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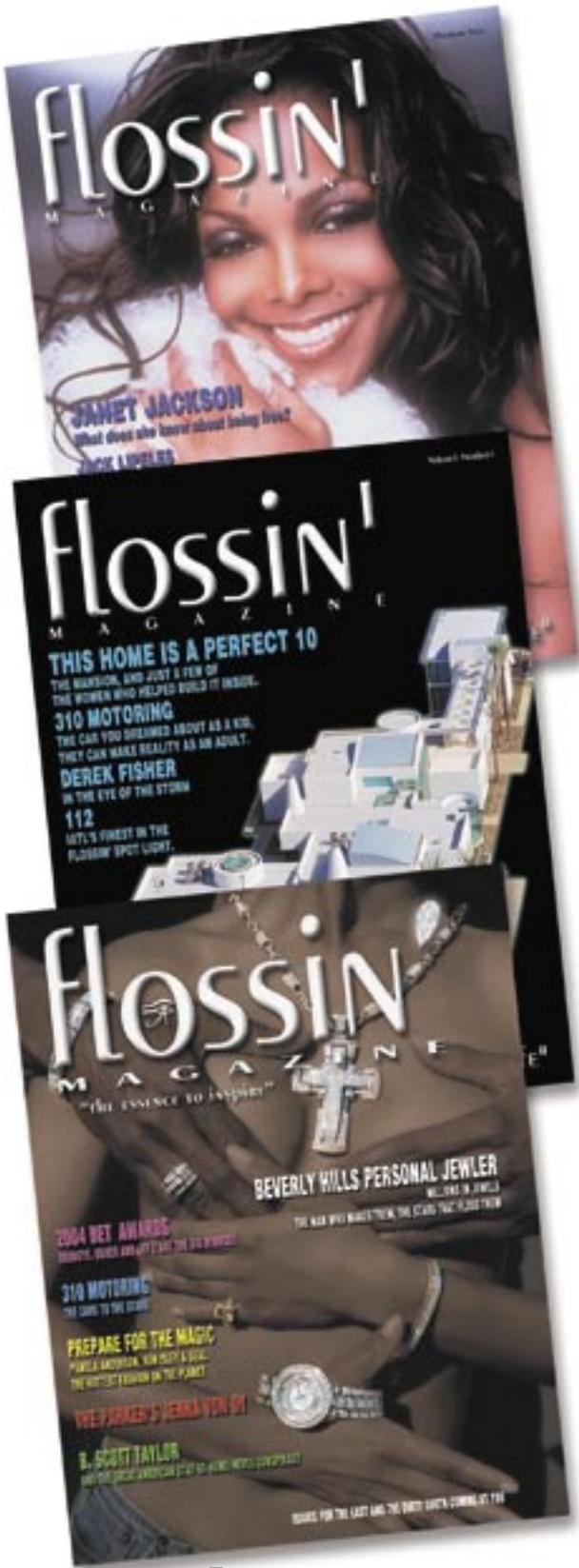
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LETTER FROM THE PUBLISHER

“WE HERE AT FLOSSIN’ ARE ON A MISSION TO BRING TO LIGHT AN EXISTING FORMULA FOR GOOD LIVING. AN AWAKENING, SPIRITUAL IN NATURE, ITS ESSENCE IS TO EDUCATE AND INSPIRE OUR READERS, THROUGH HIGHLIGHTING THE DIVERSIFIED LIFESTYLES OF SUCCESSFUL PEOPLE.”



Welcome! In its most humble meaning, I am so excited to be your host on this adventure into the world of Flossin'. In the 70's, Flossin' meant some bad ass kicks (shoes), or a suit with a matching hat or, perhaps, a yellow Cadillac. Now those were the days of Flossin'. I've seen much change since then, and we all know that things must evolve, or die. We bring Flossin' to you in its evolved state.

Flossin': A reflection of your inner self, demonstrated in your outer world... Flossin'... derived from the urban culture in the 70's to define "living large". Evolved from its humble beginnings and its surface expression, Flossin' has now come to encompass spiritual essence with charitable acts... Advanced ways of thinking, trend setting and elegance. Albeit... in the realm of good taste, big homes, big cars and big bling all still qualify.

We want our readers to be filled with the excitement of the journey... the feeling you get the moment you know it's real, not hype. Insights that give you wisdom, tools to make right choices because you know what is valuable.

We here at Flossin' are on a mission to bring to light an existing formula for good living. An awakening, spiritual in nature, its essence is to educate and inspire our readers, through highlighting the diversified lifestyles of successful people.

We want to introduce you to the lifestyle of successful people who are winners in the 'life game'- their stories- their beliefs- their values- their things- provide you with formulas,... that 'elusive' thing that seems to pull it all together, We've all had 'that' moment of clarity when, for just a heartbeat we stop; we look back; and we turn and look ahead; and it all seems to make sense, why we are doing what we do and that's Flossin'.

I want to challenge our readers. Invite them to respond to some questions my eastern brothers felt the need to continuously ask me. Questions such as:

Talk to me about life...

Talk to me about love...

Talk to me about how you see death...

What is true wisdom?

What is the greatest thing you can own, money...

fame... power... Can you be happy without any of those?

What is a successful life?

What part does spirituality play in your life?

These are the questions I want out readers to write or email us about. In its true sense, I await your response.

Peace,

Big bubba

The Mind

PAGE 8

Through the art of war B. Scott Taylor battles the Stay At Home Wives, and strategically implements his production company and life.

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Making all the right moves- how Jeff Belle's developing company JHB Inc is willing to share them with you.

The Matter

PAGE 20

Why the place for customizing your automobile is area code 310

PAGE 25

The Beverly Hills Jeweler How can you get an appointment with man that serves diamonds to the stars?

PAGE 30

The largest Fashion exchange in the world it's MAGIC time in Las Vegas.

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Check out the smokin accessories!

The Money Shots

PAGE 12

Jenna von Oy -the sassy red head on the newly syndicated Parkers has a romantic sexy side see the pictures of her LA estate inside.

PAGE 18

Usher, OutKast and Beyonce are just some of the big winners at the 2004 BET Awards, check out the other big performances and winners inside.



ON THE COVER

Ring: Yellow Diamond 9cts \$2.1 million
 Bracelets: 27cts \$ 40,000
 Cross: 42ct \$60,000
 Watch Rolex: 39ct \$60,000

B. SCOTT TAYLOR

by FAWN ABERSON

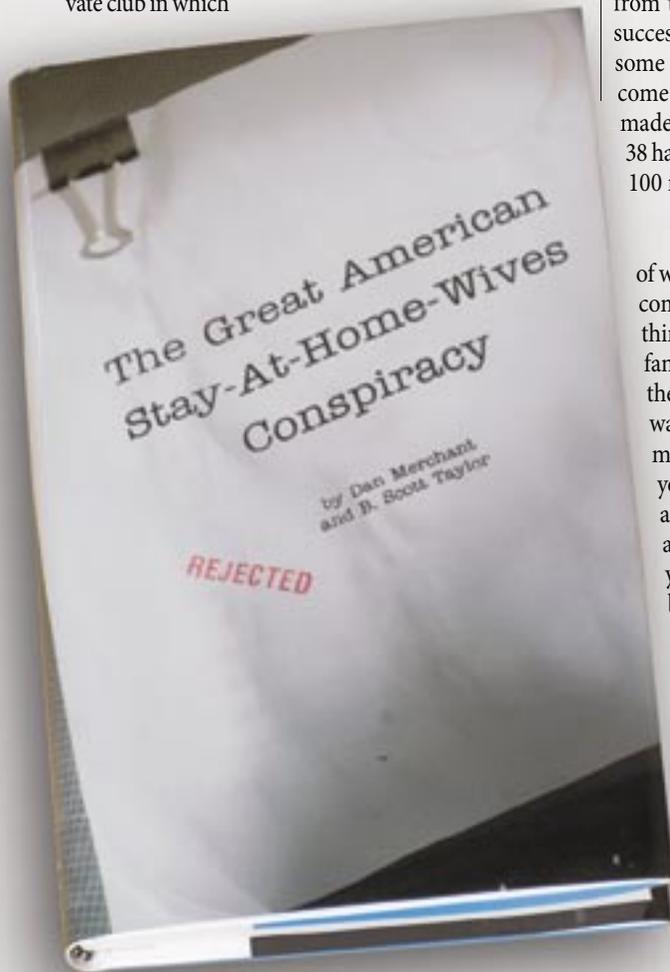
The Great American Stay-At-Home-Wives Conspiracy and Scott Taylor. How this man's retirement got him in the middle of it all.

Money, sex, and a conspiracy that runs so deep that the very core of the earth has been pushed lower than Paris Hilton's jeans and now has to ask the organizers of this group for permission to center itself. For a plot of this proportion, it is a wonder that it has gone unrecognized, that is until Scott Taylor (aka Mike millionaire covert operative), blasted it on to the surface sending the organizers dashing for their silicon breast protectors. I am speaking of Scott Taylor's new book "The Great American Stay-At-Home-Wives Conspiracy." Taylor, along with the help of Emmy award winning television writer/producer Dan Merchant, have teamed together to write a hilarious rendition of a man who retires a millionaire in his 30's and now has way too much free time at the pool. The book's main character "Mike" stumbles on to a scheme at a ritzy private club in which

the stay at home wives are plotting together (in designer swimwear) a plan to get their husbands to dole out the extravagant gifts to them. Meanwhile, their role has turned more from mother and homemaker to that of a cosmetic surgery spokes model that is known more for her automobile than her family. It is funny. It reads like your watching a movie and you can practically here the rim shots as the main character launches a self-torturing expose' of where you are in life when you work your butt off only to discover that you have become a million dollar pawn. "Mike" is classic and I found myself turning each page wondering if he was going to "win." The book can be found at www.powells.com. A safe bet would be that you'd laugh out loud at least once while reading it. The book closely mirrors Taylor's real life though he admits that it has been hugely exaggerated (wink, wink.) Aside from the book review, Flossin' is also interested in the success phase of Scott Taylor and we asked him to share some insight. What is the insight Mr. Taylor when you come from being raised by a single mother who never made more than \$12,000 a year to being able to retire at 38 having had sold your internet company for just under 100 million dollars?

The Insight

"You feel a mixture of complete elation with guilt of why did this happen to me? This is crazy. When you come from a place where you're dreaming about these things and then they come true, it's the zone people fantasize about. I remember I was driving back from the airport after we closed the deal and I am like, no way! I have to check my account. How long until the money hits my account? Then you feel guilty because you actually are touching the thing that people dream about and you have the responsibility to not blow it and to not be an asshole, because all of the sudden you're a hero. Everybody wants to talk to you and buy you lunch. Meanwhile, I'm thinking I'm a jet mechanic that almost failed out of high school. I thank God for the blessing and everything else is for a bigger purpose. Then your friends freak out because when you make money this way, you're not a Stanford MBA that does it with everyone else in your peer group that aspires to that level, you're the flunky that does it. The flunky who does it has all of his buddies who are basically the same and then all of the sudden you shoot out and now they have to look and themselves. Their wives are needing them saying, look at Scott. Why can't



you make any money? Why are we broke all the time? Why can't you start an internet company? So then there is this resentment from your buddies, who when you say 'come with me I rented this yacht let's go to St Barnes. It's going to be great!' Their response is, 'you know I don't know if I want to go. Why do you have to be showing your shit like that?' They feel like you're putting it in their face because you're trying to grandstand and your not, you just want to give everybody everything. You start feeling philanthropic, donating wings to hospitals and giving money away until you realize that people just keep grabbing it and then your like eerrrt! Put on the brakes. You go through that nouveau riche syndrome of spending money. I feel like I didn't change but that my friends got weird because now I have senators and governors calling me, you know all the bullshit of the superficial friends that like you because you got money and yet you

start to gravitate toward people that have money because they understand. My deal is nothing because the guy up the street sold his company for a billion dollars. You got to kind of get that. It's a complicated social experience."

As Flossin' Magazine listened to Scott Taylor, we wondered where his thoughts were on a more abstract scale. What thoughts does a man like this have in regards to the old eastern philosophical queries? We asked Scott to speak to us briefly on Life, Death and Love.

On Life "It's an amazing gift that we are all given by God and I believe it is our duty to live life to the fullest and to be true to ourselves."

On Death "It's inevitable, and we have to be prepared that it can happen at any time. We shouldn't fear it, but use it as a sense of urgency to complete the things we can while we are alive."

On Love "Love? (Deep sigh) Love is a very complicated word that means many things. Good bad, happy sad, probably the most complicated word I know."

The social and interpersonal reflections of a millionaire may be complicated but gratefully they do have the luxury of releasing some of the tension they feel inside by flossin' the toys.

The Toys:

"I had a saying on my wall that said, fuel the jet. It was a line out of the Larry Flint movie "Hustler." In the movie, he picked up the phone and said James fuel the jet we're going to, you know where ever. Then he is in the suburban rolling up on the tarmac he hops in the Jet and it's like whoosh! He's in the air. I was thinking are you kidding me? That was so cool. I'm going to do that someday. So someday came and

I chartered a private Jet from Chicago to Portland

that cost me something like \$30,000, and then it was done. I was thinking okay, that was cool but expensive." Other favorite toys are; the \$50,000 sound system in his house, it's all computerized and set up for the technologically challenged. The Porsche 911, you can feel the fire in him when he mentions it. "I walked into the dealership looking like a bum and nobody paid attention to me and there was my car sitting in the showroom floor with signs around it saying please do not touch. I am thinking this is my car so I get in it and the sales guys swarm in asking me to please get out. I tell them I want to buy it and they tell me that it is expensive maybe I should look at the Camry. I tell them this is my car, here's \$110,000 could I please get the keys. It was great. I think I got 3

"You just want to give everybody everything. You start feeling philanthropic, donating wings to hospitals and giving money away until you realize that people just keep grabbing it and then your like eerrrt! Put on the brakes."

speeding tickets on the way home but it was worth it. The thing that I feel flossin' about the most though is flying first class to New York, and walking into The Plaza Hotel and getting the biggest penthouse suite they have, it's like \$1,000 bucks a night. One time my brother and brother-in-law came down and we walked into this suite, everything's gold leaf and I'm in my jeans and hat like a lottery winner, it was crazy. We got the Bentley from the hotel and we just went around throwing money all over the place like the nouveau riche." He shakes his head and laughs, "It was stupid, stupid. You know I just love going out with friends and spending \$2,500 on dinner but then sometimes I have wicked buyers remorse and I go whoa! Do I have any points with Delta? I just can't shake growing up poor most of my life. When I go to Las Vegas, I've got friends who bet \$100,000 and I go with \$500 and if I lose it I am freaking out,

I'm sweating and mad. Yeah, so I am a freak. I spend so much money one day and argue over \$10 the next."

Though the toys and lifestyle

continued page 10



can be fun, Flossin' wanted to know if it is enough to make Taylor feels satisfied.

Satisfied:

"If I got shot in the head right now I would die a satisfied man because I am 500 percent over of anything that I could ever have dreamed of. Yet I look at my European friends and think man, they live life. I have this one friend from there who is a contractor and could just make tons of money because he is so good, but he does just enough so that he can fish, drink, and smoke. He's in control of his life. He's not caught on the hamster wheel or anything he is just doing his thing. I get caught between that and wanting to take over the world." He laughs at his inner struggle.

The World Takeover

"So I keep feeling compelled to do things my latest venture is a production company called TAOW. I came up with the name from the book 'The Art Of War.' I wanted my company to be something that had to do with the art of strategy. Then I started looking at the book for symbols and the one I took was shih. (The original meaning of

make is that we are going to have the largest production company in North America in five years and I am going to sell it for at least 200 million bucks." They just looked at me like, 'You're a freak. Why can't you just do a couple of concerts, and make some money?' He laughs. "Within the first 8 months we got contracts for the Republican and Democratic conventions, which are arguably some of the biggest events you can do." Another big project his company will handle brings us back full circle to where we began. "The Great American Stay-At-Home-Wives Conspiracy."

The Book

"I felt a burning desire to write this book and it's going to be a really big deal. I felt compelled to write it when I took time off after selling my company. I would go to the pool and hang out at Starbucks. The neighborhood in which I lived in had a lot of stay at home moms. When I was part of the rat race, my wife didn't work out of the home so I remember coming home from work, the wife meets you at the door like a time bomb saying you need to take the kids man. I need a break and can we go out to

"I tell them this is my car, here's \$110,000 could I please get the keys. It was great. I think I got 3 speeding tickets on the way home but it was worth it."

dinner, I'm too tired to cook. Having said that, now I am at the pool. I see all the wives, it's summer, and there are no kids, and its like 9 or 10 in the morning.

shih was the power of the ruler- his control over others and his ability to affect them from a distance.) I went and got the license plate for my car that said TAOW so that when people would ask me about it, I would feel motivated that this is the company that I am going to start some day. So here we are at someday. When my partners came to me with the idea I said, "You know I like it, but the only change I am going to

Meanwhile, the dry-cleaning hasn't been picked up and there is no milk in the fridge; so my wild imagination started going. I'm thinking look at these wives. I know their husbands, the poor saps, come home and get bum rushed by their wives and they don't even know. So here I am, behind enemy lines, and I'm thinking I owe it to the fellas to look into this. When did this all happen? Why do guys drink coffee but women Chai tea? Why do you get dizzy after your wife talks to you? Is their some sort of wife speak? Every day I woke up and went to Starbucks for research. One time I was with my buddy who said watch this. It was around 9 am and I see the mini vans and the suburbans pull in like the precession of the Blue Angles. Whoosh, whoosh, whoosh into the parking lot. The doors would open and then you see them, all these house frau stepping out in spandex marching into Starbaucks. For 3 years I would write down my imagination on this subject and later I met Dan Merchant who agreed to conspire with me to pull it together in this book. Now here we are talking book tours and movie rights."

This is the flossin' phase of Scott Taylor; it's the insight of when you "arrive". Like "Mike" the character in his book, I find myself rooting for Taylor to win so we're going to turn the page and

keep our eye on this one. A person that can make us do that is always flossin'. -fm





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JENNA VON OY

By Fawn Aberson

INTERVIEW

Ready for the grown up Ms. Jenna von Oy? I wasn't. I was expecting to meet the cute young girl that we have watched literally grow up before our eyes as a child actress on shows like *Lenny*, *Blossom* and *The Parkers*. Ringing the doorbell to her cloistered domain in L.A., I was surrounded by sunshine peaking through the trees. The door opens and I am greeted not by the girl I was expecting, but a sophisticated looking young woman and I was taken aback. Whoa! She stands with stunning long auburn tresses cascading down her back. A smart black turtleneck and dark blue jeans wrapped her body, and leather black-heeled boots give her petite stature an extra boost.

Jenna greeted us with a flashing smile, "Hello, and welcome to my home." As we stepped inside the decor immediately caught my attention. There is a huge red velvet couch and black and red velvet chair with draped gauze and fluffy fringed pillows. Candles and bookshelves are arranged throughout the room, and another Victorian style velvet couch and chair sits in front of the fireplace. The feel is very romantic. Jenna has done all the decorating herself and has been living in her home for nearly nine years. We followed her into the kitchen where we were introduced to her younger brother and sister who have come from Connecticut and are living with her until they find places of their own.

"Can I get you guys some coffee? And I made us some croissants and fruit." Jenna gestures towards the artfully arranged plate of strawberries and kiwi. She picks up a huge green coffee mug that nearly swallows her small face as she sips from it. I make a comment on the mug and she smiles softly, "I love these cups, they were given to me by a very dear friend that passed away." She was referring to Michele Dee, who played the popular character of Urkie's girlfriend on the show *Family Matters* before losing a battle with cancer some years ago. "I miss her a lot and think about her every time I drink from these huge cups. They are very special to me and I won't let anybody else use them."

Jenna looks at a photograph of Michele and her hugging that she has posted on the refrigerator and her eyes sadden for a moment. Looking up she shakes her head as if to snap back to the present and says, "Let me show you the rest of the house."

We walk into the dining room that carries the same romantic theme with a huge carved oak table with a fur overlay and candles gracing it. My eyes are drawn to the walls. She has stenciled quotes around the entire room.

I can't help but laugh as I read this one "Get your tongue out of my mouth, I'm kissing you goodbye." Another says, "Life is too short to drink cheap wine." There are roughly 30 or so more sprawled across the walls. "It makes for interesting dinner conversation." She says. "I have gotten so many comments on this room and some of my friends have even taken the idea for their rooms at home." Jenna holds a strong appreciation for poetry and books. She takes me over to one of around five or six bookshelves she has in her house. "I love books and have a plethora of literary fascinations, from the works of Shakespeare and then my psychology books, oh and here are my books on serial killers, some of these are pretty disgusting but I have a fascination for them because I am curious around the psychology behind it. You know I have always wanted to play an FBI agent ever since I was a child.

As I look around, there are framed pictures of hand written poetry from original artists hanging in her bedroom and throughout her home. "Some of these works may not be so beautiful and the hand writing may be difficult to read but to me it is just so interesting to have someone's words in my house. I have written music and poetry myself ever since I was a little girl and I go through phases. I spent 5 months singing and writing country songs and even recording some demos in Nashville. Music is another passion of mine." Jenna has a very active curiosity and her musing takes her into many new projects like cooking and photography. "I love to cook and much like a man can't seem to ask for directions, neither can I seem to follow a recipe." She laughs, "I started with a trainer about 6 months ago but I love food so to find a trainer that understood that life is meant to be enjoyed. She walks me to the entertainment room, which contains a big screen television, a pool table, (she admits she can't play) a "comfy" couch and a large armoire. The wall is decorated with another one of her passions.... photography. "This is a picture I took of my grandmother." She points to a black and white photo of a graceful silver-haired woman sitting in the window as light cascades through shadowing one side of her face. "The other I took when I went on the USO tour for the troops in the Middle East." She went several months prior to the September 11 tragedy. Other pictures on the wall include one of an elephant, some architecture and a homeless woman covered head to toe in a black smock holding her child in the streets of Jordan. Jenna has obviously done a lot of growing up, and she talked

Continued on page 17





Jeanna Von Oy photography by Sutherland Photo



Photography and books are just a few of Jenna's passions and she proudly displays both throughout her home.



Great dinner conversation, Jenna's dining room is surrounded by wall quotes where she loves to entertain at her antique oak table decorated with a faux fir table runner and candles.







about what it was like to do most of it in front of the eyes of millions of television viewers.

“The strangest part of it was watching myself grow up. I can still go back and see the most awkward times of my life. It is really frightening most of the time (she gives a gut laugh) there is a small percent of time where I think it’s cute and go ‘oh look at me!’ That is a very small percentage! It’s kind of cool though because it is something to show your kids later, you know? You got half of your life on tape, who needs home videos?”

On a professional level, Jenna speaks on some of the characters she has had to play. “I have liked some characters and really hated others... For example, I played a girl who had a baby and threw her child in a dumpster. Now it’s really hard to find an understanding in that. A lot of roles require research, but if I am playing an alcoholic I am not necessarily going to go out and get drunk every night for 3 weeks just to practice for the character. Some people really do get into it that much, you know.” She lets out a deep chuckle. “I admit that I did do a little research on a role that I did of a stripper and I had to give a lap dance and do the moves, you know. I went to a strip club and got a few pointers from the girls there. It was kind of fun.”

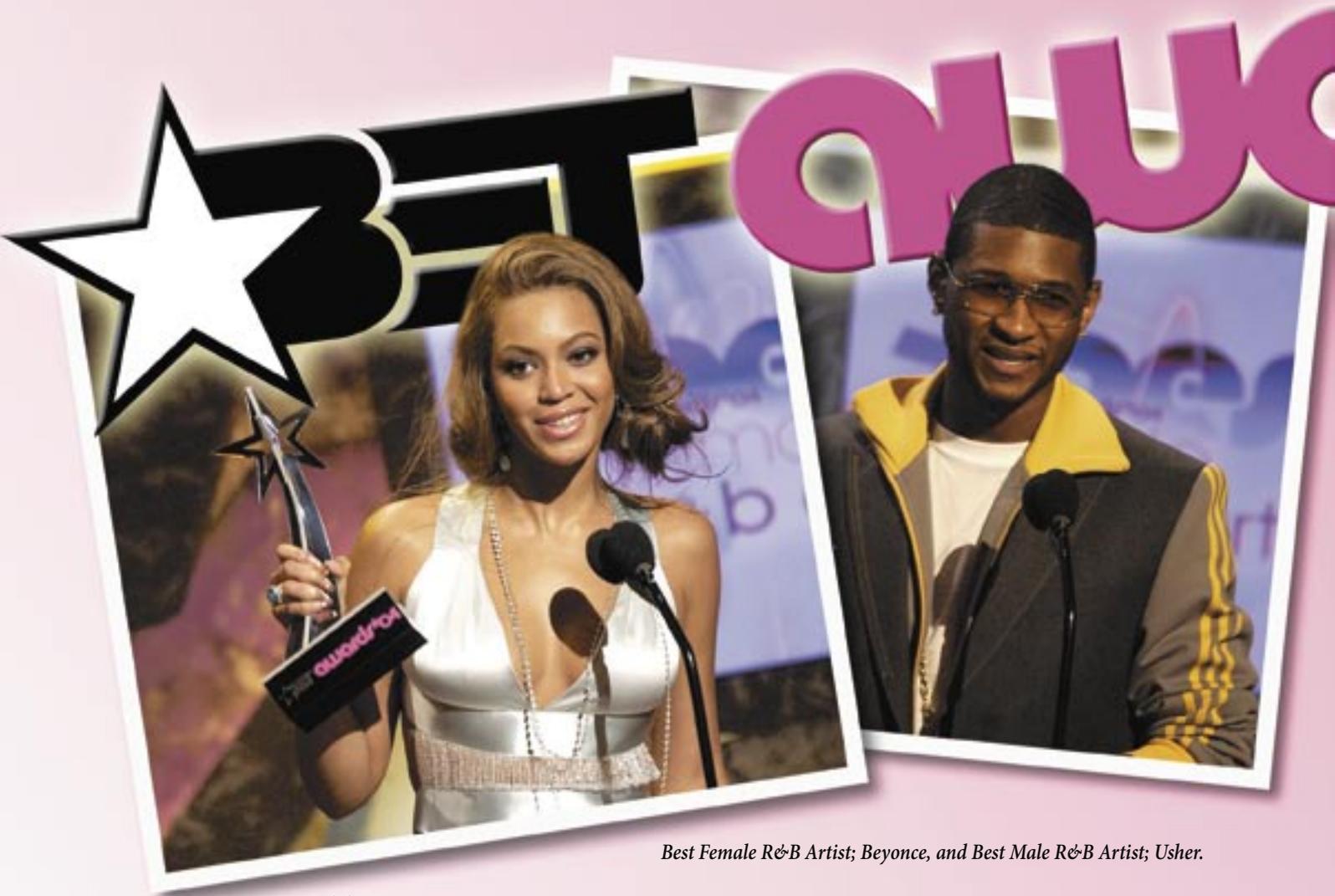
Jenna’s compassion keeps her active in many charities. “One of the first ones I started was called The Shirt off my Back. Basically, when you do a lot of charity work they are constantly giving you baseball caps and tee shirts. I ended up with this trunk full of tee shirts and I am not a real tee shirt person. So I thought certainly I can do something with these tee shirts that can benefit someone else. I went around to my friends that were in the industry

that were in the same boat. I got them to sign all of their items and donated them to smaller charities who didn’t have the corporate backing, to have them auctioned off and then used the money to help their kids. It is a great feeling. I don’t do these things because I have to, although I feel that anybody in this business should. Being in the public eye, we are in a better position to do for others, but clearly I want people to do it out of the goodness of their hearts, if they don’t then they are doing it for the wrong reasons.”

As the conversation turns back to a lighter note Jenna shares with me her views on Flossin’. “Flossin’, there are two different kinds of Flossin’ the money type where a place has a lot of beautiful expensive things in them or there is the personal style type of Flossin’. Both encompass a lifestyle of people that we look up to and wish that we were in the same position. Either they are wearing something big and shiny or they have a 10 million dollar house on the hill. Then there is the kind of Flossin’ I do in my home where my house is Flossin’ because it is my own style and not just a collection of expensive things that mean nothing personally.”

On that note Jenna dances off to pillage her closet for an upcoming photo shoot. She is so full of life, but maybe because she is so full of coffee. At any rate it is easy to get caught up in her vigor and as I leave she hugs me goodbye. Charming woman I think to myself, and I leave with a quote in my head from James Barrie “Charm is a sort of bloom on a woman. If you have it you don’t need to have anything else; and if you don’t have it, it doesn’t much matter what else you have.” Jenna definitely has it.

-fM



Best Female R&B Artist; Beyoncé, and Best Male R&B Artist; Usher.

“Black is everywhere, it’s a great time to be black.” Jamie Foxx smiled brightly as he fielded questions at the 4th annual BET Award show that was held June 29th, at the highly acclaimed Kodak Theater in Los Angeles, California. His statement seemed to embody the mood of the evening as one successful black entertainer after another took the stage to demonstrate their talents as artists who are keeping the urban, the hip-hop, and the R&B movement in high demand from fans across the nation and the world.

Broadcast to nearly 78 million households, the show was hosted by one of the reigning “Queens of Comedy” Mo’Nique, whose opening number had the crowd roaring to their feet as she and six other beauty queen dancers, all of whom carried 200 plus pounds on their frames, took the stage and pounded out the dance rendition from Beyoncé’s video “Crazy in Love.” The actress/comedienne appeared after the show in a beautiful yellow dress that hugged her curves and displayed her shapely legs and commented on the opening number. “I did that number for my mother and worked on it for a month with the help of the wonderfully talented choreographer Regina Williams and I did this performance because I wanted to give people options, options to say what beauty is. You know so many times we are forced into thinking what

beauty is and we have not allowed ourselves to come up with our own thoughts on what beauty is so tonight I just wanted people to know that they have options.”

As the awards were dealt out, the big winners of the show were Usher as the Best Male R&B Artist as well as being honored as the Viewers Choice Award along with Lil Jon and Ludacris for their collaboration of “Yeah.” “Crazy in Love” by Beyoncé featuring Jay-Z won for Best Collaboration, the two each netted individual awards. Beyoncé won Best Female R&B Artist of the Year and Jay-Z for Best Male Hip-Hop Artist. OutKast also took home two awards for Best Group and for the Video of the Year of “Hey Ya!” The Best Female Hip-Hop Artist award went to Missy Elliot. Newcomer Kanye West had these words on winning the Best New Artist award. “Man it feels so good its like dreams come true. When you get up there and you’re standing in front of all these famous people you think it could never, never happen to you. This is what you dream about you know, you hear them say best new artist and then your name it just like if you were to ever see a movie about someone trying to rap, they would definitely have this at the end of the movie and I feel like the credits are rolling right now and it’s a happy ending!” Yolanda Adams, who worked with Kanye West on the hit “Jesus Walks,” also came up a winner for Best Gospel Artist. Denzel walked away with the Best

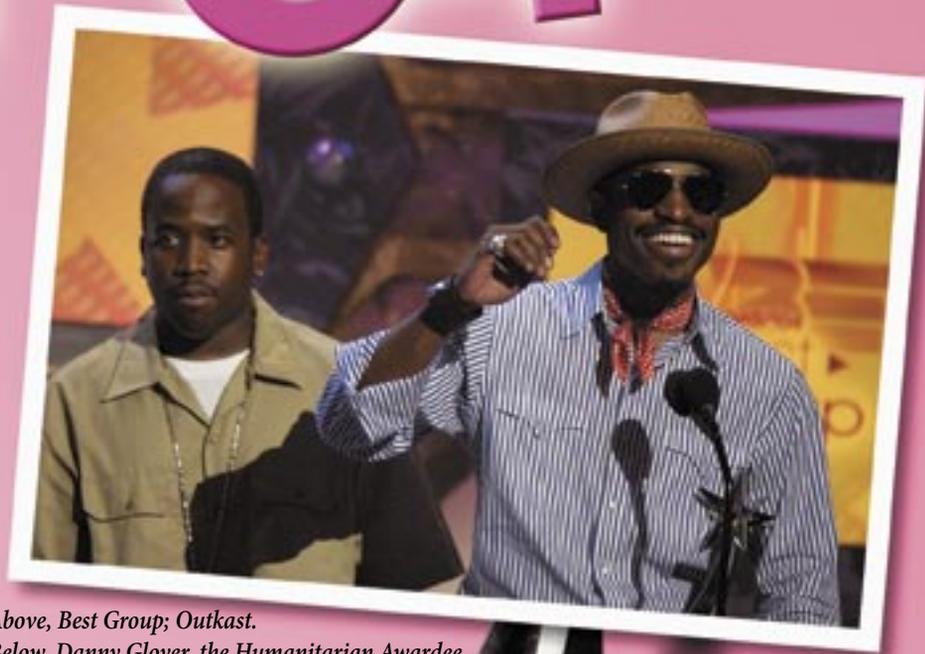


Host Mo'Nique dancers to Beyonce's "Crazy in Love"

Actor award and Halle Berry for Best Actress. Serena Williams and LeBron James took trophies for the Best Female/Male athletes of the year and special honors were given to Danny Glover for the Humanitarian Award. The Isley Brothers performed a sexy medley of songs to pay tribute to being awarded the Lifetime Achievement Award. India Arie gave a heart-felt tribute to the late great Ray Charles by singing "Georgia on My Mind." A nostalgic feel was also incorporated into the night's events as The Sugar Hill Gang, Grandmaster Melle Mel, Slick Rick and Public Enemy laid down Hip-Hop memories reminding everyone the road from which it all came up. When asked to comment on the old school message, Jay-Z had this to say of the legends: "You know this is their job to me and it's my job is for the next generation to pave the way. It's every generation's job to make it easier for the generations to come."

With another gigantic success behind them, BET has defiantly helped pave the road, and the challenge has been set for the young up-coming artists to fulfill the prophecy. How it all plays out remains to be seen, but I know the staff here at Flossin' Magazine are watching to see what this ever changing movement does next to entertain us. We can't wait!

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Above, Best Group; Outkast.

Below, Danny Glover, the Humanitarian Awardee.



Danny Glover, the Humanitarian Awardee.

photos
courtesy
BET.



Jay-Z and Kid Rock, perform "99 Problems".

310 Motoring

Making that dream car real

I'm sitting on the bed in my hotel room kind of watching the news or maybe the news is watching me. Doesn't matter, my mind is on questions for my CEO story with the owners of 310 Motoring. My ear catches a news story segment, "What is it that draws so many athletes and entertainers to 310 Motoring?" Perfect, I may be able to write half of this story before I even get there in the morning. The news story opens with a wide angle shot of a showroom containing two Bentleys, a Ferrari, a Mercedes S500, the new Audi convertible and two motorcycles. While taking notes, I notice the things these guys can do to the inside of a car. I hear on the TV, "we did a complete system in this Escalade that would retail for close to \$65,000." Now my curiosity is peaked, and I can't wait to find out what would merit \$65,000.

I'm wondering where the place is as I end up driving by it twice. I finally spotted a Mercedes at the end of a fence line and turned in and found it. I did not want to be late for the interview as it was made crystal clear this guy's time is money. My first glance

inside was not what I had in mind at all. Where was the huge showroom with 30-foot ceilings, the 20,000 square ft. shop, the salesmen in suits and the lines to park my car? And furthermore, why is there a police car on the lot? I jumped out of my car and asked someone in a 310 Motoring t-shirt, "I'm looking for Marc Laidler. Could you point me in his direction?" He replied, "Marc's not here yet. Why don't you look around and I'll give him a call. Is there anything I can get you to drink?" If nothing else, they are very accommodating. I had a hard time determining who does what around here, and it's even harder to stop someone and ask some questions. Almost everyone is wearing some type of 310 logo t-shirt and they're buzzing around the premises with a sense of urgency.

An attractive lady walks up to me and says that Marc is on his way and asks if there's anything she can do for me. I asked her for some background information like who the owners were. As it turned out, she was one of the five along with Chris Mills, Dornell Griffin, Raul Becerille and Marc Laidler. She then pointed out Raul to me. I walk over to Raul, he looks at



photos courtesy 310 Motoring

“Actually it’s 3-1-0 and it was derived from the likes of 90210 and other number titles. I wanted it to be synonymous with the nicer parts of L.A.”

me and says, “Please give me one minute and you will have my undivided attention.” Raul explains that the company is made up of 28 employees and five owners. We don’t talk for 10 minutes before he is interrupted six times. He is extremely polite as he answers each question definitively and picks up right where he left off. He squeezes off a couple of sentences and gets interrupted again. “Let me tell you a couple of things that separate us from the others. First is the quality of the job and second is the level of service we give to our customers. We are available 24 hours a day and I mean that literally. Our phones stay on and believe me, over the three years we have all tended to a midnight call. If Gary Payton calls us and says his radio is broken we are on a plane right now to Seattle to fix the problem.” I can tell by his tone that he is very serious and has hundred examples of similar situations as if I didn’t believe him; but no worries I do. I ask him about the cars on the lot. Are some of these for sale or are they all having systems put in them? “About 10 to 15% of our business is direct sales, two or three are consignment and the rest are car enhancement. Almost always, a customer has already purchased their car and they want to put some type of system in it. We also have customers that call and say ‘I want a CL500 with a complete system in it’. For them we purchase the car, install the system, give it a complete detail and deliver it to their door.” Now my curiosity is peaked again. Just what is a complete system? “For us a complete system means tint, alarm, wheels & tires, CD, DVD, VCR, multiple TV’s and Sony Playstation. Take a look at this Escalade.” This truck looked like it fell out of a dream. It had multiples of everything. I couldn’t see any reason to ever get out of it, other than to eat and use the restroom. But I’m sure they could find a way to accommodate that as well. It was absolutely exquisite, and by the way he described every detail to the exact tee, you knew there wasn’t anyone better in the business than this guy.

Raul’s eyes light up and he is thrilled to show me this plain looking truck. He explains, “This is Dr. Dre’s new truck.

We are turning this in to an executive limo. It’s just getting back from the paint shop. One side has been sealed shut, the side moldings and sideboards are permanently attached and the entire car has been painted black. You will only be able to enter from the passenger side and the inside will blow that

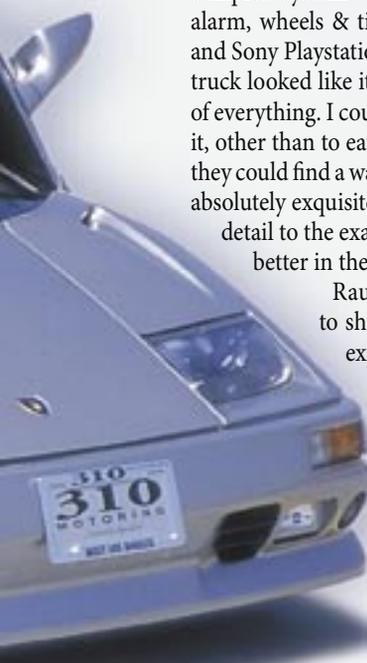
Escalade out of the water.” I know he can’t be referring to that dream car I just saw, so I ask. “That is right,” he says. “In this truck we will be installing a complete audio system including multiple DVD’s, CD and radio. A state of the art video system with several TV’s and a 28” LCD screen, and a communication system out of this world. It will have satellite, the internet, fax capabilities, lap top hook-up, phones, intercom and two-way radios. There will also be a divider between the driver and Dre.” Dare I ask the price of this spaceship on the ground? “I cannot remember,” he says nonchalantly, “somewhere between 150 and 200 thousand.” Hell if that’s all, give me one too.

I hear someone call my name. Marc is here and ready to meet. What more do I need to know? I figure I will ask Marc a couple of questions, not take up too much of his time and be on my way. Marc is a little late and I wonder if he knows it or cares. He definitely knows and even more so, he very much cares. He gives me a sincere apology worthy of a Hollywood script and retreats behind his desk. People flood into his office and I feel like I should give him some time to answer the abundance of questions flying over my head. He asks someone to close the door and looks at me to make sure I am ready to get started. He offers me some water and I can immediately tell this superior customer service I have been witnessing trickles down from the top.

Let’s start from the top. How and why did you create this company? Attentively he explains, “I used to work for Beverly Hills Motoring in sales. It was quickly apparent that I was brought on to attract and solicit African American clients. The problem was once I provided the client, there was no after care. No one was properly serviced after purchase and to me that looked bad. I got my chance with a call from Marcus Camby who said he wanted a Lincoln Navigator done up and he didn’t care where I did the work.” Marc quit his job that day, called his friend Raul and convinced him to quit his job and they were in business together. Out of Raul’s garage, Marcus Camby’s truck was born and so was 310 Motoring. I asked why the name three-ten motoring. “Actually it’s 3-1-0 and it was derived from the likes of 90210 and other number titles. I wanted it to be synonymous with the nicer parts of L.A., aka, Santa Monica and Beverly Hills. 310 is not



Marc Laidler



“One of my reasons for being here is to inform young African Americans as well as old that they can attain any goals they set for themselves. I don’t have anything that hard work and determination can’t produce for the next person. I am also humbled by the fact that I know all of this can be taken from me tomorrow.”

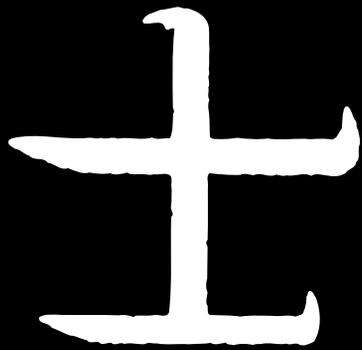
just a name, it is a brand.” I am watching his eyes and I can see thoughts flying around his head as he processes just how much information and knowledge he wants to share with me. While he is pondering, I am thinking ‘brand name?’ He takes a deep breath and lets me into the mind of a businessman with a vision as dynamic as the most expensive car on his lot. Suddenly, all of my unanswered questions were answered and I understand why this enormous crew has so much respect and admiration for the soft-spoken man they call boss. You see, Marc is not trying to be the best audio/visual systems installer in the country, he already is. He is trying to be at the top of whatever business venture he takes on. How important is it for this guy to make millions? Not very important at all. Do I believe him? After my conversation with him, yes absolutely. This young businessman is driven by an inward spirit that refuses to let him settle for second best and a level of integrity that would have most of us second guessing our motivation for not paying a bill on time. How does a man who’s had checks written to him multiple times for millions plus not find himself caught up chasing the almighty dollar.

He lets me in on his secret. “One of my reasons for being here is to inform young African Americans as well as old that they can attain any goals they set for themselves. I don’t have anything that hard work and determination can’t produce for the next person. I am also humbled by the fact that I know all of this can be taken from me tomorrow.” This type of grounding is evident when you look at the pictures on the walls in the office. Marc has done cars for Hollywood directors, professional athletes and a plethora of actors and entertainers, but the pictures in front of him are the ones that have his heart, the kids that belong to the Vision Right of Passage char-

ity. He won’t call them ‘at risk’ youth, just great kids who are seeking a little guidance. If you think this guy can’t be this gracious, just ask the kids, they voted him mentor of the year. These are the thank you notes that he keeps close, not the ones from Hollywood directors thanking him for consulting on their film or from professional athletes, but from a lady that works for the post office and tells him how she saved for five months so she could have a wood package from 310 Motoring installed in her car. These are the people that Marc holds near and dear, along with his coworkers (he refuses to call them employees because like family, they are extremely important to him). Don’t let Marc fool you, he is a bit of a control freak, but more so for the quality aspect of it and not the ego, although you don’t start up the first African American owned Indy Car team (310 Racing) without possessing some kind of arrogance. If you’re looking to dress yourself with urban sophistication, keep your eyes open for 310 Clothing. How about renting a Ferrari, Benz or Escalade next time you are in LA? Give a call to 310 Auto Rental. You can’t be in LA without someone telling you they can help you cut an album. You guessed it, look up 310 Record Company. That word ‘branding’ is starting to become clearer to me by the minute. Don’t begin to classify this man as ‘a jack of all trades, master of none.’ Remember, he didn’t just start an audio installation company. 310 Motoring will sell you the car, do a complete install of the latest gadgets, put wheels and tires on it, detail the car, ship it to you on their covered transport truck anywhere in the country and then service it whenever you need it. They are the real deal here and expect Marc to put the same passion into everything that carries the brand name 310. By the way, that police car in the lot is one they are working on for a movie.

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BEVERLY HILLS PERSONAL JEWELER

by KUWANA WATSON

BY APPOINTMENT ONLY

FLAWLESS.
FLAWLESS IN STYLE,
FLAWLESS IN QUALITY,
FLAWLESS IN PRESENTATION.
PLAIN AND SIMPLY, FLAWLESS.

W elcome to Beverly Hills Personal Jeweler, Jason Arashban. His passion is to make jewelry design the ultimate art form. Jason of Beverly Hills is an appointment only establishment that has gained a reputation as the world's premier jewelry design house. This 4,000 sq ft space was completely remodeled to Jason's taste. It is equipped with satellite, flat screen TV's, a wine cellar and a cigar lounge. "I will bring a caterer for my clients and whatever else they desire to make their experience at Jason of Beverly Hills comfortable. You know any one can go into a store and purchase a nice piece of jewelry, but I compare purchasing custom made jewelry to that of purchasing a house." Your appointment with Jason involves you choosing a custom designed piece of jewelry with flawless diamonds that range in value from \$10,000 to \$1.5 million dollars. Jason is 27, and he is a sixth generation jeweler whose family has provided precious gem pieces to former Iranian royalty, he has personally provided his services to Princess Sonya

of Norway by lending her a \$250,000 diamond encrusted necklace, and is currently in the conception of a watch for the Prince of Ghana valued at nearly \$1.5 million dollars. Jason is a man that truly believes in his work, he wants his clients to have the best of the best of everything to ensure extraordinary customer satisfaction.

continued page 25

photo Bruce Talbot

BEVERLY HILLS PERSONAL JEWELER



Clockwise;
 Headphones: \$55,000
 Michael Jackson piece: 87ct \$900,000
 Mixer sliders: 26ct \$65,000
 Dunamis: 21ct \$65,000 only 50 made a year
 Play station controller: 33ct \$ 55,000
 Ring: 9ct \$15,000
 LeBron's 23: priceless

photos courtesy Beverly Hills Personal Jeweler

"I USE ONLY FLAWLESS DIAMONDS. SOME OTHER COMPANIES WILL USE LOWER QUALITY DIAMONDS..., BUT I WILL NOT COMPROMISE WITH QUALITY. I WANT MY CLIENTS TO HAVE THE BEST OF THE BEST."

By Appointment Only

Now that you have moved from Los Angeles to Beverly Hills are you still L.A. Ice?

We are no longer L.A. Ice, more like Jason of Beverly Hills. Jason of Beverly Hills because people buy the jewelry as a result of my expertise. Like the way Harry Weinst does with his company, with the names of the designers. So that is what we decide to go with.

Has moving to Beverly Hills changed your business clientele?

Yes, business has grown ten-fold since moving into our new location; we do a lot more big heavy hitters in Hollywood, music and sports. For example, 21 out of 30 first round NBA draft picks last year are our clients, so we have a pretty good representation in the NBA; Especially now because the majority of our clients are players under the age 25. It's really exciting for us because we know they are in it for the long haul with us. We haven't had one customer who was unhappy with our services.

How long have you been in the jewelry business?

All my life, I'm a sixth generation jeweler I was basically born into the business, my family has been selling jewelry to royalty throughout the Middle East and Asia. Then about 3 1/2 years ago we opened up as a wholesale company, and also decided to cater to the entertainment industry.

What do you think makes you different from the rest of the jewelry designers in the business?

What distinguishes myself from other designers is the personal attention we give to our clients. When our clients come into town, it's not unusual to see the likes of a LeBron James, Michael Jackson, Tom Cruise, Will Smith and Ashton Kutcher so we do everything V.I.P. on top of servicing them with highest quality jewelry. They come to town and we send a Limo or a Maybach to pick them up and bring them to our location. We will have a design team, myself included, ready to work with them. We will then discuss with the client what they are interested in, and we begin to design the piece until they like it. We go the extra mile when it comes to our clients. If they need a hotel reservation, a car while they are here or a restaurant reservation; anything they need we take care of. We are the one stop shop for V.I.P. treatment and that's something that other designers don't do.

You are using unique attributes of selected diamonds, in you designer pieces, Why is that? Is it a way for you to stand out from the rest of the designers?

We try to be different in whatever we do because typically, most of the jewelers around the country are doing primarily white diamonds. We try to take it to the next level in every piece we make. I import diamonds from Iran or Israel and travel there personally with a minimum of \$7 million dollars in cash and select only flawless cuts. I utilize naturally yellow, pink, blue, black and green diamonds. These are very rare and nearly six times the value of a regular diamond. Yes, they are a lot more expensive, but you get what you pay for. If you pay for a Toyota you will get a Toyota, but if you pay for a Bentley you will get a Bentley. So there is no way to compare our pieces to anybody else's, we are in a class by ourselves. We have access to diamonds that 99% of the jewelers in the country don't have access to.

Talk about some of your most expensive pieces and who were they for?

We have done a custom watch for Ashton Kutcher, It cost about \$65,000. We just finished a pendant for Michael Jackson similar to a family broche, it's a family crest with yellow, white and pink diamonds that value at about \$900,000; we made two for him. Right now we are making a custom Dunamis watch for LeBron James that will value at over 1.5 million dollars.

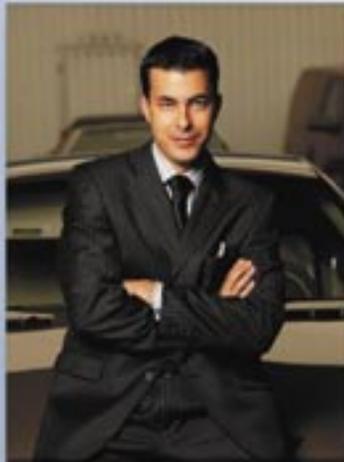
Talk about the relationship you have with your clients and do you have a favorite you like work-

ing with?

I love all my clients, I get along with all of them and I choose to work with good people in general. All of my clients are considerate and good people, but sometimes you come across people that are of unfavorable character and we rather not deal with them. We choose to let the other designers handle these customers. We treat each and every one of our clients as family and keep a close relationship with them. For example, when LeBron has a birthday or a good game we send him a gift, and every time he's in town we try to have lunch or dinner. I have a personal relationship with all of my clients.

What Is the Future of Jason of Beverly Hills?

Our future goal right now is to brand the name Jason of Beverly Hills. We are venturing out with a new watch line called Dunamis, which is a Swiss time piece, These will range from \$25,000 - \$500,000. We are also working on a jewelry line that will be available in department stores across the world.



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Developing a brighter future.

JHB Inc.

by KUWANA WATSON

It's the story you hear about the ferocious bear in the woods. The one everyone's talking about but not many have seen. As the stories circulate the bear becomes so huge in imagination that people think twice about going into the woods. When you first lay eyes on Jeff Belle, you may feel as if you just came face to face with such a bear. A man who stands over 6ft tall and weighs in at 272 lbs may look like a threat when he comes your way, but Jeff is more interested in building you up than tearing you apart. You see Jeff Belle is a developer. He started with developing a family, and his wife and two sons are at the center of his life. It then branched off into land, business partners and a reputation that stems from solid planning and detail orientated thinking. Throughout this process he has also developed a true heart of gold and is not afraid to share the love. Jeff Belle is the CEO of JHB Inc. and he shared with Flossin' his story on how he came from living in the projects, to owning a 3 acre estate in a private neighborhood in Reno with a football field in his back yard. He is truly an example that honesty and hard work do pay off.

Tell me a little about your background growing up and how that has helped you to become the man you are today?

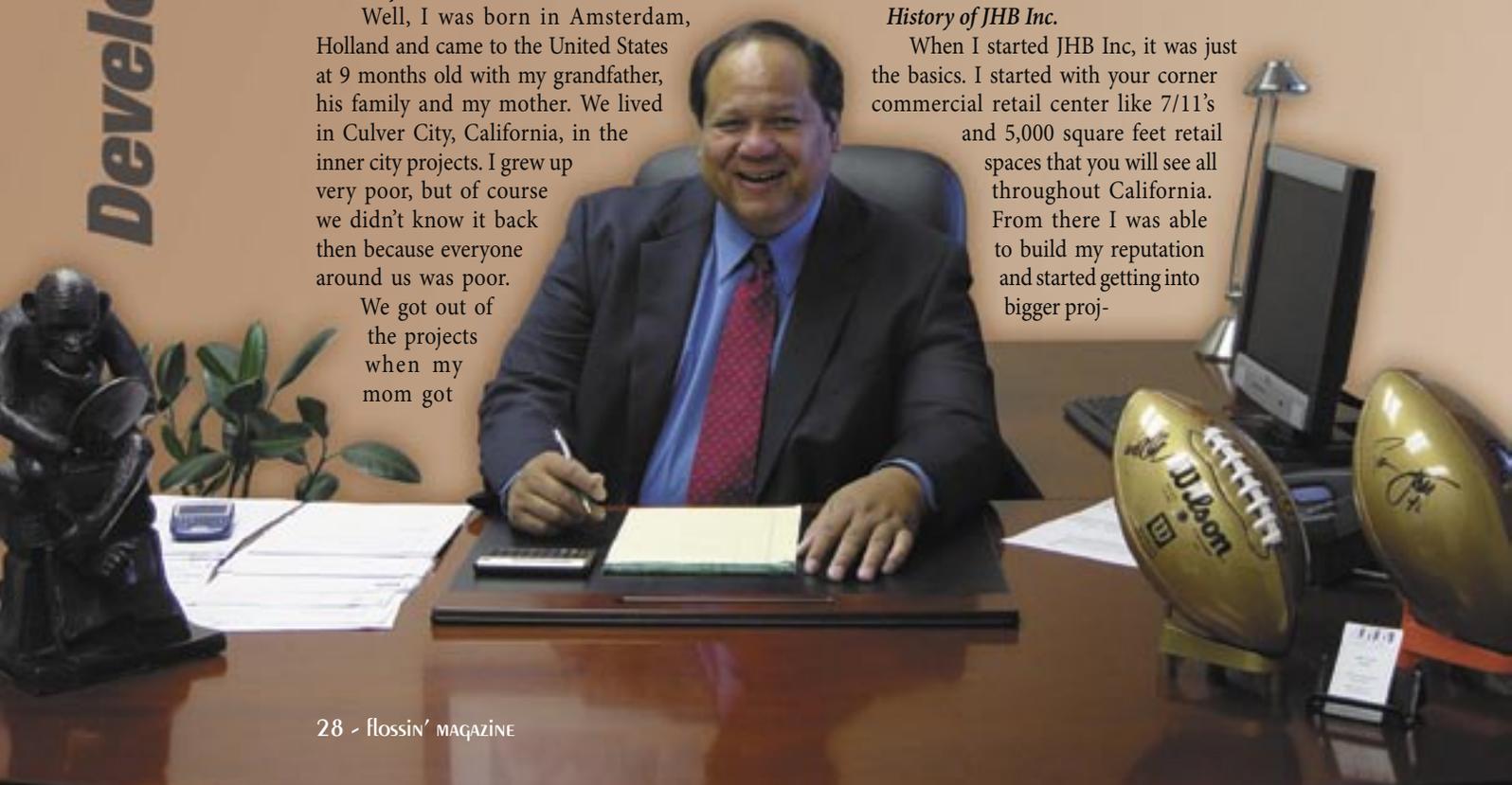
Well, I was born in Amsterdam, Holland and came to the United States at 9 months old with my grandfather, his family and my mother. We lived in Culver City, California, in the inner city projects. I grew up very poor, but of course we didn't know it back then because everyone around us was poor.

We got out of the projects when my mom got

married. My parents wanted a better life for us, so they pulled us out of the projects and moved to San Fernando Valley where I grew up in Van Nuys, California, and I stayed there through high school. From there my parents said, "Jeff we are moving to Orange County do you want to come along." I said sure, because there was really nothing for me to do in Van Nuys. So I enrolled in Cal State in Long Beach where I received a degree in financial investment and then got a degree in real estate. From there I started my career in real estate. I actually started as property manager for Coldwell Banker and was in charge of over a million square feet of residential property space. So I did that for a minute then I got into sales of properties, broker of properties, the only thing I didn't do was develop the properties. An opportunity came along in Newport Beach to work with a company named Harbor Pacific Development, we did so well in the first 5 years, building up to 20 or more shopping centers, after that I became partner. After working there I decided to leave the company and form my own in 1990. I was able to better focus on the individual tenants, the investors we worked with and cater to their needs with a more hands on approach. That's how JHB Inc. California was started.

History of JHB Inc.

When I started JHB Inc, it was just the basics. I started with your corner commercial retail center like 7/11's and 5,000 square foot retail spaces that you will see all throughout California. From there I was able to build my reputation and started getting into bigger proj-



ects, like neighborhood grocery stores Food 4 Less and Albertson's. Now I have taken it to the next level, we are now doing deals with Target's, Lowe's and Home Depot and basically there is one step above that and that's the malls. I believe we have progressed to that level. We are at the point to do major regional centers and eventually I will be able to do the mall centers. We are a company that is growing. We are open to new ideas and new directions. We believe that when opportunity knocks, someone should be home to open the door.

Business philosophy/ life philosophy?

I believe that you should treat everybody fairly and with respect. My philosophy has been and will always be, when I deal with somebody I am not taking advantage of them. I'm trying to make a deal that will work for the both of us, a win, win situation. Whoever I deal with, an investor, a tenant, or the banks, my goal is to create a relationship that will stand the test of time. I have done business with the same people for 10, 15, and even 20 years because of that philosophy. I just try to give the people I deal with the same respect I think I would want to receive. That ideal has worked well for me. I believe I'm a 24 hour business. I say that because I treat my business clients the same way I treat my family and friends, because the

person I am dealing with business wise will eventually become my friend. I believe when you're out there the world is stressful enough, why do business with your enemies. I do business with people I can work with and like to work with.

Life?

I would have to say I have had a good life so far. I have a wonderful wife and two lovely kids and good friends around me. That is very important.

Future?

I am very excited about some of our new adventures, they look promising. The potential we have with the magazine (Flossin' Magazine), especially the multimedia portion of the company is limitless. It's exciting teaming up and having alliances with different types of entertainment groups, investors, vendors, etc. With the team of talented people we have put together so far, I believe that it will be very promising in those portions of the company. As far as the real estate aspect of the company goes, developing malls is in the not so distant future. I firmly believe that you should surround yourself with people that are at the top in their field.

Civic Responsibility?

I believe as we receive so shall we give back to the community. I'm the commissioner of the Sierra Football League, it's a special program that allows every child to play football who would like to. For kids who may be overweight to skinny, we place them on teams by their age not by size. There have been a lot of Pro football players who have grown up and never had the opportunity to play when they were younger because of their size. When we started this league we only had about 400 to 500 kids.

Now we have 1300 in the Reno/Sparks area and a total of 2000 in the surrounding areas in the program. I'm so dedicated to this program that I have had a football field put in my backyard, so that we would have a place to play and practice. During the summer, we team up with Reno Christians Fellowship and they have 13 NFL Players come down from Florida and the University of Miami. They come and interact with the kids and they tell them how they grew up and how football helped save their life. A lot of these guys that play Football have come out of the inner city, surrounded with drugs, gangs and poverty. They could have gone either way, but they chose the right way or the football way, in light of getting away from that other lifestyle. So I think football pretty much saved them from that hard life. With the support of committed individuals in communities anything is possible.

As our readers know Flossin' is always searching for the hidden formula. So, we wanted to get Jeff Belle's take on that formula.

Formula to Success?

I spent a lot of time thinking about that, in fact it took me longer than most people to graduate from college. And one of the reasons is that I wasn't motivated to graduate at that time. It's funny because my kids always

"Whoever I deal with, an investor, a tenant, or the banks, my goal is to create a relationship that will stand the test of time."

make fun of me because it took me so long to finish. I feel that there are five steps to make people successful in any business field and perhaps even in life.

1. Knowledge: *you've got* to know whatever you're selling whatever your product is. You must know it upside down, inside out.

2. Plan: *You need* to have a plan, and be willing to take it from point A to point B; Without a plan you lose sight of your goals.

3. Implement: *You* have to implement, there are so many people with so many ideas, they just don't implement them. You have to be able to do something with your idea and your plan. Put it into action.

4. Luck: *What* I mean by that is that opportunity knocks every single day and it's just a matter of acknowledging it. People see opportunities in plain sight, but they don't ever know it's there. And once you know it's there, you must act on it. Luck is when preparation meets opportunity.

5. *Spirituality*: The inner drive that you have to compete in whatever arena you are in. The football players call it heart; it's just that special little thing that makes you different. It's the thing that drives you on the inside. As a businessman, you have to have that inside of you, it has to be part of you.

Your whole demeanor is everything. It has to be a part of who you are, and I think that makes a successful businessman, successful husband, and successful student. You must BELIEVE.

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MAGIC SHOW

by Fawn Aberson

Las Vegas



Everlast delivers a knockout punch with an appearance by Larry Holmes and Master P.



Actress, Pamela Anderson.



Ron Isley, of the Isley Brothers.



The husband and wife team behind Phat Farm and Baby Phat, Russell and Kimora Lee Simmons.

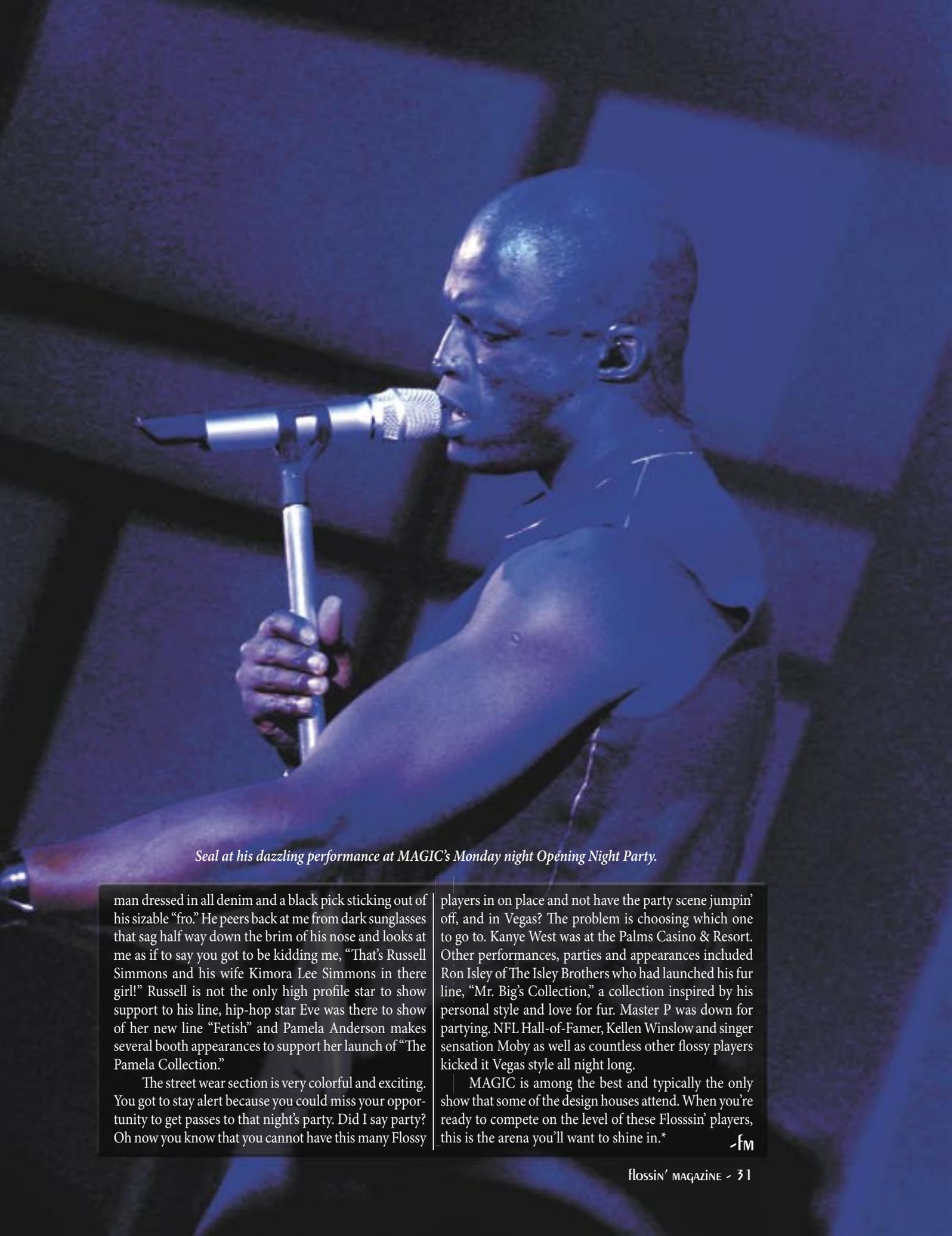
Whether you're a hip-hop political player like Russell Simmons who launches a clothing line, or an aspiring couture designer, you want to get your product out there. There is no better venue to do this than the exposure you get from MAGIC. Not magic like wave a magic wand and you're instantly on the shelves at Macy's, rather the MAGIC that is the Men's Apparel Guild in California (MAGIC). The event has been around for over 70 years and is the world's largest and most widely recognized producer of trade shows for the apparel industry. Because the show is so big it was relocated in 1989 from California to Las Vegas, and each February and August the fashion industry converges on the desert for one of the most influential four days in the business. It occupies nearly 1 million square feet of exhibition space and attracts more than 84,000 buyers and sellers from around the world.

Within the last Decade, the MAGIC has gained momentum because it expanded from men's apparel to encompassing women's, kids and the edge categories. The edge is an alternative trends and lifestyles event that showcases apparel and accessories inspired by music, art and technology.

Flossin' Magazine decided to do our own walk through to get a better understanding of the enthusiasm. As we walk the market place, I am wishing that I could trade in my designer alligator pumps for sneakers. It's a lot of ground to cover. As we walk past the higher end design lines such as Tommy Hilfinger, Bonacci, and Ralph Lauren, I take in the vendors, their attitudes and appearances. They're all sharply dressed in their representative clothes. I paused to ask Gil Weinstein, President of Bonacci, who's sporting a lovely silk suit of his own design, just how the show affected their business. "It's a great show for us where we can be seen by a lot of people all at once, we do well here."

The show reminds me of a big city and the paths through it are like sidewalks that are taking me into different neighborhoods and cultures, truly a melting pot of fashion influences.

As I walk farther into the city that is MAGIC, I start to hear some heavy bass grooves and drums coming from the back area. It's the Street wear section. Here I find the designs of Fubu, Sean John, and Rocca Wear. This seems to be a popular area. I paused outside of "Phat Farm's" showcase; or rather found it difficult to pass by the crowd that had gathered around the glass encased booth. "What's everybody looking at?" I asked a young



Seal at his dazzling performance at MAGIC's Monday night Opening Night Party.

man dressed in all denim and a black pick sticking out of his sizable "fro." He peers back at me from dark sunglasses that sag half way down the brim of his nose and looks at me as if to say you got to be kidding me, "That's Russell Simmons and his wife Kimora Lee Simmons in there girl!" Russell is not the only high profile star to show support to his line, hip-hop star Eve was there to show of her new line "Fetish" and Pamela Anderson makes several booth appearances to support her launch of "The Pamela Collection."

The street wear section is very colorful and exciting. You got to stay alert because you could miss your opportunity to get passes to that night's party. Did I say party? Oh now you know that you cannot have this many Flossy

players in on place and not have the party scene jumpin' off, and in Vegas? The problem is choosing which one to go to. Kanye West was at the Palms Casino & Resort. Other performances, parties and appearances included Ron Isley of The Isley Brothers who had launched his fur line, "Mr. Big's Collection," a collection inspired by his personal style and love for fur. Master P was down for partying. NFL Hall-of-Famer, Kellen Winslow and singer sensation Moby as well as countless other flossy players kicked it Vegas style all night long.

MAGIC is among the best and typically the only show that some of the design houses attend. When you're ready to compete on the level of these Flosssin' players, this is the arena you'll want to shine in.*



CIGAR ACCESSORIES

What are the staples that every cigar connoisseur must have in his possession to have the most pleasurable experience while partaking in a good smoke? Just like adding accessories to your car, cigar smokers are very particular about what they use to cut, snip, punch, light, burn and store their cigars. Once you become accustomed to a certain draw of smoke, you will spend whatever it takes to keep your smoking experience a memorable one. There are four items that come to mind while thinking accessories. The first is the humidor. Humidors range from \$40 to \$4,000 with the higher price taking into consideration size, type of wood or shell, seal and humidifier. The most important aspect of the humidor (and this is not up for argument) is the seal. When the seal is tight the cigars are fresh, so you pick the one that suits your budget, sophistication and desire. Secondly and some would say most importantly is the cutter. A couple of available cuts are the straight cut, the V-cut, the plug and the punch. All very viable means to an end but an intricate part of a determining how smooth the smoke will be. Cutters have a wide range in price starting at a mere \$.50 and soaring up to \$850 for the man that feels only gold should touch his maduro wrapper. You can't begin to smoke without the third item, the lighter. These probably have the most variety, while at

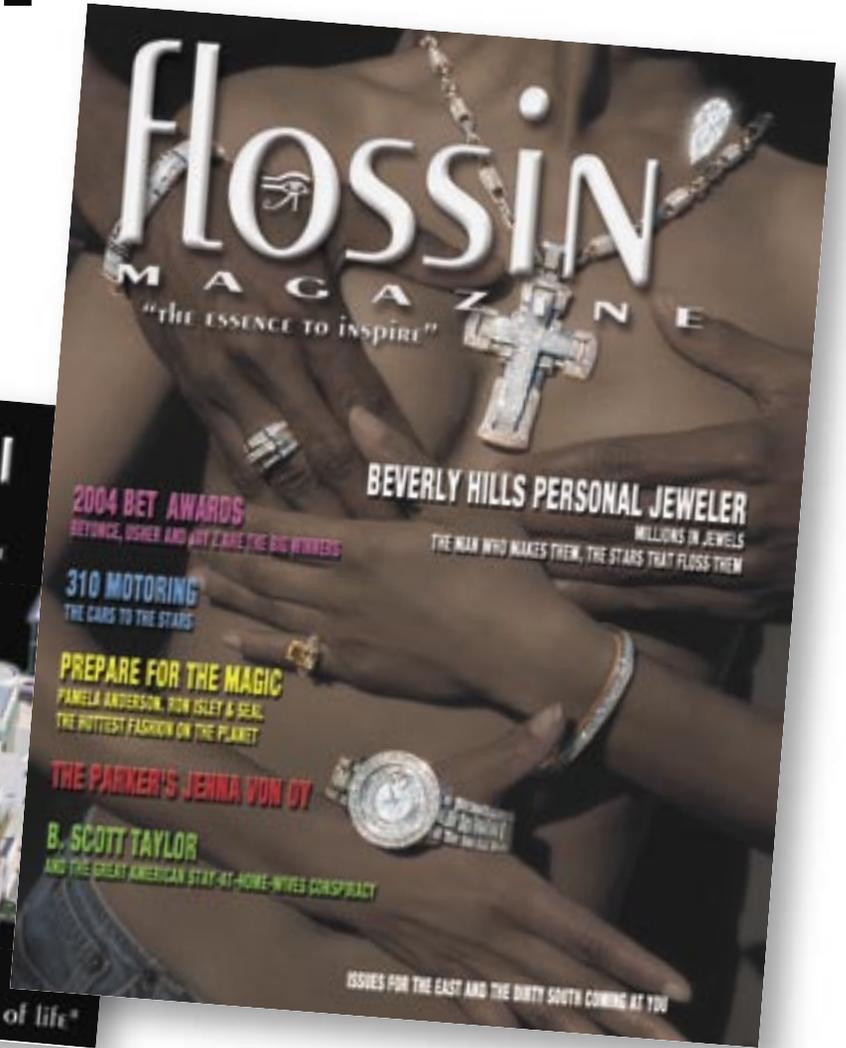
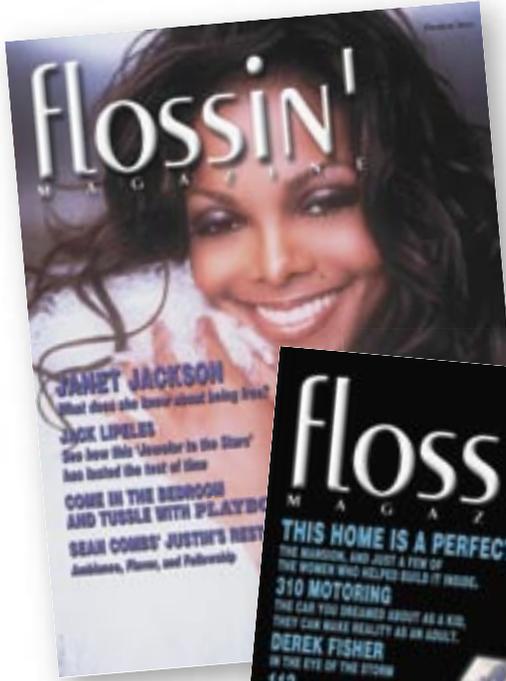
the same time utilizing the only source of an even cigar light, the torch flame. Lighters come in plastics, metals, titanium and precious metals again with an enormous gap in price. A miniscule \$4.50 can make you the owner of a torch lighter that accomplishes the same goal of one that exceeds \$2,000 in cost, making this another product that is purely taste, design and budget driven. And lastly is your transport. A simple plastic or leather case is the most popular as smokers don't think their cigar is going to stay in that pouch for very long. If you are a traveling man or you just insist on the freshest cigar around, you may purchase an individual metal traveling humidor. These guarantee a moist better than new cigar with a humidity gauge right on top. Price on these, not too badeither, ranging from \$6 to somewhere around \$75. The great thing about being a cigar smoker is that even when you are just starting, or do not have the means for the more extravagant arsenal mentioned, there is a product for you that will allow you to draw the same pleasure from a sit down long lasting cigar smoke. For those of you with the ambition to look and enjoy your cigar smoking experience just a little more get out your Visa and go visit your local cigar shop. Tell them the people at Flossin' sent you and to set you up with the works.

-fm





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Futured celebrity of the month, "Darcy". Family member of "DL Hughly"



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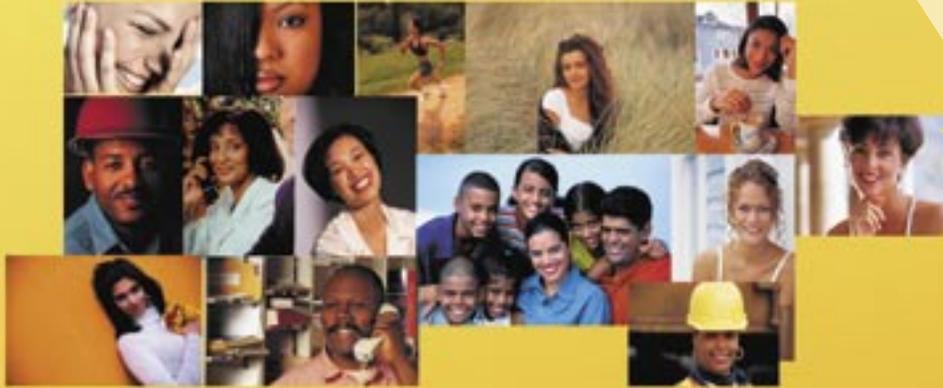
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