
Grandich Publications and the Electronic Media

The color of my jersey seemed to have little effect on my income. Even though Trinity Financial was a Registered Investment Advisor, this time I didn't manage any equity portfolios. I just didn't want to get back into the daily grind and all that greed. From 2001 to 2003, Trinity Financial did zero business, but boy, I had a great time hanging out with the athletes! I did go back working with Frank as an outside representative, and we became and still remain very good friends.

It also became crystal clear to me that stocks should not be a person's first investment. For the most part, stocks only equate to riches for the people who sell the advice, not the vast majority of people who take the advice and put their hard-earned money behind it. Yet many clients don't believe that or simply don't want to hear it. I found that many people who play the market are greedy and inexperienced, and I clearly did not want to fight with clients to try to convince them the right things to do.

The market had been in a vicious bear cycle. Gold had tumbled to about \$250. It was so cheap, in fact, that nobody could make money in gold; it cost more to get it out of the ground than the previously "precious" metal was worth. Thus, the junior resource market had all but shut down.

But by 2003, people were starting to think the worst was over, and there were signs technically that the bear market was ending and a new bull market beginning. Gold had turned the corner and was rising above \$300.

In March, an old friend from Canada called to see if I would come up to Toronto and speak about the markets at a big dinner held during the PDAC conference, the world's biggest metals and mining show. Though it had been almost three years since my last speaking gig, I still had some name recognition, and since there wasn't much happening for me in the States, I went and ended up meeting many old friends from my days on the speaking circuit.

Two of the men I reconnected with were principals of the Hunter-Dickinson Group, one of the best mining and exploration teams in the world today. They said that if I came back to consulting, they would hire me for two of their companies. Another gentleman said the same for three of his companies. I subsequently met with my securities attorney—perhaps the highest paid of all law specialties—to see if I could have the best of both worlds: operate and try to grow Trinity Financial as well as form a new company that could publish the Grandich Letter and through which I could work as a paid consultant. With certain conditions, the answer was yes, and Grandich Publications, L.L.C. was born.

I had tried to enter the world of electronic newsletter publishing on October 29, 2002, with a brief update under the name *The Trinity Report*, but it was short-lived. After only a few issues, I put *The Trinity Report* to bed and rekindled the *Grandich Letter*. The first reissue was published July 3, 2003.

Oh, how a couple of years can change an industry! Electronic publishing, e-mail, and the Web made newsletter writing a breeze compared with its old-fashioned, printed ancestor. Instead of typing on an IBM Selectric or sending my text to a printer for pasteup and layout, I could sit in my pajamas and write out my thoughts. A few keystrokes later, it was on the Web and in the subscriber's in box. Not only could I get my thoughts out to subscribers and the media immediately, but I could also get feedback just as quickly.

I returned to publishing *North of the Border* on January 4, 2004, and the *Blue Chip* and *Income Report* came shortly thereafter. I eventually found, however, that incorporating all of the commentary and opinions under the banner of the *Grandich Letter* was much more concise and easiest for subscribers to follow. Soon, I abandoned the others to focus on the *Grandich Letter*.

In early 2004, less than a year after reissuing my flagship newsletter, the media really opened up to me again. I was featured several times a month in CBS and later Dow Jones & Company's *MarketWatch*, as well as in *Barron's*, *Dow Jones Newswire*, and the *Wall Street Journal Online*. On July 2, I was a featured guest on Canada's ROB-TV, which later became BNN (Business News Network), one of the finest financial broadcasts in the world today. That began a long-term relationship, which I enjoyed because of the anchors' breadth of knowledge and their unbiased coverage of business and financial news. I also took on a regular column in the industry newspaper *The Prospector*. I was quoted in *The New York Times*, *CNN Money*, *New Man Magazine*, *Financial Post*, *Bloomberg.com*, *Korelin Economics Report*, *The Gold Report.com*, *Financial Lifeline Radio*, *US News & World Report*, and many other print, broadcast, and electronic media. In one month in the summer of 2009, I appeared on both CNBC's *The Kudlow Report* and Neil Cavuto's *Your World* on Fox. My Web and marketing consultants continue to get a kick out of seeing my name come up in some financial wire report in Chinese, Japanese, German, Italian, and other languages. I assume they are quoting me properly, but honestly have no way of knowing.

My commentary took another technology leap in 2008 when the *Grandich Letter* moved from the slick, graphically designed PDF to an online blog format. Though not as pretty, the Web-based medium was super fast and accessible to most everybody on the planet. More important to me, blogging is easier for the "computer challenged" like me; it's something I can do without the help of a designer, editor, or tech assistant. Finally, I could comment instantaneously—for better or for worse.

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I had been through a lot since my last foray into the metals and mining markets, so when I returned to public speaking I was a different person. I was very frank with audiences and readers about where I had been and what I had been up to. I didn't hide the fact that I had been through a terrible depression and major uphill battle. I also did not hide the fact that I had another business, a Christian-based financial consulting company, and at times I grayed the lines of communication between the two audiences. Yes, I lost some readers over that. But I believed an occasional reference to my faith was okay, because that is such an important part of my life.

I accepted more speaking gigs, and soon found myself again the master of ceremonies at several Cambridge House conferences. Between the regular media attention and the regular speaking engagements, Grandich Publications took off.

Reaction from the vast majority of people was good. But, then there were the “nasty-grams.” It is amazing what some people will take the time and energy to put into writing. The more horrific the accusations and threats, the less likely the e-mail sender was to attach his or her name to the message. I always found that a bit amusing.

I got the “tout” e-mails, too. Because I was paid by companies as a consultant, people called me everything from a liar to a prostitute. They accused me of saying good things about a client company only because the client paid me, and nothing could have been further from the truth. Even though I fully disclosed all positions, which was a lesson I learned years ago, and constantly warned that my advice should be viewed as biased, people found it necessary to threaten me, my family, and my good name. Some of it was just outrageous. The irony was that some other people would accuse me of not doing enough promotion!

What these misguided individuals didn't know about were the many, many companies that I turned down and would not work for because I didn't think they'd ever become producers. For every one I accepted, I turned down ten—no matter how much they offered me! There were also companies that fired me because I gave my honest opinion about their prospects, which were sometimes bleak.

Once, during one Friday interview on BNN, I said (as I have stated many times), “for every one junior resource company that succeeds and makes money, there will be dozens that don't. So, failure is the norm in the mining industry and you should plan to lose all or part of your investment.” On Monday one of my client companies and I parted ways because they thought that I was too negative about the industry. Fact is, it was—and is—the truth.

At least a few companies that I was once involved with I found were not, in my opinion, skilled enough to bring their projects to fruition or the projects were not what they lead people to believe, so I resigned and have turned down all offers to work with them again. Once, I turned down a private placement stock offering because I didn't think it was on the up-and-up, only to be told I wasn't a “player” and then terminated by the company. I was through with operating in the gray area: I did everything I could to do the right thing and offer what I felt was unbiased, solid commentary.

It's ironic that many of my so-called colleagues make deals behind the scenes like private placements that are never disclosed—deals about which investors will never know. There are newsletter writers who have arrangements to speak about a company and in return the company spends a few hundred thousand dollars to build the newsletter's subscriber base. Although that may not be “illegal,” it is questionable at best and most would view it as immoral. I have made it a habit to disclose all compensations and positions, and I have always been very choosy about to which companies I will lend my name. Some other “experts” are just paid mouthpieces; you just don't know it. See for yourself how many newsletter writers fully disclose their positions and potential conflicts of interest. But please know that there are some very honorable people, as well.

In addition to writing about companies, whether or not I had a stake in them, I wrote about my often contrarian views of the markets, economies, and geopolitical concerns. I also publish a

tracking list of individual stocks I personally find attractive. There's no subscription cost for my blog, and never a requirement that a reader had to read my company comments in order to receive the market and economic commentary. Besides, you can click "REMOVE" at any time.

To borrow a term from my newsletters and my blog, the *Bottomline* is this: I know that if I give up my integrity, nobody will be interested to hear what I have to say ... not subscribers, not companies, not the media. That's why I have always worked hard to be associated only with companies I feel strongly about; to protect my name and my image with 100 percent disclosure. I've made it crystal clear that failure is the norm in the junior resource game and one is gambling, not speculating, and needs to be fully prepared to lose part or all of their capital.

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As Grandich Publications grew, I traveled, wined-and-dined, and found success for a miraculous second time in my life. I paid little attention to Trinity Financial as a business, but I did use it for a host of philanthropic gestures, as well as stroking my ego by meeting many professional athletes and being seen with them. From 2003 through January 2008, I was on top of the world. It was truly the best of times. I was making serious money publishing my newsletters, speaking around the globe and trading to the point that my wealth grew even more than where it reached before things turned bad in 1999.

I believe I have spoken on just about every continent—South America, the Caribbean, Mexico, Europe, Africa, and several Canadian cities—and too many cities in the U.S. to mention. With all the travelling I have done, there isn't a place I don't like except perhaps Paris. Travel, which had once been a perk of the business, became a real drag after September 11, 2001, for obvious and necessary reasons. Before 9/11, you could show up half an hour before takeoff. Today, lines are long, delays are the norm, there are fewer nonstops, and tempers run high. But there are still some bright spots to traveling like Vancouver!

Though I like Toronto very much, Vancouver is my favorite destination. I always have a good time in that beautiful city filled with friendly people. Toronto runs a close second, but the water and mountains from downtown Vancouver are just so beautiful.