emerging economies and real estate markets in the world."

Boomers who still retain some of the more idealistic, Thoreau-like qualities that were thought to be characteristic of the 60's set are looking into a simpler approach for their "alternative" homes. Typical of that trend is Ellen, a psychiatric social worker who is having a one-room log cabin built for her on a friend's property in a remote corner of Northern Michigan. The well-insulated domicile will be free of most modern amenities such as phone, TV and microwave. Total cost, about \$20,000. Do-it-yourself log cabin builders can find instructions for rolling their own at Web sites like www.log-home-plans.com.

Also heard from are second home timeshare magnets like Vacation Finance's Bob Waun who claim that "resort/fractional/ timeshare second homes options will be a wave of the future, embraced by retiring baby boomers as the retirement residence of choice."

Thus far the only clearly emerging trend is that boomers will want some sort of alternate place to dwell, whatever that place may be.





The

ROADS

LESS TRAVELLED

Epic celebrity highways are a moving tribute to American travel

It seems like an ordinary happening, driving a car down the open road. These days, however, it's not as ordinary as you might think. The prodigious road trip vacation is a thing of the past. Perhaps it's because, ostensibly, there's nowhere to go when you want to go nowhere.

Blame superhighways and millions of vehicles. Blame technology, like in-car DVD and entertainment systems. Or, blame the malaise of hyper-busyness. But, in the last two decades, American driving vacations have been close to home.

It hasn't always been the case. Like millions of American families in the 1950s, 60s and 70s, my family thought nothing of covering thousands of miles on two week road trips. A few maps guided us, but roaming spontaneity and the unknown weighed considerably in our enjoyment of the trip.

I remember one vacation when my family drove into the Black Hills of South Dakota along the Needles Highway. My sister and I excitedly scanned glittering, rocky

outcroppings and made plans for the bounty we thought was gold. The sharp, fresh smell of pine needles would drift into the car's open windows as we stopped to inspect attractions, like steep canyons or chiseled granite peaks. The sights we happened upon were mysterious and spurred our imaginations. Although the curvy lines on the map appeared void of adventure, the opposite was true.

I have fond memories of those vacations. I didn't know it at the time, but the eccentric folks and varied landscapes we saw on those open roads were portals to America's true beauty.

Though not as popular as yesteryear, road travel seems to be having a second coming. The number of folks searching for that sense of wonder on America's roadways is on the increase. Why? The obvious explanation is that.

Think Route 66, the Pacific Coast Highway or the Blue Ridge Parkway, and your mind immediately conjures images of dramatic views and driving with the


windows down. Wait another minute or two, and you're thinking about hamburgers, Johnny Cash and characters at souvenir stands telling you stories about old times. Before long, you're dreaming of Steinbeck, Thelma and Louise, and . . . Get it? Bound with history, these epic road trips invoke surprise and nostalgia.

Thankfully, the celebrity roads have retained their notable charm and are still waiting out there. On Route 66, for example, you'll experience first hand the classic American road. Called the grand dame of highways, the narrow, two lane route covers 2800 miles from Chicago to Los Angeles and first appeared on road maps in 1926. It earned its place in history as the first and longest interstate road system.

Route 66 was called America's Main Street during its halcyon days. For 30 years, the route was so popular it spawned towns at filling stations, cafes, and motels along the route that became bustling commercial hubs. Route 66 was literally each town's Main Street. After the Great Depression and World War II, Route 66 became a symbol of adventure as a road heading west toward new horizons and opportunities. Millions of travelers chose Route 66 for its scenic wonders and the large number of national parks in its path.

In 1985, the road was officially decommissioned after it was replaced with modern highways and interstates. Still, large portions of the historic Route 66 remain. If you want to drive the longest sections of the original route, head to Arizona or New Mexico. There, the Mother Road draws travelers who fancy roadside kitsch and marvels of nature at a slower pace.

Another rightfully epic American highway is the Pacific Coast Highway. Driving it almost begs for a red convertible. The two-lane roadway comprises California's Routes 1 and 10. Its twists and turns skirt nearly the entire California coast from the Mexican border to just north of Eureka before crossing into Oregon and the





Olympic Peninsula in Washington State. The Pacific Coast Highway offers spectacular turn offs for ocean views, dramatic cliffs, rocky shorelines, and historic landmarks like Spanish missions and settlements.

While California's Pacific Coast Highway passes through major cities, like San Diego, Los Angeles and San Francisco, favorite portions of the windswept route include San Luis Obispo and Big Sur, where leisurely driving and frequent stops for rest and refreshment are the norm. You'll see the deep blue Pacific on one side of the road and gnarled Cyprus trees on the other. Among the attractions on the Pacific Coast Highway is Hearst Castle, a 100-room mansion built by William Randolph Hearst, a self-made millionaire. Ironically, construction of Hearst Castle began in 1919, the same year as the highway, and cost as much to build.[1] If California isn't on your itinerary, check out the modern-day road trip of the Oregon Trail. In the mid-19th century, a mass migration of pioneers moved west and followed the 2000 mile long route that stretched along streams and valleys from Independence, Missouri to the Willamette Valley of Oregon.

Since the Oregon Trail was not a single path but a corridor with branches that overlapped with the Pony Express Trail, California Trail and Mormon Trail, there are several driving options to view its history. You can drive portions of the original Oregon Trail by following US-20 across Wyoming, southern Idaho, and Oregon. Or, pick up classic route on US-89 in Utah and head north into Idaho. There, a branch of the Oregon Trail passes Bear Lake and Montpelier, and then converges on US-30, where the Oregon Trail Discovery Center is located.

If you're constrained to road trips east of the Mississippi, explore the Blue Ridge Parkway in North Carolina and Virginia. It will give you long range views of the Appalachian Mountains' remarkably different geological features and provide up close glimpses of the natural and cultural history in the area. The 469 mile drive that connects Shenandoah and Great Smokey Mountains National Parks also traverses four U.S. National Forests and is the most frequently visited location in the National Park Service system.



Before construction on the Blue Ridge Parkway began in 1935, the original architects traveled the route by foot in order to design a road that capitalized on the beauty of the natural surroundings. Today, the Parkway's 45 mile per hour speed limit will allow you time to fully appreciate their intentions, and, if necessary, help you resist the temptation to think of the end of the road as your goal.

While there are plenty of classic American road trips that take weeks to navigate, you might whet your road trip appetite on a weekend excursion of America's smaller scenic highways. To find one in your area, go


to www.byways.org or www.seeamerica.org. Officially, there are 125 scenic byways in 44 states and are distinguished by their archeological, cultural, historic, natural or recreational qualities.

One classic New England road is the Kancamagus Highway amid New Hampshire's White Mountains. Your passengers will likely announce "Whoa, look at that!" as you round hairpin turns that, in fall, offer views of calico-hued mountain peaks. Traveling east, elevation soars from 811 feet in Lincoln, NH to an altitude of 2860 feet at Kancamagus Pass. The road twists among mountains and valleys of the Presidential Range, and far off vistas include the 6288 foot Mt. Washington—the tallest mountain on the east coast.

America's celebrity highways make the perfect road trip. They have taken on cult status and are bound up with America's love for the past in which life was kinder and simpler. Remember, you'll enjoy a road trip most, not when your eyes are fixed to a guidebook or map or a DVD,

but when the sights and smells and attractions recapture your sense of adventure. Stop at interesting sights along the way. Picnic alongside rivers or gorges. And, at least for awhile, drive with your windows down and don't worry what the wind does to your hair.

Whatever epic road trip you choose, remember the cliché that "getting there is half the fun" is rightly applied on America's celebrity highways. As with most good clichés, you'll find there's a great deal of truth to it.



GM LOOKS BACK & AHEAD

How do you start a car company? Like most successful enterprises the history of General Motors involves a mixture of entrepreneurs, innovators, innovations, happy accidents and triumphs of will over obstacles and mind over matter. The GM story has its share of threads, dead-ends and bends in the road. Nonetheless, briefly visiting the history of GM might still be able to hint at how the continually evolving enterprise called General Motors is facing and forging its future.

William Crapo ("Billy") Durant formed General Motors in 1908. Originally of the Durant-Dort Carriage Company in Flint, Michigan, it wasn't the first company created by Durant, nor would it be the last in a colorful business career that spanned at the least six decades. Durant's innovations were never really technological like Ford's or Ransom Olds'. In his formative years, Durant peddled everything from patent medicine, to cigars with stops along the way in the lumber and insurance businesses.

In actual fact, Olds first started making both steam and gasoline engines with his father, Pliny Fisk Olds, in Lansing, Michigan in 1885. (And you thought Ransom Eli Olds was a different sort of moniker).Olds designed his first steam-powered car around the same time.

Olds Motor Vehicle and Olds Gasoline Engine Works of Lansing merged to form Olds Motor Works, in 1899. Olds felt confident enough in his newly acquired knowledge of gasoline engines, to relocate to Detroit to and start making gas-powered vehicles. The only obstacle being that his Detroit factory burned to the ground soon after the move.

Salvaged from the smoky ruin was a prototype for a single cylinder buggy. Thankfully the prototype was a useful one. It eventually became the Oldsmobile Gas Buggy, a best-selling vehicle.



After entering the carriage business on a whim Durant and partner Dallas Dort had turned Durant-Dort Carriage Company into the largest producer of carts in the land by 1900. The company was well-known for having the largest selection of models of any carriage works. Sales topped 100,000 annually.

However, it took a ride in a ride in a car designed by David Buick, a Scottish immigrant living in Detroit, to convince Durant that automobiles were something more than a passing fancy — and a stinky and noisy one at that. Once convinced Durant was "all ears". Dr. Herbert Hills who invited Durant into his first Buick recounted the ride to the Flint News-Advertiser nearly 50 years later: "Durant kept firing questions at me about how the car ran and if I liked it or not. We didn't talk about anything else the whole time."

Durant grew GM into a giant in a piecemeal manner, as various automobile companies were acquired over the early years of the automotive industry. Durant himself took control of Buick Motor Company before the automaker became part of GM just a few years later.

Durant colorful history is covered in detail by Lawrence Gustin in Billy Durant: Creator of General Motors by Wm. B Eerdmans Publishing. Gustin also does a good job of summarizing his significance: "Unlike most of the pioneer automotive giants, Durant wasn't a back-shop tinkerer. While other men put automobiles together, he put organizations together, and he did it with dramatic flair."

The official history of the Olds Motor Vehicle Company Inc. began in 1897, when Ransom E. Olds incorporated it under that name. The course it took was not quite as smooth as the lines that graced a Delta 88 around 1970, however.

Olds started with \$50,000, selling 5,000 shares of stock at \$10 each. The cash was enough to build the first few Oldsmobiles, although the name Oldsmobile wasn't used until 1900. First-year sales were less than brisk — the company produced and sold only four automobiles.

Olds, not Henry Ford, is considered by most historians to have come up with the basic concept of the mass production assembly line, the linchpin of Detroit area automobile industry. This revolutionized car-making in the U.S. In 1901, Olds introduced the Curved Dash Olds. A total of 425 units were sold; distinguishing this model as the first high-volume car of its day.

Meanwhile, in 1902, Henry M. Leland, an automotive parts manufacturer, organized the Cadillac Automobile Company. The following year, David Dunbar Buick founded the Buick Motor Company. Later, in 1907, Edward M. Murphy creates the Oakland Motor Car Company; founded in Pontiac, Michigan, it soon will become Pontiac Motor.

With Durant taking control of Buick in 1904, he was beginning to build a formidable automotive manufacturer. Just four years later, he was incorporating Buick into what we now know as General Motors. Two months later, Olds Motor Works is sold to GM, making Oldsmobile the second company to join Durant's new company.

There was no stopping Durant: In 1909, his General Motors purchases a half interest in Oakland Motor Car Company. That summer, Oakland entirely moves under the GM moniker when Oakland's founder dies. (It wasn't until 1932 that the Oakland name is dropped entirely and the division's name becomes Pontiac.) With \$5.5 million in hand, Durant buys Cadillac that summer and the father and son owners continue operating it until they leave in 1917 to form Lincoln Motor Company.

It was a busy year in 1909. Champion Ignition Company, later changed to AC Spark Plug Company, also joins General Motors, followed by the Pontiac-based Rapid Motor Vehicle Company, which later becomes well known as GMC Truck. Reliance Motor Truck Company also becomes part of GM.

Seemingly, there were few obstacles that Durant couldn't overcome as he built his quickly rising automotive empire. Still, there was one he couldn't jump: He asked bankers for \$9.5 million to buy competitor Ford Motor Company. They turned him down. Today, it's doubtful bankers would turn down GM's request, although such a merger might be questioned on other grounds.

General Motors has come a long way since the early 1900s, when the automobile was just starting to take shape. Production on its long line of vehicle models rolled along until World War II interrupted production. It was then that the company showed its prowess at creating a variety of tanks, naval ships, fighting planes, bombers, guns, cannons and projectiles. More than 20,000 contractors worked with GM's 94 plants in 13 states and around the world to help the war effort.	
It wasn't long after the war ended before GM was back in production for civilian vehicles. Chevrolet's first postwar car was produced in October 1945. Soon, Oldsmobiles and Cadillacs followed, allowing returning soldiers and their families to purchase a GM vehicle.	
Excitement was in the air, as Americans began embracing automobiles at a time when the U.S. highway system began burgeoning. What returning soldier didn't want his own car to provide the same kind of independence and freedom he'd fought for overseas? And automotive technology was beginning to catch up with this excitement. In 1948, Buick introduced Dynaflow automatic drive. Motorists loved the new technology, and within two years nearly all Buicks featured it.	
GM was seeing success elsewhere, too. In late 1949, Cadillac produced its one-millionth car, a Coupe de Ville hardtop. Americans were virtually standing in line for the stylish car, as sales hit more than 92,000. The division's top-of-the-line vehicle was the Fleetwood 60 Special, which carried an all-new V-8 engine. Its rocket-like propulsion was an influence across the automotive industry.	
Speaking of rockets, GM vehicles were definitely a part of the postwar phenomenon called Rock 'n Roll. A song called Rocket 88 is claimed by many as the first Rock 'n Roll song of all time.	
Those familiar with General Motors milestones will recall that the Oldsmobile "Rocket" V-8 engine went into production in 1948 and the "Rocket Era" began. Not long after on March 5, 1951 Ike Turner and his band, featuring Jackie Brenston, drove from Clarksville, Mississippi to Memphis to see the legendary Sam Phillips, head of the legendary Sun Records. The band had been working on a song called "Rocket 88, after the Oldsmobile that they decided to play for him.	



FAST FORWARD

Although it's now acknowledged that Ike Turner wrote the song, Jackie Brenston was initially credited with it due to record label or managerial politics. It is rumored that Brenston received a free Rocket 88 from GM itself in gratitude fro the publicity generated by the tune.

It was the 1950s that let the air flow through the hair of buyers, with convertibles catching on and the industry, including GM, designing new vehicles to meet the demand. Fifty years under its belts, Buick saw its first production of a V-8 engine, which buyers in the late 1940s had already proved an interest in owning.

1952 saw the design of the first Corvette, one of GM's models that still remains popular to this day. While there were foreign sports cars, the 1953 Chevrolet Corvette was a delight to behold, with its petite shape and convertible styling. It was the first use of a fiberglass body in any production car. The entire lot of the first Corvettes – available in polo white only – were hand-assembled in Flint, Michigan, the production line was soon moved to St. Louis plant.

Still, there was more to come for buyers and GM alike. The company produced nearly four million vehicles in 1955, increasing its overall automotive industry market share to more than 50 percent. Chevrolet's models were responsible for a quarter of the market just by itself. While the division was producing the youthful-looking Bel Air convertible, it also was venturing into an increasingly popular line of Nomad station wagons – vehicles large enough to hold mom, dad and the whole family as they explored America on its new highways.

As General Motors Corp looks to the future a move toward hybrid vehicles could mean a resurrection for a corporation where "American made" is ingrained in today's buyers. Traditional traits will also serve it well, whether it's the innovative spirit of Ransom E. Olds, the entrepreneurial flair of Billy Durant or the attention to quality exemplified by the early carmakers like David Buick that turned a test drive by Durant into the beginnings of an enterprise. And let's not forget the ongoing love story that Americans have had with the automobile for over a hundred years.

As one of the world's largest companies, General Motors can provide an important view into the U.S. and world economies. It's also quintessentially American, situated in the heartland and employing thousands of U.S. taxpayers. With its generous wages, in many ways, as GM goes, so does much of the economy, at least in regions where GM's plants are located. And there are stories galore of grandpa and grandma saving their cash so they could purchase the latest model from one of GM's myriad divisions.

Nearly everywhere, in places like Europe, the Asia-Pacific region, and Latin America, Africa and the Middle East, GM's sales are robust. It's where GM began, in the United States, that requires some attention from executives. "The most challenging and important operating issue we face is getting GM North America, our biggest business unit, turned around and back into a profitable position," GM Chairman and Chief Executive Officer Rick Wagoner recently told shareholders.

There are many moves a company like GM can make to increase its sales and raise its profit margins – and it's currently in a position of doing those. For example, the corporation raised its capital expenditures in 2005 to nearly \$1 billion and plans to hold that higher level of spending throughout 2006, too.

Two billion dollars aimed at innovation can only bolster optimism that General Motors will soon enter a new era by improving other elements, such as increasing productivity, questioning its current strategies in some areas, and making itself more competitive in many areas.

Now the company can focus on its future, including increasing its production of hybrid vehicles that are becoming increasing popular with buyers – and having the side benefits of providing GM with the glow of being a good corporation that cares about the environment and energy conservation.



Now, in 2006, GM is moving past vehicles that are only powered by gasoline and diesel engines. It's moving into new, exciting areas, like hybrid vehicles. As gasoline prices rise and the fear among consumers that the petroleum supply is limited and could exhaust itself grows, hybrid vehicles will become increasingly popular. It's a move not entirely unlike that made about a century earlier when Billy Durant stopped selling horse-drawn vehicles and moved on to gasoline-powered ones.

General Motors is focusing on heavy trucks and SUVs first, but plans to expand that portfolio of hybrids by launching a mid-size hybrid vehicle in 2007. As an example of the energy savings possible, GM says more than 1.5 million gallons of gasoline could be saved annually if its number of hybrid buses operating on the roads expanded to 1,000. It currently has 345 hybrid-powered buses in 22 U.S. cities.

GM also has produced the Chevrolet Silverado Hybrid and the GMC Sierra Hybrid. Now available in all 50 states, the hybrids cost about \$1,500 more than their pure gasoline and diesel cousins and see a 10 percent improvement in fuel economy. They don't sacrifice any of their traditional version's power to do it, either.

The 2006 trucks use what is called a "flywheel alternator starter hybrid system" that shuts off the fuel when the trucks slow down or come to a stop, according to hybridcars.com. An electrical motor substitutes for a traditional starter motor and alternator. The electric motor is able to provide fast starting power while generating up to 14,000 watts of electric power. The electricity can be stored in a 42-volt battery pack for later auto starts. This could spell the end of idling at intersections and elsewhere, saving fuel along the way. The trucks also have an extra feature that likely is appealing to many buyers: there are four 120-volt outlets in the cab and cargo bed for operating power equipment.

"If the market demands it," GM's goal is to produce up to 1 million hybrid vehicles in the future, the company's Vice Chairman Bob Lutz said recently. Recently, GM raised its estimates for the number of hybrids it will build, based on the competition and consumer demand.

General Motors has come a long way since Billy Durant and others helped create the company in 1908. Its American roots have held firm and it remains American made, to the delight of workers and buyers across the 50 states.

TO THE FUTURE





It's all in the numbers...

6,000,000

2006 Readership goal
Readers whose jobs depend on Buying American

1,200,000

Current number of subscribers

...Making Buy American Magazine
one of the largest launches in American
magazine history

2,000,000+

Number of new subscribers
we are negotiating for, right now

42,000,000

Potential Newsstand Readership

*(based on a recent study revealing the number
of Americans committed to a Pro-Worker,
Pro-American Perspective)

EDITORIAL MISSION

Buy American is a fresh and compelling format with entertaining and engaging news, features, and columns. We want our readers to celebrate their country, boost their self-esteem, find friends in great numbers, laugh out loud, and even take a stand.

EDITORIAL MIX

Buy American Magazine boasts a distinct editorial mix founded on our unabashed love for the United States and for Americans with real, everyday concerns about their country.

Our readers are also people with considerable disposable incomes to spend on products and services but they want to know where they originated and who made them. They are already committed to supporting union-made goods and goods made in the USA. Their whole way of life depends on it.

We will speak to their concerns and needs with commentaries, features, our guide to American and union made products and our advertising policies.

They in turn will spend their money gladly and enthusiastically on the things advertised in Buy American Magazine.

Because they want to Buy American. Because they feel it is their duty. Because they believe it will alleviate a host of problems facing the nation today.

That is our core editorial mission. How we execute it is a matter we continue to develop with our top writers and editors. We do not ever want it become dry or preachy. In fact, it doesn't have to be negative. Confronting perhaps, but never adversarial. We want it to be full of humor and joy.

We want folks to look forward to it every month. Really look forward.



DISTRIBUTION AND UNION PARTICIPATION

Current plans include a wide-ranging distribution of Buy American Magazine among union rank and file. This will be the first such advertising-based publication in union history.

Traditionally unions have safeguarded their members from any and all advertising in publications officially circulated among the rank and file. Because of our editorial policies we are now an official exception to the rule and have been cleared for distribution among union members and across several unions.

Buy American Magazine has made an historical agreement with the American Federation of Teachers (AFT) to distribute the magazine among their 1.4 million members.

WORLD WIDE WEB SITE

We are developing an extensive commercial site for the public similar to other large circulation magazine sites.

COMPONENTS:

- National and global news from wire and other services
- News from the Buy American community of union members & others
- A selection of articles and archived material from Buy American Magazine
- Columns exclusive to the website: commentary and humor in particular
- A Rants and Raves area
- National weather links or national weather information onsite
- A huge inventory of American-made products and services
- A review of products and services from the inventory based on user reports
- Paid links from the inventory to the product and service sites
- National job postings
- Games/online shopping for Buy American Magazine products



DEMOGRAPHICS

Our current subscriber base consists of professionals in the education sector.

MARKETING SERVICES

The source of additional advertising value Buy American Magazine is set to establish a number of ways in which we can help our advertising partners reach their targets, in terms of cost, particular requirements, and overall marketing efficiencies.

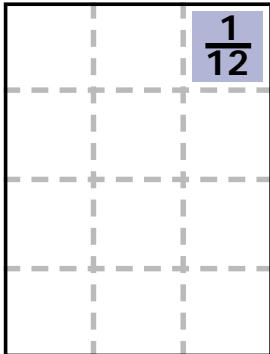
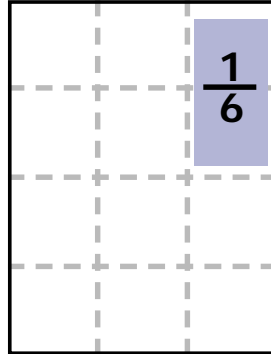
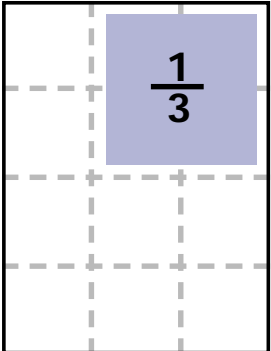
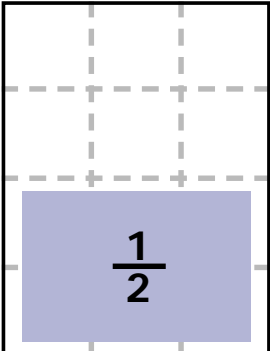
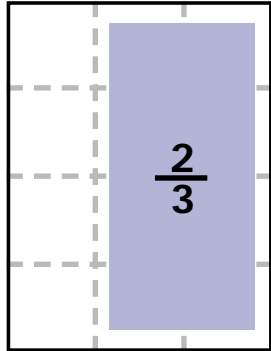
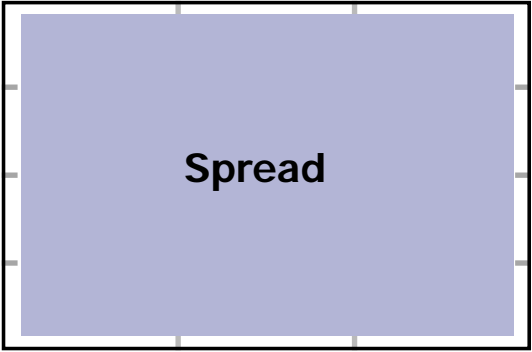
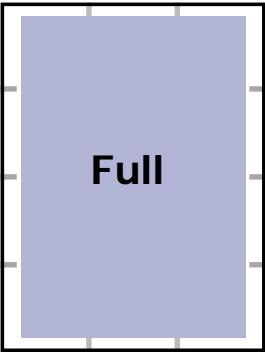
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Extra Distribution & Insertions Buy American Magazine will be at conferences and industry shows throughout the year, For those events, Buy American can arrange for special insertions such as flyers or brochures.

Research Buy American Magazine can provide specialized research for our advertisers. Some examples include: surveys, awareness studies, and focus groups. They can provide vital information on the targets represented by Buy American.to reject an ad that is contrary to our editorial focus or that uses "comparative advertising."

Short rates Apply to failure to meet contracted frequency.



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1/2 horizontal 7 x 4 5/8
1/3 square 4 5/8 x 4 5/8
1/6 vertical 4 1/2 x 2 1/4

Full Page Trim 8 x 10 7/8
Full Page Bleed 8 3/8 x 11 1/4

ALL LIVE MATTER must be 5/16 from Trim

AD POLICIES

PRINTING We use 4-color process, 133 line screen with a maximum color density of 280%. All ads must be accompanied by SWOP certified color proof from supplied materials. We can provide a proof for \$75. Color ads supplied as film will incur an additional electronic transfer charge of \$125. B&W ads supplied as film will incur an additional electronic transfer charge of \$50.

Positions: For guaranteed positions, other than covers, add 10% (covers excepted. Position premiums are non-commissionable.

Bleed Charges: Bleeds are available on full pages only, at a premium of 15%.

Agency Commissions: A 15% commission is permitted on ad space to recognized agencies. None of the following are commissionable: premium positions, covers, spot color and bleeds. Advertising agency must submit written insertion order prior to reservation deadline for commission eligibility.

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Make Goods: Buy American offers full or partial "make good" for errors within their control, if a complaint is made within 15 days of publication. We will not offer any "make good" on advertiser errors.

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Short rates: Apply to failure to meet contracted frequency.



// America on line? //

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DRESS



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