



Children who take piano lessons do better in school. A piano in your home is an investment in your child's future.

## ***KIDS WHO PLAY PIANO ARE 34% SMARTER***

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### ***Playing Piano Makes Kids Smarter***

Numerous studies show children who play an instrument score higher on both standard and spatial cognitive development tests. Kids who play piano, in particular, score higher in math, especially on problems dealing with ratios and fractions.

Doctors Frances Rauscher (psychologist at the University of Wisconsin at Oshkosh) and Gordon Shaw (physicist at the University of California at Irvine) found that preschoolers who received piano instruction scored 34% higher than their nonmusical counterparts in tests measuring spatial-temporal reasoning, which is the brain function used to understand math, science and engineering.

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### ***Piano Lessons Raise Self-Esteem***

Learning to play the piano is hard work and takes dedication. Not only does mastering a song increase a child's self-esteem, but showcasing these newly learned talents at piano recitals can boost self-esteem as much as winning a game in a sports competition.

Lessons also help kids learn to keep a positive outlook when facing difficult tasks. The understanding that mastering a new skill is a process that requires patience helps children to approach tasks with confidence, and not become discouraged or frustrated.

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### ***Get Your Child Playing Piano Today***

It has never been as easy or affordable to begin a musical journey.

Von Gogh's Pianos has in stock several 88-key digital pianos, priced at \$495. With a 7-year warranty, and adjustable volume, these pianos are a perfect starter instrument.

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***Von Gogh's Pianos & Organs***  
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# PALATE OVERLOAD



When chef Ernie Smith (left) and winemaker Pete Hedges teamed up for a “Winemaker’s Dinner,” Monterosso’s Italian Restaurant guests enjoyed an extraordinary dining experience.

During the 5-course meal, each dish was paired with the perfect wine from Hedges Cellars, and the winemaker himself explained the pairing choices and some of the subtleties of winemaking.

## **CHEF AND WINEMAKER TREAT GUESTS TO A 5-COURSE DINNER WITH WINE PAIRINGS AND CONVERSATION AT MONTEROSSO’S**

### *Interactive Menu*

With each food and wine pairing, winemaker Pete Hedges surveyed the guests with taste scoring cards, encouraging diners to probe their palates for distinct flavors within the wine.

### *The Pairings Over 5 Courses*

- Chilean Rock Crab and Artichoke Heart Crostini  
*with Hedges CMS White*
- Insalata Grigliata *with CMS Rosé*
- Roasted Bell Pepper and Eggplant Bisque  
*with CMS Red*
- Top Sirloin and Marinated Portobello  
*with Three Vineyards Red*
- Blackberry & Port Chocolate Cake  
*with Red Mountain Fortified Port-Style*

**For details on upcoming Winemaker’s Dinners, please call.**

**Monterosso’s Italian Restaurant | 1026 Lee Boulevard  
(509) 946-4525 | Mon-Thurs: 5-9 | Fri-Sat: 5-10**

### *Confessions from the Chef, Ernie Smith*

“With such a small kitchen, I use a lot of strategy to serve 40 people. One oven, one sauté burner, even my mom said, “How do you do it?” I give it 110% percent, spend a lot of time with preparation, then the whole team and I will sit down and pow wow to strategize how we’re going to serve it.”

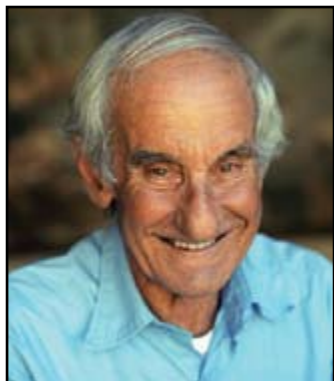


**Inside Monterosso’s intimate dining car**

# LOCAL BARBER FINDS CURE FOR THE COMB-OVER!

*"IT WASN'T EASY," SAYS BARBER RESPONSIBLE FOR BREAKTHROUGH*

Howie Miura of Ganzel's Barbershop made history this year when he solved the age-old hair problem: the comb-over.



Man with combed-over hair

To overcome this challenge, Howie got back to the basics of barbering, the straight-razor shave.

With only a razor and some rich lather, Howie executed the shave with the steady hand and precision of a surgeon. "I'm a confident barber," said Howie.

So long comb-over, hello Britney Spears!



Ganzel's barber Howie Miura performs the straight razor shave, his breakthrough cure for the comb-over haircut.

## THE OLDEST BARBERSHOP



Clockwise from top: Ganzel's bootblack Otis (center) circa 1960; Aaron Hines at Ganzel's today; a late 1940's photo outside Ganzel's .

### Since 1944

Ganzel's is the oldest barbershop in Richland. Clyde Ganzel opened up shop in downtown Richland (now known as The Parkway) in 1944.

Ever since, Ganzel's has upheld the classic barbershop feel. But that's not to say Ganzel's hasn't kept up with the times...

### Mohawks & X-Box

The Ganzel's barbers are as versatile as they are skilled. Walk into Ganzel's with your hair a shaggy mess, and walk out with a fade, flat top or pompadour.

And kids? Ganzel's has an indoor golf course and an X-Box to pass the time.

Ganzel's...it's a tradition.



747 The Parkway Mon - Fri: 9-6  
(509) 946-5212 Sat: 8-4



"I get my hair cut at Ganzel's!"

# WHL 101

BY  
AARON  
POGUE

## An Interview with 3 Tri-City Americans

### Hockey players carry many stigmas:

1. Missing teeth from slap shots or fighting
2. Unsavory reputations for womanizing
3. Inflated egos

*Reactor* met with a few of the Americans (Colton Yellow Horn, Michael Kaye and Aaron Boogaard) to learn the truth behind these stereotypes.

### PLAYER BREAKDOWN

Colton Yellow Horn, 19, hails from Bocket, Alberta. His family is part of the Blackfoot Tribe on the Peigan Reserve in Alberta. At 5'8" and 180 lbs., Colton is one of the premier scoring forwards in the league.

Michael Kaye, 19, comes from Saskatoon, Saskatchewan. Last season he scored 25 points in 52 games. His teammate, Aaron Boogaard, commends Kaye as being a "skilled player who still uses his body. A lot of times a skilled player will shy away from rough stuff, but Kaye is very physical."

That comment means a lot coming from Boogaard, who is the team's "enforcer." At 6'3" and 244 pounds, it is Boogaard's job to play the game plus patrol the ice and stand up for his teammates when the opposing team starts pushing, punching and elbowing. If need be, Aaron will skate over and knock somebody down.

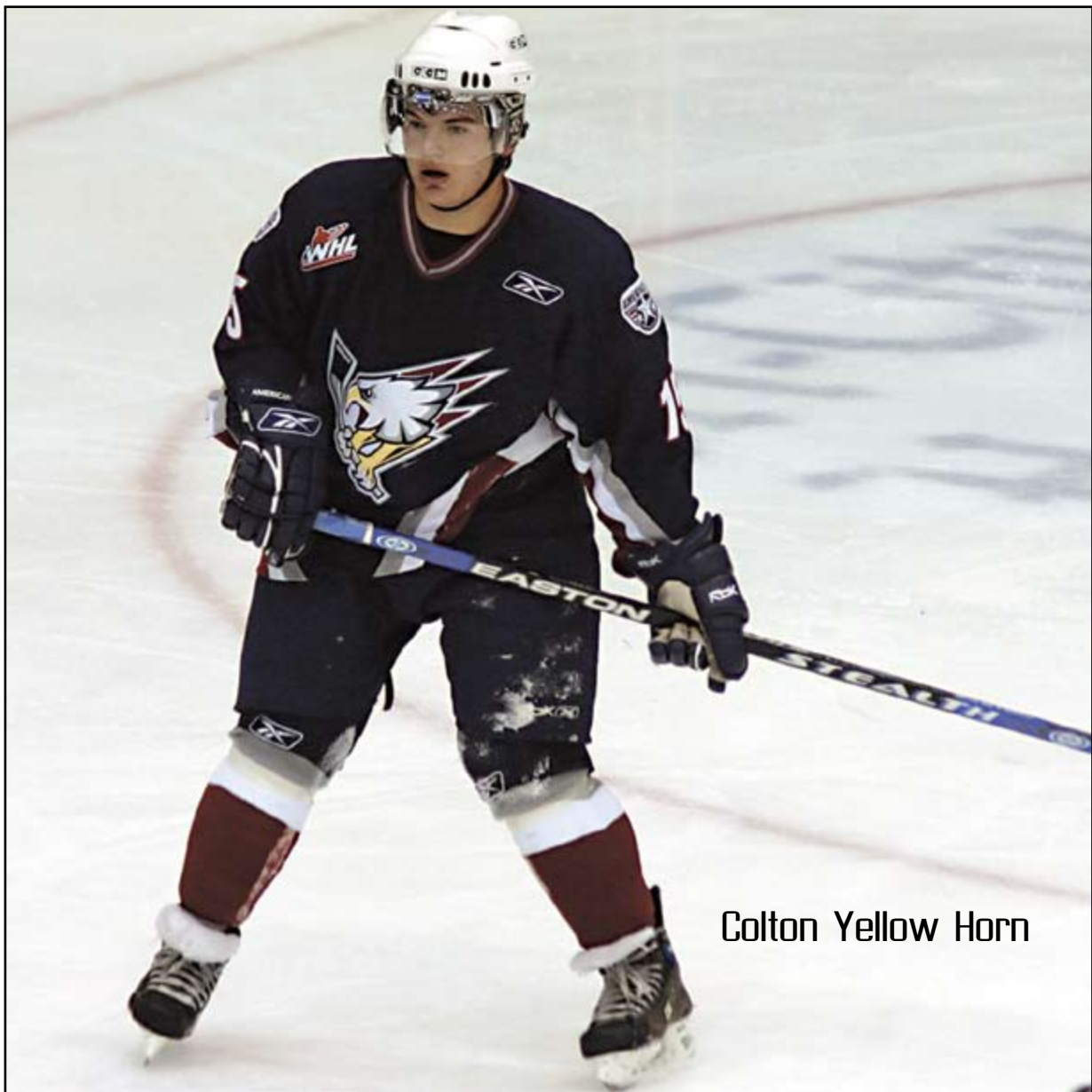
### MYTH #1: MISSING TEETH

Fortunately Yellow Horn, Kaye and Boogaard still own all their teeth. Nonetheless, they have great faith in modern dentistry and show no fear of a flying puck to the kisser.

"It can get rough," says Yellow Horn, "but there's not a lot of malice out there."



Aaron Boogaard



Colton Yellow Horn

## MYTH #2: LADIES' MEN

Take a look around the crowd at any WHL game and there will be a number of 16 to 20-year-old females watching attentively. They're usually found in the front row, right behind the players' bench.

Says Michael Kaye, "A lot of girls like athletes, but we get different girls than basketball or football players."

What does he mean by *different*?

Kaye just shrugs so Yellow Horn speaks up, "The kind who don't mind a few broken teeth."

## MYTH #3: EGO

As for the final stigma, big egos, Kaye, Yellow Horn and Boogaard may come off a little smug, but then again they are among the most dominant players in a game where body checks and the occasional throw-down are expected. They have several hundred fans cheering for them, they are heartthrobs for young women in many cities, and they're being featured in *Reactor*. Wouldn't all that go to one's head?

"It's the culture," Boogaard claims. "In a lot of ways, we're traveling performers, and that's life on the road."

"Another stereotype," says Kaye, "is people think we're rich."



Michael Kaye

## THE WAGES

WHL players don't exactly make the big bucks. When a player joins a team, he lodges with a host family in that city.

"Sometimes you get a palace," says Boogaard, "sometimes it's a shanty."

The host family, called a "billet," is reimbursed by the team, and the players receive a modest stipend each month.

"It's like an allowance," says Yellow Horn. "Just enough to get by."

## THE FUTURE

Naturally, WHL players hope to advance to the National Hockey League, where the rewards are greater. Boogaard describes the WHL as a breeding ground for the National Hockey League.

"We all left home to get looked at by the NHL," Boogaard says. "That's what all of us want."

Despite the stigmas, the dreams, and the reality, Kaye says he and his teammates have rather ordinary concerns. For example, they look forward to the playoffs, when the team gets to stay in 4-star hotels. They also look forward to Christmas, the only time in the season when they can go home to visit family. Their final wish is that more Tri-Citians would come to the games and make some noise.

# A DAY IN THE LIFE OF A CAMPAIGN MANAGER

BY AARON POGUE

Anna Fahey manages the Richard Wright for Congress campaign. The 27-year-old from Seattle studied Art History and French Literature at Smith College before earning her master's degree in Communications from the University of Washington. She then entered the world of PR and politics and found her niche in campaign operations.

Anna's primary duties (to name a few) are to create strategies, organize volunteers, direct door-belling and sign-waving, direct canvassing efforts, schedule functions and candidate appearances, conduct polls, buy media, and try to flag down the press to get some coverage.

The Richard Wright campaign is headquartered in Kennewick, but Anna is out to win voters in ten counties. Wright is the democratic candidate for the 4th Congressional District, a sprawling piece of Washington that includes the counties of Chelan, Douglas, Grant, Kititas, Yakima, Klickitat, Skamania, Adams, Benton and Franklin.

Of all the countless duties, Anna's number one concern is raising money. "Fund-raising is 60% of a campaign," she said. "Some would say it's 99%."

Campaign dollars come from an array of sources, from labor unions and corporations to ordinary voters responding to fund-raising solicitation.

As campaign manager, Anna is also in charge of publicity. She explains that there are two types of media: earned and paid. Media is "earned" by generating enough buzz about a candidate to merit a news story. "Paid" media kicks in when a media outlet shuns a particular candidate, and he must pay for his publicity.

If money is the root of the campaign, and publicity is the head, then the body lies in polling. Polling is a process that Anna describes as "a snapshot of the voter climate at a given moment." Poll-takers go into the communities to learn what people are concerned about, and to let people know what Richard Wright can do about it. Community



Anna Fahey, Campaign Manager for Richard Wright

feedback to the polling reveals what chance, if any, a candidate has of winning.

This time around, it looks like Richard Wright stands a good chance. According to Anna, "Our recent polls show that 60% of people in the 4th district feel that the U.S. is on the wrong track. In 2004, 30% were skeptical. The number has doubled."

So what is Richard Wright going to do about it? The key to his campaign is change. Wright wants to lower gas prices, root out corruption, balance the budget, make health care affordable, and create a clear exit strategy in Iraq.

"The only way to get change is to elect new leaders who aren't simply rubber stamping an administration's agenda," Anna said. "If two people in Washington DC agree on 95% of the issues, one of those people is unnecessary."

# Mu Meson Raises the Bar

## Rock band teams up with Tapteal Greenway to save the environment

BY AARON POGUE

Local rockers Mu Meson packed the house on Saturday, December 17 – but not in their typical fashion. Rather than playing to a barroom crowd or a standing-room-only venue, Mu took the stage at the 300-seat Battelle Auditorium.

The show was special in several ways.

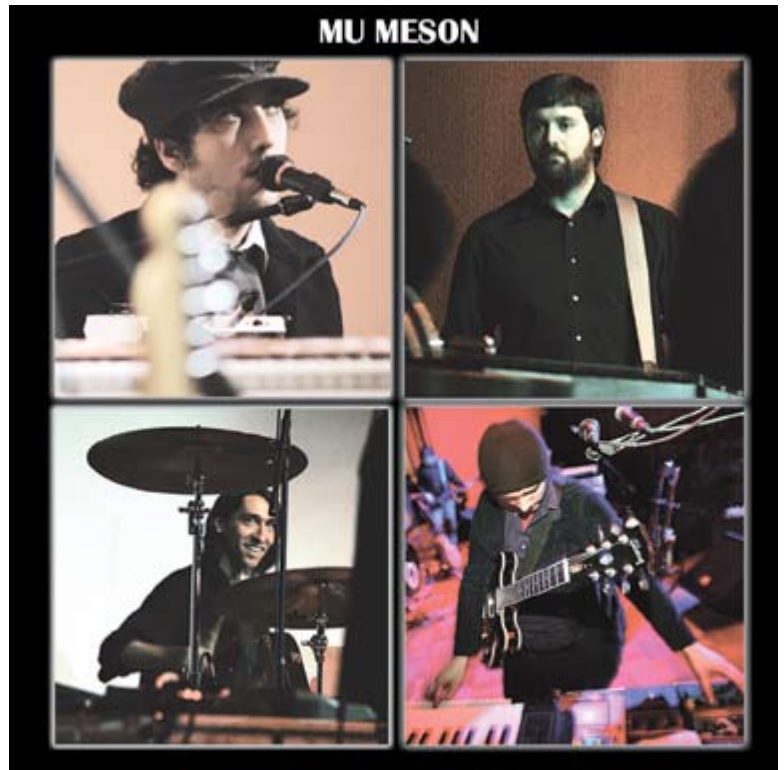
First, all proceeds from ticket sales (\$7 per person) went to the Tapteal Greenway Association, an environmental project committed to preserving the Yakima River corridor. Tapteal Greenway, a volunteer organization founded in 1995, protects native habitats and species along the Yakima through clean-ups, trail building and habitat restoration.

Before the show, guests milled about the auditorium lobby, where local artists had their paintings on display. The newly formed Tri-City Music Archive, along with Tapteal Greenway, had information booths set up. Coffee and cookies were available on a donation basis. To add a final touch of class, players from the CBC String Orchestra performed soothing quartets in the lobby, an ironic precursor to the rock n' roll show that everybody was waiting for.

Inside the concert hall, the stage was set. The piano, guitars, microphones and drum kit were carefully arranged against an icy blue backdrop. Even the band's signature hodgepodge of keyboards, processors and audio gizmos were neatly situated at 90-degree angles, achieving a kind of symmetry. The audience took their seats in the amphitheatre-style rows, and settled into this unlikely rock show environment.

Mu Meson singer Kris Welsch opened the show with a solo ballad, "The One You Love." Soon, the rest of the band came out: Aaron Cramer on drums, Joel Watrous on bass, and Brian Shaw on guitar and workstation. Kris addressed the audience, "This next one is a bit of a rocker...so look out!"

Again, it is no easy transition from barroom to open-aired auditorium. Here, there is no chatter or shouting and scraping of bar stools on the floor. Here, every sound is obvious, any imperfections laid bare. Nonetheless, Mu Meson proved



Clockwise from top: singer Kris Welsch; bassist Joel Watrous; guitarist Brian Shaw, drummer Aaron Cramer

themselves as a cohesive and seasoned group. The auditorium acoustics worked well for them, exhuming the subtleties so often lost in crowded bars. Brian's sound effects came out with Radiohead-esque clarity and every thump and hum of Joel's bass were clear. Kris delivered his lyrics loud and clear, and his rhythm guitar held its own amid Mu's notoriously large sound. Aaron Cramer seemed to work the hardest, nimbly adapting his hard-hitting style at times to suit the delicate sound scope of the auditorium.

To add first-class flair to the spectacle, Mu Meson included several musical guests. Andy Evans of local band Mancala sat in on piano and keyboard. Solo artist Aaron Schroeder joined in on acoustic guitar. Blaise and Tara Scieurba of The Seaworthies loaned their vocal harmonies to several songs, including "Trudy Ripley" and "Jeremiah."

Finally, this extraordinary concert served as a triple CD release, a culmination of the past four years of Mu Meson music.

For more information about Mu Meson and others involved in the landmark rock show, visit the following websites.

[www.mu-meson.net](http://www.mu-meson.net)  
[www.tapteal.org](http://www.tapteal.org)  
[www.mancalamusic.com](http://www.mancalamusic.com)

[www.tricitymusic.net](http://www.tricitymusic.net)  
[www.theseaworthies.com](http://www.theseaworthies.com)



## Jami Cooper Sings the Blues

Jami Cooper describes herself as easygoing and mellow, and like most Blues singers, introverted. Unlike many musicians, she does not consider herself highly political, admitting she doesn't know enough about politics to be outspoken. She is shy around guys, and still gets nervous before a performance. She jokes that the only reason she plays guitar is so she won't have to dance while she sings.

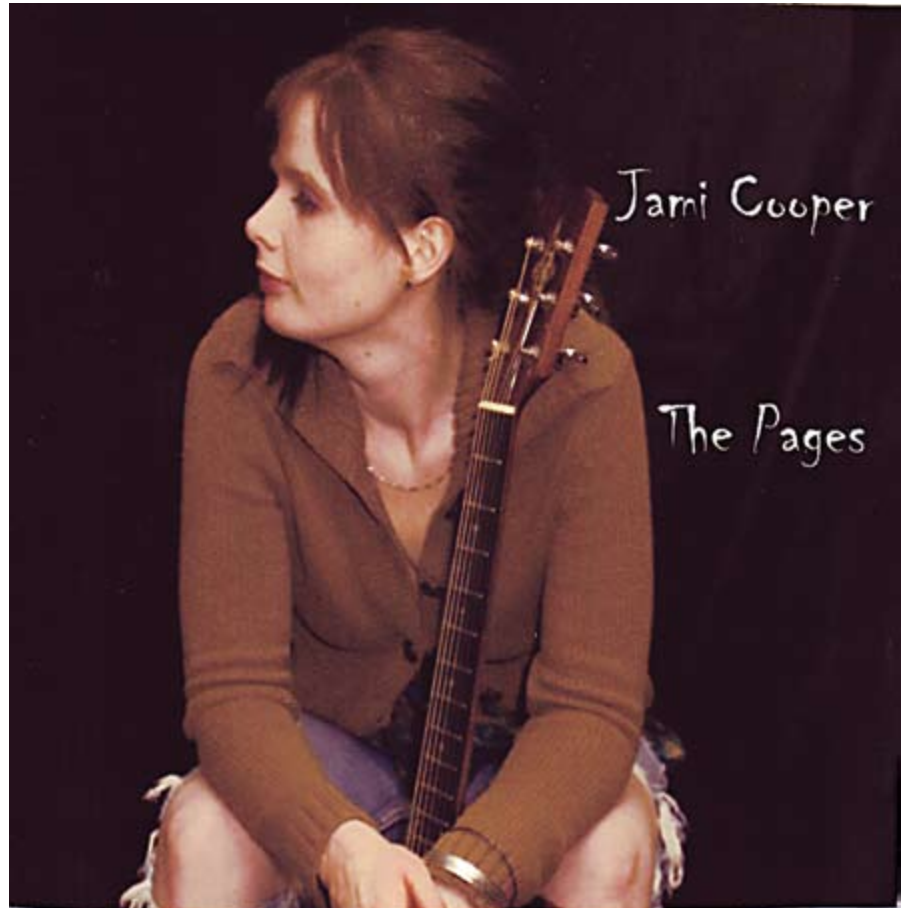
Jami Cooper's debut album is music in its simplest form: just a voice and a guitar. *The Pages* is a compendium of songs that Jami composed over the last two years. As any Blues singer should, Jami wraps words – painstakingly honest words – around the addictive sorrow that love can bring.

The 21-year-old songwriter uses the Blues as a means of self-understanding, and of letting go. She laments a relationship that never stood a chance, blaming herself for the loneliness of unrequited love. In “Me and Myself,” she sings,

“We deserve each other  
My baby's gone  
I did him so wrong  
We deserve each other  
Me and myself”

Jami's voice is gentle and sullen. Having sung since she was five, and as part of the CBC Jazz Choir, her vocals glide across the melodies and rarely waver. And though she didn't take up guitar until she was 15, she has a remarkable acoustic style. She can switch from delicate picking to heavy strumming that downright moans and groans.

On her album, twelve of the thirteen songs all wind their way toward the title track, “The Pages.” Jami said, “I feel this song sums up all the others. It's basically about me deciding to get over something. I was tired of writing about being sad over someone.”



(Blues singer/songwriter Jami Cooper is from Richland, Washington)

“You done gave me nothing worth keeping  
The memories I treasure  
Do not make it past the flame  
Lord, how I have changed

You never told me nothing worth believing I  
watched it all unravel  
The love you could not demonstrate  
And Lord how I have changed

Now the wind is blowing closed the pages  
And the story grows weaker as it ages  
And all my hope in you has now gone away  
Good lord how I have changed

You never gave me nothing worth keeping I  
watched it all unravel  
The love you could not demonstrate  
Oh Lord, how I have changed”

- *The Pages*



## The Perfect Cup BY AARON POGUE

Over the years, the word “geek” has seen an evolution in meaning. The original geek was a social outcast who, despite his extraordinary skill at computer programming or solving calculus problems, had few redeeming qualities to offer. Recently, however, geekiness has become an ideal. Nowadays, mothers encourage their daughters to marry a geeky young man because, chances are, he’ll become the next Bill Gates. Companies look to hire geeks for their expertise and focused dedication. Geeks are shoe-ins for success. Why?

Today’s definition of geek goes something like, “an individual who combines a deep knowledge and a true passion within a specialized



*(left to right: Barracuda Coffee Company's Joey Knight, Kelli Finch, Mary Maxwell)*

## GOODNESS

Baristas like these are in search of what they call “the god shot,” defined by CoffeeGeek.com as “the pure essence of the roasted coffee bean, in a liquid, digestible format.... coffee that tastes as good as fresh roasted coffee beans smell.”

Baristas, like all tradesmen, have the tools and techniques to achieve this ideal brew, but according to Kelli Finch, the god shot is “the perfect shot of espresso that you’re never going to get, but everyone should be trying for.”

How can espresso brewing be a science AND a religion at the same time? Wait. There’s more.

industry to become the best at what he or she does” – or in a nutshell: a perfection seeker.

In the coffee industry, they’re called “coffee geeks.”

Meet Kelli Finch, Mary Maxwell and Joey Knight, three baristas at Barracuda Coffee Company in Richland. Not only do they make world-class coffee drinks, but their eyes light up at the mere mention of the word coffee. They participate in Barista Jam, where baristas from all over the continent convene for training, tutorials, cupping sessions, tours and competitions. They also train on a regular basis with Phuong Tran, the United States Barista Champion, at the Zoka Coffee Roaster training center in Seattle. They experiment to no end to master their craft, sharing their triumphs with each other and with the world through online barista forums.



*(Joey puts the final touches on his signature “My Drink,” spritzing orange zest over a latte, creating a subtle citrus scent to the foam.)*

A latté, according to the coffee geek, is an art form. Just as a paintbrush, some paint and a canvas can yield a masterpiece, so can a steam wand, some milk and a shot of espresso yield a coffee masterpiece. Michelangelo's got nothing on the Barracuda crew, who practice their own art form: latté art.

The end result of latté art is often a mug of coffee so picturesque that you might wonder, "Will I ruin it if I taste it?" The milk is steamed to a sweet, cloud-like texture, then poured slowly over a golden shot of the freshest espresso, resulting in a perfect blend of liquid, air and warmth.



## Coffee Facts

\* The first coffeehouse was opened in Damascus, Syria 1530

\* The word "TIP" dates back to the old London coffeehouses. Conspicuously placed brass boxes, etched with the inscription "To Insure Promptness," encouraged customers to pay extra for efficient service.

\* We say coffee *beans*, though they are really berries.

\* The three biggest coffee drinkers in the world the Americans, the French, and the Germans, together consuming 65% of the world's coffee.

(source: [www.cocajava.com](http://www.cocajava.com))

As the espresso rises to the surface, the barista "draws" her signature into the foam using the golden crema. The barista's signature is most often a Rosetta, maple leaf or heart-shaped etching; but the design is only the icing on the cake. Once the drinker takes the plunge and sips through the etching, he'll find the artistry exists THROUGHOUT the latté. The milk's texture is impossibly fluffy. The espresso has a subtle presence from top to bottom.

## GREATNESS

According to Kelli, Mary and Joey, any good barista knows all about their coffee beans: where the beans were grown, how they were cultivated, when and how they were roasted. A good barista only uses freshly roasted beans. A good barista also fully understands the equipment used in the coffee shop.

A good barista is fine and dandy...but what makes a great barista – and a great cup of coffee? It all boils down to the milk.

Kelli: "You have to have perfect milk. You have to be trained and be able to listen to the milk. You only infuse so much air into it. If you have big bubbles, it's not going to work. When you're in a coffee shop and you can hear the milk squealing, that's bad. The barista is not texturing the milk, they're just heating it up."

Joey: "You want the milk to be textured throughout, not just foam on top. The milk and the foam are combined so you can pour it evenly without using a spoon to hold back foam. The foam is mixed into the milk so it's all fluid."

Mary: "You can have high quality coffee and the best equipment, but what makes it great is the training we've had. I worked at other coffee shops before Barracuda and when I came here I realized I hadn't been trained the right way. Making good coffee is an art. I thought a cappuccino was just coffee and a bunch of foam, but it's all about texture and how you steam the milk to bring out the sweetness."

## SWEETNESS

Becoming a geek isn't easy. You have to know everything there is to know about your field. What's more, to maintain your status, you must keep on top of the latest information and techniques and constantly improve on perfection.

But a coffee geek is also an anti-geek. His or her artistry does not end with the perfect cup of coffee. Personality is a must and the barista must be "on" all the time. Lots of coffee drinkers wake up grumpy and go straight to the café for that pick-me-up. And when they do, their barista is the first person they see all day. It helps that the Barracuda crew is in daily pursuit of coffee perfection. It helps even more that the Barracuda crew knows the customers by first name, and remembers which customer orders what drink.

Says Kelli, "We have a chance to make their day better. Some people come to get their coffee and they're cranky, but when they get their coffee, they feel better. We have a rapport with all our customers."

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# The Hard Knock Life of Adam Grinder

by Aaron Pogue



Adam Grinder is best known as a fighter, a natural born brawler whose highest talent is the bare-knuckle beat down. At 6'2" and 205 pounds, he has the arms, hands, and back of an ironworker, and before that a line driver, before that a truss builder, a tire breaker, and surely a ditch digger at one point. If you curl all that toil into a fist, what have you got?

The highlight of Adam's rowdy high school days went as follows. In 1993, a crowd of 400 loiterers packed into what is now Westgate Center in Richland, and what was then a parking lot between Rocket Mart and 7-11. Tonight the Richland teen scene was here in force because, word had it, Adam Grinder was going to fight Nick Hesche. Every high school has its bad asses: Hesche was the baddest Richland Bomber, and Grinder was the baddest Ki-Be. When Adam showed up, Nick was waiting in the middle of the crowd. When Adam left, Nick was pulp and Adam checked into Kadlec for scrapes.

"I fell off my bike," he told the orderly.

Fist fights bounced Adam Grinder into and out of every high school in the Tri-Cities. When

you're a brawler, people get to know your name, so when you're as 'bad' as Adam, you have a unique reputation to uphold. To stay bad, you've got to keep kicking ass. For a while there, Adam was kicking every butt he could find. At a party, for instance, if some poor guy even looked at Adam wrong, Adam would pummel him first, then ask, "What the f\*\*\* you lookin' at?"

"Everybody wanted to be my friend," Adam says, "so they wouldn't get pounded on."

Adam had lots of friends. He had lots of girlfriends, too, which brings us to the other side of Adam Grinder.

"They don't call me Adam 'The Gigolo' Grinder' for nothing," he says.

As if in wobbly tandem with all the butt kicking, Adam was also scoring with the females. And why not? He's handsome enough, and has what grown-ups call "leadership qualities." Long story short, he simply looks and acts like a storybook antihero just waiting for a dragon to slay. Heroic? At times. At others, scoundrelly. But if he is nothing else, he is

confident...

Today, Adam Grinder claims he can walk into a bar and have any woman he wants.

"All I gotta do is give them one look."

Adam recalls last weekend, when he and some buddies were out at The Last Supper Club in Seattle. The gorgeous bartender came over and Adam chatted her up. He said, "Gimme a Bud Lite and your number." Apparently it worked.

Big deal, huh? But listen to this one: on the plane home from Arkansas last month, the two stewardesses onboard went goo goo over Adam. Sometime during the flight, while one of the girls served Adam an ice-cold beverage, the other one – the gorgeous one – was watching him; she swooned at him and lovingly thumped her fist on her bosom to the beat of her heart, signaling her desire. Grinder took it all in stride, scrawling his phone number on a cocktail napkin and slipping it to the young lady on his way off the plane.

Okay, that's only two examples, but Adam swears he gets the same results wherever he goes. If there is a woman in the room, he claims, she will turn her head and look, if not stare at him. So is he cocky? Delusional? How can he be so sure all the women want him?

"I just know. I'm a big dude, curly hair, tattoos. Blessed with good looks. People notice me. You don't see a lot of guys like me who walk into a bar or restaurant with his head held up, total confidence. Not a lot of guys out there can do that."

These days, however, Adam may be taking names and numbers, but his heart isn't really in it anymore. He's just going through the motions. Come to think of it, he hasn't been in a good fight lately, either. The last scrap he got into was with his cousin Tony: they were drunk and Adam cracked his head open on the pavement of the tavern parking lot; he had to be airlifted to Harborview for treatment. Since then, Adam has been questioning his own *raison d'être*.

It's beginning to sound like all the blows to the head have brought on Adam's mid-life crisis a little bit early, but the fact is, Adam had a change of heart. You see, there was quite a lull in all that bruising and carousing, when Adam actually settled down for a few years, learned a trade, got married, had kids, mellowed out. His priority shifted from being bad to being a man. Adam was a responsible husband and father for while, but as if by fate, he took on large construction jobs that had him out of town a lot, where the opportunity to ball and brawl was overwhelming. And like so many marriages do, his fell apart.

A single man again, Adam faced a few more years alone as The Gigolo, skating from job to job, bonking heads with other alpha males, squandering his union wages. Something was different, though. During his stint as a family man, Adam experienced a taste of contentment which he had come to crave. One day, 1.5 years ago, Adam was finally in the right place at the right time. He fell in love with a beautiful young woman, C., and his whole life changed.

"Finally a chick who wouldn't bow down to me," Adam says. "She's stubborn as hell."

C. nurtured Adam's strengths – hard work, big heart, charisma – and went about reforming his shortcomings: drinking, carousing, street fighting. Most likely, C. saw in Adam his full potential as a man, and stubborn though she was, she didn't try to bleed him of his brawling habit altogether.



Reactor: Are there any disputes that fighting can't resolve?  
Adam: What do you mean? What kind of question is that?

With C.'s encouragement, Adam Grinder decided to satisfy his God-given talents through the Ultimate Fighting Championship, aka, the UFC. Up to this point, Adam had fought in a few Tough Man competitions in the area, but had never met his match. Now he began to train seriously in mixed martial arts, particularly Brazilian jiu-jitsu, and has recently thrown his hat into fancier rings, fighting for real money.

In June, Wild Horse Casino and Resort hosted a Sport Fight mixed martial arts tournament. Right there on the sprawling casino lawn, the organizers set up a raised boxing ring, surrounded with rows of chairs, bleachers and a beer garden. At \$25/ticket, it really was a bourgeois affair, and a successful one at that. Five hundred spectators gathered in the full sun watching the fights. Adam fought in the first match. He glided through the crowd, climbed the ring and slipped between the ropes. When the bell rang, he threw his rock solid opponent flat on his back and pounded him senseless. Meanwhile, C. was front row – "Rip his f'ing head off!"

Adam Grinder had gone legit: a one-woman-man, a prize fighter. The hero's dragon had materialized as an obstinate and beautiful woman who demanded the best of him, and wholly praised what he did best: ground and pound. It seemed too good to be true, and it was.

"Easy come, easy go," Adam says.

Within a month of his Pendleton victory, Adam cracked his head open in the aforementioned fight with his cousin. His doctor, having examined Adam's brain, warned him that if he continued getting hit in the head, he would likely be paralyzed or killed. Bad news for a cage fighter.

But this was just the icing on the cake. As of late, C. had been turning on him. "You're going nowhere in life," she told him. "You're going to end up dead." He was losing his lover and his cheerleader, the two things Adam wanted most. All of his needs were tragically wrapped into one woman, and she didn't love Adam anymore.

And that is where we find Adam today, chasing gravy ironworker jobs and training for the UFC, no women, just Adam, again, against the big bad world. At this moment he weighs 210, but he's beefing up to 240 to fight heavyweight. Two more amateur wins and he qualifies for the UFC. He is 33 years old.

"I want to take it up a level, to the UFC. I want to be on TV. I want that belt."

Over the weeks that this story was written, Adam's love for C. has truly withered and "the moral of the story" becomes clear: Adam is a lady's man in a cage fighter's body, a valiant prince born a small town hood, a runner and a fighter, a winner and a loser. Adam wants it all.

"I'm a survivor," he says. "I made a name for myself. I don't know if it was a good one. I hurt a lot of people, burned a lot of bridges. I'm searching for greatness and redemption."



Wardrobe provided by Purple Parasol in Kennewick

#### Q & A

Reactor: How many fights have you been in?

Adam Grinder: Ballpark? A couple hundred.

Reactor: Wins/losses?

Adam: Honestly? I've never lost.

Reactor: What makes you a good fighter?

Adam: Like anything else, practice makes perfect. I've had a lot of practice.

Reactor: Have you ever beaten someone bigger than you? How?

Adam: Size don't matter. It's flipping a switch. It's that killer instinct. You're either going to kill him or he's going to kill you. That's how it is.

Reactor: Have you fought against someone with a weapon when you didn't have one?

Grinder: I've been hit with bats, crow bars, billy clubs, sticks, rocks. You name it, I've been hit with it and I've hit with it.

# Effective Advertising You Can Track for \$50 per Month

## Thousands of Local Shoppers Want to Read Your Ad!

### SCRAM: How it Works

SCRAM is a network of adventurous merchants and customers. Businesses use multi-media to advertise special offers exclusive to SCRAM card holders.

- 1. Online:** SCRAM shoppers visit reactormag.com to browse your ad and find out what's on sale. Reactor sends SCRAM newsletters to all shoppers via weekly emails.



- 2. Phone:** Reactor announces your new promotion via text message to all SCRAM shoppers with cell phones.



- 3. Print:** SCRAM ad runs monthly in Reactor Magazine. Ads are also delivered by mail with Reactor's quarterly SCRAM membership mail packet.



- 4.** Shoppers come to your business, SCRAM card in hand, to take advantage of your special offer. They will likely buy additional products, become repeat customers, and refer you to friends.



SCRAM cards are free. The card gives shoppers access to exclusive discounts, sales and promotions from local businesses. This gives you, the advertiser, the opportunity to market directly to SCRAM shoppers.

SCRAM is an advertising service from Reactor Magazine, a trusted name in local media, and a proven vehicle for successful advertising.

### What You Get

**A Receptive Audience:** SCRAM shoppers are in this for the ads. Show them what you've got!

**Track Your Advertising:** With SCRAM, you know exactly how many customers respond to your advertising.

**Endless Ad Space:** As a SCRAM advertiser, you never run out of room. Your ad gets its own custom web page. You can feature one item or display your entire inventory!

### Make an Offer They Can't Refuse

The idea here is to make a **REAL** special offer. Give a **REAL** discount. Run a **REAL** promotion. Get the customer in your door! Once you've done this, that customer is yours to keep.

Rather than pay Reactor a high price for your ad, use that money to absorb the discount you offer. Once you give a customer a great deal on one item, they'll buy from you again and again, with or without a discount, and then tell their friends about you.

### Is Advertising a Waste of Money?

Advertising is too expensive! Where do newspapers, radio and TV stations come up with their outrageous prices anyway? Besides, most ads are a nuisance to an audience.

But with some creativity and some originality, you can get thousands of shoppers **searching for your ad!** SCRAM shoppers have given us permission to market to them. They **want** to see your ad! They're **waiting** for your ad!



SCRAM is a quality plastic card that fits in any wallet. (Actual size)

### SCRAM FAQ's

**Q: How much does it cost to advertise?**

**A:** \$50 per month for the first 3 months. After that, it costs 2 cents per SCRAM cardholder.

**Q: How do shoppers get SCRAM cards?**

**A:** SCRAM is free to registered shoppers. The program is advertised in *Reactor Magazine*, the *Tri-City Herald*, myspace, and reactormag.com, and you can register by mail or online.

**Q: Will I lose money?**

**A:** The better your SCRAM offer, the more customers you'll attract. Remember, your low price of \$50 lets you allocate your advertising budget toward your promotions. You can change your offer at any time.

Call now to begin a fun, rewarding advertising campaign!

Aaron Pogue, Publisher  
Reactor Magazine - (509) 735-9111  
word@reactormag.com

# REACTOR WORKS FOR US

*Satisfied Customers Explain the Benefits of Advertising in Reactor*



## **“Worth the Money”**

I have been an advertiser in *Reactor* since Issue #2 (July, 2005). I have found it to be a high class publication, well worth the time and money spent. Aaron Pogue, the publisher, has consistently strived to put forth a superior product and has worked with me to improve my ads to better target my customer base. I look forward to continuing to do business with him throughout the life of *Reactor*.

**David Acton**  
G.M., Atomic Ale Brewpub & Eatery  
and Monterosso's Italian Restaurant



## **“Get New Customers”**

Advertising in *Reactor* has brought in new customers, and has brought back old customers who forgot we are still Rattlesnake Mountain Brewery.

*Reactor* produces the most attractive and effective ads of all the local print media, and offers the most affordable rates by far. The publisher's creative approach to advertising has helped both Kimo's and R.F. McDougall's to stand out among our competition. There is real value in that.

**Evan Hudspeth**  
Manager, Kimo's & R.F. McDougall's



## **“Reach a Wider Audience”**

As the owner of River House, I have repeatedly taken advantage of *Reactor's* advertising opportunities. I find *Reactor* to be thought provoking and creative. Its audience is varied, reaching a segment of the population that may be missed by the more traditional publications. Editor Aaron Pogue takes the time to assist in creating ads that I believe are effective, to the point, well designed and colorful.

I choose *Reactor* because of its creativity, diversity and effectiveness.

**Tara Erben**  
Owner, River House  
Founder, Richland Farmers Market

## **More Satisfied, Repeat Reactor Advertisers**

- Music Machine
- The City of Richland
- Ariel Gourmet & Gift
- Bookwalter Winery
- Tri-City Americans
- Mid-Columbia Telephone Directory
- Hoops Tattoo & Body Piercing
- Sasquatch Music Festival
- The Octopus' Garden
- Aunt Franny's Toys
- Russ Dean Ford
- Barracuda Coffee Company
- Roxy Theatre Antiques
- Solarium Tanning & More



## **“Ads that Work”**

We are pleased to report positive results from advertising in *Reactor*, and look forward to continuing our relationship in the future.

We enjoy reading every issue of *Reactor* and appreciate that it reaches a demographic that no other local print medium reaches.

The fresh perspective in the magazine is great for the community and great for business!

**Darryl Lewis**  
Owner, Forty Winks Bedroom Shop



## **“Outstanding Customer Service”**

It's helpful when an advertising rep actually cares about your business. With most ad companies, once they get your money, that's the end of service.

*Reactor* treats me like a “million dollar customer” by building awesome ads that sell, and by following up with me to keep me happy and my advertisements up-to-date.

**Jordan Sedgwick**  
Owner, Ganzel's Barber Shop