



## *I'll miss ya, Brilliant Marty.*

(Review: Part 1 - Martin Andras on *Martin Andras*)

He's gone – closed the book on *facebook*.

I penned the Lil' J Papers so color commentary on *who's who* and *what's what* wasn't lost in the noise.

Brilliant Marty is a 'gift' to a writer.

*Social networking* is demanding in this speed-of-light digital age – all those friends with whom to *converse* – especially, according to Brilliant Marty, when there's "*home shows, comedy shows & lavish weddings*" to plan (10/14/09). Something's gotta give. So, Brilliant Marty signed off.

Before that, however, he gave up the essence of his management philosophy and ethical manipulations to keep a classroom full of business students and budding psychologists busy for months – years even. It was like a traffic accident. I had to look.

Then he quit. He dropped *facebook* . . . and that, I'll miss. It was illuminating.

**Someone on staff said, "Maybe the Lil' Johnny Papers made him drop *facebook*."**

Maybe. What I do know is that I "*made him*." I captured his posts (*Part 1*) and responded (*Part 2*). The rest followed: "*SubPrime Shows*"; "*No Leads*"; and "*...Strip Club*." So, maybe.

It's my job to study / organize / promote home shows – ours and others (including competitors). I stay current with the Lil' J Papers (*try to*) figuring some are reading my stuff (including competitors). I hope that's having impact. If Brilliant Marty got the impact, well . . . so it goes. Yet, I'll miss seeing his eye-popping posts. . . so it blows.

He probably dropped *facebook* because it didn't contribute to his personal goals / feelgoods / deliver the satisfaction needed to keep on keepin' on ... maybe 'cause he was just trapped by his own absurd remarks – maybe.

On two occasions, Brilliant Marty stated he was "*just trying to make a dollar outta some oxygen!*" (10/14/09 and 11/5/09). [Another of the *Other Guys* described his job as, "selling space to air-heads." Sound similar?]

I'm not a bystander. That just doesn't work for me. To let the *Other Guys* flap their lips about exhibitors (or potential exhibitors), treating them like marks, is walking past a crime and not responding. When *promoters* pitch their detached, dispassionate and generally disgusting views about how they view the world or *their* show career, they're talking about how they feel towards Exhibitors.

Yakking-off to *facebook* friends and co-workers all their dopey thoughts, well, that certainly has impact. I don't know about you, but if I heard a guy pitching that "make a dollar outta some oxygen" *schtick* – referring to me and my ad budget – I'd be pissed.

Brilliant Marty spewed forth his views on *facebook*; Tower's Maurer on *twitter*; and, the other, *Other Guys* via faxes and on their web sites. In my not so naive opinion, they're *wackos*. In my not so humble opinion, they're *promoters*, not *producers*. And, we're not at all the same.

**That's NOT the way I think. That's NOT how THS staff thinks.**

"*Promoters*" just sell 'space,' while "*producers*" have an obligation to 'produce' results. Producing home shows seems simple to those who don't know what it takes.

As a *producer* (25 years) I have reason to take them to task. We're affected too. Every professional business is challenged by hacks. It's incumbent upon professionals to keep the hacks in line.

Our job is to develop a cooperative show advertising for, and on behalf of, all exhibitors. Saying we believe in what we do is because we believe in what we do! Saying so isn't wrong.

Then, there's Brilliant Marty's personal accusations. To be specific:  
"Full House...added to this economy deficit...you know what you've done! – stop taking advantage of the small business owner – We are here to **clean up your mess!**"

– *Brilliant Marty, October 9, 2009*

Does that sound familiar? It did to me.

"I don't want the folks who created this mess to do a lotta talking. I want them ta just get outta the way so we can **clean up their mess!**" — *Barrack Obama, Aug. 6 2009* (~ 60 days earlier)

Is Brilliant Marty borrowing from the President? What's next? Hope? Change? Bailouts?

Brilliant Marty's micro-economic and macro-erroneous thinking isn't just symptomatic of a lack of education, it's transference of guilt. It lacks credibility and the necessary essence of truth for the *who's who* part of the *what's what*. Consider this . . .

Before Brilliant Marty and Allen Deutscher became show promoters, they hustled mortgages. It was mortgage sharks that created 'bad paper' that led to the meltdown of that industry – a global crises – selling off CDOs to the world as 'AAA' rated securities – now, just "toxic assets" (See *Part 3*).

When Brilliant Marty hoped Full House failed saying, "I have fun watching them drop shows & lose vendorship!" and said, "I cant wait till I hear that my competitors have applied for public aid" – well, that just popped my top. Today, everybody has one eye on their mortgage balance and the other on a cardboard box. That's mostly due to the mortgage crises – something Brilliant Marty and his partner Allen Deutscher had a hand in. They were at ground zero tossing fuel on the fire. Now he blames others for unstated crimes and wrongdoings that have nothing to do with OUR reality. We didn't "(add) to this economy deficit".

So, he's gonna clean up our mess? Really? How's that done? By supporting the strippers he benefits? (See *Part 5*) I'd guess Exhibitors who don't get results at his shows didn't know he headed over to a "strip club" (Brilliant Marty, 10/14/09) after his fall shows to pitch their ad budgets on dancers.

### The whole picture.

I call a con a "con" because he/she is one – when they claim to advertise and don't; for pitching BIG shows when small shows work better; for selling-out Exhibitors to greedy halls; for false advertising about their advertising (fraud); for untrue statements about their experience, leadership, performance; for the hundreds of 'special deals' they give to friends; for show failures; for selling shows they don't have under contract; for taking months to refund deposits on cancelled shows they didn't have under contract; for freebies to exhibitors who tanked at their last show (*make-goods*); for turning the home show industry into flea markets; and, for a host of just DUMB stuff committed daily upon "small business owners" while wagging the finger at us. That's what I see. That's what I report.

### If I'm wrong, let's hear it.

Let them answer to the opinions I publish. Let's hear what Brilliant Marty has to say – what Tower's John Maurer has to say (rumored to have joined up with Brilliant Marty)— what Scooter at Showcase has to say, and the all the other, *Other Guys*. No response? Then, that's an answer too.

That's my challenge for today, and I'm sticking to it. Anyone wanna debate these facts? You know where to find me. *And I know where to find the facts.*

So, Brilliant Marty,  
don't go away mad ...  
just go away.

From the desk of *Lil' Johnny*  
Comments to [John@ChicagoHomeShow.Net](mailto:John@ChicagoHomeShow.Net)



# UPDATE

( August 2010 )

Oh yeah . . .

he's

b-a-a-a-k.

Brilliant Marty made his *facebook* page  
'private.'

Guess I'll have to  
*friend him.*