

SUMMER 2006/\$4.00

shop talk™

THE MAGAZINE FOR TV SHOPPING FANS

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Shop At Home's
MATTHEW The Sexiest Man
In TV Shopping
MARTIN

"The bachelor life is insanely overrated!"
Plus 10 More Sexy Men

Saved By The Bell

Jewelry Television Acquires Shop At Home

Shopping Down Under

TVSN's On-Set Chemistry

Jimmy Kimmel LIVE's

Convincing QVC Spoof

Anthony Mark Hankins

Celebrates 12 Years on HSN

Daniel Green Is Cookin'

Travels Inspire New Recipes

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Letter From The Editor & Publisher

Dear Readers:

Welcome to your second issue of *ShopTalk: The Magazine For TV Shopping Fans*™, featuring our first annual edition of the Sexiest Men in TV Shopping.

Like you, we've spent years flipping through fashion and entertainment magazines hoping to glimpse into the lives of our favorite TV shopping personalities. But none of the tabloids, glossy magazines or celebrity news

shows seemed to think that TV shopping channels count as entertainment.

Well, we're here to prove they're wrong.

There couldn't be a better time to launch a magazine about TV shopping. TV shopping is sexier than ever.

We've packed our second issue with everything you've always wanted—exclusive, behind-the-scenes scoops about your favorite hosts, guests, and models. We'll continually improve each issue to make sure that the next one is even better than the one before it.

We love to shop from TV as much as you do. No wonder we can't wait to get home every night and turn on the tube.

Shop On!

Sheila Salido Jordan
P.S.

We hope you'll support our efforts, and subscribe to *ShopTalk: The Magazine For TV Shopping Fans*™ today.

And please spread the word to your family and friends – we're only available by subscription!

shop talk™

THE MAGAZINE FOR TV SHOPPING FANS

www.tvshoptalk.com

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COVER CREDITS: Matthew Martin photographed by Jon LeMay

From *Will & Grace*'s Eric McCormack

Professionally, they give advice.
Personally, they could use it.



The Psychologist
A Hands-on Healer with
lots of (court) dates.



The Founder/CEO
For her, in work and play,
it's all about being on top.



The Receptionist
Date Bait who's legally
blond and totally off-limits.



The Relationship Consultants
Devoted Adulterer
who believes every day
is a special affair. A Closet Case who
hides everything
except his ambition.



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If he can't capture your soul,
he can always retouch it.

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A photograph of Chuck Long, a man with short brown hair, smiling and looking towards the camera. He is wearing a dark, vertically striped button-down shirt. In front of him is a laptop computer on a white circular table. The laptop screen displays a website with various product listings and a 'FREE SAMPLE' offer. The background is a blurred office or studio setting.

Chuck Long will focus on producing the big screen version of Del Shores' hit play *Southern Baptist Sissies*.

Saved By The Bell: Jewelry Television Acquires Shop At Home

Jewelry Television announced that it has reached an agreement to purchase the assets of Nashville-based Shop At Home, Inc. and plans to continue operating the network on a part-time basis. The decision comes on the heels of an announcement by The E W Scripps Company that Shop At Home would discontinue broadcasting in late June.

Shop At Home will continue to operate from its current headquarters in Nashville, Tennessee, and will air from 9 PM – 7 AM CST, seven days a week. The target audience will be men, and the network will feature products from hit categories such as collectibles, memorabilia, and coins.

The name of the new company will be Shop At Home Network, LLC, and Jewelry Television™ will have controlling interest in this company. The acquisition of Shop of Home was completed at midnight on June 22, 2006.

“After careful consideration we have decided that keeping Shop At Home on the air in a reduced capacity is a winning situation for all involved,” said Joe Fields, Chief Operating Officer for Jewelry Television. “We will be able to retain a significant number of Shop At Home employees in their current positions as well as hiring others for positions with Jewelry Television in Knoxville.”

Shop At Home had 660 full-time employees, including three hosts featured among this issue's Sexiest Men in TV Shopping. At press time, it was still unknown who among them will be selected to stay with the new network, but Matthew Martin remains optimistic about his career options. “I'm currently pursuing opportunities with other networks, though there's been no decision made as to where to go next,” said Martin. “I am in the process of scheduling meetings to get the ball rolling.”

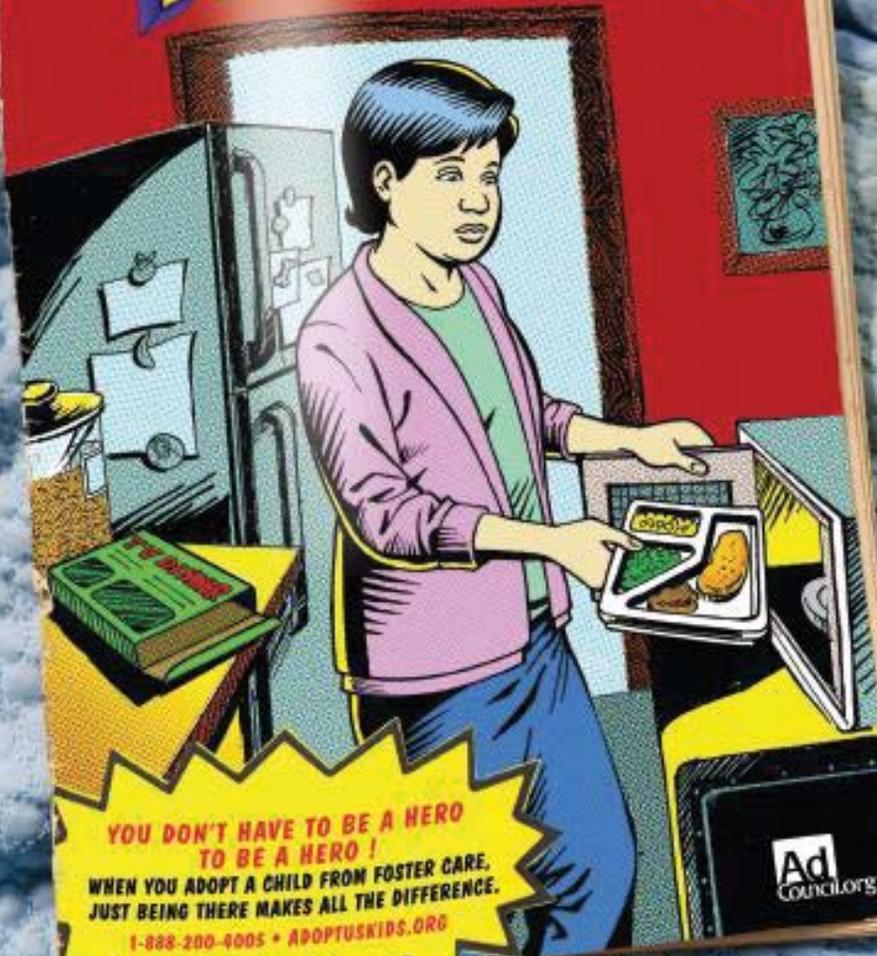
Chuck Long will immerse himself in producing. He's part of the producing team bringing Del Shores' hit play *Southern Baptist Sissies* to the big screen. “I'm really passionate about *Southern Baptist Sissies*,” said Long. “I've seen it literally change people's lives.”

As for our man on the street, Ron Maestri says, “I'm really taking everything one day at a time. As for my future, I'm certainly open to all new possibilities, including of course another hosting position with any of the other shopping networks, assuming they'd be interested. We (at Shop At Home) are all a close family, and as the days count down, it will become more and more difficult to say good-bye to so many wonderful and talented people.” ▲

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Shopping DOWN UNDER with



Always Open

By Stephanie Dickson



“A lucky TV or film set is one that has been touched by romance, and without spilling any beans, let’s just say that over the years our TV studios have been very lucky places to work in!”

— Stephanie Dickson

T VSN Channel is Australia’s only 24-hour home shopping network, and a place that I have worked on and off for close to ten years.

It’s an awesome company to work with and over the years swapping between being a full-time employee and floating freelancer I have made some very close friends, been through births, deaths and marriages and realised that the world of Australian Home Shopping is a very eventful place to be in.

A mark of a great company is also where an employee such as myself, has had the opportunity to work in various positions throughout the company, starting in the Art Department, Production, Producing, Programming and then launching into the fascinating territory of our websites.

If a staff member ever resigns from the company, whether they leave as a buyer to a boss to a presenter or model, the famous catch phrase on their departure is always the same, “they’ll be back...”

And it’s true.

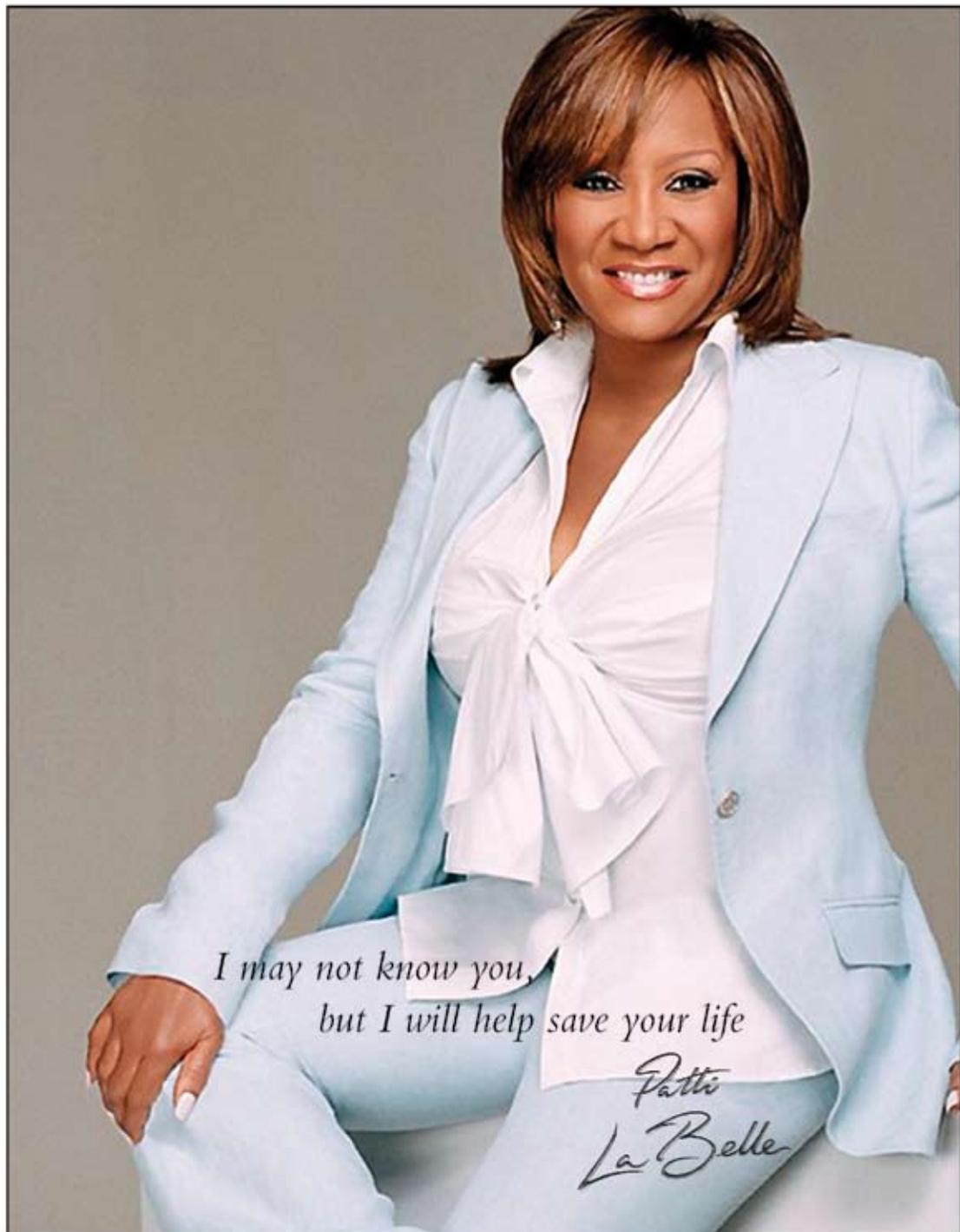
In TV terms in Australia, TVSN is regarded by the general public close to what home shopping was in the States about twenty years ago. A great number of Australia’s general public is still not tuned into the joys of shopping from home either by watching the 24-hour channel or shopping on our interactive websites.

Australia enjoys long, hot summers and comparatively mild winters. Our traditional shopping outlets are safe and vast. You can purchase anything that your heart desires.

But slowly the shift is changing. What was once regarded in Australia as late-night-only sleazy advertorials, home shopping is changing to a smarter way to shop. Our company has proved a safe, affordable and relaxed alternative.

I recently read a customer testimonial that made the most sense to me about our service. The customer described shopping through the channel like having her own personal sales assistant, informative and caring without having the pressure to go through with the final purchase. ►

Stephanie Dickson is the Website Manager for TVSN Channel Pty Ltd in Australia. She is based in Frenchs Forest, New South Wales.



*I may not know you,
but I will help save your life*

*Patti
LaBelle*

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During ten years of being on air, TVSN has had an average growth rate of 35 per cent, year on year, a staggering rate delivering to customers all over Australia including metropolitan and rural areas. As Australia's leading television retailer, TVSN is nearly five times larger than it's nearest competitor, but our channel still delivers the same kind of genuine presenting that seems to be winning the loyalty of our home shopping-shy Australian customers.

And it could just have something to do with our presenters.

Our group of presenters varies in size from twelve dedicated men and women to twenty. They are an inspiring group of individuals. Many of them have been with TVSN from the start. Ten years is certainly a long time to have sold millions of products and kept smiling.

Some of them started behind the scenes, a few as Buyers. Each learnt their trade to develop the art of selling what ever product was placed before them without any form of script.

Our presenters are rostered onto a show, each show representing a different category. They quickly learn their strengths in products and discover what their weaknesses are. These are quickly managed through our team, so that the best presenters are slotted into the best shows with the best producers. Most

of the group work five days a week, on average two shows, two hours per day.

A common thought by many of the presenters when they have started on TVSN is that they'll use the presenting experience as a stepping stone into "real television". But again, once immersed into the team and the energizing work most of them don't leave.

A lucky TV or film set is one that has been touched by romance, and without spilling any beans, let's just say that over the years our TV studios have been very lucky places to work in!

Australian women definitely enjoy our Channel. The Beauty, Jewellery and Fashion categories are our standout successes. All our categories carry Australian-made and International brands.

Australian blokes also seem to be clicking to our channel. Our current reach is approximately 1.6 million homes in Australia, a massive number considering Australia's relatively small population.

The company employs approximately two hundred employees, and I'm happy to say that I'm one of them.

Through the gossip, scandals and romances, it is an interesting and above all funny place to work, where the bottom line is our customers, who we hope know that we're always open for them to shop. ▲

Opinions expressed in the "First Person" column are the views of individual authors and do not necessarily reflect the opinions, policies and/or procedures of *ShopTalk: The Magazine For TV Shopping Fans* or Fanzines, Inc.

Weight-bearing exercise helps prevent osteoporosis

Did you know 34 million of us are at risk for osteoporosis? So please, do what you can now before a walker becomes one of your must-have accessories.



Joan's Tips:

- Do weight bearing exercise. For me, it's arm curls with jewelry.
- Get plenty of exercise. Bike, jog, walk a few laps around the red carpet.
- Get lots of calcium and vitamin D. Pour yourself a milk bath. Mug a cow. And drink plenty of lattes, decaf of course.
- Do not, I repeat do not, smoke or drink too much alcohol.
- Ask your orthopaedist about bone density tests.
- And above all, remember beauty is bone deep. ▲

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Bill Me Later, a payment option developed by Mary-

land-based I4 Commerce Inc., lets consumers who do not have a credit card handy, or who, for security reasons, prefer not to give out their credit card number online or over the phone, to simply provide a few pieces of basic information, such as your date of birth and only the last four digits of your social security number, to make a purchase. Bill Me Later approves or declines transactions within four seconds. If the purchase is approved, Bill Me Later extends you a line of credit for that transaction, and you'll receive a bill in the mail within 14 days. You then have the option of paying it in full or financing your purchase over time. You can make payments online, by check or electronic fund transfer, among other options.

"When it comes to shopping online or over the phone, people like options, not only when it comes to what they buy, but also how they pay, and retailers are quickly real-

izing that offering alternative payment choices helps drive customer satisfaction and loyalty," said Vince Talbert, vice president of marketing, I4 Commerce, Inc. "Bill Me Later's unique combination of convenience, comfort and security improves the overall shopping experience for seasoned and cautious shoppers alike. As a result, consumers who pay with Bill Me Later tend to spend more and buy more often."

More than 230 e-commerce sites offer Bill Me Later and more than one million consumers use the service—TV shopping networks' Websites can't be far behind. To check if your favorite TV retailer offers the Bill Me Later payment option, visit www.shop-billmelater.com or call their customer service line at 1-866-528-3733. ▲

How to Shop Online Without Using Your Credit Card

land-based I4 Commerce Inc., lets consumers who do not have a credit card handy, or who, for security reasons, prefer not to give out their credit card number online or over the phone, to simply provide a few pieces of basic information, such as your date of birth and only the last four digits of your social security number, to make a purchase. Bill Me Later approves or declines transac-



Are you getting the credit you deserve?

When it comes to getting the best interest rates on credit cards, car loans, mortgages and more, there's one number lenders use—your credit score. And if yours is lower than it should be because of errors in your credit report, identity fraud, or accounts past due or in collections, you're paying more than you should!

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fining moment in handbag history.

Made with luxurious top-grain leather, it is lined for durability, and has a compartmentalized interior design. The Butler Bag™ comes in a variety of colors and styles, including chocolate, mustard and classic black. The classic style measures 14" long x 4" wide x 5" deep and features exterior pockets for cell phones and palm pilots and an inner, zippered pocket for personal items to stay personal. Available on QVC for \$79.99. ▲



Ask.com may have dismissed Jeeves, but the idea of having your own butler continues to appeal. Mompreneur and Inventor, Jen Groover, has introduced The Butler Bag, named as such because it is like having your own butler.

Groover, a recent mother of twin girls, knew there had to be a better way to design a purse. Its patented design solves a problem that women hate to deal with: the cluttered, disorganized purse. After hitting the brink of frustration while digging through her bag with two screaming babies, Groover had her "Ah-ha" moment. She used a dishwasher tray in the bottom of the bag to put everything in its place: bottles, jars, spoons, diapers, etc. This was to become a de-

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Steve Bryant with legendary Baltimore Colts' Quarterback Johnny Unitus on the set at QVC in 1990.



INTERRUPTIBLE FEEDBACK: A Day In The Life of a Show Host

By Steve Bryant

Would you like a career in show business? Fond of getting up at 3 AM? Can you be as energetic at midnight as you are at noon? Would you enjoy working with an endless array of celebrities and guests, most of whom will treat you like you are the only thing standing in their way of earning millions? Can people look at you for an extended period without becoming violently ill? Do you understand the proper usage of the words “less” and “fewer?” Are you able to say a convincing “hello” to countless unseen friends and relatives of on-air callers...over and over again?

If you answered “yes” to any or all of these questions, you could qualify as a host in the exciting field of televised retailing. But wait, there’s more...

When asked to write this article, I knew it was going to be difficult, since there are very few average days for most people in this field. During my 15 years at QVC, I was often sent all across the United States and Europe to do shows and research. I swam with a whale, skydived and rode the window washer’s scaffolding on the Empire State

Building while taking video, served as ringmaster for The Greatest Show On Earth and drank single malt scotch with Buffalo Bob Smith and Charlton Heston, to mention just a few things.

Despite these and other extraordinary experiences, there are many things that we all do to get ready for our shows. Although hosts arrive at least two hours before a show, many of us do extensive research about the products and shows we are going to host outside of those two hours. Some, including me, even take classes in gemology, cooking and photography so we can better explain those products to our customers.

Once we enter the building, our time is spent meeting with buyers, planners and programmers and producers or managers of TV sales . We also do last minute hands-on product research, making sure we know how to turn it on and operate everything. Once in a while, you miss a product in this final checkpoint. One time, I overlooked a very high-tech radio. When I got to it on-air, I didn’t even know how to turn it on. I call what I did for the next 8 minutes “riffing.” It has another bovine-related nickname that isn’t appropriate for

¹ Planners schedule the length of time and the order in which the products appear. ² Programmers are responsible for scheduling the when and why of a show. ³ This position is called a Manager of TV Sales at QVC, and a Category Producer at Shop At Home.

a family publication. The radio actually sold out. I can be a very convincing “riffier.”

In the pre-show process, meeting with the manager of TV sales is crucial. A planner will tell you why they placed the product in the hour. A programmer will give you the *raison d'être* for the entire hour. But the manager of TV sales will help

you construct a compelling sales presentation for a product.

Most often, the manager of TV sales (or category producer) has prepared a script, in outline form, of the main selling points of a product. This allows us to craft an on-air presentation that will be both informative and persuasive. Their outline allows for a great deal of personal creativity, so it is vital that the host understands the product well enough to add their own elements to the presentation.

We also meet with our on-air producer and technical crew before a show. We discuss any special camera moves, i.e., close-ups, unusual angles, etc. with the show's director and camera people. The producer is the “traffic cop.” He or she is in charge of the show, the captain of the ship, so to speak, once the red light goes on. Their word is final. During the show, they watch the calls coming in and carefully monitor the presentations to see

if there's something that's positively (or negatively) impacting sales. Along with the technical crew, they stay in constant touch

“...I swam with a whale, skydived and rode the window washer's scaffolding on the Empire State Building while taking video, served as ringmaster for The Greatest Show On Earth and drank single malt scotch with Buffalo Bob Smith and Charlton Heston....”

— Steve Bryant

in 1986, suits and ties were the order of the day for men. I once was denied a regular raise as I had dared to wear a sweater in those early days. While it's more corporate casual these days, most of us still bring a fresh change of clothes to avoid wrinkles. At age 55, I have enough on my face (and elsewhere), thank you.

For years at QVC, we did our own makeup. This was hilarious, especially in my case. I have the visual artistic ability of a slug. Many times in those early days I either looked like a mime or a really homely Las Vegas showgirl. I did eventually get the hang of it, right around the time that QVC hired an in-house makeup department. However, we don't have that yet at Shop At Home, so I do get a chance to use my skills. Makeup is essen-

tial for TV. Without it, most people look washed out and haggard because of the lights.

No matter how long you do this, there's always a thrill when you hear the director's countdown before you go live. You know that in a few seconds, you're going to be speaking to a potential audience of millions.

Once the show is up and running, we're all faced with the realities of live TV. The demo that you could do in your sleep before the show doesn't work. You welcome a caller, and the producer decides to tell you something just as they are giving their names. When you ask again, the director tells you which camera is live, making you miss the name again. I'm sure you've seen us all stumble many times in many different ways.

After the show, we have a post show meeting to discuss any problems and briefly revel in any victories. This meeting actually solves a lot of problems. Unfortunately, there are always new ones tomorrow. Still, it's a fascinating job filled with fantastic opportunities.

Bottom line? There isn't one of us who doesn't realize that there a lots of places you could be spending your time and money. Along with my colleagues at QVC and Shop At Home, I'm grateful you spend some time with all of us. ▲

with the host through a small earpiece and receiver we all wear. It's called an IFB, short for interruptible feedback.

Before show time, most hosts change into their on-air attire. When QVC began

“No matter how long you do this, there's always a thrill when you hear the director's countdown before you go live. You know that in a few seconds, you're going to be speaking to a potential audience of millions.”

— Steve Bryant

Steve Bryant was VP of TV Sales at The Shop At Home Network in Nashville, Tennessee. He was a QVC program host for 15 years.

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Exotic beads add a soft touch of femininity.

“There were four overriding themes in this summer’s fashion collections that led us to seek lines of jewelry that would complement the season’s big trends,” explains Parman. “We look for wearable trends that we anticipate our customers will adopt and then make accessorizing the looks easy and affordable.”

The trends that sparked our imagination are:

ROMANCE RULES — Victorian inspired dresses accented with ruffles and bows and romantic blouses infused with lace, crochet and bell sleeves abound. Long, flowing strands of exotic beads intermingled with layers of pearls add a soft touch of femininity. Beads carved from warm-toned coral and jade add a burst of color to the traditionally neutral color palette of the romantic look.

SAFARI CHIC — Think Meryl Streep in “Out of Africa.” The classically chic safari look has re-emerged and is stronger than ever! Layers of textured beige and army green fabrics, strappy sandals and wicker handbags lend themselves to rows of wooden bangle bracelets and chunky, globally-influenced jewelry reminiscent of the Stone Age. Exotic materials like turquoise, faceted carnelian and red onyx unite in the spirit of adventurous accessorizing.

Summer Is In

Cross-Cultural Jewelry

When it comes to jewelry, form follows fashion. Jewelry styles are driven by fashion trends and adding a few key accessories can make or break your seasonal wardrobe. We recently checked in with Natalie Parman, Vice President of Merchandising for Jewelry Television, to find out which fashion trends have inspired summer jewelry designs.

By Kelly Fletcher

Ring Leader



Think of us as your number one source for jewelry and gemstones, all at incredible prices.

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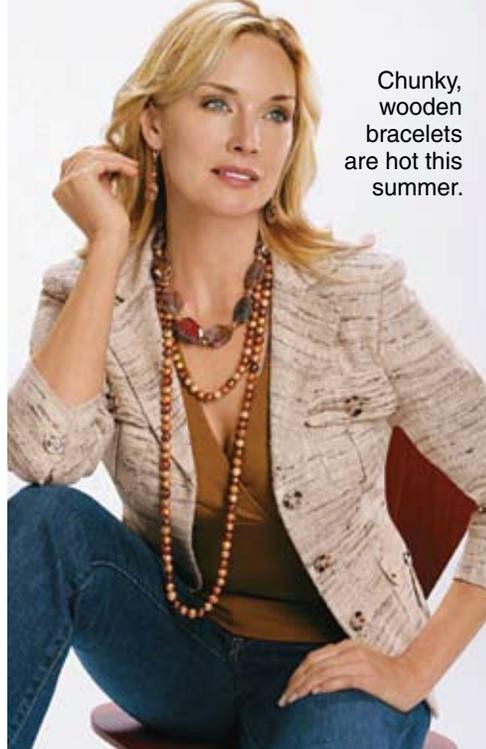
Jewelry enlarged to show detail.

jewelrytelevision™
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METALLIC MANIA — There has been a fundamental shift towards heavy metal jewels, particularly 18-karat yellow gold and even rose gold. Metallic accessories like shoes, belts and handbags are the perfect complement to golden necklaces in longer lengths. Geometric links that translate well into matching necklace, bracelet and earring sets are popular, as well as mixing and matching various gold pieces of differing lengths and widths. When it comes to accessorizing with gold, more is better!

WHITE IS THE NEW BLACK — Black prevailed through winter so go white for summer. Pull out your pearls and layer strands of differing lengths to create fashionable white-on-white looks. Don't be afraid to go bold with white accessories. Chunky pebble-style necklaces and bangle bracelets can take you from the beach to the clubhouse in enviable style. ▲

Kelly Fletcher is a freelance writer based in Nashville.



Chunky, wooden bracelets are hot this summer.

These Colors Don't Run

Show your true colors this Fourth of July with Susan Lucci's American Flag Watch. It is the perfect red-hot accent for the summer, and it returns by popular demand to HSN and HSN.com.

This fun-and-festive watch wraps the wrist in a deep scarlet, crocodile textured, leather band. Its box-shaped face features a Swarovski crystal American flag, comprised of glistening chips of ruby, diamond and light sapphire tones. A two-tier crystal border frames its face. ▲

The Susan Lucci American Flag Watch (Item Number 590-498) is available at HSN or online at www.hsn.com for \$49.85.

Subtle ribbons, gold chains, generous amber and mother of pearl are intertwined into stunning earrings and necklaces. The Charming Sam collection for Spring/Summer 2006.



Kauai Collection, \$84

Adjustable bangle in matt gold and rose quartz briolettes.



Bora Bora Collection, \$187

Two matt gold chains (1) 20", (2) 24" with gold-lip mother of pearl shells, 100% silk ribbon in cream woven throughout and s-hook closure.

*As seen in O-the Oprah magazine



Ala-Carte Collection, \$26

Two Czech blue lace agate glass spheres and filigree on 18K vermeil French wire. Hangs approx. 1 1/2"



Bora Bora Collection, \$55

Mother of pearl tear drops and round disc on gold filled kidney wire. Hangs approx. 3"



Ala-Carte Collection, \$48

Gold filigree and Austrian crystal aqua briolettes on vermeil lever back. Hangs approx. 3"

Special 30% discount for ShopTalk readers, visit www.charmingsam.com and receive a 30% discount on all orders between now and September 31, 2006. Enter Promotion Code: "shoptalk" at checkout.

Charming Sam

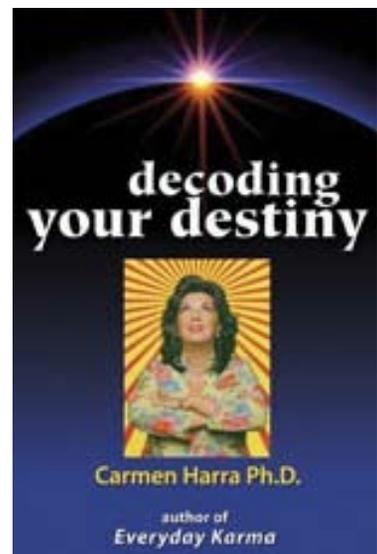
BOOKS: New On The Shelf

Carmen Harra, creator of QVC's line of "Meaningful" jewelry, explains the seven tools of the mind: Intelligence, Imagination, Intuition, Logic, Creativity, Memory and Energy in her new book *Decoding Your Destiny*. Using her unique blend of psychological insight coupled with the strong background in the metaphysical, Dr. Harra offers tools and insights to help remove the blocks from the reader's use of the mind's potential.

Concluding the book is Carmen's use of numerology to calculate major events. She looks at the synchronicities of the Berlin Wall and September 11th and ends the book with

some of her predictions. According to Dr. Harra, we will see advances in healthcare which will eradicate certain diseases, extend our longevity and heal the body instantaneously. We will also see the first woman president, a rise in women spiritual leaders and changes in our laws which will shift the way we relate to one another. According to Harra, *Decoding Your Destiny* is a tool for decoding your life and maximizing the opportunities given by your unique codes everyday.

Carmen has a PhD in Psychology and Hypnotherapy, and training in astrology and numerology. ▲



Decoding Your Destiny by Carmen Harra.
187 pages, US \$16.95.
ISBN-10: 1-58270-143-1
Released March 2006

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DELL™

he's lovin' it

ABC's Jimmy Kimmel LIVE spoofs QVC Hosts

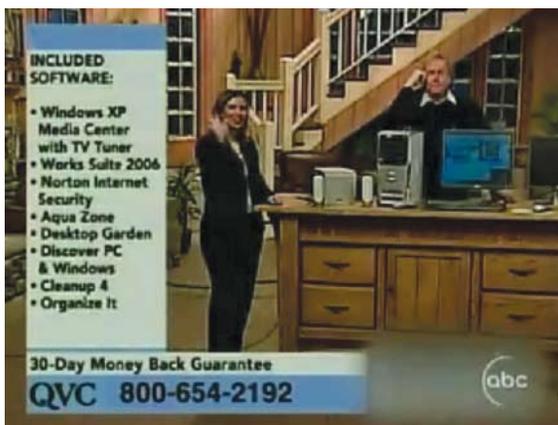
If you've ever called QVC in an attempt to speak to the host live on-air, you know how stringent their security process is. So it was quite a surprise when Randy, a "customer from Dover, Delaware," called to wax poetic about the virtues of his new Dell computer with the host and Dell spokesperson.

The video clip aired on ABC's Jimmy Kimmel LIVE, and was posted on the streaming video website break.com in March. The skit was a spoof of QVC, but it was so convincing that many viewers thought it was real.

While QVC was able to see the humor in Kimmel's skit, Janice Johnson, Director of Public Relations, reiterated that "the piece was a fake, and that our program hosts would never subject viewers to such a negative conversation."

But was it funny? We've included a transcript here so you can decide for yourself.

This video spoof was posted on www.break.com in March.



Host: "You're live on QVC. Welcome to our 18th Anniversary. What is your name, and where are you calling from?"

Randy: "Hi, my name is Randy."

Host: "Hey Randy, how are you doing?"

Dell Spokesperson: "Hi Randy!"

Randy: "I'm good, how are you guys?"

Host: "We're all right. Where are you calling from, Randy?"

Randy: "I'm calling from Dover, Delaware."

Host: "So, it's almost two o'clock in the morning where you are."

Randy: "It's the only time I have alone with my new Dell, and I love it."

Dell Spokesperson: "Great, what kinds of things are you using your Dell for, Randy?"

Randy: "Well, mostly personal use, you know, like uh, porno."

Dell Spokesperson: "Oh!"

Randy: "Yeah, I watch a lot of porno. Its uh.... These Dells are great for porno."

Host: "Awesome. Well...we don't guarantee that."

Randy: "Well, I guarantee it, and I've got the porno to prove it."

Host: "Well, thank you so much for your call, Randy. Thanks, Randy."

Randy: "I'll see you guys later. I've gotta get back to my porno. Porno!"

Host: "Well, all right. He got his, and obviously, he's lovin' it." ▲

The Rocker with A Cause

“U2 has been the biggest influence because of their dedication to changing things for the better. Not a lot of artists use their platform to help people in need.”

— Matthew Martin

**MATTHEW
MARTIN:**

The Sexiest Man In TV Shopping

Photograph by Jon LeWay

HOW TO BE A REAL MAN

Matthew Martin attributes his work ethic to his step-father, who works on the Air Force base in his hometown of Altus, Oklahoma. "My step dad, whom I call my real dad, always taught me to be respectful, disciplined, and how to be a real man," said Martin. "I always had to tuck in my shirts and have a clean shave everyday."

He credits that same level of discipline to his own acts of rebellion, saying, "When I signed a (record) deal, I went into a phase where I dressed like a rocker. I pierced my ears, and grew my hair out as long as I could until I got tired of buying conditioner."

In 2005, Martin joined the team of hosts at Shop At Home.

"I love being with Shop at Home because it allows me to share my personality with America, while giving some people at home the opportunity to grab some things they need," he says.

"I love to help anyone who is in need," he continues. "I feel like where I am now in this stage of my career is only a small platform to launch me into greater things that I can only dream of."

MUSIC IS POSITIVE

Martin was born on July 26, 1979, in Fort Walton Beach, Florida. He was raised in Altus, an Air Force town with a population of 22,000, with two brothers, two sisters and nine nieces and nephews. While he was in high school, he played soccer and made All-State and All-Region

Choir. He had leading roles in the high school's production of two Broadway plays. "I played Rooster in *Annie* and Perchik in *Fiddler on the Roof*," he said.

He attended college for two years at Western Oklahoma State College, where he enrolled in drama classes. But he decided he wanted more.

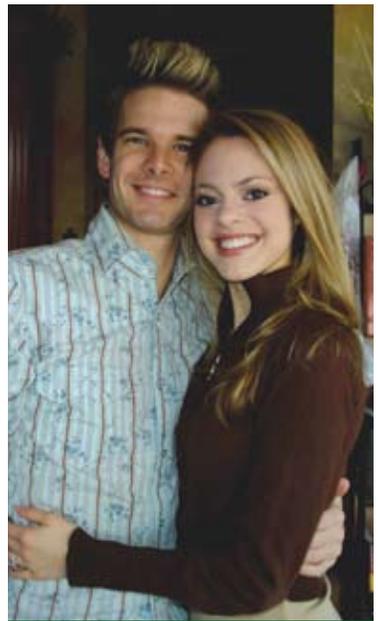
Martin moved to Nashville, Tennessee, in 2000, to pursue his dream of music. In 2001, he signed a record deal with Atlantic Records. "I play the acoustic and electric guitar," he says. "Guitar players who could control the audience by slashing and just flat-out rocking the stage inspired me to play!"

Music was always his first priority, but he also had to pay the bills. He signed with a modeling agency and became a Bridge Stone Firestone model. He was featured in many advertisements, and even did a swimsuit magazine.

But his love of music never waned. "Music was the perfect release from any emotional drama I was going through," he said. "I would always try and turn any negative into a positive with a song. There is not a better vehicle than music."

Martin continues to leverage the discipline and work ethic instilled in him by his step-dad. He strives to hone his craft, and trains constantly by performing live, writing songs, playing his guitar, recording, and, of course, singing.

In fact, Martin has a new album coming out this summer. "I have to write my own music!" he says.



Martin thanks the Lord that he is getting married this July, because he says, "the bachelor life is insanely overrated!"

"The music I love to sing is the song that moves me the most emotionally. What better songs than the ones you write yourself?"

He applies the lessons he learns from his day-to-day experiences to his life's goal of becoming the man of character and integrity. He counts Joel Osteen, T.D. Jakes, Danny Chambers, Rick Warren, John Elderage, and Paul Hewson (AKA Bono) as his role models.

"One of my favorite songs has to be 'With or Without You' by U2," he said. "U2 has been the biggest influence because of their dedication to changing things for the better. Not a lot of artists use their platform to help people in need. Bono is one of the few to step up to the plate and answer the call for his entire career. To be on that level, deliver the integrity that is so much needed today, is a dream I long to be apart of!" ▶

DAD'S STRUGGLES INFLUENCE MARTIN

Martin's world view is significantly impacted by the observations he made watching his father endure years of hardships and discrimination because he is Hispanic. After he broke his back while on-duty as a police officer, Martin's dad struggled for years to find a decent-paying job with which he could support his family. He applied for dozens of jobs, only to learn that the position had been given to someone with fewer credentials. Finally, he landed a job on the military base working at Boeing, but continued to struggle through mountains of debt accumulated during those difficult years of unemployment. "That has to be one of the main reasons I have such a passion to help people who wish they only had one chance to be able to see the other side of the fence," he says. "I want to inspire families by helping them pull out of situations like this."

His busy schedule doesn't always allow him to spend as much time as he likes on these important causes, but he stays involved by participating in charitable programs through his church. "When I think about people in need, I do not only think of the homeless or starving children, but also families that are doing everything they can to survive, but cannot make ends meet," he says, referring to his own childhood experiences.

"I want to be able to start a charity that would enable me to choose families from across America and give them a down payment on a dream home, take every single piece of debt and pay it, teach them how to man-

age money—give opportunities to families that might never see daylight otherwise," he said.

MUSIC IS THE TIE THAT BINDS

Martin will soon share his life's stage with his fiancée Amanda Tillman, a student at Belmont University. Martin is clearly smitten. "I love the way she smells, shows affection, makes me laugh, makes me feel, gives me a listening ear, and does everything she can do to make me the happiest man alive," he said. "She treats me like a king, and I treat her like the princess she is. She is my best friend, and I love everything about her."

The two met at the Rainforest Café in Nashville, and discovered they had a mutual love of music. In fact, they even have the same vocal coach. The two stayed in contact while Tillman studied at Bellarmine University in Louisville, Kentucky, more than 175 miles away. She's transferring to Belmont University in Nashville after the wedding.

"I have to admit that music was a great way to get to know her," says Martin. "We were best friends for about a year before we started dating. We have been dating for the past couple of years."

The two will wed this July. "Thank the Lord," he said, "because the bachelor life is insanely overrated!"

How are the wedding plans coming along? "It is going to be a very beautiful wedding with stained glass windows in an older church, a reception at a gorgeous country club," says Martin. "Then we're off to a resort that we have yet to pick out."

Does he think of himself as "sexy"? "Hmmm...All I try to do is look the best I can," he says modestly. "If others think that I am sexy that is definitely a plus. I do not try to classify myself in any category, but let my fiancée do the judging. I just look the best I can, have the most fun, and try to rock out any stage I am on!" ▲

"When I think about people in need, I do not only think of the homeless or starving children, but also families that are doing everything they can to survive, but cannot make ends meet."

— Matthew Martin



Martin turns to music as a release from negative experiences.

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Jonathan Antin celebrates the one-year anniversary of his Jonathan Product hair care line with QVC host Jean Treacy.



Jonathan Antin: Inspired by Shampoo

A Los Angeles native, Jonathan Antin was raised among the city's entertainment, fashion and beauty industries' elite. As a teenager, he was an avid artist and aspiring actor. It wasn't until age 16 that he considered becoming a hair stylist: that year, he discovered the cult film "Shampoo," and had a run-in with an instructor at a

"I was not one of the better hair stylists in class," Antin confessed.

local beauty school which led to the school's principal inviting him to consider a career in hair styling. When his sister Robin encouraged him to try and promised to keep his salon chair filled with girls, Antin enrolled.

"I was not one of the better hair stylists in class," Antin confessed, "and I really didn't see my own

potential until I figured out how to draw with shears, and create on someone's head what I could sketch on paper."

Antin has worked with a diverse group of high profile celebrities, such as Madonna, Kate Bosworth, Kirsten Dunst, Alicia Silverstone, Tiger Woods, Ricky Martin and Tobey Maguire.

And his own star continues to rise with the third season of "Blow Out," which aired on Bravo in March and April. The show chronicled Jonathan's fast-paced life as a celebrity hairstylist and entrepreneur. As his one-year anniversary of selling Jonathan Product on QVC fast approached, he felt the pressure to bring his entire product line to a whole new level. Expansion was on his mind as he launched his latest invention,

the beautifully packaged, "Beauty Water" in Hawaii.

Jonathan put his QVC experience to good use when he shot his first national commercial for Jonathan Product. He also traveled back to his old beauty school where he serves as a mentor to up-and-coming hairstylists, who dream of becoming the next Jonathan Antin. The season closes with the Product team reuniting with the stylists and Antin's family for the premiere of the commercial.

"Sixty percent of my ability to make hair look good comes from my product knowledge," Antin said. "With Jonathan Product, I can pass that knowledge on, and increase a person's odds of achieving a style that looks as great as if you just left my salon chair." ▲



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Daniel Green: International Man of Mystery

A self-taught chef who specializes in healthy cuisine, ShopNBC Host Daniel Green has been the Head Chef at the Mandarin Oriental Hotel Group, designed menus for BMI International Airlines and been the guest chef at many restaurants in the United Kingdom and Asia.

His two cookbooks, *Green's Cuisine: Low Fat Food With A Taste of Thailand* (Item Number G61189 \$19.95 + \$5.99 S&H) and *Green's Greens: Vegetarian Cuisine With An Oriental Twist* (Item Number G61190 \$19.95 + \$5.99 S&H) have sold thousands of copies on ShopNBC. He has two new cookbooks slated for release this winter, *The Modern Menu* and *The Shop NBC Cook Book*.

What inspired his passion for healthy cooking? "I lost 65 lbs. as a teenager and created modern food that was low in fat," he said. "I did this on a healthy routine and a genuine weight loss that took three years. I wanted to inspire others that they could lose weight without ever feeling they were on a diet. I then got onto the television in the U.K. and started to write books."

Born in London in 1970, his innovative work in healthy cuisine has brought him to over 25 countries from Australia to Turkey. "Travel has been one of the key elements for me to come up with new recipes and ideas," he said. "I hope I can inspire people to lose weight in a healthy way without failing like many do on fad diets."

His favorite vacation destination is Thailand, where he has taken his family numerous times.

He has also worked in many hotels and made television shows there. "I have even cooked for the King of Thailand's eldest daughter, HRH Princess Ubunratana," Green says proudly.

After hosting many cooking shows in the U.K. and Asia, Green's agent in New York suggested that he audition for a hosting job with ShopNBC. "Since I love the USA, it was a perfect opportunity," he said.

He loves being on ShopNBC, because "it has been the best television experience," he said, "working with such a close-knit team to assemble all the wonderful information we pass on to our customers. I love live television, and the fact that we get to have so much feedback from our viewers."

His favorite on-air moment was when he hosted a travel tour of Buddhist temples in China. "It was a fantastic experience – one that I could never have had any other way," said Green. "I was privileged to stay in a monastery one night and to be able to watch and film the morning prayers at 3 AM. Since I had just arrived the night before from London, my own 3 AM prayers were a little different from those of the monks, I am sure!"

He continues to find inspiration in his family, after working long, hectic days. His daughter motivates him, "because of the way she lets you see the purity in life with no inhibitions," he said, "And my wife for being the most stable person who always has the ability to see the good."

The Green family has now lived in Minnesota for 18 months, and they "love every minute of it." ▲

The slim Daniel Green lost 65 lbs. as a teenager on a diet he created comprised of healthy, low-fat food. His recipes are inspired by his world travels.

GIANT SEQUOIA

SEQUOIA NATIONAL PARK, CA

NOTES:

1. Mass production for "forest effect" pending budget approval.

SHEET:

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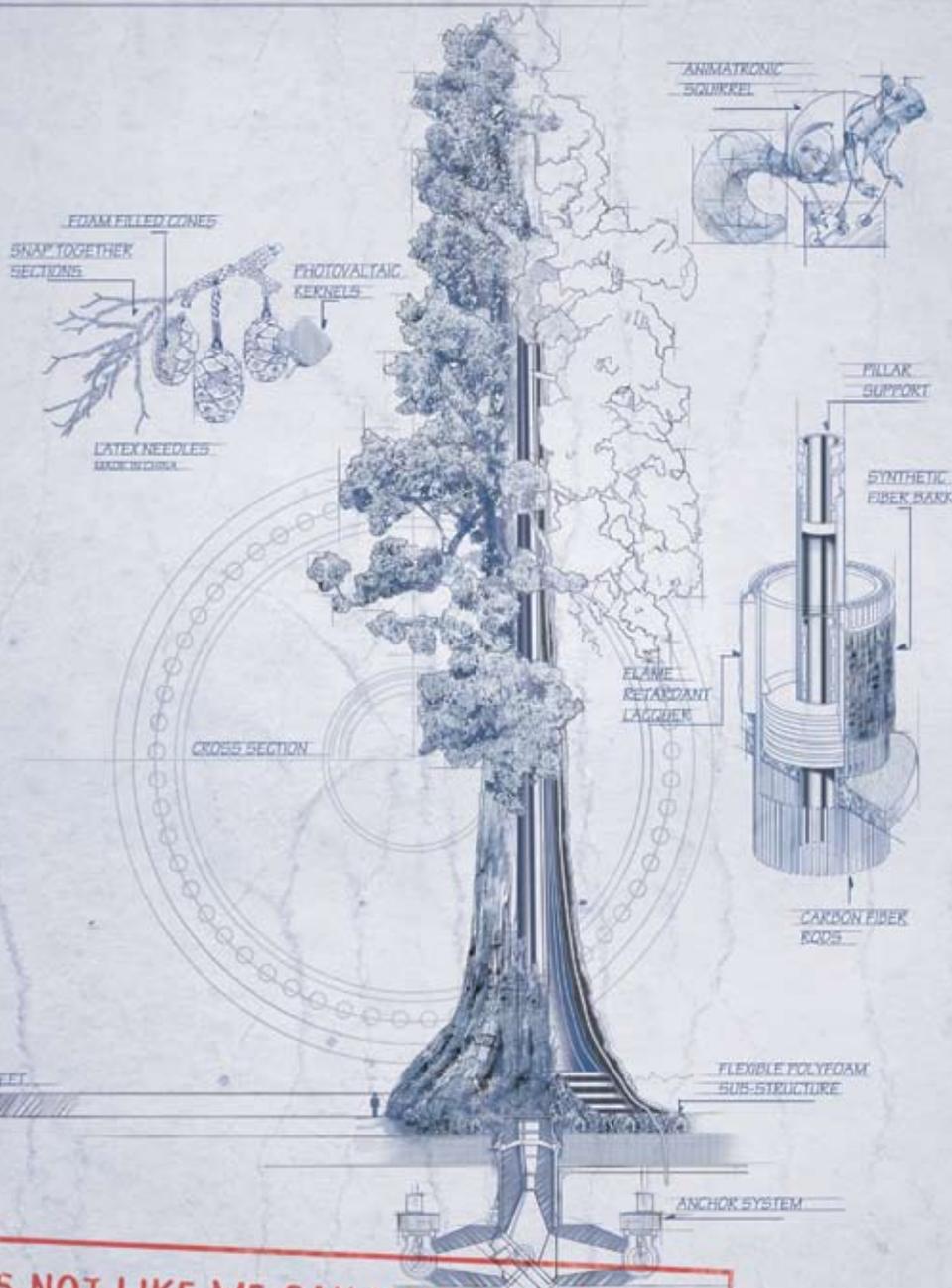
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SHIPPING WEIGHT:

2,000,000 lbs.

500 FEET



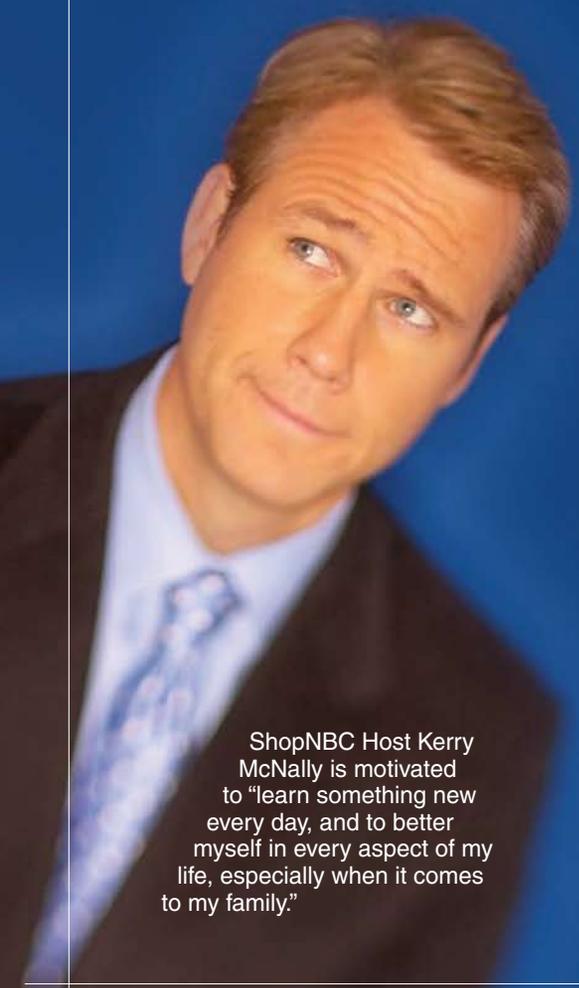
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Kerry McNally: A Passion For Life-Long Learning



ShopNBC Host Kerry McNally is motivated to “learn something new every day, and to better myself in every aspect of my life, especially when it comes to my family.”

For Kerry McNally, 40 is the new 30. “I just turned 40, and I’m in the best shape of my life... seriously!” he says.

An avid golfer who plays in high-level amateur tournaments, McNally voraciously reads anything and everything he thinks will help improve his game. “I’m really passionate about learning new things and bettering myself in the areas I’m passionate about,” he says.

He went to college while serving in the U.S. Marine Corps. While overseas, he worked on the air for the Armed Forces Radio and Television Service. “My first time on the air was actually in Okinawa, Japan,” he says. He received two meritorious masts, over-seas deployment ribbons, Good Conduct Medal and Honorable Discharge during his tour of duty.

But he considers his greatest accomplishment to be his daughter, who was born while he was in the service. “She’s awesome,” he said. “She’s a 4.0 college student who is as funny as she is beautiful. I cannot begin to explain how proud I am of her!”

Originally from Massachusetts, McNally grew up on Long Island, and considers Long Beach, New York, his home town. He worked on the air in The Hamptons for six years as the number-one-rated Morning Show Host/Production and News Director. “I learned so much about prepping as much as possible before going live, and then about keeping my cool when things go wrong when you’re LIVE.”

His love of broadcasting is evident in his collection of antique radios. “My favorite is a 1939 Philco,” he says.

His radio experience has become the foundation for his television skills. Before joining ShopNBC, McNally appeared on NBC, The Discovery Channel, and “another network,” he says coyly. “In my mind, there are two things to being successful in this business: credibility, which comes from a genuine passion about what you’re presenting, and the ability to have fun in the process. The old saying is so true – ‘The camera doesn’t lie,’” he said.

Sounds about right for a guy whose favorite quote is by Teddy Roosevelt: “Beware of your words, your words define your deeds. Beware of your deeds, your deeds define your destiny.” ▲



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Banff National Park, Alberta, Canada © David Muench

This message is made possible by the generous support of this publication.

Ron Maestri: Man On The Street

On Shop At Home, Ron Maestri specializes in fun, out-going cooking shows which involve the audience at every turn. But few know that Maestri is also an accomplished voice-over performer.

He was the voice of the Honda Voice Activated Satellite Navigation System in all their U.S. vehicles for several years, including Acura, and he voiced their national TV and radio commercials. Ron has also performed voice overs for Anthony Robbins, Washington Apples, Taster's Choice, Hyundai, Chevrolet, AmeriQuest Mortgages, Universal Studios, Orlando, QVC and Q2 Networks.

He got an early start honing his craft. At 14, Maestri worked at Circus Circus Hotel and Casino in Las Vegas. There, on the midway amid all the games, he used the microphone to draw in the crowds, and began developing his man-on-the-street schtick.

In high school, Maestri ran for office, "because the president got to do the morning announcements on the intercom every day," he said. Maestri lost the election, but was still asked by the new shy president to take on this responsibility. He opened every 'set' with a joke.

"Am I single or spoken for?" laughs Maestri. "SINGLE! Does the word 'desperate' mean anything to you?"

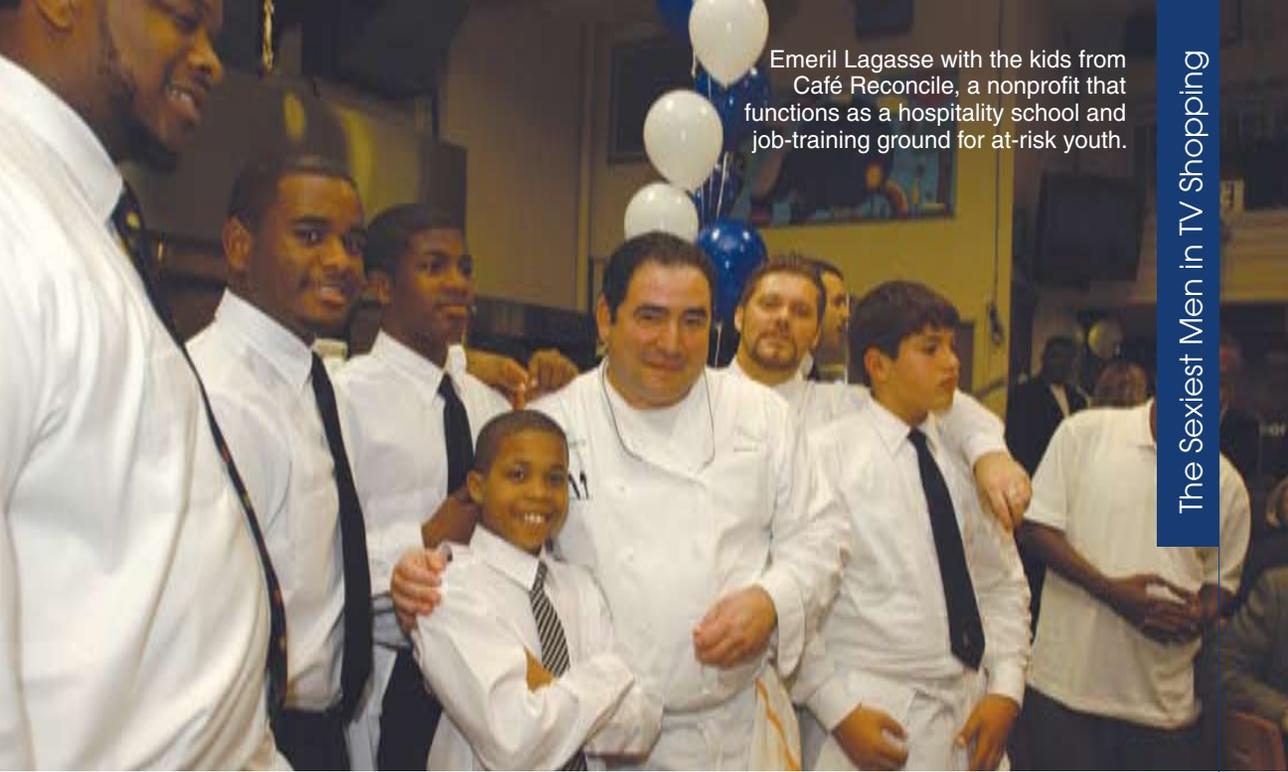
Single, but optimistic. "I like to think of myself as the every man who looks at life through a pair of rose colored glasses- willing to laugh along the way at my own trials and errors," he said. ▲

"I appeared in Playgirl Magazine's '10 Men of Las Vegas' issue in February 1981. The staple almost ruined my career (kidding)."

— Ron Maestri

Ronn S. Maestri
Stand Up Comedian - Host - Actor



A photograph showing Emeril Lagasse, a chef in a white uniform, smiling and holding a young boy in a white shirt and tie. They are surrounded by other children in similar attire, all smiling. The background features white and blue balloons, suggesting a celebratory event.

Emeril Lagasse with the kids from Café Reconcile, a nonprofit that functions as a hospitality school and job-training ground for at-risk youth.

BAM! EMERIL LEGASSE

THE PHILANTHROPIST

Chef and Restaurateur Emeril Lagasse is dedicated to rebuilding the city of New Orleans. The Emeril Lagasse Foundation raised \$1.4 million dollars to benefit children in the New Orleans area whose lives were affected by Hurricane Katrina.

“The city of New Orleans is my home, and it is a place that I love, and my heart goes out to the many victims of the hurricane,” says Lagasse. “I am completely dedicated to rebuilding this great city.”

Carnivale du Vin was a star-studded event. Michael McDonald, joined on stage by Sammy Hagar on guitar and vocals and Lagasse on percussion, performed a song that McDonald wrote as a special tribute to New Orleans. Andre Agassi auctioned off a private tennis lesson with himself and wife Stefi Graf. Over 600 guests, including singer Jimmy Buffet, attended the event at Venetian Resort Hotel & Casino in Las Vegas.

Lagasse is prouder still of his grass-roots efforts to support the kids of New Orleans through Café

Reconcile, a nonprofit that functions as a hospitality school and job-training ground for at-risk youth. “BAM on the Boulevard” celebrated Café Reconcile’s efforts to rebuild New Orleans One Meal At A Time, and to show appreciation for the police and firemen from the local Sixth District.

The Shop At Home network personality is famous for his innovative “new New Orleans” cuisine. He is the owner of three New Orleans restaurants including Emeril’s in the Warehouse District, NOLA Restaurant in the French Quarter, and Emeril’s Delmonico in the Garden District. Lagasse’s corporate office, Emeril’s Homebase, is also located in New Orleans.

“The New Orleans restaurant industry has an unbelievable spirit – and we’re all dedicated and passionate about our cuisine, and our community,” says Lagasse. “I have no doubt that it will be a struggle, but I look forward to building a new New Orleans and an even better food city in the future.” ▲

Chuck Long: The Thespian

**"...I like candles and music in the bedroom."
— Chuck Long**

When he was six years old, Shop At Home Host and Producer Chuck Long saw his oldest sister playing Peter Pan and knew that he wanted to act. He started in theater at the age of eight, and has since appeared on TV shows such as Dallas, Family Ties and The Facts of Life, and in movies including Honeysuckle Rose, The Jesse Owens Story and Return to the Swamp.



"I love disappearing into the character," says Long. "When I, as an actor, make the connection, it's an incredible experience. I don't think there's anything better than getting to experience so many different life situations."

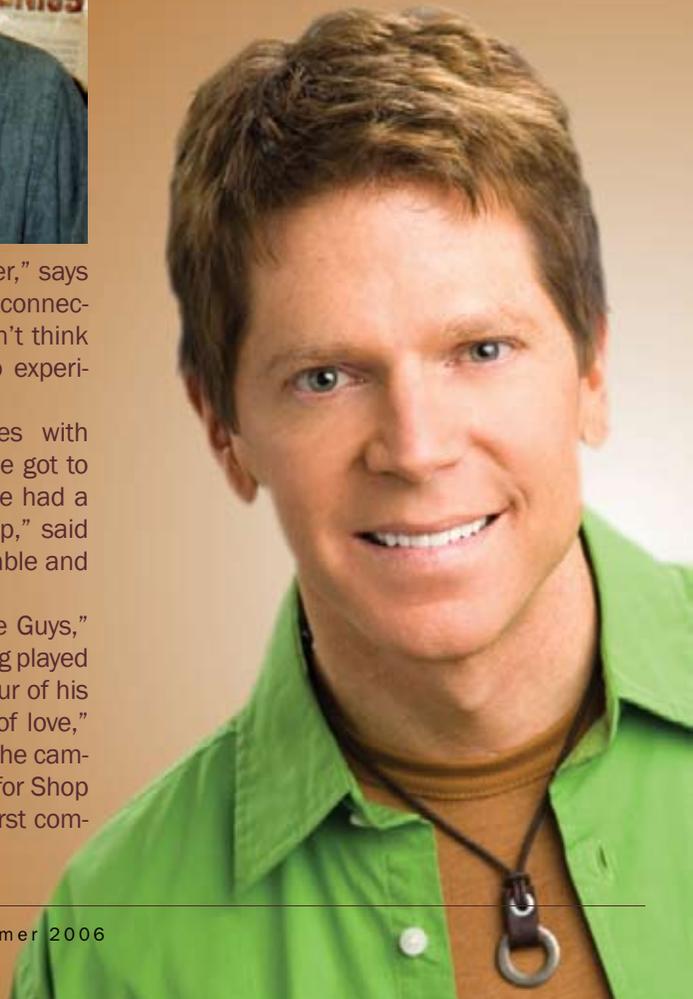
Though he didn't have any scenes with George Clooney on *The Facts of Life*, he got to watch Clooney in action. "Even then, he had a charisma and charm that wouldn't stop," said Long. "He made everyone feel comfortable and at home on the set."

His most recent role in the play, "The Guys," was more poignant. Based on 9/11, Long played a fireman who was asked to eulogize four of his fallen buddies. "That role was a labor of love," he said. Long is as comfortable behind the camera as he is in front of it. As a producer for Shop At Home, he developed the channel's first complete morning programming block.

A native Texan, Long believes in sharing his talents with the community and serves as the drama director for his church. "I love it," he said. "Doing drama in church is (an) amazing (way) to communicate an important message. It's a whole new way to reach people through the creative arts. I work with people from all levels of acting experience. I always tell my actors that God gives us his best, and we in turn, should do the same. They work their hearts out to present their finest."

A natural athlete, Long hikes, swims, and skis to keep in shape. "At the end of an incredible day of snow skiing, there is nothing better than cuddling up with that special someone in front of a fire in a rustic cabin," he said. "That's heaven to me."

Sexy is when you're comfortable with yourself, he adds. "I like someone who keeps their mind in shape, and takes care of their body. Passion is a definite turn-on. And I like candles and music in the bedroom." ▲



ALLOSAURUS was at the top of the food chain in the **JURASSIC**.
(I bet he could eat a lot of cookies.)



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Robert Thomas: The Connoisseur

The call of the sea was hard for Robert Thomas to resist. It runs in his family, it's in his blood. His sister has worked at sea for over 15 years, and was the first female four-stripe officer for Royal Caribbean Cruise Lines. Thomas himself spent much of his career at sea working as a shopping lecturer for several major cruise lines. His job was to show guests where to shop for the best jewelry and luxury items. His favorite port? "St. Thomas, U.S. Virgin Islands," he says without hesitation. "It's the #1 duty-free shopping port in the world....every designer and watch known to man is available there."

High at sea, Thomas honed his passion for the finer things in life. A self-proclaimed "watchaholic," Thomas has about 35 high-end watches he collected during his travels over a 10-year-period. His favorite is a Jaeger LeCoultre

reverso watch in the art deco style. The watch was originally made for polo players, and each piece is handmade from start to finish by one person. He also loves the work of jewelry designer, John Hardy, a Canadian who designs his work in Bali, Indonesia. Hardy provides jobs for young Balinese, and all the jewelry is handcrafted. "...lots of sterling silver and 18k gold pieces," said Thomas.

He has also purchased David Yurman pieces as gifts, but the Tsavorite garnet wins out as his

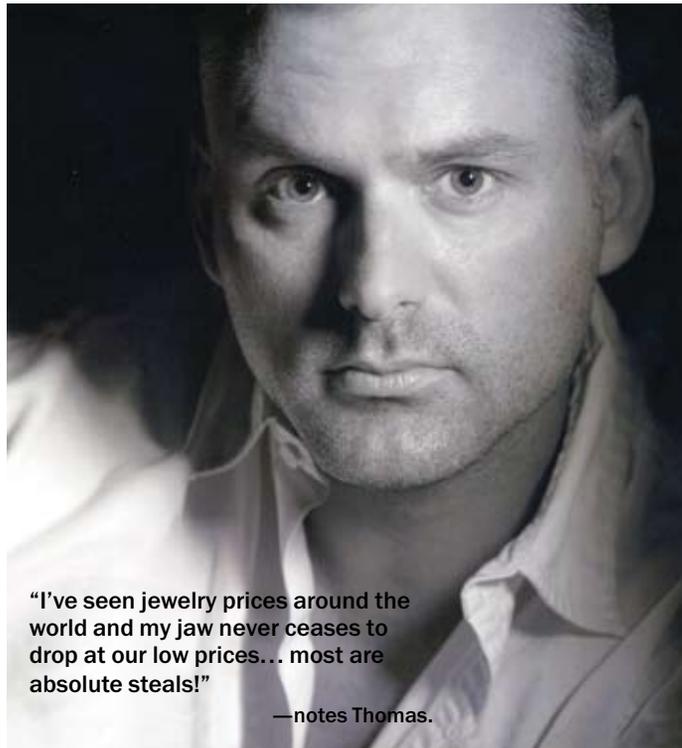
favorite gem stone. "But I also have an affinity for pearls thanks to my Mom," he admits. "She has worn pearls since the day I was born when my grandfather gave her a strand, earrings, and brooch to celebrate my birth."

After many years at sea, Thomas returned to his native Nashville to join Jewelry Television. His affinity for the refined is reflected in his new home, his significant other, Jennifer. "She's an important part of my life," he said.

In the Queen Anne era house built in 1890, his prized collection of Waterford crystal is on display. He was able to purchase Waterford for 50 to 60 percent less than in the U.S. and most of his pieces are signed.

A graduate of Furman University and The University of North Carolina at Chapel Hill with a Master's degree in exercise physiology, Thomas

makes an effort to exercise regularly and stay fit. As for being sexy? Well, he just thinks of himself as lucky. His life has been filled with opportunities to travel, and he enjoys his new job selling beautiful jewelry and gemstones at Jewelry Television. Thomas knows firsthand what great values Jewelry Television customers are getting. "I've seen jewelry prices around the world and my jaw never ceases to drop at our low prices...most are absolute steals!" notes Thomas. ▲



"I've seen jewelry prices around the world and my jaw never ceases to drop at our low prices... most are absolute steals!"

—notes Thomas.

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Gateway Joe: The Boy Next Door

Joe Harrison said he started working at a Gateway Store in November 1999, "because he needed a job to help him finish his degree." His enthusiasm for learning resulted in his taking six-and-a-half years to get through Ohio State where he studied Computer Science, Economics and Human Ecology. "I love to learn, I love to read books," he said.

His passion for books made conversations with his future wife, a book publicist, easy. "I met my wife through my radio job," said Joe, referring to his stint as a morning show DJ in Columbus, Ohio. "We talked once a week when she pitched authors to appear on my show as on-air guests. We really hit it off. Then we started talking several times a week, then a couple of times a day."

She was based in the Northeast, but Joe decided he had to follow his instincts and meet her in person. He had fallen for her personality, but they had never exchanged photos, and he had no idea what she looked like. "When I got off the plane and saw that she was gorgeous, I knew I was going to marry her," he said.

He and Nicole were married 10 months to the day that they met. "We're expecting our second child," he says proudly.

Joe and Nicole often watched TV shopping shows together, and he noticed they were selling non-branded computers on the air. He suggested that Gateway sell their computers on the TV shopping networks to his store manager, who mentioned it to the district manager. Coincidentally, someone at the Gateway corporate headquarters was working on the same idea. His store manager recommended him as the on-air spokesperson, saying that his radio experience would be helpful.

Joe's friendly and amiable personality made him a natural. "I love talking to people, I love getting out there," he said. "I love helping people, being a good friend." Gateway held company-wide auditions, and Joe was one of the three finalists. QVC selected him as the on-air spokesperson.

He appeared on QVC for two years, and has been Gateway's on-air spokesperson at HSN since the Summer of 2002. Joe estimates that he has sold about 700,000 Gateway computers since his first appearance on TV.

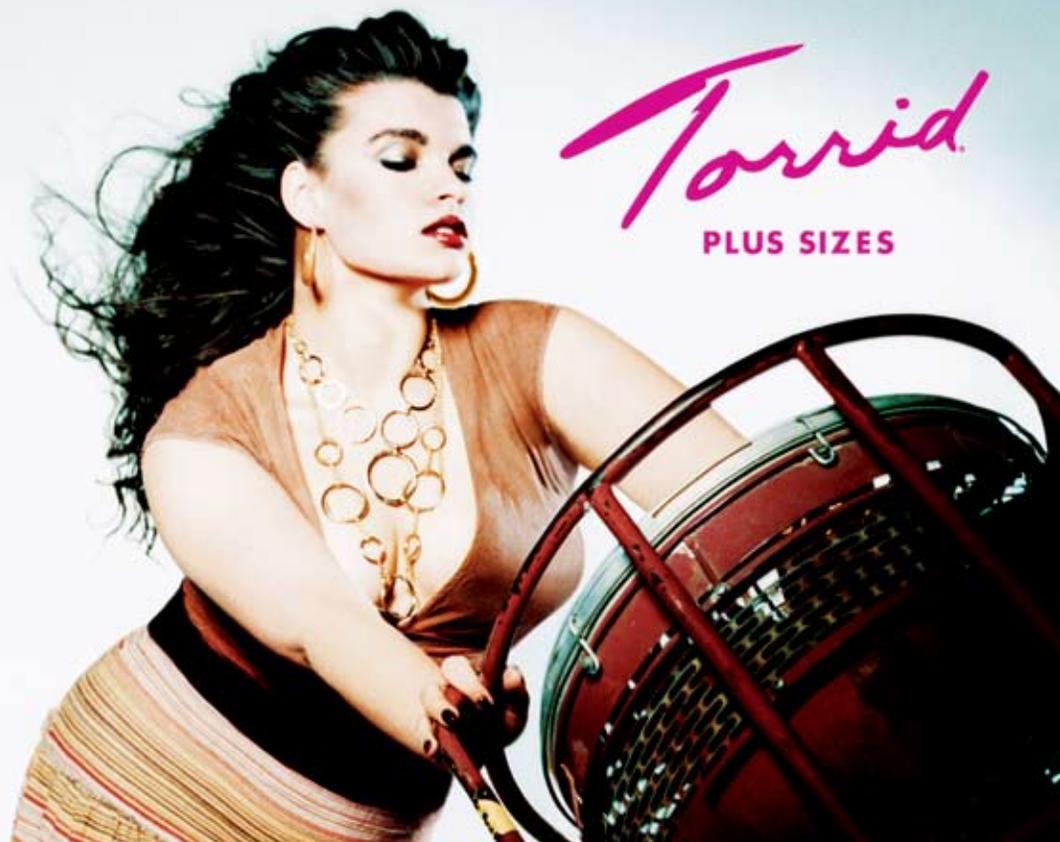
He recently relocated his family from Columbus to Tampa Bay, Florida, where HSN is headquartered. Last year, he spent 100 days traveling back-and-forth to Tampa, and his heavy travel schedule was taking its toll on their family life. Joe asked his supervisor if they could make the move South, and his request was approved.

"I've never worked for a better company than Gateway," he says gratefully. "My son Noah was born at 26 weeks, and my boss was really supportive. It is all about taking good care of the people who work at the company." ▲



"Gateway Joe" has sold about 700,000 computers since his first appearance on a TV shopping network.

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“Jake had the vision, connections, resources and passion for the sport that created Major League Lacrosse,” said Brian Reese, General Manager of The Denver Outlaws.

Major League *LACROSSE* by Jake

When you hear the name Jake, you automatically think of “Body by Jake,” the health and fitness empire Jake Steinfield founded in 1990. Jake hopes his name will become synonymous with his second passion: the sport of lacrosse. Like most lacrosse fans and players, Jake never lost his enthusiasm for the game. His success allowed him to make his dream a reality with the creation of Major League Lacrosse (MLL), the first professional outdoor lacrosse league in the United States.

Lacrosse is considered to be America’s first sport, one that has its roots in Native American religion. If you’re not familiar with lacrosse, Brian Reese, General Manager of

the Denver Outlaws, describes it this way, “Lacrosse is a combination of a lot of other sports. It requires good stick-handling skills like hockey, many of the offensive and defensive aspects of basketball, and a touch of the physical component of football. Lacrosse is a fast sport that players really enjoy playing and fans enjoy watching.”

The league launched its inaugural season on June 7, 2001, after three years of tireless planning. It marks the 2006 season with new West Coast expansion teams in Chicago, Denver, Los Angeles, and San Francisco. The league is now comprised of 10 teams in two divisions: the new four teams in the Western Division

while the six original teams will remain in the Eastern Division.

“Jake has helped make the game and its players more accessible,” said Reese. “Young kids and lacrosse fans can watch the best lacrosse players on TV. Teams are now spread out throughout the country, and players on those teams are helping develop the sport. If you look at the overwhelming growth of lacrosse in the last five to six years, I think a lot of it can be attributed to the MLL.”

Jake agrees. “All the hard work we have put into MLL is really beginning to bear fruit,” he said.

For more information about the sport and the teams, visit www.majorleaguelacrosse.com. ▲

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Before Target had Isaac Mizrahi, it had Anthony Mark Hankins.

THE SOUL MAN WITH THE MASTER PLAN

As he celebrates his 12th anniversary of selling his Anthony Original Designs on HSN, Mark Moya is a changed man. He has recharged his batteries. His creative juices are flowing again.

In 2002, he sold his Gaston Avenue mansion in a historical neighborhood in Dallas, and headed for the palm-tree lined streets of Los Angeles. He even changed his name, swapping the well-known moniker Anthony Mark Hankins for Mark Moya, using the surname of his father, a Cuban immigrant.

Los Angeles suits Mark Moya. He lunches at the Polo Club. He strolls the boutiques on Rodeo Drive. He's even taken up surfing. "Gosh, I love LA," he gushes. "I love the diversity of this city, and the passion people have here. I have no complaints about Los Angeles except for the traffic. Other than that, it is the most amazing place to live with the most amazing people. Fashion rules here."

Dallas had become too stifling. "My work has been my life, but I need to grow more. I need mountains! I need water! I need sand! I need cool nights!" he said in a 2002 interview with the *Dallas Morning News*, explaining his decision to relocate to the Left Coast. "I'm greedy!"

Desperate for a change, Moya briefly considered leaving HSN. "Nobody knows that Pepto-Bismol was my best friend," he admitted at the time. "Now I gotta go to higher ground."

Who says you can't go home again? Moya is no stranger to LA. After graduating from the prestigious Pratt Institute in New York and from Ecole de las Chambre Syndicale de la Couture Parisienne in Paris, and interning for Yves Saint Laurent and Adrienne Vittadini, Moya made the unusual move of joining J.C. Penney as a quality control inspector in the LA metro area.

Always a quick study, he paid close attention to the apparel manufacturers he was inspecting. He quizzed vendors for advice on how to start a business. He spoke to workers on the factory floor, asking how to improve the garment quality and increase productivity. "The

whole time I was in LA, I was taking notes," Moya said.

He soon pitched the Dallas-based J.C. Penney executives on letting him design a line. They turned down his first proposal, but Moya refined his presentation and convinced them that he could help them develop a line for African-American women. The 21-year-old became J.C. Penney's first in-house designer.

After two grueling years, he was ready to stretch his wings again. "Why should we pigeon-hole ourselves?" he asks.

In 1994, he took all of the lessons he learned in the field and in the design rooms at J.C. Penney and applied them to his own company, dubbed Anthony

"Gosh, I love LA. I love the diversity of this city, and the passion people have here. Fashion rules here."

— Mark Moya,
AKA Anthony Mark Hankins

Mark Hankins, Inc. It was a big year for Moya. He soon launched a line at rival retailer Sears, much to the chagrin of his former colleagues at J.C. Penney.

And he made his first appearance on HSN. "My favorite on-air moment was working an overnight with Barbara Marville," he reminisces. "We were punch-drunk from sleep deprivation. We started singing goofy songs we created. We were dancing and laughing. Barbara is an amazing host. She made the overnights fun. I still have a copy of the tape."

He revels in making women feel beautiful and sexy. He creates about 25 percent of each collection specifically for his customer's night life, ensuring that they have something special to wear for events and engagements. "I love slim skirts," he says. "I think they make a lady look real sexy. And anything off-the-shoulder ►

is just appealing and fantastic. I love to show the neck and shoulders, and every season I do a top with those features. I've heard through email that my ladies feel sexy in these silhouettes."

Sexy indeed. Many are loyal Anthony Mark Hankins customers, and have been watching his shows and buying his designs from HSN since his first appearance. His office is littered with fan letters, and decorated with gifts he receives from them. "Our customers really respond to him," said Michael C. Crowley, who was vice president of merchandising at HSN in a 1997 interview with *BusinessWeek*. "Every time he's on, he doubles the [estimated sales] numbers."

When Moya is in Tampa Bay, Florida, for his live appearances on HSN, he spends a lot of time hanging out with Marlo Tejera who frequently hosts his shows. "She and I love to find new restaurants to try out," he said. "I also love to shop. I go antique shopping and vintage shopping. I love to buy gifts for all the ladies in my life, so I am constantly looking for something when I am in Tampa."

Fashion historians will note that before Target had Isaac Mizrahi, it had

He's often been dubbed a role model, a responsibility he takes seriously. In 1997, E.P. Dutton published his autobiography titled, *Fabric of Dreams: Designing My Own Success*, based on a series of speeches he'd given at inner city schools along the East Coast.

Of his naked ambition, he said, "My mother used to tell me, 'If your shoes are shined, your shirt is clean, and your tie is straight, you can get whatever you want.'"

Always the multi-tasker, Moya has taken advantage of being in Los Angeles. When he's not preparing for his monthly appearance on HSN or working on "Head to Toe," his show on Lifetime Television, Moya works behind-the-scenes on a number of make-over shows. He also designs a collection of high-end dresses for private clientele. All while plotting his next empire-building move.

In a 1997 interview with *BusinessWeek*, he said, "I won't be satisfied until I'm as well known as Calvin Klein or Ralph Lauren."

So what's next for Mark Moya? "I am working on a chain of Anthony stores," he says. "I've been spending a great deal of time with financial advisors, and planning what city will have the first anthony shop."

Sounds like its more likely to be in Los Angeles than in Dallas. "Gosh, I miss my Texan friends," he admits "I miss the rodeos and the cookouts. I miss the many charities I worked on in Texas. I miss my historical neighborhood, and White Rock Lake. I miss my morning runs, which were amazing. I did so many triathlons. I miss the sportsmanship in Texas. There's nothing like a good Dallas Cowboys football game."

He pauses, and sounds almost homesick. "Texans have heart, and lots of passion. Someday, I will have a home there again. I know this for sure." ▲

"My mother used to tell me, 'If your shoes are shined, your shirt is clean, and your tie is straight, you can get whatever you want.'"

– Mark Moya

Anthony Mark Hankins. In 1995, his designer line was sold in 300 Target stores. "The budget customer has been underserved," he said in a 1995 interview with the *Wall Street Journal*. "She deserves to get fashion and quality, the same respect that the better lines give her at department stores."

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