

MONEY | STYLE | WOMEN | SUCCESS

187
WAYS TO BE A
(MUCH) BETTER MAN

BEST LIFE

WHAT MATTERS

SPECIAL PERSONAL SUCCESS ISSUE

STRONG & FIT!

BACK IN SHAPE IN 2 WEEKS

A FLAT BELLY AT 30, 40, 50+

See Results in Just Days

What Women Find Sexy

21 POWER FOODS THAT BURN FAT

STRIP AWAY STRESS

- 15-Minute Full-Body Workout
- Upgrade Your Image—Instantly
- Be Your Healthiest, Happiest Self

GROW SERIOUS MONEY

Your
Financial
Worries
Solved

SUPER- CHARGE YOUR BRAIN

p. 22

Jay-Z's
6 Rules for
Living Your
Best Life

Mr. Carter wears Tom Ford
Story on p. 74

APRIL 2009

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VOLUME VI, NO. 3

2009

BEST LIFE

ON THE COVER

SPECIAL PERSONAL SUCCESS ISSUE: **STRONG & FIT!**

Discover the fastest ways to burn fat and eat well on the go (page 15), learn how smart men fit a full-body workout into just 15 minutes (page 45), and achieve leading-man fitness with tips from Hollywood's top celebrity trainer (page 52). This month, *Best Life* delivers everything you need to get back into shape and build the body you want in just two weeks.



36 A better way to save some green



42 The incredible shrinking automobile

102 Refine your style.

55 Get into the right spirit.

A FLAT BELLY AT 30, 40, 50+

Take a lesson in waist management from the muscular millionaire who discovered Charles Atlas. As told to Joel Weber

WHAT WOMEN FIND SEXY

Victoria's Secret Angel Selita Ebanks reveals what it takes to turn her on. Swagger, style, and a love of ESPN required. By Adam Sachs

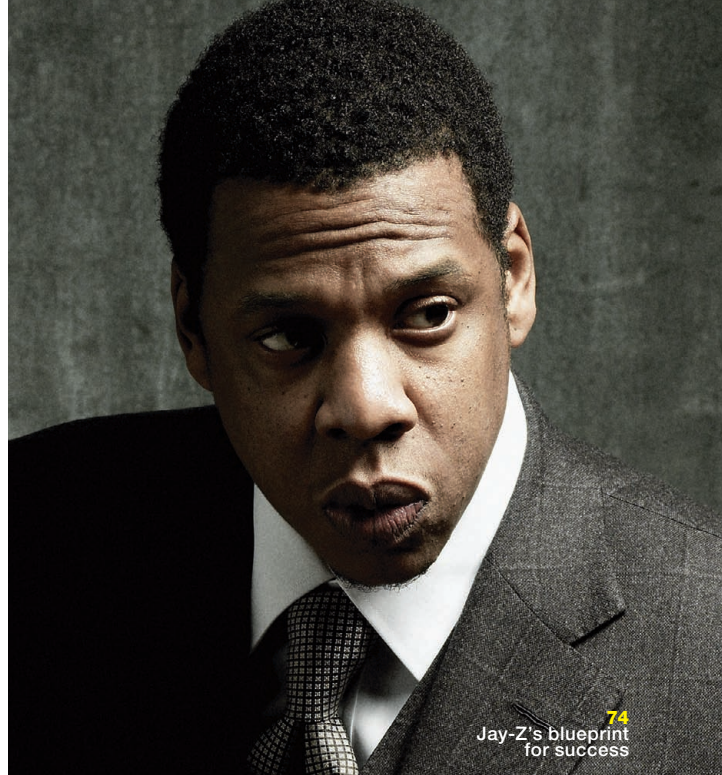
21 POWER FOODS THAT BURN FAT

Shed pounds with mushrooms, burn calories with alcohol, crush cravings with chocolate, and more top slimming strategies for men. Edited by Ben Court

STRIP AWAY STRESS

America's economic crisis has inspired a new malady among successful men: financial post-traumatic stress disorder. Here's how to ensure your happiness and health no matter what happens to the markets.

By Jeff Csartari and Mike Zimmerman



74 Jay-Z's blueprint for success

74

SELF-MADE ROC-A-FELLA

With nearly 40 million albums sold and a business empire that spans hotels, clothing, fragrances, liquor, and the New Jersey Nets, Jay-Z has transformed himself into one of the most potent brands in the world. Here, the 39-year-old music titan raps about his sentimental education, the importance of setting a good example, and the benefits of being a business, man. By Anthony DeCurtis
PLUS JAY-Z'S POWER MOVES How hip-hop's most successful entrepreneur stays fit. By Trevor Thieme

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GROW SERIOUS MONEY

Genius investor Nassim Taleb warned Wall Street that the crash was coming, and then made millions as the market followed his script. Here's how he plans to survive the next economic disaster, and how you can too. By Rana Foroohar
PLUS A five-step plan to rescue your 401(k) and reenergize your portfolio (page 70). By Megan Barnett

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SUPERCHARGE YOUR BRAIN

Sharpen your mind with dental floss, armor-plate your neurons with wine, boost mental longevity with fish oil, and more of this month's top age erasers. Edited by Tyler Graham

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41 Make her weak in the knees.



60
Crazy, sexy
addiction

187 WAYS TO BE A (MUCH) BETTER MAN

Overcome office jealousy, sidestep financial catastrophes, diagnose any abdominal pain, coach your kid through an athletic slump, groom yourself for success, boost your sex appeal, build the body you want, and drive away in this year's smartest, smallest cars.

PLUS The book that changed **Tom Robbins'** life, and the 12 people, places, and things that every man should have on his radar.

IT WORKS FOR ME

Patagonia's founder reveals how to save the earth by investing in 1% For The Planet; an ace chef details the best way to cook under pressure; and a chic Manhattan hotelier describes his style inspirations.

PLUS Author **Luke Dempsey** riffs on his passion for watching birds and "connoisseur" beauty.

FEATURES

HOW TO BUY ANYTHING

The economy might be squeezing consumers, but that just means you have more leverage than ever. Whether you're in the market for an HDTV, your own Napa vineyard, or the love of your life, we'll show you how to get the best deal on anything. Period.

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The best friend
money can buy



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Toast
your
youth.



38 Upgrade your
stadium
experience.



90
Avoid office burnout.

SPRING INTO STYLE

Actor Jason O'Mara takes a break from *Life on Mars* to demonstrate how to cut a perfect silhouette in this season's classically tailored raincoats. **By John Mather**

PLUS The rugged appeal of refined desert boots. **By Heather Shimokawa**

COLUMNS

ADDICTED TO SEX

Do you think about sex 748 times a day, construct elaborate fantasies about the women at your gym, and know way too much about subniche porn? Is your last name Duchovny? Take this test before you're hauled off to rehab. **By Billy Goldberg, MD, and Mark Leyner**

THE ART OF COMPROMISE

One of the greatest skills a parent can teach his children is how to seal a better deal. A modern dad's guide to creating a less conflicted household with a little horse trading. **By Mark Adams**

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ON THE COVER Clothing by Tom Ford. Photograph by Nino Muñoz. Fashion director: John Mather. Hair by Craig Damon. Makeup by Pamela Farmer.

(CLOCKWISE FROM TOP LEFT) RONALD CADIZ; JAMIE CHUNG; GUIDO VITTI; FANCY/VEER/CORBIS; CORBIS

ART DIR: PAUL MARCIANO PH: YU TSAI

GUESS

LIVE YOUR BEST LIFE... ON THE WEB

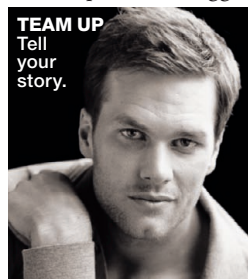
What you'll find on *BestLifeOnline.com*

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Share Your Defining Moment

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TEAM UP
Tell
your
story.

In May, our popular back-page column will become a new book by *Best Life* editor-in-chief Stephen Perrine and coauthor Mike Zimmerman. *The Defining Moments* features insights and advice from the world's most

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Keep Running

At various times in my life—the economic collapse of the early 1990s, when I was broke; after my divorce in 2001, when I was broke (again); and in the aftermath of that divorce, when rebuilding my relationship with my children seemed like an impossible task—I've been able to coax myself out of despair with a simple mantra: *It's a marathon, not a sprint*. Sure, taking the lead in the race feels good, just as eating others' dust can put a catch in your throat, but where you are right now is only for right now. Success isn't about always being in the lead; success is about running a good race and recognizing that the lead position changes from moment to moment.

Right now, a lot of men who have considered themselves successful are suddenly feeling as if they've fallen behind, perhaps irredeemably so. As Jeff Csatari and Mike Zimmerman report in "The CEO Suicides" (page 90), many executives are dealing with the sudden economic downturn by taking out their frustrations on themselves—working harder, stressing more, and in some cases, simply giving up. Too many of us identify our self-worth with the material trappings of our success, and when the foundation of that success begins to crumble, so do we.

In this, our second-annual Success Issue, we're taking a look at success from a different angle—not as a finish line, but as a race in and of itself. We'll provide you with plenty of tools to beat stress before it becomes chronic and paralyzing. And you'll find hard-knock wisdom from entertainment mogul Jay-Z and best-selling author Nassim Taleb, who tells us how he predicted the market crash and how to prepare for the next one. As the financial world came apart at the seams in 2008, Taleb's gut instinct earned him an eight-figure payoff.

In the panic that has engulfed us during the current economic climate—when so many of us find ourselves much further from our moment at the podium than we expected—it's easy to forget that being a winner isn't about the place you are right now. It's about the choices you made to get where you are and the path you're following to the next stage in the race. This race may have a finish line, but we don't know where it is. We can only keep moving forward.

It's not a sprint, gentlemen.

It's a marathon.



STEPHEN PERRINE



ON OUR MINDS THIS MONTH

INSIGHTS AND ADVICE FROM
INSIDE THIS ISSUE

"If you want
your child to
value truth, don't
tell white lies."

Writer Mark Adams,
"The Art of Compromise," page 66

"Growth
doesn't stop
when you've
become
successful.
That's when it
starts."

Rapper and entrepreneur
Jay-Z, "Not a Businessman—
a Business, Man," page 74

"I miss the days
when I'd hear
the UPS truck
in the driveway
and think, *Oh,
goody! I wonder
what I bought!*"

Writer David Owen,
"How to Buy...Anything," page 82

"The trick
is to learn to
benefit from
the fact that
the markets
are manic-
depressive."

Investor and best-selling
author Nassim Taleb,
"Swan Dive," page 96

JIM NANTZ

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JEFF CSATARI

"Stress can motivate you or kill you."

Writer: "The CEO Suicides," page 90 **What I learned:** "The corner-suite executive is most vulnerable to anxiety and depression." **About Csatari:** To understand how anxiety can drive men to the brink, Csatari visited the Executive Mental Health Program, a first-of-its-kind clinic at the University of California at San Diego. "Neurologically, stress is fear," says Csatari, a contributing editor for *Men's Health*. "You need to tap the motivating power of anxiety before it becomes destructive." He is also the author of *The Belly Off! Diet*, which will be published in May. **My best life:** "Having a tickling match with my wife and daughters. It's a great way to live in the moment."



CHARLES MASTERS

"Treat every job as if it's the first one you've ever had."

Photographer: "Swan Dive," page 96, and "Membership Not Required," page 26 **What I learned:** "Simple things are often the most beautiful." **About Masters:** After 20 years as a still-life photographer, Masters still doesn't feel as if he has peaked. "With age comes knowledge, and I'm at a point where I want to do different things," he says. Shooting "Swan Dive" was about making a feather come alive. "It looks black, but when you examine it closely, it has an iridescent sheen. It was like shooting a living thing." Masters lives in New York City. **My best life:** "Eating Chinese takeout—Gui Zhou spicy chicken—and watching silly television with my daughter, Charlotte."



RANA FOROOHAR

"Don't trust anyone wearing a tie."

Writer: "Swan Dive," page 96 **What I learned:** "In investing, skepticism is a virtue." **About Foroohar:** To anchor April's success package, Foroohar, a senior editor at *Newsweek* magazine, profiled Nassim Taleb, the author of the best-selling book *The Black Swan*, which predicted the ongoing financial collapse. Foroohar found Taleb to be extraordinarily down-to-earth. "He has played the game and played it so well that he doesn't have anything to prove as a financier," she says. "It was truly fascinating to find out what makes him tick." **My best life:** "Skiing at Jackson Hole, Wyoming, with my daughter, Darya. It's our yearly tradition."



MARK BURNETT

"Luck is where opportunity meets preparation."

Writer: "Keeping It Real," page 116 **What I learned:** "A man travels the world in search of adventure, but returns home to find it." **About Burnett:** The British-born television producer has made millions by bringing reality television (*Survivor*, *The Apprentice*) to the United States, but he wasn't born wealthy: His big break came when he left the British Army to become...a nanny! "I was a military guy from the Parachute Regiment, and I was changing diapers and picking up dog poop," he says. "But I turned it into a positive experience." **My best life:** "Having a glass of Paloma merlot with my wife, Roma, after a long day at work."

Readers' Poll

Q

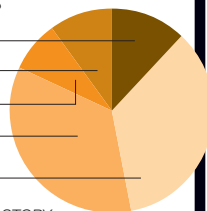
What would you do to save your job?

- 44% **AGREE TO NINE EXTRA HOURS OF WORK EACH WEEK**
- 15% **SACRIFICE A LONG-TERM COLLEAGUE**
- 13% **GIVE UP ALL VACATION TIME FOR THE NEXT YEAR**
- 12% **TAKE A 30 PERCENT PAY CUT**
- 16% **ALL OF THE ABOVE**

Here is what you told us on *BestLifeOnline.com*

According to Jay-Z, what has done the most to erode racism?

- Affirmative action 12%
- Nelson Mandela 10%
- Oreo cookies 8%
- Hip-hop 35%
- Barack Obama's election 35%



MUSIC IS POWER. READ THE STORY STARTING ON PAGE 74 FOR JAY-Z'S EXPLANATION.

What best describes your feelings about the future?

- Very afraid. I'm worried about my ability to support my family, and I believe my children will have it worse than I did. **19%**
- Somewhat afraid. America is on a decline, but it will level off and our children will live satisfactory lives. **41%**
- Somewhat optimistic. The economy will improve, and the next generation will bail us out. **18%**
- Optimistic. We're entering an age of historic opportunity to build wealth, and the next generation will enjoy a better quality of life than we do. **22%**

TO LEARN HOW TO BRAVE THE CURRENT FINANCIAL STORM, SEE PAGE 96.

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LETTERS

Thinking Caps(ules)

Taras Grescoe's story about omega-3s ["The One That Got Away," February] convinced me to start taking a supplement. What does he take? *Bill, Gladstone, MO*

Taras Grescoe responds:

I look for capsules made from sustainable fish such as sardines and anchovies (preferably Peruvian anchoveta); the source should be marked on the ingredients list. The brand I'm using now, from Webber Naturals, has 400 milligrams of EPA and 200 milligrams of DHA.

Motor City Madman?

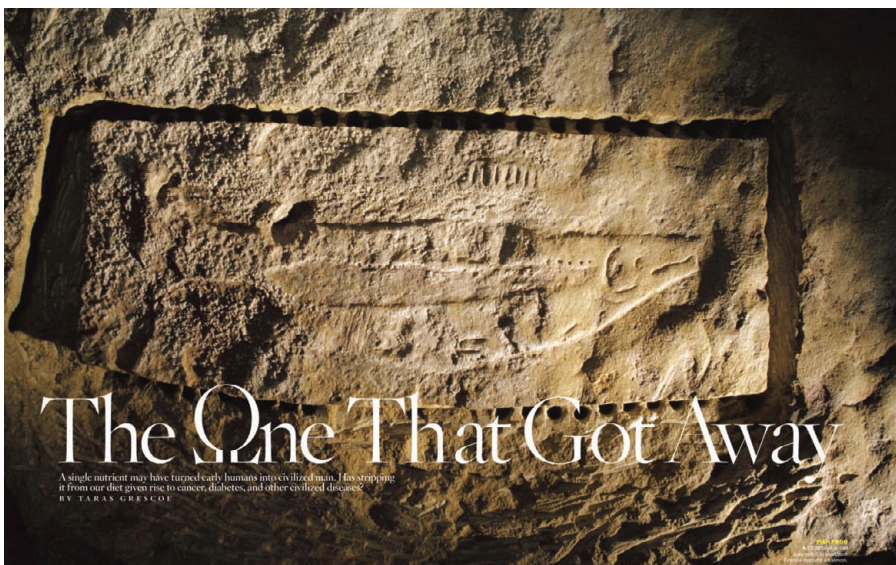
I enjoy *Best Life*, but that Ted Nugent piece sickened me ["My First Kill," February]. Obviously influenced by his "first kill," Nugent designed his signature arrow to ensure that animals suffer as they bleed to death. *James Connelly, Brighton, MI*

Ted Nugent responds: There is no swifter or more painless death in the wild than that by a razor-sharp broadhead in the hands of a conscientious bow hunter. Those of us who are honest enough to dedicate ourselves to the perfect tradition of hands-on consumerism through a hunting, fishing, and trapping lifestyle know that we are indeed one with the beasts.

Real-Food Smackdown

The restaurants in "Real Food" [February] sound great, but the selections seem a bit biased. Eleven of the 25 restaurants are in New York or California. What gives? *James, Washington, VA*

Editor's response: New York also has two professional baseball teams, while Virginia has zero. Are you going to claim bias here too? Seriously though, New York and California have long been at the forefront of our nation's food movements, and they are at the forefront of this trend as well. But



we'd love to hear about your favorite farm-to-table eateries. Send yours to bestlife@rodale.com, and we'll post the results at BestLifeOnline.com/realfood.

Readers' Best List: Guy-Grub Cookbooks

Here are the cookbooks that every home chef should own:

"Jamie's Italy," by Jamie Oliver. Try the fried polenta with rosemary and salt. It literally melts in your mouth." *Drew, Detroit*

"Julia Child's The Way to Cook" provides a classic primer on kitchen tricks every man should know, such as how to make the perfect omelet." *Christopher, Eugene, OR*

"The Silver Spoon. It's the bible of Italian cooking." *Daniel, Boise, ID*

"The Best Recipe. Ideal for guys who want to know why some recipes succeed and others fail." *Alex, Denver*

"How to Cook Everything," by Mark Bittman. The title says it all." *Marcus, Allentown, PA*

Send your suggestions to bestlife@rodale.com and see results at BestLifeOnline.com/realfood.

Letter of the Month

BRAND-NEW DAY

After I read "Monsters Inc." [December/January], I was struck by the reality of how excessive marketing is in our culture. Recently, my daughter got upset because we left her Dora the Explorer toothpaste at her grandmother's house. She had to use her Thomas the Tank Engine toothpaste, which is suddenly inferior. This seems harmless, but she is only 3! Today's kids want iPhones without even understanding what they are. Since the toothpaste incident, I've tried to set a good example by limiting trips to big-box stores, where excessive branding on everyday items runs rampant. *Jason Barr, via e-mail*

BEST LETTER WINS IT

Tell us what you thought of this month's issue and you could win a DLO iBoom Juke-Box! Prize value: \$200. For more info, visit BestLifeOnline.com.



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Readers' Poll (continued from page 10)

Mickey Rourke, 52, has staged a successful comeback after almost 15 years in the wilderness. Do you think your career peak is ahead of you?

YES 73%

NO 27%

IS BURNOUT KEEPING YOU FROM CLIMBING THE CAREER LADDER? TURN TO PAGE 90 FOR HELP.



- A. 20%** THE MUTANT BIRD LOGO USED BY SHORT-SELLING TRADERS WHO PREY ON WEAK COMPANIES
- B. 27%** A HOLDING IN OIL FUTURES THAT YIELDS HUGE PROFITS
- C. 41%** A SURPRISING DISCOVERY THAT WIPES OUT THE WISDOM OF CONVENTIONAL INVESTING RULES
- D. 12%** AN INVESTING TIP THAT SPIRALS DOWNWARD

THE CORRECT ANSWER IS C. TURN TO PAGE 96 TO LEARN MORE.

Which of the following is most likely to cause a stomach ulcer?

PESTICIDES IN THE FOOD SUPPLY

5%

BACTERIA THAT INFECTS THE STOMACH LINING

24%

EATING SPICY FOOD THREE TIMES A WEEK

4%

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BACTERIA IS TO BLAME. GET MORE INFO ON PAGE 44.

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HEALTH

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SEX

RELATIONSHIPS

CAREER

TECH

URGENT QUESTIONS

TOP EXPERTS

DEFINITIVE ANSWERS

What should I look for in a deal-closing suit?

Never experiment in important situations. I heard this mantra from Colby McWilliams, vice president and men's fashion director at Neiman Marcus in Dallas, and it serves as a life rule.

If you feel like you look great, you'll project confidence. Here's how to nail it:

The suit: Nothing beats the fit of a made-to-measure suit, and all of the major designers now offer them, including contemporary maestros such as Dolce & Gabbana and Paul Smith, and classic masters such as Zegna Milano and Giorgio Armani. Choose slim-fitting pants with a flat front. A dark navy or charcoal two-button suit signals sincerity and makes most men look leaner. Black is too somber. Pinstripes are too Gordon Gekko.

The shirt: The classic is white or pale blue with a spread collar. French cuffs indicate greater formality and exude quiet authority.

The tie: Choose a quiet color and pattern that doesn't jump out. A lean man can match narrow suit lapels with a narrower tie, but don't go slimmer than three inches. »

SUIT YOURSELF

Tailor your message for success.

Suit by Luigi Bianchi Mantova. Photographed at One Brooklyn Bridge Park (onebrooklyn.com).

WHERE TO BUY? SEE PAGE 114

THERESA ORTOLANI

Edited by Trevor Thiem

THE BEST ADVICE

The shoes: Perfectly polished black or brown laced shoes are best (wear a cap toe for extra formality), and make sure the heels are not too worn. There's truth to the theory that William Holden espouses in *Sunset Boulevard*: You just have to look at the heel to know the score. **JOHN MATHER**
Mather is Best Life's fashion director.

CAREER

I'm thinking about changing jobs. How can I avoid being "last in, first out"?

Step one: Skew your job search in favor of well-established companies with a proven record of success. Ninety-eight percent of U.S. businesses employ fewer than 100 people. These companies are often founded by engineers, lawyers, or accountants, and typically don't operate with the acumen of a Fortune 500 company. They're also more likely to use the "last in, first out" (LIFO) principle. Here are steps two through five:

Tap your network. Get in touch with people who know the company and ask about the firm's stability and average turnover rate.

Interview your new boss. Once an offer is made, sit down with your potential supervisor. Ask about the direction of the company, the average tenure, and where the position could lead. If you don't get specific answers, think twice before accepting.

Examine the situation. Good poker players study the other players for tells before they

THE BEST WAY TO

DETERMINE HOW MANY CALORIES ARE IN A RESTAURANT MEAL



First, visit the restaurant's Web site, as an estimated 75 percent of eateries provide nutrition info either online or in their dining rooms. But if you're at a bistro that hasn't joined this trend, use the following tips to ballpark your calorie intake. You can also visit *calorieking.com* on your cell phone to determine the calories in specific foods and popular restaurant meals.

Breakfast: An egg sandwich has 300 to 600 calories, depending on your choice of bread, cheese, and meat (an English muffin with egg and ham is the healthiest way to go). A stack of pancakes will set you back more than 800 calories, although you can save a couple hundred calories by holding the butter and substituting agave nectar for maple syrup.

Lunch: The salad bar isn't always your friend. Lunch-size salads run anywhere from 500 to 900 calories, depending on what you throw into the bowl. Don't be quick to dismiss fast food either: At 600 calories, Burger King's Whopper has 400 fewer calories than most bistro burgers. But do avoid the value-meal option. The fries and soft drink will double

your calorie count. Opt for seltzer or unsweetened iced tea instead.

Dinner: A Caesar side salad will cost you 400 calories; a bowl of pasta, around 900 calories; and the average eight-ounce steak, about 600 calories (less for sirloin, more for rib eye and strip). The healthiest choice is grilled fish, no sauce, lemon on the side. It will be less than 400 calories every time.

Dessert: A slice of cake or pie packs 600 to 900 calories, so order a small scoop of ice cream instead. At 250 calories, it won't ruin your diet. **MATT GOULDING**

Goulding is the food and nutrition editor for Men's Health and the coauthor of the best-selling Eat This, Not That! book series.

try to win hands. Employ the same strategy. Spend the first few months learning the system, turning out good work, and building relationships instead of blowing down doors to prove your value.

Become a cornerstone. Once you know the system, become indispensable by subtly publicizing your good work. Even a company that employs LIFO won't want to let you go if you've highlighted your value to the right people. **TONY BESHARA, PH.D.**
Beshara is the author of The Job Search Solution and Acing the Interview.

WEIGHT LOSS

What's the quickest way to get rid of a double chin?

You can have a procedure called submental liposuction, which requires only a small incision below the chin line. Because double chins are composed almost entirely of fat, such minimally invasive surgery is highly effective. It costs up to \$3,000 and recovery time

THE BEST ADVISORS

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DIET

John Foreyt, PhD
Foreyt is a professor in the departments of medicine, psychiatry, and behavioral sciences at Baylor College of Medicine, in Houston.

HAIR LOSS

Robert M. Bernstein, MD
Dr. Bernstein is a clinical professor of dermatology at the College of Physicians and Surgeons of Columbia University.

ENDOCRINOLOGY

Martin J. Abrahamson, MD
Dr. Abrahamson is an associate professor of medicine at Harvard Medical School and medical director of the Joslin Diabetes Center.

ALTERNATIVE MEDICINE

Mark A. Moyad, MD
Dr. Moyad is the Jenkins/Pokempner director of preventive and alternative medicine at the University of Michigan Medical Center.

PLASTIC SURGERY

Haideh Hirmand, MD
Dr. Hirmand is an assistant attending plastic surgeon at New York-Presbyterian Hospital/The Weill Cornell Medical Center.

PERSONAL FINANCE

Gary Schatsky
Schatsky is a fee-only personal financial advisor and the founder of Independent Financial Counselors and ObjectiveAdvice.com.

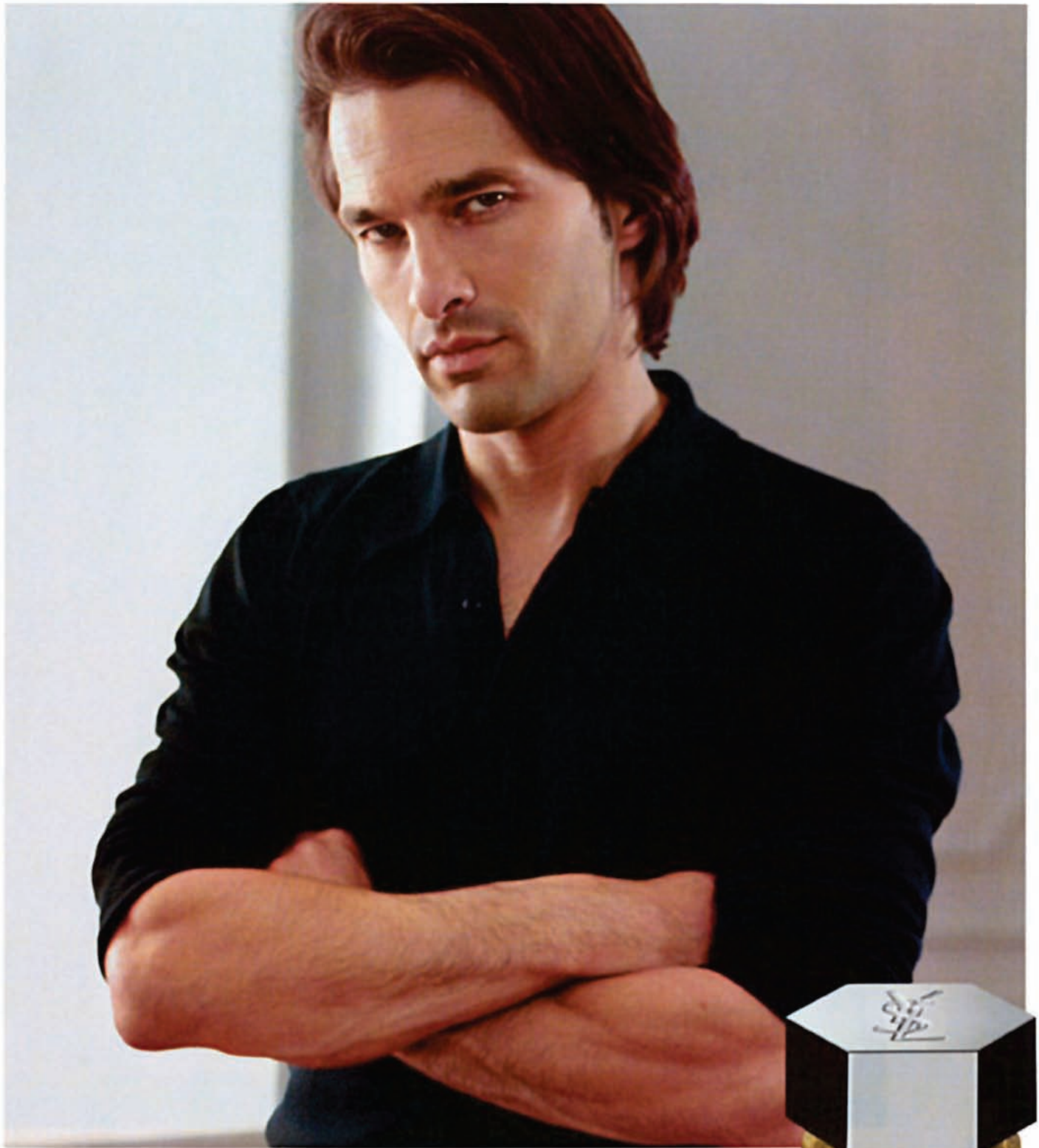
Q: Will an orange a day reduce my blood pressure?

Don't count on it. The study at the center of the eat-more-oranges headlines suffers from a major flaw: It included only 11 people, which is hardly a big enough group from which to draw conclusions. The bottom line is that for all the proven benefits of consuming foods that are rich in vitamin C (enhanced tissue repair, free-radical protection, immune function), lower blood pressure isn't one of them. To lower your blood pressure without (or in addition to) medication, exercise vigorously for 30 minutes a day, lose weight, consume a rainbow of fruits and vegetables, and reduce your salt intake. The last two strategies alone can lower your blood pressure by up to 14 points.



CARDIOLOGY

Steven E. Nissen, MD
Dr. Nissen is the chairman of the Cleveland Clinic's department of cardiovascular medicine and the senior consulting editor of the *Journal of the American College of Cardiology*.



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Portfolio



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Zenith Swiss Watch Manufacture Teams With Charity: Water At The 3rd Annual Charity: Ball 2008

ZENITH Swiss Watch Manufacture sponsored the "charity: ball" benefiting charity: water in New York City.

Hosted by Adrian Grenier, the event featured a multimedia exhibition displaying the successes of charity: water.

An auction featured two handcrafted 18K Rose Gold watches donated by ZENITH, which Grenier modeled, with 100% of the proceeds going towards building fresh-water wells in developing nations.

www.zenith-watches.com


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Donald J Pliner, known for his passion for style and understanding of functional form as it relates to comfort, will be making personal appearances at four of his boutiques. Ten percent of sales at each event will benefit the Donald and Lisa Pliner Peace for the Children Foundation.

For more information, visit
www.peaceforthechildren.org

March 21 – Aventura, 1-6pm

March 28 – Beverly Hills, 12-5pm

April 4 – Houston, 12-5pm

April 30 – San Jose, 12-5pm

May 2 – Las Vegas, 1-6pm

♦ DONALD J PLINER ♦

MADE IN THE ALCANTARA OF ITALY

THE BEST ADVICE

can range from a couple of days to an entire week, depending on how easily you bruise. The best way to lose a double chin, however, is through lifestyle and diet changes, which will also have the pleasant side effect of boosting your overall health.

The first, and most important, lifestyle change is exercise, and the fastest way to burn calories (and lose fat) is to elevate your heart rate by moving as many muscles as possible with as much intensity as possible. Then, to send your fat burners into overdrive, take a five-minute break in the middle of your workout. The rest period will allow your body to transport this fat more efficiently to your working muscles, which burn the fat as fuel, according to a recent study in the *Journal of Applied Physiology*. In practice, this might mean doing three nonstop circuits of push-ups, bent-over rows, and split squats (eight to 10 reps per exercise), followed by five minutes of rest. Then do 15 minutes of intervals, alternating one minute of intense effort with two minutes of active rest. Any type of cardio will do—cycling, rowing, running. Also, eat more lean protein.

High-protein meals may boost energy expenditure and accelerate fat loss, according to a recent Australian study. HAIDEH HIRMAND, M.D., AND ALWYN COSGROVE
Dr. Hirmand is a plastic surgeon at New York Hospital–Cornell Medical Center. Cosgrove is a certified strength and conditioning specialist and the author of *The New Rules of Lifting*.

HOME INSECURITY

Home burglaries occur every 15 seconds, according to the FBI, costing taxpayers \$17.6 billion in 2007. So what's a homeowner to do? We asked the nation's top experts to compare the most popular security measures. "The best approach involves more than one," says *Good Morning America's* security expert, Bill Stanton. "Think of it as a multilayered defense."

"Burglars don't want to draw attention, and that's exactly what a barking dog does," says Steve Kaufer, owner of the security firm InterAction Associates.
PROS: Heightened sense of hearing, sight, and smell to identify potential invaders. Large dogs can also provide physical protection.
CONS: "Most dogs are all bark and no bite, and burglars know it," says Kaufer. Specially trained dogs are another story. "They attack on command or when danger presents itself," says Perry Ahlgrim, president of Command Control K-9. "It's like having a best friend that will take a bullet for you."
COST: Trained guard dogs range from \$2,500 to \$65,000, depending on the level of training (cck9.com).

"State-of-the-art technologies include remote monitoring and motion-sensitive lighting," says Kaufer. "Just having an alarm-system sign outside is a deterrent." Homes with alarms are three times less likely to be burglarized.
PROS: Around-the-clock protection and automatic police notification. "Just make sure you turn on the alarm," says Ron Walters, of the Security Industry Alarm Coalition. Half of all homeowners regularly don't.
CONS: False alarms
COST: \$1 to \$2 per square foot, plus at least \$25 a month in monitoring fees. Most big companies—ADT, Brinks, Slomin's Shield—have comparable prices.



More than 60 percent of burglaries show no signs of forced entry. "Thieves are using a new technique called bumping," says Michelle Boykins, of the National Crime Prevention Council. A bump key fits into any standard lock and requires only a light tap from a hammer to trip the pins. "But this method won't work on a high-security lock."
PROS: Bump-proof, pick-proof, drill-proof, and crowbar resistant
CONS: If a thief can't get into your home through a door, he can still break a window, but at least you'll have proof of forced entry.
COST: From \$122 per lock (medeco.com)

"A gun can protect you," says Kaufer, "if you know how to use one and are prepared to do so." Many gun owners aren't trained, making their guns more dangerous than potential intruders. "If you buy a gun, take a class," says Kaufer. Also, consider buying a shotgun, which doesn't require as much skill as a handgun.
PROS: Peace of mind. "There's nothing like the distinctive sound of loading a round and pumping a barrel," says Kaufer. "It's a tremendous deterrent, even without being fired."
CONS: If you don't know how to use your weapon, "a gun brought out for self-defense can be turned against the homeowner," says Kaufer.
COST: From \$359 for a 12-gauge Remington

Although security guards and patrol officers are more commonly found in gated communities, residential neighborhoods are also hiring them in increasing numbers.
PROS: Continuous monitoring by a trained professional who can also collect mail and turn lights on and off. "Parents also like the peace of mind they bring to neighborhoods with children," says Kaufer.
CONS: Daily patrols can't compare to a 24-hour alarm system.
COST: About \$550 a week. Many neighborhoods also patrol themselves through neighborhood watch groups, which can reduce crime by up to 53 percent, according to recent research.

FINANCE

How can I be sure that my advisor isn't a Ponzi?

Make sure he or she is focused on doing one job and doing it well. Disgraced Wall Street fund manager Bernard Madoff—

who allegedly squandered \$50 billion of his clients' assets—filled two sets of shoes. He served as both an investment advisor and a custodian, so he decided how to invest his clients' money and then executed the trades. This is highly unorthodox. A reputable advisor will have trades executed by a well-known custodian—Fidelity, Schwab, or TD

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SEXUAL HEALTH AND UROLOGY

Ridwan Shabsigh, MD
Dr. Shabsigh is the director of the division of urology at Maimonides Medical Center in Brooklyn and author of *Sensational Sex in 7 Easy Steps*.

CAREER

Gil Schwartz
Schwartz is an executive vice president at a Fortune 500 company in New York City.

EXERCISE PHYSIOLOGY

William J. Kraemer, PhD
Kraemer is a professor of kinesiology in the Human Performance Laboratory at the University of Connecticut at Storrs.

DERMATOLOGY

Bruce Katz, MD
Dr. Katz is a clinical professor of dermatology at the Mount Sinai School of Medicine in New York City.

MENTAL HEALTH

Mario Alonso, PhD
Alonso is a psychologist, executive coach, and expert in leadership development. His new book is *Family Business Survival*, and he is based in Allentown, Pennsylvania.

STRENGTH SPECIALIST

Alwyn Cosgrove
Cosgrove is the owner of Results Fitness in Santa Clarita, California, and the author of *The New Rules of Lifting*.

Q: How can I gussy up my hair if I'm going directly from work to an event?

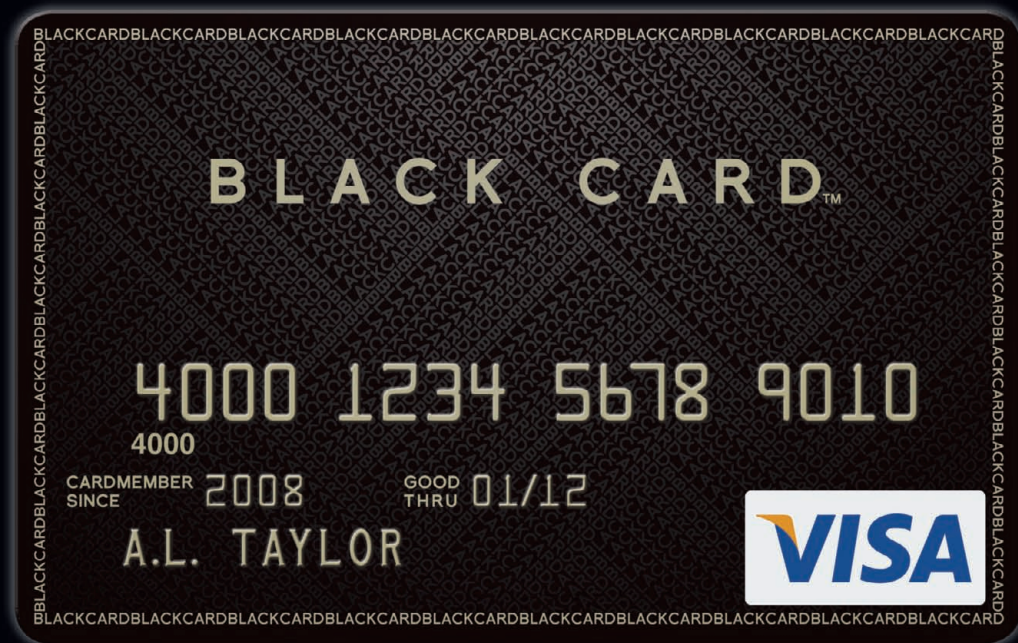
Mixing sugar with water creates a highly effective styling agent. Trust me. First, dilute a small sachet of sugar in an eight-ounce cup of water. Then dip a comb into it and resculpt your look. (Every guy should keep a comb or brush in his desk drawer. British barber Geo F. Trumper makes my favorite grooming tools.) If you're heading to a party, dampen your fingers in the simple styling syrup, and then run them through your hair to texturize your coif and add volume.



GROOMING

John Allan
Allan is the founder of five men's grooming clubs in New York and Chicago that bear his name, as well as his own line of hair and skin-care products.

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THE BEST ADVICE

Ameritrade, for example. Here are four more ways to avoid falling prey to a Ponzi. **Determine who does his audits.** The SEC requires investment advisors to undergo a surprise audit each year, preferably by one of the Big Three accounting firms. Unscrupulous advisors like Madoff use their own accountants.

Diversify. Never invest all of your money with one manager or fund. Many of Madoff's investors didn't heed this maxim, and they paid with their investment portfolios.

Steer clear of "funds of funds." Instead of stocks, these funds invest in other mutual funds. If one of those other funds is run by a graduate of the Ponzi school of management, you're screwed.

Remember Wall Street's golden rule. If it seems too good to be true, it probably is. Madoff was supposedly reporting returns of 1 percent a month when the S&P 500 lost 38 percent over the course of a year. That kind of good fortune should fail anyone's smell test. **BILL STRAND**

Strand is a wealth manager with Asset Strategy Consultants, in Minnesota

FATHERHOOD

A boy called my 9-year-old daughter a whore. How can I help her handle it?

First, make sure you have your own instinctual, protective anger under control. Most 9-year-old boys know that the word

whore is an insult, but few know what it means. In their minds, it's no different than calling someone a "poop head." Your sense of calm and understanding will influence your daughter's peace of mind as you address her concerns. Here's how.

Define it for her. If your daughter asks what a whore is, say, "It's a girl or woman who doesn't act like a respectable lady." (If she asks what "respectable" is, explain that it means acting in a modest way.) Tell her that the boy was trying to make her feel bad, but that he should feel bad because he was not behaving nicely.

Ask how she feels. If she already knows what a whore is, ask her how she feels about the name-calling. The sticks-and-stones-may-break-my-bones mantra doesn't apply here; you need to validate her hurt feelings, which will evaporate once she airs them. Next, find out how she responded. If she called him a name in return, say, "You got him back. You're even. But next time, just feel sorry for him, because he doesn't know what he's saying."

Offer to help. You're your daughter's knight in shining armor, and she might ask you to make it all better. If it's a first-time offense, suggest that you give the boy another chance. If he's a repeat offender, talk to the boy's teacher and ask him or her to keep an eye out for further teasing. If that doesn't work, meet with the principal and ask about contacting the boy's parents.

SARAH CHANA RADCLIFFE

Radcliffe is a psychologist in Toronto and the author of Raise Your Kids Without Raising Your Voice.

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DENTISTRY

Steven M. Butensky, DDS
Dr. Butensky is the director of aesthetic dentistry at New York University College of Dentistry.

FITNESS

Mark Verstegen
Verstegen is the founder and chairman of Athletes' Performance elite performance training centers and the author of *Core Performance*.

WELLNESS

Steven Lamm, MD
Dr. Lamm is a professor of medicine at New York University Medical Center and the author of *The Hardness Factor*.

MARRIAGE AND FAMILY COUNSELING

Scott Haltzman, MD
Dr. Haltzman is a clinical assistant professor of psychiatry and human behavior at Brown University and the author of *The Secrets of Happily Married Men*.

NUTRITION

James O. Hill, PhD
Hill is the director of the Center for Human Nutrition at the University of Colorado and cofounder of America on the Move, a national weight-gain-prevention initiative.

WEIGHT LOSS

Cynthia Sass
Sass is a registered dietitian, board-certified in sports dietetics, and coauthor of *Flat Belly Diet!*

SEX AND RELATIONSHIPS

Lori Buckley, PsyD
Buckley is a clinical psychologist who specializes in couples, relationship, and sex therapy in Pasadena, California.

BRAIN HEALTH

P. Murali Doraiswamy, MD
Dr. Doraiswamy is the chief of biological psychiatry at Duke University and coauthor of *The Alzheimer's Action Plan*.

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AGEERASERS

Breaking News on Staying Young

THE MAGIC OF VITAMIN K

One of the keys to a long life is having good insulin sensitivity (meaning your body doesn't produce wild swings in blood sugar after you eat, a condition that leads to diabetes). New research from Tufts University found that vitamin K—a nutrient found in brussels sprouts, broccoli, and dark, leafy greens—helps keep insulin levels in check. The researchers recommend eating five or more servings of these vegetables a week.

SMART MOUTH

People with gum disease have worse mental functioning than those whose gums are healthy, according to a U.K. study. The researchers had 6,693 adults in their twenties through seventies take cognitive performance tests. They found that, regardless of age, those with bleeding gums or tooth problems caused by inflamed gums scored worse. This finding suggests that system-wide inflammation due to gum disease causes damage to white matter in the brain, resulting in deficits in mental function. Flossing every day will help keep your gums healthy and your mind sharp.

wine

A Longevity Mystery

Recent research reported in the *American Journal of Clinical Nutrition* reveals that there are other ways to increase your omega-3 levels without downing more fish-oil pills or loading up on sardines. The study, known as IMMIDIET, was funded by the European Union and tracked the diets and health of 1,600 people from Italy, Belgium, and the U.K. The researchers found that people who drink moderate amounts of alcohol (i.e., two drinks a day for men) have higher concentrations of omega-3 fatty acids in their blood, independent of their fish consumption. The mechanism isn't clear, but the researchers did find that the association is strongest for wine drinkers, so the antioxidant properties of wine's polyphenols might have something to do with it.

Nature's Viagra
Good news for the 18 million American men who suffer from erectile dysfunction:

There's a natural alternative to Viagra. Studies and clinical trials show that most prescription ED drugs can cause side effects such as headache, facial flushing, upset stomach, vision problems, and priapism (an erection that won't go away).

But a new study in the *Journal of Natural Products* found that horny goat weed targets an enzyme that controls blood flow to the penis more precisely than Viagra does.

56 Percentage increase in your risk of metabolic syndrome (a collection of symptoms that puts you at greater risk for diabetes and heart disease) if you eat less than two servings of dairy a day, according to a study of 5,000 people reported in the *American Journal of Health Promotion*

50 Percentage reduction in hay-fever symptoms if you are treated with acupuncture, according to a new study published in the *Annals of Allergy, Asthma, and Immunology*

56 Percentage increase in your risk of stroke if you binge drink (consume six or more drinks in one session), according to new research reported in the journal *Stroke*

fish oil

Protecting Against a Silent Killer

Offentimes, brain damage manifests itself in the form of slurred speech or memory loss, but sometimes there are no symptoms. Doctors call this silent brain damage. Possibly caused by migraines, head trauma, or anemia, these tiny areas of dead brain tissue can lead to stroke or dementia over time. A recent study published in the journal *Neurology* found that people who eat at least three servings of tuna or other fish a week have a 26 percent lower risk of these dangerous infarcts than those who don't eat fish at all. Those who eat fish once or twice a week experience a 13 percent decreased risk. The exception: Eating fried fish does not produce any added health benefit. The study authors recommend eating fish that are high in omega-3 fatty acids to reap the most benefits. Try tuna, salmon, or mackerel.

Edited
by Tyler
Graham



Bell & Ross

TIME INSTRUMENTS

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THE BEST LISTS

THE 187 BEST WAYS TO INVEST YOUR TIME AND MONEY THIS MONTH

Edited by Jessica Lothstein

THE BEST WAY TO WOO A BEAUTIFUL WOMAN

A refresher course in seduction

When you have graced the pages of a *Sports Illustrated* swimsuit issue, been named one of *People*'s 100 Most Beautiful People in the World, and officially been crowned a Victoria's Secret Angel (all of which the smoldering Selita Ebanks has accomplished in the past three years), you are obviously allowed to have higher dating standards than we mere mortals. So what exactly does the 26-year-old beauty look for in a man? "Honesty." Really? That's all? No problem there. Especially if it involves telling her how this picture makes us feel. Turn to page 41 for her suggestions on bringing your own dream angel down from the clouds.





HOT TUB Squeaky clean...
but still kinda dirty.



Membership Not Required

Valentino puts a modern spin on a cult classic

Anyone who lived through the '80s knows the connotations of a Members Only bomber. "It became the signifier of sleaze. If you wanted to look like a perverted old geezer, you wore a Members Only jacket," says Simon Doonan, creative director of Barneys New York, who favored more sophisticated renditions from Versace and Comme des Garçons at the time. "But everything that's really geeky or bad always seems to come back in a good way...like ABBA." This season, fashion houses such as Gucci, Armani, and Dolce & Gabbana have put elegant spins on the classic bomber silhouette. Our favorite is the plush lamb suede offering from Valentino. Shrunken to a snug fit and appointed with elk-horn buttons, pouch pockets, and cashmere trim, it's one layer removed and many levels cooler than what Doonan calls the Off-Track Betting version. "This is a cleaned-up interpretation of that unsavory '70s and '80s blouson, with a little edge to it," he says. "And if you're really hardcore, there's certainly no shortage of the real thing at Goodwill." MICHAEL SLENSKE

WHERE TO BUY? SEE PAGE 114

THE PEAK *of* PINOTS! CASCADING WITH CHARACTER



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"I think that a guy in great shape looks particularly sharp in a fitted double-breasted jacket. It's a sign of a gentleman, and it works well with trousers or jeans."

Classic American Cool

Hilfiger's Tommy boy grows up

It hasn't been a straight line to success for style great Tommy Hilfiger, whose long and impressive résumé began with a failed sportswear brand and a chain of bell-bottom depots that wound up in bankruptcy. "You can have a great business idea and great creativity, but if you don't have great business acumen, you have nothing," says Hilfiger, who took that hard-won lesson to heart and built an empire of more than 850 stores around the world. This spring, Hilfiger is opening a five-level, 22,000-square-foot global flagship on New York's Fifth Avenue, marking his brand's debut on the esteemed retail strip. "It's going to have men's, women's, children's, the collection," he says. "The best of the best of the best." Hilfiger has put those superlatives into his spring runway collection, which is inspired by the style of early-'80s rakes such as Jack Nicholson. "I'm fanatical about fit, and I think that suit jackets should have all the details you would find on Savile Row," says the designer, who is making all of his suits and coats in Italy and fitting them with working buttonholes, ticket pockets, and horsehair linings. "It's a combination of iconic ideas, but put into better fabrics and finer tailoring, with more refinement and sophistication. When we started this, our guy was the Tommy boy, but the brand has evolved. Now I'm designing for the Tommy man." MICHAEL SLENSKE

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Cut Your Taxes

Money-saving moves your accountant is likely to overlook

Mike the accountant has been doing my taxes for 15 years. I'd always pegged him for a guy who worked all the time and spent his few off-hours sacked out in front of the television. Then, at our last sit-down, I casually asked after Mike's wife.

"Uh, I got divorced and remarried...and I have two new kids," he said. Who knew? Mike the accountant actually has a life, one that is as filled with failure and triumph as yours or mine.

More important, so do his clients. But Mike knows nothing about my family except for what's on the W-2 and in our receipts. And what your accountant doesn't know can cost you money. There are plenty of potentially tax-saving moves that you might be making—or be willing to make—but it never comes up in your once-a-year conversation. "Often it's just 'Give me the data; here are your returns,'" laments Gary Schatsky, a New York-based financial planner.

So, rule number one is to get in touch with your accountant *before* the end of the year, when he's not crazed, and discuss ways to minimize your tax exposure. Once receipt-dump season rolls around, it's too late. We consulted accounting experts and financial planners to find ways to save money that Mike never mentioned. DEVIN LEONARD



It's Time to Weatherproof

Three years ago, Congress instituted tax credits for insulating homes and buying energy-efficient appliances such as boilers. The tax break was not in effect last year, but it is back in effect for 2009. (Government logic: Energy efficiency makes sense only occasionally.) Just be sure to tell your accountant about those new double-pane windows. "I'm not going to know if a client has made a home improvement unless he tells me," says Kristine McKinley, a financial planner in Lee's Summit, Missouri. Some hybrid vehicles,

such as the Ford Escape, will also earn you a tax credit. And families who buy a first house after April 8, 2008, and before July 1, 2009, are entitled to a \$7,500 tax credit. (More logic: Buy a house on July 2 and you are unworthy!)

Avoid Double Taxation

A smart tax move is to sell clobbered stocks and deduct the losses. (Then reinvest the cash immediately in different stocks). If you haven't done so, do it now. But a lesser-known trick is to avoid double taxation on dividends paid by your mutual funds. Ed Slott, a

New York accountant, explains that as stocks in your funds pay dividends, you pay taxes on that payout, even though many fund companies reinvest the dividends instead of paying them out to shareholders. Here's the problem: Once you sell the fund, you are taxed on your gains, even though some of that gain is dividend income you have already paid taxes on. Ask your accountant to look at your old tax returns to see what the IRS has billed you for, and then adjust accordingly. "Most people don't know to question that," says Slott. "Your accountant might not either."

Did You Convert Your IRA?

Many investors converted traditional IRAs to Roth IRAs last year as the market fell, because fewer taxes are incurred when the market is down. The problem? Stocks kept falling. So if you sold, say, after losing 20 percent, you owe more than if you'd waited for the full 40 percent drop. But those taxes disappear if you change your Roth back to a plain-vanilla IRA before April 15. As far as the IRS is concerned, it's as though the original switcheroo never happened. You can always reconvert after 30 days.

TAX TIPS FOR A POST-BAILOUT WORLD

How to keep the IRS from getting every last cent

While we don't know for sure what impact the Obama administration will have on our wallets, we do know that the Bush tax cuts are likely to be repealed at some point. Someone has to pay for all those bailouts, and it's likely to be you. Here are three moves to protect your cash flow.

BUY MUNICIPAL BONDS

Higher tax rates make tax-free investments even more valuable. If the top marginal rate goes to 39.6 percent—and some fear it could go higher—a muni bond that yields 5 percent will have the tax equivalent yield of about 8 percent (or higher if you pay state and city taxes). What's more, munis might increase in value as investors rush in.

TAKE LONG-TERM CAPITAL GAINS

This year may be your last chance to sell an investment—whether it's stock or your lakefront cottage—and pay taxes at what could be remembered as a very low rate (15 percent), says Stewart Welch, a financial planner in Birmingham, Alabama.

PLAN CHARITABLE DONATIONS CAREFULLY

If you expect your taxes to go up substantially next year, postpone any major charitable gifts until 2010, says financial planner Kristine McKinley. That way, you'll capture more tax benefits. D.L.



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Curb Your Jealousy

The Four Seasons' Alex von Bidder explains

Could we sit in Bobby's section tonight?" asks Joe, as he envelops my hand with his. Joe is a jovial multimillion-dollar rainmaker at a law firm in town. He also went to college with Bobby, one of my waiters, way back when.

Somewhere between the appetizer and the main course, Bobby comes out of the dining room huffing and puffing, his frustration plainly revealed in his reddening face.

"Joe is too much! This show-off is ordering so many expensive wines that I don't have enough room on the table for all the glasses. Why did you seat him with me?"

He doesn't say what else he is thinking: *He's the big shot, and I'm just the server. How come he's so successful and I'm not? I worked just as hard as he did in college and ever since too. I bet he pulled some strings to get where he is.*

All this customer did was favor his classmate and order some wine. He is having a great time reveling in his good fortune, while Bobby is letting jealousy eat him up. It makes him feel ill. I tell him to chill and go outside for some fresh air.

Jealousy is as old as mankind. It is discussed in the ancient yoga sutras from the 2nd century B.C. Shakespeare called it the green-eyed monster...green as the color of sickness you can taste in your bile when it strikes and you let it come up.

You most likely experienced jealousy before you could speak. You still might be competing

with your siblings for your parents' love. Your lack of attention from a parent now plays out with your boss. Will your performance now get you the validation you longed for at home?

Jealousy spares no one. Austrian scientists recently concluded that it shows up even in dogs, if one is fussed over more than another.

What can you do to live with this destructive emotion? How can you work with it and tame it when it shows up again?

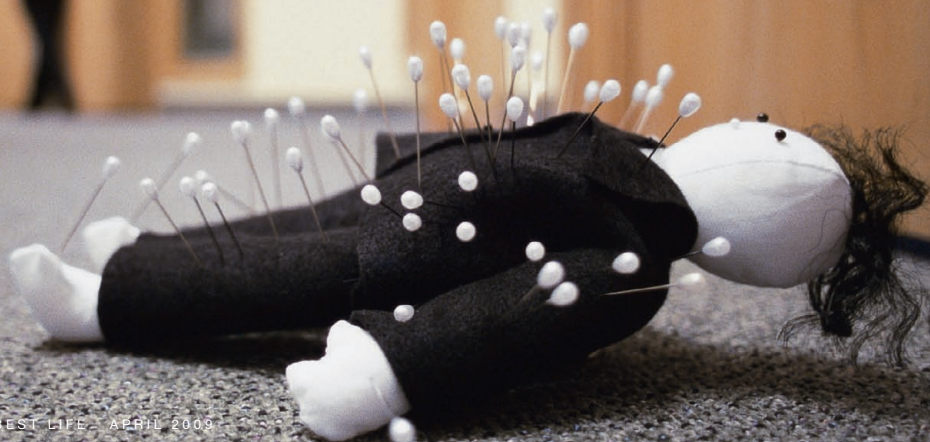
One of the ways to deal with jealousy is to catch it as it arises. Practice observing your mind's way of thinking. Notice how you envy someone, or crave attention, or feel badly when something good happens to someone else. Zen wisdom says you can choose which seeds of emotions you water in each moment. The seeds you choose will grow. Don't water the seeds of jealousy and envy, but rather the seeds of friendliness and blessing.

Patanjali, the author of the aforementioned sutras, says the key to not feeling jealous is to bless the good fortune of other people, to be happy for them, and to make them your friends. He writes that if you practice this, "the mind-stuff retains its undisturbed calmness"...and who wouldn't want that?



Alex von Bidder is the managing partner of the Four Seasons Restaurant in New York City and a certified yoga teacher. He operates a restaurant that sees more power personalities than even the White House, and he calms his mind on the yoga mat.

ENVY HURTS
Don't be a prick.



ASK THE CAREER COACH

Insider advice for leadership success

Recent layoffs have hit my department hard. How can I get the job done with half the staff?

First, manage up. Be sure you are doing exactly what your boss thinks is important and tell him what a good job you're doing. That said, all is not possible in a contracting universe, and odds are your boss understands this better



PAPER WEIGHT
Use a lifeline before you get buried.

than you think he does. Like a great and terrible Oz, he knows that when he cuts his staff, he must also sacrifice more than a smidgen of functionality.

As you manage the expectations of those above you, you must tend to the equally important task of wrangling your diminished staff into a new set of harnesses that used to hold a lot more dogs. Sympathize with their plight. Validate their concerns. And, most important, let them know that if they are now incapable of doing a decent job, they need to let you know immediately. You're all in this together, and you must set realistic objectives at both ends of the food chain. Also keep in mind that it's often possible to rebuild your headcount once the CEO and his direct reports realize just how difficult it is to meet quotas and retain important clients with a reduced employee population. Nothing is impossible. It can be done. You know how. You're a survivor.

Gil Schwartz is an executive vice president at a Fortune 500 company. Submit questions to careercoach@rodale.com.



GETTY IMAGES (2)



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How the Rich Got Poorer

The 10 worst investments in recent history BY JASON DALEY

10 RANDY QUAID'S PHALLUS

If you're going to drop \$3.5 million into your wife's directorial debut, you should probably talk her out of naming the film *The Debtors*. But a debtor is exactly what the funnyman became when a dispute erupted over a scene involving a giant phallus, a German rock band, and a few gallons of milk, delaying the release of the art-house dud for three years and landing the actor in bankruptcy court. As if the whole debacle weren't embarrassing enough, Quaid had to put up with his wife aggressively promoting the movie with an exhibit featuring giant photos of her vagina. Not all sex, it turns out, sells.

9 | Sylvester Stallone's Hedge Fund

Sly thought he had made a killing when he cashed out \$1.3 million in earnings from the Lipper Convertibles hedge fund. But then it was revealed that the fund's managers had made up the 40 percent returns and the fund collapsed. Those who got burned sued Stallone and everyone else who cashed out before the fraud was revealed. So far, the lawsuit, which calls for early withdrawers to give back some of what they'd earned, hasn't been settled. That's fine with Stallone. He needs the cash to keep his first bad investment—the Planet Hollywood restaurant chain—on life support.

8 | Mick Fleetwood's Nose

The former Fleetwood Mac drummer estimates that he has snorted more than \$8 million of blow. (Is that all?) We're not passing judgment on how he fueled his creative juices, but the nose candy also powered a real-estate shopping spree that sounds like the lyrics of a Beach Boys tune: Bel Air, Malibu, Hawaii, Sydney. "I was finding a way to create...a safe harbor from what was a very crazy world..." Fleetwood told *The New York Times*. Then came bankruptcy court.

7 | Kevin Bacon's Madoff Connection

It goes without saying that Bernie Madoff duped a lot of celebrities. Pedro Almodóvar lost around \$280,000. Jeffrey Katzenberg let go of \$20 million. But it appears no one was more heavily invested than Kevin Bacon and his wife, Kyra Sedgwick...so much so that they were allegedly forced into six degrees of separation from all but their real estate and checking accounts.

6 | Slash's Hollywood Crib

When Saul Hudson (a.k.a. Slash), the top-hat-clad ax man for Guns N' Roses, bought a 7,800-square-foot crib in the Hollywood Hills, he thought he'd found his "dream home," as he later stated in a lawsuit. But then he found out the house was slightly smaller than advertised and had "title defects." Slash sued Sotheby's (his real-estate broker), saying the house caused him "grief, shame, humiliation, anger, worry, nervousness, stomach disorders, backaches, loss of appetite [for destruction?], and inability to concentrate on work." Then someone reminded him that, no, it was his heroin addiction that had caused all those problems.

5 | Bruce Willis's Spare Tires

His heart was in the right place, but the *Die Hard* star should have done a little more research before he invested \$2 million with a Malaysian prince named Tunku Imran Tuanku Ja'afar, who promised a new waste-free method of recycling used tires into fresh rubber. When the company's big IPO never panned out, Willis tried to reclaim his cash, to no avail. He eventually strong-armed \$1.1 million from the company, and a lawsuit helped him get back the other \$900,000, though Willis didn't receive interest on the money as requested. If Willis is looking for new investment opportunities, there's a Nigerian king who just sent us an e-mail.

4 | Harry Frazee's Boston Curse

At the turn of the century, Boston theater impresario and owner of the Red Sox Harry Frazee found himself short on cash and eager to back a Broadway play called *My Lady Friends*. So what did he

CASHED OUT
"Show me the money pit!"



do? Take out a loan? Sell off his least valuable players? Those would have been the sensible moves. Instead, he sold off his star player and home-run king (that would be Babe Ruth) to the New York Yankees for \$100,000. Little did Frazee know that, decades later, this decision would cause millions of self-absorbed young white men to don Boston Red Sox caps, thinking this would make them look slightly edgy and outside the mainstream.

3 | Just For Feet's Super Bowl Strategy

When this Alabama-based sneaker chain was plotting to become the next Foot Locker, it pumped \$7 million into a glitzy Super Bowl ad to launch the brand nationally. The spot, put together by advertising firm Saatchi and Saatchi, depicted a posse of white hunters in a Humvee, chasing down and drugging a barefoot Kenyan runner before slipping a pair of Nikes onto his feet. Just For Feet was quickly dubbed "Just For Racists."

2 | Prince Abdullah of Bahrain's Jacko Obsession

There's a bit more to the story of Michael Jackson's self-imposed exile to Bahrain following his molestation acquittal. The king of pop actually shackled up with überfan Prince Abdullah of Bahrain, and the deal came with lots of strings attached. In exchange for housing the

financially troubled pop star, building him a custom studio, and giving him a \$7 million advance, Abdullah demanded that he be the coproducer and cowriter of two albums and—wait for it—a stage show. But six months after taking up residence, Jacko split without laying down a single track. Abdullah sued, and the two settled out of court last year. The terms haven't been disclosed, but Bubbles the Chimp, Jackson's longtime animal companion, was recently spotted racing camels outside Abu Dhabi.

And the winner is...

1 | Henry T. Nicholas's Sex Dungeon

The easiest way to advertise your multimillion-dollar secret sex dungeon? Refuse to pay the contractor. That's what happened to Nicholas, the billionaire co-founder of Broadcom, who hired several contractors to build a \$30 million sex den beneath his mansion in Laguna Hills, California, while he and his wife were vacationing in Hawaii. Plans for the lair—which supposedly included a sports bar where Nicholas could bring hookers and indulge in the leisure pursuits of ecstasy and cocaine—were revealed when one contractor sued Nicholas for not paying up. Nicholas insists that the guy is lying, and he was building an underground pump house. Call it what you will....

Portfolio



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Down in the Slumps

TURF WARS
Don't let your kid get stuck in the mud.

How to support your children when they're at the bottom of their game

Nine goals in the first half of the soccer game. What a dismal showing at goalie. My heart sank, my pride was battered, my confidence was shot. And I had it easy. I was in the stands. My 9-year-old son, Jack, was the one in the goal.

Thankfully, Jack is emerging from a rough start on a new indoor soccer team, and I've learned a few strategies to help both of us navigate any future athletic slump. "It's hard for dads, because the tendency is to try to be a good parent *and* a good coach," says Patrick Cohn, PhD, a sports-psychology expert who works extensively with young athletes and their

parents. "But kids don't separate those roles, and that leads to frustration. You really want to be in the role of parent and cheerleader, and leave the coaching to the coach."

One way to do that, says Cohn, is to accentuate the positive. At Jack's last game, I tallied up the good stuff: 12 blocked shots and a vastly improved throw-in style. After the game, I unloaded the accolades and he immediately brightened. "I thought some of those blocks were pretty awesome," he said, grinning. "Let's just forget about the others for now." Which, as it turns out, is one of Cohn's three suggestions. **T. EDWARD NICKENS**

Before the Game

Don't relive past mistakes. Instead, help your child focus on a couple of minor, low-tech skills he or she can master in the upcoming match. Maybe it's keeping between the ball and the goal at a soccer game, or trying to get in one more stroke before the wall touch at a swimming meet. "You want to give your child a few simple things to work on that will pay off positively," says Cohn.

During the Game

Remember that you are the parent, not the coach. Avoid grimaces and negative emotions, and never turn your face away from your child's blown play. "It's difficult for parents to be stoic, but your job is to remain positive and exude encouragement," says Cohn. He suggests a couple of loud claps or a hearty shout-out—"Okay, let's go!"—and be done with it.

After the Game

The ride home, says Cohn, is often the most difficult time to wrestle with a poor performance. His advice? Don't. "Focus on a few positive aspects of your child's performance, and then institute a cooldown period before rehashing the game," he says. Whether it's an hour or a day, wait until emotions wane to talk about a less-than-stellar showing on the field. When

you do, point the discussion toward the ways your child can positively impact any perceived shortcomings. "Ask your child, 'What do you think you need to do to get better?'" says Cohn. "Be specific. What skills can he or she work on before the next game? Footwork? Accuracy?" It's important to jump-start the process of improvement now, rather than wallow in confidence-shredding self-pity.

THE BOOK OF THE DAD

Tip No. 52

GIVE YOUR KIDS A GREEN THUMB

Planting a tree isn't just about saving the planet, it can also save you money: The American Public Power Association has found that planting trees to shade a home can reduce air-conditioning costs by up to 50 percent. Find out which tree will thrive best in your climate at arborday.org, and then plant one using this three-step guide, provided by John Englert of the USDA National Resources Conservation Service.

1. Dig a hole that's at least two times the diameter of the container your tree is in, and one inch less deep. Most roots grow out, not down, and this will allow the roots to breathe.

2. Remove the tree from the container and place it in the hole. Begin filling the hole with the soil you dug out, adding peat moss or composted leaves if the soil is sandy. This will aerate the soil and help the roots retain water and nutrients.

3. Cover a three-foot diameter at the base of the tree with three to four inches of mulch. Soak the soil around the tree roots with water, and repeat every two weeks throughout the first growing season (or as needed, depending on rainfall).



(FROM TOP) ALEX TELFER/
GALLERY STOCK; GETTY IMAGES



GENERATION OF VIPERS A title that really sinks its teeth in

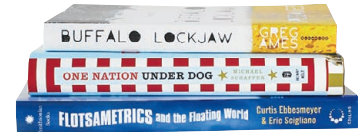
The Book That Changed My Life

By Tom Robbins

Philip Wylie's *Generation of Vipers*, which I encountered at age 18, woke me up, turned my brain inside out, and launched me on the trajectory of reverent irreverence that I've traveled ever since. Up until that point, the values—social, political, and religious—instilled in me by my Southern heritage had never been seriously challenged. Wylie's philosophical rant pulled the rug out from under those belief systems in such a way as to fracture them, yet leave me feeling better than ever about being alive. Having been both shaken and exhilarated by Wylie, I was somehow inspired to weave this newfound liberating skepticism into the wild and woolly fabric of my innate literary imagination (I started writing at age 5) and my evolving worldview. I don't know if I would have been any less open to Zen, French avant-gardism, psychedelic drugs, and so on had it not been for *Generation of Vipers*, but I can say for certain that it was the lobster claw (succulent and dangerous) in the tuna casserole of my pupilage.



Tom Robbins's latest book, *B Is for Beer*, is out this month from Ecco.



QUICK READS

Samples of great new writing, compiled by Kyle Smith

ONE NATION UNDER DOG

By Michael Schaffer
(Henry Holt)
NONFICTION

For those who would like their pets to wander outdoors—but fear the vermin or burglars who might take advantage of the classic swinging pet door—there are devices to mount on collars that can electronically open the door. No device, no entry. “Your pet will think it’s on the Starship Enterprise,” boasts Power Pet, one automatic-door manufacturer.

A light dissertation on the \$43 billion pet industry and how our animal buddies provide, as Schaffer says, “a fun-house mirror reflection of our changing notions about such universal subjects as family, health, and friendship.”

BUFFALO LOCKJAW

By Greg Ames
(Hyperion)
FICTION

Enormous hairy armchairs squat in the corners of the room like unhealthy gorillas at the zoo. There’s a prickly green-and-ochre plaid sofa, a garbage-picked futon, and two mismatched bar stools—one tall, one short. Stains on everything that can be stained. Seeds and stems ground into dust by boot heels. A poster of the Himalayan mountains on one wall. Poster of Hendrix (ripped), near the kitchen entrance, flapping in the weak breath of the overhead fan. Always hot, stuffy—wet-towel humid. Poor lighting. No ventilation.

In a first novel that’s part Garden State, part A Heartbreaking Work of Staggering Genius, a Brooklyn greeting-card writer returns home to Buffalo, his burnout friends, and his Alzheimer’s-stricken mother.

FLOTSAM-ETRICS AND THE FLOATING WORLD

By Curtis Ebbesmeyer
and Eric Scigliano
(Smithsonian)
NONFICTION

Unless the sea’s surface is glassy smooth, as the North Pacific almost never is, plastic particles mix in the waves and become virtually invisible to the eye. You can fly above a garbage patch (and if you’ve flown to Hawaii, you probably have) and never know it’s there. Nevertheless, two years ago the climatologist Jerry Norton asked me a provocative question: Might the garbage floating in a patch alter the reflection and re-radiation of light enough for satellites to read the difference from space? If so, it might finally be possible to precisely measure the extent of the garbage patches....

Oceanographer Ebbesmeyer sails off on a voyage through the surprising history of flotsam. Columbus, for example, developed the idea that land lay much closer across the Atlantic than anyone expected by studying flotsam, and Edgar Allan Poe unwittingly played a key role when his story “MS. Found in a Bottle” touched off a fad for seaborne mail.

The Hit List

BY ANTHONY DECURTIS

The people, places, and things that should be on your radar this month

My Time



Black Panthers, 1968

BY HOWARD L. BINGHAM

Photographer Howard L. Bingham and writer Gilbert Moore followed the Black Panthers in 1968 for *Life* magazine. This gripping collection of photos and essays reveals how close they got to the revolutionary organization. ammobooks.com

City Kid: A Writer's Memoir of Ghetto Life and Post-Soul Success

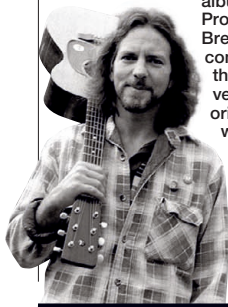
BY NELSON GEORGE
Noted filmmaker and critic Nelson George chronicles his coming-of-age in Brooklyn in the '60s and '70s.



Ten

PEARL JAM
Somehow it's cool that Pearl Jam didn't bother to wait

for a 20th anniversary to offer four deluxe versions of the band's classic 1991 debut album, *Ten*. Producer Brendan O'Brien complements the remastered version of the original album with his own remixed version. legacyrecordings.com



Guy Time



Baseball Season Begins

This spring, two new stadiums open. The christening of the brand-new Yankee Stadium takes place on April 3 and 4 with two preseason exhibition games. The Mets host their opener on April 13, and their stadium, Citi Field, will attract gourmands as well as baseball fans. The food court features a Blue Smoke barbecue joint and a Shake Shack, sweetening the deal for even Yankees fans (maybe). mlb.com

New Orleans Jazz & Heritage Festival

APRIL 24-26 AND APRIL 30-MAY 3

A classic of the festival circuit, this event has taken on added significance as our nation's most important musical city continues its struggle to revive itself in the wake of Katrina. Aretha Franklin, Wilco, Dave Matthews, and the Kings of Leon assure that the Crescent City will swing. Stay the week, and on the off days (April 28 and 29), check out the irresistible Ponderosa Stomp at the House of Blues. nojazzfest.com



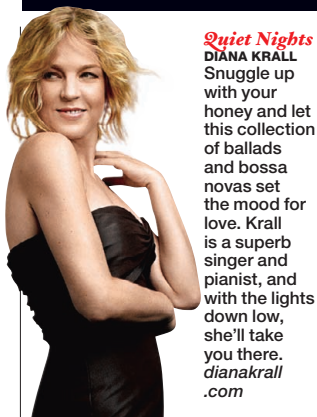
Observe and Report

APRIL 10

Yeah, yeah, another Seth Rogen movie. This time he plays a self-important mall security guard. Think *Mallrats* meets *Inspector Clouseau*. The real draw here is the delightful—and delectable—Anna Faris, one of the funniest women in Hollywood.



Date Time



Quiet Nights

DIANA KRALL
Snuggle up with your honey and let this collection of ballads and bossa novas set the mood for love. Krall is a superb singer and pianist, and with the lights down low, she'll take you there. dianakrall.com



400 Blows and The Last Metro

MARCH 24

François Truffaut's first film, *400 Blows*, helped establish French new-wave cinema, and this Blu-ray release includes tons of rare footage and interviews. For a romantic movie, without all the treacly rom-com conventions, check out the romantic spark between Gérard Depardieu and Catherine Deneuve in *The Last Metro*, now out on DVD.

Philadelphia Film Festival

MARCH 26-APRIL 6

Since it started in 1991, this festival has evolved into one of the most comprehensive selections of new films east of Sundance. Feature-length independent movies, foreign releases, and shorts comprise a program that will keep you munching popcorn in the dark for the festival's entire two-week run. phillyfests.com/pff



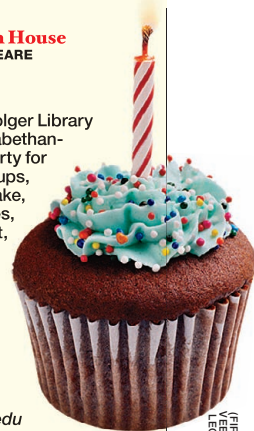
Family Time

Shakespeare's Birthday Open House

FOLGER SHAKESPEARE LIBRARY
WASHINGTON, D.C.

APRIL 26

Each year, the Folger Library hosts a free Elizabethan-style birthday party for kids and grown-ups, complete with cake, live performances, a scavenger hunt, and a sonnet contest. Entice your kids by promising them that they can swear all they want as long as they do it as creatively as the bard did. folger.edu



Dora the Explorer Live! Search for the City of Lost Toys

RADIO CITY MUSIC HALL
NEW YORK CITY

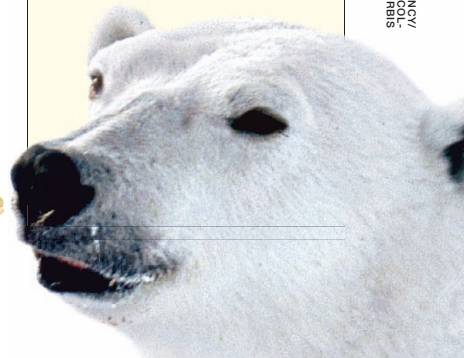
APRIL 8-12

The title pretty much says it all, but knowing the relentlessly perky and efficient Dora, you can be sure she'll find that city and the lost toys too. radiocity.com

Earth

APRIL 22 (EARTH DAY)

In 2008, the Walt Disney Company created DisneyNature, a new film division devoted to producing films about the natural world. *Earth*, the first film in the series, is slated for an Earth Day release. It's like one of Disney's True-Life Adventures, but in high-def. disneygo.com/disneynature



Bring out your flavor™





OFFICE FACE
Salve every problem.

Executive Assistance

Secret weapons for looking sharp at the office

Your office HVAC system is good for a lot of things (like circulating germs and carrying the aroma of street meat up into your office), but the dry, stale, polluted air wreaks havoc on your skin and your well-being. In fact, the Environmental Protection Agency has found that indoor air is up to five times more polluted than outdoor air, and studies show that office workers experience headaches from poor ventilation. Even if you haven't pulled an all-nighter, the odds are stacked against your looking and feeling your best at work. That's where a well-stocked desk drawer comes in (and no, not stocked like the office of *Mad Men*'s Don Draper). Here are the only 10 products you need. **ASHLEY MULDOON**

Lab Series Oil Control Towelettes

For: Face

Why: The solution, developed by the brand's elite team of scientists, contains witch hazel, *Laminaria saccharina* extract, and salicylic acid, ingredients that help to control outbreaks, reduce oil, and tighten pores.

Get it: labseries.com

Fresh Sugar

For: Dry lips

Why: Most lip balms are made with parabens and petroleum distillates, both of which are found on the list of "Dirty Dozen Chemicals in Cosmetics" that was compiled by researchers at *The*

Green Guide. But this stick contains an all-natural blend of black currant oil and antioxidant grape seed polyphenols.

Get it: fresh.com

Eboost

For: Endurance

Why: This bubbly orange drink contains a potent mix of green-tea extract (proven to boost physical performance by up to 24 percent, according to a study in the *American Journal of Physiology: Regulatory, Integrative, and Comparative Physiology*), vitamin B₁₂, and 5-HTP, an amino acid that boosts levels of serotonin in the brain.

Get it: eboost.com

Rohto V ICE

For: Dry eyes

Why: Studies show that up to 80 percent of computer users suffer from eyestrain. Unlike traditional eyedrops that combat either redness or dryness, this formula combines three ingredients (hypromellose, tetrahydrozoline, and zinc sulfate) to relieve both at once.

Get it: drugstore.com

Bath & Body Works Stress Relief

For: Headaches

Why: The roll-on stick delivers a blend of spearmint and eucalyptus oil, which has been shown to relieve symptoms such as inflammation of the sinuses and

pressure or pain in the head, according to a study of 152 people that was published in *Laryngoscope*.

Get it: bathandbodyworks.com

Jack Black Hand Healer

For: Dry hands

Why: Cold weather and stale office air can leave your hands dry, itchy, and flaky. This rich, nongreasy formula contains vitamins A and E to help heal cracked hands, and rice-bran oil to soften dry cuticles.

Get it: getjackblack.com

Anthony For Men ACTION Rescue Eyestick

For: Puffy eyes

Why: This solid stick is

made from a soothing blend of cactus extract and soy. Cactus extract contains a salicylate substance that reduces inflammation and stimulates collagen production, while soy may help improve dullness, fine lines, and overall skin texture, according to the Mayo Clinic.

Get it: nordstrom.com

Clarins Men Fatigue Fighter and YSL L'Homme Anti-Fatigue Treatment

For: Dry face patches

Why: The moisturizing gel by Clarins contains sunflower auxin and Chinese galanga to relieve dryness, and the energizing stick by YSL contains caffeine.

Use them to target dry patches around your eyes [Clarins] and mouth [YSL].

Get it: us.clarins.com, yslbeautyus.com

Burt's Bees Muscle Mend

For: Sore shoulders

Why: More than half of computer users develop shoulder problems, according to a study of 264 workers that was published in the *BMC Musculoskeletal Disorders*. Combat tension with this blend of essential oils that also contains the pain reliever menthol at a 16 percent concentration, the maximum amount permitted in over-the-counter remedies.

Get it: burtsbees.com

What She Wants

Victoria's Secret's Selita Ebanks explains

When you become a Victoria's Secret model, you join the ranks of the most lusted-after women in the world. And while Selita Ebanks doesn't have a type—she has dated men ranging from a comedian (Nick Cannon) to a tennis pro (James Blake)—she certainly has some rules of attraction. Here are seven. ADAM SACHS

☐ HAS GAME

"I'm a big sports fan, and nothing is more unattractive to me than a guy who doesn't appreciate ESPN. If I have to explain football or basketball, that's the biggest turn-off."

☐ BUT DOESN'T PLAY ROUGH

"I can't stand a violent man. Aggression doesn't belong in the home. And if he gets too excited by gore or violence on television, I'm out of there. That is a big sign that says, 'Run the other way!'"

☐ A FIRM GRIP

"A man has to have big, strong hands to make me feel safe. When he makes me feel safe, I feel sexy. It's as simple as that."

☐ NO WHITE SOCKS

"A man once walked up to me and started to put on his mack, and I saw he was wearing white socks with his suit! If I were in the Olympics, I would have beat anybody in the dash to get out of there."

☐ A CLEAN MOUTH

"A nice white smile is the sexiest part of a man's body. I want to kiss something that looks like it would taste good. Plus, how you take care of your mouth says a lot about your hygiene."

☐ A LITTLE SWAGGER

"I want someone who walks into the room and all eyes turn to him. He doesn't have to be the finest man in the world, but he has to possess that energy so that when you see him, you think, *Oh my goodness!*"

☐ DEAL BREAKER: HE'S NOT WHO HE SEEMS

"I hate it when a guy puts on this front to impress you, and then you find out it's not really who he is. If you're a farter, let one loose! I'd rather find out on the first date than three months later. Some women might not mind. She may be a farter too. You will be one stinky couple, but you'll be happy together."

The Incredible Shrinking Automobile

ROAD TRIPPIN'
Big Auto sobers up
and goes green.

A peppy new car class may be just what the doctor ordered for auto sales

No matter what happens to the price of gas, the era of the oversize automobile is over. The foreseeable future is one in which trucks and SUVs are pushed into their respective niches and utilized by those who need them (farmers and construction workers) and not by those who just like the look of them (your wife).

In 2008, passenger cars outsold SUVs for the first time this decade. More than 460,000 subcompacts were sold; that's about a 20 percent increase in a year in which overall industry sales were down 18 percent. It says that the bigger-is-better philosophy is

waning and that maybe, just maybe, America is starting to catch on to what Europe has long known: Small cars can actually be cool (see *The Italian Job*).

Just a few years ago, the Mini Cooper was an adorable oddity. Today, it seems downright large next to some of the cars being hawked. And more are on the way, including a reborn Ford Fiesta (in 2010), a microcar from GM (in 2011), and any number of electric minicars from start-up companies such as Think. But forget the future. Here's the best of what's out there right now. JOSH DEAN



FOR THE CHILD FREE

Smart Fortwo

So small, it's in a class of its own...literally. In the Insurance Institute for Highway Safety rankings, the Smart is the lone microcar, and the Fortwo (get it?) took its licks well, earning "good" ratings for front and side impacts. Three feet shorter than the Mini Cooper and roughly 700 pounds lighter, it combines the advantages of a motorcycle with the safety features of a car.

MPG: 33/41

Base price: \$11,990



FOR THE SAFETY CONSCIOUS

Honda Fit

The 2009 Fit is the Insurance Institute of Highway Safety's top mini-car pick. It's the only one among its peers to receive the top rating of "good" for front, side, and rear collisions. It also has a 117-horsepower four-cylinder engine, a hatchback, more than 50 total cubic feet of cargo volume, and a zillion options (including satellite-linked navigation and an iPod jack).

MPG: 27/33

Base price: \$14,750



FOR THE SINGLE-CHILD POPULIST

Toyota Yaris

America's best-selling subcompact—102,000 were sold last year—gets a new body style for 2009. The five-door "liftback" is essentially a slightly elongated version of the existing three-door hatchback, plus two doors. The five-door Yaris can seat up to four people, plus a dog (or a pile of groceries) in the rear. Side air bags, antilock brakes, and an iPod jack come standard.

MPG: 29/36

Base price: \$12,205



FOR THE VERMONT

Suzuki SX-4 Crossover

The SX-4 is the cheapest four-wheel-drive vehicle on the market and is plenty capable for weekend ski trips or even a full season of Montana living, as long as you don't need to haul a horse trailer. It has ample storage (via hatchback), seating for five, and standard navigation, all in a package you can easily parallel park on the street if you happen to live in Boston or Berkeley.

MPG: 21/28

Base price: \$16,500



FOR THE SOCCER DAD

Mazda 5

The 5 is a peculiar beast. Looking at its shape, you'd think, *Subcompact?* But consider the sliding rear doors and three rows of seats, one of which folds down to create 44 cubic feet of cargo space, and you can't help but wonder, *Minivan?* (Emphasis on *mini*.) Both would be right. In industry jargon, the 5 inhabits an altogether new category of MAV (i.e., multiactivity vehicle).

MPG: 22/28

Base price: \$18,665

THE INTELLIGENT DRIVER

Best way to boost fuel efficiency

You don't have to buy a minicar to help do your part for Mother Nature. The Blade is an aftermarket device that attaches to your car's tailpipe and helps filter pollutants from the exhaust stream. It also improves fuel efficiency by shortening the duration of your car's wasteful cold-

start period, when fuel burn and particulate emissions are both at their worst. The Blade looks a little like a gun silencer and is the first such tool to meet the EPA's 511 Protocol. According to Sabertec, the device's Austin, Texas-based manufacturer, the Blade reduces CO₂

emissions by up to 12 percent and improves fuel economy by up to 12 percent, depending on the make and model of your car. What's more, it costs only \$199. Its filter lasts about a year and costs only \$20 to replace when it's, well, exhausted. bladeyourride.com J.D.

PROMOTION



DO YOU KNOW A DAD WHO IS A REAL "ALL-STAR"
TO HIS CHILDREN, HIS FAMILY AND HIS COMMUNITY?"
IF SO, NOMINATE HIM TODAY.



BEST LIFE AND THE NATIONAL FATHER'S DAY COMMITTEE are teaming up to find one special dad who always goes above and beyond. Every father is special. But does your dad or another dad you know demonstrate such important attributes as dedication, love, encouragement, and goodwill on a regular basis? If so, he could be the Father's Day Committee and Best Life Magazine's "All-Star Dad" for 2009.

Nominate your All-Star Dad today and be entered for a chance to WIN a trip for four (4) to New York City, to see your All-Star Dad honored, along with a select group of role model National Fathers at the 68th Annual Father of the Year Awards on June 18, 2009!

Visit www.bestlifeonline.com/allstardad for contest entry details and official rules. Contest brought to you by Best Life, the National Father's Day Committee, and the Sani Family Foundation.

No purchase necessary to enter or win. A purchase will not improve your chances of winning. You are not a winner yet. Void where prohibited. Entrants and nominated fathers must be legal residents of the contiguous United States, including D.C., and 18 years of age or older.

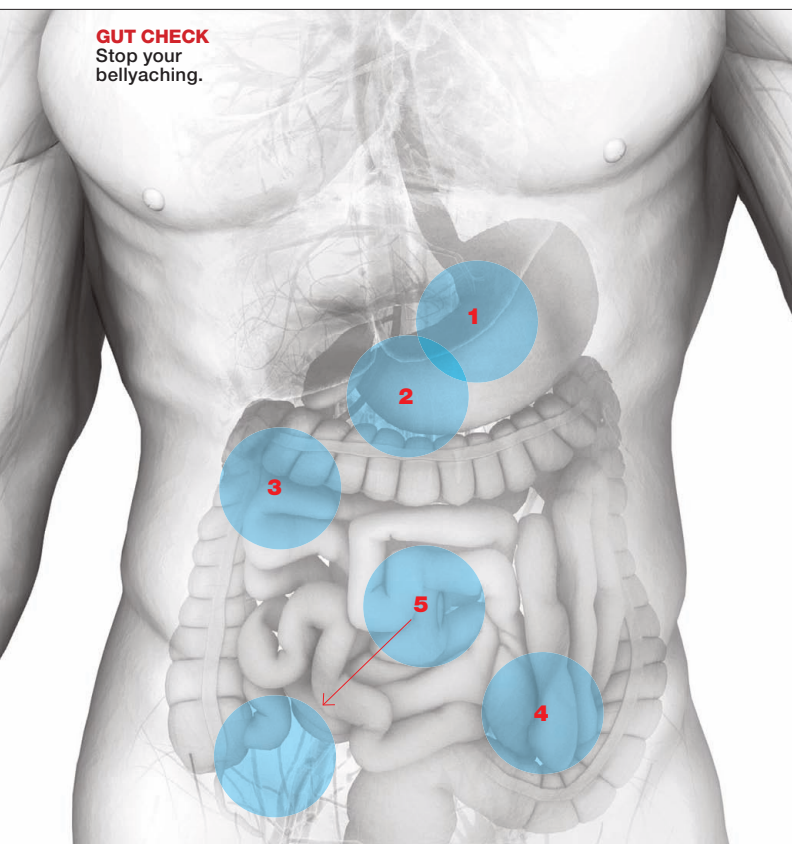
Is It an Ulcer...or Worse?

Use this cheat sheet to help differentiate between garden-variety abdominal pain and something more serious

Like many successful guys in their forties, Jeff Ingalls, a Houston-based commercial real-estate broker, knew how to celebrate a deal (a rib-eye and a bottle of Bordeaux) and how to treat heartburn (Tums and a glass of water). So when he felt a dull ache in his belly at a recent party, he didn't think much of it—he just eased up on the wine. But at 3 A.M., the pain became searing and a fever kicked in. He assumed he had food poisoning and wanted to soldier on through the night, but his wife persuaded him to go to the emergency room.

Abdominal pain is the number one reason for all visits to the E.R., according to the National Center for Health Statistics, but the actual cause of the pain is tough to pin down. "The E.R. can be a fast, practical option for rapid evaluation," says Mark Moyad, MD, director of preventative and alternative medicine at the University of Michigan Medical Center. "Abdominal pain should be taken seriously, because it can be fatal." An ultrasound determined that Ingalls had diverticulitis, an infection of the large intestine that required immediate surgery. Here's how to determine the severity of abdominal pain and how to prevent it. **CURTIS PESMEN**

GUT CHECK
Stop your bellyaching.



1 | SYMPTOMS: Searing pain at the base of the esophagus and pressure in the upper abdomen

What it is: HEARTBURN

What to do: Take an OTC antacid (Zantac or Pepcid) or a proton-pump inhibitor (Prilosec). But these should be taken only occasionally, says the Cleveland Clinic's Raul Seballos, MD. If pain persists, see a doctor.

Prevent it: Losing two pounds or an inch off your waist can really help, says Dr. Moyad. He also advises taking a 500-milligram calcium carbonate supplement daily, such as Os-Cal. Another strategy is to eat six small meals a day, says Nancy Rao, ND, a naturopathic physician in Boulder, Colorado.

2 | SYMPTOMS: Burning pain in the central abdominal area. May flare up when you lie down or when your stomach is empty.

What it is: PEPTIC ULCER

What to do: See your doctor, who will likely prescribe antibiotics, antacids, or proton-pump inhibitors. The majority of ulcers are linked to the bacterium *Helicobacter pylori* and are not caused by diet or stress. However, spicy foods, stress, alcohol, and smoking can exacerbate ulcers, as can nonsteroidal anti-inflammatory drugs (NSAIDs) such as aspirin, ibuprofen, and naproxen.

Prevent it: Limit alcohol, don't smoke, and take NSAIDs with food or replace them with acetaminophen.

3 | SYMPTOMS: A sharp, sudden pain that grabs you just below the ribs, in the upper-right quadrant

What it is: GALLSTONE

What to do: See your doctor. Though painful, gallstone attacks are usually caused by normal digestive processes run amok due to dehydration and the overeating of fatty foods, eggs, onions, and garlic. In severe cases, physicians may prescribe drugs to dissolve the gallstone.

Prevent it: Lose weight and avoid all fried and fatty foods, while increasing your consumption of fruits, vegetables, unprocessed grains, monounsaturated oils, and water, says Rao.

4 | SYMPTOMS: A dull ache in the lower-left quadrant that becomes increasingly sharper

What it is: DIVERTICULITIS

What to do: Go to the emergency room. Diverticulitis requires immediate treatment with antibiotics. It occurs when marble-size pouches form along the walls of the large intestine and fill with waste, leading to infection. Surgery is required in acute cases.

Prevent it: "Eat a high-fiber diet: vegetables, nuts, fruits, beans, bran cereals, and whole grains," says Dr. Moyad. "Aim for 30 to 40 grams of fiber a day."

5 | SYMPTOMS: Incisive pain that starts at the navel and migrates to the lower-right quadrant, becoming more intense

What it is: APPENDICITIS

What to do: Rush to the E.R. "Acute lower-right quadrant pain signals something grave," says Dr. Seballos. The cause is unclear, but it is typically an obstruction or infection, and it requires surgery.

NOTE: Head to the emergency room within four hours if your abdominal pain is accompanied by fever, vomiting, blood in the stool or urine, dizziness, or shortness of breath.

ASK
THE
WELL-
NESS
DOC

An essential guide
to everlasting health

*I just
developed
a new allergy
to shrimp.
What
gives?*



To be honest, I don't know. Allergies can develop at any age, seemingly out of nowhere, and science is at a loss to explain why. We do know that your immune system identifies certain shellfish proteins as harmful, so your body produces antibodies to neutralize them. The immune system releases histamine and other chemicals during later encounters with the offending seafood. Once you develop an allergy, you usually have it for life, so stop eating shellfish in general, and don't order any fried food in restaurants that serve fried shellfish. Ask your doctor for an ImmunoCAP test (a complete allergy profile), and keep an EpiPen on hand for severe reactions.

Steven Lamm, MD, is a professor of medicine at New York University Medical Center.

Submit questions to well-nessdoc@rodale.com.



CORBIS

Looking Great

New ways to upgrade your look and build the body you want

Boost Your Sex Appeal

A clean shave will knock five years off your face, but a five o'clock shadow will get the girl every time, according to a new study at Northumbria University, in England. Employing the same technology used by police to create suspect composites, the researchers generated 15 male faces with varying degrees of facial hair and then showed them to 60 women. The results are in the chart below. Women prefer stubble because it indicates that a man is mature, but not overly masculine or aggressive, say the researchers. As for handlebars, Fu Manchus, and muttonchops, further analysis is needed.

Burn Fat Faster

If you want to maximize fat loss, don't rest between sets, run, say researchers at the University of California at Santa Cruz. The scientists studied two groups: One group did up to 60 seconds of intense cardio intervals before each set of strength exercises; the other rested between sets. At the end of 11 weeks, those in the intervals group gained twice as much muscle, and lost five times more body fat, than the resting group. "Elevating your heart rate pumps more nutrients to working muscles and helps clear waste (e.g., lactic acid), accelerating muscle recovery and growth," explains lead study author W. Jackson Davis, PhD. Any type of cardio will do—running, cycling, rowing—so take your pick.

Remove Hair Painlessly

Back hair may be painful to look at, but removing it doesn't have to be, according to a new study in the journal *Archives of Dermatology*. When researchers compared two



THE RIGHT SCRUFF
Skip the shave, save the stubble.

The Look	The Verdict
Clean shaven	Makes men look five and a half years younger and slightly less mature than their bearded counterparts. It is also the least masculine style and inspires less confidence for long-term relationships.
Light stubble	Most attractive and most desirable for short- and long-term relationships
Light beard	Most dominant in appearance
Full beard	Most masculine, aggressive, and socially mature. It also makes a man look older.

of the most popular brands of laser hair removal—the gold standard for eliminating hair with minimal pain—they found that the Nd:YAG laser was the least painful option. Subjects also remained virtually hair-free for 18 months; that's longer than

shaving (up to three days), waxing or using a depilatory such as Nair (up to four weeks), or having electrolysis (up to six months). Visit the American Academy of Dermatology (aad.org) to find a dermatologist in your area who specializes in this procedure.



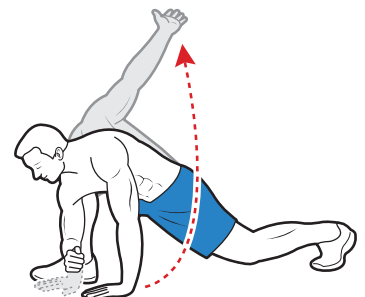
Essential moves for a genius workout

If I have time to do only one stretch, what should it be?

Forward Lunge, Elbow to Instep

This move is known as "the world's greatest stretch" because it hits nearly every muscle in the body. It also creates symmetrical strength and stability, which helps boost athletic performance.

Step forward with your right leg, as if you're doing a lunge, and place your left hand on the floor. Move your right elbow to your right instep; hold for two seconds. Place your right hand on the ground and rotate your left arm and chest toward the sky; hold for two seconds. Place your left hand on the floor, move your right hand to the outside of your right foot, and push your hips toward the sky, pulling your right toe toward your right shin. Step forward into the next lunge with your left foot and repeat the process on your left side. That's one rep. Do five.



Mark Verstegen is a world-renowned performance coach. Can Mark help you? Submit your questions to exercise@rodale.com.



Edited by Trevor Thieme



DOES IT WORK? Our personal trainer tests the latest fitness gear

Balance pods have long been the mainstay of stability training, but when martial-arts Hall of Famer Ed Downs realized that many of his clients had lower-back pain, he created the more lumbar-friendly Downs Disc. Stand with one under each foot while training to develop balance and joint strength—the foundations of injury prevention. Bottom line: Downs has created a useful tool to improve functional fitness. \$30, downsdisc.com STEVE STEINBERG

Lean for Life

Weight-management science for the 40-plus man

Eat Mushrooms, Drop Pounds

If you substituted portobello or white button mushrooms for beef just once a week, you'd save more than 20,000 calories and roughly 1,500 grams of fat (and shed more than five pounds!) over the course of a year without changing anything else about your diet. Researchers at Johns Hopkins Weight Management Center found that choosing low-energy-density foods, specifically white button mushrooms, instead of high-energy-density foods such as ground beef, can help prevent obesity. For four days, their study subjects saved 420 calories and 30 grams of fat per day by eating mushroom lasagna, napoleons, sloppy joes, and vegetable chili entrées. "The best thing about using mushrooms as a dietary substitute is that you typically won't compensate for the lower-calorie meal by eating more food later in the day," says study author Lawrence Cheskin, MD, director of Johns Hopkins Weight Management Center.

Slim Down Organically

It's fresher, it's more nutritious, and it tastes better, and as if that weren't enough, there's growing evidence that organic food is healthier for you too. A new study in the journal *BioScience* found that tributyltin chloride (TBT), a chemical used in pesticides on lettuce and other high-value food crops, activates components in our cells (known as retinoid X receptors) that switch on genes that cause the growth of fat-storage cells. The study authors found that TBT causes the growth of excess fatty tissue in newborn mice exposed to it in utero. Since the rise in obesity in humans over the past 40 years parallels the increased use of industrial chemicals, the researchers suggest chemical triggers might be fueling the obesity epidemic. Recent research has also shown that other pervasive pollutants, such as bisphenol A, can stimulate the growth of fat storage cells in mice.



FLAME-GRILLED WHOPPER
Fill up on fungi.

Sip Sensibly, Burn Fat

A little tippie could help you lose pounds, according to a recent study published in the journal *Appetite*. The study tracked daily calories, food and beverage consumption, and energy expenditure for a group of overweight people. On days when the study participants consumed breakfast or alcohol, they had a higher energy expenditure and exercise duration compared with days when they skipped breakfast or alcohol, according to the researchers. In fact, those who consumed alcohol more often had a higher daily energy expenditure than those who consumed alcohol less frequently. The take-home, say the researchers: One or two drinks a day can help you burn more calories.

Crush Cravings With Chocolate

It goes against dining tradition, but eating dessert before your main course can help you melt away pounds. Dark chocolate (chocolate with a cacao content of more than 60 percent) is far more filling than milk chocolate, and it can lessen cravings for sweet, salty, and fatty foods, according to a new study from the University of Copenhagen in Denmark. When study participants consumed dark chocolate before they were given all the pizza they could eat, they ate 15 percent fewer calories. To take the edge off of your cravings, eat about 3.5 ounces of dark chocolate—which is also heart healthy and brain boosting—just before you sit down for lunch or dinner.

ASK THE WEIGHT LOSS COACH

Your nutrition questions answered

What's the healthiest sandwich bread for me and my family?

Look for the whole-grain bread with the fewest ingredients and follow this four-step process.

- 1. Read the ingredient list.** A whole grain such as wheat, oats, corn, rye, amaranth, or spelt should be listed first.
- 2. Don't judge the bread by its name.** Some "multigrain" breads contain refined grains and flours but very little whole grain.
- 3. Check the fiber content.** Whole grains should provide at least two grams of fiber per 100 calories.
- 4. The shorter the ingredient list, the better.** Get as close to "whole-wheat flour, water, and yeast" as possible.

David L. Katz, MD, is the director of the Prevention Research Center at Yale University School of Medicine. Submit questions to weightloss@rodale.com.



GETTY IMAGES

SNACK BAR What to nosh to stay lean and strong

Just Tomatoes, Etc. Snacking on dried fruits and vegetables is the perfect way to fit in your "nine a day." Most dried produce products add preservatives, sweeteners, or even fat (see banana chips), but this brand never does. Its dehydration and freeze-drying process preserves flavor, locks in nutrients, and results in a crunchy texture that will satisfy your snack tooth. An ounce of the Just Veggies mix contains 60 percent of your daily vitamin C needs for a mere 100 calories and a bonus 2 grams of fiber. justtomatoes.com CYNTHIA SASS, R.D.

Edited by Ben Court

100% PURE
pomegranate juice
to the rescue!



Will POM Wonderful's 100% purity be enough to help save your health? Does its lack of added sugar, colorants and cheap filler juices make it superior to its competitors? Can its \$25 million in medical research truly make a difference in the current state of your health? Do superheroes wear tights?

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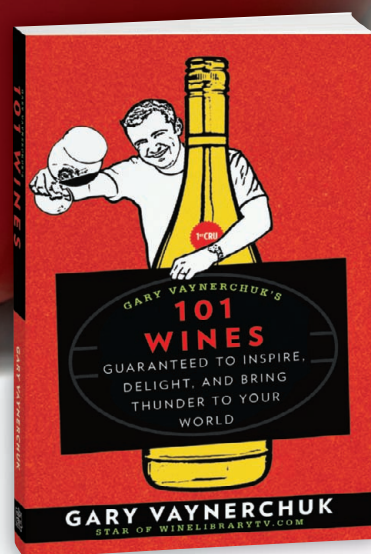
pomwonderful.com

The Antioxidant Superpower.®

I hear these lusciously
plump berries whispering,
“You know
you want me.”

[Wine advice from a real guy,
for real wine drinkers like you.]

Gary Vaynerchuk's unique identity as both a wine expert and “real person” has reinvented the concept of wine tasting for a new generation. In *Gary Vaynerchuk's 101 Wines*, the Wine Library TV host calls out the vintages he's most excited about right now. Rather than rate and dictate, Vaynerchuk encourages you to trust your palate and expand your horizons—and shows you don't need a PhD in oenology to enjoy wine. With choices covering a wide range of prices, nations, grapes, and styles, plus the best wines for gift-giving, romantic dining, football watching, and more, you'll have no problem finding the wine that rocks your world.



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video blogs at WineLibraryTV.com

SIX MEN HELP YOU
ACHIEVE YOUR BEST LIFE

it works for me

MY WORKOUT 52

Hit the gym like an A-list celebrity,
by personal trainer Gunnar Peterson

MY DIET 53

Eat like America's first muscular
millionaire, by journalist Mark Adams

MY CRAFT 54

Prepare quicker and better-tasting
meals, by chef Nils Noren

MY STYLE 55

The sophisticated elements that define
hotelier Jason Pomeranc

MY PASSION 56

A British birder on appreciating avian
America, by author Luke Dempsey

my cause

yvon chouinard

Taking Care of Business

Patagonia's founder explains the secret to his company's record sales in 2008

More than greed caused the financial crisis. As counterintuitive as it may sound, America's indifference toward the environment is largely responsible for the meltdown. If we'd been thinking about the planet first, we would have avoided the parallel problems of urban sprawl and subprime mortgages. The toxic lending was driven by the fiscal ideology that housing prices would forever climb as long as we continued to develop the next parcel of desert or forest. This thinking, we now all know, was incredibly shortsighted and unsustainable. If we had put the environment first, America would already be leading the green-energy economy of the 21st century. We'd be building high-speed railroads, public transportation,

TRAIL BLAZER
Chouinard's "Earth tax"
has actually boosted sales.

eco-friendly automobiles, and renewable-energy infrastructure to power a sustainable future much like Europe has done. Instead, our politicians, bankers, and business leaders were caught asleep at the wheel. As America picks itself up by its bootstraps, we all have to realize that business and ecology are inherently linked. David Brower of the Sierra Club puts it this way, "There is no business to be done on a dead planet."

That's all to say that most of our social problems are really environmental problems. It's why a few years ago, I started 1% For The Planet with my friend Craig Mathews, the owner of Blue Ribbon Trout Flies, in West Yellowstone, Montana. We were fishing on the Madison River one day, and I was telling him how Patagonia gives 1 percent of its gross sales to the environment. I call it the cost of doing business, an Earth tax. Craig said to me, "God, Yvon, I've been giving 2 percent." And he explained how he gets orders from across the country for \$700 fly rods even though these guys can buy from their local fly shops. They do it because Craig sends 2 percent back to the rivers. I said, "Geez, that's fantastic." So we decided to start an organization and see if we could get other companies to join us. That was in 2002.

Today, we have 1,044 members in 37 countries, and we've donated more than \$42 million to environmental organizations. Understand that this isn't 1 percent of profit, this is 1 percent of gross sales, which is a whole lot more. Even if you're not profitable, you still have to give the money away. And you know something else? In October, when the markets imploded, we signed up 48 new members—one and a half a day. And get this: Our largest members (Patagonia, New Belgium Brewing, Clif Bar, and Sigg) all had some of their best years in 2008. It's karma. During recessions, customers who appreciate what you're trying to do will still support you. At Patagonia, we give to 400 organizations, leaning heavily toward activist groups, the radical ones that are too controversial for most people. And that's why, instead of retiring, I'm still in business: to take the radical side of things. I want to show other companies that protecting the environment means protecting your financial bottom line as well as your future.

AS TOLD TO TYLER GRAHAM

Yvon Chouinard, 70, is the founder of Patagonia.



ROCK STAR
The Patagonia founder, a rock-climbing pioneer, has led many an expedition and continues to forge pitons in his workshop.



how to join 1% for the planet

Becoming a member of 1% For The Planet is simple and can be completed within 48 hours

First, you'll fill out a simple questionnaire about your business. Next, an agreement will be drafted for you to sign, essentially stating that you agree to donate

1 percent of your gross sales to either one or a combination of 1,600 approved environmental organizations. In exchange, you'll be able to use the

1% FTP logo on all of your goods and services. At the end of each year, you'll be required to present 1% FTP with a tax return that proves you've been

meeting your end of the bargain. You'll be driving positive environmental change while making your company more attractive to customers. T.G.

Thank Goodness.



Let's give thanks to the simple things. Like natural, fiber-rich 100% whole grain wheat. Because, for 115 years, it's given Shredded Wheat that tasty, simple goodness you've come to love.

Post Shredded Wheat. Thank Goodness.

my workout

gunnar peterson

Short Circuits

The Hollywood trainer who chisels leading men shares his secret fitness plan

No one is ever completely satisfied with the way he looks. My clients include men who are A-list celebrities, guys who are famous for their fitness. But even men like that will always view their bodies as works in progress, and they'll always be struggling to find time to exercise. That's why they keep coming back to me: I've put together a one-hour circuit-training program that attacks the entire body. (There's nothing I ask of my clients that I don't do myself; I am my own guinea pig.) The problem with most gyms, in my opinion, is that people find them boring. There's too much standing around. By combining strength training and cardio in a single workout, you kill two birds with one stone. You also move around the gym with purpose, so your heart rate doesn't drop much; at times it will probably feel as high as an SAT score. For this workout, I typically create three weight-centric stations that target three separate muscle groups. After I've done a few sets at a given station—doing pull-ups, plyometrics, and curls, for instance—I'll use a cardio machine for two minutes. Compared with the grind that preceded it, being on the treadmill feels like a vacation. And even though you're buying yourself a moment of rest, you're still working, which is the definition of active recovery. If you integrate this hour-long plan into your weekly fitness routine (go to BestLifeOnline.com/gunnar for complete descriptions), you'll be fired up about your body. **AS TOLD TO JOEL WEBER**



Gunnar Peterson, 46, owns a 5,000-square-foot gym in Los Angeles, where he trains Hugh Jackman, Bruce Willis, and Jennifer Lopez, among other high-profile clients.

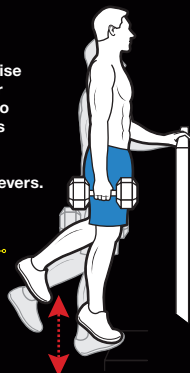


PICK ME UP
Welcome to no-wait training.

STATION A Legs and Shoulders

Do 8 to 12 reps of each exercise for one circuit; complete four circuits. Before proceeding to Station B, spend two minutes on an Airdyne bike, a type of stationary bicycle with a fan wheel and moving hand levers.

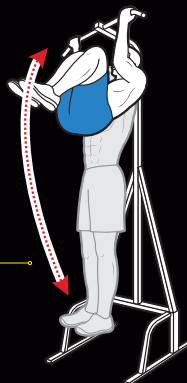
- 1 | Squats
- 2 | Calf Raises
- 3 | Medicine-Ball Chops
- 4 | Rear Deltoid Machine
- 5 | Sit-ups
- 6 | Stair Climbing



STATION B Back and Biceps

Do 8 to 12 reps of each exercise for one circuit; complete three circuits. Before proceeding to Station C, jog on a treadmill for two minutes. Set the incline to 2 percent and maintain a pace of 3 to 4 miles per hour.

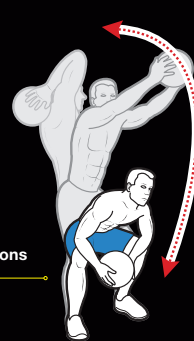
- 1 | Gorilla Pull-ups
- 2 | Vertimax Jumps
- 3 | Fat-Bar Curls
- 4 | Crossrobics



STATION C Chest and Triceps

Do 8 to 12 reps of each exercise for one circuit; complete three circuits. Then punch a heavy bag for two minutes, stretch, and take a shower.

- 1 | Standing Cable Fly
- 2 | Standing Cable Press
- 3 | Standing Triceps Extensions
- 4 | Wood Chops
- 5 | Barbell Push Press



(FROM LEFT) ALAMY; CHARLES MASTERS; ILLUSTRATIONS BY COLIN HAYES

Get Lean Fast!

FOR MORE, VISIT BESTLIFEONLINE.COM/GUNNAR

Strong Medicine

How to fuel your body like the muscular millionaire who discovered Charles Atlas

A \$5,000 custom suit that no longer fits is what I call an incentive to get back into shape. I learned that fact a few years after deciding to become a work-from-home writer. In juggling three young boys, constant assignments, and an open invitation to peek into the refrigerator, I quickly added 20 pounds to my 170-pound frame. Eventually, one of those assignments was a book project about Bernarr Macfadden, the guy who started America's health craze back in the 1910s and 1920s.

Although he has been largely forgotten, Macfadden's influence remains so pervasive that it's almost invisible. Oprah, Arnold Schwarzenegger, and Dr. Andrew Weil all stand on his shoulders. Not only did he discover Charles Atlas and propel him to international stardom, practically inventing bodybuilding in the process, but he also popularized alternative medicine. Macfadden published

the country's first prominent health magazine, *Physical Culture*, as well as a five-volume compendium (it ran 3,000 pages) of advice on healthy living and preventive medicine, which included information on vegetarianism, chiropractic, homeopathy, pleasurable sex, and preventing heart problems through exercise. This was in 1912.

In sifting through Macfadden's life's work, I decided to test his "findings"—everything from fasting to a short-term milk-only diet. Some of his advice was weird (an all-grape diet?), but the majority of his nutrition tips were nuggets of wisdom years ahead of their time. My energy boosted to levels I hadn't reached since adolescence, I ran my first marathon, and I beat chronic chest and knee problems. That suit? It now fits as well as it did the day I bought it. Here are a few of my favorite pearls of early-20th-century wisdom from the father of American fitness and nutrition.

AS TOLD TO JOEL WEBER

THREE MEALS A DAY MIGHT BE ONE TOO MANY

Multiple studies have recently confirmed what Macfadden knew years ago: Eating less prevents a host of health problems such as heart disease and cancer. Macfadden ate two large meals a day—a brunch and an early-bird supper. When I ate to my heart's content at 10:30 A.M. and 5 P.M., my total daily calories fell by 20 percent.

HUNGER IS YOUR FRIEND

Many diet plans bend over backward to prevent their followers from feeling hungry. Macfadden taught me to control my hunger instead. The secret is to think of a growling stomach as a simple reminder that

you're doing good work, much like a sore muscle after a productive workout. Those hunger pangs will eventually lose their intensity, and you'll have overcome the desire for an unnecessary snack.

REBOOT YOUR SYSTEM

Absolutely nothing—not a vacation, a shopping spree, or a martini—has knocked me out of a mental and physical rut more quickly than fasting. Macfadden believed that humans should emulate other mammals, which stop eating when they don't feel well. Food is medicine, Macfadden reasoned, and no food is strong medicine. I credit the many three-day fasts I did with fixing some ailments I hadn't imagined were curable—namely my

chronically sore knees and a nagging respiratory ailment. If a no-food fast seems too extreme, eat small meals and simple sustenance instead, such as brown rice or raw food.

CHEW, CHEW, CHEW

It turns out Grandma (who probably heard it from Macfadden) was right: You do need to chew your food more. Doing so makes it nearly impossible to overeat. Studies have shown it takes about 20 minutes for the stomach to give the brain the red light, so chewing until a mouthful of food has all but dissolved prevents you from a mindless feeding frenzy.

EAT MORE RAW FOODS

Few dietary cults are more fanatical than raw foodists, who won't eat anything heated above 116 degrees. (Macfadden called this philosophy the "natural diet.") I found the practice fairly tedious, but I will say that a few days of eating nothing but uncooked fruits, vegetables, and nuts flushed toxins from my body (which felt akin to taking a sauna during a hangover) and transformed my body's chemistry so much that I smelled of—get this—strawberries. One Macfadden raw-food "shortcut"? Drink freshly squeezed juices.



Mark Adams, 41, is the author of *Mr. America*, a biography of Bernarr Macfadden, the country's original health guru and fitness entrepreneur.

Under Pressure

An ace chef's secret kitchen appliance will have you cooking hundreds of meals faster

Enter the kitchen of one of the world's best restaurants—Ferran Adrià's El Bulli in Spain, say, or Thomas Keller's French Laundry in Napa Valley—and you might wonder if some of the equipment came from a laboratory. Chefs are using tools and techniques such as liquid nitrogen and sous vide, popularizing what I call high-tech cooking. I teach many of these methods at the prestigious French Culinary Institute, but very few home kitchens (mine included) are equipped for this kind of exploratory cuisine. After all, who has the money or space for a refrigerator-size \$1,000 vacuum sealer, an essential device for sous vide? But one high-tech tool I do use at home several times a week is a pressure cooker. These appliances cost about \$100 and are now equipped with safety features that prevent them from exploding like those from the '50s were prone to do. In a regular pot or pan, food can get only as hot as the boiling point for water: 212°F. But in a pressure cooker, water boils at closer to 250°F, and that temperature increase neutralizes the side effects of certain foods without disturbing their flavors. You'd never eat a whole head of garlic, for instance, because it causes terrible breath. But a pressure cooker's high temperature breaks down the sulfur compounds that are the culprit. Now you can use heaps of garlic to whip up the best mashed potatoes your family will have ever tasted. Another favorite dish of mine is horseradish-and-salmon soup, minus the horseradish's heat. Not only will a pressure cooker help you achieve results that are otherwise impossible, but it can also be used to cook food much faster, saving you hours in the kitchen when preparing your favorite stew or brisket. Here's a simple recipe to get you started. **AS TOLD**

TO JOEL WEBER



Nils Noren, 42, is the vice president of culinary and pastry arts at the French Culinary Institute.

the plan

Use a pressure cooker to create the best mashed potatoes you've ever tasted

Pommes Puree

1 cup peeled garlic cloves
3½ cups milk (divided)
½ cup mustard seed
2 cups apple cider vinegar
2 Tbsp. sugar
1 lb. Yukon Gold potatoes
2 oz. butter
Salt
Freshly ground pepper

Fresh chives, finely minced

1 | Put the peeled garlic cloves and 3 cups of milk into a pressure cooker. Cook under full pressure for 20 minutes, strain off the milk, and puree the garlic until smooth. Set aside.

2 | Add the mustard seed and apple cider vinegar to the pressure cooker. Cook under full pressure for 20 minutes. Add the sugar while the mixture is hot. Strain and set aside.

3 | Peel, wash, and cut the potatoes into large,

even pieces. Place them in a pot, cover with water, add salt, and cook until tender. Drain well and pass through a food mill or mash with a whisk.

4 | Bring ½ cup milk to a simmer in a saucepan. Stir the hot milk into the pureed potatoes,

then beat in the butter. Season with salt and pepper (to taste). Add 2 Tbsp. pressure-cooked garlic puree

and ½ cup pressure-cooked mustard seed. Top potatoes with finely minced chives before serving. Serves four.

Cook Better Meals Quicker!

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Suite Dreams

The man who is putting the magic back into the hospitality game

In the world of boutique hotels, the Pomerancian oeuvre is undeniably unique. One reason is that Jason Pomeranc approaches his job like a movie director. "You start a project focused on a really tight shot, just one inspiration" and pan out from there, says Pomeranc, who launched the chic Thompson Hotels chain with his two brothers in 2001. The hotelier tapped Andy Warhol muse Gerard Malanga to realize a photolithograph of Warhol on the bottom of the rooftop pool at the new Thompson LES (on Manhattan's Lower East Side), and revived Frederick Lesort's late-dining hot spot, Jour et Nuit, at the just-opened Smyth Tribeca, also in New York. Pomeranc has expanded his empire beyond New York to Los Angeles, Washington, D.C., and Sonoma, California, and he has forthcoming hotels in Toronto and Seoul, South Korea. "There's just something pure about the feel of being the innkeeper," says the 37-year-old New Yorker, who recently gave us a tour of the things that inform his cinematic magic. **MICHAEL SLENSKE**



BAR: "An interesting bar called Apothéke, like *apothecary*, just opened in New York. It's housed in a former opium den in Chinatown. Every drink has these crazy infusions, and they've got absinthe." 212-406-0400, apothekebar.com

COLLECTION: "I really like Zippo lighters and have about a dozen of them. There's something very Americana, very masculine about them. Even if you don't smoke, you can appreciate the motion and the mechanics." zippo.com

WATCHES: "I love vintage watches. I have a big square 1970s Tag Heuer Monaco with a mod blue-face chronograph. It is supposed to be one of the same styles that Steve McQueen wore in *Le Mans*." aaronfaber.com

TV SHOW: "I work weird hours and don't sleep well. The only way I can collapse at three in the morning is by watching great dramatic TV. *Mad Men* is my favorite show by far." amctv.com

DRINK: "I like white tequila. I'm a Patrón-on-the-rocks-with-a-lime sort of guy. I can appreciate a high-end cocktail, but for myself...that's my drink." patronspirits.com



My Life as a Wing Man

I can't imagine a simpler pursuit that gives greater pleasure. The bird rests for a moment, on a branch or on barbed wire, and we get to watch for a precious second.

The bird is at the top of a 50-foot black ash tree, and its blood-red feathers shine like one of those lights you see on the top of a building near an airport. Behind it lies the brightest summer day imaginable; it's an hour after dawn and already hot. The scarlet tanager—for it is he—rocks gently in the early breeze, and as I train my binoculars on him, I know I am done: This is the kind of unadulterated beauty I've looked for all my life.

By that Day of the Tanager, as I now think of it, I hadn't been watching birds very long, a year at most, and it was the first time I'd ever seen that especially dashing songbird. Being a beginner, I didn't know then that he had wintered somewhere in the western side of South America and, after a dangerous and long migration, had returned only in the past few weeks to this part of northeast Pennsylvania, to nest and breed. All I knew then was that it was one of the most beautiful things I'd ever seen. It wasn't just the handsomeness of the bird itself that struck me so forcibly; the date of the Day of the Tanager was propitious too: Wednesday, July 4, 2001. For a man like me, one who loves his adopted country with a frenzy that borders on the insane, the Fourth of July is an unabashed day of celebration. I'm the man who cries at the playing of "The Star-Spangled Banner" before baseball games; who tut-tuts at British relatives who refer to his children as "Yanks"; who can't quite fathom that he spent 25 years in sodden

England eating meat pies. So there I was, on the country's birthday, seeing one of its signal spring and summer birds.

On my desk, I have a bulky *Webster's New International Dictionary*, Second Edition, dated 1934. I keep it open to the color plate on page 273, "Common Birds of America." There, in the fourth row, between blue jay and eastern kingbird, sits the scarlet tanager, its black wings funereal against its ruby body. I'm happy to say it's still a "common bird of America." Sadly, the same cannot be said of so many birds I've seen since that day in 2001. The fact that animals are facing extreme habitat loss and other

A bald eagle hangs on a thermal way up in spring's clear blue, falls from the gyre, and heads off until another blast of heat hoists it up, like hands offering it to the atmosphere.

ecological stresses lends my passion a fervor that borders on (yes, you guessed it) the insane.

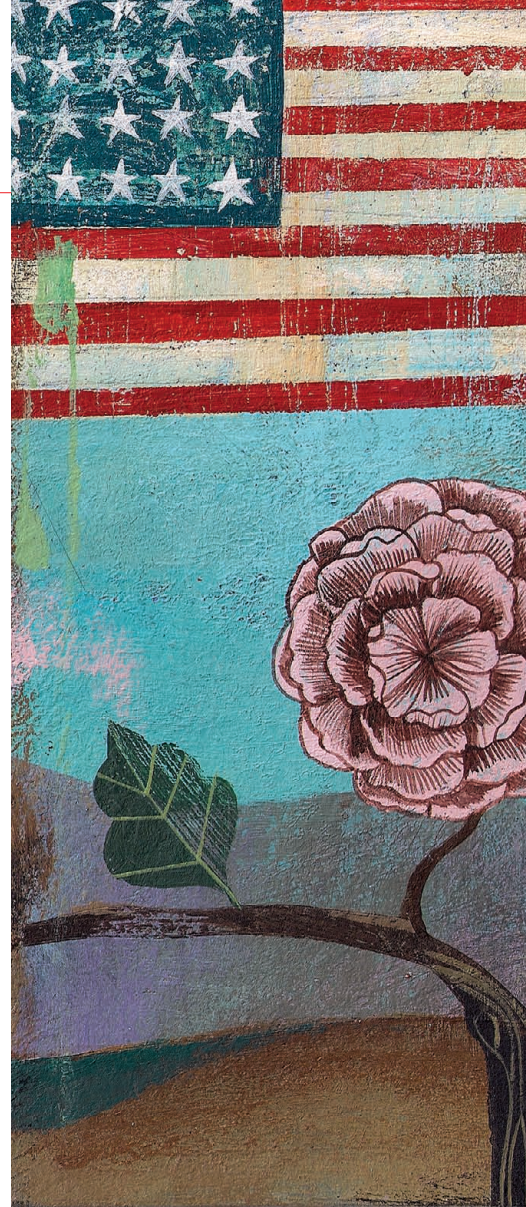
I clearly have issues. Let's discuss one of them, shall we?

I vaguely recall one of my great artistic heroes, Joni Mitchell, talking in an interview about her song "The Gallery" and saying that the character in it was "running around the country connoisseuring beauties." I'm sorry to say that this comment—so ill do I even remember it and replete as it is with a faux verb—still hit me at such an angle that it has informed my life more than is probably healthy. I was about 17 years old

when I came across the interview, and we all know how impressionable teens can be. I think Joni's comment gave me permission to go about connoisseuring beauty too. But I also learned another truth at 17: I had to be a connoisseur, because I couldn't paint and could barely sing. Since then I've also learned that I can't sculpt, dance, act a whit, write iambic or any other kind of verse, or juggle.

But I can appreciate, and once the 17-year-old grew to be a so-called adult, he became moved beyond measure by beauty, be it a landscape by Claude Lorrain, Borodin's String Quartet #2 in D Major, or Natalie Portman. It is an entirely subjective

Luke Dempsey is the author of A Supremely Bad Idea: Three Mad Birders and Their Quest to See It All.





SEEING RED
It was the scarlet tanager that set off the author's insanity.

stance, and I make no apologies for it. Nor do I proffer any great philosophical reasoning for one thing being “beautiful” and another being Dick Cheney. How could I? The “man” I’ve become remains all too moved by a sunrise or a sunset, by a Bernese mountain dog puppy, by a flowering tree. This affectation has left me exposed to accusations of being overly emotional; my children know to check whether or not I’m crying when something beautiful (or, God help us all, beautifully sad) happens in my presence. But I don’t care.

For most of my life, this desperate desire to find the beautiful had no real center. There was no point to my urge; I just knew it when, having sought it out, I found it. The connoisseurship also left me feeling a bit (here comes that word again) insane, especially given the fact that most of the rest of the world didn’t follow my lead and preferred, instead, to discuss what’s on the TV tonight or the lifestyle of Britney Spears. “I just wasn’t cut out for the modern world,”

I bemoaned of it, lying back on a chaise longue in a swoon fit for a Thackeray novel. Most people looked at me, rolled their eyes, and asked why I owned a chaise longue in the first place.

Then came the birds.

Don’t get me wrong: Birds have always been there. The simple fact is that I just wasn’t looking up. One of the reasons I wasn’t looking up was because the birds of my home country, England, are more often than not drab and skulking, and it is generally held that only the most socially deficient Brit would think to spend time seeking out birds. So I eschewed looking at birds like most people avoid admitting they have halitosis. (One could draw a Venn diagram featuring British birders and halitosis, and I imagine it would actually be less a Venn diagram than two almost entirely overlapping circles.)

Then, by a happy coincidence of love and the Immigration and Naturalization

Service, I found myself in North America, a place teeming most of the year with colorful neotropical songbirds such as the scarlet tanager. And still I didn’t look. I lived in New York City, and no one would mistake such a heaving, concrete-addled metropolis for a place filled with avian beauty, would they? (But they should. It is.) One day at the start of the new century, two friends named Don and Donna Graffiti stayed a weekend with me in northeastern Pennsylvania, where to escape the heaving and concrete addling, my wife and I had acquired a house and some land and the aforementioned chaise. Sneaky tricksters that the Graffitis are, they just so happened to bring a spare pair of binoculars with them on their visit, and lo and behold, I was welcome to use them on our walk across the countryside. “Only if you feel like it,” they said. “No pressure.”

Honestly, I would rather have gargled with hat pins than look at birds, knowing as I did that halitosis was just a blue jay away. But to be polite, I politely looked. It being

high spring, there were birds everywhere that day, and to my astonishment and delight, each seemed more beautiful than the last. The Graffitis didn't know I had this fetish for the sublime; it wasn't something I volunteered back then. All Don and Donna did was point out the birds of that spring, put a name to each, and walk on.

I don't know that there's a simpler pursuit that could possibly give greater pleasure. The bird rests for a moment, on a branch or on barbed wire, and we eagerly study it for a precious second. It has business to attend to, however, and cannot wait for us to perfectly focus our eyes. And so it flies. Or else it's a larger bird, say a raptor (sometimes, out in Pennsylvania, one can luck upon another American icon, the bald eagle), and given its mass, it hangs there on a thermal way up in spring's clear blue, until falling from the widening gyre it heads east or north or south or west, until another blast of heat hoists it upward like hands below it, offering it to the atmosphere. Gone. Then, a brief buzzing—what was that?—and a ruby-throated hummingbird beats its wings 53 times a second right by my ear. It falls to hovering at a trumpet honeysuckle, and once its long beak is sufficiently stained with pollen, the hummingbird flies up to a branch and sits awhile, its wings perfectly at rest.

Eventually, the Graffitis and their loaned binoculars rested their case too. There was nothing to add, save a question I posed to myself later that night, as the colors of the day's birds receded to sleep's black: How did I ever live without this? Having since traveled all over America in search of these avian delights, I finally know why I love this country so much. It used to be the openness of the people, the kindness of them too. Or else it was baseball, or the grid system in cities, or fireworks on the Fourth



of July. In fact, it's still all these things. But added now are the common, and not-so-common, birds of America.

That first day Don and Donna Graffiti took me birding in Pennsylvania, the bird we found that most impressed me was the bobolink, a member of the blackbird family. Sporting what birders refer to as a kind of "backward tuxedo," the bird's mostly ebony body is punctuated by white on the wings and tail. In Pennsylvania, the bobolinks were nesting in a hay field, a typical spot for their breeding grounds. Given the pressure on farmers to make the most of each acre, bobolinks have fallen victim to the modern technique of getting two harvests out of a field: The second harvest can decimate the nests and young of bobolinks before they have fledged. Fortunately, in that corner of Pennsylvania, a local farmer recognized the threat and left the bobolinks' fields alone. But the image of that seven-inch bird migrating all the way from central South America to this corner of my village, only to face the lottery of farmers' ecological awareness, moved me almost to tears. It was beautifully sad.

I realized recently that after selling my house in Pennsylvania, I hadn't seen a

bobolink in a couple of years; they don't show up much in New York's Central Park. The loss was starting to nag on me, so last year, I drove from the city to the Shawangunk Grasslands, a national wildlife refuge on the site of the old Galeville Military Airport, in Ulster County, New York. The place was said to be an excellent spot to see any number of threatened grassland birds: savannah and grasshopper sparrows, upland sandpipers, eastern meadowlarks, and bobolinks. Each of these birds is threatened because of our maddening desire to build malls and condos on each and every open space. No, really...there's no other way of putting it. I know we all tend to tune out when we hear such bellyaching, but that doesn't mean it's not true. The result is that the birds I am able to see now may be gone by the time my kids are approaching middle age. As I walk out onto the Shawangunk Grasslands, all thoughts of the coming ecological disaster recede as I hear the distant bubble of the bobolink's trilling springtime song.

They're everywhere. Everywhere I spin my binoculars, they sing, perched on stalks or the tops of low trees, *bobolinking* like crazy. Everywhere their little tuxedos shine in the afternoon's light, backward and odd and yes, this for sure: beautiful. But they're not sad on this day; these grasslands, all 566 acres, offer more than enough sustenance and safety for successful child rearing.

I stand on the old runways and look. The bombers are gone, the hangars too. All that's left is the song of the bobolink. One bird flies up above me, flutters, and finally falls to earth. Their nests are safe in the absence of man, and taking that thought as my cue, I turn and walk away. But I'll be back next spring, and every other spring I'm given. Let's hope they'll be back too. ■

be a wing man

How to attract cool, colorful birds to your backyard

"Anyone can attract dozens of different birds to his yard," says Anne Schmauss, owner of Wild Birds Unlimited in Santa Fe, New Mexico. "It's also an easy way to help children learn more about the natural world." Here's a four-step guide to getting started.

OFFER SUSTENANCE. Buy a mix of food that's at least half black oil (not striped) sunflower seeds. "Humans may prefer the striped seeds, but black seeds have a higher oil and fat content, which helps sustain birds in cold weather," says Schmauss. Put your mix in a clear tube feeder; they're reasonably priced, easiest to hang, and most visible to birds.

CREATE A NATURAL HABITAT. "Even if you live in a city, you can create an urban oasis on your patio," says Schmauss. Bushes or trees with berries provide food for birds all winter long, while flowers and vines will attract orioles and hummingbirds in the summer.

PROVIDE (SHALLOW) WATER. Birds won't visit deep baths because they can't swim. A bath that is an inch and a half deep is ideal for drinking and bathing; choose one with a built-in heater for winter months. In springtime, you'll attract beautiful returning birds that don't eat seeds, such as tanagers, warblers, and indigo buntings.

HANG A CUSTOM-BUILT HOUSE. Most decorative birdhouses aren't built with birds in mind. They look nice, but the holes are the wrong size. A specialty birding store can recommend an appropriate house for the birds in your area. To get started, visit wbu.com. ALISON KOTCH

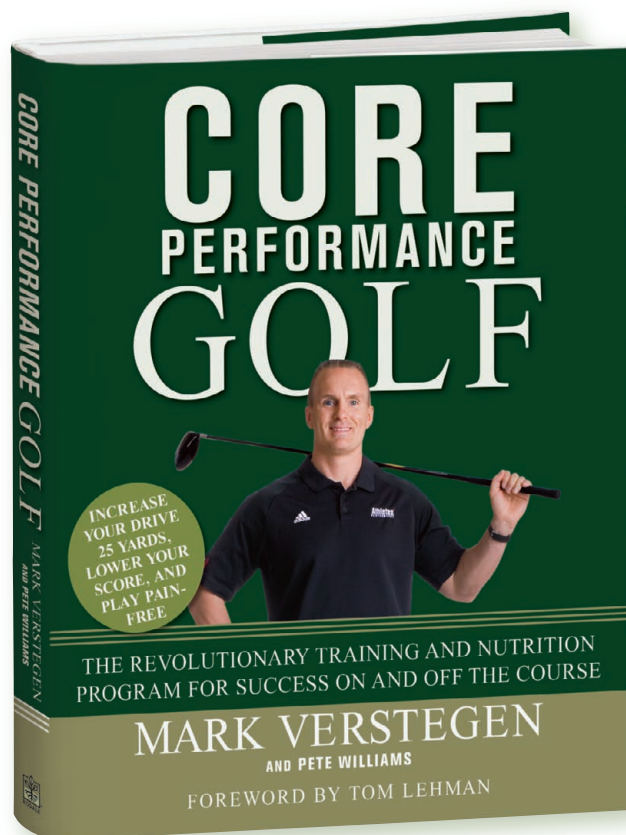


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BY BILLY GOLDBERG, M.D., WITH MARK LEYNER
PHOTOGRAPH BY RONALD CADIZ

To: questions@drbillyandleyner.com

Dear Dr. Billy and Leyner,

I'm writing because I need to know if I have a problem. I recently read about David Duchovny's going into rehab for sex addiction, and I began to think that I may have stepped over the edge myself. I'm spending every waking hour looking at Internet porn. I spent the money I had saved for my wife's anniversary gift at an adult video store, and I have fantasies about my kid's teacher every night. I had to skip the parent-teacher conference because I was afraid I'd get aroused. Please tell me: What are the limits of regular male horniness? I need your help! How do I know if I'm a sex addict?

Sincerely,

Harry Palmer, Grosse Pointe, Michigan

Dear Grappling in Grosse Pointe,

Unfortunately, there is no standardized or universal way to determine when normal sexual urges cross over into compulsive or "addictive" behavior. *The Diagnostic and Statistical Manual of Mental Disorders (DSM)* is published by the American Psychiatric Association and is the standard volume used to provide diagnostic criteria for mental disorders. Sexual addiction is not recognized in the current edition. Although scientists

seek to uncover a neurobiological cause of this and other addictions, at present, we are left without a biological etiology for excessive masturbation, promiscuous sexual encounters, or obsessive use of prostitutes for sex. In the absence of any clear diagnostic modality, you can try taking this simple test to assess your own sexual compulsivity quotient:

Do you find the following statement sexually arousing?

Murmuring lasciviously, she unbuttoned her white shirt to show me her swollen brown nipples, and then lifted her pinafore and spread

I SPENT THE MONEY FOR MY WIFE'S ANNIVERSARY GIFT AT AN ADULT VIDEO STORE, AND I HAVE FANTASIES ABOUT MY KID'S TEACHER EVERY NIGHT.

her legs, exposing a triangle of raven pubic hair and her glistening pink...

Do you find the following statement sexually arousing?

Eleven nulliparous women manually self-stimulated to orgasm. Anal and vaginal contraction waveforms were synchronized with each other, and the same number of orgasmic contractions occurred in each lumen. Amplitudes

of contraction pressure waveforms, representing pelvic muscular force, were initially low, increased through the first half of the regular series, and then decreased.

Do you find the following statement sexually arousing?

$F = q [E + (V \times B)]$

Do you suffer from carpal tunnel syndrome as a result of compulsive masturbation?

Before masturbating, do you try to "seduce" your hand with disarmingly

candid self-appraisals and admissions, such as "You probably won't believe this, but I'm really very insecure," or "This might surprise you, but I was pretty fat when I was a kid"?

Before masturbating, do you try to, sort of, "break the ice" with your hand by engaging it in light banter, such as "Have you ever been to La Jolla?" Or "I knew you went to

THE BODY ECCENTRIC

YOUR ANATOMY EXPLAINED

Wellesley. There's just something about you. I could tell." Or "Skadden, Arps, huh? Do you know Heidi Horowitz?"

When masturbating, do you wear individual finger puppets to achieve an "orgy effect"?

Do you choose your apparatus at the gym irrespective of working a specific muscle group, but because of the excellent sight line it affords to women on the stair-climbers?

Have you had sexual fantasies about your wife's girlfriends, your teenage daughter's girlfriends, your mother's girlfriends, female cartoon characters on the backs of cereal boxes, or public restroom icons?

Instead of spending a quiet afternoon with your family at home, would you rather be kidnapped by a cult of female Korean golfers who take you to their fortified clubhouse, buried deep beneath the surface of the earth near Pyongyang, and force you to submit to almost nonstop serial fellatio?

Have you ever fantasized about being an orangutan or a chimpanzee masturbating in front of a crowd of appalled zoogoers? (That is, have you ever considered a career as an actor?)

Do you find yourself being thrown helplessly across the bodies of buxom subway riders (and often having to clutch desperately at their buttocks to prevent yourself from being flung to the floor), even though the train hasn't left the station and is completely still?

Have you ever fantasized about orally pleasuring Katie Couric while she struggles to maintain her composure and narrate a story about artisanal tilapia harvesting in Papua New Guinea?

Have you ever gotten an erection at an airport because of the way a female immigration official stamped your passport?

Do you think the AMC series *Mad Men* would be even better if each episode ended with a full 10 minutes of Christina Hendricks taking off her clothes, slathering her naked body with melted Smart Balance, and undulating frenetically to Jake One's "I'm Coming"?

QUESTION: WOULD YOU HAVE SEX WITH SOMEONE WHOSE POLITICS YOU ABHOR (SAY, A NEO-NAZI) IF SHE HAD A SKINNY WAIST AND BIG BREASTS?

When you meet a new couple at a social event, do you tend to ignore the husband or boyfriend, establish eye contact with the woman, and signal to her—wordlessly and with subtle gestures—that you'd like to take her to a motel and massage her perineum with warm almond oil?

Do you feel that your life is defined by the compulsive and joyless pursuit of woman after woman after woman, devoid of emotional commitment, a faceless blur of heaving breasts, glistening vulvas, and throbbing clitorises...but that, goddamn it, somebody's gotta do it?

Do you personally believe that lining up your next piece of ass is a more urgent priority than rebuilding America's crumbling transportation infrastructure?

Would you have sex with someone whose politics you abhor (say, a neo-Nazi) if she had a skinny waist and big breasts?

Would you consider making a deal in which you would have sweat-drenched, top-of-

the-lungs screaming sex with a different, voluptuous, jaw-droppingly beautiful woman every single day for the rest of your life, and then be doomed to spend eternity in hell, where you'd pass a kidney stone every three minutes while a troll with tweezers yanked hairs from your nostrils?

Has your online-porn fetish become so refined that your taxonomical subsector actually includes fewer than a dozen women worldwide? For example: Mature Hairy Asian Midget Hypoglycemic Type-O-Negative Plumpers Who Squirt.

Is your name Harry Palmer and do you live in Grosse Pointe, Michigan?

If you answered yes to 11 or more of these questions, congratulations! You are a sex addict! What does being diagnosed as a sex addict entitle you to? You can now behave like a selfish, narcissistic, exploitative, treacherous, philandering asshole, and be considered a "victim." Women will feel sorry for you...and want to have sex with you! ■

CYCLES OF DESIRE

How to know when she wants to have sex

Men always seem to have sex on the brain, but a woman's carnal cravings are much more difficult to predict. Or so you thought. Here's a guide to your best chance at getting lucky...this month, this year, and for the rest of your life.

THIS MONTH

A woman's sex drive peaks during the week after her period, when her body has the optimum balance of the hormones estrogen and testosterone. This means she feels feminine, yet confident and assertive. "Put it all together and you have a great recipe for human connection," says Rebecca Booth, MD, author of *The Venus Week*.

To be sure: Feed her dark chocolate made from at least

70 percent cocoa solids, such as Scharffen Berger. "Chocolate increases dopamine production, the brain chemical associated with infatuation and desire," says Dr. Booth. Or try an herb-infused dark chocolate, such as the Vosges Red Fire bar, which is made with libido-boosting red chilies.

THIS YEAR

Spring is one of the best times for sex. Why? "Sunlight levels in the springtime stimulate the production of vitamin D, which is essential for ovulation," says Dr. Booth. Yale University researchers recently found that vitamin D can improve fertility and the chances of conception.

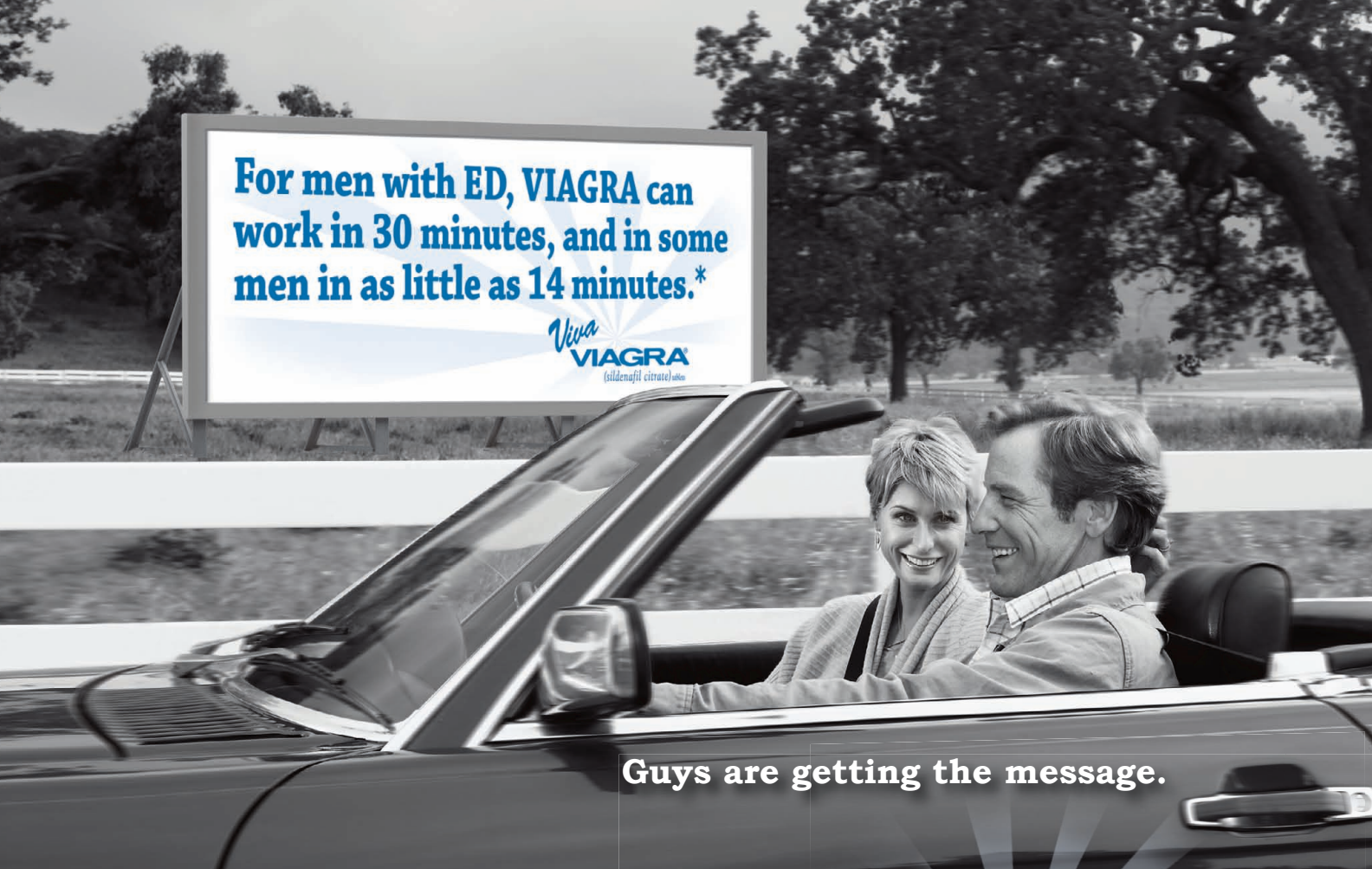
To be sure: Give her vitamin D supplements (1,000 units a day is best, but she can take

up to 2,000 if she tends to stay out of the sun). Or go for a run together. Exercise is a natural way to boost dopamine.

THIS LIFETIME

While a woman's fertility peaks in her twenties, some women reach their sexual peak in their forties, thanks to a decline in estrogen and an increase in testosterone after menopause. And in her fifties, the adrenal gland, located by the kidneys, can release the same hormones, keeping her sex drive alive.

To be sure: Give her 25 to 50 milligrams of DHEA, an adrenal supplement that helps women with low sex drive, says Dr. Booth. Or prepare her a meal that's rich in nuts, seeds, and beans; all are natural dopamine boosters. ALISON KOTCH



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VIAGRA is prescribed to treat erectile dysfunction. We know that no medicine is for everyone. Don't take VIAGRA if you take nitrates, often prescribed for chest pain, as this may cause a sudden unsafe drop in blood pressure.

Talk with your doctor first. Make sure your heart is healthy enough to have sex. If you have chest pain, nausea, or other discomforts during sex, seek medical help right away. As with any ED tablet, in the rare event of an erection lasting more than four hours, seek immediate medical help to avoid long-term injury.

In rare instances, men taking PDE5 inhibitors (oral erectile dysfunction medicines, including VIAGRA) reported a sudden decrease or loss of vision, or sudden decrease or loss of hearing. It is not possible to determine whether these events are related directly to these medicines or to other factors. If you experience any of these symptoms, stop taking PDE5 inhibitors, including VIAGRA, and call a doctor right away.

The most common side effects of VIAGRA are headache, facial flushing, and upset stomach. Less common are bluish or blurred vision, or being sensitive to light. These may occur for a brief time.

Take VIAGRA about 1 hour before you want to have sex. VIAGRA works for 4 hours. VIAGRA only works with stimulation. VIAGRA does not protect against sexually transmitted diseases including HIV. Please see Important Facts for VIAGRA on the following page or visit viagra.com for full prescribing information. **For free information, including questions to ask your doctor, call 1-888-4VIAGRA (1-888-484-2472).**

***Data taken from a study of 228 men with ED who previously had success with VIAGRA. Of the 115 men who took VIAGRA 100mg, 35% had erections hard enough for successful intercourse at 14 minutes, and 51% of men at 20 minutes.**

Individual results may vary.

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IMPORTANT FACTS

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(vi-AG-rah)

IMPORTANT SAFETY INFORMATION ABOUT VIAGRA

Never take VIAGRA if you take any medicines with nitrates. This includes nitroglycerin. Your blood pressure could drop quickly. It could fall to an unsafe or life-threatening level.

ABOUT ERECTILE DYSFUNCTION (ED)

Erectile dysfunction means a man cannot get or keep an erection. Health problems, injury, or side effects of drugs may cause ED. The cause may not be known.

ABOUT VIAGRA

VIAGRA is used to treat ED in men. When you want to have sex, VIAGRA can help you get and keep an erection when you are sexually excited. You cannot get an erection just by taking the pill. Only your doctor can prescribe VIAGRA.

VIAGRA does not cure ED.

VIAGRA does not protect you or your partner from STDs (sexually transmitted diseases) or HIV. You will need to use a condom.

VIAGRA is not a hormone or an aphrodisiac.

WHO IS VIAGRA FOR?

Who should take VIAGRA?

Men who have ED and whose heart is healthy enough for sex.

Who should NOT take VIAGRA?

- If you ever take medicines with nitrates:
 - Medicines that treat chest pain (angina), such as nitroglycerin or isosorbide mononitrate or dinitrate
- If you use some street drugs, such as “poppers” (amyl nitrate or nitrite)
- If you are allergic to anything in the VIAGRA tablet.

BEFORE YOU START VIAGRA

Tell your doctor if you have or ever had:

- Heart attack, abnormal heartbeats, or stroke
- Heart problems, such as heart failure, chest pain, or aortic valve narrowing
- Low or high blood pressure
- Severe vision loss
- An eye condition called retinitis pigmentosa
- Kidney or liver problems
- Blood problems, such as sickle cell anemia or leukemia
- A deformed penis, Peyronie’s disease, or an erection that lasted more than 4 hours
- Stomach ulcers or any kind of bleeding problems

Tell your doctor about all your medicines. Include over-the-counter medicines, vitamins, and herbal products. Tell your doctor if you take or use:

- Medicines called alpha-blockers to treat high blood pressure or prostate problems. Your blood pressure could suddenly get too low. You could get dizzy or faint. Your doctor may start you on a lower dose of VIAGRA.
- Medicines called protease inhibitors for HIV. Your doctor may prescribe a 25 mg dose. Your doctor may limit VIAGRA to 25 mg in a 48-hour period.
- Other methods to cause erections. These include pills, injections, implants, or pumps.

POSSIBLE SIDE EFFECTS OF VIAGRA

Side effects are mostly mild to moderate. They usually go away after a few hours. Some of these are more likely to happen with higher doses.

The most common side effects are:

- Headache
- Feeling flushed
- Upset stomach

Less common side effects are:

- Trouble telling blue and green apart or seeing a blue tinge on things
- Eyes being more sensitive to light
- Blurred vision

Rarely, a small number of men taking VIAGRA have reported these serious events:

- Having an erection that lasts more than 4 hours. If the erection is not treated right away, long-term loss of potency could occur.
- Sudden decrease or loss of sight in one or both eyes. We do not know if these events are caused by VIAGRA and medicines like it or caused by other factors. They may be caused by conditions like high blood pressure or diabetes. If you have sudden vision changes, stop using VIAGRA and all medicines like it. Call your doctor right away.
- Sudden decrease or loss of hearing. We do not know if these events are caused by VIAGRA and medicines like it or caused by other factors. If you have sudden hearing changes, stop using VIAGRA and all medicines like it. Call your doctor right away.
- Heart attack, stroke, irregular heartbeats, and death. We do not know whether these events are caused by VIAGRA or caused by other factors. Most of these happened in men who already had heart problems.

If you have any of these problems, stop VIAGRA. Call your doctor right away.

HOW TO TAKE VIAGRA

Do:

- Take VIAGRA only the way your doctor tells you. VIAGRA comes in 25 mg, 50 mg, and 100 mg tablets. Your doctor will tell you how much to take.
- If you are over 65 or have serious liver or kidney problems, your doctor may start you at the lowest dose (25 mg).
- Take VIAGRA about 1 hour before you want to have sex. VIAGRA starts to work in about 30 minutes when you are sexually excited. VIAGRA lasts up to 4 hours.

Don’t:

- Do not take VIAGRA more than once a day.
- Do not take more VIAGRA than your doctor tells you. If you think you need more VIAGRA, talk with your doctor.
- Do not start or stop any other medicines before checking with your doctor.

NEED MORE INFORMATION?

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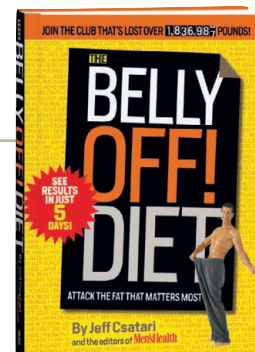
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- Discover how to trigger your cells to burn belly fat first!
- Learn the six core strategies that have helped our guys lose weight and keep it off!

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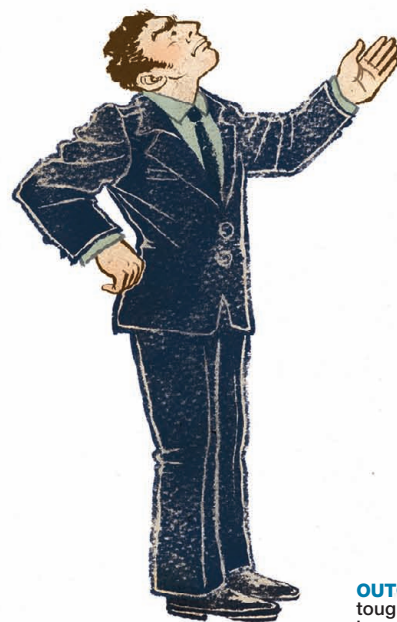
The Art of Compromise

Once your children learn to negotiate, your home will be a happier place **BY MARK ADAMS**

Would you negotiate with the Axis of Evil? I break

bread with my own domestic version every night. A man has little choice when his adversaries have infiltrated his home: tracking mud through the living room, leaving the toilet seats up, snickering at requests that they review their flash cards. Each time we sit down at the dinner table, my wife and I face a tripartite cabal—ages 12, 6, and 3—that is determined to achieve its selfish goals at any cost. After some diplomatic trial and error, we've reached an accord with the older two. It's the youngest one, wielding a Hello Kitty spoon that never leaves his grasp, who climbs into his booster seat each night ready for a battle of wills: my baby-faced *bête noire*, Magnus.

Most dads spend a good chunk of their days arbitrating disagreements large and small at work. Staffers want raises; clients want better terms; bosses want greater productivity despite shrinking budgets. But many men who spend their days satisfying their always-right customers refuse to negotiate disputes with their children. The logic seems simple. At work, give-and-take is a lubricant that allows the gears of motivated creative thinkers to keep turning. At home, the father is the wisest



party in any disagreement, period. Anyone who doesn't like it can go to his room.

I suppose that refusing to bargain with your kids is fine, as long as you don't expect them to ever have any dealings with other human beings. Almost every situation in life that involves two or more people is a compromise between parties with competing interests, whether you're stowing

OUTGUNNED? Even the toughest kids can be taught how to make a deal.

overhead luggage or choosing a wine. "Children know this intuitively," says Daniel Shapiro, PhD, associate director of the Harvard Negotiation Project and coauthor of *Beyond Reason: Using Emotions as You Negotiate*.

But kids are as naturally inclined toward making small concessions with an eye on the larger reward as they are toward bed making. They're excellent

hardball bargainers, as anyone who has witnessed a Toys "R" Us meltdown knows. The little-tyrant act is almost every child's trump card, usually eliciting one of two paternal responses: the Hawk or the Dove. Hawks take the never-surrender approach toward family conflicts. They demand obedience. Doves are appeasers and will let a screaming child cut paper dolls with a chain



saw as long as it brings peace. I suspect that most new parents, slightly overconfident, start out as Doves. We certainly did with our first son, Alex. Didn't work. Lucas, our ADD-afflicted middle boy, brought out the Hawk in me with his ability to ignore whatever I was saying even when it was said from a distance of six inches at 100 decibels. Amazingly, a my-way-or-the-highway stance wasn't particularly effective either.

Scott Brown, author of *How to Negotiate With Kids, Even When You Think You Shouldn't*, says that the reason so many fathers gravitate toward these two positions is that they want a resolution immediately. (This is especially the case when the conflict is taking place in a public arena, like the time Magnus, with his oddly precise enunciation, announced to the Sunday-morning crowd in our local bakery, "I want to go *now*! This store smells like bad fish!") The typical child of a Hawk ends up rebelling, straining the parental relationship further and possibly starting a lifetime of harming himself and others. A kid raised by Doves quickly learns that he can walk all over his parents, says Brown: The little prince or princess "never learns boundaries or limits, which creates a situation that's intolerable for the people around that kid."

You probably encountered the products of both types of parenting in a college dorm—the hothead who threatened to kick the ass of anyone who so much as looked at his girlfriend, and the narcissist who "borrowed" everyone's razor without asking (and couldn't understand why it was a big deal). Kids who aren't taught to negotiate grow into adults who never learn how to deal with conflict.

KIDS ARE EXCELLENT HARBALL BARGAINERS, AS ANYONE WHO HAS WITNESSED A TOYS "R" US MELTDOWN KNOWS.

A little horse trading can also make a household run more smoothly. "Parenting is essentially negotiating and stress management," says Shapiro. "If you have negotiating skills, your stress will be less." Experts who study effective resolution strategies have found that the basic rules that apply to haggling over commercial leases and resolving hostage crises are the same ones parents should follow when trying to navigate disputes at home. Some of them have even worked on Magnus.

Bargain With Your Head, Not Your Heart

When Magnus's eyes are bulging and the little blue vein in his neck is throbbing, I can be fairly certain that he's not listening to the subtler points of my position. I need to calm him first, usually with a bear hug and a request to pull himself together and act like a big boy so that I can understand what he's trying to tell me. Even more important, says Brown, is to get your own emotions under control. Anything you say in the heat of an argument to show who's in charge—"That is the stupidest thing I've ever heard"—may have long-term effects that you didn't foresee.

Cede Some Territory

There's a reason a box of Popsicles contains four colors, even if they

all taste basically the same. Kids like to have choices, because it gives them a sense of control. Magnus, a longtime lover of peas, decided one night that he would no longer consume them. My first thought was to demand that he finish every last pea on his plate, an opening gambit that was as successful as President George W. Bush's demands that North Korea voluntarily shut down its nuclear-weapons program. When I stopped to look past my immediate objectives of saving face and salvaging our family meal, I was able to see

more clearly what we were both really trying to get out of the exchange. I wanted Magnus to eat some fibrous green vegetative matter. He wanted to exert his free will. In half of these crisis situations, says Shapiro, "the child just wants to be heard." He recommends following the ACBD method: Always Consult (with the child) Before Deciding. When I offered Magnus a choice—broccoli, salad, or beans—he accepted beans (with butter...the kid knows how to press an advantage) and we both got what we wanted. »

WIN THE HOMEWORK WARS

Pain-free strategies for helping your child get it done

While it is important for children to learn from their mistakes, that doesn't mean Dad should sit back and let his kids blow off their commitments. And few parental battles are as likely to make a father tear out his remaining hair as the nightly test of wills at the kitchen table with a child who refuses to do his or her homework. Here are five expert strategies to make homework time less confrontational. Don't expect instant results; the goal here is to help your child develop a lifetime of good habits, not necessarily to ace the report that's due tomorrow.

Make it a team effort. Remind your child that you're not the enemy, says Jeffrey Bernstein, PhD, author of *10 Days to a Less Defiant Child*. "Let him know you're on his team," he says. Instead of pressuring him, give him a running start: Organize the material, help him do the first few problems, cheerlead as needed. Once a project is partially complete, it doesn't seem so overwhelming.

Play to the child's strengths. If a child is paralyzed by homework, says Bernstein, "try to encourage her identity as an achiever." Instead of offering vague praise such as "You're a smart kid," he recommends drawing specific parallels to areas in which the child excels. For example, if your daughter is going for a brown belt in karate, praise her for sticking with it while other kids dropped out

of the dojo...and encourage her to kick the homework in the head.

Resist the urge to punish. Shouting, though often cathartic, is counterproductive. "Never pair something you want a child to do with anything aversive," says Alan Kazdin, PhD, director of the Yale Parenting Center & Child Conduct Clinic and author of *The Kazdin Method for Parenting the Defiant Child*. "One of the worst things a teacher can do is have a student write something on the board 100 times."

Speak the right language. Kids relate to stories, not lectures. To win the trust of your son or daughter, suggests Bernstein, share a story about how you hated your seventh-grade math teacher too. "Make disclosures about times in your life when you procrastinated or felt overwhelmed," says Bernstein.

Practice, practice, practice. "Ask yourself, *If I were a homework 'coach,' how would I approach the problem?*" suggests Dan Kindlon, PhD, a professor of child psychology at Harvard University and the author of *Too Much of a Good Thing: Raising Children of Character in an Indulgent Age*. And Kazdin suggests starting out slow, settling for two-minute increments of solid work, and then building from there. "You're not going to get 45 minutes of homework tomorrow," says Kazdin, "but next week, you will." M.A.



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Find Common Ground

Successful negotiators, says Shapiro, “turn a situation from an adversarial contest to side-by-side problem solving.” Remind your child that you’re on the same team and ask her to collaborate with you to resolve disagreements. Does she want to stay up an extra half hour on a school night to watch her favorite TV show? Ask what she can do in advance: brush her teeth beforehand, get her pajamas on, leave her backpack by the front door. Give constructive feedback on her ideas and nudge her toward terms that are favorable to both parties. (“Maybe we can record *Hannah Montana* tonight and watch it together over pizza tomorrow.” After Daddy pours himself two fingers of bourbon.) A child who has helped craft a solution is more likely to be satisfied following through on it, and is practicing a skill she’ll find invaluable outside the home.

Think Win-Win

If there’s one thing I learned in Catholic school that I’d like to pass on to my publicly educated sons, it’s the importance of the Golden Rule. For years now, Americans have suffered from an empathy deficit, so focused have we been on the zero-sum game of declaring winners and losers in politics, business, and even the realm of celebrity gossip. Skilled negotiators put themselves in an adversary’s shoes, even if that footwear has pictures of Thomas the Tank Engine on it. Acknowledging the legitimacy of your son’s request for a larger allowance might coincide with your wish to have someone else take out the garbage. Reaching solutions that leave both of you feeling like you’ve come out ahead will teach your child to treat others as he’d like to be treated.

Seek Out Underlying Motives

Any negotiation between father and child is inherently unfair; the parent is always going to have the upper hand. (Young children justify tantrums the way insurgents rationalize guerrilla warfare. It is a tactical equalizer against an oppressive power.) When Magnus first mandated that he would henceforth eat only with a Hello Kitty spoon, my instinct was to push back. Instead of slipping into Hawk or Dove mode, however, Shapiro says that this is the moment to ask a question that rarely comes up: Why? What’s your reason for wanting this? “Many world conflicts of mass magnitude have been solved using this technique,” says Shapiro. (Magnus’s response

was that “Hello Kitty is my friend,” which seemed reasonable.)

Take the Long View

You can decide to negotiate another \$500 off the sticker price of a new Volvo...or not. You’re not responsible for the car salesman’s moral development. You don’t have that luxury with your kids. Family conflicts are essential opportunities for parents to pass along their values. If you believe in fairness, explain why you think a position you’ve taken is just, no matter how unpopular it seems in the moment. If you want your child to value truth, don’t tell white lies (“We can’t get a puppy because, um, your mother is allergic”) just to evade uncomfortable situations.

Be Prepared

A cereal-aisle meltdown is surely coming your way soon, so what’s your contingency plan? “The worst time to think about how to deal with a crisis is when you’re *in* a crisis,” says Shapiro, who cites Washington’s handling of last year’s economic collapse as a textbook case of what not to do. Before entering the supermarket, know how you’ll prevent Junior from losing control over the Count Chocula...and how you’ll respond if he does. Brown suggests changing the environment immediately by taking the child outside. Shapiro sometimes circumvents explosions by handing out a sticker for each five minutes of good behavior. If his son collects a full set, he gets a small piece of candy. As with any negotiation strategy, advance coordination among the principals (spouses, partners, caregivers) is crucial. Children can always spot the weakest link and will hammer it tirelessly until their demands are met.

Remember Who’s Boss

Just because a father leaves himself open to discourse doesn’t mean everything is up for debate. If I find a six-pack in my seventh-grader’s bedroom, I’m not going to hand him three beers and ask him to drink responsibly. Children need guidance and discipline, as well as freedom of choice. “That’s one of the things you have to accept in life too,” says Brown. “Some things aren’t negotiable.” Big companies have CEOs because some tough decisions can’t be made by a committee. A happy home is not a democracy either; it’s a very benevolent dictatorship. It’s your job to make sure the person calling the shots isn’t the one who screams the loudest. ■

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Rescue Your 401(k)

A plan to get your tattered retirement-savings plan back on its feet, whether the bull charges back or the bear continues its rampage **BY MEGAN BARNETT**

Daniel Prangler was panicked. As controller for a New Jersey-based developer, he'd watched his company navigate the real-estate bust with relative success. But then the stock market crashed and the 41-year-old's retirement account got shellacked—down 40 percent in just a few months. He was glad his company was surviving, because it looked as though he'd need to work for a long time to come.

"My stomach was in knots," he says. Despite all the advice he had heard about staying the course, he was itching to dump his stocks. Prangler says he couldn't bear to just sit and watch as his savings was sucked away. He and his wife enjoy the occasional Caribbean vacation and live in a 4,000-square-foot house they had been thinking of selling. Now the depressed real-estate market has dashed their dreams of a new home, and economic turmoil has forced them to rethink their "fun budget."

But while they are cutting back on the spending side, Prangler resisted the impulse to sell. Instead, he boosted his contributions. "I took the crash as an opportunity," he says.

Misery had lots of company last year as the value of stocks in 401(k)s fell by \$4 trillion, according to the Center for Retirement Research at Boston College. Since the damage is already done, the only question is what do you do from here? Those who sold stocks after the crash locked in their losses and will almost certainly fail to get back into the market until they've already missed its best days. But if you continue to contribute with every paycheck, you're guaranteed to buy at the market bottom. "A knee-jerk reaction would be very destructive to your long-term wealth building," says Mark Riepe, senior vice president of the Schwab Center for Financial Research.

But just because you're not punting doesn't mean you shouldn't question your game plan. Examine your investments and come

up with a strategy to protect yourself from future meltdowns. "Now is a good time to play Monday-morning quarterback and figure out what you did wrong," says Mario Yngerto, a financial advisor with Genesis Wealth Management, in Plano, Texas. "If the market is down 30 percent and you're down 50 percent, you did something that wasn't right." What follows is a straightforward plan to get your retirement back on track. Follow these steps to put the crash of 2008 behind you.

Step 1: Set a Goal

Most people approach retirement planning from the wrong end: They calculate how

much of their salary they are willing to do without today, and then contribute that much to their 401(k). Instead, estimate how much money you will need at retirement and work backward. A conventional rule is to assume you'll need 70 percent of your working salary, but reality is more complicated. If you want to travel extensively, you'll need big bucks. But if you plan to sell your East Coast McMansion and retire to a smaller house in Tennessee, you may not need to save as much. Financial planners recommend that retirees not withdraw more than 5 percent of their savings annually, which means you'll need \$1 million for every \$50,000 you hope to generate.



BREATHE DEEPLY...
And then whip your retirement accounts into shape.

SEAN MCCABE

To figure out how much you'll need to put away, go to the calculator at bloomberg.com.

Step 2: Spread the Wealth

Now that you've figured out how much to save, the question is where to invest it. The most important factor to consider is diversification.

For a 40-year-old investor with 25 years of work to go, Kelly Campbell, president of Campbell Wealth Management, in Fairfax, Virginia, recommends spreading money across at least 10 asset classes. So instead of just investing in a fund that owns U.S. stocks, you'd invest equal amounts in six funds: "value" stocks in small, medium, and large companies, as well as "growth" stocks in small-cap, mid-cap, and large-cap firms. (For recommended funds in each category, see "Portfolio All-Stars," below.) The other four categories are international stocks, real estate, government bonds, and corporate bonds. Diversifying keeps you from being overexposed to a single category. True, nine of these 10 categories were down last year, but last year was also the worst market since 1931.

That said, Campbell's plan assumes that you have the stomach for occasional market routs. If you sold in a panic last year (or got an ulcer worrying about your ever-shrinking nest egg), his allocation is too aggressive for you, and you should boost the share invested in bonds. Just know that you're likely to get lower long-term returns. To find great funds, research each portfolio at morningstar.com. "You don't necessarily want the manager with the best return last year, but the one with consistently solid returns over the years," says Campbell. Putting your cash into the hands of top-notch managers who charge low fees could mean an extra \$100,000-plus by the time you retire.

Step 3: Consider All Accounts

Depending on how many different jobs you and your wife have held, you could easily have four or five old 401(k)s or IRAs kicking around. Think of all of your accounts as one big pool of money when investing across the 10 different categories, and take advantage of the flexibility that multiple accounts allow. For example: Odds are, your current employer's retirement plan offers a few funds that get high marks from Morningstar, as well as plenty that don't. No problem. Invest in, say, that great international fund and those good bond options, but avoid the small-cap stinker with the sky-high fees and use an IRA to

get access to a better small-cap fund. Many experts recommend low-fee index funds that simply hold every stock in a given category and often end up outperforming high-priced actively managed portfolios.

Step 4: Rebalance Your Holdings

There is one surefire way to buy low and sell high, and it's called rebalancing. Here's how it works: Each January, when your year-end statements arrive, see which of your 10 funds have done well and which have done poorly, and then make some adjustments. Sell a portion of the better-performing funds and invest more into funds in the losing asset classes to get back to 10 percent in each. Yes, it's painful to pare back those top performers, but consider what happens if you just let your winners run: An investor with a diversified portfolio who had 10 percent in tech stocks in 1995 could have had as much as 80 percent of his holdings exposed to tech when the Nasdaq peaked at 5,048 in March 2000. The Nasdaq ended last year at 1,577.

"The buy-and-hold mantra that has been screamed at us is dead," says Dean Barber, a financial advisor in Kansas City, Kansas. "Investors need to pay more attention and be more tactical inside their portfolios."

Rebalancing takes the guesswork—and more important, the emotion—out of the process and guarantees that you take a few chips off the table every year.

Step 5: Consider the Autopilot Option

Not only is sticking with the above strategy a great way to build wealth, but it has an added benefit: It gives you something to do when the market turns against you. Psychologists have found that simply taking action helps men handle stress. That said, it does require action, and if you find yourself procrastinating or forgetting or simply unwilling to add another item to your to-do list, go to plan B.

Plan B is to put your retirement fund on autopilot by investing in a target-date portfolio. Choose a target date of, say, 2035, and the fund will automatically reduce your equity investments and increase your fixed-income exposure as you get closer to that year. The downside is that target-date funds can't be tailored to your specific circumstances and risk tolerance. And you have fewer options.

No, you can't control the markets, but by taking command of your retirement savings, you can maximize your gains in good times and minimize the losses when the bear comes back. ■

PORTFOLIO ALL-STARS

These funds will help your retirement savings recover from the bear market

We asked Chicago-based research firm Morningstar to recommend mutual funds in 10 categories. After choosing the best funds in your 401(k), look to these offerings to complete your asset allocation.

SMALL VALUE

Royce Special Equity Inv't (RYSEX)

The fund has a nearly singular focus on inexpensive stocks and companies with "very clean accounting."

MID-CAP VALUE

Janus Mid Cap Value Investor (JMCVX)

Manager Tom Perkins buys well-run firms with minimal debt and steady cash flow when they are out of favor.

LARGE VALUE

T. Rowe Price Equity Income (PRFDX)

Veteran manager Brian Rogers has beaten competitors over three, five, and 10 years, while charging about half as much in fees.

SMALL GROWTH

Bridgeway Small-Cap Growth (BRSGX)

Manager John Montgomery invests based on mathematical models, removing emotions from the equation. The fund can suffer in tough times, but often crushes the market on the way up.

MID-CAP GROWTH

Brandywine (BRWIX)

Known for their comprehensive research and aggressive investing, the managers of this fund have produced great returns over the years.

LARGE GROWTH

Jensen J (JENSX)

This conservative fund lagged competitors

during the bubble years, but it stood out last year when it lost less than virtually any of its peers.

INTERNATIONAL

Artio International Equity II A (JETAX)

Among management's shrewd calls: Avoiding banks in the U.K., which were hit even more severely than their U.S. counterparts.

REAL ESTATE

JP Morgan U.S. Real Estate A (SUSIX)

Before you run away screaming at the thought of real estate, consider that over the long-term, it can smooth your returns by zagging when stocks zig.

CORPORATE BONDS

T. Rowe Price Corp. Income (PRPIX)

Nearly a pure corporate bond fund, this offering looks tasty right now after corporates were hammered in the credit crunch. Morningstar likes its emphasis on research, which should help it avoid defaults.

GOVERNMENT BONDS

Fidelity Intermediate Government (FSTGX)

You can't find anything steadier than this fund. It avoided the temptation of mortgage-backed bonds and has reached out across all sectors of government bonds while minimizing risk.

SRIDHAR PAPPU



They say I should save \$3000
a month for retirement?

Great. I'll just stop paying
all my bills.

WealthRuler™, a retirement planner that makes it easy to create realistic strategies that fit your goals. What happens to your retirement savings if you buy a new house? Start a college fund? Or decide to relocate? Unlike similar tools that only focus on retirement funds, WealthRuler takes more aspects of your life into account—such as geographic location, marital status, even an inheritance—to show you the potential impact of your financial decisions. Try WealthRuler for free. Now may be the perfect time to open a TD AMERITRADE retirement account, too. Call 877-TDAMERITRADE, visit TDAMERITRADE.com, or stop by any branch office.

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the success

Renowned investor Christopher Davis likes to quote his grandfather's observation about tough times: "You make most of your money in a bear market," says Davis, "you just don't realize it at the time." More than a reminder to buy stocks when they're cheap, the point is that our actions in the face of adversity make us who we are. In our annual Success Issue, we offer tools to help you prosper in times of hardship.

Few successful men forged their character in a tougher crucible than Bedford-Stuyvesant, the drug-infested Brooklyn neighborhood where Jay-Z grew from drug dealer to CEO of a global business empire. In "Not a Businessman..." he explains how he became a multimillionaire without sacrificing authenticity.

While Jay-Z was dodging bullets in Bed-Stuy, Nassim Taleb was ducking mortar fire in Lebanon.

Philosopher, money manager, and author, Taleb was known to a relatively small circle of admirers until his predictions of economic collapse proved spot-on. In "Swan Dive," the father of two explains how we got into this mess and suggests ways to keep your nest egg safe.

For too many successful men, the economic collapse has been more than a wealth destroyer...it has been a killer. In "The CEO Suicides," we

report on the recession's deadly toll and offer tips for conquering stress.

One victim of the recession may be the cult of consumerism that led many of us to load up our credit cards with the lust of a Lehman trader buying up mortgage bonds. We say RIP. *The Best Life* reader is interested in value, and that's what we offer in "How to Buy...Anything." After all, stocks aren't the only things that are best purchased cheap.

Issue

*Not a Businessman—
a Business, Man.*

With nearly 40 million albums sold and a business empire that includes clothing, fragrances, the New Jersey Nets, sports bars, liquor, and hotels, Jay-Z has transformed himself into one of the most potent brands in the world

By Anthony DeCurtis
Photographs by Nino Muñoz
All clothing by Tom Ford



“With education comes refinement,”

Jay-Z observes late one Friday afternoon. He's lounging on a couch in a studio at the Chelsea Piers Sports and Entertainment complex on the far west side of Manhattan and speaking between nibbles of a takeout salad in a plastic container and sips from a bottle of water. In his everyday speech, as in his raps, Jay-Z is inclined toward aphorisms, the compressed expression of complicated ideas, delivered with rhetorical flair. It's hard-earned wisdom, graced by a poet's touch.

He is relaxing after a typically jam-packed day that included a photo shoot, an interview, and a meeting about his potential involvement in a forthcoming video game. He celebrated his 39th birthday the night before with the staff of his Rocawear clothing line, so a mild fatigue has set in. Slender and six feet three inches tall, Jay-Z is an imposing figure, even in relative repose. He's wearing distressed jeans that hang loosely from the middle of his hips, black sneakers, and a long-sleeved black T-shirt that has replaced the pristine short-sleeved white one he wore before changing for his photo shoot. The look is studiously casual... until you glance at his left wrist and notice a diamond watch so thick it could pass for a weight band.

The winter sky is growing gray in the bank of windows behind him as the sun sets over the Hudson River. Jay-Z returns to the narrative of what, in the 19th century, would have been called his sentimental education, the education of his emotional life. That journey to refinement began in the rugged Marcy Projects in Brooklyn's Bedford-Stuyvesant district, and now continues in arenas and boardrooms, in posh homes and VIP hideaways, around the world.

Jay-Z feels comfortable in all of these realms. “I've never looked at myself and said that I need to be a certain way to be around a certain sort of people,” he explains. “I've always wanted to stay true to myself, and I've managed to do that. People have to accept that. I collect art,

and I drink wine...things that I like that I had never been exposed to. But I never said, ‘I'm going to buy art to impress this crowd.’ That's just ridiculous to me. I don't live my life like that, because how could you be happy with yourself?”

Staying true to yourself might stand as a succinct summary of Jay-Z's philosophy of success. The notion goes back to Shakespeare's “To thine own self be true,” and further back than that to the Greeks. But for Jay-Z, it has an urgently contemporary meaning. Even, or perhaps, especially, in recessionary times, amid the thousands of entertainment and lifestyle choices consumers have available to them, what separates winners from losers is a commitment to a single proposition: You are the product. If people believe in you, they will believe in what you create. Jay-Z understands this and is down with it.

By selling nearly 40 million albums and building a business empire that extends far beyond music into clothing, fragrances, the New Jersey Nets, sports bars, liquor, and hotels (to name just a few of his seemingly innumerable investments), Jay-Z has transformed himself into one of the most potent brands in the world. But that brand retains its power only if people remain convinced that the product they are purchasing somehow genuinely reflects Jay-Z and his tastes. As he famously put it in one of his raps, “I'm not a businessman/I'm a business, man.”

“My brands are an extension of me,” he says. “They're close to me. It's not like running GM, where there's no emotional attachment.” The reference is apt, given the government's ongoing potential bailout of two major automobile companies. Jay-Z notes that resonance with a pause and a chuckle.

“My thing is related to who I am as a person,” he says. “The clothes are an extension of me. The music is an extension of me. All my businesses are part of the culture, so I have to stay true to whatever I'm feeling at the time, whatever direction I'm heading in. And hopefully, everyone follows.”

In conversation, Jay-Z's speech is slower, calmer, and more deliberate than in the propulsive, deep-voiced, and often incendiary raps that have made him a titan in the world of hip-hop, a man whose sales and staying power have elevated him above all but a handful of potential rivals. He's an engaged and animated speaker, quick to touch you in a friendly way to emphasize a point. »

MR. ROC-A-FELLA
Jay-Z, photographed at
Chelsea Piers Studio in
New York City, December 2008



But as laid-back and accessible as he seems, he also exudes a calm air of confidence. He doesn't need to be aggressive or impose his will in a ham-fisted manner. Half a dozen people are floating around the studio, ready to read any sign of need or impatience on his part. He's cooperative and congenial in the way that only someone who knows he can immediately put an end to any experience that moves in an unpleasant direction can be. "Jay-Hova," he has called himself, echoing the name of the mighty, vengeful God of the Hebrew Bible. He has anointed himself the "God MC."

But he has also rapped that he "never prayed to God/I prayed to Gotti." Perhaps there is a distinction to be drawn between Jay-Z, the battle MC who to this day engages in raw exchanges with younger rappers looking to take him down, and Shawn Corey Carter, the far-sighted businessman who cofounded his own label, Roc-A-Fella Records, in 1996; who served as president and CEO of DefJam Records from 2005 to early 2008 and helped launch the careers of Kanye West, Young Jeezy, and Rihanna; who sold his Rocawear clothing line in 2007 for \$204 million, while retaining a major stake in the company; and who, following a path blazed by Madonna and U2, forged a \$150 million deal last year with the concert-promotion firm Live Nation.

Last summer, *Forbes* ranked Jay-Z seventh on its "Celebrity 100" list of the ultrafamous and ultrapowerful. The magazine estimated his annual income at \$82 million, and other sources have reported his net worth at \$350 million. If that doesn't seem enviable enough, last year Jay-Z married Beyoncé Knowles, one of the world's most desirable women. It is part of his attitude of ultimate cool that he never publicly talks about her.

Jay-Z moves in exclusive circles of all types. Musicians, actors, designers, politicians, captains of industry, and athletes all want to get next to him. He has developed an easygoing manner that enables him to cross these cultural boundaries in ways that make him seem accessible but still dignified, always aware of who he is. "I'm a mirror," he says. "If you're cool with me, I'm cool with you, and the exchange starts. What you see is what you reflect. If you don't like what you see, then you've done something. If I'm standoffish, that's because you are."

Occasionally, stereotypes rear their heads and uncomfortable situations arise. "It's hilarious a lot of times," he says. "You have a conversation with someone, and he's like, 'You speak so well!' I'm like, 'What do you mean? Do you understand that's an insult?'"

Growing up, however, Shawn Carter was far from the likeliest candidate for this sort of mind-boggling success. He was always recognized as bright—even today, the first word anyone who meets Jay-Z invariably uses to describe him is *smart*—and in the sixth grade, he tested at 12th-grade levels. But the Marcy Projects in Brooklyn were overrun by drugs and violence in the '80s. His father left the family when Carter was 11, and his mother had to raise him, his older brother, and his two older sisters. When he was 12, Carter shot his brother for stealing his jewelry. (They have since reconciled.) Carter attended high school with fellow Brooklynites the Notorious B.I.G. and Busta Rhymes, but dropped out to deal drugs in a region that extended from Brooklyn to Maryland and Virginia—as he details in his music—and to dabble in the still-nascent hip-hop game.

Along with the dealers who ran the neighborhood around the Marcy Projects, Jay-Z remembers identifying sports figures as his first models of success. "Growing up where I grew up, we looked to athletes," he recalls. "They were our first heroes. They came from the same places we came from."

After a heated primary debate, Obama brushed off Hillary Clinton's attacks with a gesture of wiping lint off the shoulders of his suit, and hip observers recognized an unmistakable reference to Jay-Z's "Dirt Off Your Shoulder."

JAY-Z'S SIX-POINT BEST LIFE DIAGNOSTIC

Are you pursuing your dreams with focus, passion, and energy...or just drifting? Put your day-to-day through this checklist and see if you're headed in the right direction.

The true measure of success is not whether you have the biggest knot or the illest whip...or, even, if you have any idea what that means. In the world according to Jay-Z, real success—truly living your best life—means answering one simple question: Are you satisfied with what you're putting out into the world? Here are Jay-Z's six principles for living the best life.

BE YOUR OWN BIGGEST FAN

"Believe in whatever it is you're doing. If you don't believe it, no one else will."

TAKE CONTROL, THEN LET IT GO

"Work really hard and apply yourself in a way that when the job is done, you can look in the mirror and say, 'I've exhausted all possibilities. I've done everything to make this right.' After that, let it go: It's out of your control."

FOCUS ON THE PROCESS, NOT THE RESULT

"People get consumed by the trappings of success. They forget the reason they wanted to do what they do in the first place. Whether you have zero money or a million dollars, it doesn't change who you are. Keep yourself inspired."

NEVER ACT ON YOUR FEARS

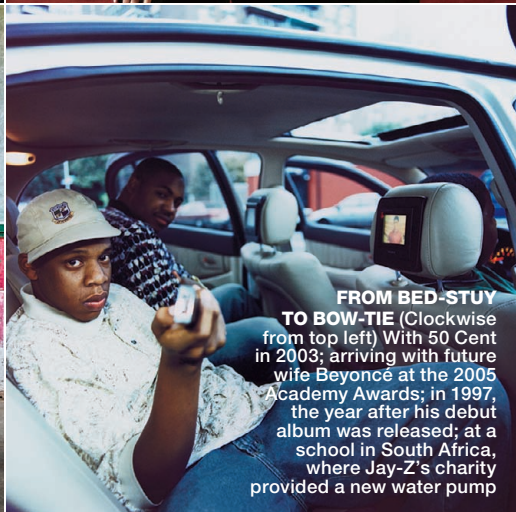
"Card players have a saying: 'Play the cards, not the money.' If your hand is good, it doesn't matter if there's \$2 on the table or \$2,000. You determine your outcome. Don't make decisions based on fear. People can be jealous of you and bait you, but you can be mature and handle the situation."

USE MONEY THE RIGHT WAY

"For some people, money can be a burden and lead to bad decisions. But money should make you comfortable so that you don't have to compromise yourself or do anything just for money. It should give you the freedom to do what you love."

DON'T STOP GROWING

"Growth doesn't stop when you've become successful. That's when it starts." A . D .



FROM BED-STUY TO BOW-TIE (Clockwise from top left) With 50 Cent in 2003; arriving with future wife Beyoncé at the 2005 Academy Awards; in 1997, the year after his debut album was released; at a school in South Africa, where Jay-Z's charity provided a new water pump

in American history. But it also suggested the means through which Jay-Z would eventually establish his own business empire. The Rockefeller family and other 19th-century industrialists established a monopolistic hold on all aspects of the goods they produced. If you owned the mines that produced coal, for example, you also bought the railroads that transported it, the refineries that prepared it for market, and the utilities that provided its end product to the general population.

As Jay-Z's career has progressed in the past dozen years, he has sought to establish a similar hold on the lifestyle market for which his music provides the soundtrack, and in which he stands as the ideal model to emulate. Rather than providing anything as tangible as coal or oil, Jay-Z, through his myriad branded investments, manufactures a way of being that makes it at least theoretically possible to never leave the world of his products. You can enjoy his music while sporting Rocawear clothing (estimated as doing \$700 million a year in business), wearing one of his fragrances, and sipping his Ace of Spades champagne. You can attend his concert and end the night at one of his 40/40 nightclubs. His videos, DVDs, and CD booklets provide free exposure for all of his products, all of which, in turn, enhance every other aspect of the Jay-Z brand.

The question then becomes how, with all this marketing and glossy brand extension, does Jay-Z maintain the credibility in the hip-hop world that made him such a marketable star in the first place? "We are excited to partner with an industry giant such as Elizabeth Arden," Jay-Z declared in the press release announcing his fragrance line, which made its debut last year. No matter how deeply you've absorbed the potency of Jay-Z's mainstream reach, that sentence still makes you do a double take. This is the man who took the film *American Gangster* as the inspiration for his most recent album? Jigga what?

But Jay-Z believes deeply in the aspirational power of hip-hop, the notion that the music's truest fans want to see their heroes succeed and want to emulate them. He draws a sharp distinction between hip-hop and rock 'n' roll, whose stars have often expressed disdain for business and success. "I noticed that difference early on, like if you were successful in rock 'n' roll, that was a really bad thing," Jay-Z says with a laugh. "You almost had to hide it. You had these guys selling 200 million records with

I mean, you can't watch TV and see someone who is successful that you can really relate to. That person isn't real, he doesn't exist. But athletes traveled the world, had these big houses, and gave their families a better life. We were like, 'Wow, that's really cool.' These guys get paid millions of dollars to play the game they love."

Around the same time that he began to identify with athletes, Carter experienced another revelation: hip-hop. He began writing nonstop in notebooks, keeping his mother and siblings awake at night as he pounded the kitchen table to create beats. He hooked up with local rapper Jaz-O, who brought him to England when he toured there. Carter recorded with Jaz-O and also with Big Daddy Kane. But despite the acknowledgment of his skills (and his growing anxiety that either violence or the law would eventually catch up with him on the streets), Carter was reluctant to give up dealing. He was rolling in a Lexus and making more money, as far as he could tell, than most rappers.

Still, he decided to take the plunge, but no record company was willing to offer him a contract. So with two partners, Carter formed Roc-A-Fella Records, and, in 1996, released his debut album, *Reasonable Doubt*,

which established him as a major figure on the hip-hop scene. It was a heady moment, but Jay-Z barely realized it at the time. "I was naive," he recalls. "I made that album to impress my friends, so they would say, 'Oh, wow, look what you did!' It was my first album on the label that we owned. I was like, 'Okay, what happens now?'"

What happened was that Jay-Z left drug dealing behind and began to build his empire, moving steadily from "grams to Grammys" as he puts it in one song. But the process wasn't easy. The treachery of life on the streets, where he faced bullets at close range, turned out to be nothing compared with what he would encounter in the upper echelons of the music business. "I come from a world that's completely different from the music industry, and it wasn't recognizable to me at all," he says. "I come from a place where you had to keep your word, where people would stick with you no matter what. That's impossible in the music business, where if you're not hot, people are not talking to you. I just tried to be a man of my word."

The choice of Roc-A-Fella as his label's name would prove telling. On one hand, it's standard hip-hop braggadocio to establish a connection between a fledgling rapper and one of the richest and most powerful families

JAY-Z'S POWER MOVES

How hip-hop's most successful entrepreneur stays fit despite having the busiest schedule of all

"When you have a schedule like Jay-Z's, you don't know when or where you'll fit in your next workout," says Marco Borges, Jay-Z's trainer and the author of *Power Moves: The 4 Motions to Transform Your Body for Life*. Since Borges began training Jay-Z three years ago, the two have worked out in stairwells, hotel rooms, offices...anywhere they can find room to move. "But every session has two things in common: It's a

total-body workout, and it's always different," says Borges. "That way, if you miss a workout, you won't feel as if you've suffered a setback." Focus not on hitting multiple muscles, but rather on moving multiple joints, says Borges, who designed this Jay-Z-inspired workout exclusively for *Best Life* readers. Do three sets of each exercise, resting for no more than one minute between sets. TREVOR THIEME

Squat Press (Quads, shoulders, hamstrings, glutes, core)

Stand with your feet shoulder-width apart. Your arms should be bent so that your fists are at shoulder height, palms forward. Squat with your hips pushed back—as if you were going to sit in a chair—until your thighs are parallel to the floor. At the same time, press your arms skyward. Slowly come back to the starting position. Repeat five times, building up to 15 reps.

Reverse Lunge With Chest Fly (Quads, chest, hamstrings, glutes, biceps, shoulders, core)

Stand with your feet shoulder-width apart and hold a set of dumbbells at your sides, palms facing your body. Step back into a reverse lunge with one foot and simultaneously press both dumbbells to arm's length in front of you, ending with your palms facing up. Return to the starting position and then repeat the movement with your opposite leg. Do 10 reps, alternating legs, for a total of 20 reps.

Pull-up Blast (Back, core, biceps, hip flexors)

Begin in a classic pull-up position, hands slightly wider than shoulder-width apart. In one explosive movement, pull yourself up and tuck your knees into your chest. Return to the starting position. Repeat 10 times, building up to 20 reps.

Stability-Ball Single-Arm Press (Chest, core, shoulders, triceps)

Begin with your upper back on a stability ball. Bend your elbows and hold a dumbbell in one hand (rest the other hand, fist clenched, on your stomach). Contract your abs to stabilize your body, and then extend the dumbbell straight up until your arm reaches a locked position. At the same time, shift your body weight onto the opposite elbow and push the dumbbell higher into the air. Return to the starting position. Repeat 10 times, then switch sides and repeat.

Dead-Lift High Pull (Nearly every muscle from head to toe)

Stand with your feet shoulder-width apart and grasp a barbell with a slightly wider grip, palms facing you. The movement begins with the barbell on the ground and your body in a low squat. Drive your hips and the bar up at the same time. As you lift the bar, keep your elbows higher than your hands and finish the motion at the top of your chest. Return to the starting position. Repeat 10 times, building up to 15 reps.

Dumbbell Jump-Through (Legs, hips, core, back, shoulders, arms, chest)

Get into a push-up position with your hands on blocks (or on dumbbells positioned vertically). Perform a push-up. As you return to the starting position, tuck in your knees and jump through your arms, landing in a reverse-dip position. Perform a reverse dip, and then jump back through your arms, landing in your original push-up position. Repeat 10 times, building up to 20 reps.

dirty T-shirts on. I was like, 'Come on, man. Come on. We know you're successful.'

"Hip-hop is more about attaining wealth," he continues. "People respect success. They respect big. They don't even have to like your music. If you're big enough, people are drawn to you."

Consequently, any discussion of credibility, or keeping it real, elicits a response of disbelief from him. "That's an insecure emotion," he explains. "You make your first album, you make some money, and you feel like you still have to show face, like 'I still go to the projects.' I'm like, why? Your job is to inspire people from your neighborhood to get out. You grew up there. What makes you think it's so cool?"

Of course, Jay-Z has not been immune to those insecurities himself. In 1999, he was arrested for stabbing a record executive in a New York club, and in 2001, he was charged with possession of a loaded handgun. Against his lawyer's advice, he pleaded guilty to a misdemeanor charge in the stabbing case and was sentenced to three years' probation. The gun charge was dropped.

It's generally thought that those brushes

with potential incarceration cured Jay-Z of the need to prove that he could still live the thug life. He has rapped about both of those arrests ("Put that knife in ya/Take a little bit of life from ya/Am I frightenin' ya?"), but has shown no further inclination to transform his words into deeds that would put an end to the extraordinary life he has created for himself. In fact, quite the opposite. He has been baited relentlessly by other rappers—Nas, to cite just one example, taunted "Gay-Z" for his "dick-suckin' lips"—and has responded in kind, but only in song. In real life, he has taken steps to ease those rivalries and ensure that tragedies such as the killings of Tupac Shakur and the Notorious B.I.G. never happen again.

That's because too much is at stake now, far more than money or bling. At 39, Jay-Z is old enough to think about the cultural impact that hip-hop has already had, and the critical role he has played in it. "Hip-hop has done so much for racial relations, and I don't think it's given the proper credit," he says. "It has changed America immensely. I'm going to make a very bold statement: Hip-hop has done more than any leader, politician, or

anyone to improve race relations.

"I'll explain why I say that," he continues. "Racism is taught in the home. We agree on that? Well, it's very hard to teach racism to a teenager who's listening to rap music and who idolizes, say, Snoop Dogg. It's hard to say, 'That guy is less than you.' The kid is like, 'I like that guy, he's cool. How is he less than me?' That's why this generation is the least racist generation ever. You see it all the time. Go to any club. People are intermingling, hanging out, having fun, enjoying the same music. Hip-hop is not just in the Bronx anymore. It's worldwide. Everywhere you go, people are listening to hip-hop and partying together. Hip-hop has done that." He pauses, as if marveling at the idea, and then repeats it for emphasis: "Hip-hop has done that."

Something else that hip-hop has done, in Jay-Z's view, is help to elect Barack Obama. "Rosa Parks sat so Martin Luther King could walk, and Martin walked so Obama could run," Jay-Z told a concert audience in the crucial swing state of Ohio shortly before the November election. "Obama is running so we all can fly, so let's fly." He recorded a get-out-the-vote message for robo calls to African-

American voters during the primaries. Perhaps even more extraordinarily, after a particularly heated primary debate, Obama brushed off Hillary Clinton's attacks with a gesture of wiping lint off the shoulders of his suit, and hip observers recognized an unmistakable reference to Jay-Z's song, "Dirt Off Your Shoulder."

Jay-Z's eyes widen as he recalls that moment. "I felt like, man, what time are we living in, where a presidential nominee is making reference to a rapper?" he says. "What a beautiful place we've come to. Growing up, politics never trickled down to the areas we come from. But people from Obama's camp, and Obama himself, reached out to me and asked for my help on the campaign. We've sat and had dinner, and we've spoken on the phone. He's a very sharp guy. Very charming. Very cool."

"It's surreal," continues Jay-Z. "I couldn't imagine anything like that could happen. I didn't vote until I was an older adult. I didn't think I would ever vote, because it didn't matter who was in office. The situation never changed where we lived. Our voices weren't heard."

Jay-Z walks idly around the studio as crew members break down the set for his photo shoot. He's rapping along with a hip-hop track that's blasting in the room. When the sound system abruptly shuts off, Jay-Z continues rapping and moving to the music, like Wile E. Coyote in the moment before he looks down and realizes that he has run off the cliff. Jay-Z catches himself, looks around the room in mock surprise, and laughs. It's the sort of self-deprecating gesture he's good at, acknowledging that all eyes are on him, but humorously taking the edge off whatever intimidation factor his presence might have.

That's a quality he brings into the boardroom as well. He's far from just a figurehead or a media front man. He takes his businesses as seriously as his artistry, and he goes at both with the same level of determination. He's clear about his own views, willing to listen to others, eager to keep everybody loose and motivated, and far more interested in long-term strategy than short-term gain. Even in the current economic environment, which is

challenging to say the least, he's insistent on executing his game plan rather than making changes that might not ultimately be right for his brands.

"He's smart as hell," says Neil Cole, chairman and CEO of the Iconix Brand Group, the company that bought Rocawear two years ago for more than \$200 million. "He understands himself as a brand, and it's incredibly well thought out. We meet every week, and there's nothing impulsive about him. He's very consistent, and he won't settle. If something's not right, he's not going to do it for more money. He'll wait to get it right. He has a wonderful taste level about where he wants to take the brand... and himself."

Michael Rapino, the president and CEO of Live Nation, echoes Cole's assessment of Jay-Z. "In meeting with superstars about potential deals, there are some who spit out 'How much can I get?' and the meeting is over, because you know you're starting out on the wrong basis," he says. "When we sat down with Jay-Z, 'How much money are you going to pay me?' came up in maybe the seventh conversation. The first conversation was, 'Can we change the business together?'"

"Right there, we knew we had a common agenda," continues Rapino. "It was like, 'I'm hungry. The business is changing. I'm a change agent, and I have a lot of years left.' Then the creativity flows. You don't become the best in the world at what you do, and then flip the off switch. Jay-Z wants to win. And for him it's also about the integrity of the win. He's a true partner, always looking for the win-win. He's asking, 'How do we win together?'"

Indeed, part of the refinement Jay-Z has attained entails that big-picture vision of success. It's a vision that extends beyond business and beyond music. It's about what makes your life meaningful, and it goes beyond lifestyle to a way of life. "I'm hungry for knowledge," says Jay-Z. "The whole thing is to learn every day, to get brighter and brighter. That's what this world is about. You look at someone like Gandhi, and he glowed. Martin Luther King glowed. Muhammad Ali glows. I think that's from being bright all the time, and trying to be brighter."

"That's what you should be doing your whole time on the planet," he concludes. "Then you feel like, 'My life is worth everything. And yours is too.'" ■





How to Buy...

A bargain hunter's guide to finding value in luxury

PHOTOGRAPHS BY JAMIE CHUNG

If you feel like ruining your day, walk through your house with a pocket calculator and add up the cost of everything you own that you now wish you hadn't bought. You'll be in a bad mood before you even get to your garage. I still brood about stuff my wife and I asked for and received as wedding gifts more than 30 years ago—all those \$100 wineglasses, whose pattern was so elegantly simple that when a friend broke our last one (the others having perished, one by one, in the dishwasher), she said, "At least it wasn't your good crystal." How much smarter we would have been to ask for something sensible, like cash. Then we could have gone to Pottery Barn and bought elegantly simple wineglasses that were less expensive and not so fragile, and invested the difference in something with a longer half-life than Baccarat stemware...such as a more interesting honeymoon. *Continued on page 84*

REPORTED BY RICK COLLINS, CHRIS CONNELLY, JASON DALEY, LINDSEY GETZ, ALISON KOTCH, JESSICA LOTHSTEIN, ANDREW PARK, WILL RIZZO, MATT SCHNEIDERMAN, LES SHU, MICHAEL SLENSKE, TREVOR THIEME, AND JOEL WEBER

How to Buy a Racehorse

You need not be royalty to buy entry into the "sport of kings." That's because stables have recently started offering multiowner partnerships. An initial investment of \$25,000 will generally get you (or your group of friends) a 25 percent interest in a quality contender. "The ex-chairman of Dow Chemical owns a share in every horse at our stable...and has for 15 years," says Cot Campbell, president

of Dogwood Stable, a top-ranked racing stable in South Carolina that is home to 73 stakes winners. "And the head of Prudential owned part of a horse named Smok'n Frolic, who earned about \$1.5 million in three years."

A racehorse may seem like a luxury, but like everything else nowadays, one can be found at a steep discount. To pick a winner, deal with a reputable,

professional stable that buys yearlings; to find a stable near you, contact the Thoroughbred Owners and Breeders Association (toba.org) or the American Horse Council (horsecouncil.org). Most stables will mail you a brochure of horses. Despite what you might imagine, buying a racehorse is much like buying a new car, and there's no reason to send a vet to examine your steed (quality stables

have streamlined the vet-check process to ease the burden of purchase). As with any big investment, you'll sign a legal agreement. Then you'll fill out a license in the state where you're going to race (the stable also provides this at no extra cost). Next: Enjoy the ride. The average horse runs 10 times a year. You and your brood will get free admission to the stables' box, meet the jockey and trainer,

and hang out with your horse in the paddock before the race.

Stable owners generally estimate that only 33 percent of horses make money. The good news is that you can write off the expense on your taxes, so it's a worthwhile investment, even if you don't win. "Horse racing isn't for widows and orphans," says Campbell, "but it's the most exciting venture in the world."

Anything

How to Buy a Classic Car

Don't think of your first classic car as an investment. "The best you can hope for is a minimal loss or maybe a maintaining of its value," says Karl Brauer, editor-in-chief of the car-advice site Edmunds.com. Ultimately, that shouldn't matter. You're buying something unique. "You should think, *I'm doing this because I love the car and I want to drive it.*" That said, there are a few guidelines.

Research is key. Most likely, you know what you want—say, a mid-'60s Corvette. "Research the ownership of the car and what it's like to own one," says Brauer. Use the Internet to find local owners' clubs and networks. "The nice thing about the car community is that it's a community of enthusiasts (it's their love, not their job), so people like to help others get into the hobby." Specialists

can be found in almost every city, and local clubs will recommend the best.

Buy insurance. Classic-car insurance is a bargain. Brauer uses Hagerty and pays about \$100 a month—total—for two cars and five motorcycles. The car can't be your daily ride and you must have secure parking. But Hagerty has no mileage limit and, like other classic insurers, uses "agreed value"

instead of Blue Book plus depreciation. This means you assert the car's value and back it up with photos. If the car is totaled, the insurer will pay out the agreed value.

There isn't one way to get the best price. "I've bought vehicles at auction, a couple off eBay, a couple in person," says Brauer. Just go in armed and educated. "If you're bidding sight unseen, money should not

change hands until you've seen the car in person."

Dealers offer security. You will pay more, but you'll have recourse. "Even if the dealer says the car has no warranty," says Brauer, "you're buying from a business with a reputation to protect." Cooper Classics Collection (cooperclassiccars.com) is a great place to start and even provides financing.



style

How to Buy

Any tailor worth his salt can tell you that a simple equation determines when you should purchase your own tux: If your social calendar includes more than three formal events a year, it's time to stop renting. What that metric won't tell you is that the whole science of buying a tux can be broken down simply to what kind of man you are, a classicist or a sartorialist. If you identify more with the former archetype, opt for slim-fitting, flat-front trousers (always with a ribbon), paired with a one-button peak-lapel or shawl-collar jacket. If you're the latter, "personalize your look by switching up the formal shirt," says designer Michael Bastian. "Have some fun. Try pale pink, pale blue, even pale lavender." If you're obsessed with how you'll look in photographs, however, your best bet is another chic black-tie alternative: the midnight tuxedo with black lapels and dark-navy cloth, as opposed to a standard flat-black tux, which sucks all the light from a snapshot. For those looking to splurge, Bastian's forthcoming spring collection has a decadent "midnight, midnight, midnight" mohair/silk number for \$3,500.

+ BEST LIFE NO-BRAINER

If you're on a budget and don't have time to shop around for bargains, hit up J.Crew. Its new formal men's line features an elegant black two-button peak-lapel tuxedo in refined super 100s Italian wool for just \$645.

Sensible economic behavior is especially important right now. We Americans spent our way into the current financial crisis, but—if the experts are to be believed—we're also going to have to spend our way out of it. The difference between then and now is that this time we ought to know what we're doing. I miss the days, not so long ago, when I'd hear the UPS truck in the driveway and think, *Oh, goody! I wonder what I bought!* But being a smart shopper is more rewarding, in the long run, than being a reckless one, and serious bargains can be found if you know where to look. One way to shop smarter is to consult with my friend Rex, who uses a spreadsheet to track the life span of each lightbulb in his house and engages in a form of comparison shopping that should probably be considered a variant of obsessive-compulsive disorder. A better way is to focus our spending on sensible luxuries, on quality items that will earn back their cost, and more, through years of use. In other words, by following the sound advice that follows. DAVID OWEN

HOW TO BUY...

The Best Seat in the House

The keys to securing a plum table at an exclusive restaurant or nightclub are discretion and deference. At a restaurant, don't confront the maître d' at the check-in stand in front of the other customers. Meet him in the middle of the restaurant after he has seated another table, says psychologist Mark L. Brenner, PhD, author of *Tipping for Success*. Introduce yourself, explain your story (why it's important that you are seated), and be sure to close with the universal code: "I'll be happy to take care of you in the right way if you can make these arrangements." Another option is to call from a cell phone within the restaurant and make the same pitch out of earshot of others waiting. How much to tip? Depending on how long the wait is, anywhere from \$5 to \$15 will do the trick. "It's never as much as people think," says Brenner. Pass the tip using the one-hand or two-hand shake method once the maître d' delivers. To keep the quid pro quo on the down low, fold the bills into quarter sections and conceal them in your palm. After you shake his hand in appreciation, he walks away with the gratuity. In a hotel setting, ask for the reservation manager if you run into an issue. With a doorman at a nightclub, it's usually necessary to take a gamble on the advance tip. Ask to speak with him privately and be sure to have the bills prepared ahead of time. As you'd expect, the more exclusive the venue, the bigger the tip should be. There's a reason the doormen at Las Vegas's trendiest clubs are rumored to make as much as half a million a year.

+ BEST LIFE NO-BRAINER

Book a table through primetimetables.com, where a former St. Regis concierge offers reservations at some of the nation's top restaurants, starting at \$35 per request. Hard-core foodies can get annual memberships for \$500 to \$1,500.

A Road Bike

There's a saying amongst cyclists: Friends don't let friends buy bikes online. It's not that good deals aren't to be found there (indeed, from an absolute price standpoint, just the opposite is true), but rather because online purchases don't come with the innumerable (and often unwritten) fringe benefits that many real-world shops provide, such as a fit service, free tune-ups, and the all-important test ride. These factors are so important that they comprise the first step in bike buying: Choose the right store. Here's how to find a good shop and select the perfect set of wheels once you're there.

BUY LOCAL. Your relationship with the bike shop doesn't end when you sign the sales receipt. Odds are, you'll need those bike experts to true your wheels, tighten cables, and even swap out worn parts at some point. Do you really want to drive an hour to get a tune-up? A good shop will also organize group rides, provide maintenance clinics that teach

skills such as how to change a tire (it's much harder than it sounds), and employ a sales staff that caters to every skill level. You're going to rely on their bicycling knowledge until you develop enough of your own, so if you get attitude, or if the salesman seems uninterested, go elsewhere.

CONSIDER THE WHOLE PACKAGE. Once a bike catches your eye, don't be distracted by its individual components. Manufacturers often install one high-end part to catch consumers' attention and then skimp on the rest of the component package to make up the cost. Consider the component system as a whole, making sure that most of the parts are of the same quality. A top-of-the-line Shimano Dura-Ace rear derailleur won't do you an ounce of good if your off-brand brakes fail in traffic.

UPGRADE TO CARBON FIBER. Many great sub-\$1,000 bikes exist, but if you can afford to shop above that price point, you'll be rewarded with carbon fiber. Most \$1,200-plus road bikes come with carbon-fiber forks, and many also have carbon-fiber handlebars and seat posts, all of which dampen road vibrations better than aluminum (the material of choice for less expensive frames). Bottom line: The more carbon a bike has, the more enjoyable it will be to ride.

+ **BEST LIFE NO-BRAINER**

If you can afford it, go for the Cannondale Six Carbon 6—a smooth riding, full-carbon bike—for \$1,800. cannondale.com

Your Kid a Future

If your children are still in diapers, they're probably not ready for your lecture on the power of compounding interest. Get their nest eggs started yourself with UTMA custodial accounts. You can contribute cash, stock, and even real estate to these accounts, which the kids won't be able to touch until they're 21 (depending on which state you live in). And because the first \$850 in annual earnings is tax-free, and the next \$850 is taxed at the child's rate, these accounts are a handy place to stash assets that are weighing on your own tax bill, like unsold shares of stock. As soon as your kid gets his first summer-job paycheck, open a Roth IRA for him. You can invest up to \$5,000, or whatever he earns. By the time today's 15-year-olds are 65, that five large will be worth a cool \$92,000...or perhaps a lot more.

A Stock

Read Benjamin Graham's 1949 classic, *The Intelligent Investor* (updated in 2003), which Warren Buffett has called "the best book on investing ever written." Predicting market meltdowns such as the one happening today, Graham explains in 531 pages how to profit off other investors' panic. Don't have time to read it? Then you don't have time to tend to a stock portfolio. Instead, buy the whole market through a fund such as the Vanguard Total Stock Market Index (VTSMX). Sure, you give up the chance to make 20 times your money, but you're almost guaranteed not to lose your shirt either. In fact, in the past five years, nearly 70 percent of mutual funds that own shares in big companies failed to beat the market, and small-cap, mid-cap, and international funds did even worse versus comparable indices, according to data from Standard & Poor's.

A Television

Deciding to buy a new TV can be stressful. Advertisers would have you believe that each new fleet of high-definition televisions is better than last year's (or even the one from six months ago), and that each new improvement (1080p! 120Hz!) has dramatically improved picture quality. Stop chasing the carrot. "The fast-changing face of technology never stops moving forward, so you just need to decide when you want to jump in," says custom-installation expert George Parker. Begin your quest in the room that will host your new set. To find your optimal screen size, measure the distance from the sofa to the television in inches and divide by 2.5. A revelation will soon follow: The only way you can truly enjoy a 70-inch screen is if you're 15 feet away from it. Ambient light is the other factor to consider. Plasma screens generally produce more vivid, colorful pictures, but they don't fare as well as LCD sets in brighter environments. Next, check out the selection at an electronics store. Pay careful attention to each set's ability to produce a dark black background. The deeper the black level, the more pop an image's colors will have. You'll need to trust your eyes, not the number on the box. The specification that

How to Buy

power

Carpenters know that the most important feature of their most indispensable tool is not volts or torque, but ounces. "I don't want a 24-volt drill if I have to lug it around all day," says Rich

Friberg, a carpentry instructor at Boston's 124-year-old North Bennet Street School.

A 14-volt cordless drill provides a good balance of power, weight, and value for the DIY-er, and any of the contractor-grade brands, such as DeWalt, Bosch, Milwaukee, or Metabo, are reliable, he says.

Because most drills come with a one-hour charger and just one spare battery, Friberg recommends buying a third battery pack and using all three in rotation to guarantee that you always have enough power. (Newer lithium-ion batteries weigh less and last longer than nickel cadmium ones, but they can cost a third more.) Think about the requirements of your projects too. If you need a lot of power for a battery-draining task (hanging drywall or building a deck), go with the constant power of a corded drill.

+ **BEST LIFE NO-BRAINER**

Even the best drill is useless with a dull bit. Friberg recommends buying a 30-piece set in a variety of sizes with your new drill, and eventually purchasing a "contractor's pack" of 10 bits for the sizes you use most (brand doesn't matter). Throw away used bits as soon as they dull.





friend

How to Buy a

BY CESAR MILLAN,
STAR OF NATIONAL
GEOGRAPHIC
CHANNEL'S DOG
WHISPERER

Mistake number one for many prospective dog owners is selecting a breed solely for its looks. Here's the problem: Dogs aren't wall art. They're active members of a pack—potentially your home pack—so if you buy a Labrador retriever because you love its velvety ears and sinewy build, but never exercise its need to retrieve, you're going to have a frustrated dog and a strained canine/human relationship. So step one—whether you're getting the animal from a shelter, a rescue organization, or a breeder—is to research the breed and make sure you can fulfill its behavioral needs. Then...

GAUGE YOUR ENERGY

Dogs are like humans: Each one has its own energy level. It's critical that you recognize your energy level—low, medium, high, or very high—and select a dog that complements it. Anthony Robbins and Deepak Chopra are both friends of mine, and you better believe they need dogs with different energy levels.

PERFORM A PHYSICAL

You can often determine a dog's general health just by looking at it, but give it a closer inspection to make sure it's not dragging its feet (a sign of bad hips) or crossing its eyes or straining to hear (two signs of bad breeding). You can test for total or partial deafness by clapping to one side of the dog's

head and watching to see if it looks off in a different direction or doesn't react at all.

GIVE IT TIME

Buying a dog is like buying a car in that an impulse buy is often the wrong buy. Once you click with a dog, spend a few hours getting to know it before you take it home. Oftentimes, the calm, submissive canine you bonded with in the kennel becomes a very different (even aggressive) dog once you take it outside.

ONE FINAL BIT OF ADVICE

After you buy the dog, don't take it directly to your car. Go for a walk and make it follow you. You'll establish yourself as the pack leader and begin the all-important process of bonding.

manufacturers typically use to judge blacks is called "contrast ratio," which measures the set's blackest black to its whitest white, and it can be an unreliable approximation, says Parker. Go so far as to bring your own DVD and have a salesperson pause it during a dark scene so that you can compare multiple screens simultaneously. As for the newest technologies touted by advertisers, consider whether a 10 percent improvement in clarity (the approximate difference between a 1080p set and a 1080i set) or a slight reduction in motion blur (the selling point of a 240Hz refresh rate versus a 120Hz refresh rate) is worth the extra money. More than likely, you won't be missing much.

+ BEST LIFE NO-BRAINER

Pioneer's Kuro plasmas have steep price tags, but if you have the cash, why not buy the TV that boasts the industry benchmark for deep blacks? It's what every flat-screen aspires to. pioneerelectronics.com

A Sound System

Great sound systems don't come in one box. Sure, you'll have to read a few manuals when it comes time to connect some wires, but you should buy each component from a different manufacturer, says home-theater expert Chris Boylan, editor and cofounder of Big Picture Big Sound (bigpicturebigsound.com). That's because no single company performs strongly across the board. At the very least, your home-theater setup will require a receiver, a DVD or Blu-ray player, and speakers. Spend the most money on the latter; surround sound is a must for watching movies. "It can really draw you into a film by creating a soundscape that surrounds you from all sides," says Boylan. The pièce de résistance is a 7.1-channel surround (that's seven speakers plus a subwoofer), which will include a dedicated center-channel speaker for clear-sounding dialogue, but a 5.1 system will work fine if you're tight on space or budget. For a higher-performance system, get a Blu-ray player and receiver that support Dolby TrueHD and DTS-HD Master Audio, which will guarantee that you get near-studio audio and visual quality. To do so, Boylan recommends combining Onkyo's TX-SR606 receiver (\$499) alongside Panasonic's DMP-BD35K Blu-ray player (\$299) and Polk's RM6750 surround-sound speakers (from \$599).

+ BEST LIFE NO-BRAINER

Test the components in a shop, but purchase online using a comparison-shopping engine, such as pricegrabber.com, to see which retailers offer the best prices.

An Investment Property

The bursting of the housing bubble made it clear that Florida condos aren't a surefire path to riches, but does that mean you can't make money in real estate? No. It's just that most people don't understand a fundamental truth about investing in property: It's about income, not capital gains. Before you buy, do the math: If the property can generate rental income in excess of the mortgage, taxes, insurance, maintenance, and, if necessary, management fees, you have a good investment. "Real estate isn't a tech stock, it's a blue chip," says economist Christopher Thornberg, of Beacon Economics, in Los Angeles. "Like a blue chip, you don't get your value from the appreciation of the investment, you get it from the dividend it sends you each month, and that dividend is the rent." If the property goes up in value, that's gravy.

Your Own Story

Two words: the Mormons. Okay, before you laugh, consider this: The Church of Jesus Christ of Latter-Day Saints (the formal name of the Mormon Church) maintains the largest genealogy library in the world, the Family History Library, located in Salt Lake City. There, you'll find more than 2 million rolls of microfiche (stored in the Granite Mountain Records Vault) documenting every birth, death, and immigration record that has been gathered since 1894. Have you seen the computer database at Ellis Island? The one that lets you find the ship log documenting your Great-Grandpa Sal's trip over here from Sicily? It's called the American Family Emigration History Center (also online at ellisland.org), and it was created with the help of volunteers from the Church of Jesus Christ of Latter-Day Saints. So, why, you may ask, are the Mormons so obsessed with genealogy? Do they really have nothing better to do? It turns out that it's one of their church's core tenets. They believe that even the dead need to be baptized in

order to get into heaven, so the living are responsible for finding past ancestors and performing the proper rituals for them. Regardless of their religious intentions, these are the people you want to put on the case. A group called ProGenealogists, which is not affiliated with the Mormons but is also based in Salt Lake City, will ransack the millions of rolls of microfiche in the LDS library and then activate its network of international researchers to track down your long-lost cousin Guido in Sardinia or the fishing village in Hokkaido where your family name was born. Ten hours of research will typically extend one family line about two or three generations, though anything pre-1850 can take twice as long. The group can even put together a narrative history of your family, telling the story from the day Grandpa Pat fled the potato famine to the day last spring when your own son graduated from kindergarten. progenealogists.com, \$60 an hour for U.S. research, \$65 an hour for international, 10-hour minimum

A Vineyard

Thanks to the *Sideways* effect on Napa Valley (much like the *Under the Tuscan Sun* effect on Tuscany), it can cost at least \$100,000 an acre to buy a Napa estate. If you have the dough to spare, by all means go for it. For the rest of us, there are still bargains to be had in the up-and-coming wine region of Mendoza, Argentina, home of the mighty Malbec. At press time, VineSmart.com (a vineyard and winery real-estate clearing house) had four properties for sale in Mendoza, ranging in size from seven to 50 acres and starting at \$80,000. Before you sign on the dotted line, it behooves you to hire a viticulturist to help you assess the soil, to make sure there is a clean, reliable water source, and to determine the health and history of the vines planted on the estate. God forbid cabernet grapes are growing in a chardonnay environment, or the past 10 years have all seen crop failures.

+ BEST LIFE NO-BRAINER

If you're not ready to take the full plunge and man the land yourself, buy a share, sit back, and reap the benefits. Domaine Gayda, which owns and manages vineyards in the Languedoc region of France, sells vineyard plots starting at \$26,000, which gets you 96 bottles a year of your very own vino. gaydavinyards.com

Financial Security

The joke going around the hedge-fund world is that there are two good positions these days: cash and fetal. After years of being ignored, the best measure of financial health is back in style: cash flow. You can't build lasting wealth without it. If you're lacking in liquidity, fake it by taking out a home-equity line of credit (HELOC). Don't tap it though; it's just in case of emergency. The time to be approved for a loan is before you lose your job. Then ruthlessly attack the family balance sheet: Scour credit-card bills for wasteful spending (you don't need Internet access on your cell phone), pay off any balances on credit cards, refinance debt to take advantage of today's lower rates, and call your service providers (cable/Internet/landline/newspaper) and ask for lower rates. Threaten to walk. Use the increased cash flow to invest in a money-market mutual fund or take advantage of teaser rates from banks. Says Manhattan financial planner and president of ObjectiveAdvice.com Gary Schatsky: "Take it until they stop teasing. Isn't that what we learned in high school?" Anything more than 2.5 percent on a money-market account and 4 percent on a CD is a good return, but be ready to go elsewhere if the rate falls.

Your Kid's Love

Sure, the latest video game or MP3 player might bring a gush of enthusiastic thanks from your child, but it quickly fades, and he'll soon be whining again for the next overpriced gadget on his "must have" list. To really win his heart, try giving him something that helps him develop a skill or allows you to spend time together. "Giving a gift that can be shared over a long period of time is a really big emotional investment," says child psychologist Anthony Wolf, PhD, author of the best-selling book *Get Out of My Life, But First Could You Drive Me and Cheryl to the Mall?* Get inside your kid's head and figure out what would make him happiest. Fly-fishing lessons? Season tickets for his favorite team? A pottery class? "These are the types of gifts that become a part of the child's life over the long-term," says Wolf, "with your memory always attached." »

How to Buy

time

Before dropping \$10,000 on a brand-spanking-new Rolex, you should take a look at the secondary market, where you'll likely find the same watch (or something better) for up to half the price. Edward Faber can tell you how. As the founder of New York's Aaron Faber Gallery, one of the world's premier retailers for preowned watches, he instructs his customers to look for five things before making a purchase.

"The brand determines everything else," says Faber. Currently atop the hierarchy are Rolex and Patek Philippe because, he says, "they can be sold at any time in any city of the world." After brand comes condition and presentation (less refurbishing with the original box and paperwork is best), metal ("platinum trumps gold, white gold trumps pink gold, pink gold trumps yellow gold, and all of the above trump stainless steel," says Faber, unless it's a special case from the

pre-1985 vintage era), complications (more is always better), and desirability, style, and trend (vintage military tickers are big right now). Service is also key, so always purchase a watch from a reputable firm that, like Faber, guarantees the quality of its products. One of the best companies offering certified preowned watches is Tourneau. And don't be afraid of trolling the catalogs of auction houses such as Phillips de Pury, the online firm Portero.com, and Christie's, which meticulously researches the history of each watch

offered. "Our sales have between 200 and 300 lots per sale, so there's a big variety," says Sam Hines, head of Christie's watch department, which will hold its auction in New York in June. "We just sold a 1962 signed Electro-Chron watch by Wittnauer that was owned by Joe DiMaggio, and we have lots of modern watches made this year that have never been worn at prices below retail, which is a big plus."





edge

How to Buy an

If you're concerned with the most important aspect of a chef's knife—a sharp blade that keeps an edge well—don't waste your money on a fancy German or Japanese import. The simple, plastic-handled \$25 Fibrox blade by Victorinox is preferred by many a professional chef over much more expensive knives. In fact, *Cook's Illustrated*—the *Consumer Reports* of all things kitchen—has repeatedly declared this blade the winner in its head-to-head knife tests. The only thing they've found that has outperformed this simple utility knife is a handmade blade by master bladesmith Bob Kramer. Unfortunately, Kramer's knives can cost upwards of \$1,000 and his waiting list is often years long. Thankfully, there is a compromise for those who want a knife that's as sharp as a Victorinox Fibrox, visually arresting, and also affordable: Knifemaker Shun brought Kramer into the fold to produce the \$300 beauty pictured here.

A Gym Membership

Rule one: Consider gyms only within a 15-minute drive of where you live or work. Joining one that's farther than that dramatically reduces your chances of staying committed to exercise. Once you've narrowed the field by distance and pinpointed a few gyms that seem to meet your exercise needs, follow these tips to ensure a good fit (and the best possible deal).

BE WARY OF PERKS. If you don't plan to use more than half of a club's services, find yourself another club. Perks inflate membership fees. Many gyms charge more money for classes and facilities. Some even require an additional fee to rent a locker.

CHECK CREDENTIALS. A health club is only as good as its instructors. The National Commission for Certifying Agencies accredits more than 190 certifying programs, the most common of which are abbreviated as NASM, ACE, NSCA, CI-CPT, ACSM, NESTA, NETA, NFPT, and NCSF. If you see any of these acronyms on trainers' certificates or after their names, you'll be in good hands.

TRY BEFORE YOU BUY. Get a trial membership and go back to the gym at the time you'd normally work out. Besides seeing how crowded it is, make sure the equipment doesn't squeak and the weights are stacked properly—two signs that the gym is managed effectively.

PAY BOTTOM DOLLAR. Gym memberships are negotiable, and here's a bargaining chip: A recent survey from the American Council on Fitness found that 48 percent of fitness professionals believe the number of gym memberships will decrease this year. Gym managers can approve any price to seal the deal as long as they don't go lower than a predetermined rate. Gain the upper hand by researching the membership fees, amenities, and services offered by their competitors, and don't be afraid to walk away from the table. Many clubs would rather waive your activation fee, give you a free month, or offer you extra services than lose your business.

Her Love

Well, you can't. "But if you give her a unique, shared experience, you'll be creating history together, and that will mean much more than a material gift ever could," says Lori Buckley, PsyD, a licensed clinical psychologist and certified sex therapist. Start with dinner at a restaurant she has wanted to try, or plan a weekend getaway to a place she has never been. According to researchers from the State University of New York at Stony Brook, new and adventurous experiences activate dopamine-rich areas of the brain and can heighten attraction. "Memories are the glue of a relationship," says Buckley. And the memory of unwrapping a present fades rather quickly.

Sports Equipment

Most years, the latest and greatest technology is nothing more than a more expensive version of last season's model with a fresh paint job, so it's often better and less costly to buy an older model from a proven performer. You can save even more money by shopping during the off-season. Here's a cheat sheet on the most recent game-changing tech.

+ BEST LIFE NO-BRAINER: GOLF

Callaway's Big Bertha started the oversize-driver craze in 1991, but the modern classic is the titanium TaylorMade r7 Limited (\$399, taylormadegolf.com), launched in 2008. It hits long and true, and features changeable weight screws that let you dial in the driver's weight distribution to eliminate hooks and slices.

+ BEST LIFE NO-BRAINER: RUNNING

Running shoes come and go, but the ASICS Gel-Kayano, first introduced in 1993, has remained a best seller as a reliable distance trainer with plenty of cushioning. The latest iteration is the 12.8-ounce ASICS Gel-Kayano 15 (\$140, asics.com).

+ BEST LIFE NO-BRAINER: TENNIS

Luxilon Big Banger Alu Power poly-ether-ether strings provide more spin and power than conventional strings. Sixty-seven percent of players on the ATP World Tour use them, even though not a single one of them is paid for an endorsement. luxilon.com

+ BEST LIFE NO-BRAINER: SKIING

Skiing deep powder on conventional skis can be maddening, battling to keep your tips up and your weight back. But thanks to the advent of fat skis with rocker and reverse camber (essentially

upturned tip and tail)—a design dreamed up by professional-skiing icon Shane McConkey in 2006—the K2 Pontoon (\$600, k2skis.com) floats for you, making it impossible to sink your tips. While this isn't an everyday ski for groomers, on powder it's nothing short of magic.

+ BEST LIFE NO-BRAINER: SNOWBOARDING

Manufacturers such as Rome, Lib Technology, Gnu, and K2 have finally adopted reverse camber, the technology that has revolutionized powder skiing. It means you can ride a shorter board in deep powder without needing to lean back and strain your legs. It simply changes everything. What's more, Lib Tech has invented something called "magnetraction." That's marketing-speak for the unique serrated edges that improve the board's edge hold in icy conditions (read: fewer whiplash falls), cut down on chatter, and make turning easier.

Lingerie

You need to know two things, says Rebecca Apsan, owner of New York City's La Petite Coquette (thelittleflirt.com): the right size and the right style. Take a look at the garments near the front of her drawer, not the back, as she wears those the most. En route to a lingerie boutique (return to "go" if you're parked at a mall), relegate your fantasies to the backseat. Instead, consider the aspects of her body that she's most sensitive about. If she's self-conscious about her backside, steer clear of thongs. Does she wish she had a flat stomach? Look for something that covers her tummy. This is a crucial step, says Apsan, because it's about making her feel sexy *and* comfortable. "If you go for shock value, you'll probably be disappointed with the results," she says.

A Web Site

First, come up with a domain name that is easy to remember and spell. Next, find out if the name is available. InstantDomainSearch.com is a great site for this, because it shows name availability as you type. Once you've found an available domain name, register it through a registrar company such as GoDaddy.com. Ten dollars will cover one year of registration, and you can have the cost automatically billed to your credit card. (Online coupons can save you up to 50 percent of the domain's cost, so grab one on a site such as promo-code.net.) Don't worry about adding extras like "certified domain" or "hosting"; registrar companies push these add-ons to make extra cash. However, consider registering as a private domain; this ensures that personal information is hidden from anyone who searches for your domain name. Once the site is yours, host it through a server like Doreo.com or Midphase.com. These Web-hosting companies will take care of any technical difficulties for as little as \$7 a month. Finally, add content. Installing a free content-management system such as WordPress will make sharing your Easter photos as easy as a few clicks.

Family Memories

The prices of digital SLR cameras (dSLRs) are dropping fast. SLR stands for "single lens reflex," which is a system of mirrors and prisms that allows the photographer to view the shot through the same lens that takes the picture. Translation: What you see in the viewfinder is what you get. "You really can't go wrong with most of today's cameras," says Magnum photojournalist Peter van Agtmael (petervanagtmel.com). "There's not much variation in the quality of the images they are capable of getting or in the range of shooting options available." You just want to make sure the camera fits comfortably in your hands and you can easily use the basic functions. Newer features potentially worth the premium costs are HD video (for recording high-resolution moving footage), low image noise (to improve clarity), and LiveView LCDs (familiar to compact-camera users and fairly standard in newer dSLRs). But otherwise, avoid buying the very latest if you want to save some money: "A good rule is to buy the model being replaced by the upgraded model," says van Agtmael. You can usually score a camera for about a third off if you buy used; try keh.com. If you're serious about photography, start with a camera made by either Canon or Nikon. These brands have the most extensive lines of lenses, and you can keep those lenses if you upgrade to a better body. ■

How to Buy fire

Forget British thermal units (BTUs) and stainless-steel panels. Meeting your dream grill comes down to a basic question, says Rick Rodgers, author of *Barbecues 101*: Do you want convenience or flavor? "Go with gas if you need to start cooking within two minutes," he says, "but I don't think you'll find many chefs who favor gas over charcoal." Fantasize about smoking brisket? You'll

need charcoal, not gas. (Though some could argue that a man needs two grills: one for leisurely smoking, and one for when your wife wants a steak now.) Next, don't skimp on size; get a surface that's at least 22 inches in diameter. "Those 18-inch grills are too small for the average cookout," cautions Rodgers. Then take a lesson from the missus and start accessorizing.

Rodgers endorses built-in thermometers ("It's nice to know if you're slow-roasting at 600 degrees or 300") as well as grilling tables, ash catchers, hinged lids, and cast-iron grill grates. But don't get too caught up. "Although lots of models are on the market, a grill is really a simple device," admits Rodgers. "I cook on an old, dented Weber that I tote around in my car."

+ BEST LIFE NO-BRAINER

If you need a portable grilling surface, check out the ingeniously designed Notebook Grill. It is big enough to cook for six and folds flat, so it's perfect for hauling anywhere. \$35, portable-grill-store.com

As the boardroom body count grows, psychologists are warning about a new syndrome:





the

ceo

suicides

financial post-traumatic stress disorder. *Best Life* presents the successful man's guide to managing a financial meltdown.

BY JEFF CSATARI
AND MIKE ZIMMERMAN
PHOTOGRAPHS BY GUIDO VITTI

In the early morning hours of January 5, Steven Good, age 52, husband, father of three sons, and head of one of the nation's largest real-estate auction firms, took his red Jaguar for a spin. The car was warm and well insulated from the cold air outside. This was suburban Chicago, after all, the first week of 2009, and the temperature was in the teens. Good paid attention to his route that morning. He couldn't use the home-to-office autopilot he normally would on any other workday morning, because this wasn't going to be just any other morning. Instead of heading south from his home in Highland Park to his office in Chicago, he headed west into Kane County. When he reached his destination, the Max McGraw Wildlife Refuge near Elgin, the parking lot was deserted. Peaceful. He put the car in park and shut it off.

The next stretch of time is a mystery. Perhaps he waited for the first ghost of winter light to come up, taking time to consider the ramifications of his plan. Perhaps he didn't wait at all, knowing that hesitation might deter him. But at some point on that wintry morning, this hypersuccessful, well-respected real-estate broker, attorney, author, and family man hauled a rifle over to the driver's seat, cocked it, positioned it in the only effective way you can in a car, and shot himself. A maintenance worker discovered his body at 8:20 A.M. that day.

Why did Good do it? No one knows. He left no note. What we do know: The real-estate market nationwide has been a soul crusher. And while we hear bad news every day on all things financial, a new trend

children, the other a 50-year-old hedge-fund manager and father.

This downturn, or recession, or depression—or whatever historians will call it when it's over—hasn't just crippled, it has killed. It has given us a new phenomenon that can be called financial post-traumatic stress disorder, and the condition is indeed that serious. "It's a good term because it accurately describes the aftermath of a first-time catastrophic experience," says psychologist Leslie Mayer, PhD, a senior fellow at the Wharton School of Business and the founder of the Mayer Leadership Group, an executive-coaching firm. "Financial loss can trigger feelings of self-loathing, profound shame, shattered dreams, and worthlessness. In the case of successful, highly driven businesspeople, this is magnified by the fact that the trauma ties not only to a core fear, but also to a core piece of their identity. Tough and smart in business does not necessarily apply to managing one's own emotions. It might even be argued that the same quality that created success—a sharp focus on winning—is the quality that interferes most with adapting to failure."

"The trauma is very real," says certified financial planner Thomas C. Scott, CEO of Scott Wealth Management in Orange County, California. "I've seen my clients lose money, and my own pension has been cut in half. You spend 20 years on a path of achievement and you have a sense of accomplishment. That becomes a part of you. To see it evaporate in the blink of an eye is shocking. There's a sense of betrayal, like everything you've been working on your whole life has been a joke."

How much have *you* lost? How much value has evaporated from your home, your retirement accounts, your children's college funds?

This hypersuccessful, well-respected family man hauled a rifle over to the driver's seat, cocked it, and positioned it the only way he could...

has emerged that is almost impossible to believe: Some of the wealthiest men in the world, successful in everything they've ever done, are choosing to take their own lives.

The same week Good shot himself, billionaire Adolf Merckle, number 94 on the *Forbes* list of wealthiest people, committed suicide by stepping in front of a train. On December 23, 2008, financier Rene-Thierry Magon de la Villehuchet took some sleeping pills and slashed his wrists with a box cutter at his desk in New York. He had reportedly lost more than \$1 billion of his investors' money—and millions of his family's—to Bernard Madoff's Ponzi scheme. Wall Streeters were abuzz about two other recent suicides: one a 27-year-old stockbroker with two

Everyone has lost something. But how well equipped are you, emotionally, for managing that loss? Successful men aren't used to losing. Not like this. And when you're one of the more successful men—one of the guys programmed to win—an eviscerating loss is the equivalent of an ego amputation with no anesthesia. Some really believe there is no better answer than the business end of a gun, a few pills and a box cutter, or a punctual train. In their minds, like George Bailey in *It's a Wonderful Life*, they're worth more dead than alive. What's left for the rest of us who aren't so tragic with our coping methods?

This: A new way to approach not just stress, but also the deep, dark anxiety that comes with major losses in both cash and career.

The Resilience Factor

Eight CEO-approved stress-busting strategies

If successful CEOs share one trait, it's resilience. "They either have a natural hardiness about them or they've learned tricks that help them do well under pressure," says Michael Kahn, PhD, a psychologist in Maryland. Kahn interviewed more than 60 executives to find out how they handle the responsibility of leading companies in times of uncertainty. "When I felt frustrated with my own personal challenges as an entrepreneur, I wondered, How do successful executives handle these challenges?" The result of Kahn's "CEO Stress Project" is a litany of practices common to nearly all of his interviewees. He says anyone can adopt them to remain cool and maintain success amid chaos.

Plan more efficiently. "Planning is the most important thing a CEO can do to avoid stress," says Kahn. Plan by the day, week, month, and year—and habituate each planning session. For, example, check your daily schedule every morning before reading your

e-mail; preview your week on Sunday nights; and preview the upcoming month every 27th. "I learned in the Navy that if you make a list of all the things that need to be done, you get them out of your head and don't have to think about them," one of Kahn's CEOs told him. To gain a sense of control, prioritize tasks

using the old A-B-C theory: A's need to be done, B's ought to be done, and C's can wait until later.

Use the buddy system. "Select a trusted colleague and instruct him or her to pull you aside when he notices that you're raising your

voice," says Kahn. A good consigliere can help make you aware of certain behaviors that you are trying to minimize." Explain to him that you demand honesty, even if it stings.

Call a time-out. Effective leaders don't spend a lot of energy on emotional

angst, says Kahn. Just as a basketball coach will call a time-out to slow down the pace of the game and regroup when the other team is on a run, good CEOs know when to disengage in times of high emotion and reflect on their core values before making decisions. When you feel a



WHEN A TYPE-A TAKES A BIG HIT

J.R. is a lot like you: Smart, driven, serious. Nothing was more important to him than success in his career. He worked hard and nailed that sweet gig: CEO of a manufacturing corporation in San Diego. Even then, chronic success remained the goal. "I couldn't let down my board or my staff," he says. "I couldn't let down my family. I just couldn't fail."

Yet that's exactly what it felt like to the 54-year-old father of three when he was removed from his post several years ago.

"So much of my self-worth was tied to my position," he recalls. "I plunged into depression. It was as if I had a weight tied to my feet and it was pulling me under. I contemplated suicide."

Even after J.R. secured a new position as the president of a company he had always dreamed of leading, his depression didn't lift. He was irritable, and his negative mood ate away at his relationships at work and at home. His wife pleaded for weeks before he agreed to see a psychiatrist at the Executive Mental Health Program at the University of California at San Diego Medical Center, which caters exclusively to professionals in key corporate roles.

"Due to long hours and excessive stress, a corner-suite executive is more vulnerable to anxiety, sleep disorders, weight change, substance abuse, depression...you name it," says Mounir Soliman, MD, clinical service chief of the UCSD department of psychiatry and the director of the program. "For one, an executive has more responsibility and more to lose. Two: He believes he's immune. And three: He's too busy or too frightened to seek help."

Although the stigma surrounding mental illness is lifting, many men still believe that depression or anxiety signifies weakness, says Dr. Soliman. "Our goal is to be preventive and proactive—in a highly confidential setting—and to help executives develop a safety net of behaviors that will empower them to deal with stress before it turns into chronic anxiety or depression."

The economic downturn has been a boon for Dr. Soliman and the four-year-old center. The clinic is part of a nationwide trend toward providing custom-designed health assessments and treatments for stressed-out execs who don't have the time (or inclination) to take better care of their mental and physical health. Many of the clinics offered at places such as the Mayo Clinic, the Duke Center for Living, the Cleveland Clinic, and Canyon Ranch deliver a host of medical services, including advanced blood work, vascular and full-body scans, stress-management courses, and executive coaching. But the Executive Mental Health Program at UCSD is unique in that in addition to these health assessments, they focus on proactive psychological wellness.

There's clearly a need for such a facility. High-profile suicides aside, last year's Vantage CEO Confidence Index, a survey of almost 2,400 top executives, found that 50 percent of executives reported feeling more stress in 2008 than they did in the previous year. The financial crisis has also caused a surge in mental-health cases, according to the American Psychiatric Association, and calls to the National Suicide Prevention Hotline went from 412,768 in 2007 to 540,041 in 2008. The phrase "suicide methods" recently hit a multiyear high on Google Trends, which tracks how often words or phrases have been searched on Google. Any sudden catastrophic failure or humiliation through foreclosure or economic loss can leave people feeling desperate, profoundly depressed,

tide of anger or frustration rising, call a time-out and leave the room to regain your composure. It might help to imagine a bird sitting on your shoulder, a bird that has been observing things and can whisper feedback into your ear. Be aware of what's happening, what you want to be different, and what your options are to facilitate a shift in the process.

Know how to say no. Someone who has too much on his plate needs to be able to say no to more tasks

without feeling regret. That's where good planning and delegating can help. Schedule regular appointments into your week—like a Wednesday tennis lesson—so that you're not always reacting to the needs of others. One of Kahn's CEOs makes a game of trying to get the most work done with the absolute minimum of effort.

Develop a healthy arrogance. Great CEOs believe unequivocally that they can ace the job. Nurture this belief by reviewing

past successes, and identify times when you faced similar obstacles and overcame them.

Prioritize you.

Make getting enough sleep and exercise a priority. It comes down to discipline and planning. You stop working at a reasonable hour, period. You schedule exercise as if it were a critical meeting with a client, which it is.

Delegate ruthlessly. A good manager will always relinquish

tasks that others can do so that he can focus on the things only he can do.

Respect the unexpected.

Kahn says efficient execs tend to be very sensitive to the feeling of becoming overwhelmed. Like canaries in a coal mine, they recognize when the air is getting bad, and they know how to react before stress paralyzes them. Kahn recommends this stress-management ritual:

- Recognize your mind-body

signals of distress, such as muscle tension, rapid pulse, sweaty palms, or irritability.

- Disengage by taking a walk or doing a breathing exercise.
- Identify the stress source: Is it a project, a deadline, a personal interaction?
- Generate a solution that you can implement immediately. For example, you might recognize, "I'm trying to do two and a half days of work in three hours!" The solution: Delay doing one item on your list and deal with it at another time. J.C.



NO BAILOUT His business empire crumbling, billionaire Adolf Merckle stepped in front of a train at this spot near Ulm, Germany, on January 6. His funeral was held a week later.

“People who like being in the top position...it hurts them a lot more to lose.”

and unable to see a way out, according to Robert Simon, MD, a member of the APA's Workgroup on Suicidal Behaviors. While the current economic turmoil is certainly a factor, a lot of stress-related disorders simply come with the high-pressure territory of The Big Job.

A NEW WAY TO TAKE BACK CONTROL

Like someone suffering from depression, the Executive Mental Health Program hides in plain sight in a nondescript professional park in the San Diego suburb of La Jolla. It's nestled between a Mexican restaurant called El Torito Grill and, believe it or not, the Rock Bottom Brewery. Clients enter through one door and leave through a separate, anonymous exit to ensure confidentiality.

During the first visit, a client meets with a team of integrative physicians, therapists, and nutritionists in one room to expedite the comprehensive assessment process and avoid duplication of information. Execs seem to appreciate the efficiency of the all-at-once approach and the boardroom setting, says Dr. Soliman, as it appeals to the CEO mentality of “let's get it done.” After the meeting and assessment interviews are complete, a personalized holistic program is crafted, combining Western medicine with nontraditional approaches. This means you might find yourself in appointments with acupuncturists, massage therapists, and healers as well as Harvard-trained internists, psychiatrists, and psychotherapists. Depending upon the results of your assessment, you may be screened for hormonal imbalances and vitamin deficiencies. If you need pharmaceutical help, doctors will prescribe antidepressant and anti-anxiety drugs, but never without exploring natural treatments that target the root of the problem, such as talk therapy, nutritional approaches, energy medicine modalities such as Reiki, and meditation practice to build up your chi. The center can also arrange executive coaching to develop conflict-management skills and rehearse better ways of interacting with subordinates.

“We look at the whole person and say ‘Let's find out what is making you feel this way,’ because it may be a number of components,” says Roya Kohani, MD, a board-certified internist trained in integrative medicine at the center and an associate professor of medicine at UCSD School of Medicine. A molecular biologist by training, Dr. Kohani earned her medical degree at Harvard, and then spent eight years working with integrative-medicine guru Andrew Weil, MD. “Depression and anxiety are only symptoms of other problems,” she says. “Our purpose is to identify imbalances that are piling up, both physical and lifestyle imbalances, and then empower your body's innate healing capabilities.”

A typical individualized program at the center lasts five days over the course of five weeks, with a 90-minute one-on-one session once a week, plus phone follow-ups and additional workshops. For out-of-town patients, the initial program is completed over five full days.

Interest in such an integrative approach to stress-based health issues versus strict psychopharmacology is a growing movement that is being fueled by both the financial crisis and advances in neuroscience that are revealing why type-A personalities are more sensitive to stress, says psychiatrist Gabriela Cora, founder of the Executive Health and Wealth Institute, a similar program in Miami. “The current health-care paradigm doesn't address the real issues of stress,” she says. “Antianxiety pills are just a temporary fix. The root of the problem is usually a misalignment of the personal and organizational life. That's what keeps you up at night. And that requires prioritization, organizational planning, a repositioning of everything that people are doing in their lives.”

Another useful weapon: Look at new research to figure out why these misalignments set us up for so much heavy anxiety in the first place.

UNDERSTANDING THE NEW SCIENCE OF STRESS

You've probably heard along the way that there is good stress (the kind that motivates you) and bad stress (the kind that paralyzes you). The trick is to know the difference. “The CEO type tends to be very good at using stress productively to excel and achieve,” says Dr. Soliman, “but there's a point at which stress overwhelms and becomes destructive. It's a fine line.” Dr. Soliman says that by being aware of how and why your brain processes fear, you may be able to manage stress before it crosses that fine line and becomes an illness.

“We need to reframe how we look at anxiety. It's not something to run away from, but something that can be used as productive energy,” says Robert Rosen, PhD, author of *Just Enough Anxiety: The Hidden Driver of Business Success*. Rosen has interviewed and consulted with hundreds of top CEOs in the past 20 years. He cites an unchallenged scientific truth: “Fear is the body's way of preparing for action.”

But why is it that some men consume this fear as fuel while others are simply consumed? New research offers some clues. According to the latest brain science, highly successful type-A executives are at an increased risk for stress-induced health problems, especially when their status or control is threatened. Last year, cognition researchers at the National Institute of Mental Health identified, for the first time, parts of the brain that are activated when a person moves up or down in the pecking order.



In the study, 72 participants played an interactive computer game in which they competed for money and social status; while they played, their brains were monitored using functional MRI scanners. When a player performed worse than an “inferior” and risked losing status, the brain circuitry that is known to process intense emotional pain and frustration showed high activity. “People who like being in the top position had the highest activation, suggesting that it hurt them a lot more to lose,” says Caroline Zink, PhD, a research fellow at NIMH. “This kind of response in the emotional-pain circuitry may mean a greater risk for stress in high achievers.”

Man confronts modern-day threats—financial ruin, job termination—with a fear response that is more appropriate for living in the Pleistocene epoch. In other words, when HR requests an unexpected appointment for tomorrow morning, your body reacts as if a large, hungry animal is sniffing around your cave door.

For all those nebulous fears waking you up in the middle of the night (neurologically, we evolved to be sensitive to fear at night because that’s when bad things happened to our ancestors), you can thank your amygdala. Stemming from the Greek word for *almond*, this pair of nut-shaped structures resides on each side of your brain. The amygdala is a vault for your emotional memory and a central station for triggering physiological responses to fear (neuro docs call it the brain’s Department of Homeland Security). It evolved to help animals survive in hostile environments, explains New York University neuroscientist Joseph LeDoux, PhD, a pioneer of amygdala research and the author of *The Emotional Brain*.

The amygdala reacts with the speed of a trip wire to a perceived threat, whether it’s the sudden bark of an angry dog or your emaciated 401(k) statement landing in your mailbox. This complex structure and its neural connections at the center of the limbic brain commandeer every part of your gray matter to deal with a crisis. One of those areas is the hypothalamus, which secretes hormones that activate the body’s emergency-response substance, which triggers the fight-or-flight reaction. This activates the nervous system: Blood rushes to the large muscles of the limbs to prepare for flight, pupils dilate, and heart rate and respiration accelerate. Neurotransmitters such as dopamine flood the brain to rivet your attention on the source of the fear. “The things that make rats and people afraid are very different,” says LeDoux, “but the way the brain deals with danger appears to be similar.”

While sharp-toothed stress dissipates when the dog reaches the end of its chain, fear of losing a company or the security of a job creates chronic worry, triggering chemical changes in the brain and affecting the entire body: the heart, the immune system, the gastrointestinal tract, and your sleep patterns. Surges in the stress hormones adrenaline and cortisol can affect reasoning and cognition and paralyze the mind’s critical abilities. Short-term memory, creativity, and planning functions evaporate from the stressed human brain. With their primal

Continued on page 115

10 Stress-Blasting Tips

Triumph by neutralizing the triggers of executive anxiety

Be Comfortable With Discomfort

Rename *anxiety* and call it *opportunity*. Most of us think of anxiety as something to avoid, but it’s actually fuel for positive change. “Anxiety is a natural emotion that lives in the gap between where we are and where we want to be,” says Robert Rosen, PhD, founder of Healthy Companies International and author of *Just Enough Anxiety: The Hidden Driver of Business Success*. “Good leaders see anxiety as productive energy for themselves and their organizations.”

Then Bend Over Backward

A study in the *American Journal of Industrial Medicine* found that office workers who take a 15-minute stretch break feel calmer and more productive afterward. Try these desk stretches recommended by certified strength and conditioning specialist Bill Hartman:

Thoracic extension: Put your hands behind your head and bend your upper body over your chair’s back as far as possible. Draw your shoulder blades together and hold for two seconds. Release. Repeat eight times.

Hip-flexor stretch: Place one foot on a chair and lean forward while extending your arms overhead. Gently arch your back while moving your arms (keep them straight) back slightly. Hold for two seconds. Do eight reps.

Focus on Somebody Besides Numero Uno

Bad stress can be triggered by a sense of entitlement and helplessness. “Can you find ways, while you are so self-absorbed, to be considerate of the people who work for you?” asks psychologist and executive coach Michael Kahn, PhD. Showing respect and appreciation for others has an amazing ability to defuse obsessive behavior and anxiety.

Turn Trouble Into Transformation

In 1929, some men were so consumed by their financial ruin that they jumped out of buildings. “Yet there were people who walked away from the terror of the Holocaust, moved ahead without a penny, and succeeded,” says Mel Schwartz, PhD, a psychotherapist in Westport, Connecticut. “A crisis is an opportunity to escape programmed living and transform yourself. The more creative and participatory you feel when forced outside of your comfort zone, the more balanced and happy you will ultimately be.”

Pick the Low-Hanging Fruit

When faced with a seemingly impossible challenge, immediately pinpoint at least one piece of the problem that you can control and then attack it. “When you shift into take-charge mode, you meet the challenge from a position of strength rather than feeling at its mercy,” says Kahn. This will buck up your confidence and set you on a path of action.

Relive the Past to Face the Future

Sure, things look bleak out there, but hey, you’ve faced bleak before. “We have a much greater capacity to weather disappointment and change than we think we do,” says Giovanna Zerbi, PsyD, a clinical supervisor at the University of California at San Diego. Being mindful of your feelings and remembering how you triumphed over past setbacks can give you the confidence to face whatever may be lurking around the corner.

Use a Spotter

Have you ever attempted to bench-press your max without having a gym buddy at the ready in case you couldn’t push the barbell off of your throat? The same goes for your life beyond the weight rack. “Successful men have friends they can lean on in times of need,” says Robert Maurer, PhD, a clinical psychologist at the University of California at Los Angeles School of Medicine. “Our culture tends to value stoicism, self-reliance, and independence, but your mind naturally wants to draw strength from others.”

Create a Three-Legged Life

Securing balance in the three areas of your life—home, work, self—will create a buffer against stress. “If one goes down, you have two others to hold you up,” says Mounir Soliman, MD, of UCSD’s psychiatry department.

Recognize the Power of Your Imagination

When people worry, they tend to spin stories in their minds that perpetuate their fears, says Tahir Iftikhar Bhatti, a psychiatrist with the Executive Mental Health Program. “That’s where self-awareness helps: If you recognize yourself doing it, hit the brakes.”

Stop Measuring Your Penis

A preoccupation with comparing ourselves against our friends and rivals can easily get us into mental-health hot water. “People who have a problem with anxiety get lost in judging themselves,” says Schwartz. It’s a very Newtonian worldview. Schwartz says we measure to create order in our lives, but by doing so, we lose our humanity. “The critical voice is enslaving,” he says. “To escape, you need to accept yourself and like who you are.” J. C.



swan

dive



NASSIM TALEB warned us that the crash was coming, and then made **MILLIONS** as the market followed his script. The author of the best seller **THE BLACK SWAN** explains what went wrong, how to prepare for the next **ECONOMIC DISASTER**, and why we never see a disaster until it's **TOO LATE**.

BY RANA FOROOHAR | PHOTOGRAPHS BY CHARLES MASTERS AND BAERBEL SCHMIDT

On Wall Street,

everyone has an exit strategy.

the trick is to learn
to benefit from
the fact that the

Since the Street tends to be a highly profitable and highly unpleasant place to work, guys promise themselves, and their wives, that they'll hit their number in 10 years or so and then get out and live the dream: become an urban planner, open a fly-fishing school, caddy for Tiger, whatever. But of course, few ever do. The bonus-fueled lifestyle becomes a beast that must be fed.

Nassim Taleb is the exception. He made his big bucks when he was young, and then pulled the rip cord.

The author of *The New York Times* best seller *The Black Swan*, and perhaps the most sought-after financial thinker in the world,

Taleb is a former trader who predicted the global financial crisis. And he didn't just say the sky was going to fall, he actually described how it would happen, from the meltdown of Fannie and Freddie to the collapse of the derivatives market.

Taleb's cred as a market seer dates back to the mid-1980s, when he was working as a trader for First Boston. Signs of excess were all around. It was the age of Gordon Gekko, and big hair, red suspenders, and greed were all in style. Stock markets around the world were running way above their historic valuations. Taleb wasn't sure what would trigger the crash, but he was sure it would come, so he bought "put options." If the market rose, the options would slowly lose value. But if it plummeted, they would be worth a fortune.

On Black Monday—October 19, 1987—Taleb's bet paid off. As other traders were contemplating suicide, he was sitting on roughly \$35 million. His slice of that "F-you money," as he calls it, made him a millionaire at the age of 28. He quit working as a full-time banker, trading only sporadically for his own pleasure and profit. "Trading was only ever about achieving independence," says Taleb. "I never wanted to be a businessman. Once I made my money, I could get on with doing what I really wanted to do, which is think and write."

Think, he did, and those thoughts gave birth to an entire philosophy based on the idea that the markets, as well as life in general, are a lot less predictable than most of us realize. It's a philosophy that made Taleb even richer last fall, when everyone else was losing big. As last year's market slide turned into a crash, separate funds managed by Universa Investments L.P., a Santa Monica, California-based hedge fund Taleb advises, posted monthly returns of up to 110 percent. Taleb himself scored an eight-figure payoff in 2008.

While he won't outline the particulars of his trading strategy (though it again involves put options), Taleb is eager to talk about *The Black Swan*, the best-selling work of nonfiction of 2007. The book, which outlines his philosophy of markets and life, is quite complex, but it is based on a simple truth. For centuries, it was taken as conventional wisdom that all swans were white. There was no such thing as a black swan—one had never been seen anywhere in the known world, so it couldn't possibly exist. Then, when Australia was discovered in the 17th century, so were black swans. The wisdom of millennia had been wiped out in an instant.

Black Swans are singular, outlier events, things that can't be predicted based on what we *think* we know. Black Swans encompass the crash of 1929, the discovery of penicillin, the rise of the Internet, and of course, the current global financial meltdown. Positive or negative, most of us think of them as once-in-a-lifetime events, like the hundred-year flood. We don't plan for them, and we don't lose sleep over them. We live our lives—and structure our portfolios—on a bell curve.

But to Taleb, Black Swans are inevitable—the norm, not the exception. To think that they won't happen is to risk ruin, or conversely, to miss enormous opportunities. "The world is extreme," he says, "and it's getting more so every day. This can open you up to great danger, but

markets, like everything else, are manic-depressive." Taleb isn't the first to identify the market's mood swings—investing pioneer Benjamin Graham described Mr. Market as bipolar in 1949—but Taleb questions the very concept of "normal" returns.

Taleb structures not only his portfolio but also his life on this philosophy. Take, for example, his low-carb diet. During our first interview at the Campbell Apartment, the sort of hip and atmospheric New York City bar that used to be packed with wealthy bankers and the lithe blond women who dated them before the market tanked, he



1

The light at the
end of the tunnel
is an oncoming train.

insists we order a large cheese plate (no bread). Despite being a reluctant master of the universe, he is also a normal guy who is worried about his weight. "I really don't want the pictures you guys take for this profile to make me look fat," he confides. He moans about photos that appeared recently in *Bloomberg* magazine. "They looked fat! I'm not that fat!" It's true, Taleb is trim, which means he must be hovering below 198, the weight at which (he claims) he begins to look portly. "I'm starving now," he says, tucking into mounds of luscious cheese. "But later, I won't eat anything for dinner."

Extremism is in Taleb's DNA. Born into a prominent Christian family in Lebanon (his grandfather was the minister of the interior), he watched as his family lost everything during the civil war that broke out in 1975. Schools were closed, and the teenage Taleb spent months holed up in the basement, avoiding the ceaseless mortar fire and reading hundreds of books on everything from German philosophers to World War II history. In *The Black Swan*, Taleb recalls family members telling him that the war would last "only a matter of days," assuring him that the fighting in Lebanon would be different from the revolutions in Cuba and Iran, which drove millions from their homelands forever. In fact, the Lebanese civil war lasted 15 years, creating a class of melancholy expatriates such as Taleb's grandfather, who lived out his days in exile in Athens. "It's the worst thing to see someone in poverty," says Taleb quietly.

The episode was Taleb's first inkling that following the herd can have disastrous consequences. "In spite of [my grandfather's] position," he writes in *The Black Swan*, "he did not seem to know what was going to happen any more than did his driver, Mikhail." The difference, notes Taleb, is that while cabdrivers didn't presume to be experts, elites assumed their insider knowledge had predictive value. This leads people to make foolish assumptions, e.g., that a war will be short-lived or that housing prices will always go up.

This insight led to another Taleb maxim: Don't trust anyone in a tie. "You have to ask yourself why he is wearing a tie," he says. "More often than not, he's not an expert. He

the black swan hunter

Investor Jeremy Grantham predicted the crash. Here's what he sees happening next.

Among Nassim Taleb's many fans, one of the more interesting is legendary hedge-fund investor **JEREMY GRANTHAM**. "I think the Black Swan is a terrific idea," says Grantham, referring to the central metaphor in Taleb's book, the idea that we are unprepared to deal with rare but devastating occurrences. "People completely miss the point of 'outlier' events." But Grantham's view of the recent market meltdown diverges from Taleb's by a few degrees. Taleb maintains that the crisis was akin to a Black Swan, a bird that was said to be an impossibility... until one was discovered. But Grantham says the crash was no surprise at all; he sees the bubbles leading up to the crash as the once-in-a-lifetime, or outlier, events. Like Robert "Irrational Exuberance"

Shiller, Grantham had been saying for years that the U.S. housing market was a very clear bubble, with prices hovering around 30 percent above a previous trend line. "And just as all bubbles inevitably break, so did this one," he says.

While Taleb's thesis is that Black Swans are hard to predict, Grantham says you could see this one coming a mile away. Grantham's view of the market is based on the idea of reversion to the mean; in the long-term, asset prices follow a trend line, and all those peaks and valleys inevitably return to trend. Not only were home prices way above their typical averages before the crash, but so were lots of stock indicators. For example, back in 2001, the value of the S&P 500 was running at more than two times its normal average, and even after the

Internet bubble burst, Grantham proclaimed that the market had not gone down far enough to hit bottom.

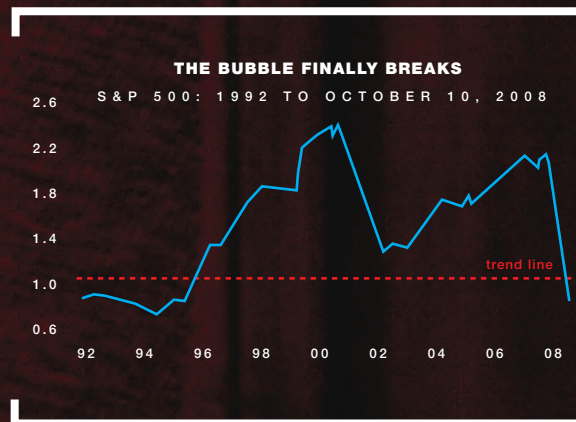
In a sense, Grantham is Taleb's optimistic alter ego. While Taleb stresses the fact that we lack information about the future, Grantham focuses on what he can predict. For years, Grantham said that the sky was falling. It fell, and now he's somewhat bullish. Grantham, who protected his investors during the Internet bubble by shunning tech stocks, notes that price-to-earnings ratios are now at or below historic levels, and profit margins have returned to their normal, pre-bubble levels. He does caution, however, that when bubbles burst, the market tends to overcorrect, so while he thinks

investors who buy stocks now will be handsomely rewarded in the next five to 10 years, he says shares might go lower before climbing again.

Grantham strongly favors quality blue-chip stocks with low debt, which he thinks are

best positioned to weather a tough economy. Many of these—including Coke, Procter & Gamble, Johnson & Johnson, Wal-Mart, and Microsoft—are cheap right now relative to the overall market. Longer-term, Grantham also likes emerging-

market stocks. "These are going to be rocky for another year or two, but the underlying growth story in these markets is still very strong." He sees emerging markets coming back to annual returns of 10 percent or more within the next seven years. R.F.



THE CHART, COURTESY OF MONEY-MANAGEMENT FIRM GMO, SHOWS THAT THE U.S. STOCK MARKET WAS OVERVALUED FOR 12 YEARS UNTIL LAST FALL, WHEN IT FINALLY CROSSED BELOW WHAT GMO CALCULATES TO BE THE MARKET'S LONG-TERM TREND LINE. IN OTHER WORDS, STOCKS ARE FINALLY CHEAP AGAIN.

just wants you to think he is." After having the silver spoon pulled from his mouth by world events, eventually Taleb went to the Wharton business school, where he studied probability theory, and then on to Wall Street.

The stint in finance convinced him that money for its own sake could become a curse. He remembers being at a party with billionaire hedge-fund manager George Soros. "All these people were around him, fawning over him. And it was so fraudulent," says Taleb. "They were only interested in what he had to say because he was rich, not because they really valued his ideas. I knew that wasn't what I wanted to be when I grew up."

Yet even as he began to limit his social contact with people in the industry (most of Taleb's friends are writers, thinkers, and people much less wealthy than he is), finance gave him his freedom. Having earned a PhD in mathematics, Taleb became skeptical of the computer-driven models that banks and hedge funds were increasingly using to make their investments and manage risk. These models, some of which were created by Nobel laureates, tried to predict the future of the market by looking at the past, oftentimes stripping out the outlier events, or Black Swans, simply because they were anomalies.

But a Photoshopped image of the past is a lousy guide to the future, especially when the world is flat. "Globalization creates interlocking fragility, and technology speeds up the process and amplifies the results," says Taleb. Perhaps the best example is the fall of Long-Term Capital Management, a hedge fund run by a team that included Nobel Prize winners. LTCM famously went belly-up in 1998 after its hypercomplex computer models failed to predict a series of events triggered by a fall in the Russian ruble. Because the models had excluded the possibility of such an enormous event, the partners had taken hugely leveraged positions—to the tune of

the black swan investing plan

How to protect yourself from the next ugly surprise

By definition, a Black Swan is an event we can't plan for, so there's no surefire way to protect your retirement savings from the next disaster or to profit from the next breakthrough. But you can take steps to reduce the odds of a disaster and position yourself for opportunity. We spoke to three outside-the-box investors who shared their best ideas for crashproofing your portfolio.

AVOID THE CROWD

The first rule: Don't buy into the story of the moment. "Whenever you hear about an investment category that 'can only go up,' that's when you need to watch out," says **HERSH COHEN**, chief investment officer and senior portfolio manager at ClearBridge Advisors. "Technology stocks in 1999 were like that, as was housing more recently." On the other hand, Cohen and others advocate buying into asset classes that have been totally pummeled yet remain an important part of the economy. Areas such as energy, banking, and housing may be way down, but they represent substantive parts of the economy that aren't discretionary; people will always need homes, fuel to heat them, and a place to keep their money. Despite the general tightfistedness across the economy, the current downturn is just the right time to put your investment cash to work. "The last best time to invest would have been at the bottom of the Great Depression," says Florida-based financial planner **HAROLD EVENSKY**, who is recommending exchange-traded funds in financial services, real estate, and natural resources to his clients.

Commodities, in particular, are a battered asset that some contrarian investors find attractive right now. **PETER SCHIFF**, president of Euro Pacific Capital and author of *Crash Proof: How to Profit From the Coming Economic Collapse*, predicts that oil will jump from its current lows to above \$150 a barrel within the next four years, thanks to continuing conflict in the Middle East, as well as

(Continued on opposite page)

Like many economic thinkers, Taleb chalks up much of today's crisis to a lack of oversight from the 1980s onward, which allowed capitalism to grow unfettered. "How much of this is down to the Reagan ideology? One hundred percent. People became so focused on the bottom line. Companies were forced by Wall Street to overoptimize and maximize their returns, and that meant they didn't leave enough buffers in place or enough cash in reserve," says Taleb, who says the same goes for individuals. "There has been a psychological shift in the culture. Wall Street told us to invest, invest, invest in all these stocks. And it is good to invest in stocks. But now we're all overexposed."

To Taleb, people who went crazy on dot-com stocks or overleveraged themselves to get a bigger house are on the same continuum with bankers who, pushed to keep up high returns, turned a blind eye to the faults in their risk models. It's all part of an epidemic of hypercapitalism that was ignored by, or sometimes encouraged by, the government and regulators. Even Alan Greenspan has offered a mea culpa.

Taleb believes that the lack of smart regulation encouraged the buildup of enormous risk in the financial system, as traders, companies, banks, and individuals all made the same bets—for instance, that real-estate prices would continue to rise and interest rates on risky bonds would continue to fall. Then they doubled down, borrowing money to goose returns. The party train kept rolling until those sunny premises were proved incorrect, and then the train went over a cliff. Scared investors began to sell assets, banks stopped lending, and as the markets tanked, investors had to dump everything, the good and the bad, to repay the borrowed money. In some cases—Lehman, Bear Stearns—they had borrowed more than they could ever repay.

The bad news: Taleb is solidly in the camp that believes the light at the end of the tunnel is an oncoming train. He has been waking up in the middle of the night worrying about the American economy. He believes banks and major companies will fail. "I think *depression* could be a mild word for what's to come." And he doesn't trust Obama's team to fix things. "They are economists, not people who live in the real world, and many of them are associated with [former Citigroup director Robert] Rubin, who is one of the main people who got us into this mess."

What Taleb does offer is some extreme advice on how individuals should protect

2

The financial ecology is swelling into gigantic, incestuous, bureaucratic banks—when one falls, they all fall.

themselves. Instead of putting most of your money into medium-risk assets, Taleb advocates putting 80 to 90 percent of assets in supersafe places. Cash, Treasury bills, and blue-chip corporate bonds count, as do inflation-protected bonds. The rest, he says, should be placed on risky but potentially high-yield bets. Make as many of these bets as possible, in small quantities, to maximize the chance of benefiting from a positive Black Swan. Taleb himself holds vast amounts of T-bills, inflation-protected bonds, and wads of cash; he also favors small technology stocks and even venture-capital investments (*The Black Swan* was a big hit in Silicon Valley). "Even if you don't beat inflation on the safe stuff, you'll earn it back on the very risky investments. What's more, you'll keep your money," he says, noting that his mother-in-law put a chunk of her nest egg into bank convertibles, only to see them plunge 40 percent. "People tell you never hold cash, you don't earn any interest," says Taleb. "But I'll tell you what: Zero percent interest is better than negative 40!"

It's unusual advice, and plenty of investment managers would disagree. Many veteran traders, who, like Taleb, warned investors that a crash was coming, now see a great buying opportunity for blue-chip stocks (see "The Black Swan Hunter," page 99). Others point out that the Black Swan strategy may not work in an era of higher inflation (which many experts believe will result from the Federal Reserve's moves to put more money into circulation). If inflation spikes, T-bills will get hammered. Still, plenty of conservative investments can round out a Black Swan portfolio. Charles Goldblum, president of Hurley Capital in New York, for example, recommends short-term corporate bonds (four years or less) issued by companies that have less debt than cash and are generating lots of cash. They have significantly higher yields than Treasuries, and even if the company were to go under, the value of the liquidation would be more than sufficient to repay bondholders.

Not surprisingly, Taleb has little time for money managers: "Investment managers who pretend to be market experts bankrupt people." Not that he casts himself as a personal-finance guru. In fact, his best tips tend to be the most general and common sense: Plan for a future that will be crazier than you expect, and set aside enough money so that you can live with the worst-case scenario. "We should all live more independently and creatively," he says, advocating a life of thrift over one spent working a dull corporate job. "People can live on very little if they choose to."

Easy for him to say. Taleb has made more money in the past year than most guys see in a lifetime. "I'm torn between being in the market and making some dough so I can impress people with my performance and they'll respect my ideas," he says, "and, on the other hand, working on real things like climate change. I often want to hide the fact that I'm getting the big bucks, because I don't really like money." He dresses discreetly, wearing a no-name watch and a sweater that could be Gap, could be Missoni. He lives in a Tudor-style house in an affluent but low-key suburb of New York City, and he is married with

two children. His only indulgence seems to be books. He has 14,000 of them, on every imaginable topic, spread across two libraries. (On his nightstand: Ed Smith's *What Sport Tells Us About Life* and a biography of Cicero.) He has time to read, since he doesn't watch TV or look at newspapers. "Too much high-frequency data is a problem," he says. "It doesn't help us, because we can't process it."

During a segue in our conversation, Taleb acknowledges that his multimillion-dollar book sales are actually a small part of his overall income. Then he quickly reaches for the check. I protest, explaining

3

Plan for a future that will be crazier than you expect, and set aside enough money so that you can live with the worst-case scenario.

(Continued from opposite page)

the resurgence of Asia (China's GDP is still growing at 8 percent, and plenty of Asian consumers are still spending). He tells clients not only to buy into funds that own commodities, but also to buy gold directly and to pull the majority of their money out of the U.S. and put it into overseas markets, where greater returns will give them a better chance of beating inflation.

LOOK OUT FOR INFLATION

The government's fiscal stimulus plan and the unprecedented industry bailouts are injecting huge amounts of cash into the economy, and such a swell of money is almost always followed by rising inflation (a vocal minority of economists predict that inflation will rise from almost nothing to hit high single or even—worst-case scenario—double digits). That puts pressure on investors to make higher returns in order to cope with a rising cost of living. Most advisors recommend that healthy men ages 35 to 50 keep at least 60 percent of their money in stocks, which have traditionally outperformed bonds. Cohen likes high-quality dividend-paying stocks such as Kraft Foods, Heinz, AT&T, Johnson & Johnson, 3M, Dupont, and UPS, all of which are historically cheap at the moment. Like Schiff, he is also buying into energy companies. Cohen's favorites include British Petroleum, Schlumberger, and Amoco, as well as smaller firms such as New Field Exploration.

CONSIDER UNPOPULAR BONDS

As panic gripped the financial markets, money rushed into supersafe U.S. Treasury bonds. But remember the first rule: Don't buy into the story of the moment. Instead, look to the bonds that investors sold: high-quality municipal and corporate bonds that look cheap and offer tasty yields of 6 to 9 percent. You can invest through mutual funds. Cohen even recommends high-yield bonds (a.k.a. junk bonds). "The risk/return ratio is good right now," he says. R.F.

that in the interest of independent journalism, I need to pay. No dice. "I insist. I really wouldn't feel good about it otherwise," he says with a grimace. I realize that he may have made the equivalent of *Best Life's* entire operating budget by betting on gloom and doom in the past few days, and I get the feeling that he's not entirely comfortable with that idea. After all, this is a man who grew up hiding from bombs in a basement, dreaming of being a philosopher.

Still, the F-you money makes it possible for Taleb to leave our lunch and go not to a cubicle in a beleaguered bank on Wall Street, but to someplace more pleasant, like his local gym. He could afford to install a state-of-the-art workout space in his home, but private gyms, he says "are a curse, because they stop you from socializing." And socializing

gives you the chance to meet new people, any of whom could put you on to the next positive Black Swan. Taleb's workout is characteristically extreme: He'll pump iron for several hours, but only once every few days. This mirrors the exercise habits of our ancestors, who had to be prepared for extreme events such as being chased by a predator or fighting a mastodon. And they never worried about hitting a number. ■

d



irish



spring

Life on Mars star Jason O'Mara time travels both onscreen and in style

BY JOHN MATHER PHOTOGRAPHS BY KURT MARKUS



Clothing by Burberry



Clothing by Banana Republic



Clothing by Corneliani



Coat by C.P. Company

If it weren't for a fateful turn in his high school's production of *The Merchant of Venice*, Jason O'Mara may well have become a rugby-bruised sailor. "I was always on the field or water as a teenager, and I still have a cauliflower ear and a lump on my forehead," says the Dublin-born actor, who also sailed and kayaked in the waters around Dalkey Island with the Sea Scouts, Ireland's waterborne version of the Boy Scouts. "I got the piss ripped out of me in school for being a Scout, but it was cool."

At the very least, it taught him perseverance. After years spent onstage in Ireland and three failed television pilots stateside, the New York and Connecticut-based family man finally scored his breakout role in ABC's *Life on Mars*, a remake of a British drama that has won several awards from the British Academy of Film and Television Arts (BAFTA) as well as the International Emmys.

"I feel like I've been up-and-coming for about 15 years," jokes O'Mara, who plays the lead, Sam Tyler, a tough NYPD detective who wakes up in 1973 after being hit by a car. Opposite the 125th Precinct's white-shoed "Lieut" (Harvey Keitel), mustachioed detective (Michael Imperioli), and sexy member of the Policewomen's Bureau (Gretchen Mol), he finds a world not too distant from our own. To wit: The country was trying to get out of an unpopular war and get rid of an unpopular president while facing an economic meltdown.

"It's unpredictable and exciting, and you don't know how any scene or episode is going to end. Just when you think you might have it figured out, more questions come along," says O'Mara. "It makes us stop and think. I really like the show when it works on that human level."

Despite the abundance of polyester Huk-A-Poo shirts and bell-bottoms, the show doesn't work so well for O'Mara on a fashion level. So he traveled back another 10 years to explore the early-'60s styles that inspired this season's tailored raincoats. Whether it's a double-breasted Brioni or a classic Burberry mac, each provides a clean accompaniment to any dark suit and tie. "I think I have a mac, but I don't wear it much," adds O'Mara. "Now I'd be more inclined to. It cuts a very nice line." MICHAEL SLENSKE



Clothing by DKNY

WHERE TO BUY? SEE PAGE 114

UTILITY VEHICLES

Replace your SUV with this season's new crop of desert boots
BY HEATHER SHIMOKAWA PHOTOGRAPHS BY GIOVANNI GASTEL

Dunhill



Yves Saint Laurent



John Varvatos



BOSS Orange



Mato



Clarks Originals



WHERE TO BUY? SEE PAGE 114

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WHERE TO BUY



COVER

TOM FORD wool double-breasted coat (\$5,610), cashmere three-button, three-piece suit (\$5,660), cotton dress shirt (\$620), silk tie (\$195), and silk pocket square (\$130), all at Tom Ford and Bergdorf Goodman in New York City, tomford.com, 212-359-0300



BEST ADVICE

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LUIGI BIANCHI MANTOVA wool and silk two-button suit (\$1,245), Renaissance in Michigan, luigibianchimantova.com, 212-755-0737
THOMAS PINK cotton Black Label dress shirt (\$150), Sullivan Neat silk tie (\$100), and woven pocket square (\$50), Thomas Pink stores nationwide, thomaspink.com, 212-838-1928



THE BEST WAY TO WOO A BEAUTIFUL WOMAN

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WOLFORD black thigh-high hosiery (Page 3: **VICTORIA'S SECRET** slip, string panty, and thigh-high hosiery; **PHILIPPE AUDIBERT** hematite ring)

MEMBERSHIP NOT REQUIRED

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VALENTINO suede bomber jacket (\$4,367), Valentino stores nationwide, valentino.com, 800-997-0140



CLASSIC AMERICAN COOL

Page 28

TOMMY HILFIGER menswear is available at Tommy Hilfiger stores nationwide and select Macy's stores, tommy.com, 888-TOMMY4U

NOT A BUSINESSMAN...

Pages 74 to 81

TOM FORD wool double-breasted coat (\$5,610), cashmere three-button, three-piece suit (\$5,660), cotton dress shirt (\$620), silk tie (\$195), and silk pocket square (\$130), all at Tom Ford and Bergdorf Goodman in New York City, tomford.com, 212-359-0300



HOW TO BUY...ANYTHING

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J.CREW wool two-button Aldridge tuxedo jacket (\$450), wool Aldridge tuxedo pants (\$195), cotton Windsor tuxedo shirt (\$150), and satin bow tie (\$52), all at jcrew.com
MONTBLANC sterling-silver and onyx studs (\$665 for the stud and cufflinks set), Montblanc stores nationwide, montblanc.com, 800-995-4810
Page 87
PATEK PHILIPPE 18-karat-gold 1950s Calatrava watch (\$8,950). Similar vintage styles are available at Aaron Faber Gallery in New York City, aaronfaber.com, 212-586-8411

IRISH SPRING

Page 103

BURBERRY cotton macintosh (\$1,495), cotton dress shirt (\$225), cashmere sweater (\$325), wool pants (\$275), and silk tie (\$150), Burberry stores nationwide, burberry.com, 866-589-0499

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BANANA REPUBLIC cotton Heritage trench coat (\$325), classic fit noniron dress shirt (\$79), cotton dress pants

(\$79), Banana Republic stores, bananarepublic.com, 888-277-8953

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CORNELIANI cotton macintosh (\$1,295), cotton dress shirt (\$275), wool sweater (\$275), cotton pants (\$325), and silk tie (\$120), Saks Fifth Avenue and Bloomingdale's stores, corneliani.com, 800-222-9477

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C.P. COMPANY cotton trench coat (\$690), cpcompany.com
J.CREW cotton dress shirt (\$135), wool Ludlow pants (\$165), and rep silk Cambridge tie (\$50), J.Crew stores, jcrew.com



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DKNY cotton macintosh (\$195), cotton dress shirt (\$50), and silk tie (\$60), DKNY and Macy's stores nationwide, dkny.com, 800-231-0884



UTILITY VEHICLES

Page 108

DUNHILL suede desert boots (\$380), Dunhill in New York City, dunhill.com, 800-776-6253

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YVES SAINT LAURENT Willow Vendome suede boots (\$495), Yves Saint Laurent stores nationwide, ysl.com, 212-980-2970

Page 110

JOHN VARVATOS desert boots (\$450), Barneys New York, Neiman Marcus, and John Varvatos stores nationwide, johnvarvatos.com, 212-965-0700

Page 111

BOSS ORANGE desert boots (\$325), BOSS in New York City, hugoboss.com, 800-484-6267

Page 112

MALO suede desert boots (\$780), Malo in New York City, malo.it, 212-396-4721

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CLARKS ORIGINALS desert boots (\$89), Clarks stores nationwide and select Nordstrom stores, clarksusa.com

ADDITIONAL CREDITS: COVER Agency: Montage Set design: Brian Byrne/Set In Ice **BEST ADVICE** Page 15 Location: One Brooklyn Bridge Park, onebrooklyn.com Grooming: Anja/Factory Downtown Tailor: Olga Dudnick/Lars Nord **MEMBERSHIP NOT REQUIRED** Page 26 Agency: Apostrophe Prop styling: Richie Owings/Halley Resources **CLASSIC AMERICAN COOL** Page 28 Grooming: Losi at Martial Vivot Salon/The Wall Group Prop styling: Claire Tedaldi/Halley Resources **WHAT SHE WANTS** Page 41 Agency: Monaco Reps Styling: Mia Morgan/Brian Bantry Hair: Danielle Irene/Artists by Timothy Priano Makeup: Beau Nelson/Artists by Timothy Priano Set design: Benjamin Lawrence **UNDER PRESSURE** Page 54 Agency: Redux Pictures Food styling: Pam Sorin/Ennis Inc. Grooming: Anthony Isambert/Halley Resources **NOT A BUSINESSMAN...** Page 74 Agency: Montage Set design: Brian Byrne/Set In Ice **HOW TO BUY...ANYTHING** Page 82 Agency: Bernstein & Andriulli Prop styling: Brian Byrne/Set In Ice **THE CEO SUICIDES** Page 90 Production: URBAN NYC Prop styling: Brian Byrne/Set In Ice **SWAN DIVE** Page 96 Agency: Apostrophe Prop styling: Richie Owings/Halley Resources **Page 97** Agency: Bransch Location: The Campbell Apartment/Hospitality and Holdings **IRISH SPRING** Page 102 Grooming: Losi at Martial Vivot Salon/The Wall Group

fear response turned on indefinitely, some men reach for a fifth of bourbon or sink into chronic anxiety or depression. About 50 percent of mental problems are anxiety disorders, and many of those are related to the brain's fear system, says LeDoux.

As Dr. Soliman says—and instructs at the Executive Mental Health Program—understanding how this process works is the first defense against it. Still, as a success-oriented male, an even more important weapon is understanding this: Admitting that you are negatively affected by stress is not a failure. Nor is asking for help.

PURSUE RESULTS...LIKE YOU ALWAYS DO

The now-familiar *poack!* sound echoes across the court as a well-struck tennis ball lands inside the line. This one is a winner, but not all of J.R.'s shots are, nor does he win every game, every set, every match. Tennis has become one of his many antidepressants. The hunger for victory is still there, of course, but now he has a realistic appreciation of defeat when it happens. Our stressed and depressed CEO learned how to rewire his approach to life after six months of therapy at the Executive Mental Health Program. His treatment began with a prescription for a literal antidepressant medication. It was a crucial first step. "It allowed me to clear my head of obsessive thoughts so I could understand where I was making bad judgments," he says.

Dr. Kohani also prescribed nutritional supplements and DHEA, a precursor to the male hormone testosterone, because she found that J.R. suffered from low testosterone levels. (How would any man know this is a problem unless he finally asks a doctor for help?) And he credits daily meditation with helping him become more conscious of himself and his relationships with his wife and teenage kids.

J.R. has also reassessed his career motivation and regularly leaves the office in the early evening. The tennis, the meditation, and the family time are all new additions to his schedule. And guess what? He's still successful. Yet he is no longer a candidate for taking a tragic detour through a wildlife preserve on his way to work. "Don't allow your self-worth to be tied completely to your job," advises J.R. "If I learned anything from this experience, it's that I'm not perfect and neither is anyone else. I don't try to control the world anymore." ■

BEST LIFE

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Keeping It Real

I left the British Special Forces to become a Beverly Hills nanny. It taught me everything about how to sell myself.

When I was 22, I decided to leave the British Army Parachute Regiment, which is a unit like the American Rangers, and go to the United States. I'd heard that experienced soldiers could get Central American military work through contacts in Los Angeles. This was 1982. I was making \$40 a week in the British Army, and this kind of military work could run into the \$1,000-a-week range. It was a big opportunity.

As I was about to board the plane at Heathrow Airport, my mother grabbed my arm and asked, "What is this 'security work' you said you'd be doing?"

I said, "Well, I'm going to find some bodyguard-type work in L.A."

And she said, "You put us through hell for years by being around the world in different conflicts." (While in the military, I'd served in Northern Ireland and in the Falklands War). She said, "Don't you think it's time you did something that didn't involve guns?"

Now, she had no idea that my intention was to seek work in Central America. But she made me promise that I wouldn't do any more work involving weapons. So I promised.

The trouble was that I had only \$200 and one friend in Los Angeles whom I could look up for help. My friend had been working as a chauffeur in Beverly Hills, and he had heard of another family that was looking for

a chauffeur. It seemed weird, but I needed a job. "Let's make the call," I said.

It turned out to be worse than I thought. It was chauffeuring kids around, as well as being a nanny and a housekeeper. So this was a bizarre turn of events! Still, this would give me a roof, a car, and \$125 a week, plus time to figure out my next move.

First, I had to pass the interview. Of course, the man couldn't see hiring a 22-year-old ex-soldier as a nanny, so he grilled me hard. "Can you wash and iron?" he asked. I said, "I was in the British Army for four years, sir. I could put creases in your shirt that you could shave with." He was having none of it. "How about cleaning?" he asked. I said, "In the army, they inspected for dust with a white glove." His wife grinned; she wanted to hire me. Then he asked, "Can you cook?" My turn to smile: "Sir, I'm British. Not even my mother can cook." That made *him* smile. Later that night, the wife called: "You start tomorrow at 10 A.M."

Two things made all this "defining." First, I learned on the fly how to sell myself. Second, I was now living in the home of multimillionaires. It opened my eyes to *possibilities*. My bosses were giving people. The fact that I didn't have a college degree and was from a poor part of London didn't faze them. The father knew I couldn't be a

THE SURVIVOR The television impresario prepares for an Eco-Challenge race.



nanny forever, so he suggested that I start a small, inexpensive, service-based business and use that as the foundation for building what he and his wife had. And I wanted what they had.

So I started selling T-shirts in Venice Beach, and that's when I *really* learned how to sell. Only an idiot sells the same product the same way to every person. The first mission in commerce is to analyze the person opposite you, get to know him a bit, and then adjust your sales pitch to match the person.

That's the same strategy I used when it came time to sell *Survivor* and every other television show since. I often look back on those nanny days as fundamental. No matter what you're doing, you have to be determined to make it work.

As told to Mike Zimmerman. Mark Burnett is the Emmy Award-winning creator of Survivor, The Apprentice, and Are You Smarter Than a 5th Grader?

My mom said, "Don't you think it's time you did something that didn't involve guns?"



Consider your life juggled.

Get in cab and answer
call from office.

Check tomorrow's
calendar.

Confirm meeting
address.

Read over presentation.

Send friend "happy
birthday" email.

IM daughter.

Catch up on the
latest headlines.

Go into meeting prepared
and thankful that Sprint
helped set up your phone.



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