

Top 10 Scent Secrets

To Make Yourself
Smarter, Sexier, Younger, Thinner,
Wealthier, Happier and Healthier

by

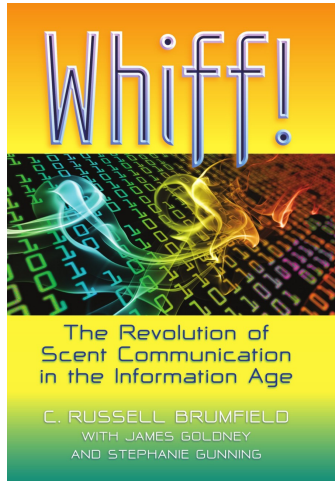
C. Russell Brumfield

and

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ask **TheWhiffGuys**
.com





Introduction

With every breath we inhale a complex cocktail of aromas. Despite being such a significant part of each moment of our lives, the real mystery of scent is that it has been largely overlooked, forgotten and ignored in modern times...until now.

Our journey into the magic world of scent began just a few years ago. We started to notice growing interest and research in the field, breakthroughs in the understanding of the psychology and physiology of smell, and the development of new technologies, processes and systems to control and deliver scent. In a similar way that new technologies and understanding emerged to help us control and use sound and light, now it's scent's turn to blossom.

While writing our book *Whiff! The Revolution of Scent Communication in the Information Age*, our keen interest in olfaction and all things smelly led us on an fragrant 18-month journey into the scent dimension, where we learned about the amazing research being conducted into scent's powerful effects on the consumer brain. Much of that research found its way into *Whiff!*. This brief dossier provides a few interesting tidbits from the book, as well as some things that didn't make it into the book.

You are welcome to send this document to friends, family and colleagues and we invite you to visit us online for up-to-date news and articles on our blog AskTheWhiffGuys.com.

To the smell of success!

C. Russell Brumfield and James Goldney

Olfactory Facts

If you enjoy trivia and “did you know,” throughout this document you’ll find plenty of “did you nose.” Sniff your way over to AskTheWhiffGuys.com for more olfactory facts, information and articles.



Secret #1: Boost Your Memory, Recall and Productivity

Students sweating out that last big exam before the Christmas holidays, take heart. The answer to those late-night-cramming-blues might literally be as plain as the nose on your face.



Olfactory Fact #123: An Elephant Nose Good Guys From Bad Guys

African elephants can classify members of a single species into subgroups by scent alone: The big guys were indifferent to the odor of garments previously worn by the Kamba tribe (humans who do not hunt elephants), but garments of the Maasi (humans who DO hunt elephants) triggered a stampede.

The implications of scent research upon education are profound. In his book *Fragrance*, Edwin T. Morris states, “When children were given olfactory information along with a word list, the list was recalled much more easily and better retained in memory than when given without olfactory cues.”

Research is providing a fascinating insight into how scent can affect memory, and the role sleep plays in memory formation. In one study, although students did not notice the presence of a rose bouquet while they were sleeping, their brains were found to be paying attention. Subsequently these students retained an almost perfect memory of their subject material while undergoing tests accompanied by the scent of roses (97 percent), compared to 86 percent recall when no scent was used. Furthermore, a team of German neuroscientists reported that by spritzing research subjects with rose scent as they performed a memory exercise, then spritzing them again when they were sound asleep, the researchers could improve their subjects’ recall by 13 percent. That equates to a substantial grade point increase for both the struggling and the excelling student.

So, why does what we smell have such a profound impact on what we remember? Put simply, when we smell, we feel. Scent marketers coined the term “Proustian Effect” to describe the nostalgic recall triggered by odor in homage to French author Marcel Proust, whose novel *Remembrance of*



Things Past was the first to explicitly link smell to memory. For Proust, it was the aroma of madeleine cakes which summoned up pleasant memories of his childhood. For another, it might be pipe tobacco or lavender sachet, and the reaction might be a vivid mental image or a simple shift in mood. Whatever the trigger, and whatever our individual conditioned response, smell is the most direct expressway to our brains, leaving all other senses in the dust.

When the other senses (sight, sound, taste, touch) reach our receptive centers, they are first routed through the interpretive reasoning centers of the left brain, needing to be identified and assimilated before circuitously making it to the emotional centers which tell us how we feel about the information. But when the olfactory bulb detects a smell—while we are eating, drinking, making love, having an emotional experience, or studying for that all-important test—it alerts the cerebral cortex and sends a chemical message directly into the limbic system of the right brain, before any left-brain analysis can muddy the waters.



**Olfactory Fact #133:
A Kid's Nose Knows Kids!**

Children can identify their siblings from other kids the same age, by scent alone!

So, what about after you get the diploma in hand and move into the increasingly competitive job market? Does the smell-trick still give you an edge? Absolutely. Not only will those same olfactory associations enable you to remember all your bullet points for that all-important presentation, a scented workplace will increase your productivity.

Japanese businesses have a long tradition of using aromas to boost brainpower, often much more adeptly than in other cultures. Important research in 1985 by Shizuo Torii, M.D., showing the mind-altering effects of some aromas, has caught the attention of entrepreneurs. Interestingly, a large construction company was one of the pioneers of scent delivery in Japan. The Shimizu Corporation started to incorporate aroma systems into



their buildings, diffusing lavender or rosemary into the lobby, and lemon or eucalyptus in general office areas to keep the workers alert.

A fragrance company, Takasago showed the results of a study relating the reduction of clerical error to the use of essential oils. Keyboard punching errors fell by 20 percent when the air was scented with lavender and 33 percent when jasmine then was substituted. There was an astonishing 54 percent reduction in clerical error when workers were exposed to lemon oils. And by intermittently changing aromas, efficiency levels were maintained. The Kajima Corporation, in the construction industry, infuses strategic blends of aromas into different areas of buildings at specific times of day according to the male-to-female ratio in specific departments. Scents include lemon in the mornings, soothing floral and wood fragrances at midday, lemon-jasmine to combat after lunch fatigue, and lemon again in the late afternoon to revive and refresh the workers.



Olfactory Fact #141: Smokers May Stink But They Don't Smell

74% of participating University of Indiana students were able to correctly sniff out their own shirts from a pile of stinky laundry, but this percentage dropped to 50% for students who smoked more than ten cigarettes per day.



Secret #2: The Scent of Seduction...

Regarding women's response to scents, according to Dr. Alan Hirsch of The Smell & Taste Treatment and Research Foundation, men's cologne usually causes a decrease in vaginal blood flow unless it's a natural scent. What actually makes a man most appealing to women is a light deodorant or spray of scent, such as the aroma of an ocean breeze, kiwi, or a combo of baby powder and chocolate. The aroma of a man's clean skin combined with a little fresh sweat and any fresh fruity scent has proven to be the strongest stimulant of all for a female. For the ladies who think that sexy, musky-smelling perfumes are attractive to men, think again. Women's sensitivity to musk is 1,000 times greater than men's. In fact, these perfumes are more likely to arouse the woman wearing them. Of course, this is not such a bad thing if you want to please a woman. Men may wish to take note of it.



Olfactory Fact #116: Women Appreciate Sentimental Films

A panel of women sniffed underarm swabs, and could tell the difference between smells of people who had watched "sad" or "happy" movies. Men could not distinguish between the two types of smells so well.



Secret #3. Insulin Effects Triggered by Scent

A recent groundbreaking experiment produced a literal Pavlovian (physiological) response in a group of healthy male subjects. These men experienced an expected glucose drop after being injected with insulin while simultaneously smelling a specific odor four days in a row. On the fifth day, they were *only* subjected to the odor, yet their glucose levels dropped anyway! When subjected to the same odor, their bodies responded as if they had actually received a dose of insulin. This suggests that specific scents can be imprinted into the memory in tandem with induced physiological changes—and, most importantly, that physiological responses can be replicated through the presence of an odor alone.



We can only imagine how scent triggered physiological responses could be used in other areas of medicine, or how scent could be used to enhance the efficiency of existing drugs...“a scent prescription?” I hear you say.

Olfactory Fact #134: Not All Noses Can Smell the Roses

Over two million Americans suffer from anosmia, a complete absence of the ability to smell.



Secret #4: The Way to A Man's Heart..

No matter your sexual preference, studies show that specific scents can turn you on. The Smell & Taste Treatment and Research Foundation studied men's sexual arousal by monitoring their penile blood flow while introducing them to various scents. No pornography was used in the study. The overall results were a twisted confirmation of the adage, "The way to a man's heart is through his stomach." That is, if the way to his heart is routed through his penis. It seems that each of the 30 odors introduced increased blood flow to the penis to a degree, from a dismal 2 percent increase all the way up to 40 percent.



Olfactory Fact #97: You Smell Better After Sex!

The fact is that that we have a heightened sense of smell right after sex - caused by the release of prolactin in the brain - and the production of new smell-based neurons.

Scents used ranged from orange, black licorice, and buttered popcorn, to lily of the valley, doughnuts, cola, pumpkin, and lavender. What was the hands-down winner? A mixture of pumpkin pie and lavender; this blend showed a raging 40 percent increase in a male's arousal. Next in effectiveness, at 31.5 percent, was the combo of black licorice and doughnut. (Beware of fat policemen eating licorice-flavored doughnuts.) The least effective smell for blood flow was cranberry, which registered only at 2 percent. Depending on the men's ages, they reacted differently, with vanilla creating the strongest effect for older men.

Another study showed greatly increased penile blood flow while men smelled cinnamon buns. Roasted meat, cheese pizza, and chocolate also made the list. One might get the idea to open a sex shop in conjunction with a bakery or steakhouse. It seems that men's appetites are pretty interchangeable.



Secret # 5: Home Sweet Home

As noted in *Whiff!*, the idea of scenting the air we breathe has been around since the invention of incense. In the last decade, innovative and inexpensive home scent delivery systems have exploded into a multi-billion dollar industry, and if there's one common thread running throughout their design, it's discretion. From the plug-in unit hidden behind the sofa to the tabletop dispenser camouflaged to blend with our knick-knacks, the scent systems in our homes strive to juggle high efficiency with low profile. The optimum system would provide 100% coverage with 0% visibility but, of course, that's not possible, is it?



Olfactory Fact #89:
Sometimes, All I Need is
the Air that I Breathe...and
\$8.5 billion to make it
smell nice

According to Global
Industry Analysts, Inc., the
world market for air
fresheners is projected to
reach \$8.5 billion by the
year 2012.

In a word, yes. Paint SCENTsations is an air freshener additive that literally makes a scent delivery system out of the paint on your walls. Just one ounce of Clean & Crisp or Vanilla Bean or, for those homes with particularly obstinate smokers or flatulent pets, Citrus Squeeze to a gallon of your favorite latex shade will produce a pleasant scent and eliminate odors for up to 12 months.

For realtors and property managers struggling to eliminate the odors left by former residents, says Simon Distributing President Pat Simon, the return on investment can be huge. "It takes between three and five gallons of paint to do the average apartment, so you're talking about an additional \$6 to \$10, and you're not adding any extra steps because you're painting anyway."



Secret #6: Beauty is in the Nose of the beholder...and for good reason!

The introduction of birth control pills in the early 1960s has been widely accepted as the chief culprit for the sharply rising divorce rates which followed (from 9.6 per 1,000 marriages in 1963 to 19.4 per 1,000 marriages ten years later), as fewer women were forced to “think of the children” and remain locked in unhappy marriages. As it turns out, we may have been barking in the right forest but up the wrong tree. While the pill certainly freed women from having to live with unwise choices of long-term mates, it may also be responsible for their having made those unwise choices in the first place.



**Olfactory Fact #192:
Less is More Than Enough**

Our sense of smell is so powerful that even the most potent odors we detect are actually only about 0.000,000,000,002 (two-trillionths) of a gram of scent.

A bizarre 1995 experiment conducted at the University of Bern in Switzerland, asked female students to sniff T-shirts that had been worn for three days by male volunteers and rate them for attractiveness. The DNA of the men and the women was then analyzed, in particular the genes, which build a part of the immune system. This infamous “Stinky T-Shirt Study” showed that women were biologically programmed to sniff out men with immune systems vastly different from their own, thus creating a wider gene pool and more robust offspring. But, interestingly, this preference was reversed in women who were taking oral contraceptives (which mimic pregnancy). Women on the pill preferred the scent of men with very similar genetics, such as close relatives, who would be more likely to help her care for the baby.

“It is like choosing a cousin as a marriage partner,” says Rachel Herz, author of *The Scent of Desire*. “It constitutes a biological error.” In short, if you are looking for a man to be the father of your child, go off the pill before you start your search, or you might find yourself, years later, wondering what you ever smelled in that guy. “Interestingly,” says Herz, “one of the most common things women tell marriage counsellors is ‘I can’t stand his smell’.”



Secret #7: A Little Common Scents Goes A Long Way In Business

This year, while you're pondering what possessed you to buy that plaid necktie for Uncle George or that chartreuse sweater for Aunt Barbara, stop and take a deep breath. No, really. Because that impulse buy might have been triggered, literally, by something in the air.



Olfactory Fact #72: Tasty Smells Trigger Impulse Sells

A recent Singapore study showed that shoppers exposed to the aroma of fresh cookies were inclined to seek a "quick fix" through an impulse purchase—such as a new sweater or lottery ticket—even after being reminded that their budget was tight!

Advertising Age magazine ranked scent marketing as one of the "Top 10 Trends to Watch," while Martin Howard, author of "We Know What You Want: How They Change Your Mind," rated it #3 on his list of "10 Disturbing Trends in Subliminal Advertising." These perspectives are totally at odds, of course. The same statistic cited as a warning by Howard, that "one study into use of airborne aromas, pumped into a Canadian mall, resulted in an increase of over \$50 per customer that week," is referenced gleefully by savvy retailers who have stepped into the multisensory age of advertising. But both perspectives point to a single common conclusion: Scent marketing works. Whether or not you are keen on the idea of retailers reaching for your wallet through your nose, it's an unstoppable phenomenon with limitless possibilities that isn't going anywhere but up, because it works.

The Canadian study listed above is but one example of many (and, not to nit-pick, but the increase in purchases when the environment was scented was actually over \$55 per customer). Orlando's Hard Rock Hotel had an underperforming ice cream shop called Emack and Bolio's, which was poorly situated in the basement. What to do? The enterprising company employed a "waffle cone" scent to attract customers down the stairs to the shop. Sales increase? Forty-five percent.



**Olfactory Fact #20:
This Candidate May Have
Won by a Nose**

In a semi-covert operation called The Perfume of the President, South Korean candidate Lee Myung-bak supplemented his campaign efforts by dousing the air at voting booths with the same signature scent he had been spritzing at his campaign rallies, Great Korea. Now-President Lee Myung-bak won the election with 48.7% of the vote—nearly as many as all other ten candidates, combined!

Another test was done on a Hershey’s vending machine. After deploying the scent of chocolate in the environment around the machine, sales of candy bars shot through the roof to an increase of 66 percent. Overall vending machine products in the test increased 12 percent. And, a recent Singapore study showed that shoppers exposed to the aroma of fresh cookies were inclined to seek a “quick fix” through an impulse purchase—such as a new sweater or lottery ticket—even after being reminded that their budget was tight.



Secret #8: New Car Smell

Tim Colussy was initially skeptical of the box wafting puffs of new car-scented air into the service lane of his Pittsburgh-area Chevrolet dealership. Now, he's gotten such positive feedback that he plans to install a second unit in his showroom.

The new GM Goodwrench Signature Scent, a subtle combination of bergamot, citrus, and fine leather, was specifically designed to induce a relaxed feeling in customers while enhancing the clean perception of service bays. Peter Lord, executive director of service operations at General Motors Corporation, finds the scent reminiscent of an aromatic new Cadillac—quite an improvement over the exhaust fumes, oils, and cleaning solvents usually associated with automotive work areas. Developed by the scent technology wizards at Air Aroma, the briefcase-sized units employ a patented cold-air diffusion technology to release controlled amounts of micro-mist throughout areas as large as 8,000 square feet.

Colussy, who has seen a 10% increase in service business, couldn't be happier with the fresh new scent of GM. And, if that figure seems astounding in this declining economy, it shouldn't. The automotive industry's connection with scent marketing has been both long and lucrative. We all love that "new car" smell, but the fact is that a fragrance factory manufactures much of that smell. Over two million dollars worth of this liquid leather is used each year in Detroit alone. While some manufacturers completely deny using fragrance enhancers—Lexus states, for example, that their scent comes from the rich leather interior of their cars, and Volkswagen has been working to erase all of their cars' smells—in reality many of the new



Olfactory Fact #110: You Smell Better than you Look

The human genome contains more than 1,000 olfactory genes, but only about 300 photoreceptor genes.



**Olfactory Fact #124:
To the Nose, Identical
Twins are merely Similar
Twins**

A 1955 study revealed that tracking dogs given a whiff of one identical twin would happily follow the other—UNLESS both twins were simultaneously involved, in which case the dogs were generally able to match the correct scent to the correct twin.

cars rolling off of the assembly line are marketed using an enhanced scent because of people's fondness for the aroma. Some carmakers have been open about it. In 2003, Cadillac generated a buzz when they rolled out a signature scent called Nuance. They tested manufactured scents for a decade while their brand was in decline. When they finally thought that they had gotten it right, they brought 340 Cadillac owners together for a blindfold test of six cars. The winning scent came to be their new signature fragrance. Considering that the resuscitation of the brand roughly coincided with this new scent—sales of the Cadillac Escalade really took off—could it be that it was more than just the physical design that was responsible?

When Rolls-Royce buyers began complaining in the mid-1990s that the new cars just didn't live up to their earlier models, the company went to work to track down the problem. They found that the smell was the issue. They returned to a 1965 Silver Cloud for their inspiration, and deconstructed its aroma identifying 800 separate elements. They reconstructed the classic scent, and now spray it under the seats of new vehicles.

Again, there is nothing new or groundbreaking about the connection between our automobiles and the field of scent marketing. But isn't it interesting that one of the largest purchases people make has such a large stake in how it smells? G. Clotaire Rapaille, M.D., founder of Archetype Discoveries Worldwide, a consumer research firm in Florida that serves as an advisor to automakers and scent makers, acknowledged that while smell would not be the first impression that a potential car buyer would have, it could be a deal breaker nonetheless.



Secret #9: We Don't Need No Stinkin' Diets!



Chapter 12 of Whiff! relates a remarkable theory proposed by Steven Landau, founder of Scentsational Technologies, as to the recent explosion of obesity in America: "In the old days, moms would cook more often, so a home would typically be filled with aromas for hours on end. This, he asserts, helps to lend a feeling of satiation to the appetite before the meal. Now that the major sources of a family's food supply are microwavable meals and fast food, aromas aren't floating around the house inducing satiety. Therefore we are eating more today before we feel satisfied."

It's a fascinating idea with an unmistakable ring of common sense. So, why hasn't the multi-million dollar diet industry latched on with a product geared toward staving our cravings through our nasal passages?

Enter, Sensa, the first weight-loss aid designed to satisfy our appetites by satisfying our noses. "Sensa works with your sense of smell to curb your hunger without affecting the taste of your food," explains Dr. Alan Hirsch, founder of the Smell & Taste Treatment and Research Foundation in Chicago and creator of Sensa. "This induces something called 'sensory-specific satiety.' It makes your brain perceive that you've eaten more than you have and, thus, you eat less and lose weight."

Each Sensa Shaker has two sides, one sweet foods (fruit, pastries, cereal) and one for salty (meat, pasta, vegetables, popcorn), and is applied to food much like salt or pepper. And how does Sensa perform against traditional diet aid products? A clinical study concluded last June by Hirsch and colleagues



Olfactory Fact #18: 1-part Taste plus 2000- parts Smell equals Flavor

The taste buds of human beings can identify only 5 basic sensations: sweet, sour, bitter, salty and savory—all more subtle shades of taste are actually flavors, a co-mingling of those 5 recognizable tastes with the over-10,000 smells recognizable to humans.



charted the progress of nearly 1,500 people who used the sprinkles on everything they ate for a period of six months, with no other changes in diet or exercise routine. “We found an average weight loss over six months of 30 1/2 pounds.”

However, maybe there is an even simpler solution to weight loss. In a fat perception study, men’s perception of women was tested while the men smelled certain scents. Remarkably, those men who found the floral and spice odor to be pleasant, on average perceived the women to be a full 12 pounds lighter than their actual weights. The researcher concluded, “Wearing a floral-spice fragrance can reduce a woman’s perceived weight by as much as 7 percent.” That’s not all that much for the petite Olsen twins, but it is an instant 21-pound weight loss for a 300-pound woman.

Age perception was another area of influence. A subsequent study found that scenting men with the aroma of grapefruit gave them the perception that the women around them looked six years younger on average than they actually were. If an enterprising company were to come up with a pleasing grapefruit-floral-spice perfume, they could take a real bite out of the cosmetic surgery industry!



**Olfactory Fact #55:
Sex Appeal Grows on
Trees!**

A 2005 study revealed that women wearing the scent of pink grapefruit were perceived by men to be six years younger than their actual age!



Secret #10: A Scentsational Night's Sleep

It's no secret that what we hear while we sleep is often incorporated into our dreams. A euphoric dream fueled by the sound of ocean waves and soft music can take a nightmarish turn for the worse if a wailing siren or barking dog enters the equation. But what about that other sense which, like hearing, does not rest when we do? Does what we smell while we sleep have the power to guide our dreams?

Absolutely, according to new evidence presented at September's 2008 American Academy of Otolaryngology - Head and Neck Surgery Foundation Annual Meeting & OTO EXPO in Chicago. For their study, titled *The Impact of Olfactory Stimulation on Dreams*, German researchers stimulated sleeping subjects with either positive fragrances (such as roses) or negative ones (such as rotten eggs). The subjects were then awakened and asked to relate what they had been dreaming about. The dreams of those who had been exposed to the unpleasant aromas were predominantly colored with negative emotions, while those stimulated with the pleasant aromas almost all reported sweet dreams!



Olfactory Fact #85: Mosquitoes Are Picky Eaters

Mosquitoes sniff out carbon dioxide and a complex variety of the 300+ odorants present in human sweat to choose the tastiest victims from up to 100 feet away.

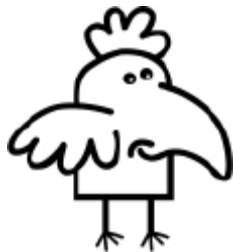
It may not be the caffeine that makes sleepy people crave a cup of Java. According to a team of scientists led by Yoshinori Masuo at the National Institute of Advanced Industrial Science and Technology in Tsukuba, Japan, just the smell of coffee may be enough to reverse the effects of sleep deprivation on the brain.

An examination of the brains of sleep-deprived mice revealed reduced levels of mRNA (messenger molecules that indicate when a gene is being



expressed) for eleven genes important to brain function. When the mice were exposed to the aroma of coffee, the mRNA for nine of the genes was restored to near-normal levels—and pushed to above normal levels for two!

If the same genes are suppressed in sleep-deprived humans, says Masuo, it may explain why people feel bad when they haven't had enough sleep. Further, that gene reactivation could explain why people love the smell of coffee. His team is currently working to identify the specific molecules in coffee aroma that affect gene expression, in hopes of pumping them into factories to help revive tired workers, thus eliminating the need for "coffee breaks." Is nothing sacred?



Olfactory Fact #119: Birds Use Olfactory Clues

If the olfactory nerves of homing pigeons are non-functional, they are unable to locate their home lofts like birds whose olfactory nerves are left intact.



Resources

If you would like to know more about The Whiff Guys (on occasion some people do!), and more about scent, visit us at one of the following websites, and feel free to send us a question.

www.AskTheWhiffGuys.com

www.WhiffBook.com

www.WhiffSolutions.com

Interested in more scent facts, figures, and research examples? You will find our book *Whiff!* packed full of them, along with references to many of the original research papers and articles.

Also, look in *Whiff!* for an extensive bibliography for a list of some of the best books on the topic.



About the Whiff Guys



C. Russell Brumfield is a classic entrepreneur with a keen ability to identify upcoming trends and to harness their potential. With an endless curiosity that is as diverse as his career, he is a student of science, technology, business, marketing, philosophy, religion and metaphysics. His interests and experience have afforded him the insight to grasp the nature and potential of the pioneering field of scent communication. He is continually involved in new start-up ventures, and has built several multi-million dollar companies. His most notable venture has been Wizard Studios, an entertainment, event, and experiential design company catering to the Fortune 500. With clients like Chrysler, Lexus, Motorola, FedEx, Pfizer, Colgate, MTV, Disney, and the NFL, he became a trailblazer in the industry.

With business partner James Goldney, he founded Whiff Solutions, the world's leading scent marketing and branding company, providing leading edge companies with expertise and advice in the science, technology and the application of scent marketing and communication.

Over the course of his career, Brumfield has conceived and honed many revolutionary concepts in his fields of endeavor. Now, with a laser focus on the amazing powers of scent, he has formulated new and exciting strategies and applications to benefit business and society.

Delivering his message with clarity and wit, he is a sought after speaker for international audiences, and an entertaining teacher for seminars and workshops.

Brumfield is an adventure traveler, astrologer, bibliophile, edacious latte sipper and dedicated beach bum that can be found bothering tourists wandering the sands in front of his home in Florida.



James Goldney is a leading expert in the field of scent marketing and communication. An entrepreneur and business owner, his career includes working for private and publicly held companies covering a broad range of industries, including real estate, telecommunications, and hospitality. His expertise is in the creation and implementation of business strategies, and implementing new technologies. He has over 15 years of corporate writing, speaking, and presentation experience.

He has served as chief operating officer and marketing VP of a Florida-based real estate company. Earlier in his career, he was in on the forefront of the Internet boom, serving as director of marketing and investor relations for a \$300 million public company that grew to the largest of its kind in the Midwest.

A Monty Python devotee and lover of warm stout ale, Goldney migrated to the States from Great Britain during the little-known Queen's Purge in the 1980's, and can be counted on to serve High Tea at 4 O'clock each day in his royally decorated home in Odessa, Florida. Invitations are rare but can be obtained on eBay if one is willing to sacrifice.

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