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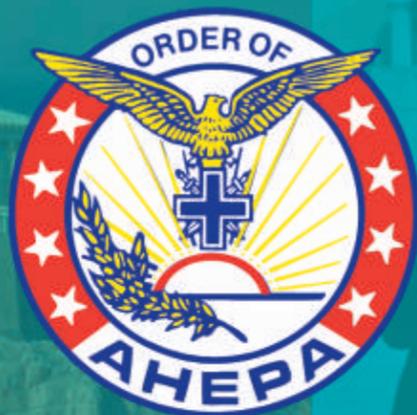
Political gadfly Arianna Huffington

- ▶ Advertising legend George Lois
- ▶ The most successful franchise in pro sports?
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86th ANNUAL AHEPA SUPREME CONVENTION

JULY 1-11, 2008



ATHENS GREECE

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From The Editor - This election year



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Classically-trained actress Marina Sirtis is out of this world



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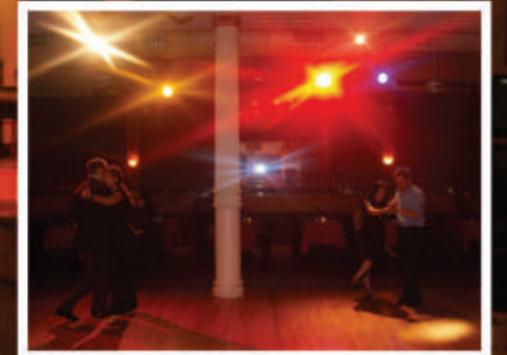
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FROM THE EDITOR

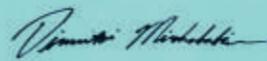
This election year

As we go to press the primary election season is coming to a head in America with the so-called February 5 string of over 20 "Super Tuesday" primaries and what seems pretty certain is that this election cycle—nothing is very certain in the presidential field.

John McCain seems to be predominating among the Republicans, his resurgence (after being pronounced dead only months ago by pollsters) driven by the independents (even evangelicals are straying) who can't seem to find any candidate to their liking. Mitt Romney has said all the right things to the conservatives, and lately is spending liberally from his own fortune, but his campaign refuses to catch fire. Maybe he's too slick, maybe he's too ingratiating, maybe he changed his views too diametrically from the views he held on abortion and health insurance coverage while he was a pragmatic and energetic governor of Massachusetts and die-hard conservatives just don't trust him. Mike Huckabee was the alternative to Mitt Romney and the rest of the Republican field for the conservative evangelicals who until recently were the bedrock of the Republican Party. But it's become plain he can't win the national election and so he has become an also-ran (Romney recently urged him to drop out). That leaves John McCain, who has the defense credentials, hero status—and the support of the mercurial independents—to give any of the Democrats a fight.

That leaves the Democrats themselves—who this election are equally unsettled because they face a historical dilemma: do they make history and nominate a woman or do they make history and nominate an African American? The Clintons (at this stage of the campaign Hillary and Bill have become inseparable in the public mind) are trying hard to portray themselves as the champions of the disenfranchised—women, blacks, the poor—and maybe trying too hard. Their campaign has become a juggernaut and turned ruthless and monolithic when Obama became the hope of a new generation and champion of "Change" and the Clintons became the old guard. Their hard-edged response backfired, and there were missteps when race was injected into the campaign and Senator Clinton said it had taken Lyndon Johnson to pass the Rev. Martin Luther King Jr's historical reforms—which the black community took as a major slight.

The Democrats have now settled into civility again, but the bitterness lingers, and it seems likely that there will be delegate head-hunting up until the convention and Mrs. Clinton will have her work cut out for her to restore harmony in the party and get everybody under the fold if she becomes the nominee. The political dynasty that represents the glamour of politics for many Americans still (the Kennedys) are fractured in this election and they seem to reflect the restless nature of the American electorate itself.



Dimitri C. Michalakis

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:: magazine

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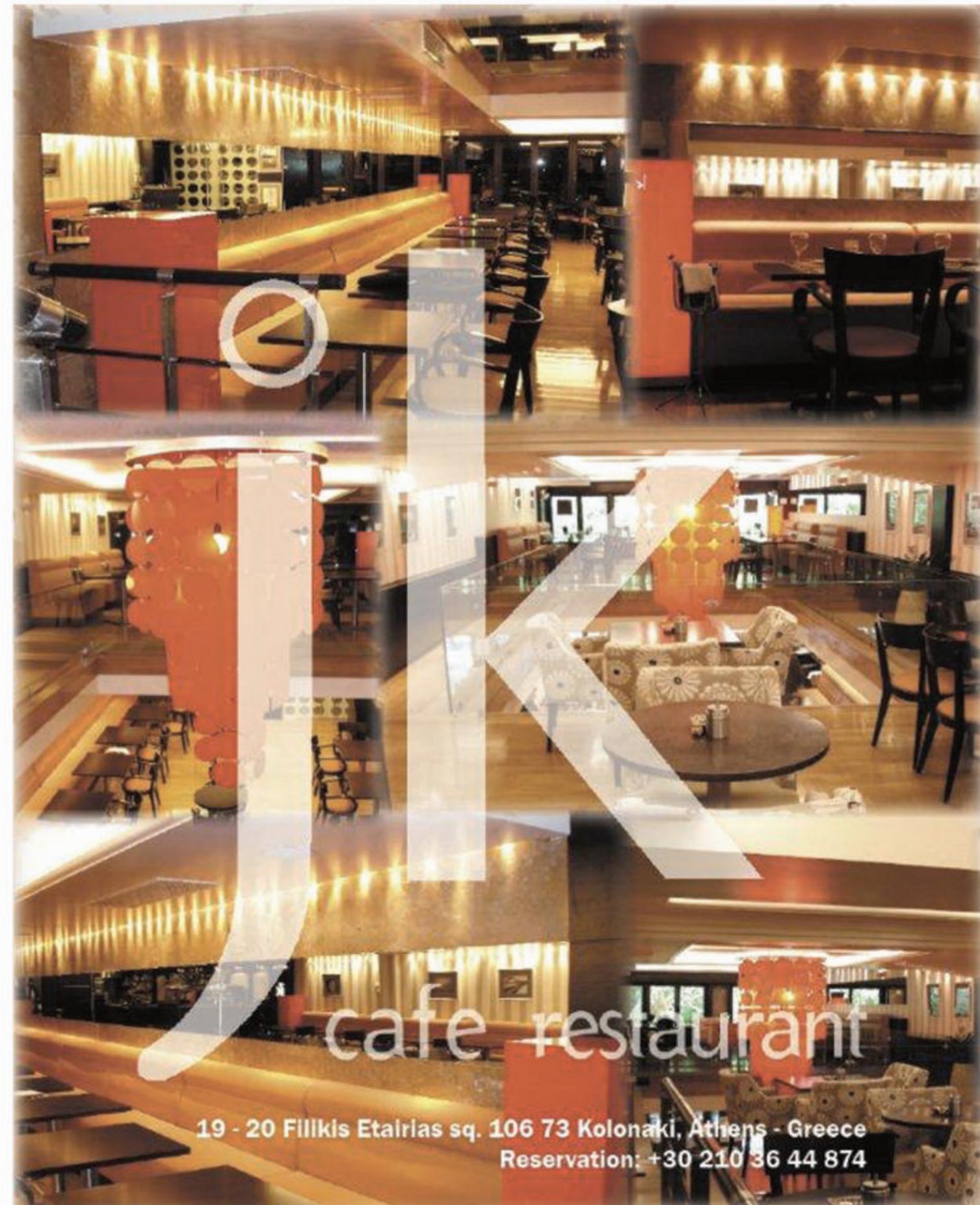
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there are no friends in the spy game

says analyst **nick Eftimiades**



Nicholas Eftimiades is the author of a definitive 1994 study of Chinese espionage, Chinese Intelligence Operations, which is the culmination of his twenty years in the field with the CIA, State Department, U.S. Customs and as senior intelligence officer at the Pentagon's version of the CIA, the Defense Intelligence Agency.

The book also lifts the veil on the clandestine methods of a country that continues to tantalize the West with its huge economic promise (President Clinton granted it Most Favored Nation status despite Congressional inquiries into a storm of allegations that the Chinese stole high-tech secrets for years from Los Alamos and other federal weapons labs) and continues to baffle the West with a nationalism that has rarely wavered in its 3,000-year history and rarely been understood.

"I think that our intelligence, as well as policy apparatus, has a real tendency towards mirror-imaging, as we say in the analytical ranks: in looking at your adversaries and believing they think and perceive and will act the same way that you do," Eftimiades says. "And the result is an inability to understand what Chinese intelligence is, how it operates, so that you can effectively counter it. And I would say government-wise we have had that arrogance."

Raised in Queens, New York, Eftimiades earned a degree in East Asian studies from George Washington University, studied in Taiwan, and visited mainland China several times as a student, but doubts he will return anytime soon now that he is a recognized authority on their intelligence.

"Are you kidding?" he laughs. "Going back is not the problem. Getting back out is."

Why such a blindness by American intelligence about China?

When I lecture and I have two hundred counterintelligence people in the audience, or intelligence people, and I say, "How many of you speak Chinese?" My hand goes up, and maybe, maybe, another hand goes up in the crowd. And that's it...The problem is not even just language, it's a cultural awareness, it's a knowledge of the politics, and the government, and the nation.

Is that ignorance across the board?

The (CIA) is probably not quite as bad...Military counterintelligence isn't quite as bad, believe it or not, because they tend to have, at least, more of a recognition and awareness that they don't know the subject matter and are willing to go out and learn, because they think it has more of a military impact.

So can the American intelligence community reform itself?

No, in fact I wrote in my book, a bureaucracy not in motion will tend to stay not in motion until someone forces it to move. So, yes, I warmly welcome Congressional action in this regard.

Can the reforms become too politicized?

I think there are political components to anything in our system of government. But wouldn't it be a wonderful thing if we had a long-term, systematic plan to address some of the shortcomings we've identified in our counterintelligence and intelligence systems?

Do you see that happening anytime soon?

I think it's too early to say at this point.

Is the widespread recruitment of nationals to spy unique to the Chinese or common in the intelligence field?

I would say that the scale by which Chinese intelligence operates dwarfs other countries. And I think most intelligence experts will agree with that, simply because of the breadth of numbers that (the Chinese) employee...(But) using the process of nationals, absolutely, other countries do it. That's nothing specific to the Chinese.

It doesn't matter if the country is "friendly"?

No, there's no such thing as friends in intelligence agencies. I grew up for 15 years with the adage that there's no such thing as a friendly intelligence service.

What makes Chinese nationals comply?

I debriefed some of the "assets" who were cooperating with their intelligence service back home and their story was universally and always the same: that they were doing this to help China, to help the Chinese people. And so, there are very, very strong ethnonationalistic feelings, maybe not political, maybe not tied to the Party at all, the Communist Party, but tied to the Chinese people.

By relying on civilians do they have to simplify their methods and so make them more obvious?

We all rely on civilians...This is the nature of espionage. When China looks at conducting espionage in a foreign country, they presumably get an intelligence officer, who gets a civilian, whether it's a Chinese national or a national of that specific country who has access to that information to try and collect it for them. Now there's usually a process of training that goes with that, a process of setting up secure communications between the two individuals and everything that goes through to maintain the safety of the asset, or agent, operating to collect your information. And they use that process very well.

Do the Chinese now have enough secrets to pose a military threat in the next decade?

No, not a strategic threat. Your kids can sleep safely. They're not going to come over here, certainly not. Could they punch a hole in a U.S. warship with a cruise missile? Yes.

What if they continue stealing secrets at this rate?

Intelligence activities by themselves don't become threatening. It's only when the national interest, in this case the nation's military, becomes threatened that all of a sudden having intelligence activities turns the tide, so to speak. And the fact that China doesn't present a strategic threat to the U.S. has allowed it to operate out of the limelight of concern.

Now that Chinese espionage is in the limelight, will it change its methods?

I don't know. It should be interesting, though. I think there's a little fallout and we have to wait and see what comes of this in the next six months. Were I them, at this time, I'd probably have a stand-down on most of the activities they're conducting, because the last thing they want is somebody to get arrested or rounded up for conducting espionage, and adding fuel to the fire.

How did you get interested in Chinese intelligence?

I started, I guess, in my younger life by studying martial arts. And that dovetailed into an interest in China, and one year when I was in college I learned of an opportunity to go over and study in China, actually in Taiwan. And I did one year, just picked up and went...So from there, my life the past twenty years has been as a China watcher.

What fascinates you about the country?

It's the dynamics of the culture, the deep, rich, history that China has...It's really interesting, but when you look at China and Chinese history, it is replete with the belief over thousands of years that the further you were away from China, the more of a barbarian you were. And that's why when Caucasians first came to China, and when I went, people called them a foreign devil, some of the older ones, and they really view it that way. The cultural arrogance of China I found rather fascinating.

How were you able to research a book on Chinese intelligence in such a society of suspicion?

The impact of an incident like Tiananmen amongst even (China's) intelligence officers was pretty severe. Plus, when word got out to select Chinese individuals that someone was doing this, I had a number of people willing to cooperate...People who felt genuinely bad about what had occurred at Tiananmen.

Does having sources and being an expert on foreign intelligence also put you under suspicion with your own government?

Oh, are you kidding? (When researching the book) I was polygraphed, I had my phones monitored, I had my computers downloaded, I've been under investigation more than anybody. It was a very, very stressful time...It was investigation after investigation.

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*Menelaos Tzelios:
traveling the world
to bear witness
to human rights
violations*



emigrated from Pontos to escape persecution since the 1850s. Stalin had deported many of the townspeople to Kazakhstan because they would not pledge him allegiance, but the 15,000 or so who returned after the strongman's death soon established a thriving community with fish farms, cattle herds, and a church and Greek school.

"They kept their culture, they had it in spirit, they knew they were Greek," says Tzelios.

But after the Soviet Union was disbanded, the town was destroyed during the fighting in the Georgian civil war and most of the population has scattered.

"It's not going to be easy, and it's not going to be tomorrow, but people have to realize that it's to their advantage to work together and to cooperate," Tzelios explains, after witnessing the consequences of many wars and ethnic rivalries.

He's not hopeful that world governments will have the stomach to stop the fighting. When the shooting erupted in Chechnya, then Vice President Al Gore was in Moscow but he merely stated that the hostilities were an internal affair of the Russian federation.

"That means he was washing his hands," says Tzelios. "And it's a crime what has been done to this area and these people. And also the Russians suffered very extensive casualties."

He's more hopeful that private enterprise will be the glue that holds the disparate races and ethnic nations of the world together.

"I believe that private enterprise can be more effective now," he says. "You know how many Greeks are in Skopje--even with the embargo? They run a lot of the businesses. There are a lot of Greeks in Rumania...There is money in these countries, and if their standard of living improves a little bit, they will need everything."

He also insists that hope for the future lies in education.

"When I talk about education, I don't mean academics," he says. "I mean the education of the people to know and realize that it is to their advantage to work towards unity and cooperation...It's an extremely slow process."

In the meantime, there is a global network of organizations like the International Federation, which was formed in 1982 by the Pan Epiroti Federation of America and Canada and given

status in 1984 by the UN as a non-governmental organization, eligible to "participate either as observers or as participant" in human rights disputes around the world.

The group's 11-member board is made up of volunteers like Tzelios, who runs a candle-making business in Long Island City, but who in the years of the organization's existence has mostly at his own expense visited hot spots like Chechnya twice, Abkhazia during the fighting, Taiwan during its first democratic elections, and extensively monitored the plight of the Greeks and other minorities in the Balkans.

"We cannot get official records, but there are a lot of Greek Vlachs over there who are deprived and denied their ethnic identity," he says. He estimates there are at least 150,000 Greeks in the former Yugoslav Republic of Eastern Macedonia.

And he says the Albanians and other minorities there "have been suffering. They are being denied education in their own language, they are being denied employment," he says. "In education, you see the Macedonian schools against the Albanian schools and it's like night and day."

As a Greek, his objectivity on the state of ethnic inequality in the region was sometimes suspect.

"But there were other participants, too," he says of his travels there. "And our report also included the views of the Albanians of Kosovo. It also reflects their opinion and it's a very clear report, that the rights of the Greeks in Albania are being violated."

As an American citizen his presence is also suspect. "When we went up to the hostilities in Abkhazia on the Russian border, the whole mission was detained for more than two hours," he recalls. "They couldn't understand why an American citizen was going to Abkhazia when the country was completely destroyed by the war."

But he pursues his mission despite the risks and dangers because he says it makes a difference. "It makes a lot of difference to these people," he says. "They're waiting for missions and organizations to come and talk to them about their suffering. You see the encouragement they get."

Tzelios himself was born in northern Epirus, but his family was displaced in 1945 and he lived in Greece for several years before he came to New York in 1956 and later attended City College. He got involved with the monitoring of human rights first in the fight for the rights of Greeks in Albania.

"And then you get to know a lot of other people from different organizations, and you find common ground, and you put the resources together," he says.

He says the time spent on missions and conferences has taken a toll on his business, but he doesn't regret the sacrifice.

"It's hard for us living in a free society, especially living in the United States, to understand the effect of these missions on people in other countries," he says. "But if you go to a place where people are suffering and you see the encouragement they get, it's amazing."

Menelaos Tzelios was in the Russian republic of Chechnya in 1994 as a human rights observer when he heard someone pounding on his bedroom door one night. And when he opened it, he saw two "giants" standing outside.

"American? American?" they said.

"Yes," he answered. "American."

They smiled and said, "Okay."

"And the next day," he remembers, "I found out they had been sent by the president of Chechnya, Dudayev, to guard me. They were my guards...That is the time," he admits, "I felt I must be in some kind of danger."

In fact, Dudayev was killed only a few months afterwards when the Russians invaded the region, and when Tzelios visited Chechnya again after the conflict to monitor the first free elections, he found the capital, Grozny, completely leveled.

"It's a very sad picture, and it's needless destruction in human lives and property," says Tzelios, who in his work with the International Federation for the Protection of the Rights of Ethnic, Religious, Linguistic and Other Minorities, based in Long Island City, New York, has visited dozens of countries and participated in several international conferences to monitor human rights.

Among the scenes of destruction he witnessed was the fate of the town of Konstantinofka in Abkhazia, Georgia, which before the Second World War was home to 50,000 Greeks who had

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CLASSICALLY-TRAINED ACTRESS MARINA SIRTIS IS OUT OF THIS WORLD

Marina Sirtis cooked "rivedosoupa" the night before and now she's cleaning the kitchen and putting the dishes away while she talks about playing Deanna Troi from another planet for several seasons on the TV phenomenon *Star Trek: The Next Generation* and now in feature films.

"I'm a real homebody," the classically-trained actress pauses to admit while dishes clatter in the background. "Can you hear me? I'm finished now, though."

A homebody is the last thing her galaxy of fans would consider the London-born actress who trained with the Royal Shakespeare Company, played Ophelia in *Hamlet* her first job out of drama school, starred as Elizabeth in *Richard III*, and hopes to tackle *Medea*, *Phaedra* and *Antigone*. She did a performance a few years ago in Hartford and the audience was packed with *Star Trek* fans who had come from as far away as Boston and New York to see their favorite empathic, half-Betazoid ship's counselor in the flesh.

"Yes, I will always be Deanna Troi," she admits. "But the fans are not just fans of your character, they're fans of you as a person. They love you and they want to see you and they want to see you do more things."

Which suits the work ethic she learned in British theater ("British actors have the attitude that work is work," she declares) and suits the survival skills she learned growing up in genteel poverty as the daughter of an East End tailor. She remembers earning five pence as a teenager to pull basting out of jackets and being fitted at eleven for a school uniform that would have to last her until eighteen.

"We never starved, we always had food, lots of food on the table, being Greek," she insists. "But it was a real working-class, blue-collar upbringing."

And her parents were "hugely disappointed" when she passed up admission to the university and chose drama school instead, though being an actress was her only ambition since she was old enough to pose in front of the mirror as a ballerina and other guises.

"I think I was lonely, because I had a really strict Greek upbringing," she explains. "I wasn't allowed to go play out in the street with the other kids, I was very sheltered. And so I watched television."

Graduating drama school, she did theater and television in England and the continent, including a tour in the *Rocky Horror Picture Show* ("I can sing in tune," she maintains), but she was also denied parts because she was considered too "exotic" ("I didn't look like the girl next door," she says). So she followed another British acting tradition and sailed for America.

"The reason that a lot of British actors end up in America is financial," she admits. "You get to a certain point in your life and you think, 'Well, I better start thinking about my old age and how I'm going to support myself.'"

Five days after landing in Los Angeles she got a part on TV that supported her for three months. She stretched it to four and auditioned for *Star Trek*, where her exotic looks suited her otherworldly role.

And the role promised job security.

"We were guaranteed a year on the air, we were guaranteed 26 weeks, which at that point would have been the longest job I've ever had on television," she still enthuses. "And that being the only criteria, that I was going to be working for a year, it was a great job. I was delighted with it."

So were her parents, who finally reconciled to her career, though her mother always wanted her to be a lawyer and still wants her to settle down.

"My mom, if truth be known, would like me to be married with five children," she laughs, dishes finally put away and kitchen in order.





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Arianna Huffington: Speaking her Mind

She was once a Republican stalwart but is now unaffiliated and considers herself a gadfly of both parties. The strong woman behind then-husband Michael Huffington's record-setting and futile \$28 million California senatorial campaign several years ago, she has also gone to "bed" with comedian Al Franken to critique the '96 convention for Comedy Central and written a number of international bestsellers on Maria Callas, Pablo Picasso and feminism and scholarly works on political leadership and Greek mythology. The Athenian-born Huffington, nee Stassinopoulos, is a Cambridge-educated M.A. in Economics and most recently ran for governor of California. She now lives with her daughters Christina and Isabella in Los Angeles and Washington D.C.

You're a serious advocate, but several years ago you also wrote a comic fantasy. Why?

Because I think right now what's happening in politics kind of cries out for satire and I feel that by using satire you can still make important political points, but make them in a way that attracts people more, that entertains at the same time as it instructs, which has always been a great Greek way, going back to Aristophanes. Aristophanes made very, very important points, but he made them through laughter and satire and as a result they often had a very powerful effect.

Any reaction from the people you satirized in your comic fantasy?

I've had reactions from a lot of people. The book was a sort of equal-opportunity

offender. I criticize the Republicans and Democrats. So I think that at least nobody can say that I'm a partisan, because I criticize and satirize all political players that display the characteristics that I'm focusing on...But then, you know, people don't normally allow themselves to be upset about satire, because that shows they have no sense of humor. Even if they are upset, it's hard to show it because people are supposed to be good-humored about satirical criticism. It's very much a political tradition. You have the White House Correspondents' dinner or a lot of other dinners in Washington which have both journalists and politicians satirizing each other. And being good-humored about it is really just one of the ways.

Did Washington insiders, fueled on ego and power, appreciate the teasing?

Well, sometimes it gets awkward. But I feel that if you're going to be truthful as a journalist and as a writer, you have to be willing to offend even people you like on some level, or even who are your friends, otherwise you cannot write really an honest column or an honest book.

Do you consider yourself a Washington insider?

Not at all. I definitely consider myself somebody who likes to observe and analyze and satirize with all the freedom that the outsider has. I'm not saying that I'm considered an outsider, but I consider myself and it's helpful to be Greek and not to have been born here, because that gives you more freedom.

Do people see you as Greek and foreign-born or just a very visible figure?

I don't think this is their first thought, but, you know, I do have an unmistakable accent. So it's not as if it's something that is not immediately obvious. And I'm very proud of my Greek ancestry and I feel that it gives me a great launching pad: all my study of the Greek philosophers and reason and logic has definitely sharpened my debating skills. And the fact that I'm willing to call them as I see them and let people know that I'm not just a partisan who will only criticize one side.

What's happened to your on-off relationship with established Republicans who were once your closest allies, like former House speaker Newt Gingrich?

I wouldn't call it on-off, I would call it definitely off. I think he betrayed a lot of the things he promised to do in his first speech when he became Speaker, when he talked about his priority being to deal with what he called, the "moral imperative" of fighting poverty. And this is one of the main themes in my columns and even in the book, that America is becoming two nations: one nation is prospering from the good economy and another is really being left behind in the inner cities and crumbling public schools. And for me, that's a litmus test of politicians and other public figures and Newt Gingrich has not passed it.



Does it make any difference what party is in power when the parties now have stolen so many ideas from each other and practically merged?

I think there's definitely been a merging and I think the two parties now seem to be primarily interested in satisfying their donors and their corporate interests and that is definitely one of the problems. There is very little independent thinking at the moment.

What's the alternative?

I think the answer is, first of all, for the public to begin to reconnect and practice a few acts of civil disobedience. If you look at things that we can influence as members of the public, politics is one that has been very much taken over by pollsters, and on my website I have this campaign called Partnership for a Poll-Free America and it's basically about asking people to take a pledge to hang up on pollsters. Which is a small way to basically say, we're not going to participate in this charade of politicians using pollsters to find out what the people are thinking and then feeding it back to us. Because that's the most shallow understanding of problems. And in fact, a dirty little secret of pollsters is that you have only 35% who even bother to respond to pollsters. So you have a very unrepresentative sample. And as I have Abraham Lincoln say in the last chapter of my book, pollsters have replaced leaders, and one of the things that we most urgently need is the renewal of political leadership.

What's wrong with polls using modern techniques to find out what voters are thinking?

I think that it is bad because some of the greatest problems we're facing do not even make it to the polls. Look at nuclear proliferation, which is clearly one of the gravest problems we are facing. It doesn't even appear as a question in the polls. Or looking at America becoming two nations and the problems of the inner cities. They don't even mention it during the polls. That's where leadership counts.

Would you consider running for office again?

Not at the moment. Right now I have two children and a very full life with my writing and my television work. But it's really not in my plans at the moment.

It's not something that you rule out?

Well, I never rule anything out. I'm a survivor. That's the Greek in me.

Your former husband spent a record amount running for office, but Al Checchi beat him this year when he spent \$40 million to run for governor in California. Why do California candidates spend so much?

Well, obviously, they do it because it is the most expensive media state to run in. But certainly Checchi broke all records. He has become the poster child of campaign spending, instead of Michael. But I think that has to change, too. There is an enormous amount of spending at the moment that was really wasted in the Checchi campaign. I don't think it's unseemly. If you're going to spend a lot of money you might as well spend it on important ideas and changing the public consensus, but he just spent it on very negative ads.

So there's nothing wrong with spending money to get your ideas across?

There's nothing wrong spending the money as long as you're actually spending it in a productive way to change things and bring ideas into politics.

Candidates say, first I have to get elected before I can do anything.

I don't believe that anymore. Because I've seen how people run conventional campaigns and say that, I'll get elected and then I will do creative things. But it doesn't happen. People do not govern better than they campaign.

Do you think Republicans came on too strong a few years ago with their Republican revolution and did their promises come back to haunt them?

I don't think they came on too strong. I think the problem is that the Republicans have not dealt with the primary issue, which is how do we care for those in need if we don't do it through big government. They have not really answered that question. I think we need to address that question, both parties need to address that question. A lot of big Great Society problems have failed. So that's the reason we're opposed to them. Not because they're expensive, but because they're not effective. A lot of the problems the programs

address are human problems and you cannot deal with them in an impersonal way, they require our participation. That's why I started the Center for Effective Compassion, that deals with encouraging citizens to volunteer to get more involved in their community.

Do you think the Republican party has turned irretrievably right?

I don't think that's the situation. I think this is just the way the media often portrays things. But I think the key issue is not that division in the Republican party, but the division between those who recognize the need to address the problems of what I call the second nation that's left behind. And there is a group within the Republican party called The Renewal Alliance that has addressed those issues. It's just that the leadership has not moved that agenda to the forefront.

Do you think the rank and file of the party can relate to a glamorous figure like you?

I speak to many Republican groups around the country and I have great friendships among many people all around the country who are involved in the grass roots level with the Republican party.

You left Greece as a teenager, how did your childhood there affect you?

It's been very central because my education is a classical education. I think it's been a real big part of my thinking.

Your father left when you were nine?

My parents separated. But my father (Constantine, a journalist) was always very involved with us. And in fact, I'm leaving to go to Athens and see my father. My children left with Michael already, and they're going to Athens via London. So Michael, who's become Greek Orthodox, is very involved with Greece. We remain good friends and we're going to spend time there this summer.

Did growing up with your sister and mother in a household of strong women give you your bravado?

(Laughs) Well, I think it's definitely one of the greatest blessings in my life that I had a mother who believed that her daughters could do anything and who gave us unconditional love. So even if we failed, she loved us. So we could try things and fly and let

our wings take us where they would, and if we didn't succeed, we knew she would still be there loving us.

Where did your mother get her bravado?

I don't know where she got it, but she definitely had it.

Any qualms as a foreigner and woman attending a bastion of male elitism like Cambridge?

Actually, I think sometimes the less you know the less you're intimidated. And that is the case with me. I have not been born with all those stories about how hallowed Cambridge was. I found it actually less intimidating than it was for others who are born in England and who had all those stories told to them on their mother's knee.

You were the first foreign-born student and only the third woman to win the presidency of the Debating Society. Did you have any reservations about running and beating such odds?

You know, whenever you run for anything, you don't know if you're going to succeed. So, it's not as if I had any illusions that I was definitely going to succeed, but I had no qualms about trying.



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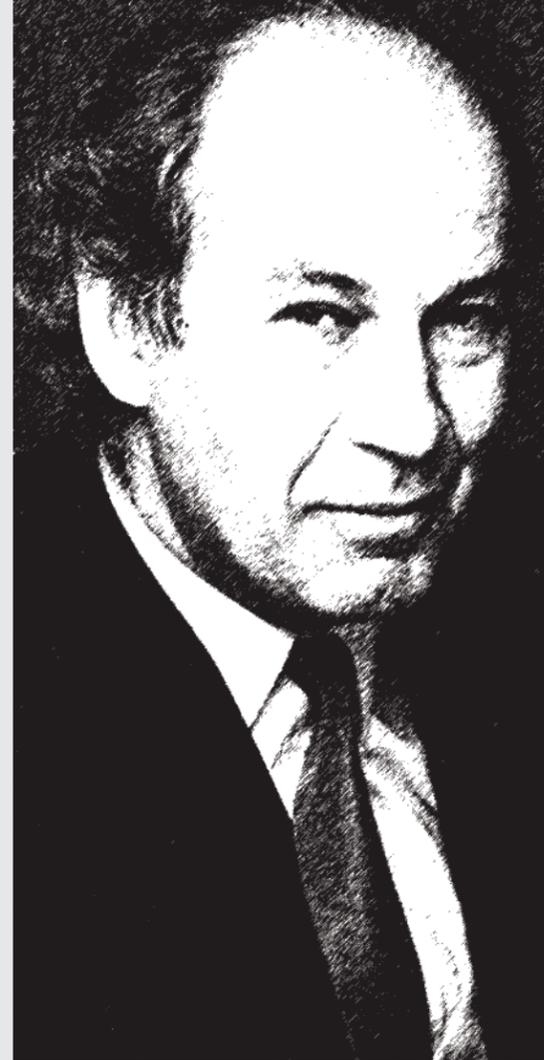
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George Lois: Former "wild man" and presiding patriarch of advertising

by Dimitri C. Michalakis

"The pervading symbol of the whole Pop Art movement of that era was Warhol's Campbell's soup can. I've never been able to regard Pop Art as a serious movement...When this article in Esquire came up, I decided to show him [Warhol] drowning in his own soup...We photographed Warhol and the open can of soup separately. When we put Andy into the soup, we almost lost him."



Dubbed "The Superman of Madison Avenue" and "The Golden Greek", George Lois grabbed the advertising industry by the throat and revolutionized the game with campaigns that were always startling and never dull: the minimalist Volkswagen ads, the Braniff "When you got it, flaunt it" slogan, Mickey Mantle blubbering "I want my Maypo" and a reprise with "I want my MTV!", among others. He also worked on Robert Kennedy's 1964 senatorial campaign, fought to free Rubin "Hurricane" Carter and designed ten years of covers for Esquire magazine that encapsulated the decade. "George Lois may be nearly as great a genius of mass communication as he claims himself to be," declared New York Magazine.

Did you once say, "If advertising is a science, then I'm a girl"?

That was my facetious and maybe crude way of saying that advertising certainly was not a science, but was an art...Advertising is an art based on some basic understanding and knowledge of marketing. But to turn that understanding and marketing into exciting strategy, and exciting execution, and advertising that knocks you down and convinces you to do something, is so far from being measurable and so far from being a science, it isn't funny.

Your work has a "commando flair for the audacious" said The Wall Street Journal. Do you try to outrage the industry?

It was just a natural thing, I didn't think it through...They still call me a wild Greek. And that kind of reputation never bothered me. In fact, I always got a kick out of it. I talk like I'm from the Bronx, and I kind of lay it on a bit thick. I don't care. I think from the beginning I was considered the enfante terrible of Madison Avenue, Madison Avenue's bad boy...I still have the same craziness and excitement about what I do and I still have a temper when I protect my work...Most guys say, "Jesus Christ, George, how old are you now? You're sixty-six. When are you going to stop?" I say, "I don't know." I think my passion, the passion for what I do, if anything, grows.

What did you want to contribute to advertising?

I always understood, I almost created, the idea of creating ideas. Of creating what I call The Big Idea. I always look for the startling, surprising idea...Advertising should attack your throat, your eyes should tear, you should choke up, you should almost pass out. When you see an advertising idea, it should absolutely be a blow to your stomach.

Were there risks being audacious in what is really a very conservative business?

Oh, sure, and by the way, you do take wounds. Because with all the great excitement, all the great things you do, there

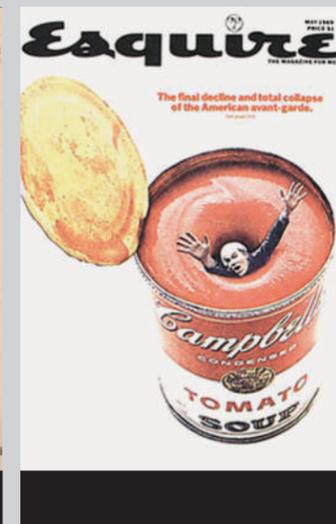
have been dozens and dozens of rejections of work that I thought was brilliant. But, somehow, I liked the excitement of putting an idea down on a flat piece of paper and creating a commercial that changed people's minds about something.

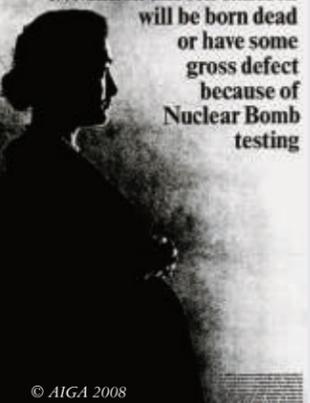
Why did you leave agencies you started and were very successful?

My gag was, "Hey, I'm going to keep doing it until I get it right." I started my last agency, I think in 1976-1977, so it's almost twenty years now. And I think really what happened in the first agency was that I was one of three partners. The second agency, I brought two young guys with me and made them equal partners. And I think the third time I said, "I'm not going to do this again." I mean, it's really as simple as that. I said, "This time I'm going to run it and I don't want to argue with anybody."

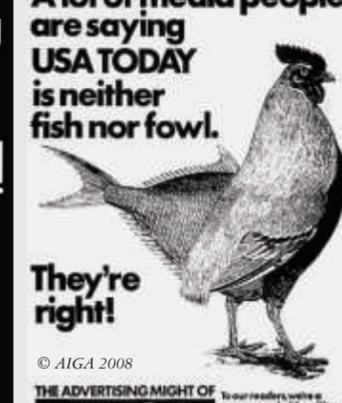
You also mistrust success?

What I told everybody was, "I'm too young to die." What happened, basically, was all my partners, everybody around me, were incredibly successful and they all started to chicken out and started to say, "Now that we're big and successful, we gotta quiet our work down." And I remained the young Greek, or young Turk, raising hell. And I remember I was 35 and everybody around me was 45 and they were all acting like they were dead, or gonna retire. And I surprised the hell out of them. I just left to start another agency. I shocked the advertising world.





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Why did you do the Esquire covers? To express yourself?

No, I can express myself in a million ways in advertising. No, what actually happened in 1960-1961--Harold Hayes was the editor, and a great editor, and I think he was doing a great magazine--but nobody recognized it was a great magazine. And he came to me and he said, "George, can I just have your opinion? I know you're a hot-shot art director. Do you have any suggestion how I can improve the covers?" I said, "Oh, God, I mean, how do you do that?" Well, everybody talks about what we should do...bah-bah-boo-bah-bah. And I said, "Well, that's ridiculous. Is that the way you do your articles?...I'll do one for you." And I did one, and it became very famous [Floyd Patterson, the seven-to-one favorite in a fight with Sonny Liston, shown knocked out in the ring]. The balls of calling a fight on the cover of a men's magazine. And then I just kept doing them, and the only reason I kept doing them is I told Hayes, "I'll keep doing them as long as you give me what's going to be in the magazine and I'll deliver your cover. And you gotta run it. The first time you say you don't want that cover, you won't run it, that's the end of that."

You showed Muhammad Ali as a martyred St. Sebastian for refusing the draft but portrayed an ordinary kid as a draft dodger: What's the difference?

Ali stood for his principles, as he said, it was a terrible war. It was a war of genocide, I don't think he used those words. I'm a Korean veteran, I fought in the Korean War, I thought that was a war of genocide, I thought that was an awful war, and I think the Vietnam War was a continuation of that attitude and that war. So [Ali] made a principled stand...But then there were guys who were pure draft dodgers, draft dodgers like the Clintons of the world and half the guys you ever heard of, who did everything they could to not fight in the war. And to me, there's a moral difference between them.

You worked for many causes, including the freeing of boxer and convicted murderer Rubin "Hurricane" Carter.

I guess I'm a compassionate Greek, or is that redundant?...I like to think I stand up for

truth and justice and the American way. I mean, I don't like when people get pushed around. I don't like the Nazi bastards, I'm like Jackie Mason. And I've always been involved politically. I did Bobby Kennedy's ad campaign. And I guess I feel strongly about certain things, and I'll do all I can to make things right. That doesn't mean I'm right, but at least I think I am.

Why did you title your 1972 autobiography "George Be Careful"?

Giorgo, proxe. From the day I was born my mother told me, "Giorgo, proxe." Certainly as far as my work is concerned, you can't be careful, you have to be dramatic, you gotta be exciting, you gotta be on the edge.

Do you think you changed the world, as you advised others to do?

Well, I mean, it's a crazy thing to say, except every time you attack a problem you gotta think that way. For good or bad, there's a lot of things I did that I know changed the world, as far as advertising is concerned. I think I influenced hundreds, thousands of people in the business...And there's a lot of things that wouldn't exist without me today, that literally changed the culture, for good or for bad: like the MTV's, the USA Today's, and the Tommy Hilfiger's, and the Lean Cuisine's, and a lot of things. Bobby Kennedy absolutely would not have won his first election in New York State, that's for sure...So it's a grandiose way of talking when you say you can change the world. But what I'm basically trying to teach people and young people, is that communications--dramatic, bold, edgy--can literally sell ideas. And the idea could be selling a product, something as mundane as a product, but important to you and important to your client, or selling the idea of justice.

Can you get as excited over selling frozen food as electing Bobby Kennedy?

I really enjoy that difference. The really silly thing about it is, I can get excited about selling almost something so mundane. I say, "How can you get so excited, George?" I think that's the excitement that when you work on something, you make that a thrilling part of your life. From selling a restaurant...to doing Esquire covers...I don't think everything

should be important. But the point is, everything I work on is important from the point of view of making it successful, because I work in commerce and people come to me and they have a product, and I gotta make that thing goddamn sell. No matter what, I'm gonna make it work and I know the only way to truly make it work is to come up with an idea that startles the hell out of you...

What keeps you motivated?

I say if you don't get burned out every day, you're a bum. When you go home at night, you should be exhausted, I mean, mentally and physically exhausted. And then you get up in the morning and you come to work and you say, "I'm going to kick ass today." And then by the end of the day you can't even see straight. And maybe a lot of it is my upbringing, it's in my blood. My father worked 20 hours a day, my mother worked 22 hours a day. It's almost a guilt thing, it's also growing up in the Depression. I mean work, work, work. Don't waste your time.

Did your parents understand your career?

No, they didn't have a clue. My father [a Bronx florist], one morning, he came to wake me up to go to the flower market...and he said, "Giorgo, get up. It's four o'clock in the morning." I said, "Dad, I'm starting college today." "What college?" "I'm going to Pratt." And he said, "Okay." That was that. And he thought I would take over the store and I just went to school. And I think he thought I was nuts, he was very worried about me obviously...Then I start an ad agency and my father comes to the agency. He's looking around, and you try to explain it, and he was a pretty sophisticated guy, but it was a little mind-boggling. What he taught me, and what I got from my parents, is that you work your ass off and do everything right. Do everything right. Just do everything perfectly. I still come in at 5:30 in the morning and first thing I do is clean the kitchen and I make the coffee. And my wife five o'clock in the morning bakes stuff I bring in with me. She's a Polish girl who has Greek instincts: I get up, she gets up.

Any regrets?

I don't think so...I remember there was an Aspen conference ten years ago and they asked me to be a speaker...And they had this big intellectual thing about how you can take advantage of learning from your mistakes. And at the every end of the whole goddamn thing, with these impressive people, the intelligentsia of the world there, I got up and I said, "I never made a mistake in my life. The second I make it, I forget about it. It doesn't teach me a goddamn thing." ...Man, I forget about it. I didn't make the goddamn mistake. Kick ass the next day.



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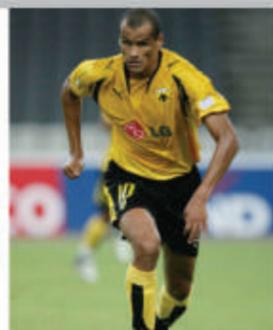
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Lori Atsedes (Pro golfer)

Lori Atsedes was once competing in a golf tournament, when Hurricane Irene struck. And so the tournament was postponed and Atsedes went to the plaster store to buy and paint an early Christmas present for her mother.

"When you play every day," says the 45-year-old pro golfer with her leisurely drawl, "you don't have to play every day. That'd be like saying, 'Would you like to work every day of your life?'"

But she's been playing since she was 13 and touring as a pro since 1989, and since her first win at the Central Florida Challenge in 1992, she's recorded more than 17 first-place finishes on the McDonald's Sunshine mini-tour, won the Futures Tour five times, qualified three times for the U.S. Open, and was a member of the 1989 Women Professional Golfers European Tour that visited nine different countries, though not Greece.

"Greece wasn't a place I went to," she says. "But you cover a lot of ground on the European tour. And there's an eight-week Asian tour."

In 1998, Atsedes posted a season-low 67 during the second round of the State Farm Rail Classic and finished 28th at the Star Bank LPGA Classic, but coping with the rigors of the tour and its finances are still a challenge. Ten years ago she took two years off and cooked at an Outback restaurant to raise enough money to continue playing professionally.

"I cooked at the Outback at night and played golf during the day," she recalls. "I just hit balls in the field, I wasn't working anywhere at a golf course. You have to have the money behind you in order to play golf. And I didn't go out looking for it, I just got it myself."

She came back strong to win the Central Florida Challenge and qualify the first time for the U.S. Open.

"That was exciting, yeah," she says, "because I had quit playing golf for two years. Then I played in my first U.S. Open and it was one of

the hardest golf courses I've ever played on in my life (Oakmont in Pittsburgh). And I've gone back since and tried to play the course and I can't play the course."

There is also the toll of the travel (she packed her car last March and just unpacked it this month for season's end) and the demands a pro golf career makes on personal life.

"You travel on Mondays, you practice on Tuesdays, and you start playing on Thursday, usually," she says. "And when you're not playing, you're thinking about it."

She's single, which makes the commitment easier, but she says there are also mothers and couples on the tour.

"There's a lot of married couples that balance it out pretty well," she admits. "You don't play a lot of weeks in a row and you go home and you balance things out. You can have the best of both worlds."

Atsedes lives in Florida, but she was raised in Ithaca, New York and it was her father, Jim, who got her into golf. He played it all his life and tried to turn pro on the senior tour at 50.

"He was one of the top amateurs in New York State," she says. "He got us started. I started playing pretty regularly after high school. It was just something to do to stay close to Dad."

But then at 18 she moved to Florida to be closer to the links.

"It's a game that teaches you a lot of life lessons," she says. "If you play golf and don't have patience, you're going to learn it. You can't play professional gold without learning something day by day. And it's a performance sport: you don't get a paycheck unless you play well, so are you going to learn something during those times?"

She supplements her winnings by playing pro-ams and signing contracts with clubs and endorsement contracts for shoes and bags and clubs ("There's a lot of different ways to make money"), but she says it takes a clear head plus a steady hand on the course to make it all

work.

"What we do for a living takes a lot of re-evaluation and making sure you're looking at things with the right perspective and the right motives," she says. "It's just an interesting game."

An obsessive game as well. "You can tell a lot about a person by watching them play golf," she concedes. "Somebody who you might think is mild-mannered off the golf course, you get him on the course and he starts throwing clubs and you're like, Wow!"

As for seniors who take up golf to relax, she says, "There's not too many old-timers who play golf that aren't out to beat their buddies. You ask a few. Nobody likes to lose."

Atsedes is deeply-religious ("I feel like I play golf for God") and her sister Georgette was born blind and raised by her "yiayia" in the Greek Orthodox church.

"They had a really unique bond," she says. "And they went to church and she took Greek lessons."

Like every other golfer, amateur and pro, she hopes to improve her putting ("There's not a golfer on tour that won't tell you their putting could always be better") to supplement her natural power on the drives ("I was always very strong; I was a long hitter").

"I still have a lot to learn and playing full time is a definite benefit," she says. "All I can tell you, I'm doing what I'm supposed to be doing and I hope to continue doing it."

But her dad had two restaurants in Ithaca when she was growing up (The College Spa and Dimitri's) and cooking is now an off-course passion that might prove a second career.

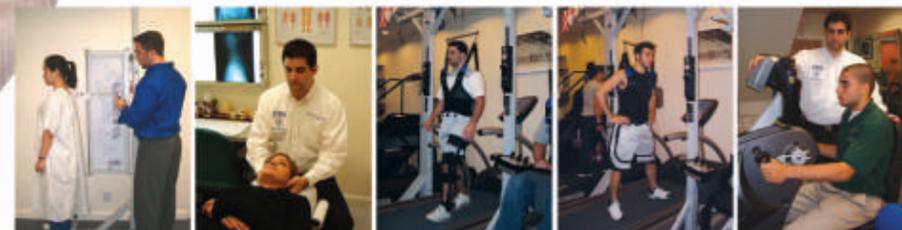
"I like to cook for a lot of people," she confesses. "And I know I want to have a restaurant. Just a dinner restaurant. I don't know where."



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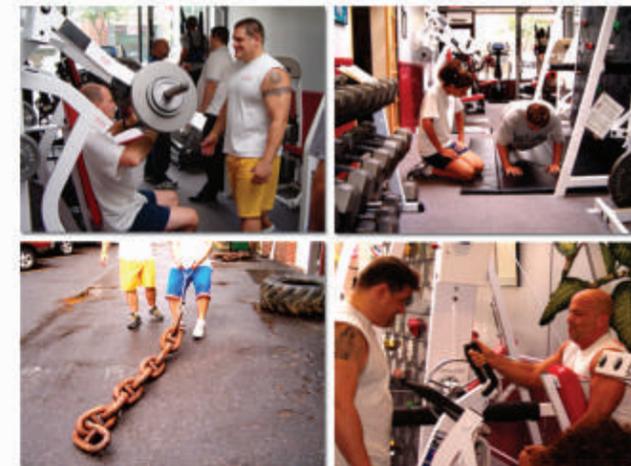


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Rochester Raging Rhinos: the most successful franchise in sports?

The biggest thing in the city of Rochester is not the world headquarters of Eastman Kodak, or Bausch & Lomb, or Xerox, but a modest baseball stadium downtown called Frontier Field which from May to October is the home of the most successful minor league team in the country and perennial A-League soccer champs: the Rochester Raging Rhinos.

"It truly has been an incredible story here in Rochester," says Chris Economides, vice president and general manager of the team, which has boasted sellout crowds from its very first season almost a decade ago, more than any other A-League team, more than all but four teams in Major League Soccer (MLS).

"Incredible," said flamboyant former MLS star and current Los Angeles Galaxy general manager Alexi Lalas. "That's the kind of atmosphere we should have at every MLS game."

That's why Economides and his two partners, Frank DuRoss and boyhood friend Steve Donner, shot for an MLS franchise that would bring the first major league team to the city. That involved a commitment of at least \$30 million for a 20,000-seat stadium and an expansion fee of another \$20 million to MLS.

Even with contributions from the state and county, that saddled the Rhinos with major league financial burdens, but Economides was confident the move was both financially sound and a natural progression for the team.

"We were looking at this long-term," says the native of Rochester, who previously owned an indoor soccer team in Kansas City. "First, we were doing this for the betterment of the city. This would be Rochester's only true major league franchise. Second, we were banking on the value of the franchise going up. The MLS franchises when they first started were five million dollars; the last two franchises have sold for twenty million."

The Rhinos success story began, ironically, at a baseball game a few years ago where Economides and Donner were in the stands watching one of Donner's daughters play.

"We sat through seven innings and it was a beautiful night out," Economides remembers. "And we said to ourselves, 'You mean to tell me for soccer, which is much more exciting than baseball, that we couldn't draw 3000-4000 fans a game?' We said, 'Let's try it.'"

Both Donnor and DuRoss already owned hockey and lacrosse teams, and Economides knew the available talent from the indoor soccer league, so it was a natural fit and the partners then applied for a franchise with the A-League. They got it and announced the happy event--on the day of the O.J. Simpson verdict.

"As a matter of fact, we thought we'd be cursed because, obviously, when you announce something of that magnitude, you want as much coverage as possible, and obviously we took a back seat that day to the O.J. verdict," Economides recalls.

The team had an equally-bumpy start to their first season in 1996: they lost their opener before 5,834 fans at the University of Rochester's Fauver Stadium and won only one game out of nine starts.

But then on July 12, the team inaugurated Frontier Field, and before an A-League record 14,717 fans, the Rhinos beat Montreal 3-2 on a last-minute hat trick and then marched to a four-game winning streak, won the next 10 of 13 matches, reached the playoffs and nearly clinched the championship.

That first season the Rhinos also shocked the MLS by beating their league-leading Tampa Bay Mutiny in the U.S. Open Cup, the oldest soccer tournament in the United States, and then shutting out the Colorado Rapids 3-0 before 12,179 jubilant fans at Frontier Field.

"It was a storybook start and sort of got the ball rolling," says Economides. A former employee at Eastman Kodak and former owner restaurant owner, Economides got his start in sports playing basketball at Rochester's Annunciation Greek Orthodox Church, one of the churches that serves the over-10,000 Greeks in the city. His father, Symos, had been a teacher in northern Greece (from a town called Drosopirgi) and had taught in Rochester schools for thirty years ("He probably taught nine-tenths of the Greeks in Rochester," says Economides), but his son was a sports fanatic.

"I've always loved sports, loved hockey, soccer," he says. "It was a lifelong dream to be involved in sports. So when the opportunity to be in the ownership of a team came along, I followed my dream."

His first try in Kansas City in the indoor soccer league was a misfire. His Kansas City Attack won the championship but lost money and he folded the franchise after two years and returned to Rochester and the restaurant business.

Shortly afterwards, he had the fateful meeting with old pal Steve Donner at the baseball game and the Rhinos were born. The franchise started with one phone and a heater to keep the office warm, and now has dozens of employees and its own office building.

It also has one of the savviest marketing plans in sports. Soccer retailer Umbro is the official supplier of the club and the team logo of a charging rhino with a soccer ball stuck on his horn is one of the top-sellers in the sport. Games are broadcast on radio and on TV locally through the Empire Sports Network and coast-to-coast on the Prime Network.

"In Tampa, we pretty much fell off the front page of the sports section," says former Tampa Bay goalie Billy Andracki. "But this area, in the time that I've been here, has given the most coverage to soccer that I've seen. All these TV cameras are out to the practices."

Economides agrees that the Rhinos are prime time in Rochester.

"We are the consummate big fish in a small pond here and the perception from day one has been that," he says.

The success of the team was helped by Economides' soccer background and recruiting, which has produced winning

records and a championship in three years, and which has fostered a team spirit rare in a sport in America that is often played by soccer gypsies.

Former team goalie Andracki was an All-American at Rutgers before joining the Tampa Bay Rowdies of the American Professional Soccer League, then playing with the league's Atlanta franchise, then indoors with Cleveland and Tampa Bay again, then joining the Rhinos for summer play.

"Of all the teams I've played for, this is the best in terms of treating you as a professional," he says. "Chris (Economides) and (Coach) Pat (Ercoli) are more personal and up-front than any general manager or coach I've dealt with. And in this sport, I know so many guys who go to teams and when paycheck time comes, there's no paycheck."

The Rhinos lost their first opportunity to join the MLS because they ran out of time to organize the financing for a stadium and the franchise fee the MLS requires, but Economides says the club kept plugging for a shot at a major league franchise and a soccer stadium. It did a feasibility study of the project and obtained a promise from the city for the land to build the stadium right behind the current Frontier Field.

Once the financing was secure, all that remained was for the MLS to approve and the statements from the league were encouraging.

"What's going on in Rochester is extraordinary," said MLS commissioner Doug Logan at the time. "If they can get the stadium, they're a real expansion candidate."

Economides is always confident of his team's drawing power.

"I can't tell you how many times I've had fans come up to me and say, 'I wasn't a soccer fan, but I came to a game and now I'm hooked,'" he relates. "We transformed a lot of the casual fans into soccer fans. It's not just a game now, it's an actual event."



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The most fervent philhellene in New York - by way of Nigeria



A happy smile on his broad face, Sam Chekwas swings around the counter of his Seaburn bookstore in Astoria to ring up another customer: a 10-year-old boy purchasing an arcane volume by Paolo Coehlo. "Who's reading this? You?" Chekwas asks. And when the boy nods solemnly, Chekwas is delighted. "That's wonderful! You get a 10 % discount. And whenever you come in, ask for your discount. Okay?"

The Nigerian immigrant is delighted because since arriving in America more than a decade ago fresh from his studies at the Aristotelio University of Thessaloniki, he has waged the one-man campaign of a fervent philhellene to educate an entire generation of Greeks in both their modern and ancient literature and the American public to the glories of modern Greek and literacy. Through his bookstore and publishing company he has produced hundreds of volumes in Greek, English and Spanish, some featured on Amazon.com and at Barnes and Noble; through his lectures across the country he has tirelessly advocated the Greek language and culture ("Most people would introduce me as an ambassador of Greece," he concedes in fluent Greek and English, sometimes both in the same sentence); and through his own writing he has contributed to the literature with books of poetry in Greek and English and an expanded autobiography chronicling his experiences as a student in Greece in the 1980s originally titled ELLEDA: TO ONIRO MIAS ZOIS and now called simply: THESSALONIKI, AGAPI MOU.

"It's very hard when you love a language so much and a people so much to give an objective view," he says, as he sits at a small table in the "Greek Section" of his bookstore in Astoria, surrounded by shelves of Greek dictionaries, monographs on Greek studies and the latest bestsellers from Greece. "It's very hard to put into words all I feel about Greece and its history. It's very deep." Which is why he teaches Greek for free to the public at his bookstore ("Because I said by teaching Greek and reading with some other person it will make my Greek come back," he declares) and why he still hasn't given up the hope that despite some lukewarm responses from Greek Americans, he can continue to invite Greek authors to visit and read from their work. Maria Papathanassopoulou, best-selling author of O YOUODAS FILOUSE IPEROHA, and Lena Divani, author of OI YINEKES TIS ZOIS TIS, were among the popular Greek authors to visit his bookstore.

"My hope is to get the American public interested in Greek literature," he vows. "These are wonderful books that can become international bestsellers. There is a book called MATOMENO

HOMATA (by Didou Sotiriou), wonderful book, a novel, that if it was translated with a good budget, would sell four million copies. It's so well-written, the story is so moving." He also convinced the eminent poet Spiros Darsinos to translate his work in FROZEN HARPS, which is sold at Barnes and Noble. But, in addition, Chekwas has published more standard fare: a slim volume includes all 158 verses of Solomos' national anthem, a series on GREEK PROVERBS AND OTHER POPULAR SAYINGS by G. Pilitsis and J. Menounos, and he hosted a retrospective of Kazantzakis' life and work, which included artifacts brought over by his adopted son. "The more people you expose to Greek literature, the more love you develop for the country," he says. "Because that's how I learned about Greece, through books."

He was born in Nigeria one of eight kids to a businessman well-to-do enough to send all his kids to study abroad and Sam to boarding school, where at twelve he was exploring the books on his professor's shelves one day when he discovered an English translation of Sophocles' ANTIGONE.

"And I started reading and it made such a great impact," he still says with rapture. "So I started looking for more." Unfortunately, there wasn't much more, unless he walked to libraries several towns away to bone up on his Greek mythology through forgotten volumes, but by 1980 he was smitten enough with all things Greek to apply to the Aristotelio in Thessaloniki and he was accepted.

"When you go to Greece, you imagine you're going to meet Socrates in the street," he laughs. "I was really disappointed." He got the nickname "Papadopoulos" (who was in the news then) and because he didn't speak Greek, he took intensive language courses with other foreign students in classes conducted by memorable teachers like Kyria Kofidi, who, he says, "had a love for her trade and made us love the Greek language." Still, half the students dropped out, but the study of Greek only whetted his appetite for more. "I knew I came to study the culture and the language and the people," he maintains. "My love for Greece was just enormous."

He wanted to study philology, but a well-meaning professor advised him to also pick a trade, and so Chekwas graduated with a degree in dentistry, which he never practiced in Greece. But he did donate his 3,000 books to the library in Thessaloniki before he left Greece in 1986 and eventually joined most of his family in America, and he did write a letter to the minister of education proposing a \$1,000 scholarship to a deserving African youth who "might turn into somebody like me," he suggested.

Unfortunately, he never got a response, but when he came to America, he put his dentistry on hold (he served as a consultant to dental manufacturers) and he began spreading the gospel to the Greek diaspora. "I didn't stop even one day preaching about Greece and its civilization and that's because of the love from the people that I met in Thessaloniki and also from Greek letters," he says (he still visits Greece every few years and has guest keys he says to at least three houses in

Thessaloniki).

His fervor made him a celebrity in the Greek community and he was soon invited to speak at schools and churches, including the church in Rye, New York, where after his presentation, Archbishop Iakovos followed him to the microphone: "Samuel," he told him, "that which you said, write it down for the children." "So, actually, I thought that was a challenge and I sat down and put out the first chapter of ELLADA," Chekwas says.

That sold 12,000 copies and while he worked to expand it, he realized there was no bookstore for Greek volumes.

"There was no place where you could come and find Greek books," he laments. "And even if you don't want to buy the book, just to see it, just to see what's current. So it became something I really wanted to do." He started Seaburn Publishing in a third-floor walkup in Manhattan and produced a hit in Jamaica with a coming-of-age novel called BIGHEAD, then opened his first bookstore on Steinway Street in Astoria, but he tried to cut in the competition on what he considered a mutual crusade to promote Greek literature.

"I had actually designed the shelves, to put them in every Greek store and fill it up with Greek books, so people wouldn't have to travel," he says. And while he ran the publishing company and the bookstore with his wife, Tyra Mason, he also teamed with a Greek partner to operate a dental and medical supply firm named after his old university, Aristotelio Dental and Medical Supplies.

"And I ended up educating Americans about what 'Aristotelio' meant," he says, "because doctors would call--Pardon me, what does Aristotelio mean?" And I would spend an hour talking about Greece...Marvelous. I sent about 8 doctors to Greece just from that."

With good humor, he also recalls the shock he gave some friends of his partner when he picked them up at JFK after their flight from Greece. "So here I am at the airport," he says, "when I saw the four of them and realized who they were. And when I raised the sign with their name on it, you could see the surprise. One of them thought I was the driver," he laughs. "So when I started speaking Greek to them, 'Kalos oriste, paidia...', all of them stepped back," he laughs still more.

Then he turns to listen to the tap of a customer at the door of the bookstore, and though the store is now closed, he gets up and unlocks the door for this customer and many other late arrivals. "For you, I open the door because I know you've been here before," is his excuse. "A day doesn't go without me reading a page at least in Greek," he says, when he returns to the table and he glances around at the shelves with Greek titles. "Because it's something that I wanted very much when I was younger. I didn't go to Greece to get a degree, because I could have gone anywhere. I went there for a reason, and that was to know a little bit more about what Greeks are all about...And I'm searching here," he concludes with his elegant and wistful smile.



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