

## Radio Personality, Models at ACT's Card Exchange

Fred Sherman ("Sherrman"), veteran investment radio and commentator, will be a host-eter at the executive network-event, inside Royal Bank America, 1230 Walnut Street, Philadelphia.

The event - free of charge to business owners and executives will be held from 5:30P.M. to M., on Wednesday, March 28.

Sherman is chief economist Royal Bank America.

Courtesy food and other refreshments will be provided by Royal Bank.

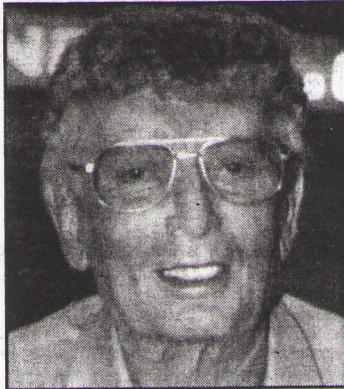
The bank will also have offers available to provide information on a wide variety of business banking benefits.

They include: Denise Minski, Branch Manager Walnut Street; Sheila Johnson, Branch Manager-15th Street; Anna Debicka, Business Development Officer; and Marc Sanders, Director of Marketing.

Usually about 150 business men and women are in attendance.

The MMA Model and talent agency are among the sponsors, and will have over 20 of their models in attendance.

Other sponsors include the X Barter Exchange, Social Philly and Bucks and Main Line magazines.



Fred Sherman

The event's producer is the business-to-business newspaper ACT.

ACT has created a package for firms who would like to be among the sponsors. It allows sponsors to invite their own business prospects and guests.

To gain full information on the sponsor packages, or to make reservations for attending (attendees must have a business card for admission), contact: ACT Networking at 29 Bala Avenue, Suite 114, Bala Cynwyd, PA 19004; (484)562-0063; Fax: (484) 562-0068; email: [adcomtimes@aol.com](mailto:adcomtimes@aol.com).

### Don't Hold Your Breath

The Philadelphia City Council has requested that this area's major TV stations give free advertising time to those running for Mayor of Philadelphia.

Letters so urging were sent to Comcast, TV-3-6-10-17 and 29 by Councilman James Kenney.

The letters resulted from a nonbinding resolution passed by the City Council.

To date, the stations seem to have a lack of enthusiasm supporting the idea.



Trish Cleveland of MMA

### Display Advertising Exec Indicted for Tax Evasion

The owner of a local display advertising firm is also accused of defrauding the

## Marketing Exec Murder Led A Paradoxical

Mark Norris, 46, founder and president of ZigZag Net, Inc., a web and marketing firm, was murdered last month in his own conference room in an office building inside the Philadelphia Navy Yard, at the end of Broad Street.

His killer was a disgruntled investor in a separate corporation, Watson International, Inc. developers-to-be of a New York State historic country club.

Norris and others had purchased it and were allegedly developing it.

Who was Mark Norris?

Press reports had readers wondering if he was...

Caring... or a conman  
Dreamer... or deadbeat  
Or all four...

He had an impressive list of clients. Those listed on ZigZag's website included:

Center City District  
Comcast Corp.  
McDonalds Corp.  
Philadelphia Dept. of Public Health  
Philadelphia Int. Airport  
School District of Philadelphia

Temple University  
Trump Hotel and Casino  
The Philadelphia Business Journal, in its "Book of Business Lists, 2006... under Website designers had ZigZag Net, Inc. in its top dozen.

They printed that the firm had ten local web designers, and in one year, 2004, had created 30 different websites.

But in their 2006 listing, only one client, WND, was noted.

Norris claimed that in 2004 ZigZag had about \$2.5 million in billings.

But...there were heavy debts, too. They included:

Federal taxes due of about \$180,000 with a lien filed.

...A Pennsylvania unemployment compensation fund lien of almost \$17,000.

...A suit against him personally for over \$16,000 in unpaid condominium association fees: (It was settled.)

...A coming Sherriff's sale on a building Norris owned on South Broad Street. As mortgage holder, Norris, over a two-year period, never made a single payment.

As for the New York hotel and conference center, through June, 2005, no permits had been issued, no work had started.

### Critic LaBar Via Rare L

Philadelphia Inquirer food critic, C in a lawsuit filed last month by Alex restaurant, on City Line and President LaBar only wrote three sentence

The grist...er, gist...of Plotkin's report he had a "miserably tough and LaBar also referred to Chops Plotkin, years ago, was a maitre de a

It wasn't a strip steak that LaBar According to the suit, LaBar had a bread.

"No legitimate food critic would steak sandwich with a strip steak," th

The controversy was reported in umn as "a high-steaks law suit".

### Display Advertising Exec Indicted for

The owner of a local display advertising firm has been indicted for evading over \$600,000 in income taxes covering five years, from 1999 to 2004.

He is Joseph Moderski, 69, head of J.C. Moderski Inc., of Bryn Mawr, PA.

In addition to the Federal Income Tax alleged evasion, he is also ac Philadelphia of about

The prosecutor, said that Moderski alleged fraud by wit firm's accountants.

### Sports Biz Radio

A new radio interview/talk past service years. As such he fo