



# The results of the Death Panel are in.

First, there's no death panel. Jus' Lil' Johnny (aka Judge Johnny) with opinions.  
Second, as of the writing of this Paper, the results aren't confirmed regarding all of the following, but, there's some pretty damn good reasons to re-think what shows to plan for in the future.  
Third, when the gavel dropped at the end of last season, one promoter's shows disappeared. ( For funsies, let's all come back next summer and see who's left. It'll be worth a laugh ... or a cry. )

On with the tribulation ... the envelope please!

## TOWER'S OUT.

They quit home shows.

Now, recognize that's not publicized or formally announced, it's just what I / you must assume given the state of their web site. Circa May 2010, "Coming Soon" appeared on [www.MyHomeShow.com](http://www.MyHomeShow.com) — their URL. It went on that way until last month (?). Then, it switched to:

### **Your Online Home Show**

It seems someone at Tower thinks the URL has value.

Really?

How can the URL have value when Tower's shows didn't have any?  
[ Oh! Was that too harsh? Did I body check their whole business with one fell swoop? ]

No. That took years. You see, my first major competitor was Joe Maurer.

I call him 'Maurer the Mauler' (I've got reasons - 'punch in the face' good reasons).

Hell, litigation even - not just Maurer the Mauler vs. Lil' Johnny, but against one of our halls.

Then there were (what I can only interpret as) 'spies' applying for employment with us — last of which was John Maurer, Joe's son. I ended that telling John:

"For you to work for us, you'll have to get a note from your daddy."

Of course none of this has anything to do with producing shows. It's just stuff.

What has everything to do with Tower is their dismal promotions.

Tower never got anything right when it came to producing 'productive' shows.

Some exhibitors may say, they miss Jay. What they should say is, "They missed show advertising."

All Jay did was sell you space. What Tower did was fail to advertise. Get it straight.

If they did the job, why would they close the doors on productive home shows?

Today, we run four shows at halls Tower once held: Oak Lawn and Palatine from '91;

Glen Ellyn '93; and, Darien since '06.

Do we do 'em right? I think we do. Our exhibitors think so.

More to the point, we produce a lot better shows than Tower ever did.

It's sad. Joe ends a career and what? No one misses his shows. No one even remembers them.

Well, so it goes . . . so it blows.

Bye bye, Joey. Can't say I'll miss you either.

From the desk of Judge Johnny (aka Lil' J)

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. . . To the end - Tower's end.