

BOWLER

BUSINESS REVIEW

PROFILING VIRTUAL COMMERCE AND INVESTMENT
JULY 2012

#3



EMPLOYMENT AS OPPORTUNITY
FANTASY BOATS ON THE OPEN SEAS
MISTRESS OF MEDIA
VIRTUAL BUSINESS IMPACT ON RL
THIS IS NOT A GAME



JETMAN BOWLER, PUBLISHER

“This magazine supports the excellent companies listed in Capital Exchange, promotes pioneering entrepreneurs, and encourages economic growth.”

Building a momentum takes time, and I have planned for this. Starting a magazine to support visionary virtual businesspeople ties in with my strategy of investing in them. Capital Exchange gives me the opportunity to engage in profitable trades that I can then invest back into the companies who's' successes guarantee my own. It is a win/win. Gaining the attention of the CEO's whom I wish to help, those who understand the value of visibility step forward. So I want to thank **Skip Oceanlane, Kadden Yue, and now Mystic Handrick** for sharing wisdom in these pages. And I must thank **Netera Landar, Eleanor Medier**, and all the writers for capturing that wisdom. Again, I must thank Eleanor for presenting this wisdom here. Then there is **Marishka Ixito and Jillian Fairey** to thank for their work on our offices. For the rest of you CEO's and dedicated entrepreneurs out there, be assured we are here to stay. By contributing your wisdom, gain the best kind of promotion you can find.

jetmanbowler@gmail.com

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PROFILES SL COMMERCE

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Business has a wide perspective. To evaluate what can be learned, to increase professionalism, to reach for excellence takes vision; SL is full of visionaries. Commerce, relationships, and lifestyles are all being reinvented. As SL augments RL, the astute know that what is learned in one is relevant to the other. Making money virtually is a challenge, admirable, and pioneering. These authors share a wide perspective, varied experiences, and insightful vision as they portray those who make virtual business happen.

NETERA LANDAR

No one asks better questions than this well-known journalist. The initial spark behind this publication, she overviews sectors and portrays visionaries.

Cruise on Down to the Marina page 23

KAMILLE KAMALA

With an eclectic fascination, Kamille uses SL to learn and explore. By interviewing her old friend Netera Landar, she combines business and pleasure.

Mistress of Media page 41

LILLITH SIAMENDES

Bringing professionalism to SL while having a realistic vision makes Lillith simultaneously skeptical while finding ways to use SL at its best.

This is Not a Game page 53

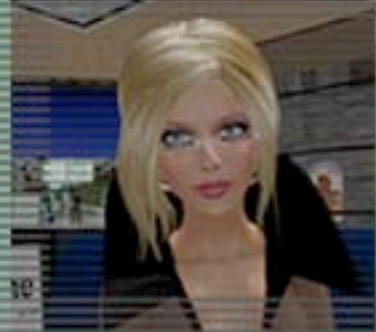
ELEANOR MEDIER

An author/designer, she is the creative force behind this publication that she juggles with her gallery.

Opportunity Knocks page 11

This is a Laboratory page 55

Contributions welcome: eleanormedier@gmail.com



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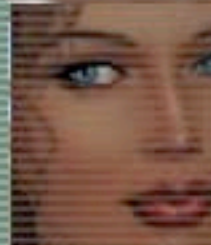
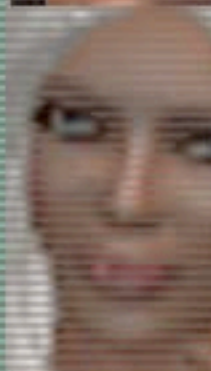
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Bowler Business Review is a monthly magazine that examines the relevance, trends, and potential of virtual world business.

Jetman Bowler, Publisher
Eleanor Medier, Creator

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Introducing The

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If brevity is a sign of success, then it is obvious why **Mister Mystic Handrick** is successful. Wasting few words, maximizing every minute, and satisfying his insatiable curiosity, he sits at his desk behind his employment center.

While many seasoned avatars enjoy teaching new arrivals into Second Life® (often called “newbies”), many others avoid them. **Mystic Handrick** attracts them. He is so enterprising that his business idea came on his very first day in SL! It was not that he arrived with a preconceived idea of what he wished to do. Wisdom has taught him to study a setting before discovering opportunity. But instantly, he could see that avatars need money. On that very first day, he learned that it takes Lindens to become physically presentable, to buy land, and to have social mobility. He realized that any smart newbie determines this quickly and



INVESTMENT

OPPORTUNITY KNOCKS

by Eleanor Medier



embarks on a quest to earn. There are two kinds of residents in SL: those that use credit cards to pay their way through the metaverse, and those who earn a cyber living through enterprises within. Among the second group, a small percentage actually makes *real* money. They have crafted modular businesses that fill a need, can be promoted, are sustainable, and fit within the virtual culture. No business better exemplifies this than the established **Virtual Horizons Employment Agency**. Upon that first day looking around SL for how to earn Lindens, Mystic discovered his virtual calling: to help others find jobs.

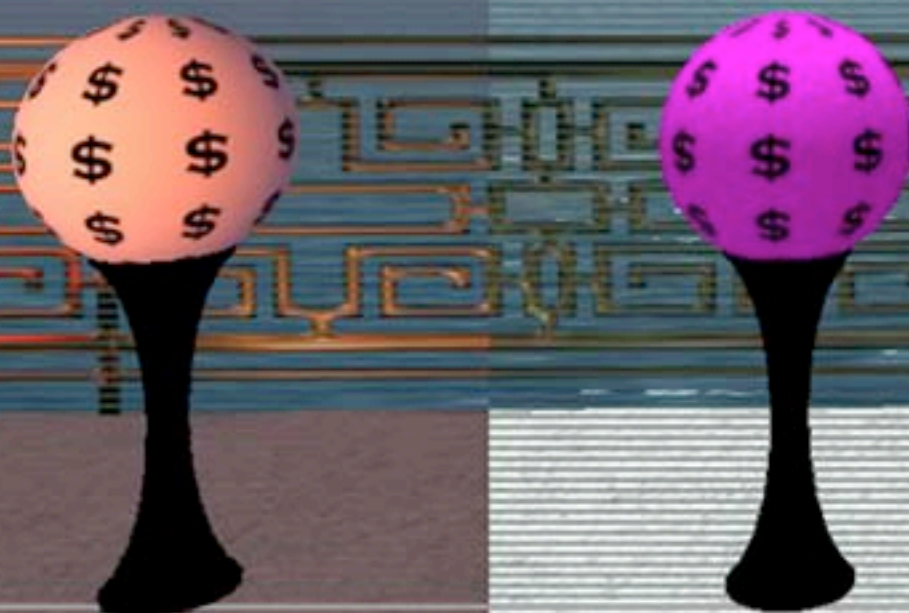
So began Mystic's fascination with newbie needs. Capturing the attention of those that fate sorts to pursue the Linden quest, he must capture their attention. And he needs the job openings to provide them. That means offering a service to the employers within SL: helping them find good candidates by giving them choices. This began his quest not to find *a* job, but to find *all* jobs!

VHEA is proof that a strong vision can be achieved in many ways. Starting in 2007, few businesses on the grid are older than his! Growing with the cyber community and then riding the roller coaster of change, Mystic's solid business judgement is proven daily. A visit to his agency displays job openings in an ad board format—with a single click, the job seeker gains all the information and access needed. There is also a freebies section to help start a new avatar on the road to sophistication. Mytic's center is growing and offers other income opportunities such as games or contests. The offerings change continually with new resources.



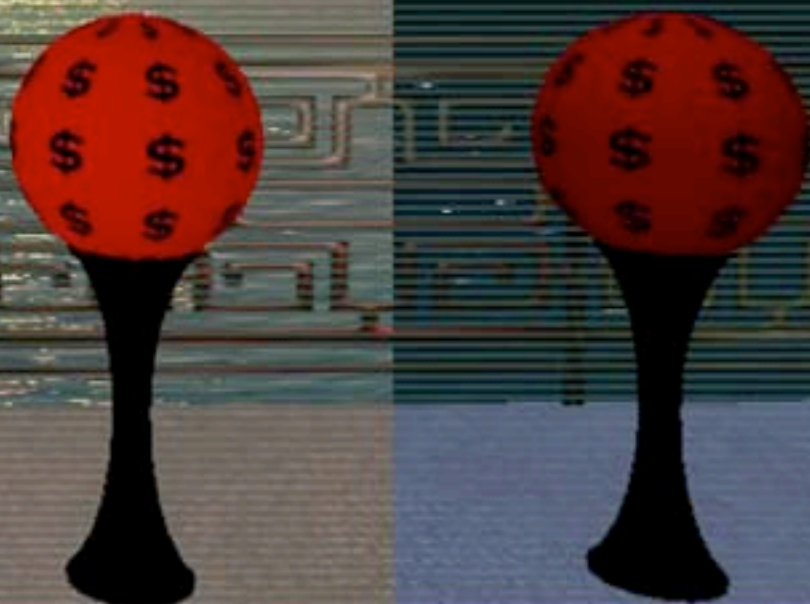
"We started small and grew to various sizes with added services as requested. Some worked out others did not. It took many moves and rebuilds along the way."





Although the methods and trends for commerce are in continual flux, the constant need for avatars to find jobs and employers to find good employees remains constant. As a business that bridges between these constituents, Mystic's quest became more about getting the word out than actually creating the business structure. The form of how to provide his services can change and adapt. So he set about understanding the needs of both groups and creating a corresponding business structure to connect them. Growing organically, his goals and vision do not waver, though the paths to achieve them always evolve.

• **GOAL 1: Sustain a stream of new job-seeking avatars.** Though newbies are continually *new*, they can also be return customers and can recommend friends. The pool of job seekers to match with employers becomes more effective the larger it grows. Growth had to be the focus. Visibility in high-traffic areas and equipping the business center only set the stage. Then promotion becomes a full time preoccupation. *“Advertising works here in SL just like it does in RL. There are always newbie’s out there that need help or guidance. Also staying high in search engine ranking has helped tremendously.”*



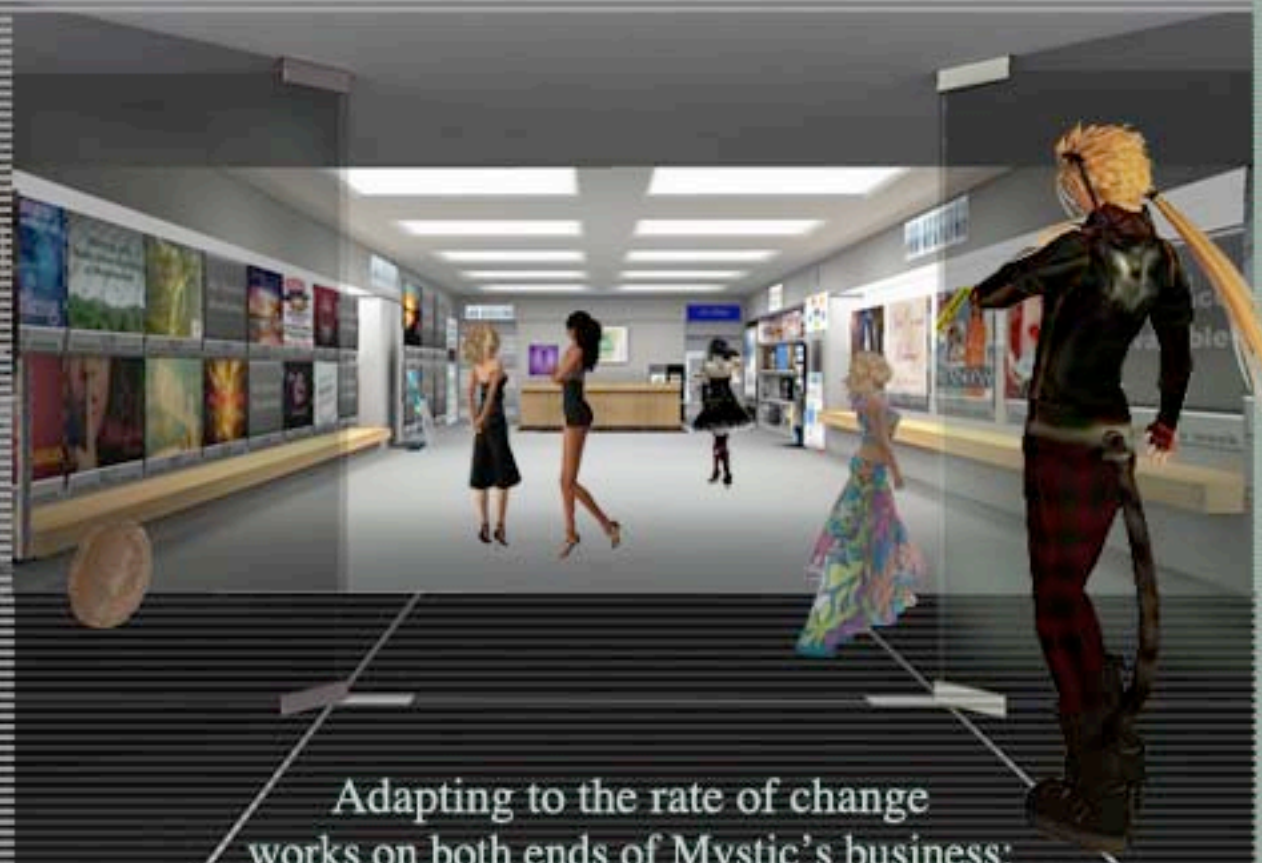
VHEA assists newbies to find potential employers patient enough to teach. Many businesses are turned off by inexperienced avatars. Mystic encourages the new job hunters to persevere towards the right matches where they can grow quickly. To those seeking jobs, he advises: *“Some employers like to train and groom employees. Be patient, Rome was not built in day. Look around SL, explore, experiment. There are many classes available on the various in and outs of SL as well as job specific training.”*

• **GOAL 2: Build a reputation with businesses thriving in SL.** Though his company was growing from one-on-one contacts, Mystic was more ambitious than to have just a small group or single niche to serve. His marketing savvy led him to *attract* businesses who need employees versus taking time to find and pursue them. Becoming visible is critical for a business that connects a continual flow of newcomers with the businesses who need them. *“To stay in front of potential employers uses a continuous blend of various advertising, classifieds, newspapers, magazines, and traffic generation services. Also listing with Capital Exchange has helped business grow, mainly in PR, because it gets the name and the brand out in front of more people.”*



To be the greatest resource for employers, Mystic studies their business needs. He has discovered that the biggest challenge for an organization to find good help in SL concerns honesty. Sadly in a world where a resident can do just about anything, being sneaky or opportunistic or greedy or even angry do come out. This is human nature without the restrictions of RL consequences for bad bad behavior. SL is like a big city with the range of every kind of person present—the only filter is that everyone is tech savvy. Mystic explains: *“Being an anonymous game user, you can make up whatever you want. That is a disadvantage for employers.”*

As Mystic works with various sectors, his overview perspective is unique. Around since metaverse enterprise first began, he has weathered every learning experience. And he is in the perfect position to observe others’ experiences. It takes time to evolve a business, promote it, and build it in SL just like it does in RL. *“Clubs are the number one employer in SL that I see. They are fun to start up but hard to keep running. When one dies off there is another to take its place. The term ‘clubs’ covers a lot of popular jobs. But most entrepreneurs have unrealistic expectations: they may want to strike it rich right out the gate. I am not saying that is impossible but not very likely.”*



Adapting to the rate of change works on both ends of Mystic's business: the inflow of newbies and the job openings to entice them. He applies sound business experience and wisdom to his own enterprises. Success always on his mind, he is very aware of what components are needed for a profitable business in SL:

"The only businesses that make money have:

- 1. A good product or service.*
- 2. Customer service. I cannot stress this enough; you want to build a clientele of happy repeat customers that tell their friends about how great your business is. Whether it's a one-person operation or a 100-employee staff, word-of-mouth is very important to bring business to you."*

Looking to the future, many challenges continuously follow Mystic on his journey. He shares some of the same concerns as the groups he assists with finding employees. Business is business in any world, and his focus echoes most any enterprise.



138
Clicks this week



014
Clicks this week



835
Clicks this week



120
Clicks this week



SL is a perfect place to learn and hone business skills. For many, it is a place to extend a real life career. For others, it is an opportunity to do something completely different. But every avatar needs to get a start and find the right environment to both have fun and to make enough money to live virtually in the style

“My biggest challenges are employee retention and finding advertising that works. Niche markets do quite well once people find out about it. You have to try your own ideas because copying what someone else does usually backfires.”





With years of experience, Mystic has an overview of SL's economy and a proven track record of profitability. Anyone interested in growing a virtual enterprise should sit at his knee and take notes. But Mystic wastes no time in small talk. A dedicated virtual

of choice. Mystic knows what he enjoys most about virtual business: *"It is very rewarding to see newcomers find their first jobs and work their way up. Watching the economy grow is amazing. And just like RL, with a job you become a contributing citizen and have money to buy the things you want."*



JOB OPENINGS



businessman, he does happily offer this advice to entrepreneurs astute enough to heed: *"Running a virtual business (or really any business) is not as easy as it looks. People lie, cheat, and steal. It is hard to judge a person's character. You do get better at it as time goes by."*



Arkad's Products



MESH

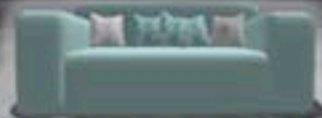


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Styles of Distinction



Fairey Angel Creations



Home furnishings and decor, all the little touches that make a house a home.

living and dining rooms • bedroom • kitchen • bath • patio and pool • plants • art • beach • camping

If the sound of waves crashing on the shore has you longing for the sea, then it's time to rez a sailboat, motorboat, or mini-yacht at your favorite marina. There are many choices in Second Life®—where the weather is always perfect and the waves crash beautifully on the ideal beaches and rocky shorelines. Take your pick between any kind of imaginable paradise: Zee West, Hollywood Luxury Yacht Basin, Blake Sea, Half Hitch, Tradewinds Yacht Club, to name a few. Sailing and boating in the virtual world can give that deep satisfaction of exploration, adventure, and unpredictability—without leaving your living room or getting your hair wet!

Unlike RL, in SL the seas grow larger. As technology improves so does seamanship. Exploring the grid island-to-island keeps many a resident out under the virtual sun and stars to drop anchor in undiscovered lands. Getting there fast and in style is the obsession of these boat designers and owners.

If you don't have a motorboat or mini-yacht, you can search the high seas for the nearest model to what you desire, or you can check out these talented boat designers that offer an entire spectrum

SECTORS

CRUISE ON DOWN TO THE NEAREST MARINA

by Netera Landar

of sea-worthy crafts from dug-out canoes to floating palaces. Always a good wind and fair sea, the adventure is in the discovery of exotic lands, new friends, fellow sailors, and a mobility that satisfies the soul. Start the adventure with a quest for your perfect craft!

The oceanic regions are so vast that discovering interesting ports could take years, and by the time all are seen, they will change! Just as in the real world, the virtual one is constantly evolving, full of delights and dangers. The Blake Sea is the largest continuous navigable ocean; Linden Labs ambitiously makes improvements, adding more connections between water regions. Shoreline property on these ocean super-highways goes for a premium!





The Caribbean blue waters of **Robin Lobo**'s harbor features high quality, sleekly designed boats that promise romantic evenings or long-deserved escapes for solitude. Robin creates realistic boats that you would be proud to sail or entertain in—or even live in!

The Habana Yacht is attractive in design for its real life qualities and function. As a mini-yacht, you won't have to worry about parking it or if it will fit in a slip; its sleek proportions make it welcome anywhere. Available in white or black, you can step on deck from the dock without a boarding plank. The main deck has enough space for several guests to stand or be seated. Others can click on the sliding doors and enter a fine-grained wood cabin complete with couch seating for six. Reach for a bottle of wine and fill the goblets. A few more steps deeper leads you to a dining and kitchenette where more guests can relax. Beyond

“Reality inspires me to mirror in virtual reality. The Habana is patterned after the real yacht company ‘Princess’ and one of their flybridge models. Aspects of the silhouette are usable, as well as the overall length, width, and ratios.”



“The Habana is the most ‘wow’ popular, but all the models are unique. Popularity depends on what the customer is looking for: price/prims/performance. I try to give a variety of choices to offer the best in each category.”

the kitchen, find a comfortable double bed surrounded by cabinets, a shower, and a sink. You can easily make this your SL home! On the main deck, up a short flight of stairs, there

is a nice lounge area with a dining table and bench, right behind the navigational helm. There’s even a tender (small boat) behind it. This model retails for about \$12,000L.



Though the goal is to be realistic, there is a limit to how well reality can translate. Although many famous boat designs have floor plans available, Robin doesn't use them as they wouldn't work for SL; they would be too confining and add frustration to navigation and visual presentation.



Robin has evolved a way of working that adapts to the tools offered in the virtual world. She doesn't use a blueprint or feature list on paper. Instead, she builds the shape inworld and optimizes the space she has. Designs do take months of work—the layouts and structures take experimentation. For example, The Habana took four months to complete.

Robin's goal was and is to make yachts that are appealing with a blend of details, features, and usability for her customers enjoy time and again.

All of Robin's models are drivable. The larger yachts are attachable. She explains how ease of driving is always a concern. Robin writes all the scripting for her yachts, which is both extremely time consuming and the most rewarding.

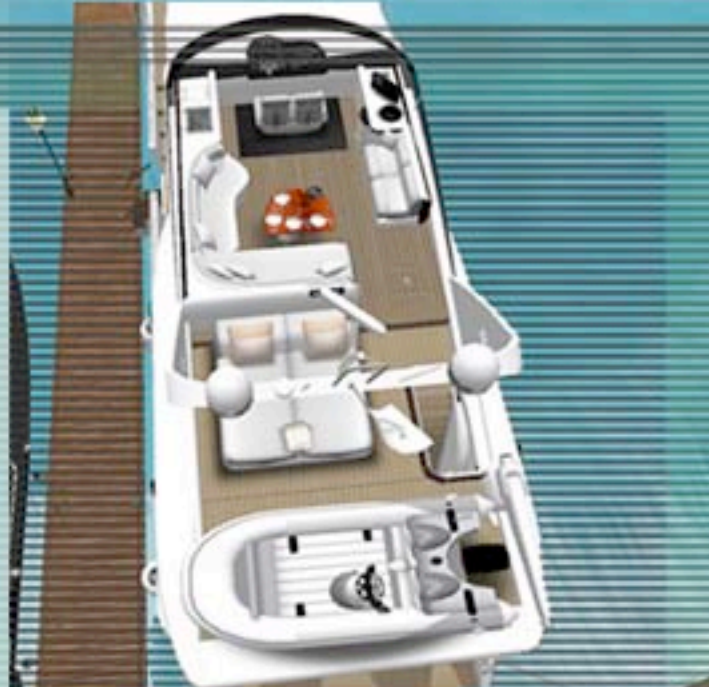
"Recently the nonphysics drive models (NP40/NP54) have become best sellers because of the excellent handling performed by the new NP engine and being Rez and Drive without attachments."

“Where else can you build something and then jump in and immediately use it? SL is pretty magical that way. As a creative platform, a place to realize fantasy, there is no other with such freedom and possibility.”



Robin's path has not been a straight one; her business didn't begin with recreational boats. She started a clothing store in 2006. Having made clothes for herself, she was often asked where they could be purchased. She explains how she integrates:

"I still have the clothing store on NanoGunk sim. I don't get to update it as often as I like, but new customers usually find something worthwhile. That success made me take the leap and purchase sims. My yacht and boats business is into the fourth year now still running on the Cigar Yacht sim."



After buying a gorgeous yacht or speed boat, what do you do once owning it? Where do you put it when you are not driving it around exploring? Too beautiful to hide inside Inventory, there are many options for parking that become more enjoyable through joining a community.



Like most creators, Robin believes that you improve as familiarity and skills in building improve. She credits much of her success to a friend who shared his perfected building secrets, tools, and methods.”



For rental slips, there are many wonderful communities to choose from. Robin suggests BrendaRex (Elbag Gable) in Fruit Islands and Hollywood Real Estate (MarkTwain White) in the Blake Sea area. Many residents choose to keep their boats near friends.

Robin resides in California, a stone's throw from Linden Labs. She earns her real life living with an Internet design/marketing group. She is the quintessential example of bringing RL skills from one discipline into discovering new disciplines within SL.

Tronnix Tairov, the owner of Fastronnix, didn't take small steps when he first arrived inworld in 2007. He had flown a Piper Cherokee 180 in real life and searched for SL airports the minute he arrived. This began a consistent journey.

"Sure enough, I found myself renting a hangar and flying an airplane in SL. Then I got bored and started to make my own airplane which got me kicked out of the airport. From that point on, I knew I had to build.



"I remember looking at the boats available then and thinking that I need to make powerboats. I had seen many sail boats and yachts, but not many powerboats and then it all started. The response was fantastic! People were thrilled with the ones I was building."



And build he did! First came numerous fighter aircraft as in P40, P47, Spitfire, Strega P51, Corsair F4U to name a few. It wasn't until he purchased his first land, which was large enough for both a small airport and boat docks, that his business really escalated. Not only did he continually add to his collection, he was able to rent hangars to pilots and a few slips to park boats. As he surveys his busy docks, he recollects the early days and what sparks of inspiration launched his first nautical designs.



Initially, he was only using standard boat scripts. His friends convinced him to revise his scripts to capture more realism. It took a month to perfect just the drive portion, bringing even more realism than he imagined. It takes a lot of perseverance to perfect. Tronnix stated:

"I got help building and texturing from Sal Fireguard, and help with sculpties prims from Midi Aeon of MDS, and then Fastronnix was born. I made several boats like the MTI Turbine and Turbine Extreme, the Warlock, Cigarette Boat and more."

In time, Tronnix grew frustrated waiting for certain sculpted parts to be created and mesh was being introduced. He switched over to full mesh prims and now Fastronnix is making realistic boats and planes from low poly mesh. He continually pursues the real in the virtual:

"Newest in our line is the SummerDaze Houseboat, made complete in low poly mesh. It has the look and feel of the real thing. Or, you may like the new Coaxial Rotor Heli Copter, it's a one of a kind design in SL. The rotors are so realistic, especially when they are running at full speed."



“We specialize in custom build orders and also offer custom paint jobs. Fastronnix will continue to grow and continue to put out quality products. Our limits are unimaginable, and realism is always our main goal.”

Check out two others of his popular designs: MTI 6 Seat Turbine and Extreme Turbine. Tronnix’s new projects will be guaranteed 100% mesh. He has a 60 meter ship almost completed and both new speedboats and helicopters on his drawing screen. Expanding his business further, he loves to collaborate with customers, enjoying the many who return. His imagination is sparked by thinking of what they would like. As the boating community continues to grow within SL, the increased drivability and mesh technology evolves.





"I was inspired by a close, very creative, friend. He is the sole builder for Multiple Top Yacht Company since 2006. They are still in business, but sadly, he isn't in SL anymore. Standing on his shoulders, I gained shortcuts from his experience."

Back in 2009, **Envy Melody** started MC Yachts because she wanted a mega yacht for herself and couldn't find anything to suit her needs. So she decided to create the Aurora. It took five months, but she declares it was worth it. Envy is also the CEO of Lunar Estates and recently opened MC Aviation. The combination of these enterprises satisfies her insatiably creative spirit. These pursuits blend with one another as integrated environments. Mobility in SL is only as good as the infrastructure: vehicles that are easy to drive and fantasy-satisfying, locations for airports or docks, and many seas to explore.





While others may use pictures and blueprints to build, Envy builds from intuition. She designs as she works, making changes until she's reached a sense of perfection—patiently waiting for that moment to know when a design is finished. On average each model takes her 2-5 months, releasing a few each year. All are drivable.

“With some of the best scripters on my team, we develop custom innovative scripts to offer my customers something they can not find anywhere else. How all the elements work together separates our designs from the others available on the grid.”

Envy owns six connected sims that make up the community of Lunar Estates, Exclusive to MC Yachts' customers. With numerous amenities, daily events, even a racing team, forty residents live, work and play there.

Envy offers advice to those interested in creating boats:

“Take time with your build; make it perfect—from design, textures, scripts, animations, sounds, models—to every aspect of the build. To be successful in SL you must produce quality products to rival the best on the market. This rule applies to all aspects of business in SL.”

SECTORS

BOWLER AND HIS BOATS

by Jetman Bowler



In real life, I like vehicles that go fast. I drove a car the other day at over 140 MPH. A co-worker was looking at a new car and he asked me to drive it for him—I had it at 143 MPH. I told him it was slow. When someone I know (and I am in the automotive business in RL) is looking for performance and power they always ask me to drive it—just for a test when others are afraid to do it. I grew up with very fast cars and am used to going high speeds whereas most people never go that fast. My first car did an 11 second 1/4 mile. There is a fascination in finding out what a vehicle can do.



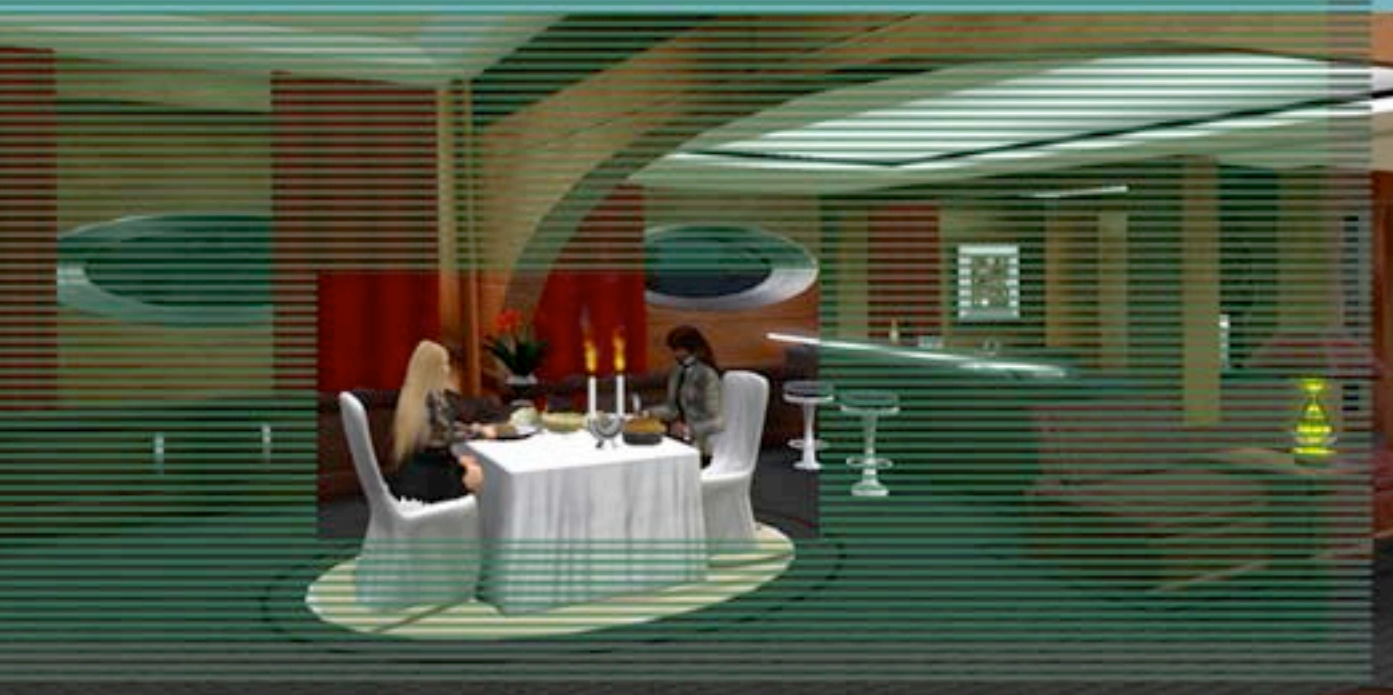
Also I have been on boats all my life. In RL, I used to own a small sailing yacht. I like both—sailing and very fast speedboats. Sailing is nice because you can hear everything around you; it is peaceful and quiet. But I love 80 MPH on a Offshore Racer too! In SL, I can enjoy them all!



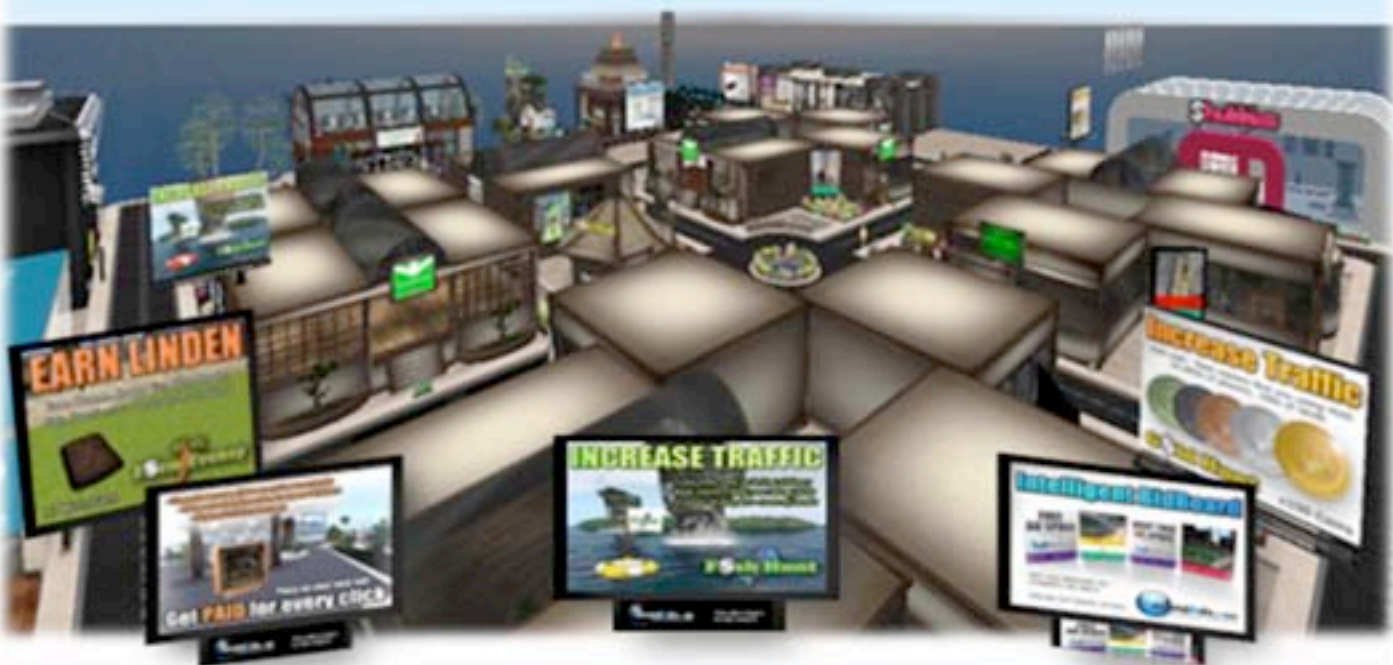
Bowler's favorite Star Bay Yacht.

Speeding around the Blake Sea in SL gives me the sense of adventure I love in RL. Though in RL, I may explore regions and get to know them, in SL there is always something new to discover—as soon as you think you know a place, it changes! And I can set my sights on the open seas any

time I wish—all without the work, maintenance, or expense of real vehicles! So I own about twenty boats, several helicopters, and I lost track of how many cars! Call it obsession—but I am not alone. Thousands support a growing industry of ever-more sophisticated ways to satisfy wander lust.



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Leave Your Mark
CREATING LASTING IMPRESSIONS



Adopting the format of talk show, Netera Landar's virtual chats are opportunities to be in the audience of the most interesting and prolific creatives inworld. Combined with her talents as a journalist for many of the grid's most respected publications, no one has a wider view of the creative cyber culture.

A charming and deftly talented virtual writer and chat host, **Netera Landar** clenches informative through one-on-one dialogue with many real life authors, artists, singers, and songwriters. Her venue, Netera's Coffee Lounge, is home to The Netera Landar Chat (established in 2008), and is a hub fully capable of connecting visitors with writing circles and the adjoining musical landscape.



CHOICE

MISTRESS OF MEDIA

by Kamille Kamala



Netera's guests have a way of captivating the audience and no one can leave without knowing more about their craft and the personalities that they endow. In attending several of her chats, I love the way the show transitions from the interview of the talking segment to a strong jam session performance. Audience members can listen to readings or dance to live music.

Now I can turn the tides on her—instead of her conducting the interview, I get to parley with her! Sending for me late one evening, I joined her at her then-empty coffee house. Even though it was late, she was on fire with her answers. Her energy inspires and soon I was on the edge of my seat intently listening to her every word. It is no surprise that someone astute at asking questions would also be great at answering them! I was as ready with my questions as she was with her answers!

• It has been four years since you began your popular chats. Please describe your beginning and why your weekly events continue at your coffee lounge?

“The chats are in a talk show format. I am fascinated to learn about people’s lives and their talents. Beginning with my coffee shop lounge, guests had a quiet place to meet friends. Later I realized that I could establish a chat for writers; I had been conducting one on AOL for seven years. So I contacted the writer communities here in Second Life® and asked if anyone would like to be interviewed. Some willing participants emerged from Book Island—writers and poets knowledgeable of the literary scene. Over time, I went from writers and poets as guests to musicians because I found them to be more cooperative in promotion and more savvy about interacting with audiences. Now for two years the musicians and I have had a ball.”



• What intrigues you most about both the writers and musicians?
“I enjoy discussing the creative process of other authors. I also love when they read to my audience. As for musicians, I love all forms of music. Going to many concerts, I hear new talent all the time and I want to share their music with others who might not have heard them. People are riveted learning about the musicians’ real lives and how they began musically.”

Netera's line of programming is very unique and would be great as a show on SL TV! Actually her chat shows would be great broadcasted! So I asked her hopefully: What upcoming ventures do you have in mind as a host?

"Kaycee Dramond, the owner of The Playhouse, hosts a new cooking chat with his Dutch recipes. This is my latest project: the What's Cookin' chat. I love to bring unique and original programming to SL."

• Do you bring your writing talents to Second Life?

"For several years, I have been writing magazine articles inworld. I was a reporter for the Second Life Newser, Matters of Music Magazine, and now I write club reviews for Metaverse Tribune. Plus I am a feature writer for Bowler Business Review. About two years ago I met Eleanor Medier, editor, a 1920 gangster role play sim where I was a reporter for her newspaper."





- What opportunities do SL publications bring?

"As a SL reporter, I've seen two forms for inworld publications: the book and the internet blog. The book format allows high quality graphics but is a major project. The blog format has the advantage that readers can access off world. Either form presents a perfect chance to test reporting and writing skills. Advertisements are the lifeblood of any publication; they actually pay the writers. Presently, I have three chat sponsors too: Playhouse, KK Foods, and Snowpaws."

- Writing does not seem like work to you. How did you start?

"I've written since junior high. Time Tunnel and Dark Shadows inspired me as well as a high school Literature of the Supernatural class. I wrote poems while riding on the bus. Later, after I married, I wrote about family. Then one night I had a dream that quickly turned into 50 pages, and then 13 manuscripts! I didn't want to end it, but I had to. This set me on my current course and prompted me to rewrite the series into The Guardian. It is published by Port Town Publishing."



- What qualities make a book great in your opinion?

“A good book grabs you from the first paragraph and doesn't let go. A book succeeds in its mission by being interesting and informative. It should have characters you can relate to and love or hate. It needs to have a steady progression of the plot that isn't bogged down in backstory or flowery information. A great book also needs well thought out conflict, emotions, cliff hangers, and resolutions. This is true of all genre— travel, paranormal, romance, mystery—and I love them all equally.”

- What advice can you give to a new writer in SL looking to connect with others?

“There are many wonderful, established writing groups and literary sims to become a part of such as Milkwood, Bookstacks, or Book Island. Join groups to learn about the next scheduled program and don't be afraid to share your work and ask questions. There are great communities to discuss ideas, resources, feedback, and to perform. Many creative people get their starts in SL and then carry what they learn into RL.”



Netera described her many in-progress fiction projects including two books currently with Arche Books, 7 chapters done for a sequel to *Deadly Reservations*, and four other manuscripts in development. *“The characters tell me their stories and I merely type them. I have conditioned myself to act out the book in my mind and I simply listen to what they lead me to write.”*

Netera balances her fiction writing with her journalism career—in RL as well as SL. Similar to developing fictional characters, she is endlessly inspired by those she interviews. Please see her profiles of boat designers in this issue.

Reflecting on her years of SL adventures and cultural explorations, Netera has definite opinions on business inworld: *“Those that can create clothing and buildings can make money. The other end of business is creating something entertaining from just a thought—being determined to give it a format, make it known, and watch it slowly evolve. There’s no templates to go by. This is a visibly global community and there is much competition. Most residents want to shop, dance, or go to a concert. Advertising, group notices and event listings can only work if people read a magazine, read messages, or check out events. I post what I do in my Profile and invite those I meet to events.”*

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ECLECTICA

"almost infinite choice"

GLASSES

INTEGRATION

THE REALIST VERSUS THE IDEALIST

by Lillith Siamendes and Eleanor Medier

This is a two-part debate. Please share your comments at www.bowlerbusinessreview.wordpress.com.



There is no short-cut for experience in the virtual world or the real one. When new, most residents are wide-eyed and even overwhelmed with the sheer magic of a place where anything is possible. Once matching expectations to capabilities, discovering how much there is to learn, and experimenting with a variety of enterprises, purpose takes form and takes over.

Both **Lillith Siamendes** and **Eleanor Medier** represent a variety of creative adventures—peppered with successes and “learning experiences.” One is realistic by having a business and promotional background. The other is idealistic by having exhibition and publishing accomplishments. Perhaps these two views have a lot to do with how long each has been active in SL—five years versus two. But more importantly, both of them can address, albeit in almost opposite ways, this question:

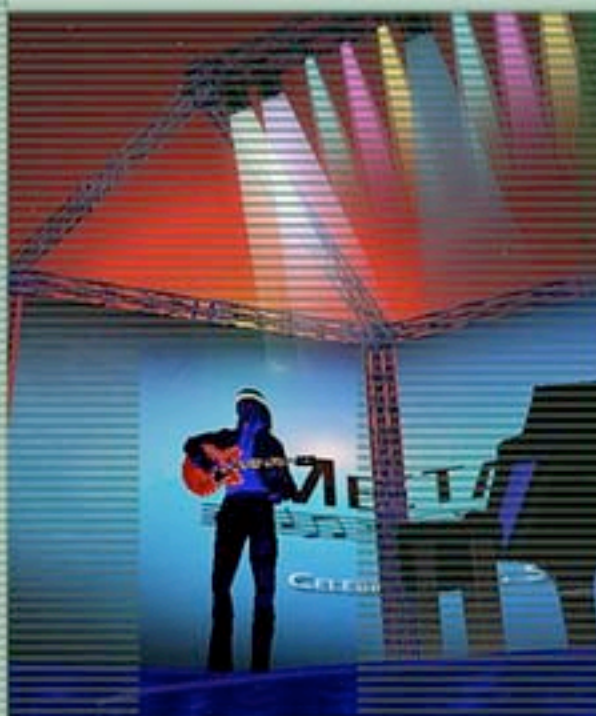
What is the business potential of SL to impact RL?

This is part one of a two part debate. Please share comments at www.bowlerbusinessreview.wordpress.com.

In looking at all sorts of business endeavors in Second Life®, I don't find it viable for RL. A few years ago, I had two large membership association clients in SL. I gave Cover Canada a business model to use SL for visibility and relationship building. I spent hours and hours nurturing this endeavor and worked with several friends. We discovered that the numbers are not here.

In RL, I have magazine experience; I wouldn't do it in SL. There is not enough money—the equivalent of 4000L vs 400 \$RL. I couldn't *steal* a SL ad in RL for \$25! RL sales people earn 70-100K per year; you just can't earn that in SL right now—not saying people have not done it. Also readership numbers are low for all inline magazines. If I want to try new ideas and get feedback, I use a blog for that. SL is a good tool to integrate media.

With the perspective of a seasoned old timer, Lillith Siamendes is the director of Metaverse, organizer of the annual live virtual event, Music Expo. With her close team of collaborators she expands music visibility.



Virtual reality is real. Trust and respect are real. Community spirit goes beyond the computer; real friends form bonds that transcend. We may never really meet, but this doesn't mean the friendships aren't as deep as if we did. We meet here; this is what counts.



INTEGRATION

THE REALIST: THIS IS NOT A GAME

by Lillith Siamendes

So if you can earn a little money, and have fun doing it, I say: 'Go for it!' Just remember: it is those who have lofty expectations that come crashing down. I have discovered what works for me. What I do, I really do for fun—and for the friendships that I have developed.

There is viability within SL for education and for performance. I am really happy with what I do in these pursuits. By scaling expectations, you don't fall on your face or are disillusioned because of return. With that knowledge, this is a great place to be. You never know what can develop!





INTEGRATION

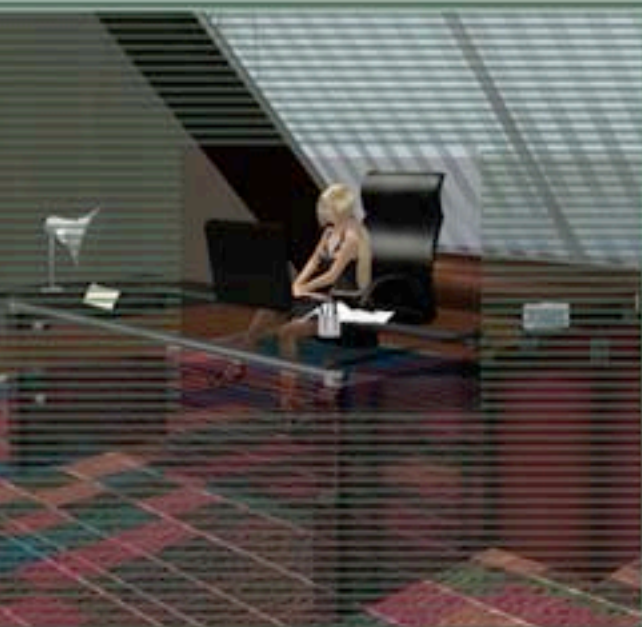
THE IDEALIST: THIS IS A LABORATORY

by Eleanor Medier

Second Life® is a business and creative laboratory—a tool, even a platform, perhaps a medium. It has untapped uses. Many of the same business rules apply in SL as in RL; the two parallel. With book publishing and trade journal experience in RL, I know there is not the same level of dollars here. But I believe in transition. I think SL has RL relevance. Inworld, there may not be huge market numbers like RL, they are big enough for products and services that serve the culture. For this magazine, capturing some of the several thousand investors, the many companies trading stocks, and entrepreneurial readers means enough for sustainability and impact.

This is the second part of a two-part debate. Please comment at www.bowlerbusinessreview.wordpress.com.





Unfortunately it is rare to earn enough Lindens for a RL living—those that do have discovered opportunities by providing what is needed or demanded in world. Currently, the potential for big numbers is held back by capacity such as limited audience size, lag, etc. If viewed as a way to try new ideas—like a sketchpad—there is great value. It is a place to develop new skills and confidence—such as trading in the stock market or becoming a journalist or singing or running a gallery. It is a place to try things that can become applicable out-world. To me, besides being a social medium, and not to diminish the importance of friendships, SL is like a lab

or a studio. It can both blend and contrast with RL. The opportunity to do amazing things is always addicting.

If the idea for a business is just to make money, then it is not sustainable. It needs to have relevance and connect to a purpose—such as Bowler Business Review exists to help grow entrepreneurial SL businesses. There are thousands of entrepreneurs in SL—capturing a few of those thousands gives momentum. Seeing businesses grow as a result of the community and the help they find in this magazine is further reward. Money is appreciated.

In the end, what matters is to have impact, to make a difference. In the fast-paced world of SL, the chemistry of collaboration can work as strongly in the virtual world as it does in the real one. Not only does Lillith Siamendes of Metaverse prove that sound relationship strategies are true in any world, her team shows that there is progress in evolving from game origins into real contribution.

*Home Of The
Netera Landar Chat*





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We hope to see you soon! —Ashleigh Klossovsky

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Virtual Pioneers

PUBLICATION LAUNCH

With an emphasis on practical and useable ideas for entrepreneurs and investors, the first issue attracted 600 readers in the first month. The ads and the kiosks gain locations grid wide and there are more visitors online each day.

BOWLER BUSINESS REVIEW

PROFILING VIRTUAL COMMERCE AND INVESTMENT
MAY 2012 #1



SKIP OCEANLANE

ISSUE #1

Discover insights from:

- **Skip Oceanlane**, Capital Exchange, who gives a stock market overview: profitability for investors, advantages to listed companies, impact on SL commerce.
- **Angel Damask**, Angel's Heaven Wedding Chapel, describes a business that supplies the perfect day.
- **Armany Thursday** and **Dyce Underwood** of DNA Fusion enrich the enjoyment of art interactively.
- **Eleanor Medier** examines the future of SL business, tracing its trends and potentials.
- **Rosie Zimmerman**, The Blue Oasis, knows the ins and outs of owning a music venue.

REALITY IN THE VIRTUAL

Refining the editorial direction with feedback gained from readers, the entrepreneurial focus continues. What works as viable in Second Life® has relevant applications and parallels to business both online and off.

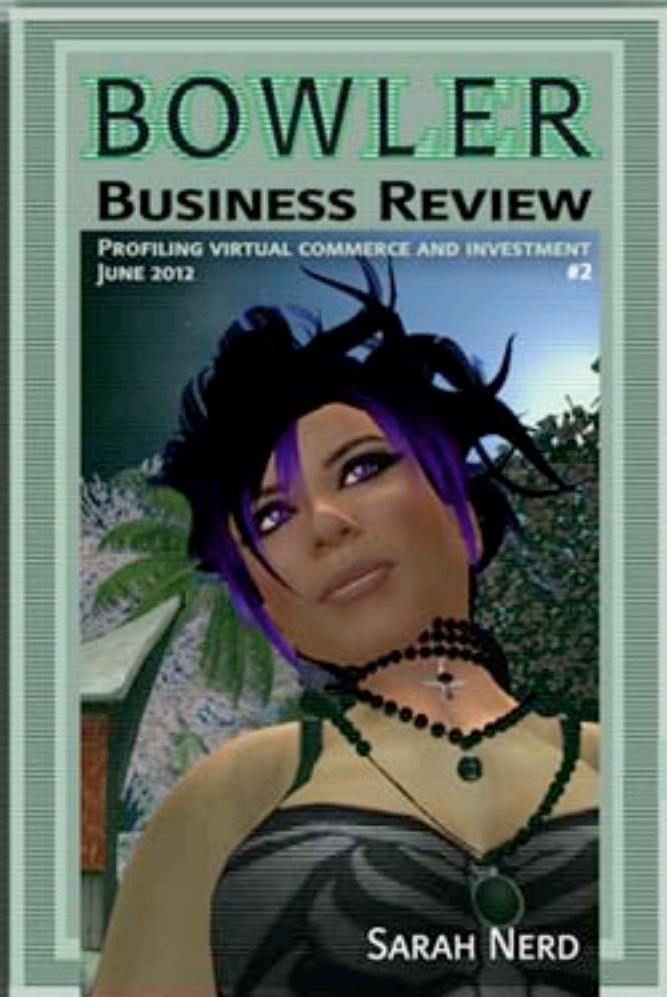
ISSUE #2

Consider the experience:

- **Sarah Nerd**, virtual real estate legend, has survived SL's land market turbulence and shares her hard-won wisdom.
- **Kaddan Yue**, OMG! Inc. knows what it takes to thrive in the competitive world of fashion—finding both fun and profit.
- **Isoldel** Resident understands the personal nature of building an avatar identity.
- **Simulat Almendros**, Thothica, has beat the odds by sustaining a cultural center that continually grows.

Four ways receive:

- **inworld office at Bowler Publishing**
- **kiosks around the grid**
- **Facebook links**
- **bowlerbusinessreview.wordpress.com.**



- **Eleanor Medier** explores how to create a gallery and visual products relevant to SL.

#3 July 2012

BOWLER

BUSINESS REVIEW

PROFILES SL COMMERCE

www.bowlerbusinessreview.
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created by

Eleanor Medier
Editor-in-Chief/Designer

Jetman Bowler
Publisher

BOWLER
PUBLISHING

Examining
the relevance,
trends, and
potential of
virtual world
business.

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