

Prestige



The Iranian – American Business and Lifestyle Magazine
October & November 2008 | Vol1 issue 1

POWER & PRESTIGE

Of The IRANIAN-AMERICAN Community

IRANIAN

Who's Who:

Hessam Abrishami | Michael Chegini | Mahmoud Gharachedaghi

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Contents

Editor's Note

POWER & PRESTIGE | Dr. Fardad Fateri

Love for Mankind | **Don Laffoon**

POWER & PRESTIGE | Dr. Fardad Fateri

IRANIAN Who's Who*

Hessam Abrishami

Michael Chegini

Mahmoud Gharachedaghi

Intersection of Wall Street & Main Street

David Goerz

INVESTOR'S SUDDEN PREDICAMENT

Bruce Soltani

Event

Estate Planning | **Alex Agahi**

MODERNISM | Nader Ghassemlou

Energy Production & Management

Strategic Issues | Dr. Reza Karkia

LookWho'sClicking | Moe Farsheed

TABRIZ RUGS | Yossef Hadidi

PERSIAN STUDIES AT UCI | Dr Nasrin Rahimieh

WEARING The ROBE | Judge James P. Gray

IRAN & America Rekindling A Love Lost

The Persian Wedding | Badi Badiozamani

Youth Corner

A Revolution in **Persian Rock**

Do you need **Search Engine Marketing?**

Afshin Nejad

The Myth of Rankings

-Beyond Search Engine Optimization

Siamak Kalhor

CONVENTION FLOOR

Top5Home

TURNING A BUSINESS TRIP Into a Vacation

* IRANIAN Who's Who featured members are ordered alphabetically

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Prestige Editor's Note



Prestige, *noun*.

- A social honor or honor that one receives from others.
- A high standing achieved through success or influence or wealth
- Commanding position in people's minds
- Widely recognized prominence, distinction, or importance

Businesspersons. Professionals. Educators. Philanthropists. Prestigious Iranian Americans.

Dear Readers,

In this modern era, Iranian-Americans have reached new heights of prosperity in all fields of the business universe. Iranian-Americans have founded and held senior leadership positions in major U.S corporations, many in the Fortune 500 including EBay, Google, General Electric, Verizon, and AT&T as well as being proud and prosperous small business

owners. The success of Iranian-Americans can be attributed not just to their education and business sense, but also the lessons learned from the rich Iranian culture.

At **Sabz Publications**, we wanted to connect all successful Iranian-Americans in a network intended to not only celebrate their accomplishments, but also give you a comprehensive look into all angles of the business world, including the influences of academia, art, philanthropy and the lifestyle issues that truly matter to you.

Prestige Magazine fuses the rich history of Iranian culture with the academic and business success that Iranians have had in the United States. Where we revere the achievements and international contributions of our great Iranian ancient history and heritage, we must also admire the impact that Iranian-Americans have on the world of business and academia today.

Prestige Magazine holds in high regard Iranian-Americans who are not only successful inventors, scholars, CEOs, professionals, etc but are also philanthropists and shining examples for their community.

Our goal at **Sabz Publications** is to show our pride in the prestige, power, and brilliance of Iranian Americans as well as create an intellectual meeting place for people whose ideas are the seeds of tomorrow's success.

Prestige Magazine will give readers a rare insight into the minds of the forces of power inside the Iranian-American community and provide successful professionals a venue in which they can introduce their businesses, services, and ideas to consumers as well as create a vast network with other professionals.

Successful businesses are built on passion, common sense, and thoughtful analysis. Successful business coverage is built on the same.

As always, we strive to bring you articles worthy of the great intelligence of the Iranian community along with issues that truly matter.

We are proud to introduce Prestige Magazine, the Iranian-American Business and Lifestyle Magazine that brings you the best front row seat view of the Iranian-American financial and cultural empire.

As always, we appreciate your continued support and feedback. For information on advertisement or article contributions, please contact us at info@theprestigemagazine.com

Sincerely,

Golnoush Goharzar, Esq.
Editor in Chief
Attorney At Law



POWER & PRESTIGE OF THE IRANIAN-AMERICAN COMMUNITY:

An Interview with
Dr. Fardad Fateri

The United States has long been considered a melting pot of cultures, a nation of immigrants, and a pillar of hope. Families from every country in the world have immigrated to the United States in order to build a more prosperous future, blending their heritage with American customs, creating unique cultural communities of power and prestige. One such community is the Iranian-American community.

Iranians immigrated to the United States for numerous reasons but live here for the same purpose: success and prosperity. Although the achievements of the Iranian community have been remarkable, every community has room for improvement. Dr. Fardad Fateri, the president and chief executive officer of international education corporation (IEC), a premier provider of higher education in the United States, has spent his career promoting ways for Iranians to maintain their rich history while fulfilling their potential and reaching new heights of accomplishments.

Dr. Fateri, what sparked your interest in becoming involved in the community in general and more specifically in the Iranian-American community?

I am sure there were many reasons for my involvement in community affairs but I can think of several key factors influencing my deliberate engagement in community activities. For one, I love serving and helping so when I had ample time during my university days as a student, I always took every opportunity to contribute. Also, I always felt the existence of a gap within the community for enhanced leadership. It is easy to place blame and complain about everything, but my philosophy is if you know a better way for doing something, get involved. Relative to the Iranian-American community, I felt compelled to become involved in the 1980's when the image of our community was negatively influenced and shaped by ignorance and lack of tolerance. Moreover, since I left Iran when I was

12 years old to attend an international boarding school in Switzerland, I always had an incredible need to connect with my heritage and to connect with my roots in a more meaningful way and so becoming involved in the community allowed me to accomplish that dream.

What has the Iranian-American community accomplished since the early 1980's in the United States?

The Iranian-American community has accomplished the unprecedented in the history of the United States since the 1980's. At the risk of sounding biased, I must submit that I am not aware of any other immigrant group that has assimilated more effectively into the mainstream American culture than the Iranian-American community demonstrated through our community's success in education and business sectors. During this period, we have also managed to improve our standing as good corporate citizens and we

have achieved great success in acculturating well within national, regional and local communities.

What should be our top priorities as a community?

When I was in my early 20's during the late 1980's, I developed what I refer to as the "Iranian-American triad" in my communication with the Iranian-American community. I have been advocating to all Iranian-American organizations and agencies and people in general to make every effort to support each and every part of "the triad." In fact, every action I have taken in the past 25 years to support our community has been in line with "the triad's" pillars. The triad is comprised of three major components: (1) improving the Iranian-American image in the U.S., (2) influencing the political process in the U.S., and (3) engaging in philanthropy in the U.S. I continue to be convinced that the success of our community and the new generation of Iranian-Americans will depend on our effectiveness in these three areas. I am very proud to hold that there are many old and new Iranian-American organizations with missions, programs, and activities consistent with one, two and/or all three of these pillars. As I have spent ample time with many of these organizations, I would like to believe that I have had some influence in shaping their philosophical grounding and their formation to support "the triad" in various ways. In fact, I believe the cascading effect of the influence of this widespread communication is quite evident in our community's involvement in these organizations.

As an Iranian-American, what is your biggest concern with the Iranian-American community?

Everyone knows me as an optimist and a super positive individual and in the eve of one of the greatest economic disasters in the U.S., I believe that with an extraordinary economic structure,

we will have positive long-term results. The best corporations in the world are in the U.S. The greatest minds in the world are in the U.S. And, many of these great minds are of Iranian descent and many of these corporations are led by Iranian-Americans. I am certain our presence will continue to be felt in mainstream Americana for many generations to come. Therefore, I do not have major concerns about the Iranian-American community. Sometimes, however, I do worry about losing our identity as Iranian-Americans and sometimes I do worry about us forgetting about our past.

Iranian-Americans have excelled in the fields of engineering, medicine, law and much more. Why do you think Iranian Americans have not been able to achieve substantial political power or influence?

I have spoken with many experts in our community about this very issue. The answer to this question is twofold. First, I believe, because of the experiences and memories of most who have lived in Iran as adults before coming to the U.S. Is that politics is by its very nature inherently flawed because democracy is an illusion. Most Iranians who came to the U.S. as adults are cynical about the political process and they are skeptical about politics and what it represents. Therefore, it is relatively easy to conclude about the reasons behind the late

entrée of Iranians into the mainstream American political paradigm. Secondly, unlike other professions such as medicine, law, engineering, business etc...as new immigrants, it takes time to carve a political niche and power base. I am convinced this will change in short order. We have seen more and more Iranian-American candidates running for office and this new trend will inevitably result in the formation of a solid foundation that will then serve as the platform for the next generation of political activism in the U.S.

How do you think Iranian-Americans may be encouraged to participate more in philanthropic and civic activities?

I am seeing more and more members of our community participate in philanthropic and civic activities; this is a very positive movement relative to 20, 15, 10 and even 5 years ago. People are experiencing positive results of the investment of time and money. I believe that's mainly due to people becoming more engaged in local giving. I do not believe in giving to international causes as those experiences will result in negative outcomes that will in turn discourage participation. As they say, think globally and act locally. There are many people and organizations in need locally.

What do you see as the image of the Iranian-American community in the future?

I see nothing but excellence in our future. Our community is taking all the right steps to deliberately design a terrific image of the Iranian-American. I am experiencing more of us involved in giving and many are giving substantial amounts. And, I am observing many individuals being actively engaged in influencing the political process. I remain very optimistic about the future of the Iranian-American community in the U.S.

PHILANTHROPY: Love for Mankind

by Don Laffoon



There is an old joke that goes, “I love humanity. It’s just people that I hate!” So this love for mankind sounds ideal, but in practice a lot of philanthropy fails the real test. I think that my biggest problem with this rather lofty word philanthropy is that most ordinary folks think that philanthropy can only describe extremely rich people who give thousands or even millions to causes, as we observe Bill Gates doing. But the truth is that any child who collects money for his or her school by selling cookies on a street corner is a philanthropist. And actually it doesn’t even take giving money to charity. I consider volunteers who serve on non-profit boards real philanthropists. So are all of the volunteers who work so hard to make

Mehregan a success. There is a very old phrase that says, “Time is money.” And so it is. Sitting with a friend who is sick is certainly an act of charity. The many kindnesses that we do for others all count.

Also, it should be pointed out that the most common acts of monetary giving is related to religious causes .

Knowing this, let’s take a look at the significant religions practiced in Iran, starting with the minority ones. Iranian Christians believe that as Chapter 13 of the Book of Corinthians in the Bible says, “And now abide faith, hope, charity, these three; but the greatest of these is charity.” Following the Torah, Iranian Jews see giving represented by “tzedakah” which presents the concept that the poor are entitled to charity as a matter of right rather than benevolence. And in the Avesta, the sacred text

for Zoroastrians, is the expressed belief in “Good thoughts, Good words, Good deeds”. Clearly doing “good” for others is supremely important to believers. And finally there is Islam’s Qur’an which tells us that giving (zakah” and “koms”) is one of the five Pillars of Islam. So clearly philanthropy is central to all of the religions in Iran. In fact some religions specify the percentage of one’s income that should be donated to the church, for example Christians are asked to “tithes” at least 10%.

Now let’s take a look at the American part of Iranian-Americans. The fact is that the people of America are some of the most generous in the world. The great French philosopher and sociologist, Alexis de Tocqueville toured the United States before writing his famous book, “Democracy in America” in 1835.

In it, observing from the perspective of a detached social scientist, de Tocqueville drew comparisons with Europe in the early 19th Century and expressly cited the extreme generosity that he found while visiting America. I encourage everyone to move out of their comfort zone and take a real look at legitimate charities in our communities that can only exist with the open hearted giving that Alexis de Toc-

queville found so unique to America.

These charities are working hard to make our communities safe and whole.

There is a story of a person who was walking along the beach one day and came upon a boy who was finding starfish that had been washed up on the sand where they would die and, one by one, he was throwing them back into the live-giving sea. The observer said to the boy, "There are hundreds, of these starfish on the beach. You can't make a real difference to all of them." The youngster picked up yet another starfish and as he threw it back into the sea he said simply, "Maybe not, but I can make a difference to this one."

I worked for the Institute for the Intellectual Development of Children and Young Adults in Iran for over six years and then I returned to this country and founded the non-profit company STOP-GAP. So I sincerely believe that we must always be open to really listening to children and to be open to their unique philosophies. Certainly our caring can't save everyone, but our donation does indeed make a difference "this one".

Let's all become philanthropists and show our personal love for mankind.



STOP-GAP & Don Laffoon

Don Laffoon feels completely at home within the Iranian-American community, saying that he is an "American-Iranian". And like everyone in the community, he is upset when Iranians are misunderstood or treated unfairly. He believes that instead of being re-active to bad publicity and ignorance, it is far better to be pro-active through action and example rather than just using words. This is commonly known as "walking the walk instead of just talking the talk".

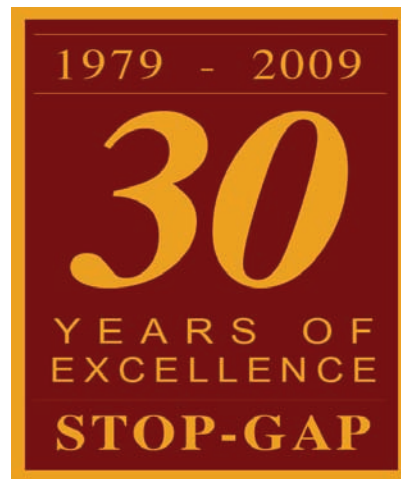
Using this philosophy, Don has challenged Iranian-American men to take action against violence to women by becoming more informed about the issue, by educating others and by agreeing to give financial support to battered women and their children.

This group of gentle/men is named "The KEYHOLDERS" because indeed it is men who hold the "key" to ending emotional, sexual and physical violence. The KEYHOLDERS reached their goal of 200 members in May 2008 when their effort was recognized through proclamations from the Orange County Board of Supervisors, the Sheriff Department, and the office of O.C. District Attorney.

Don R. Laffoon is the co-Founder and Executive Director of STOP-GAP is an internationally recognized theatre director who has lectured extensively and toured plays he has directed to Germany, Wales, and throughout Iran and Australia. After receiving his M.A. in theatre (directing) at Purdue University, Don had the honor and challenge of being asked to create the National Children's Theatre of Iran (having learned Persian as one of the first Peace Corps Volunteers to go abroad).

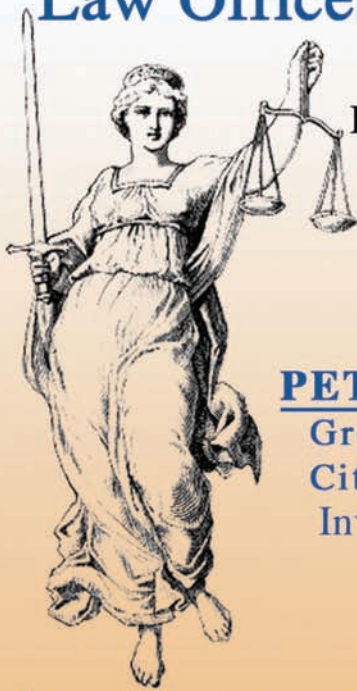
Don is the Past-President of the National Coalition of Arts Therapies Associations and is the Past-President of the National Association of Drama Therapy. Along with his published work on theatre and drama therapy is his translation from Persian of a play written for him by Iran's greatest playwright, Bijan Mofid.

Located in Costa Mesa, California, STOP-GAP is now 30 years old and is recognized not only as one of the largest and most respected non-profit theatres dedicated to education, but also a pioneer in the development of drama therapy... Last year, this award winning non-profit theatre provided more than 500, drama therapy sessions in Orange County, making STOP-GAP the largest practitioner of drama therapy in the world.



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IRANIAN WHO'S WHO:

Hessam Abrishami

Evolutionary Artist



IRANIAN WHO'S WHO: Hessam Abrishami, Evolutionary Artist

Since the days of the Persian Empire, talented Iranians have left their influential mark on various genres of art worldwide. One such Iranian artist is Hessam Abrishami. Abrishami's genius use of bold color and composition in different mediums has resulted in a collection of art that is inspirational and breathtaking as well as dramatic and emotional. While often bringing in elements of Iranian culture and imagery, Abrishami's themes appeal to the greater traditions and common human milestones that bind all humans of all cultures and time periods. Although the Iranian community is proud to have Abrishami as an esteemed Iranian artist, even more importantly, the international community is lucky to have his beautiful work and tremendous influence in the world's art history.

An Artist's Evolution

Born and raised in Shiraz, Iran, Hessam Abrishami was surrounded by culture and art at an early age. As a teenager he was influenced by his art teacher, Mr. Moezzi, to pursue his budding artistic talent. Abrishami recalls the artistic freedom he experienced in Mr. Moezzi's class saying, "We were free to pursue our own interests in Mr. Moezzi's class. One day I recreated one of his portrait drawings, by hand of course, and turned it in as an assignment. He took

quite a long time to examine the piece. I expected an angry response, possibly accusing me of plagiarism. Instead he simply said 'you are better than me'."

With his artistic vision and the teachings and support of his teachers, Abrishami was able to win first place in Iran's National Painting competition and later receive his B.A in architecture from the Namazi Institution of Arts in Shiraz. Although Abrishami was yet to realize the impending profoundness of his work, his years as a young adult in Iran were the foundation upon which his passionate art was built. After receiving his B.A in architecture Abrishami left his home in Shiraz to pursue his art work in Italy at the Accademia di Bella Arti Pietro Vanucci. Working there in the art capital of the world allowed Abrishami to learn from the works of the European masters while branching out and discovering his own artistic identity.

After receiving his Masters in Fine Art in Italy, Abrishami had his first exhibition at the City Gallery in Perugia the same year. Abrishami found success in Italy but felt it was time to return to his homeland of Iran to rediscover his beginnings and Iranian influences and see his progression as an artist. While in Iran, Abrishami was accepted for a group show at the Museum of Contemporary Arts in Tehran. One year later Abrishami opened a one man exhibition in his hometown of Shiraz at the Deressi Gallery and the Surat-kaph gallery. For Abrishami, returning to Iran and finally being featured in an exhibit in his home country was a surreal, defining career moment. Following his exhibits in Iran, Abrishami came out with his book of drawings entitled "Screams".

After three years in Iran, Abrishami felt his career would

have more opportunity to flourish in the United States; thus after a brief time in Italy Abrishami and his family move to the US in 1984. Abrishami was faced with the difficulty of marketing himself as an artist in the US. It was two years before he was able to find a gallery in La Jolla, CA that asked to have his art on consignment. The gallery sold all 15 pieces they were displaying and from there Abrishami's success with this gallery launched his career as an artist in the United States. Since then Abrishami's work has been displayed in over 100 exhibitions and known and collected by thousands of art enthusiasts.

Painting Colors From the Heart

Part of the beauty of Hessam Abrishami's art is that it is intuitive by nature. Rather than approaching the canvas with artistic fundamentals, he approaches a new artistic creation with the emotions and sentiments of his heart that that moment. **"My work comes from a place in my heart, a place filled with emotion,"** he says. **"I start with a single stroke, I express my emotions through the paint and color, and the work begins to emerge,"** he says. **"I add more and more color, expressing deeper feelings, and every year I try to make my paintings stronger and deeper."** Abrishami paints through his emotions, letting the feelings flow out of his heart and through the paintbrush as vivid colors and bold strokes.

He keeps the emotion of his art raw and unfiltered by keeping his mind out of the painting process explaining that it was cloud and dilute his emotional sensations and sentiments. Abrishami's painting rejects imitative colors and instead juxtaposes colors in a way that expresses a feeling rather than an imitation of a form. His style is reflective of Matisse and other Fauve painters as its use of unconventional color is reminiscent of the Fauve style. Forms in his paintings are built up from color rather than line giving every scene a smoothness and harmony. Paintings such as **"Daylight Dream"** evoke a greater reaction through the use of unnatural color than imitative color. **"You cannot analyze or invent emotional imagery, it has to be experienced with the heart"** says Abrishami. There is a purity of emotion in Abrishami's art that can only be expressed through the purity and vibrancy of colors that he uses.

His work can be instantly recognized by its scenes of joy. The viewer is immersed into a world of passion, joy, song and dance. **"I have always created my art with the intention of bringing joy to others,"** he says. **"At times, I have used my art to speak out against the pain that I see wrongfully inflicted upon the innocent. I've worked very hard throughout my career to spread these values and ideas about how I believe the world should be. My art is my gift."**

Hessam Abrishami's accomplishments are countless. He has over 20,000 private owners of his artwork all over the world, exhibited in over 100 one-man gallery shows, and over 25 international exhibitions and museums. He has recently received his Honorary Doctorate of Fine Arts from American Liberty University.



Hessam Abrishami is an inspiration to so many people, young and old, aspiring to live their dream. His progression as an artist is phenomenal and his work holds a steadfastly loyal and admiring place in the hearts of both artists and his fans. The young talented boy in Mr. Muezzi's class in Shiraz has grown to become a prominent world renowned artist and a celebrated honor to the Iranian community.





Hessam Abrishami

Chronology: Gallery and Museum Exhibitions

1951 Born in Shiraz, Iran.
 1967 Encouraged to study painting and drawing by his teacher Muezzi.
 1970 Wins first place in Iran's National Painting Competition.
 1971 Receives B.A. in architecture from the Namazi Institution of Arts, Shiraz.
 1975 Leaves Iran to study art at the Accademia di Bella Arti Pietro Vanucci.
 1979 Graduates from Accademia di Bella Arti Pietro Vanucci.
 1979 His first exhibition in the City Gallery of Perugia, Italy.
 1980 Returns to Iran.
 1980 His son Kaveh is born.
 1980 Participates in a group exhibition at the Museum of Contemporary Arts, Tehran.
 1981 One-Man Exhibitions at Derissi Gallery and Suratkadph Gallery in Shiraz.
 1982 Publication of a book of his drawings titled "Screams".
 1983 Returns to Italy.
 1984 One-Man Exhibitions at the City Galleries of Julia Nova and Noretto, Italy.
 1984 Immigrates to the United States.
 1985 One-Man Exhibition at the University of California, LA (UCLA).
 1986 One-Man Exhibition at Forecast Gallery in Los Angeles.
 1986 One-Man Exhibition at Mac Houston Gallery in Pasadena.
 1986 Group Exhibition at the San Bernardino Museum of Art.
 1987 Illustrates the book of "The Epic of King Kiomars".
 1987-90 Participates in 72 Art Festivals and wins 21 prizes.
 1989 Group exhibition at the Chicago Holiday Inn.

1989 One-Man Exhibition at the Santa Monica Public Gallery.
 1990 Exhibits at Los Angeles Artexpo
 1990 Exhibits at New York Artexpo.
 1991 One-Man Exhibition at the Bennett Gallery, Nashville, Tennessee.
 1991 Exhibits in the Los Angeles and New York Artexpo.

1992 Joins Collectors Editions Art Publisher.
 - Group Exhibition at the New York Artexpo.
 - Exhibits at the Charlotte and Atlanta ABC Shows.
 - Group Exhibition at Art Asia Trade Show, Hong Kong.

1993 Group Exhibition at Tokyo International Art Show, Japan.
 - Exhibits in the Los Angeles, Chicago, and New York Artexpo.
 - Exhibits at Orlando, Dallas, and Atlanta ABC Shows.

1994 Exhibits at New York and Las Vegas Artexpo.
 - Exhibits at Orlando, Dallas, Atlanta, and Philadelphia ABC Shows.
 - Exhibits at the International Spring Fair, Birmingham, England.

1995 Exhibits at Dallas and New York Artexpo.
 - Exhibits at Dallas, and Atlanta ABC Shows.
 - One-Man Exhibition at Stellers Gallery, Jacksonville, Florida.
 - One-Man Exhibition at Art Tech. Gallery in Denver, Colorado.
 - One-Man Exhibition, Lyrical Art Co., Tokyo, Japan.
 - Group Exhibition at Deck The Walls, San Diego, California.
 - One-Man Exhibition at the Bennett Gallery, Nashville, Tennessee.

1996 Exhibits in the Los Angeles and New York Artexpo.
 - Exhibits at Atlanta and Philadelphia ABC Shows.
 - One-Man Exhibition at A Gallery of Fine Art in Palm Desert, CA.
 - One-Man Exhibition at Barucci Gallery, Clayton, Missouri.
 - One-Man Exhibition at Shaw Gallery, Naples, Florida.
 - Exhibition at The Art of Entertainment Gallery, MGM Grand Hotel, Las Vegas.
 - One-Man Exhibition at Art Impressions Gallery, Columbus, Ohio.

1997 One-Man Exhibition at Apropos Gallery, Telluride, Colorado.
 - Exhibits at Washington D.C., Chicago, and Atlanta ABC Shows.
 - One-Man Exhibition at Mary Vincent Gallery, Westchester, Illinois.
 - One-Man Exhibition at Water Street Gallery, Minneapolis, Minnesota.
 - One-Man Exhibition at Gallery 2000, Washington D.C.
 - International Autumn Fair, Birmingham, England.
 - Group Exhibition at ABC Galleria, New York.
 - Exhibits in the Los Angeles and New York Artexpo.
 - One-Man Exhibition at Syd Entel Galleries, Safety Harbor, Florida.

1998 Exhibits at New York Artexpo.
 - One-Man Exhibition at Shaw Gallery, Naples, Florida.
 - One-Man Exhibition at New River Gallery, Ft. Lauderdale, Florida.
 - One-Man Exhibition at Emerald City Fine Art, Seattle, Washington.
 - One-Man Exhibition at Gallery 444, San Francisco, California.

1999 Exhibits at New York Artexpo.
 - One-Man Exhibition at Ocean Gallery, Avalon, New Jersey.
 - One-Man Exhibition at Art Image Gallery in Washington D.C.
 - One-Man Exhibition at Stellers Gallery, Jacksonville, Florida.
 - One-Man Exhibition at Barucci Gallery, Clayton, Missouri.
 - One-Man Exhibition at Apropos Gallery, Telluride, Colorado.
 - One-Man Exhibition at Art Impressions Gallery, Columbus, Ohio.
 - One-Man Exhibition at Danielle Peleg Gallery, Detroit, Michigan.

2000 Exhibits at New York Artexpo.

- One-Man Exhibition at New River Gallery, Ft. Lauderdale, Florida.
- One-Man Exhibition at Shaw Gallery, Naples, Florida.
- One-Man Exhibition at Larry Smith Fine Art, West Hollywood, CA.
- One-Man Exhibition at Griffon Gallery, Cleveland, Ohio.
- One-Man Exhibition at 21st Century Gallery, Denver, Colorado.
- One-Man Exhibition at The Art Shop, Greensboro, North Carolina.

2001 Exhibits at New York Artexpo.

- One-Man Exhibition at Galerie Brion Fine Art, Del Ray Beach, FL.
- One-Man Exhibition at Saper Galleries, East Lansing, Michigan.
- One-Man Exhibition at Sahara Fine Art, Bellevue, Washington.
- One-Man Exhibition at A Gallery of Fine Art in Palm Desert, CA.
- One-Man Exhibition at Nese Galleries, Newport Beach, California.

2002 Joins Studio Fine Art Publisher.

- Exhibits at New York Artexpo.
- One-Man Exhibition at Shaw Gallery, Naples, Florida.
- One-Man Exhibition at New River Gallery, Ft. Lauderdale, Florida.
- One-Man Exhibition at Michael Collins Gallery, Escondido, California.

2003 Exhibits at New York Artexpo.

- One-Man Exhibition at Galerie Brion, Del Ray Beach, Florida.
- One-Man Exhibition at Art Resources Gallery, Edina, Minnesota.
- One-Man Exhibition at Ocean Galleries, Stone Harbor, New Jersey.
- One-Man Exhibition at Syd Entel Galleries, Safety Harbor, Florida.
- One-Man Exhibition at Gallery 319, Santa Monica, California.

2004 Exhibits at New York Artexpo.

- One-Man Exhibition at Shaw Gallery, Naples, Florida.
- One-Man Exhibition at West Coast Gallery, Whistler, B.C., Canada.
- One-Man Exhibition at Chasen Galleries, Richmond, Virginia.
- One-Man Exhibition at Newbury Fine Art, Boston, Massachusetts.

2005 Exhibits at New York Artexpo.

- Exhibits at Atlanta Artexpo.
- One-Man Exhibition at Galerie Brion Fine Art, Delray Beach, Florida.
- One-Man Exhibition at Syd Entel Galleries, Safety Harbor, Florida.
- One-Man Exhibition at Seyhoun Gallery, Los Angeles, CA.
- One-Man Exhibition at Artique, Pleasanton, CA.
- One-Man Exhibition at Lesa Johnson Gallery, San Francisco, CA.

2006 Exhibits at New York Artexpo.

- Exhibits at The Museum of Arts and Sciences in Daytona Beach, FL.
- One-Man Exhibition at Phillips Gallery, Santana Row, CA.
- One-Man Exhibition at Shaw Gallery, Naples, FL.
- One-Man Exhibition at Collectors Wall, Sarasota, FL.
- One-Man Exhibition at Coast Gallery, Laguna Beach, CA,
- One-Man Exhibition at LaMantia Gallery, New York, New York.
- One-Man Exhibition at Exclusive Collections, San Diego, CA.

2007 Exhibits at New York Artexpo.

- One-Man Exhibition at New River Gallery, Ft. Lauderdale, FL.
- One-Man Exhibition at Seyhoun Gallery, West Hollywood, CA.
- Hessam Receives Honorary Doctorate from American Liberty University
- One-Man Exhibition at Blu Fine Art, Santana Row, California.

Museum Exhibitions including:

The Museum of Arts and Sciences in Daytona Beach, Florida
The Museum of Contemporary Arts in Tehran, Iran
The San Bernardino Museum of Art, California
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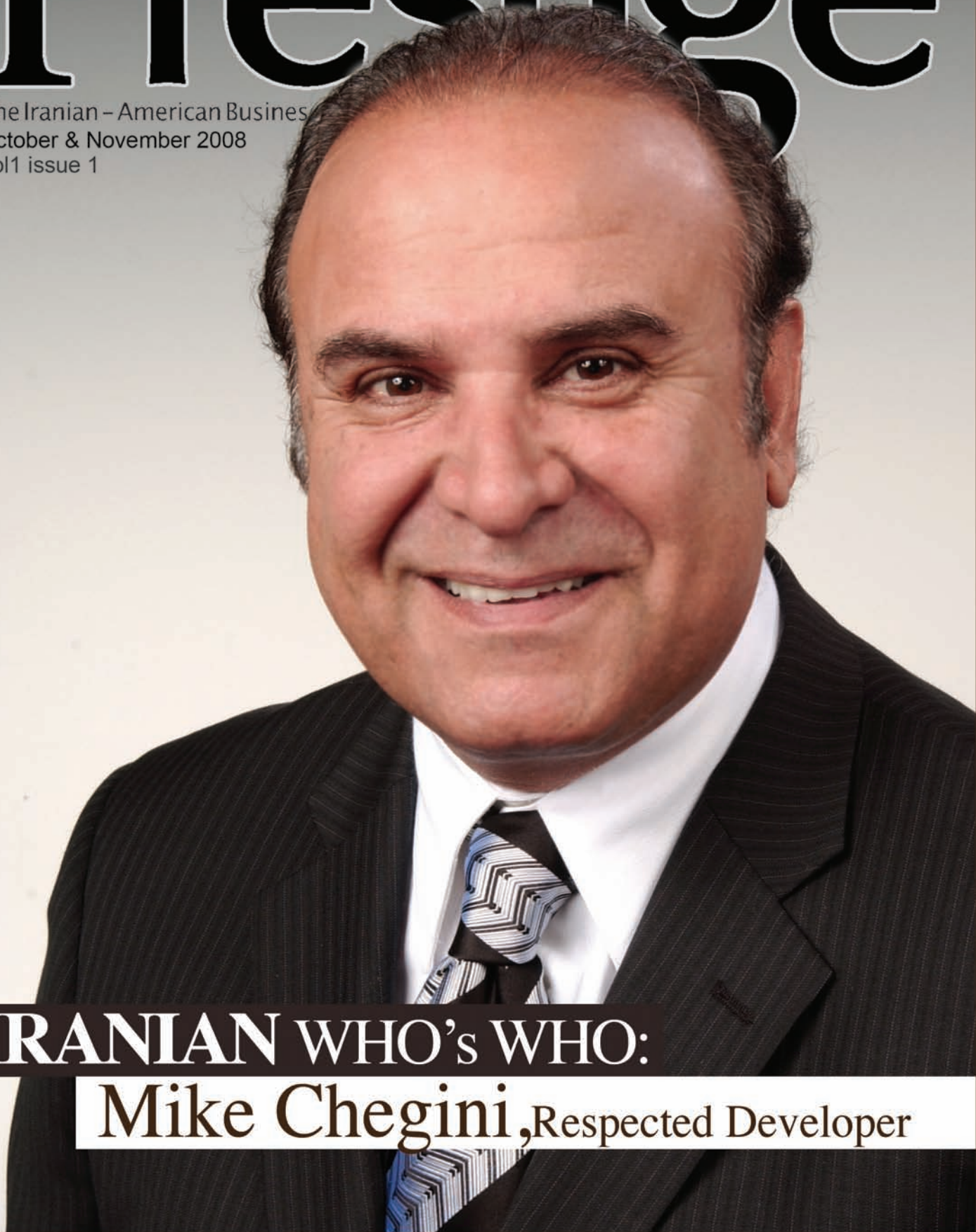


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Prestige

The Iranian - American Business
October & November 2008
Vol1 issue 1



IRANIAN WHO'S WHO:

Mike Chegini, Respected Developer



IRANIAN WHO'S WHO: Michael Chegini, Respected Developer



Iranian-Americans have traditionally reached high levels of success and prosperity in the fields of engineering and development. Iranian-Americans have left their mark on important works of architecture all over the nation. Michael Chegini is one of the great minds and powers of modern development. Michael Chegini is the

CEO of Owen Group, an Architectural, Engineering and Construction Management firm headquartered in Irvine California and also CEO of Chegini Group a Real-Estate Development company based in Newport Beach California. Owen Group is ranked among the top 500 Design firms (ENR) in the Nation and top 30 design firms in Orange County. Michael Chegini has obtained his Bachelor, Masters, PhD and Advanced Degrees. Michael Chegini is a registered civil and structural engineer from many states.

Michael Chegini has worked with and supported many non-profit, professional and political organizations including Stop Gap, Red Cross, California Seismic Council, JCC Real-Estate Group, Design Build Institute of America (DBIA), CMAA, ICSC, ULI, SEASOC and American Society

of Civil Engineers (ASCE), American Institute of Architects (AIA). He was recently been recognized by the Business Advisory Council of the National Republican Congressional Committee, Member of Democratic National committee, State of California Governor's Office and City of Irvine's Mayor's Office with a Leadership Award and as an Honorable Iranian American Businessman.

Chegini Group Profile

Chegini Group of Companies makes up several divisions offering engineering, architecture and construction management and general contracting services and is headquartered in southern California. The firm was founded in the early 1980's by





Michael Chegini as Design Engineering Group and later in mid 90's Al Chegini join his brother to establish construction and construction management divisions, they both quickly established a reputation for providing the highest level of professional services.

Through expansion, acquisitions and mergers, they have actively sought to provide more comprehensive services in a unique single-source setting- with client and customer satisfaction still in their primary goal. The firm has been ranked among the ENR top 500 Design Firms 10 times in the past 11 years.

The Chegini Group of companies have a depth of experience with several public and private clients in sectors that include transportation, education, municipal, healthcare,

hospitality and mixed-use. Currently Chegini Group operates in four divisions:

Architectural- Engineering & Energy Division.

The Architectural and Engineering division is run under the name of Owen Group, The Owen Group is a full services design firm which provides architects, mechanical, electrical, structural and civil engineers, designers, specification writers, and project support staff.

We are leaders in Hotel and Commercial buildings, Education and Healthcare facilities, Energy and Infrastructure as well as Parking Structure design. Current projects include UCI Cancer Center, UCI Stem Cell Research Building, LAX New Midfield Satellite Concourse Terminal, Montage Hotel, Laguna Beach,



care facilities throughout California, OCTA Program Management services for new Metrolink stations in Orange County, Kaiser Healthcare and Los Angeles Community Colleges. www.owendesigngroup.com

cupancy. Chegini development focuses on both public-private partnership and private developments. The Chegini Group has in-house expertise in office, retail, multifamily and governmental/institutional projects. Chegini Group can create a development partner for land



Embassy Suites Glendale and Portola mixed used project in Oceanside. www.owengroup.com or www.henriksonowen.com

Program and Construction Management Division.

The Construction Management division is run under Owen Management Group (OMG). The OMG has extensive experience providing Program Management, Construction Management, and Pre-construction services throughout California. The team has experience in over 1,000 facilities projects in both design and construction. Current projects include John Wayne Airport the new Terminal C and new parking structure, Riverside County Transportation Commission (RCTC) North Corona Metrolink Station and City of Perris Metrolink Station, and State of California 7 new prison health-

Construction Services;

Construction services is under SMC Construction, a Chegini Enterprise company manage and run by Al Chegini, provides preconstruction, general contracting, construction management, and design-build services for private, civic, education, commercial, public works, industrial, and healthcare clients in the western united state. Current projects include: UCLA Rieber Hall, Cerritos Community College Aquatic Center, Huntington Beach Union High School, La Mirada High School, Riverside City Hall and Anaheim Convention Center www.smcccon.com

Real Estate Development;

The Chegini Group is a Real Estate Developers and Build-to-Suit Company in California. The Group has a unique approach and involvement at every level of a project, from concept to final oc-

owners who want to develop their land with high returns.

Chegini real estate professionals provide a full range of development services including site selection, land planning, government approvals, financing, asset management, and property management. Current projects include PacificTide beachfront villas in North San Diego, Tradewinds Mixed-use project in Oceanside Metrolink Station, Portola Oceanside Mixed-Use project, Vermont Transit Village retail project in Los Angeles and Corona Transit Center complex. www.cheginigroup.com

Owen Group

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IRANIAN WHO'S WHO:

Mahmoud Gharachedaghi FAIA
Prominent Architect

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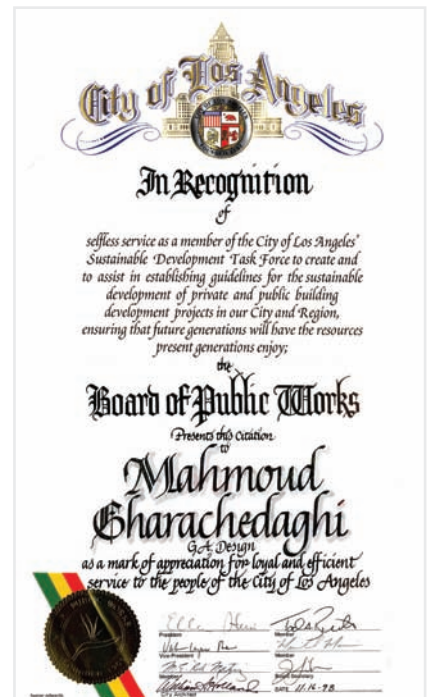
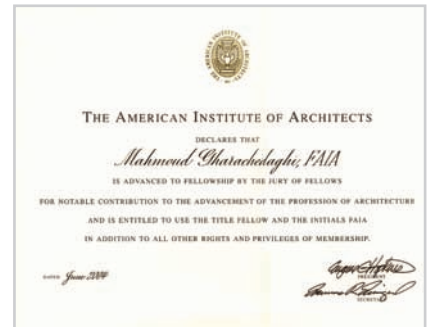
Mahmoud Gharachedaghi, Fellow of the American Institute of Architects (FAIA) is one of the most prominent architects in Los Angeles. In his 35 years architectural career, he has designed more than 500 small and large size projects around the globe for a variety of public and private clients. He has designed numerous office buildings, commercial centers, mixed-use facilities, civic centers, park and recreational facilities, educational institutions and residential buildings which many of them has received awards and recognitions. He was responsible for the design of the 77th Street Regional Police Facility, historic Hollywood Bowl Renovation project, New City Libraries for city of Mar Vista and city of Chatsworth and several hi-rise office buildings in Downtown Los Angeles. Gharachedaghi's recent projects were the design of the city of Cathedral City Downtown Core Redevelopment project and the remodeling of City of Torrance City Hall and their New Permit Center.

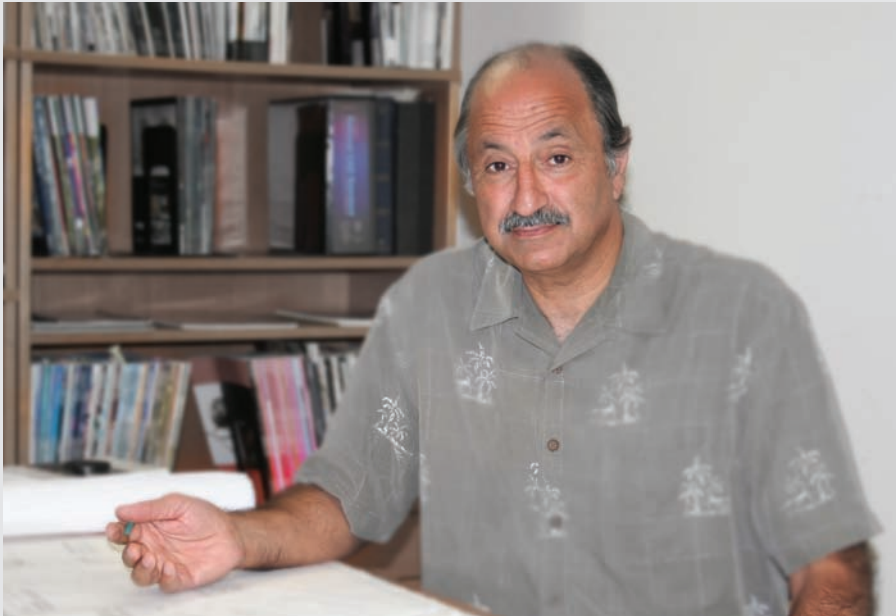
After working at three prominent architectural firms in Los Angeles as

Senior Designer and Partner for few years and receiving several Local, National and International design awards, he opened his own architectural firm, GA DESIGN which is still providing excellent architectural services to many public and private clients. GA DESIGN is a well known architectural and planning office not only for its design capabilities but because of their attention to creating buildings that are environmentally sensitive.

Gharachedaghi has received national recognition through the publication of his projects and as a recipient of numerous design awards. His projects have been published in most of the famous architectural magazines, including Architecture, Architectural Record and Architectural Digest. His design excellence and his significant contribution to the architectural profession throughout the Nation were recognized by the American Institute of Architects, elevating him to the level of Fellow in the Institute in 2003. He has been a member of AIA Fellows Nomination Committee since 2004.

Throughout architectural career,





Gharachedaghi has successfully melded his professional practice and public service to the benefit of his colleagues. In 1981, with the help of few colleagues he established the Society of Iranian-American Engineers and Architects to assist immigrating Iranian professionals in adapting to their new environment. His innovative concept to co-ordinate the architects and engineers under the aegis of one organization has bridged the gap between these two related professions, dramatically improving the communication and partnering skills of the membership. The first grass-roots organization of its kind, SIAEA provides educational seminars and classes, and conducts training courses and workshops.

In his own practice at GA DESIGN, Gharachedaghi is a leader in the field of sustainable urban design; he has lectured on the subject for several public agencies and universities, demonstrating the value and benefits of green architecture in design and construction. In addition, as a board member of the City of Los Angeles Sustainable Design Task Force, Gharachedaghi spearheaded the development of citywide policies for sustainable design and construction and prepared the first Sustainable Building

Reference Manual for the City of Los Angeles. To further provide direction for his colleagues, he founded the Sustainable Policies Institute in 1999. SPI has garnered widespread support in its mission to formulate, assess and advocate design solutions that promote sustainable urban development. He is currently the Vice President of the Sustainable Policies Institute.

Invited by the American Institute of Architects (AIA) as a speaker on Sustainable Design at the 2000 AIA National Convention in Philadelphia and 2001 AIA National Convention in Denver, Mahmoud's presentation on Iranian vernacular architecture and the use of natural elements in cooling and heating of the buildings, sparked a groundswell of requests for more information on this subject, thus promoting sustainability as a major component in architectural design. In addition, Gharachedaghi has been a presenter at several local AIA meetings.

Gharachedaghi received a Master Degree in Architecture from Tehran University in 1974 and another Master Degree in Architecture from University of Southern California in 1979. He has taught design studios at the USC School

of Architecture for several years. He is also a frequent lecturer at USC, UCLA and other educational institutions.

Experiences

- Oasis of Bermuda Dunes, 140 units Residential Units and Community Center
- Hollywood Bowl Renovation, Ticketing Plaza, Museum, Gift Shops and Concession Stands
- Baldwin Hills Park Recreation/Community Center
- 77th Street Regional Police Facilities, Los Angeles
- California State University Los Angeles Welcome Center
- The Los Angeles City Hall Space Planning and Interior Renovation
- California State University Los Angeles Faculty Club and Dining Facility
- Charles R. Drew University of Medicine and Science Master Plan
- Cathedral City Downtown Core Redevelopment
- Raffi Cohen International Tower, a 75-story office building in Downtown Los Angeles
- Several Residential Projects

Through his past experience in projects outside of the United States Mahmoud understands the importance of communication, and multi-cultural sensitivity. He has successfully designed several prestigious projects around the Globe, namely:

- Marina Center/ Convention Center, Singapore (5.5 million sf. Of mixed use facility)
- American Place I, Shanghai, China (5 million sf. Of mixed use development)
- South Bond Plaza, Shanghai, China (3.5 million sf. Of mixed use development)
- Stepaneker Civic center, Karabakh (Hotel, Museum, Restaurants, Music Hall & Residential Units)



Hollywood Bowl

Ecologically sensitive design principles were successfully incorporated into the 3-phase renovation of this 70 year old historical amphitheater. Green design elements included the orientation and the configuration of the buildings to maximize day-lighting, selection of building materials that have been recycled or can be recycled in the future and the most energy efficient mechanical and electrical systems. The picnic areas, planters and garden-type paths around and through the ticket circle, concession stands and entry plaza form a continuous series of processions that celebrate the never ending quality of nature. The building form, material and colors were carefully chosen to blend the new facility with the surrounding park. The program included a new ticket circle, Museum, adminis-

tration offices, entry plaza, gift shops, concession stands, restroom facilities, disabled access compliance and improvement to the 18,000-seat facility. Mar Vista City Branch Library

Design Goals & Objectives

- To create a Southern California nautical architecture with simple, open and inviting form to enhance a sense of community
- To develop an organization of space which is flexible to accommodate future changes and to create an inviting building to attract visitors
- To design an intellectual retreat that is healthy, comfortable, well-lighted and energy efficient
- To select the building orientation, massing, form and materials to create a true sustainable and environmentally

sensitive building

This City Branch Library is located at the intersection of two major streets. The program includes adult, young adult, and children reading sections, community/multipurpose room, administration offices and the support areas. The program also asks to provide maximum number of parking at the site.

To answer the city's residents' wish to create a civic structure that can establish a theme for their future buildings and to bring back the proud feeling of being a Beach City as their name indicates, this library was created as a simple, open, inviting and above all an icon in sustainability.

The building siting is tilted 22 degree to the south to create a more dynamic façade along the Boulevard while providing the most appropriate orienta-

tion for getting advantage of the sun angle and the prevailing wind direction. Seen from the street, the forms lurch and pull to respond directly to both its function and its site. The building exterior leans outward, offering the pedestrian and car patrons glimpses of the facility. From several blocks away, one can see the building icon, a magnificent tower, which functions as the children story telling room. In addition the tower is used as a passive cooling tower that delivers the natural air into the children and adult reading sections.

Taking full advantage of the area's mild temperature climate, automatically controlled operable windows were strategically placed on the building to provide cross ventilation for all useable spaces. The vaulted and gently curved ceilings that arched toward one another with clerestory windows provide superior interior light quality. Extensive use of these clerestory windows drops a softened, diffused light into the room and washes a spray of natural light across the reading areas. In addition, the half-vaulted roofs are oriented toward the sun to create a shaded area where the clerestory windows are located. This strategy will reduce the heat gain through the clerestory windows thus increase energy efficiency.

A cone shaped canopy with blue curved metal blades in various sizes cascades over the main entrance to resemble ocean waves and to emphasize the nautical architecture of the building.

Large windows that are all oriented to the north and east naturally illuminate the entire reading areas. This orientation is recommended for a library building. The few windows located at the South elevation for the administration area and community room are protected by a series of awnings that create shade over the windows and prevent direct sun penetration. The soft reflective ocean green color of the glass is visually stunning

The entire building is designed on raised floor, the first in a public project in city of Los Angeles, to provide maximum flexibility and to be used as air plenum for maximum energy efficiency. The additional costs to incorporate this state of the art technology, was offset by eliminating all suspended ceilings and reducing the size of the mechanical units to less than half of a conventional system. In addition, it is planned to install photovoltaic panels over the most part of the roof area to generate majority of their electrical need.

The use of raised floor system combined with the use of solar panels not only has accommodated the current and future technology but has reduced the energy consumption and its costs to less than half of the other same size City Libraries.



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Intersection of Wall Street & Main Street

by David Goerz



INVESTMENT INSIGHTS | SEPTEMBER 21, 2008

Today's two key issues are high oil prices and housing weakness. Most other concerns appear to spawn from these. Over the last year, real economic growth of 2.2% has been more robust than expected, but capital markets continue to be volatile, grinding down investor confidence. Economic and monetary conditions were atypical for the start of a recession or even a bear market. Concerns come and go, but their very existence helps explain high equity volatility, while stock valuations are compelling and Treasuries are expensive. With Government initiatives to restore confidence, improve credit availability and increase liquidity, we believe that the economic expansion will eventually regain its footing as the coiled spring of deferred activity unwinds.

The outlook for Main Street is now inexorably intertwined with resolving the credit crisis on Wall Street. In putting taxpayer money at risk, the greatest cost of recently announced loans and bailouts may be measured in heightened financial services regulation. The cost of lending AIG \$85 billion and financing the Troubled Asset Relief Program (TARP) to purchase distressed assets may be less than \$100 billion or even produce a gain, but the value-at-risk is approaching \$1 trillion. There is relatively negligible impact on the national debt initially in simply expanding the balance sheet, adding equivalent assets and debt, so it should not permanently undermine the U.S. dollar or ignite inflation, although Treasury issuance may push up yields, on the margin.

Resolving this crisis will require troubled assets to find a

permanent home and for housing prices to trough. Once a trough becomes visible, which we expect in the spring, we believe mortgage and asset-backed securities will re-price to reflect their higher intrinsic values. The plan should be much less costly than bailing out individual companies or spending on additional income tax rebates. Incentives for key players are now aligned, including taxpayers and policymakers.

Cumulative write-offs for mortgage securities have been far more severe than the decline in home prices should imply. Low commercial vacancy rates are inconsistent with the severity of commercial mortgage security write-downs, as well. Securities are being marked-to-market with the adoption of a new accounting rule for valuing illiquid securities, which by definition have no observable price except that inferred from narrow benchmark indices used to hedge exposure. Accounting rule SFAS #157: Fair Value Measurement became effective in November 2007. The first indication that implementation of this rule change was problematic surfaced with Citibank and Merrill Lynch write-offs in August 2007. Subprime mortgage and asset-backed security indices remain under severe pressure, causing a gap between security prices and intrinsic value of underlying loans.

The SEC suspended the uptick rule (short-selling allowed only on an uptick) in July 2007, which had been in place since 1938 to prevent disorderly selling during steep market declines. It has served us well for 70 years, but suspending this rule seems to have facilitated a caustic combination of false rumors and possible collusion to have an adverse ef-

Intersection of Wall Street & Main Street

fect. Without the uptick rule, stock prices can crash through limit orders on low volume, exacerbated by algorithmic trading systems. In a vicious cycle, credit ratings have been influenced by stock prices and credit default spreads, further undermining global equity markets, in our opinion. The excessive volatility has spooked investors. Several exchanges have now restricted short-selling to contain the problem until new rules can be drafted.

Economic and Capital Market Outlook

Forecasts	2005	2006	2007	2008	2009
U.S. GDP (Real)	3.0	2.7	2.5	2.0	2.5
Earnings Growth	13.7	15.3	-4.3	3.2	24.4
CPI Inflation	3.4	2.6	4.1	3.0	3.0
Unemployment	4.8	4.4	5.0	5.6	5.2
Fed Funds Target	4.25	5.25	4.25	2.0	3.5
Treasury Notes-10y	4.4	4.7	4.0	4.0	5.2
—Gov't Bond Retn-10y	2.2%	1.5%	9.6%	4.0%	-4.4%
S&P 500 Index	1248.	1418.	1468.	1450.	1650
—Stock Return	4.9%	15.8%	5.5%	1.3%	16.3%

Source: HighMark Capital Management and Thomson data

America's economy is rarely as fragile or inflexible during periods of crisis as is often assumed. Yet, the psychology of markets is difficult to predict, and tends to overshoot in both directions. It is critical to focus on long-term investment objectives when short-term volatility is frightening. This is precisely the time when things get the most uncomfortable, but investment opportunities are often the most favorable at such junctures. Policymakers, working for the benefit of the greater good, make adjustments that seek to restore confidence and add stimulus, like a doctor prescribing medicine. While there are many critical questions yet to be asked about what caused this financial crisis, the ability of government to respond in an effective way should stabilize markets and the economy, we believe.

Meaningful New Policy Tools and Extraordinary Actions

- Term Auction Facility (TAF): Banks can borrow without stigma of going to discount window.
- Term Securities Lending Facility (TSLF): Dealers and Banks can borrow Treasuries in exchange for agency and mortgage-backed securities.
- Barclays acquires portions of Lehman Brothers, Bank of America buys Merrill Lynch, JP Morgan buys Bear Stearns.
- Fannie Mae and Freddie Mac Conservatorship: Expand loan capacity by \$200 billion for FNMA & FHLMC. Shareholder equity wiped-out, but mortgage rates drop ¾%. (Risk: Balancing \$5 trillion in liabilities)
- AIG Loan of \$85 billion: Neutralize source of systemic risk, but at huge cost to shareholders (Warrants diluting 80% of

stock. Risk: Uncertain taxpayer cost or gain, CDS volatility)

- Government TARP Fund: \$700 billion to buy distressed assets and shore up bank balance sheets. (Risk: Requires legislation, uncertain taxpayer cost or gain)
- Goldman Sachs and Morgan Stanley granted approval to become bank holding companies, thereby providing greater access to credit, deposit gathering, and Federal Reserve.
- Exchange Short-selling Restrictions in several countries.

A confluence of adverse factors has forced the U.S. Government to intervene and the light at the end of the tunnel is growing brighter for Main Street with each additional measure to address the financial crisis. The landscape of Wall Street has changed dramatically with the acquisitions of Bear Stearns by JP Morgan Chase, Merrill Lynch by Bank of America, and most of Lehman Brothers by Barclays Bank. Taken together, these efforts by government and the private sector should help restore liquidity and increase access to credit and shore up Wall Street, but also improve consumer and business confidence necessary to bolster economic growth on Main Street. Although the committed capital is significant and these three measures (FNMA/FHLMC conservatorship, AIG loan, and TARP) pose risk of proportional loss, we believe it is also possible the Federal Government could actually realize a gain from this effort once the portfolio is unwound and loans are repaid. Talk of increasing debt by \$5 trillion obscures the value of underlying insured properties in the Freddie Mac and Fannie Mae conservatorship and AIG warrants. The Federal Government can assume a longer time horizon than most investors, as with the Resolution Trust Corporation, and we believe credit spreads should tighten under this plan over the coming months.

We recommend overweighting global equities with a preference for U.S. vs. non-U.S. equities, as well as tilts toward small-cap and growth stocks. We recommend overweighting emerging market equities and high-yield bonds. Lower oil prices should bolster consumption of discretionary goods and services. If the economy begins to firm as business and consumer sentiment improves, capital flows should favor cyclical sectors, including consumer discretionary, industrials and technology. In the meantime, we expect slowing European growth and falling inflation will induce the European Central Bank and the Bank of England to cut interest rates by June 2009. We expect the Federal Reserve will begin hiking rates in 2009, which will be supportive of the U.S. dollar.

In short, the implication for Main Street is that by addressing what ails Wall Street will help America's economy, and particularly the housing market, to stabilize and eventually

accelerate toward trend real growth of at least 2.5%. If the economy can regain traction, the impact to the taxpayer to be minimized and better growth will fund increased tax revenue.

David Goerz, SVP - Chief Investment Officer

<http://commentary.highmarkfunds.com>

Note our new link!

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INVESTOR'S SUDDEN PREDICAMENT:

Bruce Soltani
Petroleum engineer

The growth of the United States economy is built on a key assumption- the oil will always be cheap and abundant. Unless we think oil is renewable energy, this basic assumption is fundamentally flawed. According to world leading experts the world oil production peaked in year 2005 and soon it will begin its irreversible decline. These are not speculations! My arguments are based on undeniable research by leading world experts...King Hubbart, Professor Deffeyes, Dr. Bakhtiari, Dr. Collin Cambel, Matt Simmons and many more.

Oil is the life blood of our economy and any disruption in world oil supplies can send shock waves through our economy far beyond the gas pumps. United States uses 25% of world oil supplies while only hold 2% the world reserves. The current global oil shortage has begun

its adverse effect on our most vital industries including transportation, agriculture, food manufacturing, machinery manufacturing, chemical manufacturing, clothing, mining, construction, and financial.

We should accept the new reality that the era of "cheap oil" is a thing of the past and the new era of "peak oil" is here to stay.

We must prepare ourselves for its dire consequences as it is a bitter pill we will have to swallow.

As the gap between the global oil supply and demand widens we are likely to see the oil prices at unimaginable new record high. The sudden predicament is that the traditional investment strategies that worked in the past 50-100 years, in real estate or stock market, are likely not to work for the next decade, which may put your investments at high risk of losing value.

INVESTOR'S NEW OPPORTUNITIES:

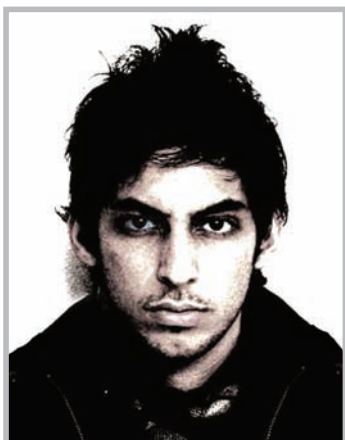
The faster one shifts to a new economic paradigm, there are more opportunities for ripping the rewards. A value investor seeks and seizes unique investment opportunities in any crisis before the herd. There are exceptional opportunities for investments in the "peak oil" economy.

Based on extensive research, we have developed a diversified portfolio model of alternative investment strategies that trend with "peak oil" economy. We hope to educate you about the "peak oil" economy and help you protect and preserve your investments.

If you are *interested* in getting more information, attending our free educational seminars in your area, or would like a free phone or in-person consultation, please contact our office today (800-409-1031)

Bruce Soltani is a Petroleum engineer with twelve years of broad experience in the oil and gas industry. Bruce also has over seven years experience in international investment and energy consultancy. He is a Registered Investment Adviser, a Certified Senior Advisor (CSA) and licensed in securities and insurance. Bruce is on the energy planning committee of Tenant In Common Association (TICA). He specializes in alternative investment strategies that trend with the new economic era the "peak oil" economy. He is the Executive Vice President of the oil & gas division of Midpoint Financial Services, offering 1031 exchange and direct participation programs in institutional real estate and oil and gas deals for accredited investors. Bruce and his team of advisors are ready to help you protect your investments in the new age of economic turbulence. We also like to show you unique alternative strategies to prosper in the "peak oil" economy. The time to get help is now!

Securities offered through Girard Securities, Member FINRA & SIPC



CONGRATULATIONS

to our own Sabz Publications' graphic artist,
Ali Shirdel,
 who at the time this issue was going to press, was
 selected as one of the finalists of the 2008 Mehregan
 Festival's Student Design Contest.

Congratulations Ali!
 -The team at Sabz Publications



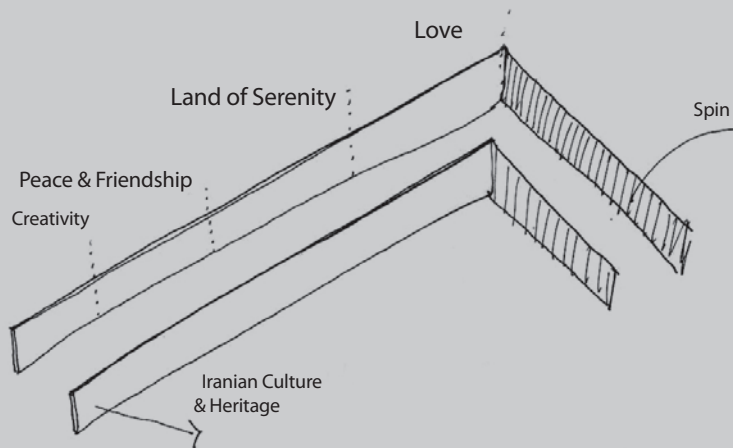
میراث
 تمدن و فرهنگ کهن
 Iranian Culture & Heritage

خلاقیت
 Creativity

صلح و دوستی
 Peace & Friendship



The **idea** behind this piece tells the story of our Iranian culture, that has rich roots in architecture and art history. The windmills are symbolic of creativity, which connects the exuberant, youthful children to the symbols of Iranian culture & art.



جایی برای آرامش
Land of Serenity

عشق Love

The white doves are a symbol of peace and friendship in the hands of children and spread peace throughout the world as Iranian culture always has historically.

The blue sky evokes serenity and again peacefulness.

The pomegranate symbolizes love, which is the best and most significant melody in one's life and thus that is where our story ends. All of these symbols are tied together by their common message: peace.

This synthesis of Iranian cultural elements, knowledge, commitment, peace, & love depict the story of Mehregan and our Iranian heritage.



Estate Planning

Q&A

Alex Agahi | Financial Advisor

What Key Estate Planning Tools Should I Know About?

Planning is a part of nearly everything we do in life. It's even a part of dying. How will you preserve your assets from estate taxes and probate fees? How will you ensure distribution according to your wishes? Who will make financial and medical decisions in the event of your incapacity? By taking steps in advance, you have a greater say in how these questions are answered. And isn't that how it should be?

Wills and Trusts

Wills and trusts are two of the most popular estate planning tools. Both allow you to spell out how you would like your property to be distributed, but they also go far beyond that. Just about everyone needs a will. Besides enabling you to determine the distribution of your property, a will gives you the opportunity to nominate your executor and guardians for your minor children. If you fail to make such designations through your will, the decisions will probably be

left to the courts. Bear in mind that property distributed through your will is subject to probate, which can be a time-consuming and costly process. Trusts differ from wills in that they are actual legal entities. Like a will, trusts spell out how you want your property distributed. Trusts let you customize the distribution of your estate with the added advantages of property management and probate avoidance.

Wills and trusts are not mutually exclusive. While not everyone with a will needs a trust, all those with trusts should have a will as well.

Durable Power of Attorney for Finances

Incapacity poses almost as much of a threat to your financial well-being as death does. Fortunately, there are tools that can help you cope with this threat.

A durable power of attorney is a legal agreement that avoids the need for a conservatorship and enables you to designate who will make your legal and financial decisions if you become

incapacitated. Unlike the standard power of attorney, durable powers remain valid if you become incapacitated.

Health Care Proxies and Living Wills

Similar to the durable power of attorney, a health care proxy is a document in which you designate someone to make your health care decisions for you if you are incapacitated. The person you designate can generally make decisions regarding medical facilities, medical treatments, surgery, and a variety of other health care issues. Much like the durable power of attorney, the health care proxy involves some important decisions. Take the utmost care when choosing who will make them.

A related document, the living will, also known as a directive to physicians or a health care directive, spells out the kinds of life-sustaining treatment you will permit in the event of your incapacity. The directive creates an agreement between you and the attending physician. The decision for or against life support is one that only

you can make. That makes the living will a valuable estate planning tool. And you may use a living will in conjunction with a durable health care power of attorney. Bear in mind that laws governing the recognition and treatment of living wills may vary from state to state.

How Can a Living Trust Help Me Control My Estate?

Living trusts enable you to control the distribution of your estate, and certain trusts may enable you to reduce or avoid many of the taxes and fees that will be imposed upon your death.

A trust is a legal arrangement under which one person, the trustee, controls property given by another person, the trustor, for the benefit of a third person, the beneficiary. When you establish a revocable living trust, you are allowed to be the trustor, the trustee, and the beneficiary of that trust.

When you set up a living trust, you transfer ownership of all the assets you'd like to place in the trust from yourself to the trust. Legally, you no longer own any of the assets in your trust. Your trust now owns your assets. But, as the trustee, you maintain complete control. You can buy or sell as you see fit. You can even give assets away. Upon your death, assuming that you have transferred all your assets to the revocable trust, there isn't anything to probate because the assets are held in the trust. Therefore, properly established living trusts completely avoid probate. If you use a living trust, your estate will be available to your heirs upon your death, without any of the delays or expensive court proceedings that accompany the probate process.

There are some trust strategies that serve very specific estate needs. One of the most widely used is a living trust with an A-B provision. An A-B trust enables you to pass on up to double the exemption amount to your heirs free of estate taxes.

When an A-B trust is implemented, two subsequent trusts are created upon the death of the first spouse. The assets

will be allocated between the survivor's trust, or "A" trust, and the decedent's trust, or "B" trust.

This will create two taxable entities, each of which will be entitled to use a personal exemption.

The surviving spouse retains full control of his or her trust. He or she can also receive income from the deceased spouse's trust and can even withdraw principal from it when necessary for health, support, or maintenance.

On the death of the second spouse, the assets of both trusts pass directly to the heirs, completely avoiding probate. If each of these trusts contains less than the exemption amount, these assets will pass to the heirs free of federal estate taxes.

Estate Planning Tip

Keep all your important financial and legal information in a central file for your executor. Be sure to include:

- letters of last instructions
- medical records
- bank/brokerage statements
- income and gift tax returns
- insurance policies
- titles and deeds
- will and trust documents

The information provided here is to assist you in planning for your future. Proper tax and legal advice should always be obtained.



Alex Agahi | Financial Advisor

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MODERNISM

Nader Ghassemlou | Architect

It is difficult to describe what contemporary architecture is without a brief history in modernism. Architectural modernist movement started in Europe in the early 20th century circa nineteen hundred and twenties by handful of avant-garde architects such as Gropius, Mies Van der Rohe and brought to its pick by a French architect Le Corbusier. There were several inspirations and theories behind this movement.

But they could be summed up as three main components, Abstract arts, Industrial mass production systems such as ships and automo-

biles, and Socialist ideology of post World War one.

Straight lines of abstract arts, revolution in means of production such as assembly lines, and using contemporary materials such as concrete, iron, steel, glass, which by now is being used in great quantities in ships and automobiles were all part of achieving these ideals. Of course historically using materials available is not a new one.

Stone, wood, mud, and bricks were abundant and logical materials until industrial revolution.

Now Iron, steel, and concrete are freeing up the structure from the



restrictions and limitations of classic materials. Structural marvel such as Eifel tower built between 1887 and 1889 as the entrance arch for the Exposition Universelle in Paris was proof of this theory long before. Now, architects could use achieve fluid and open floor plans. Purity of structural and clarity of a design language can

be expresses thru modern technology. , “Mies Van der Rohe, Barcelona Pavilion International Exposition Barcelona 1929”. Cheap mass produced industrial materials found their way to design.

Simplifying design and using cheap materials lead to reducing the cost which leads to cheaper buildings for masses.

This Architectural revolution that started in 1920’s led to today’s many branches of contemporary architecture, such as Minimalism, Constructivism, Deconstructivism, and many others. These are all exploratory and experimental architecture that pushes the boundaries of design and construction.

Our philosophy at Objekt Studio is not far from these ideals. We challenge ourselves to push the design envelope. Taking ordinary and mundane and transforming them to unexpected and extraordinary.

We like to pursue a new architectural language, aesthetics, and materials. We explore new special relationships and new fusion of form and function.

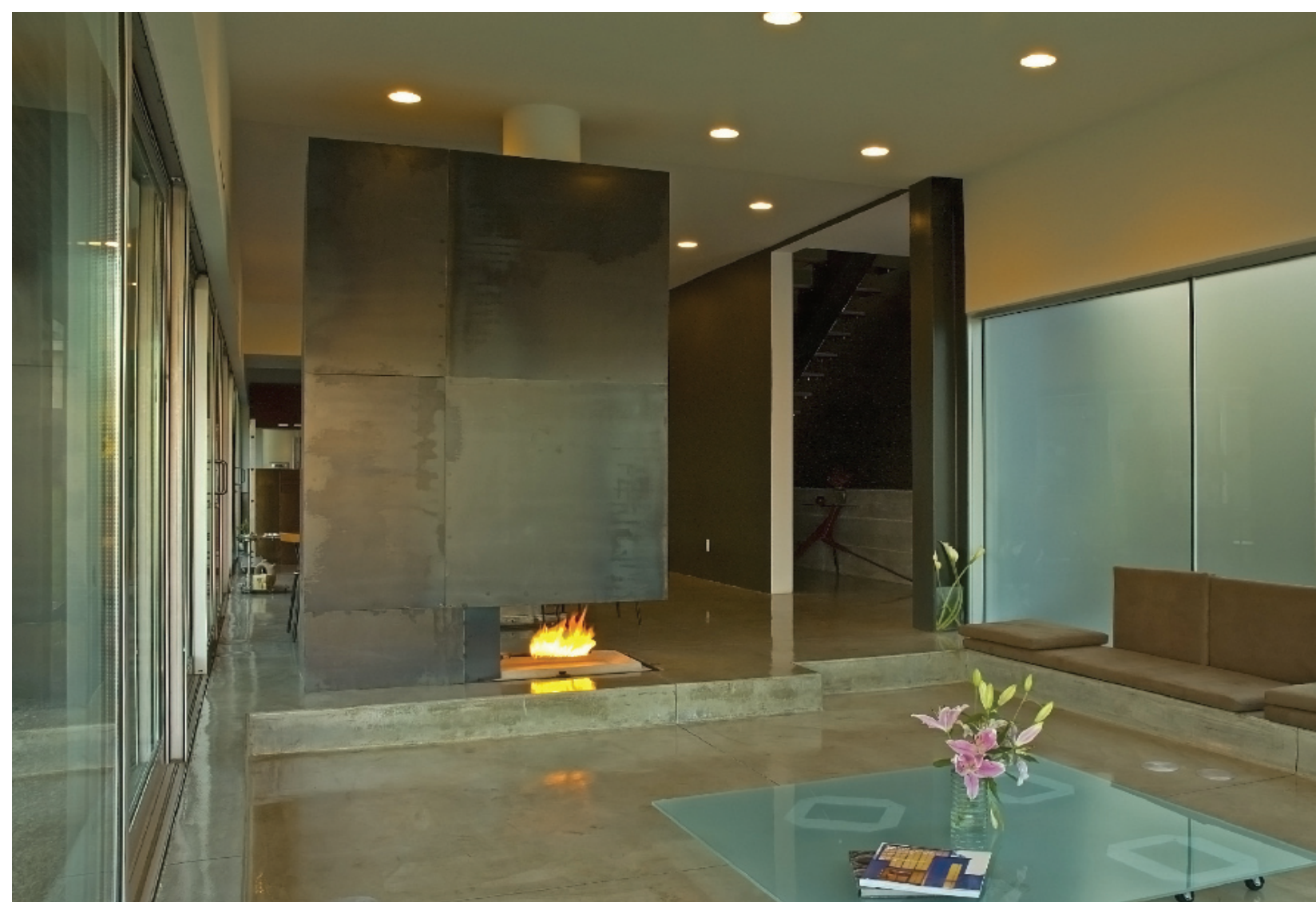
Signal Hill California Hoben’s residence is an example of our work that clearly breaks the mold of the ordinary residential architecture. Site is located on a hill looking towards the ocean. Capturing view of the city below and the ocean was crucial to the client. Using steel structure freed up the building from ordinary bearing wall construction therefore allowing us to float a second floor over a glass box and also opened up the ground floor plan from having too many interior partitions thus maximizing the view.

Structure is exposed throughout the house adding to the special aesthetics. All operable window system along the first floor used to capture the ever presence ocean breeze on the hill therefore cooling the house naturally. Exposing materials in their natural state adds to the purity of the house and clarity of its architectural language.

Exterior aesthetics is sculptural and although different contextually, it adds to the Signal Hill architectural variety.

Architecture today should not be bound by classical styles and traditions and repetitions. I always like to think of our architectural style as progressive and not regressive, kinetic, fluid and not static!





About Author:

Nader Ghassemlou is a designer with an art back ground and Graduated from California Polytechnic University Pomona with a bachelorette of architecture in 1994.

Nader has over 14 years of experience in residential, institutional and commercial buildings, and worked in all levels and phases of architecture. Since then he worked in many firms including RTA Blurock, Gensler, Morphosis, and many others.

During this time he also joined group of other architects and started a metal studio that led to experimenting, designing and fabricating variety of furniture, and sculptures. This influenced and shaped his unique architectural approach and vision.

He established Objekt studio in 1996 and since then his firm was involved in verity of competitions, actual and experimental projects.

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Energy Production & Management Strategic Issues

By: Dr. Reza Karkia, CCP

Taking an active Role

In relatively recent years, the U.S. Department of Energy (DOE) and the Environmental Protection Agency (EPA) have taken an active role promoting energy and mental consciousness nationwide. However, more participation may be necessary at the highest levels within both industry and government to accelerate the pace at which energy production and utilization projects can be developed. Whether one looks at it from a microscopic standpoint (i.e., at a small facility) or from a global or national standpoint, conservation programs can offer multiple pay-offs, including making the so-called weakening base solid throughout the country.

Strategic planning

Just as any other organizational program, strategic planning for a successful Energy Management and Conservation (EMC) program targets every step of the management process, up to but excluding program implementation. Strategic planning provides the following benefits:

- A clear understanding of the likely future impact of a current decision.
- Better anticipation of future developments.

- Better information exchange within the organization.
 - Smoother and more efficient implementation of future decisions.
 - Reduction in parochialism and increase understanding of constructive conflict.
 - Emphasis on ongoing planning
- The strategic planning process includes recognizing and providing for the following components:

Organization Subsystems

This is the organizational “climate”. Effective ways of enhancing the climate for innovative planning include:

- 1) Encouraging widespread participation in planning at all levels;
- 2) Stressing that change is normal and is to be expected as the organization faces a changing environment;
- 3) Permeating the organization with planning, demonstrating that it works, and making use of it.

Information subsystems

This system is information collection, organization, analysis, and dissemination. Planning information must be current, focused on the environmental and competitive goals of the organization, and easy to access in the form in which it is most useful.

In the absence of an information system, decisions are made without relevant information. Strategic databases may include, but are not limited to, legal, political, economic, technical, competitor, and internal databases and

information databases about the future.

Decision subsystem

This system allows choices to be made in a systematic fashion during the entire planning process. The final plan represents a great number of choices that were made and eventually into the final set of choices.

Planning subsystems:

This process facilitates planning and consists of five phases:

- 1) Establishing general goals (e.g., defining the organization’s purpose)
- 2) Collecting information and forecasting
- 3) Making assumptions
- 4) Establishing specific objectives
- 5) Developing plans.

System of Plans

The final outcome of the strategic planning process is a system of plans:

1. Individual plans that are integrated to guide the organizational system
2. Operational (short-term) plans guide an organization for approximately one year
3. Developmental plans provide guidance for one to five years
4. Strategic (long-term) plans provide guidance for more than five years

Administration Steps:

Administration steps include convincing top management, personnel resources, setting policy and goals, and managing the program.

Convincing Top Manage-

ment:

It is essential to the EMC program's success that top management become enthusiastically involved to the program. Several steps can be taken to foster this support. First, illustrate the historical rise in energy costs and usage as well the increasingly limited supply of energy both nationally and regionally. Then examine potential curtailments in power supplies, using historical data and regularly issued reports. Second, share with top management what other institutions are doing, and expand on the success stories. Finally, illustrate the potential impact of various local, state, and federal regulations.

Securing Personnel Resources

Securing personnel resources and determining functional placement of personnel within the organization is one of the most important steps toward a successful EMC program. The support of a continued interaction with the chief executive officer, the budget director, the planning and resource management officer, and construction trades superintendents will aid in coordination of the budgeting, operating, planning and constructing of energy management projects.

Setting Policy and Goals

Using the institution's mission statement as a guideline, energy management policy as well as energy goals must be established. Management of an EMC program included uninterrupted delivery of energy (and handling of emer-

gency interruption); implementation of results-oriented energy conservation measures; and incorporation of the energy program into the everyday life.

Managing the Program

Managing an EMC program is no different from managing any other program; it includes five major management functions.

1. Planning. This generally includes defining the goals of the program and how to achieve them and developing a series of small plans integrates and coordinates the activities.
2. Organizing. This includes what specifically is to be done, who is to do it, to whom that individual reports, and where decisions are to be made.
3. Motivating. Motivating personnel is one of the most important management functions, as it moves employees to exert high levels of effort to reach organizational goals while satisfying individual needs.

4. Directing. Directing includes overseeing the activities of others, selecting appropriate communication channels, and resolving conflicts.
5. Controlling. This involves monitoring the performance of the program and ensuring that it is proceeding as planned, correcting if necessary.

Setting Goals and Guidelines

Develop an annual consumption goal that is attainable and measurable. The goal may be to conserve energy, money, or a particular resource. Prepare ongoing guidelines and procedures on scheduling, operations, maintenance, and training.

Energy-Saving Calculation Methodology

The methodology utilized by engineers complies with universally accepted engineering practices and procedures. Project evaluations are to be determined by the cumulative effect of performing numerous energy-saving options.

Utilities Master Planning

The utility master plan should consider and recommend adequate improvements to all campus utility systems. The systems that should be addressed are electricity, heating, cooling water, sewer, natural gas, telephone, computers, and instructional television. The master plan should also address the issues encountered with the campus-wide utilities distribution to meet the needs for years to come. In addition, a sound master plan should simultaneously improve performance and safety while reducing energy use. The utilities master plan provides a road map for the development of the campus infrastructure. Utilities projects can be phased to ensure that

services are available in advance of the construction of new buildings.

SUMMARY

The most important single element in the success of an EMC program is the people who manage it. The consumption of energy is as much a business as the production of energy, and it must be treated and managed in a business-like way.

Summary of Qualifications

Dr. Reza Karkia is CEO of American Institute of Higher Education Resources (AIHER). He has more than thirty years of faculty, senior management and leadership experience in culturally diverse and complex organizations both in the public and private sectors, responsible for budgets in the range of Billions of dollars annually. Serve at local and state level committees and boards shaping governmental policy and regulations.

During his stewartship at The California State University system as Acting Chief of Energy and Utilities, he directed and managed Capital Projects, utility and infrastructure upgrades, and technology transfer projects for the 21 CSU campuses. Prior to joining CSU system he served as Faculty member at the University of Pittsburgh, Pittsburgh, PA. and the Institute for Facilities Management, Alexandria, VA.

Dr. Karkia ha numoures publications to his creadit including "Book/Section editor and chapters author of Utilities Management, Facilities Management: A Manual for Administration(1,376 pages), ISBN: 0-913359-97-1" which in part this article has benn extracted.

Selected Awards and Professional Affiliations

- Commissioner, California State-wide Health Policy & Data Advisory
- Commissioner, California Council

on Criminal Justice (CCCJ), The policy advisory council overseeing State of California's Homeland Security, Department of correction, and Emergency Services, 1998- Present

- Chairman, California Drug Treatment Task force, Ca. Criminal Justice, 2002- Present
- Chaiman, California Council on Criminal Justice, Bylaw Committee, 2004- present
- Energy Policy Advisory Council, State of California, 1991-96
- Service appreciation award received from 36th. Governor of the State of California, 1998
- Who's Who in America in Finance

and Industry, 1996-1997

- Distinguished Faculty Service Award, Plant Administrators (APPA), 1996
- Distinguished Leadership Award, American Bibliographical Institute 1994 - 1995
- Who's Who in America in Science and Engineering, 1994 - 1995
- American Society of Heating, Refrigeration, and Air Conditioning (ASHRAE), Member
- Energy Engineer of the Year, National Association of Energy Engineers (AEE), 1986

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MindFireInc was founded in 1999 by Moe Farsheed and David Rosendahl, who pioneered the concept of deliver-



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- HP
- Motorola
- Harvard University
- Comcast

ing web-based software for managing complex marketing campaigns, including Personalized URLs. We build on that legacy by improving and expanding our product platform, averaging 4 major product releases every year, extending the platform's reach to include a myriad of electronic response mechanisms, such as SMS, 800#, barcode, and others.

The growing list of global business partners dedicated to providing complementary products and services to MindFireInc customers includes

HP, Kodak, Canon, GMC, Press-Sense, and dozens more.

Our Vision

The way we see the world, every marketing touch-point will contain a trackable “link” enabling marketers to measure campaign effectiveness and improve ROI by engaging in the most relevant, personalized dialogue possible with each respondent – using the respondent’s preferred communication channel.

Our technology supports this vision with trackable URLs and targeted landing pages for direct mail, email, Pay-Per-Click and off-line printed advertising, radio, and TV.

Better
Results
Better
Measurement
Better
Business



Moe Farsheed CEO and Co-founder

With over 20 years of experience in the fields of electrical engineering and computer science, Moe Farsheed founded MindFireInc to help companies of all sizes take advantage of the internet. Moe draws on a diverse technology background and strong commitment to educational values in setting MindFireInc’s business and technical strategy. In the mid-1990s, as Director of Internet Services for OnLine Connecting Point, of Irvine, CA, Mr. Farsheed was instrumental in developing a partnership with

Pacific Bell Internet Services, Cisco, and Sun Microsystems to integrate companies onto the Internet.

Later, as Director of Information Services for the Irvine Unified School District in Irvine, CA, he designed and implemented a computing infrastructure encompassing 35 sites that received national attention from such technology giants as Novell, Cisco, and Bay Networks.

Mr. Farsheed has served on the Technology Committees of the City of Irvine and the Laguna Beach Unified School District and has consulted for Bay Networks in their Educational Division. He has also served as technical consultant and member of the Technology Committee for Project Tomorrow, a joint venture between large corporations and educators to enhance the use and teaching of science and technology in the public schools of Orange County.

Mr. Farsheed has been highlighted as a “success story” on Novell’s Web site and corporate newsletter, has received an Award of Recognition from the Orange County Board of Supervisors for his philanthropic work on Project Tomorrow, and has been featured in several news articles in the Los Angeles Times and Orange County Register.



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TABRIZ RUGS

By Yossef Hadidi



A brief history by Yossef Hadidi, direct importer of fine rugs.

Although many countries produce quality rugs and tapestries, the best rugs in the world, in both quality and design are Persian Rugs. Persian rugs are woven in different areas of Iran, each of which has their own unique design and style of weaving, such as the Baluchi, Khal

Mohammadi, Kashan, and Heriz styles. One of the most prominent areas of Persian rug artistry is Tabriz, the capital of the Azerbaijan area in the Northwestern part of Iran.

After World War II and the international community returned to their sense of stability and people were able to turn their finances towards art and household neces-



and a large centered medallion arranged in a fashion that gives the illusion of lacework. The borders are marked by mostly cartouches or palmettes and the occasional verse of poetry separated by scrolls. The overall effect is a feeling of garden beauty and harmony.

The increased demand for Tabriz rugs created a strong trade link between the Iranian rug world and the Western countries.

As a person who has had more than 25 years of experience in Tabriz rugs, I have had input and influence into the style and colors of the evolving design of Tabriz rugs. As the world community is constantly becoming more modernized, traditional Tabriz rugs have also evolved as a beautiful complement to modern design while keeping a feeling of antiquity.

Yossef Hadidi of Hadidi Rugs, Inc
Masters of Electrical Engineering
from University of Arkansas
Direct Importer of Fine Rugs since
1979

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sities, the demand for good quality rugs began to rise. One of the areas in the highest demand was Tabriz. As people began to have an increased harmony with their existing design theme. Thus, they

turned to the harmonious pure colors of the Tabriz rugs. Tabriz rugs are woven in various styles and colors but are mostly characterized by their floral and fruity themes in blues, ivories, reds and greens,



PERSIAN STUDIES AT UCI

Dr. Samuel Jordan Center for Persian Studies & Culture
at University of California, Irvine

by Dr Nasrin Rahimieh

The Dr. Samuel M. Jordan Center for Persian Studies and Culture, established in 2006 by the School of Humanities in collaboration with the Claire Trevor School of the Arts, is a center dedicated to drawing on the strengths of the entire UC Irvine campus. The Center was made possible through the generosity of Dr. Fariborz Maseeh and The Massiah Foundation.

The main visionary for the Center, Dr. Fariborz Maseeh, is a profound venture philanthropist and consummate supporter of both the School of Humanities and UC Irvine. His unique vision for the Center has made an indelible mark on the university landscape that has afforded the local communities an opportunity to acquaint and immerse themselves in the rich traditions of Persian history and culture in addition to the traditional academic pursuits.

The Jordan Center was named after Dr. Samuel M. Jordan, a man who dedicated much of his life to Iran and its educational system.

After graduating first from Lafayette College and then from the Princeton Theological Seminary in 1898, Dr. Samuel M. Jordan spent 43 years as a missionary in Iran. He was the founder and president of the American College of Tehran, renamed Alborz College of Tehran. Dr. Jordan served as president of the institution from 1899- 1940 and during his period of leadership played a significant role in the growth of Alborz from an elementary school to a famous and respected college. He was well known for his dedication to expanding the size of the campus and enhancing

the opportunities for the school and its students. An avid believer in the value of sports, he is credited with bringing football, volleyball, basketball and soccer to Iran. Dr. Jordan's commitment to the academic community in Iran through his work at Alborz earned him the Iranian Decoration of the First Scientific Medal in 1940. After his retirement, Dr. Jordan made a trip to Iran on a goodwill mission in 1944. A bust of him was dedicated at that time believed to be the only such bust of a Westerner in Iran. A principal street in Tehran bears his name as further recognition of his contribution to the country.

The Jordan Center at UCI aspires to establishing equally strong bridges between Iranian and American cultures. Its central mission is to expand knowledge about Iran and its rich cultural and artist legacy.

The appointments of the Maseeh Chair and Director (Professor Nasrin Rahimieh), the Maseeh Professor in Persian Performing Arts (Professor Hossein Omoumi), and the Howard Baskerville Professor in the History of Iran and the Persianate World (Professor Touraj Dayae) have enriched the Jordan Center with expertise in three crucial areas of literature, music, and history. These three endowed professorships are well complemented by the naming of two affiliated faculty, Professor Roxanne Varzi in Cultural Anthropology and Professor Alka Patel in Art History. Together these appointments have made it possible for the Center to establish a strong foundation in teaching and research in modern Persian literature, classical Persian

music, history of ancient Persia, anthropology of contemporary Iran, and the art and architecture of Persianate India. The Jordan Center also provides language instruction at the beginners and intermediate levels.

With the existing and impressive range of expertise, the Jordan Center has already become a magnet for undergraduate and graduate students as well as for members of the community and the local and national media. The Center's programming targets both the general public and the campus community.

The Jordan Center held a series of lectures, film screenings, and an international symposium entitled, Re-Imagining Iran in 2006-2007. These events drew individuals both from within the campus and the local community.

The Center began the academic year 2007 with a conference, jointly sponsored with Chapman University, to commemorate the 800th anniversary of the Persian poet Jalal al-din Rumi's birth. To mark our multi-campus collaboration, the conference was held on the Chapman campus, followed by a concert on the UCI campus.

In the same month, October 2007, the Jordan center co-sponsored with the International Center for Writing and Translation the international conference, Global Conversations: A Festival of Marginalized Languages. In October, the Center also screened the documentary, Iran: Seven Faces of a Civilization.

Between November 2007 and June 2008, the Jordan Center sponsored ten individual lectures and presentations in English and Persian on a wide range of cultural, artistic, and historical topics. The speakers represented cutting-edge

scholarship on Iran being produced in Europe, North America, and Iran. The lectures included co-sponsorships with the Departments of Women's Studies, History, and the Humanities Center.

Following the practice established in 2006, the Center held an international conference, funded by the Razi family, entitled "The Presence of Iran in the Ancient World." This conference brought together scholars from across the globe and was attended by scholars as well as members of the local community.

Equally well received was the inaugural meeting of the Iranian-American Writers of California in May 2007. The day-long workshop drew the attention of both international and local press. An educational concert by Dr. Hossein Omoumi was targeted to the Iranian community of Orange County in May 2007. Its aim was to introduce the younger generation of local Iranian Americans to Classical Persian music.

This year the Center also offered a weekly series of seminars by Dr. Farnoody on healthy relationships during the months of April and May. These seminars were widely attended by the members of the community, and the Jordan Center was lauded for making it possible for individuals from all walks of life to attend. A new publication series, jointly launched by the Dr. Samuel M. Jordan Center for Persian Studies and Culture and Mazda Publishers (<http://www.mazdapublisher.com/>), also came to fruition this year. The first two volumes in the series, *History Sasanian Iran (224-651 CE): Portrait of a Late Antique Empire*, by Touraj Daryae, and *Sohrab's Wars Counter-Discourses of Contemporary Persian Fiction: A Collection of Short Stories and a Film Script* by Mohamad Mehdi Khorrami were released in August 2008. Over the course of last two years, the Jordan center established links with other University of California campuses and began working with Chapman University and California State University, Fullerton on jointly sponsored events. These collaborations have led to the productive sharing of knowledge and resources.

In 2006 the Jordan Center also made significant strides in forging ties with the international scholarly community by becoming the institutional home for the International Society for Iranian Studies (ISIS), which last year celebrated the fortieth anniversary of its founding and the launching of its flagship journal, *Iranian Studies*. As the premier international scholarly society devoted to all aspects of Iranian studies, ISIS has played a pivotal role since 1967 in promoting cutting-edge scholarship on Iran. *Iranian Studies* has published articles in all disciplines, ranging from history to anthropology, sociology, political science, literature, religion, film studies, art and art history, architecture, music, urban planning, and economics. The Jordan Center's partnership with ISIS is recognized by the hosting of the Society's archives, administrative offices, and its newly designed website.

The impressive array of study in Persian literature, music and history situates the Jordan Center most favorably vis-à-vis other prominent Centers in the United States. The Center looks forward to fruitful collaborations with neighboring campuses and the vibrant Iranian-American population of southern California.



Professor Nasrin Rahimieh
Maseeh Chair and Director, Dr. Samuel M. Jordan Center for Persian Studies and Culture, Professor of Comparative Literature



Professor Touraj Daryae

Associate Director, Dr. Samuel M. Jordan Center for Persian Studies and Culture
School of Humanities, Howard Baskerville
Associate Professor of History



Professor Nasrin Rahimieh
Maseeh Professor in Persian Performing Arts

Website:
www.persianstudies.uci.edu/

Orange County Superior Court Judge James P. Gray has just released a new book entitled “Wearing the Robe: the Art and Responsibilities of Judging in Today’s Courts” (Square One Press, 2009). This book is not only intended for new judges in order to help them “learn the ropes” about what a judge should do on the Bench, it is also meant for attorneys who someday might like to become a judge.

But in addition, and all importantly, this book is meant for the general public, because to say that most people have a fundamental misunderstanding of what judges do, or the importance of the independence of the judiciary, is a radical understatement. Because actually, for the most part, people generally do not have any understanding about this subject at all. So Judge Gray draws upon his 25 years of experience as a trial judge to help to educate us all and provide us with some insights into this important area.

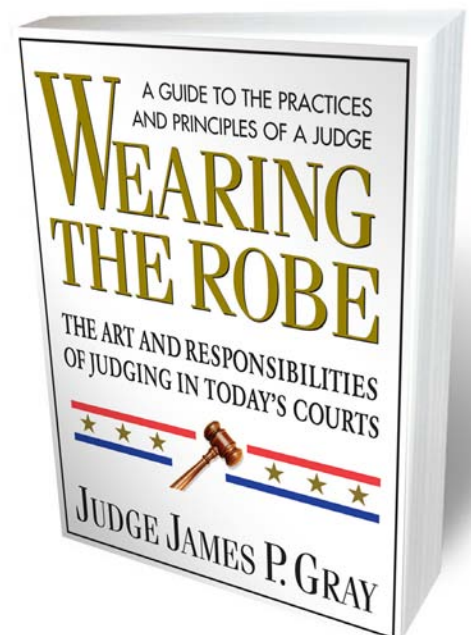
Judge Gray received his undergraduate degree from UCLA in 1966, and his law degree from USC in 1971. Between college and law school he served as a Peace Corps Volunteer in Costa Rica. After graduation from law school, Judge Gray was a staff judge advocate and criminal defense attorney in the Navy JAG Corps in Guam and Lemoore, California. Later experience included several years as a federal prosecutor in the United States Attorney’s Office in Los Angeles, and private practice in civil litigation.

WEARING THE ROBE

By Judge James P. Gray

Utilizing his broad and general experience in the legal profession, Judge Jim Gray explores the day-to-day realities of being a judge, from faithfully applying the law in court to sharing knowledge outside the courthouse. In doing this, he discusses and gives insights into the workings of criminal, civil, traffic, probate, juvenile, mental health, adoptions, and administrative assignments. He also addresses a range of other practical and important topics, while examining how judges can obtain and refine their skills, preside effectively over judicial calendars, healthfully manage the restrictions placed upon their private lives, effectively deal with the demands of the media, and much more. So throughout this work, personal insights and practical tips add to a firm foundation of knowledge.

But this information is not just limited to the courtroom. Judge Gray devotes an entire chapter to practical ways of resolving disputes that can be utilized by everyone, no matter what the situation or their position in life might be. For example, he recom-



mends that all people in a dispute be given a meaningful opportunity, without interruption, to express their side of the story, and to suggest how the matter might be resolved. Then there can be an opportunity for non-confrontational but informative questions to be asked about practical problems that each side might have with their positions. But throughout this process, no one should be allowed to use words or phrases that will have a tendency to push people further away from a position of settlement. Examples of those words are liar, cheat, fraud, nuisance value settlement, or, in more extreme cases, slimeball, etc.

Other ways of resolving disputes can be captured by finding a common ground among the parties, and often that common ground is present. For example, Judge Gray settled the first Catholic priest child sexual molestation case in the country by first requesting the plaintiff and his counsel to retire and create a list of institutional changes that they felt should be made by the dioceses of the church. In about an hour they came back with ten recommendations that would help to keep this highly damaging conduct from being repeated. Then the judge requested the church officials and attorneys to retire and later return with their response to the suggested changes.

They did so, and eventually not only endorsed each of the ten changes suggested by the plaintiff, but they actually added an additional suggested change of their own. By adopting this approach, Judge Gray had the parties mutually explore something that they all had in common. Then once they all had focused upon this mutual vested interest, the judge himself suggested a monetary figure that was soon determined by all sides to be fair, and the case settled. *Wearing the Robe* is filled with numbers of similar practical insights and approaches like this that everyone can learn from and adapt to their personal lives, and to everyone's benefit.

But that is not all. During his time on the bench, Judge Gray has helped to found many organizations, such as Orange County's Peer Court program, and he discusses several of them. The peer court program takes real juvenile cases into 12 local high schools, and empanels a jury of high school students that then asks questions of the juvenile subjects and their parents. Quickly in this process it becomes apparent that the high school jurors actually expect the parents to parent – which in some cases



is quite a revelation to the parents. The jurors also demonstrate to the juvenile subjects that it really is not “cool” to ditch classes, smoke marijuana, write graffiti on buildings, or be disrespectful to their parents or teachers.

So in many ways peer court brings home not only to the juvenile subjects, but also to the high school jurors and the audience in attendance that people are responsible for their actions, that there is really no such thing as peer pressure, and that their future in many ways is going to be controlled by what

they do now while they are in school. These are among the many things that Judge Gray discusses and describes in this most informational book.

In summary, *Wearing the robe* should be read by every person who is interested in learning about the genius of our third independent branch of our government, which is the judiciary.

As such, it should also be used by every high school and college in America. It shows everyone that justice is both a result, as well as a process, because unless people actually feel that they are receiving a fair and just hearing, even if the result is fair the process still will not be successful. To a large degree, judges are able to dispense justice, but in many ways *Wearing the Robe* will be the way that people understand, appreciate and respect the process by which we obtain that justice.

James P. Gray is a judge of the Orange County Superior Court, the author of *Wearing the Robe: the Art and Responsibilities of Judging in Today's Courts* (Square One Press, 2009), and *Why Our Drug Laws Have Failed and What We Can Do About It* (Temple University Press, 2001), and the composer of the high school musical “Americans All” (Heuer Publishing), and he can be reached at:

JimPGray@sbcglobal.net

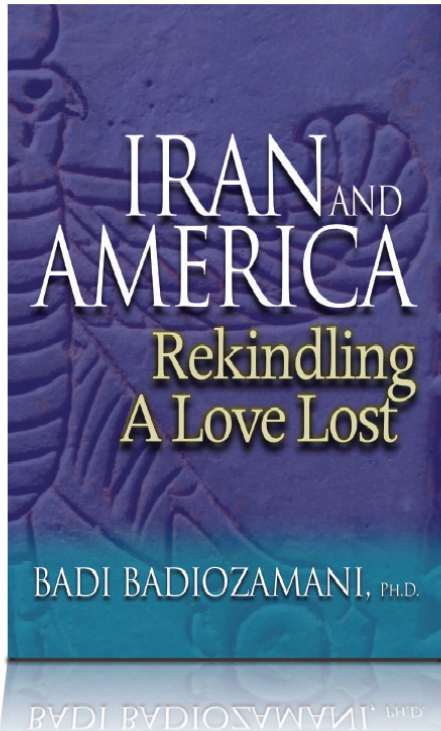
or at his website at :

www.JudgeJimGray.com.



Why Should Everybody, Especially Young Iranian-Americans, Read This Book?

Badi Badiozamani, PH.D.



Iran and America: Rekindling A Love Lost by Dr. Badi Badiozamani and Ghazal Badiozamani is a god send for those who long for learning about their ancestral roots, cultural heritage, and their motherland's standing in the world history. The book provides an understanding of Iran through an in-depth analysis of its cultural and political history. It begins with descriptions and pictures of Iran's most notable treasures such as a 65 million year old Jurassic footprint, a 100,000-year-old scraper, a 42,000-year-old rock painting, the world's first animation, the world's first orchestra, the world's first banks, the first labor laws, a 3,000-year-old chair and much more.

It then moves toward an assessment of the history of relations between Iran and America, which goes back to 1830. The text is rich with descriptions of the economic, military and cultural agreements between the two countries and filled with sometimes amusing anecdotes. The efforts of many great individuals who brought American good will

and gained immense and immortal popularity and respect in the hearts and minds of Iranians are described. Special attention is given to Howard Baskerville who gave his life for the freedom of Iran, Dr. Samuel Jordan who was called the father of modern education in Iran, and Professor Pope who prepared the most comprehensive work on Iranian Art.

Finally, seeking to show the continued mutual contributions of both countries to each other despite official political isolation, the book provides a glimpse of the extraordinary and diverse contributions of Iranian-Americans to the U.S and the modern world.

A copy of the book was sent to all members of the U.S. Congress and members of the Executive Branch of the U.S. government.

To order: visit www.Badi.net.

The Persian Wedding

By Bijan Moridani

A brief summary of the English Section

Khâstegâri (asking for her)

On a predetermined date, the young man and his family dress up and go to the young woman's family's house. They are greeted warmly. The girl enters the room carrying a tray of teacups and offers it to the guests. This is not an easy task. She is nervous and her hands are probably shaking...

Nâmzad-bâzi (engagement flirtation)

There is no married person who does not remember the exciting, wonderful memories of their engagement. It usually starts with brief visits, most often in the presence of family members, an exchange of loving looks and occasionally, if they are brave and an opportunity presents itself, stealing a kiss.

Sofreh-ye aghd (the setting)

There is a large ceremonial rectangular cloth, ... This is a treasured item and is sometimes transferred from generation to generation. The items placed on the cloth each have their own symbolic meaning.

Khoncheh (the tray)

This is a large tray containing different colorful seeds and herbs in different designs. Many of the patterns are in the shape of a paisley, a symbol of regeneration and fertility. Within all these different designs, different colorful seeds are placed.

Hafez Book of Poetry or the Religious Book and Prayer Set

Depending upon the ideology of the families and the level of their religious commitments, any of these books may be used. Hafez book of poetry is essentially the highest literary symbol of love in Persian culture. On the other hand, based upon the religion of the couple, religious books may be placed on the aghd setting...

Aghd ceremony (exchange of vows)

In some locations, the bride sits at the side of the aghd setting

and then the groom enters. The first image that he sees in the mirror is the image of the bride. In some localities, the groom is the one who sits and waits. This is a sign of his respect and desire for the bride and being eager. To me, this second arrangement seems more beautiful. The groom sits on the right side of the bride. This is a sign of respect. The bride sits on the left side of the groom, closer to his heart.

A religious authority or a licensed civil authority performs the aghd ceremony. Throughout the ceremony, cone-shaped

sugar loaves are rubbed together above the silk or satin cloth. This is the rain of sweetness over the cloth symbolizing a sweet life. The authority asks the bride if she accepts the groom as her husband. This question is traditionally repeated three times. The first and second time the bride does not respond. Finally, the third time, very quietly, she responds, "baleh (yes)." It is said that not responding the first two times indicates that the bride is entering this marriage with enough thoughtfulness and wisdom...
Jashn-e-aroosi (wedding reception)

Jashn-e-aroosi has always been a grand celebration. Of course the level of wealth would influence the extent of the festivities... It was against the honor and social etiquette of Persians not to invite everybody for such an important day.

پیمان
نماشویی
ایرانی
بijan Moridani

THE PERSIAN WEDDING
Bijan Moridani

پیمان زماشوویی ایرانی
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متن کامل به فارسی و انگلیسی
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۴ صفحه تصویر بزرگ سفره عقد
۶۴ تصویر اجزای سفره عقد

The Persian Wedding
Bijan Moridani

Full text in English and Persian
Paintings by Nasser Ovissi
4 full pages of photos of aghd setting
64 photos of different items of aghd setting

INNER LAYERS

For more information please visit www.thepersianwedding.com

Youth Corner:

Portrait of Elika Sara Fateri



Elika Sara Fateri may appear like any other teenager, she has many likes, dislikes, she loves listening to music, watching her favorite television shows, going shopping and “hanging-out” with her friends. But Elika is anything but an ordinary teenager. At the age of 15, Elika is considered to be amongst the top female tennis players in the country. One of her coaches, John Kessler, describes Elika as, “the most physically gifted athletes on the squad,” Kessler adds, “if she hits her potential, she has all the makings of a big time tennis player in the world.”

Elika has been playing tennis since she was 6 years old and has had some of the best coaching available to top tennis players. She started playing competitively at the age of 10 having played in many local, regional and

national tennis tournaments. Elika has always been a highly ranked tennis player in all age groups and she continues to dominate the court against her opponents. With Elika’s tremendous winning record, she has been selected as an “All American” which is rare honor reserved for the best players in the country.

Elika loves to be a normal teenager so she decided to play for her high school team, University High School in Irvine, where she is the number 1 ranked singles tennis player for the Varsity tennis team. She enjoys playing for her high school team because it allows her to be part of a team and a community of girls who are from 15 to 18 years old.

Elika was recruited to be trained at the world famous Advantage Tennis Academy which is known amongst top tennis players as one of the best ten-

nis academies. Some of the country’s professional tennis players as well as many of the country’s top university tennis players have gone through this academy. Elika is privileged to play with the best in the country.

Elika plays tennis and is involved in mental as well as physical fitness at least 5 hours a day in addition to her rigorous academic program. Elika is passionate about tennis and she strives to be the best that she can be.

Elika was born and raised in the U.S. but her parents, Nazy and Fardad Fateri, are of Iranian decent. Elika is very proud of her Persian heritage and she speaks Persian fluently.

We are proud of Elika and we will follow her tennis career with great interest.

Soroush Arani

A Revolution in Persian Rock

by Azaadeh Goharзад

Progress. The element that shapes us as people and as a culture and within that culture: our music.

Iranian music tends to fit a certain mold that hasn't been broken for decades. Our youth is listening to the same sounds and rhythms that have held our creativity hostage for decades on end. And while Iranian music has molded and formed to the styles of Western music, there is one frontier we as a culture have not yet conquered - Rock.

A genre of music so rarely associated with any Middle Eastern music of any country. It is not easy to fuse these contradicting brands, one so traditional and deep rooted in our Persian culture and one so unexplored and foreign. **Soroush Arani** accomplishes this synchronization of styles in his musical debut, his premiere album, "Hamisheh Ba To" which is primarily written, produced and of course sung by Soroush himself. While Soroush was born in Iran, he came to America at a young age and was immediately drawn to Western music and thus he attended a music school in the U.S. Soroush like many people, saw the culture clash of his typical Iranian music juxtaposed with the world of American rock and roll. Could it be possible that these two starkly different ends of the spectrum could work with one-another to create

a cohesive, pleasing sound? While there were many nay sayers, Soroush disagreed and set out to find that sound; but more importantly, to create that sound. Soroush's latest album includes such songs as "Hamisheh Ba to", "**Koocheh**" and "Age Nagi Na" among many more that will change your perspective on Persian Rock music. You can view Soroush's phenomenal music videos for the songs "**Koocheh**", "Meh-yar" and "**Meyar remix**" on his website. Soroush leads Iranians to a new frontier in Persian Rock music.

You can find out more about **Soroush**, his music and his new CD at **SoroushArani.com**.

And for the latest information about Persian Rock music today you can sign up for Soroush's online news Letters.



Hamisheh Ba To

01. Hamisheh Ba To
02. Koocheh
03. Javab
04. Meyar
05. Layegh
06. Age Nagi Na
07. Ghoroub
08. Layegh Remix
09. Meyar Remix

SOROUSH
Arani



DIGITAL PRO AD

THANKS

Do you need Search Engine Marketing?

By: Afshin Nejad



The short answer is yes, you do! the world especially the information world is changing rapidly and you and your company needs to be at the forefront of these changes. People are now using internet not only as a communication tool but also as a new way for searching, shopping, and educational purposes. Majority of people have been looking through major search engine such as Google, Yahoo, and MSN to find that information.

What is Search Engine Marketing?

Search Engine Marketing, or SEM, is a form of Internet marketing that seeks to promote websites by increasing their visibility in search engine result pages (SERPs).

So why should you care?

If you have a business and your business has a website, you should care about your website location on major search engines. Why? Here are some reasons:

Request Done by Customers:

Majority of active internet users are using major search engines such as Google, Yahoo and MSN to find what they are looking for. If your website has a higher ranking on the search results there will be more chance for search engine visitors to look at your website.

If you do have good content and products on your website then you have much higher chance to convert these visitors to clients.

Lower Cost of Adverting:

It is much cheaper to advertise on the Internet and Search Engines than any other

traditional adverting channel such as: Direct Mail, Newsletter, Newspaper, Radio and TV ads.

Higher Ratio of obtaining a new customer:

The most important factor is that ratio of converting a new website visitor to a paid customer is much higher for internet user than any other type of adverting channels.

Steps you take to start Search Engine Marketing:

- Define your business goals and models

It is important for business owners to define their objective models and have clear understanding what they want to accomplish. Having new sale and new customers is not a business model. The right question should be; Why should a customer choose you? And How are you different from your competition?

You have to have a clear understanding and answer to the above questions. Your website should also present what actually you are doing.

- Create a system for measuring a return on investment (ROI) for Advertising.

There are many business owners who spend a lot of money on adverting that is not working for them. They have no way to know or measure where their new customers are coming from.

- Before you start online marketing, you should have tools to measure where the clients are coming from. You should be

able to define the highest return on your investment (ROI).

This is the beginning of a new area in Marketing. Search engine marketing is the future for majority of businesses that are looking to expand their markets.



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The Myth of Rankings -Beyond Search Engine Optimization

By: Siamak Kalhor



What follows is a condensed version of a conversation that happens all too frequently when I am approached by a prospect interested in search engine optimization (SEO):

Prospect: We need our website optimized, because we aren't showing up for any searches.

Me: What searches have you tried?

Prospect: We don't show up for ANYTHING.

Me: Why do you want to show up in searches?

Prospect: Well, it seems like we should. Our competitors do, and our website is WAY better than theirs.

Me: But, really, what would you stand to gain from showing up prominently in search engine results?

Prospect: Well, we could get more people who are looking for our products or services to find out about us.

Me: So, what you are saying is that increasing your search engine results could help you to increase sales and awareness?

Prospect: Yes.

Me: Now we're on the right track. Since your goals are to increase sales and awareness, have you thought about not only improving your search engine rankings, but also getting more people to take an action on your site that leads to a sale, getting more people to read your press releases or whitepapers so that they can consistently associate your company with your offering, or sending your prospects a regular newsletter to reinforce your name and expertise?

Prospect: Didn't you hear me? Our

website is great. We just don't show up for searches.

And so it goes.

A consistent problem with the "ranking-centric" mindset demonstrated above is that it doesn't reflect a powerful rationale for getting involved in SEO. Where is the true business case? What tangible results are desired? In general, if a prospect can't explain what he or she hopes to achieve beyond "higher rankings" or "more traffic," we'll first try to educate, and, if that person can't move beyond these base subjects, we'll kindly refer them elsewhere. More and more frequently, people are getting into SEO for the wrong reasons (and sometimes for no real reason at all). Achieving high rankings for targeted key-phrases, while an admirable and worthwhile goal, is really only a small piece of the entire online marketing puzzle. In this article, we'll discuss a few additional, but equally vital, pieces.

Website Conversion

Website conversion is the art and science of getting more of the people who come to your website to take the action that you want them to take – fill out your contact form, read your whitepapers, sign up for your newsletter, or (in the case of e-commerce) buy something. For a company that is trying to build offline business, this action is typically something that gets prospects into the sales pipeline through some form of online registration. For a company or organization that is trying to build awareness, this action can be a number of things – getting visitors

to a certain page of the site, getting them to stay longer at the site, or getting them to tell a friend about the site. The critical point that is commonly overlooked in a ranking-centric mindset is that no number of high search engine positions will address the real problem if your website is not serving as an effective marketing and sales tool. And, as I have said many times before, the overall net effect of raising your conversion rate from one to two percent is the same net effect as doubling your traffic, and it is almost always easier. Increasing the number of visitors to a site that does not convert them effectively is like pumping high performance gasoline into a car with engine trouble – it might help the car to run a little bit better, but if you'd done repairs before adding the premium fuel, it really would have hummed.

Online PR

Your website is only one potential online destination where people can find out about your company, and a typical user will regard your site as an advertisement since you have complete control over the content. With optimized press releases and expert articles, however, you can have your company name mentioned on popular news sites and industry portals, where credibility is more inherent.

Optimized Press Releases

Press releases that are optimized to appear when certain terms are typed into news search engines are an excellent way to build name recognition and credibility. If someone is taking the time to look for news related to your industry, he or she

is probably either in your business, learning about your market, or writing a piece about your industry. The last category is especially significant since a recent study* indicates that 98% of journalists go online daily, 92% use the Internet for article research, and 73% use it to find press releases. Whatever motivation a person has when he or she searches for news related to your industry, you want your company represented in the results.

Expert Articles

Another great way to promote your expertise and business is to write expert articles and submit them to the leading online publications in your field. At least one person in your company is almost certainly an expert in your field – why not let everyone know that? A person that reads an expert article published on an industry portal, and who subsequently clicks through to the website (from the link in the expert’s bio) is extremely targeted and already has a favorable impression of your company. Moreover, the same study cited above found that 76% of journalists go online to seek news sources or experts. When your company has demonstrated that you have experts on staff by publishing articles in credible, non-biased forums, the phone invariably starts to ring. Your experts will be asked to provide their opinions, quotes, or experiences for feature articles, often in prestigious industry publications. The benefits of this, of course, do not need explanation. A side benefit to both of the strategies above is that they increase the number of inbound links to your website and, therefore, can help greatly enhance your search engine rankings – which might be the primary reason you looked into SEO in the first place.

Newsletters

Direct mail was once considered a marketer’s dream – but email newsletters can be much more effective. Imagine a direct mail list with a low delivery cost, where every single person on the list has shown an interest in receiving such mailings. Such is the nature of opt-in email newsletters. People have shown enough interest in your company, or, at least, in what your company has to say, to invite you to communicate with them on a regular basis. They are essentially giving you permission to keep yourself “first in mind” whenever they are considering your products or services. Such opportunities are rare in the marketing world. By combining

the conversion principles you have applied to your website to your email newsletters, you can also get people to take an action that puts them into your sales pipeline without worrying about getting them to your website itself.

Conclusion

These are only a few of the additional ways to expand an online initiative beyond a misdirected ranking-centric approach. Weblogs (or blogs) are often considered another new frontier in online marketing, and we haven’t even touched on paid media opportunities such as banner ads or pay-per-click marketing. However, the three components mentioned above are important elements of a complete and successful online marketing initiative. An SEO campaign launched without considering them is like driving a four-cylinder car with only one cylinder firing – it will move, but you’d definitely reach your destination more quickly – and more smoothly – with all four.

SEO Rip-Off

I have decided to write this article as a result of numerous emails. It seems more and more people are falling victim to bad SEO. The main complaint is that they are paying entirely too much for little or no results. Additionally, many fall prey to bad SEO practices. If you plan to hire an SEO pro in the future, I suggest you use this article as a set of guidelines.

Before going with any SEO firm or individual, do the following:

A) Find out how established and experienced an SEO firm is before you negotiate. Do they have a sizeable client list under their belt? Are they published?

B) Scrutinize their portfolio. What kind of results have they achieved? Contact a few of their clients. Were they satisfied with the work performed?

C) Consider and confirm their methods? How will they optimize your site to reach your keywords? Do they use organic methods? Some individuals or companies use doorway pages, hide text in the background, utilize redirects and other blacklisted methods. Stay away from these.

D) Get at least three proposals from different SEO firms.

Look at each one carefully. Are there similarities? Proposals will help you see which companies are honest and which are trying to sell you something you don’t need. What is the cost? The cheapest isn’t always the best, however, the highest price may not be attached to a comprehensive and viable course of action. Try to find an individual or organization that will give you what you want within your SEO budget.

E) Contract, Contract, Contract.

Get everything in writing. Look over the document carefully. Be sure it covers everything you have discussed, including methods of achieving your desired results. Have the copies signed by both parties. If the job is a large one you may want to consult a lawyer.

F) Clearly state the terms of payment.

While most SEO firms will not do any work for free or agree to a results based pay scale, many competent SEO professionals will not shy away from a base plus performance incentive package. I am not a firm believer in prepaid contracts.. Most SEO professionals will abide by the 50% up front, 50% upon completion standard. Make sure all financial terms are as clearly defined in your contract as the actual scope of work. This will protect all parties involved in the event that expectations are not met.

All in all, try to do your best to educate yourself on SEO. Have a basic understanding of SEO terminology and SEO methodology. Anyone offering SEO services should not have a problem explaining how they intend to get you results. If they fail gain your confidence or raise a red flag for any reason whatsoever, keep searching. You will eventually find someone who will help you reach your goals for a fair price. Happy hunting.

By the way if you need a good SEO team here is the contact:

www.parsnational.com
support@parsnational.com
Tel: 818-883-7277



KIRN 670 AM: LIVE From The CONVENTION FLOOR

As the weather was heating up during the months of late August and early September, so was the election season with the highly anticipated political conventions of the Democratic and Republican Parties. As a correspon-

dent for KIRN 670 am radio, journalist Reza Goharzad reported and interpreted the events of the day live from the Democratic Convention August 25-28 and the Republican Convention September 1-4, 2008. As one of the

only forms of Farsi speaking media at the convention, KIRN listeners were able to get the report live from the convention floor, where history was made by both political parties.



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Top 5 Home Decorating “Don’t”s

by Stacey Wiktorek

It’s happened to anyone who has spent time decorating a room. You put in tons of blood, sweat, and tears (not to mention money) designing a room with the perfect color scheme, the perfect furniture, the perfect window treatments -- only to find it’s lacking that certain something.

A common design mistake could be the culprit.

But don’t lose hope. For every design mistake, there is a lesson to be learned, and an even better home

design to be achieved. So, we’ve collected some of the most common design mistakes and some creative ways to fix them.

Design Mistake #1: Bad Lighting

Let’s face it – no matter how trendy

your color scheme, no matter how fashion forward your furniture, if you can’t see it (or if the lighting is so poor it alters the look), you can’t appreciate it.

How to Fix It:

First of all, make sure your free lighting accessory (the sun) is getting through. Effective window treatments that combine fashion and function are key in this solution. Any shade or blind that allows you to control incoming light is going to help you out here: sheer shades with horizontal or vertical vanes that can be adjusted are one solution. Plantation shutters also offer a classic look, with the ability to control the light that comes through.

Also, try not to ever limit any room to a single light source. Add floor and table lamps, even when there is an overhead light fixture. This will not only give you more resources for brightening the room, it will also give you more options for changing the ambience, as you can play with the number of lights you have on at once.

Design Mistake #2: Looking Up to Your Art

For some reason, many people try to balance out a room by placing their wall artwork high above their furniture. However, instead of balancing the room, it makes the pieces appear as though they are “floating”, achieving a disorganized effect instead of a “put together” one.

How to Fix It:

Wall decor should relate to the furniture below it. Some designers suggest that there should be between 66”-72” from your floor to the top of any hanging wall artwork or pictures. Of course, there are exceptions with larger pieces, but this is a good rule of thumb that will help you keep your wall decor from floating away.

Design Mistake #3: Everything Matches!

While we’re not suggesting clashing colors and furniture is in, too much matching can actually be a design nightmare. When everything matches exactly, a viewer’s eye is not drawn to any one thing in particular, which can make the room appear dull. In addition, with nothing standing out to break up the monotony, a completely matching room can actually appear more cluttered.

How to Fix It:

Coordinate, don’t duplicate. When choosing accessories, furniture, and colors, pick items that will blend well together but do not repeat themselves. Use the same color family, but not the same exact color. And don’t be afraid to mix patterns with solids for a more subtle effect.

No plans to replace that matching furniture suite? No problem! You can neutralize extreme matching by changing colors! Choosing a different wall color can tone down or unite the patterns.

Design Mistake #4: Choosing Quantity over Quality

This is one of the most common design mistakes, and often results in over furnishing, over accessorizing, and way too many knick-knacks. It works against a unified look for a room, as every space becomes crowded with tiny accessories and picture frames. In moderation, these accessories accent a room – but their overuse can make a room feel crowded, cramped, and disjointed.

How to Fix It:

But what you love, and only buy it because you love it, not because it’s on sale. (Admit it, we’ve all done it) And if you can’t afford that gorgeous large wall hanging yet, don’t purchase small candle holders and picture frames instead. Wait and save up! Your room decor will thank you for it.

Let’s say you have a collection of knick-knacks and small items you adore; they really capture your personal style. You can still have quantity AND quality. Organize your favorite home design accessories by massing groups of smaller things together, for a more unified look. And don’t forget – not every accessory you own has to be displayed at once. Display one group at a time, and you’ll have plenty of ways to refresh your décor each season!

Design Mistake #5:

I Just Want to Get it Done!

Home decorating takes time, exploration and research, but too often people make decisions too quickly, without testing the possibilities or researching various options. This can lead to paint colors that don’t look right (they can often look different in the natural lighting of your home), or even worse, an ignoring of your own personal style in an effort to get it done.

How to Fix It:

Test, explore, and research! And when you’ve done all that, listen to your gut! Home decor magazines are a great place to start your research. There are also a variety of online tools that can help, like BlindCrafter.com’s MyStyle, an online guide to design styles that will help you determine your design style based on your personal preferences, and then will make color, window treatment, and furniture recommendations based on that.

Of course, there are exceptions to every rule, and perhaps even in this, some home design rules are made to be broken. So use these as guidelines as you embark on your home design projects!

About the Author

About the Author: Stacey Wiktorek is a member of the in-house professional home design team at BlindCrafter.com, where she provides expert decorating and design advice for anyone looking to beautify their home. For tips and home design ideas, or to receive their monthly Customer Club newsletter with trends, advice, and exclusive coupons, visit their website at <http://www.blindcrafter.com/kristinasdesignstudio.cfm>.



TURNING A BUSINESS TRIP Into a Vacation

Whether your job requires very little traveling or traveling all of the time, there is no reason why every business trip can't be as exciting and relaxing as it is productive and successful. Following the advice below and/or consulting with an experienced travel agent can help you make the best of any free time you may have so that you return home refreshed and rejuvenated rather than tired and depleted.

Business Travel Tip #1

Plan, Plan, Plan

Of course, you must remember that the key objective for your trip is business so it is vital that you make an itinerary for all meetings, seminars, conference calls, business meals, as well as include your travel time, leaving you with a comprehensive list of your free time between business obligations.

Find out what events or attractions are located near your business event sites. Cutting down the travel time will allow you to see more sites and not worry about the stress of having to make it back to your meetings on time.

Business Travel Tip #2

Speak to your colleagues

If you're going on the trip with other co-workers, consult them on what they want to do and compare itineraries. Often times, numerous heads are better than one and not only will you come up with more ideas, but your co-workers' preferences may take you to sites and activities you may not have tried on your own.

Additionally, planning leisurely activities as a group ensures

that no one will be accused of abandoning their work obligations for some fun and will bring the team closer. Lastly, groups are more likely to save money on transportation and tour prices.

Business Travel Tip #3

Be Realistic

Most likely you will not have the time to travel to sites in different cities or participate in activities that require a whole day's time. Your evenings will most likely be free so finding nightclubs, shows or restaurants are a good idea, especially since most companies pay for your food costs. Ask your travel agent or do some research on what areas of the city have an exciting nightlife scene.

Business Travel Tip #4

Book your activities early

There is nothing worse than doing all of this work to prepare your trip and finding out that the tour you wanted is full or the site you wanted to see is closed. Call early and find out what activities are closed in certain seasons and which require early booking. Either book before you leave or ask your hotel concierge to book them for you.

Business Travel Tip #5

Don't Worry, Be Happy

Despite all of the planning, something will inevitably go wrong at some point. If meetings go long, or seminars start late, you are bound to miss one of your scheduled plans. Take a breath and remember that you are on a business trip first and that any fun you have is an extra perk. If your event is in a hotel, again, talk to the concierge and find out what you can do that is close by and fun.



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