1	Andrew P. Holland/Bar No. 224737				
2	Michael S. Dorsi/Bar No. 281865 THOITS, LOVE, HERSHBERGER & McLE	AN ENDORSED			
3	A Professional Law Corporation 285 Hamilton Avenue, Suite 300	Superior Cotter of Salifornia County of San Francisco			
4	Palo Alto, California 94301 Telephone: (650) 327-4200	FEB 072013			
5	Facsimile: (650) 325-5572	CLERK OF THE COURT BY: MICHAEL DAVRAY			
6	Attorneys for Defendant/Cross-Complainant Colleen Holland	Deputy Clerk			
. 7					
8		Γ OF CALIFORNIA			
9	COUNTY OF SA	AN FRANCISCO			
10	JOSEPH CONNELLY,	No. CGC-12-523731			
z 11	Plaintiff,	DECLARATION OF COLLEEN			
MCLEA 300 301	v.	HOLLAND IN SUPPORT OF MOTION FOR ISSUANCE OF A PRELIMINARY			
CRAT ORAT ORAT ORAT IA 94 IA 94	COLLEEN HOLLAND, and DOES 1 through 20, inclusive,	INJUNCTION AND APPOINTMENT OF A RECEIVER			
, HERSHBERGEF sional law corpoi sional law corpoi liton Avenue, Sui TO, CALIFORNIA (650) 327-4200 (550) 327-4200 (550) 327-4200	Defendants.				
LOVE, toressi Hamil O ALT 0	COLLEEN HOLLAND,	Date: March 7, 2013 Time: 9:30 a.m. Dept.: 302			
0 1/	Cross-complainant,	Judge: Hon. Marla J. Miller			
ب 18	v.	Complaint Filed, August 27, 2012			
19	JOSEPH CONNELLY, and ROES 1	Complaint Filed: August 27, 2012			
20	through 20, inclusive,				
21	Cross-defendants.				
22	I, Colleen Holland, declare as follows:				
23	1. I am the defendant and cross-complainant in the above-entitled action and have				
24	personal knowledge of the facts set forth in th	is declaration and am competent to testify and			
25	would do so if called as a witness.				
26	2. Joseph Connelly ("Joe") and I met in 1999 at an east coast vegetarian conference				
	229191.001/449078 DECLARATION OF C	1 COLLEEN HOLLAND			

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and we started a romantic relationship shortly thereafter. When we met, Joe lived in Syracuse, New York, and, according to him, his many professional pursuits had included a music collectibles business, dog walking, working part-time at a health food store, and, in 1996, cofounding a non-profit, vegetarian group known as Syracuse Area Vegetarian Education Society ("SAVES").

3. After graduating from UCLA in 1994 and working abroad, in 1999 I was employed with a boutique marketing firm in San Francisco and was on the Board of the San Francisco Vegetarian Society. I also contributed to local vegetarian newsletters.

4. When Joe and I first became involved, Joe informed me that he was in debt, in the middle of a divorce, and heading toward financial ruin. His financial situation was so poor that he was considering filing for bankruptcy. Attached as **Exhibit 1** to my declaration is a true and correct copy of a handwritten letter from Joe whereby he writes that he is considering filing for bankruptcy. To help Joe through this difficult time, I often paid his rent, bought his groceries and paid for other expenses.

5. In late 1999, I contributed to SAVES' quarterly newsletter as Food Editor and Copy Editor. SAVES was a self-proclaimed non-profit run exclusively by volunteers, and to my knowledge it only collected enough membership dues to cover its costs—often asking for volunteers and stamp donations. According to Joe, SAVES was actually running a deficit. In late 1999, Joe and I discussed the concept of launching a national vegan publication, and we ultimately agreed to be business partners to launch this joint venture in California. Given that both of us had experience with local newsletters, and that I had a marketing/design background and vegan culinary school training, I believed and Joe agreed that we made a solid team. Together we came up with the name "VegNews" while at a public library in Syracuse, while brainstorming for hours over possible names. Then we purchased the domain for <u>www.vegnews.com</u> on my personal credit card. I had already resigned from my job, and devoted my resources to fund Joe's move to California so that we could launch VegNews.

6. Attached as Exhibit 2 to my declaration is a true and correct copy of a January 2000 SAVES newsletter whereby Joe announced his departure from SAVES.

7. Shortly after Joe announced his departure from SAVES in January 2000, I attended a meeting with him and other SAVES members in Syracuse, New York. At the meeting, Joe attempted to pass SAVES onto a small group of people, but the members told him they were not interested in continuing the group. To my surprise, during this meeting, Joe was accused of using money from SAVES for his personal benefit and running up a debt.

8. Attached as Exhibit 3 to my declaration is a true and correct copy of a SAVES newsletter dated Spring 2000 in which Joe announced VegNews and The Vegan News Network He stated that VegNews was a publication of VNN, and "VNN is a national ("VNN"). organization co-directed by SAVES founder Connelly and former San Francisco Vegetarian Society board member Colleen Holland." (SAVES Newsletter, Vol. 5, No. 1 (emphasis added)).

9. Joe moved into my mother's house in Los Gatos, California with me in approximately May 2000, where we lived and operated VegNews until approximately February 2002. We first occupied two upstairs rooms in my mother's house and then ran VegNews out of two separate rooms on the main floor. In order to support me and my new business venture, my mother did not charge us rent the entire time we lived there so Joe and I could and focus on growing VegNews.

10. The first issue of VegNews was published in July 2000. During its early years, the business did not earn enough money for Joe and I to retain professionals, and we devoted all of our available resources to fund VegNews. I helped support us and contributed capital to VegNews with approximately \$28,000 in management fees that I earned for managing my parents' Santa Cruz vacation rental property. Before we launched the first issue, Joe and I had 24 also both worked part-time jobs (including, e.g., working for the 2000 census) to further support VegNews. In 2000, because VegNews was such a small operation, Joe suggested that we would

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save filing fees by simply re-using the Tax Identification Number for SAVES. I didn't view this as problematic so I agreed that it seemed to make sense as a cost savings measure.

11. During our pre-launch phase as well as the first six years of VegNews' existence, many of the expenses incurred by VegNews were paid out of my personal bank account or with my personal credit card. Attached as **Exhibit 4** are true and correct copies of bank records from my personal bank account and credit card statements from my personal credit cards reflecting VegNews' expenses incurred.

I am informed and believe that Joe did not even have a personal credit card until 12. 2006 or a personal bank account until approximately 2009. Throughout the life of the business, I have been a signatory on the VegNews bank account as wells as credit cards and many other business liabilities. I am also the sole lease holder for the headquarters of VegNews and hold sole title to the automobile that Joe claims is the "company" car. Attached as Exhibit 5 is a true and correct copy of the signature page of the lease for the commercial space where VegNews' headquarters is located.

13. In the months following the July 2000 launch of VegNews, Joe began to express feelings of inadequacy regarding his prior work and experiences with SAVES. The accusations of the previous SAVES members were humiliating to him and he had never seemed to achieve much success with the different jobs he had prior to co-founding VegNews. He asked me to agree to recognize the four years of work he did with SAVES by inserting a special acknowledgment in VegNews. Trying to be a supportive partner, I did not perceive this to in any way diminish my contribution to or status as an owner or co-founder of VegNews, so I agreed to allow an insertion to be placed in VegNews beginning with issue #7, dated April 2001, that "VegNews and The VegNews Network began as The SAVES Paper and The Syracuse Area Vegetarian Society in 1996. With the success of SAVES, its educational mission broadened enabling the organization to branch out to an international audience in 2000." This accommodation certainly was not intended to alter our agreement that we both owned VegNews.

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14. In 2003, Joe and I formed a California nonprofit corporation with a loan made to me for the benefit of VegNews from Al Whaley. Joe and I were both listed as officers of the corporation. Attached as **Exhibit 6** is a true and correct copy of the statement by domestic nonprofit corporation as well as copy of the check made out to me from Al Waley. Although we formed this entity together, we have since allowed it to lapse. I understand it is now in suspended status.

15. In 2004, I purchased a residence in San Francisco that Joe and I had been renting since March 2002. My mother co-signed the loan so that I would qualify for the financing.

16. In 2006, after VegNews had grown and started to hire employees, Joe and I decided to contract with a payroll company. Joe was insistent that to protect the residence from potential creditors of VegNews, I as a co-owner, should be paid through payroll beginning in June 2006, while Joe would receive an owner's draw, in equal amounts of \$36,000 annually. Up until that time, Joe and I both were paid in the same manner from revenues derived from VegNews. Because Joe routinely touted his expertise and prior experience with running a small business and was adamant that this was in both of our best interest, I deferred to him on this issue.

17. To the best of my knowledge and consistent with our partnership agreement, Joe and I have always received equal compensation with the possible exception of a brief period in 2007 when my compensation was raised temporarily to facilitate a refinance of the residence.¹ Joe and I have always agreed to continue to reinvest in the business by taking low compensation with the goal of possibly selling the business one day. In 2012, we agreed to increase our annual compensation from \$36,000 to \$42,000 (\$3,500 per month each) which is approximately <u>\$8,000 less</u> than our most senior staff member was being paid and slightly more than our two most junior staff members were being paid.

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¹ Specifically, the higher pay enabled me to qualify for a loan to refinance the residence, and my compensation was soon readjusted back to \$36,000. I am informed and believe that I paid VegNews back to adjust for the additional amount earned and paid a higher proportion of our personal expenses than Joe.

18. From an operational standpoint, Joe has historically been more involved in editorial, printing, distribution, and since 2006, accounts payable. I have always had input into these issues, however, and access to all of the same VegNews' business records as Joe, until he recently took steps to block or limit my access to these records. I am in charge of advertising sales (which generates the vast majority of revenues for VegNews), marketing, public relations, digital strategy, accounts receivable, events, trade shows and administrative systems. All employees of VegNews have always reported to Joe and me and neither of us has ever reported to the other. Until recently, Joe and I have always agreed that we are equal owners of VegNews, and this is consistent with the manner in which we have presented our business relationship to employees, friends, business colleagues, media, and readers throughout the life of VegNews.

19. Beginning in about 2005, our romantic relationship began to deteriorate and we discussed the possibility of separating. In approximately 2006, while not disputing ownership or my equal contribution to the business, Joe began to push to be acknowledged as the sole "founder" of VegNews. Joe's argument was that he "originated" the concept of a national vegan publication and re-used the SAVES Tax Identification Number. Given that I had sacrificed so much to start and grow VegNews and contributed at least as much to its success, it deeply bothered me that Joe was attempting to assume sole credit for founding it. Attached as **Exhibit 7** to my declaration is a true and correct copy of a **July 8**, **2008 email exchange between Joe and me summarizing our disagreement on the issue**. Attached as **Exhibit 8** to my declaration is a further email exchange between Joe and me, on May 22, 2008, which included a proposed joint biography that Joe wrote. He suggested that as a compromise to our "foundership" disagreement, the word "founder" should not be used. Instead, he wrote that we would appear as equals if our joint bio stated:

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"When he founded the Syracuse Area Vegetarian Education Society in 1996, Joe had no idea to where it would lead. He soon had the inspiration of converting SAVES' newsletter into something more comprehensive, but the dream floundered until he met

Colleen at Summerfest 1999. Less than a year later and with start up funds of a whopping \$3,000, the two birthed VegNews."

20. This issue was never resolved between us, and caused great strain on our romantic relationship. We even met with a mediator in 2010 and consulted with friends who were also business owners to act as moderators to resolve the issue, but Joe would not accept any resolution other than being acknowledged as the sole founder of VegNews. For the purpose of displaying our titles on the VegNews website, as a temporary compromise we agreed to be listed as "co-creators" of VegNews. Since filing the lawsuit, Joe has unilaterally changed the signature lines of his LinkedIn profile, email, and business cards to "Founder and Publisher" of VegNews. Attached as **Exhibit 9** are true and correct copies of snapshots of Joe's inconsistent biographies reflected on different websites in 2011 and 2012.

21. Several articles have been published reflecting interviews given by Joe and me about the history of VegNews in which Joe acknowledges my equal ownership interest and contributions to VegNews. Moreover, both Joe and I have prepared and submitted applications, proposals and forms to different companies which list us as founders and owners of VegNews.

22. In December 2002, Joe wrote an editorial in issue #7 of VegNews entitled, "Random Acts of Praise." In this editorial, Connelly wrote "Colleen Holland has been the equal yet unheralded half of VN since its inception. While I get most of the credit, she toils behind the scenes and in front of her iMac..." A true and correct copy of this editorial is attached hereto as Exhibit 10.

23. In an interview given by Joe and me to an organization known as VegFamily.com, Joe and I discussed how VegNews began. a true and correct copy of the published interview transcript is attached hereto as **Exhibit 11**. An excerpt of the interview is as follows:

Joe: "What really made the project viable was Colleen's willingness to believe in and take a chance on something that had never been attempted before."

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Colleen: "I thought it sounded interesting and agreed to be his business partner."

Joe: "Few people realize that we started VegNews with no funding, no financial backers and no trust funds. The biggest resource we had was an idea we believed in."

24. In 2003, Joe wrote in a card to me, "I smile when I think of living and working with you (and Missy) as we continue to build our relationship, life and business – together." A true and correct copy of this editorial is attached hereto as Exhibit 12.

25. On February 3, 2004 Joe filled out, signed and submitted an order form with an organization known as PIPS, a true and correct copy of which is attached hereto as Exhibit 13.
Joe listed both himself and me as "Owners" of VegNews.

26. In 2005, Joe was interviewed by Quark Technology Partnership. The interview was summarized in a 2005 Case Study titled "QuarkXPress production quintuples VegNews sales," a true and correct copy of which is attached hereto as **Exhibit 14**. During the interview, Joe summarized the history of VegNews as follows: "Prior to moving to a magazine, we were a two-person operation. Aside from our network of writers, all of the work was done by the two founders."

27. A true and correct copy of a September 2005 VegNews editorial written by Joe is attached to my declaration as Exhibit 15. In this editorial, Joe wrote: "Finally, I'd be more than remiss if I didn't recognize Colleen Holland, my partner with VegNews since the planning stages long before the publication of issue #1...She deserves at least as much credit for VegNews' success as I do."

28. Attached as **Exhibit 16** to my declaration is a true and correct copy of a June 26, 2006 email exchange between Joe and me which was prompted after I forwarded him an email exchange between a colleague and me where my colleague wrote that she is aware that we work long hours for little pay. I expressed my dissatisfaction to Joe about being perceived as being poor and earning so little money in connection with a mission driven for profit. Joe responded:

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"It's a fairly common (mis?)conception [sic] that most small business owners work "long hours for little pay." I think her comments reflect our small business status more

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1 than that we are a veg magazine. And isn't true that we "do have many frustrating days and long nights."?? Anyway I'm sure she meant no harm. Remember what Larry 2 Wheat said where we'll be in five years, and what Bernie at Dharma's said to your Mom a few years back about us!" 3 29. Attached as Exhibit 17 is a true and correct copy of an October 19, 2006 email 4 that Joe sent to me with his edits to an attached marketing document titled Club VegNews 5 Brochure 2006, which was subsequently published. The signature line of the document that 6 Connelly prepared is "Joseph Connelly & Colleen Holland: Founders, VegNews Magazine." 7 30. Attached as **Exhibit 18** to my declaration is a true and correct copy of an April 8 10, 2007 email exchange between Connelly and Peggy Burke, a third party that Connelly carbon 9 copied me on. In this email, Connelly appropriately referred to me as his business partner. 10 31. On November 26 2007, Wendy Gardner executive editor of Hollan Publishing, 11 Inc., emailed Joe: 12 "I am writing to you because we're interested in publishing a "Guide to the Modern 13 Vegan" and thought you (and your partner, Colleen Holland, and essentially, 14 **VegNews**) would be a great fit as author(s)." Joe promptly responded: "Colleen Holland is out of the office today, and, of course, I'd 15 like to discuss this with her before I make some sort of formal reply." 16 Attached is Exhibit 19 to my declaration is a true and correct copy of this email. 17 32. During a January 14, 2008, email exchange between Joe and me whereby we 18 were discussing our employees' compensation and benefits, I wrote to Joe: 19 20 "First of all I think we need to market the office closure weeks as paid, as they really are. We simply adjusted the salaries to match the paid weeks, so we should get credit for it! We can re-adjust the salaries for 52 weeks, and it's a win-win (we won't pay 21 anything more!)." 22 Joe responded to my email the same day stating: 23 "I'm sorry, I think it's too much. Think of how hard you and I work. We are being too generous." Attached as Exhibit 20 to my declaration is a true and correct copy of 24 this email exchange. 25 33. On May 14, 2009, I wrote the following email to Joe voicing my displeasure over 26 229191.001/449078

DECLARATION OF COLLEEN HOLLAND

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1 my time constraints as an owner of VegNews: 2 "I just feel like a delivery person and not an owner of the business where I have a sense of what we are doing." 3 4 Attached as Exhibit 21 to my declaration is a true and correct copy of our email 5 exchange. 6 34. On September 25, 2010, Joe and I were interviewed by Jasmine Singer of Our 7 Hen House, an animal rights media outlet. A podcast of the interview is available at 8 http://www.ourhenhouse.org/?powerpress pinw=3930-podcast. I have listened to the interview 9 and believe it accurately reflects what was said. I accurately transcribed (Exhibit 22) relevant portions of the interview, which are as follows: 10 11 00:58 Moderator: "Joining us today are vegan power couple Joe Connelly and Colleen Holland, who also happen to be the publishers of the uber popular VegNews Magazine. 12 Colleen and Joe will talk to us all about the high points of the past 10 years, since PALO ALTO, CALIFORNIA 94301 VegNews' conception..." 13 (650) 327-4200 11:30: Moderator: "Together with Colleen, launched the magazine in 2000 with a 14 whooping \$3,000 in startup funds..." 15 14:04: Joseph Connelly: "...starting ten years ago and knowing that the movement was going to grow " 16 16:58 Moderator: "Back in 2000, I understand you had \$3,000 in startup funds. I mean 17 that's just an amazing story, I love that." 18 17:12 Joseph Connelly: "My dad loaned us \$3,000 to buy new computer equipment and Colleen's parents were kind enough to let us stay in their house the first two 19 vears rent-free. And if it wasn't for gifts like that from our family, there wouldn't be VegNews. It wouldn't have taken off. It would have never been successful." $\mathbf{20}$ 19:00 Moderator: "And have you paid back your parents yet?" 21 19:04 Joseph Connelly: "You know, the only loan my dad gave me that I ever paid 22 back. 23 19:08 Joseph Connelly: "We actually paid him back quite quickly." 24 19:40 Colleen Holland: "The concept of VegNews was Joe's idea. He felt, when I met him, that we needed, he felt, a national vegetarian publication that brought everyone 25 together." 26 34:30 Joseph Connelly: "Thankfully I spent 15 years prior to doing this as a selfemployed in a different business altogether, which was very beneficial. Both Colleen 229191.001/449078 10 DECLARATION OF COLLEEN HOLLAND

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and I have had a business mind, we're very astute, we're good with the dollar, we try not to waste anything and be extravagant. So, those are the keys. The keys are, you have to have a good idea, obviously. Even if you don't have a lot of funding, start small, and grow the business, and get loans from your parents and live with your parents if you have to, at the beginning of a new start. Be positive all the time, network as much as you can, travel and promote. When we, when VegNews hit, we did 17 consecutive days at the beginning of July of 2000."

41:44 Moderator: "Well, that was Colleen Holland and Joe Connelly, the publishers of VegNews magazine.

35. Joe's attorney, Donald Karpel, assisted Joe and me with the preparation of a contract for VegNews in 2010. Attached as **Exhibit 23** to my declaration is a true and correct copy of **an email sent from Joe to Karpel whereby Joe introduced me as his partner**. I am included on the email.

36. In October 2011, Joe and I, through VegNews, were exploring the possibility of acquiring a website known as Happycow.net. We submitted a written proposal to the owner of the website, Eric Brent, on behalf of both of us as "Owners, VegNews." Attached as Exhibit 24 is a true and correct copy of the proposal.

37. On November 3, 2011, Joe emailed me to complain that I wasn't giving him the same decision making power that I had at VegNews. Attached as **Exhibit 25** is a true and correct copy of this email where Joe wrote:

"In the web meeting we just had, you decided that you would be the one to assign who emails who. I know you will say that "someone has to do it" or that you took it on "because it has to get done" or some such thing.

But just try for a minute to look at it from the other's point of view. How would you feel if I said, without checking in with you, that I would be the one to assign the task? You'd feel hurt, or marginalized. And you'd certainly not agree that I shouldn't do it without checking in with you first."

38. On January 24, 2012, Joe emailed me that he thought he was being pushed out of

24 VegNews. Attached as Exhibit 26 is a true and correct copy of this email where Joe wrote in

- 25 response to an email that I sent to him:
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"It's just more of the same, Colleen. I'm obviously being pushed out. I'm just so numb. Everything I write or suggest is changed challenged or ignored, or something

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else. And now I'm ganged up on. Sweet start to the day."

39. In early 2012, Joe told me that VegNews' Bank of America account has been garnished by his pre-VegNews (personal) creditors. He has routinely refused to pay vendors of VegNews. Similarly, Joe took on the task of trying to resolve a collection action against VegNews filed by one of our printers, Democrat Printing and Lithographing, Co. Instead of focusing on resolving the dispute with Democrat Printing and Lithographing, Co., Joe, against my wishes, refused to settle the dispute which has resulted in a judgment being entered in February 2012 in the amount of approximately \$153,000. My understanding is that this amount is much higher than it could have been because the award includes a payment of Democrat Printing and Lithographing, Co.'s attorney's fees.

40. After an unsuccessful mediation in January 2012 which ended with Joe exclaiming, "I will spend the rest of my life making sure that you do not get what you want" and "I hope we both get cancer and die," Joe's behavior towards me and with regard to VegNews began to change. In mid 2012, for example, Joe changed his VegNews' email signature line to "Joseph Connelly, founder and publisher, VegNews Magazine." Since the litigation started, he has also added the title of "owner" to his email signature line. Attached as Exhibit 27 are true and correct copies of emails with Joe's evolving, self-proclaimed titles, from 2002 through the present.

41. The first time that I ever heard Joe claim to be the sole owner of VegNews was after reviewing the complaint that he filed against me in August 2012. The allegations in the complaint regarding Joe's purported status as the sole owner of VegNews are false, and are inconsistent with all of our previous discussions regarding how VegNews should be divided between us. Attached as **Exhibit 28** to my declaration is a true and correct copy of an April 13, 2012 email that Joe sent to me referencing previous discussions between us regarding the division of VegNews as a jointly owned asset. Joe wrote:

> "Several years ago, before VegWeb was in the picture, you actually proposed a solution that you would get the house and VegNews, and

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I'd get to live in a cabin somewhere and write all day. You proposed this with a straight face, and thought it fair...

More recently, I found Jerome, introduced you to him, and persisted for more than a year in getting you into mediation. Mediation didn't work when you refused to discuss VegWeb. I even tried to alleviate that situation by proposing a starting point where I get the house, you get VegNews, you keep VegWeb, and I take on VegVacations (which at that point had run just three trips). You nixed this reasonable idea, too."

42. Since Joe and my disagreements have escalated, beginning in about May 2012, his behavior towards me at VegNews became more aggressive and obstructive. For example, I have always had access to VegNews business records, but Joe has now cut off my access to many business records. This has negatively impacted my ability to do my work and is hurting VegNews' business.

43. In May 2012, for example, I discovered that Joe had locked me out of Quickbooks Online, our internal financial system. Joe was the administrator, and I was the only other person on the account. This has negatively impacted my inability to process invoices (accounts receivable) in a timely and efficient manner, to provide proper assistance to clients who inquire about their balances, to gauge cash flow in order to make key business and investment decisions as an owner (e.g., deciding which shows/event sponsorship to participate in, how much budget to allot new projects, etc...), to manage past due invoices and collections in a timely, efficient manner, and my ability to have a clear understanding of the health and direction of our business. Attached as **Exhibit 29** to my declaration is a true and correct copy of snapshots Quickbooks Online of when I had access and when I did not.

44. In May 2012, Joe also changed the locks to the office where all the company's business records are kept, which contain, among other important business records, bank statements, phone records and vendor invoices. This has prevented me from being able to research rate history for services/products provided to VegNews in order to discuss these issues with vendors and negotiate further agreements.

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45. Joe also locked me out of PowWeb, our back-end server system. This has

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prevented me from being able to manage our old website and set up email forwarding and autoresponses for the staff (which I always did). Attached as Exhibit 30 to my declaration is a true and correct copy of a snapshot of PowWeb showing my inability to access it.

46. Joe has also changed the passwords to VegNews' on-line banking system and denied me access. This has prevented me from being able to monitor cash flow or reconcile payments from various revenue streams.

47. Given the uncertainty about who would end up buying out the other person's share of VegNews or running the day-to-day operation of the business, in late June 2012, Joe and I had a disagreement over whether we should cancel certain VegNews' hosted trips abroad until our issues were resolved. In response to an email that I sent to him, Joe emailed me back on June 27, 2012 the following:

"There isn't anything to discuss. My health and the restructuring of VegNews whatever that means - has to come first. Skipping the trips for one year won't have any long-term negative effect and actually might make them more desirable for whoever ends up controlling VN." A true and correct copy of this email exchange is attached hereto as Exhibit 31.

48. On September 2, 2012, Joe unilaterally terminated VegNews' long-time maintenance man, Isidoro Chin, after Joe learned that I had hired Isidoro to do some odd jobs at the apartment I am renting. Joe's explanation to the staff, during our company-wide meeting, was that "Isidoro violated my trust."

49. In October 2012, Joe and I, as co-publishers of VegNews, were scheduled to host 20 a tour of Thailand with twenty-four VegNews readers, known as the "VegNews Food Lover's Tour to Thailand." Shortly before the tour, Joe informed me that he would not attend, leaving 21 22 me with the responsibility of hosting all of the readers by myself even though we have always 23 had a minimum of two hosts on every VegNews Vacation tour. When I mentioned to Joe that I needed some cash for the trip to cover nominal expenses, he offered to take care of it. He later 24 25 told me that my cash request for Thailand "has been denied." He further wrote an email to me that says: "Effective immediately, you will be responsible for advancing yourself funds 26

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for business-related travel expenses." Attached as Exhibit 32 is a true and correct copy of the ad and Joe's emails. I have repeatedly explained to Joe that he is not my boss and my business expenses have been accounted for and are legitimate.

50. I was invited to give a speaking presentation to an organization known as Farm Sanctuary, in November 2012. In October 2012, I received an email from the Education Director at Farm Sanctuary explaining that my title of co-founder of VegNews had been altered so that no title would be referred to in the marketing documents after Joe had contacted Farm Sanctuary and protested any reference to me as the co-founder of VegNews. Attached as **Exhibit 33** is a true and correct copy of this email exchange.

51. On December 21, 2012, Joe unilaterally cancelled my two VegNews credit cards (both American Express) and he has refused to reinstate them. I am now unable to charge critical VegNews business expenses, take advertisers out to meals with the purpose of generating revenue, travel for the purpose of generating revenue, purchase supplies for the VegNews office, attend conferences to further my ability to lead the company and provide revenue for VegNews, pay for stock photography, pay for email newsletter credits, maintain storage for VegNews-owned domains, purchase inventory for the VegNews Store, take out staff when appropriate for the purpose of boosting morale, and simply pay for general operational On the other hand, Joe has taken several personal trips, including to Canada expenses. Pittsburgh, Colorado and New York (where his family and girlfriend lives), using VegNews' resources, and he refuses to account to me for expenses he incurred which are being charged to VegNews.

52. Since I am the sole leaseholder of the commercial building that VegNews is located, the landlord representative, Brad Jones, forwarded a letter dated January 24, 2013 to me that he received from Joe's attorney Donald Karpel. Mr. Karpel wrote that I have been an employee of VegNews and have no rights of ownership, I am violating the lease and that the lease should be terminated and a new lease entered into with Joe. He further wrote:

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"If this lease situation is not resolved, Mr. Connelly and VegNews will be forced to seek a new location at much expense and inconvenience." Attached as Exhibit 34 to my declaration is a true and correct copy of this letter.

53. Mr. Karpel's January 24, 2013 letter, as well as his January 30, 2013 letter to my attorney stating that Joe is considering terminating all VegNews' employees and relocating the business to New York, are of great concern to me. I do not think that VegNews would survive such a disruption, even if Joe's attempt to take the business was unsuccessful. Attached as Exhibit F to the Declaration of Andrew P. Holland is a true and correct copy of this letter.

54. In August 2000, Joe and I opened VegNews' first bank account at Santa Cruz Community Credit Union. The account was opened in both of our names. Joe and I have always had equal access to it and have used it for VegNews' business. I verified the **checking account balance on December 27, 2012, which was \$59,204**. On January 31, 2013, I was informed by a representative of Santa Cruz Community Credit Union that on January 25, 2013, Joe had my name removed from our account. I also verified that he had emptied the funds of the account, so that the **balance in the checking account on January 31**st **was only \$31.49**. Attached as **Exhibit 35** to my declaration is a true and correct copy of a statement listing me as an account holder and a December 27, 2012 account statement reflecting a balance of \$59,204.

55. Joe has now had my name removed from our VegNews' bank account and my access to all credit cards withdrawn. I am unaware of what Joe has done with VegNews' money, but I don't believe that it was used to pay legitimate business expenses given my knowledge of what outstanding expenses we had when Joe drained the bank account. These funds are needed to pay VegNews' operating expenses.

56. Based on my personal knowledge of Joe's personal expenses and those listed in his responses to special interrogatories, and his habit of not saving money, I strongly believe that Joe is using VegNews' resources for his personal benefit. Joe's annual compensation from VegNews is the same as mine, \$3,500 per month, and I am unaware of any other income streams that Joe has. When you calculate his personal expenses - which include a monthly

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payment of \$1,100, plus utilities, to live in the house on 43rd Ave., a reported monthly payment of \$1,800 plus utilities, to rent a separate apartment on Wawona Street, possible payments to his past creditors, payments for attorney's fees in this lawsuit, estimated personal income taxes, accounting fees and attorney's fees incurred for failing to pay income taxes and at least four personal vacations in 2012, plus living expenses, the numbers don't add up.

57. In 2012, Joe was involved with litigating a dispute against a landlord in connection with a separate apartment located on Wawona Street that he rents and falsely claims to reside in; I do not know what the status of that litigation is.

58. While we always collaborated as equals in making business decisions regarding VegNews in the past, Joe has now made it a point to try to assume a position of authority and power over me at VegNews, which is negatively impacting my ability to run the business and affecting employee morale. For example, Joe has started referring to me as "employee Holland" and has sent me several threatening letters and emails claiming that I am being insubordinate to him as my superior, and that he will deduct money from my paycheck if I don't reimburse VegNews for certain business expenses (which were legitimate). Attached as Exhibit 36 are true and correct copies of written correspondence that Joe has sent to me since the lawsuit was filed.

59. Joe is also verbally abusive to me in front of VegNews' staff and colleagues. For example, on September 23, 2012 in Chicago, I was having lunch with a VegNews' writer, Marla Rose. During lunch, Joe burst into the restaurant and started **berating me** about not confirming with him which hotel I was staying at. Marla was clearly uncomfortable, and later she told me she's never seen anything like it and was really embarrassed for Joe and sorry for me. Similarly, on October 2, 2012, Joe stood in the doorway of my office and **yelled at me** about an airline ticket that I purchased for VegNews' business. I asked him to please keep it down, but he raised his voice and said **"it's my intention to embarrass you!"**

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60. On January 22, 2013, VegNews Online Editor, Anna Peraino, emailed Joe and I

to update her address with our payroll company. Joe responded to this email by writing that all **business-related matters should go through him**. A true and correct copy of this email exchange is attached hereto as **Exhibit 37**.

61. Joe's attorney, Donald Karpel, wrote a letter to my attorney on January 30, 2013 threatening to fire me from VegNews. Mr. Karpel's letter, a copy of which is attached as Exhibit F to the Declaration of Andrew P. Holland, states: **"I am doing my best to keep my** client calm and not fire her."

62. The situation between Joe and I trying to run VegNews has become so bad, that on January 31, 2013, Elizabeth Castoria, VegNews' Editorial Director, requested that Joe and I meet with her. Elizabeth had voiced her concern over the past several months over how the **breakdown of communication between Joe and me was hurting VegNews, and she wanted to know if we would be open to hiring a business consultant to make decisions** so we don't have to interact to make decisions. Elizabeth explained that it seems as if Joe and I are "not capable of collaboration anymore." As a follow up to our meeting, on February 4, 2013, Elizabeth sent both Joe and I an email proposing a potential business consultant. A true and correct copy of her email is attached hereto as Exhibit 38, as well as a copy of the link for the proposed business consultant's website which was included in her email.

63. My relationship with Joe has completely deteriorated to the extent that it is impossible to even talk to one another for a prolonged period of time, let alone run our business together. He has completely blocked me from any participation in the important operational and administrative affairs of our company. As I have stated, Joe has taken money out of the company's bank accounts, he persists in making wild claims that he is the sole owner and founder of VegNews, he threatens to fire me as an employee and repeatedly undermines my position and responsibilities with VegNews. Joe's behavior towards me and others at VegNews is hurting employee morale and making the environment at VegNews' dysfunctional. The status quo and the VegNews' assets and reputation need to be protected while this relationship is being

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dissolved. We need an independent third party to take control of the accounts payable, receivables, payroll, draws and all other financial and operational decisions that Joe and I cannot agree upon. The financial records should be audited to determine the extent of any adjustments that are necessary to the partner's capital accounts, the overpayment of draws and the unauthorized withdrawal of funds.

After so many years of operating VegNews together, Joe is now acting 64. completely irrationally toward me and the business. I believe that his continual unilateral actions, threats and mischaracterization of our business relationship and history must be controlled to preserve and protect the business.

I have reviewed the Declaration of Joseph Connelly that he submitted to the Court 65. in Opposition to my request for a temporary restraining order on February 6, 2013 which is attached as Exhibit H to the declaration of Andrew P. Holland. Joe made several false and misleading statements in his declaration, and the statements not already addressed in my declaration should be corrected and clarified. In Paragraph 4 of his declaration, Joe says that I purchased a large screen television on the VegNews account and also took extra money for personal expenses on trips to Thailand and Mexico on VegNews accounts.

The television that Joe is referring to was purchased using points on my Capital 66. One credit card, which Joe identifies as a VegNews' account. I actually had to have the account frozen in 2012 because he continued to make unauthorized charges on it after I asked him not to. Moreover, contrary to Joe's statements to me regarding two business trips—a VegNews Vacation to Thailand and a VegNews Vacation to Mexico (both hosted by me and bringing in significant revenue for VegNews), I have accounted for every expense charged to VegNews. I did not take money for my personal use.

In Paragraph 6 of his declaration, Joe claims that he has discovered from 67. VEGNEWS fulfillment house that I contacted them and obtained a copy of the subscription list for the magazine." I asked for the mailing list from our fulfillment house in May 2012

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(Publisher's Creative Systems), information that I have always had access to, so that I could
 properly market VegNews' Vacations. There was nothing inappropriate about this. Joe also
 says that I have been communicating with investors with the intention of starting my own
 vegetarian magazine. This is false and I do not know what Joe is referring to because he has
 refused to provide any more detail than this vague allegation.

68. In Paragraph 11 of his declaration, Joe says that he has paid taxes on the business while I have not. What Joe fails to mention is that, to the best of my knowledge, he had never paid personal income taxes or taxes on the business from its inception through at least 2012. He has recently hired accountants and tax attorneys at VegNews' expense to address the fact that this has not been done, and while tax returns may recently have been filed consistent with Joe trying to rewrite history, this was not done until very recently.

69. I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct, and that this declaration is executed on February 7, 2013 in San Francisco, California.

helad Colleen Ho

17 18 19 $\mathbf{20}$ 21 22 23 24 25 26 20229191.001/449078 DECLARATION OF COLLEEN HOLLAND

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EXHIBIT 1

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EXHIBIT 2

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Joe publishes in his organization's newsletter that he is moving to California "pursue new opportunities"—and leavin behind SAVES.

The SAVES Paperette

Volunteers Make it Happen!

Number 2

January 12, 2000

In this issue:

- BRUNCH RECAP - BOARD OF DIRECTORS FORMING - JAN. 30 BUSINESS MEETING - JOE MOXTES ON

Dear SAVES Volunteers,

Happy New Year to all! Hopefully everyone made it through the holidays in one piece. There is much to cover in this letter, starting with the Brunch we held on Sunday January 9-the first event of our fifth year.

A special "Thank You" goes out to all who volunteered at the Brunch. The event would not have been possible without these people:

Cheri Alvarado Josh Barwick Daniel Bowers Danielle Carr Margo Cheney Joe Connelly Jennifer Daniels Jackie Duncan JoAnne Herschkorn Dee Klochaney Kathy Martini Betsy Naselli Brenda Passardi John Piston Eileen Rose Bob Rose Dave Stagnitta - thanks also for the maple syrup!

Here is a recap of the financial picture from last Sunday's Brunch:

	Paid Brunches (37)		\$216.00	
	Free Brunches (10)			
	Brunch Revenue		\$216.00	
	Less: Food	\$ 26.68		
	Less: Supplies	48.96		
	· Less: Postage	72.00		
	Less: Postcards	24.00	- '	
	Less: Room Fee	75,00		
	Less: Total Expenses		\$246.64	
·	Gross on Brunch			(\$30.64)
	•	•		

Other Revenue:		
Book Sales	\$ 59.45	
50-50 Raffle	22.00	•
Memberships	50.Ò0	
Donations	- 3.50	
Total Other Revenue		\$134.95
Net Income for Day		

As you can see, we are not even breaking even on the Brunch (and these figures do not include food and supplies paid for and donated by members). I believe all of us feel that the Brunch is an important educational tool and should continue. We need to put our heads together in an effort to promote the event better and reach a larger audience. Another 20 paying diners turns the loss into almost \$100 in added revenue. If you have any suggestions as to how we can reach additional people, please let us know.

\$104.31

Please note that our next Brunch will be on Sunday, April 9 at the Westcott Community Center. In an effort to make the event more successful, we will be extending the serving time one hour. Let's see if 11 a.m. - 2 p.m. brings in more people.

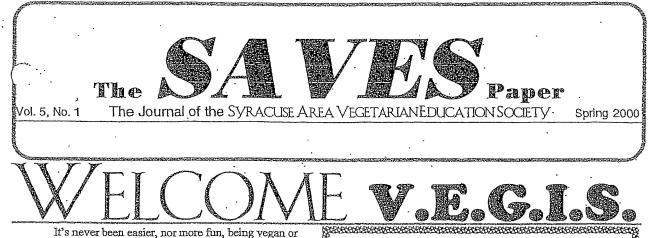
There has been talk recently of forming a **SAVES** Board of Directors. Thanks to Margo and Betsy, along with others, for their dedication to the future of the organization. How effective our educational efforts are for the community is really up to you, the volunteers who care about vegetarianism. Your input is especially vital now, more so than ever, as we explore by-laws, incorporation, and choosing officers to lead **SAVES** into this new century. With this in mind, <u>please make every effort to attend a business</u> <u>ineeting scheduled for Sunday, January 30 at the Liverpool Public Library from 2 - 4 p.m.</u>

On this note, if has come time for me to move on. I have already relocated to California, and an excited about purshing new opportunities which have opened up for s meaDuring this transition time. I hope each and every one of you will come forward with your unique talents to keep the Central New York vegetarian flame burning bright. I feel wonderful about **SAVES**, both what has already been accomplished, as well as the future. As I step down: I do so knowing that the current list of volumeers is varied and larger than ever. With this pool of talent, I have no doubt that the work that has begin will continue. I leave with high hopes and expectations, knowing that the ofganization is in good hands:

With appreciation and gratitude,

EXHIBIT 3

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vegetarian in Syracuse!

Just four years ago, Central New Yorkers who favor a plant-based diet and lifestyle had nowhere to turn for information or camaraderie. Now, as vegetarians are sprouting up all over the place, so are vegetarian-friendly organizations and clubs.

It started in 1996 with the founding of the SYRACLISE AREA VEGETARIANEDUCATIONSOCIETY. In 1998 came the Vegetarian Dinner Club, an informal social group that meets monthly for vegetarian dinners in members' homes. Most recently, a new organization has spun off from SA VES. With the working title of VEGIS (Vegetarian Education Group in Syracuse), this new group, pronounced "veg-EES," promises to fill the void left with the recent restructuring of SAVES (see editorial, p. 2),

VEGIS is off to an auspicious start. Agreeing to on the February SA VES-advertised Supper Club at India House, the newcomers brought nearly 60 diners to one of our favorite local restaurants. Already planned is a March Supper Club at Aladdin's Natural Eatery on the S.U. hill, again taking over a previously planned society event.

The smooth evolution of VEGIS has been a blessing for most SA VES supporters. The new organization has promised to continue the popular monthly restaurant outings-Supper Clubs-begun by SAVES. Current co-coordinators of VEGIS are Margo Cheney (7051 Buckley Rd., N. Syracuse, NY 13212, 451-8172) and Betsy Naselli (617 First St., Liverpool, NY 13088, 461-4838). Both individuals are quite capable. In December, Margo was named the SA VES 1999 "Volunteer-of-the-Year" for her dedication to promoting vegetarianism and her volunteer activities, including overseeing the kitchen at society Brunches. She is also the faculty advisor to the Liverpool High School vegetarian club, Betsy, who teaches vegetarian cooking classes, is the founding coordinator of the Vegetarian Dinner Club mentioned above. Both are society members.



Aladdin's Supper Club 163 Marshall St. Monday, March 13 6:30 PM

(business meeting at 5:30 PM)

\$12 in advance/\$15 at the door To reserve, send check to "Betsy Naselli" 617 First St., Liverpool, NY 13088 (call for availability: 461-4838)

And that's not all. As introduced in the winter edition of The SAVES Paper, members Jayne Park and Barb Norton have agreed to continue in their roles as Supper Club Co-coordinators. Jayne and Barb have been busy planning the next dinner at Aladdin's, a new stop on the monthly circuit. As planned, the event will take place during Syracuse University's spring break. If you wish to be notified about future Supper Clubs, please email Barb at [mtdugan@twcny.rr.com], or give Margo or Betsy a call.

VEGIS will not charge membership dues in its first year. The new organization has graciously agreed to honor the remaining portion of current SA VES memberships, assuring all individuals and families discounts at their events. For Supper Clubs, current society members must prepay in order to take advantage of the discount. Attached to this newsletter is your current membership card, which you may need to present at VEGIS events.

Finally, the newsletter portion of your SA VES membership will be fulfilled with VegNews, a publication of the The Vegan News Network (VNN). VNN is a national organization co-directed by SAVES founder Joseph Connelly and former San Francisco Vegetarian Society board member Colleen Holland, Expect your first issue of VegNews this summer. For further information on \mathcal{VNN} , please see page two.

Best wishes to VEGIS and VNN in their efforts toward furthering the vegetarian cause!

EVER FORWARD

Four years pass rather quickly. Presidential elections and Leap Years visit on a regular basis. High school seniors are now college seniors while a new crop of high schoolers get ready to leave home. It doesn't seem so long ago that the Summer Olympics were in Atlanta ...

Yet four years can also be a lifetime. And that's not so bad. There's a species of housefly that lives only 24 hours. Everything he or she needs to do can't be put off until tomorrow. The fly has survived, though, one generation at a time. The parents don't have time to worry about the children-and that, too, is not so bad.

Life also passes quickly. And with a high degree of improbability. When I wrote to you in the winter newsletter I never could have imagined how fast my and this society's lives would change. With this change has come new opportunity. One door appears to be closing, yet two are already opening in its place. In investment terms, **SAVES** stock has split.

With the introduction of **VEGIS** (see cover story), the important local work begun by **SAVES** in 1996 will continue. The key **VEGIS** people are capable, qualified, and familiar with the Central New York vegetarian scene. All apprenticed with **SAVES** and move forward with fresh ideas and energy. I thank these dedicated individuals for agreeing to pick up where we are leaving off and hope each and every one of you support this new group. Please see the contact information on page 1 if you wish your **SAVES** membership to be fulfilled by **VEGIS**. Good luck to the new organization!

Yes, it is true. I have moved to California. The opportunity to pursue vegetarian education with both greater personal and professional reward presented itself. I felt I could not pass on the prospect of reaching a wider audience and with greater impact. The rumors are accurate—California is much more vegetarian-friendly than ... well, than most places. It's also quite enjoyable to be writing to you from the rooftop on a 65 degree morning where I have a panoramic view of the Bay. I can see the Golden Gate and Bay Bridges ... even Alcatraz.

Four years of building a local vegetarian society is a long time. A lifetime. The accomplishments of **SAVES** will live forever in our memories. Since 1996 we published 13 newsletters; hosted 23 Supper Clubs; held 14 public lectures, including national speakers such as Howard Lyman (twice), Erik Marcus, and Robert Cohen; brought you ten vegan brunches; performed community outreach ten times (in addition to at very society event); coordinated eight trips, five potlucks, four picnics and food fairs, and four video presentations; and staged two Thanksgiving celebrations, two walk-a-thons, and two silent auctions. In addition, **SAVES** members attended five vegetarian conferences. We built a mailing list of nearly 1300 individuals and families, which means; on average, that every day of those four years we touched at least one new person with the vegetarian message. Not bad for a local grassroots group.

I never could have foreseen the direction SAVES would take. I went forward because it felt right. I lived by the words of Goethe: "Just trust yourself, then you will know how to live." Now, I am moving forward once again, trusting myself, believing that these new opportunities will lead to new successes. Added to the confidence I had when I began this local society is the experience time has given. I've been blessed to meet, work with, and get to know most of the movers and shakers in the vegetarian community. I'm looking forward to this new adventure.

2 Spring 2000

SAVES and its work will continue in a new form., The heart of the organization has always been **The SAVES Paper** (recently nominated for a prestigious Syracuse Press Club award in the "Best Newsletter" category. The winner will be announced shortly. Keep your fingers crossed!). Beginning this summer, I will be the editor of VegNews, the planet's first vegan newspaper. VegNews will be the educational arm of The Vegar News Network (VNN), a national organization dedicated to furthering the ethical vegetarian movement through unity while promoting plant-based goods and services. Stay tuned!

SAVES members will receive $\forall z_{S} \land ws$ until their subscription to **The SAVES Paper** would have been fulfilled. If you like what you see, I hope you will consider subscribing. $\forall N \land w$ is busy networking with vegetarian organizations around the country establishing commitments where local vegetarian societies can offer a subscription to $\forall z_{S} \land ws$ as a membership benefit. If you would like to receive $\forall z_{S} \land ws$ via this route, ask the director(s) of your local vegetarian society to contact me at [editor@vegnews.com]. $\forall z_{S} \land ws$ also has a website under construction [www.vegnews.com]. Send me an email if you'd like to be notified when it is up and running.

For those with questions or concerns regarding **SAVES**, I can be reached at [EmailSAVES@aol.com] or write to P.O. Box 130, DeWitt, NY 13214. Your support during this transition period is welcome and appreciated.

The list on the following page credits the many people who gave their time and effort to **SAVES** over the years. A few deserve special mention.

Dr. Neal Barnard's lecture in Syracuse on December 1995 was the catalyst which led to this journey. We've never looked back. Thanks, Dr. Barnard.

Two months later, I traveled to Rochester to meet with **Rhoda** and **Stan Sapon**, co-founders of The Rochester Area Vegetarian Society. They swiftly became advisors, mentors, and most importantly, dear friends. They've been with **SAVES** every step of the way, and I'm' pleased to announce that they have agreed to continue in their advisory role with The Vegart News Network. I wouldn't have it any other way.

I have few regrets with the tough choices that needed to be made as director. The one which significantly overshadows all others is that George Eisman, RD, never spoke to our members. George is as knowledgeable as anyone in the vegetarian movement. I constantly find myself remembering things I've learned from him. George once predicted that one day I'd be running a national organization. George realized my talent long before I did. As usual, he was way ahead of the curve. If you ever have an opportunity to hear George speak, do so.

With any active organization, the quantity of behind the scenes work which goes unnoticed is enormous. Finding a talented individual able to complete those tasks is a dream. Colleen Holland adds quality to everything she touches. She recently assembled a four-volume history of **SAVES** which will be on display at the Aladdin's Supper Club March 13. See you there.

Thank you for making SA VES a success.

Goeph Connel The SAVES Paper

	1996-20	OOC	
January 22	April 11		
Yegetarian Panel Discussion	Vegan Brunch Fund-		
February 10	raiser # 8 including a		KARAM EL SAHA
Empy Endings Supper Club	presentation on CSAs	. MIDD	LE EASTERN RESTAURANT
February 14	April 24		& BAKING COMPANY
"Fire & Ice" Hot & Spicy Food Festival	Farm Sanctuary		C DARTING COMPANY
February 26	Rescue Run		
"Diet for a New America" video, dessert,	Ápril 29 & May 2		102 FAIRGROUNDS DRIVE
and educational meeting	Educational Seminars		MANLIUS, NY 131D4 Tel: 315,682,2780
March 22	for Girl Scout Christina		
Vegan Brunch Fund-raiser #4	Hopkins' Gold Award		HOURS:
May 17	Project		Monday to Wednesday 10:00 - 5:30PM
Vegan Brunch Fund-raiser # 5 with special	May 4		Thursday 10:00 - 6:30PM
guest chef, author Marita Rose Collins	Karam El-Saha Supper		Friday 10:00 - 8:30PM
September 17	Club & factory tour		Saturday 12:00 - 4:00PM
The SAVES Paper, Vol. 3, No. 1	June 8	Brown	n Rice Special on Tuesday*
September 24 & 25	Pastabilities Supper		ft Baskets & Catering Available
Howard Lyman returns with lectures at	Club	_	Vegetarian Options on Menu!
Syracuse University, Manlius-Pebble Hill	July 6	LOIS DI	vegetarian Opitons on menus
School, Borders, and Happy Endings	La Bamba's Supper		
October 10	Club including "Self	*THESDA	Y SPECIAL: BUY ONE BROWN RICE
"Fall Foliage in the Finger Lakes" field trip	Care in the 20th	VEGGIE STI	Z-FRY, GET THE ZND ONE 1/2 PRICE!
October 22	Century" seminar with		or
"Voluntary Simplicity" lecture with	Stephen Weschler, DC	EVERYD	DAY SPECIAL: BUY ONE FALAFEL
Joshua Goldman	July 7-11	SANDI	WICH, GET THE 2ND DNE FREE!
November 15	25th Anniversary NAVS		
Vegan Brunch Fund-raiser #6	Vegetarian Summerfest		
November 26	including seminar by SA	WESfounder	December 1
Thanksgiving at Farm Sanctuary	August 1		The SAVES Paper, Vol. 4, No. 2
December 10	Skaneateles Cruise Supper	J Chub	December 9
t Annual Holiday Silent Auction	September		Second Annual Holiday Silent Auction
	Good to Go Supper Club		December 14
	September	26	Good Earth Café Supper Club including
January 3	Vegan Brunch Fund-raiser		volunteer award presentations
Vegan Brunch Fund-raiser #7	September		-
January 12	Westcott Street Cultural F		2000
India House Supper Club	October		January 9
February 9	Dominick's Supper Club		Vegan Brunch Fund-raiser #10
Mai Lan Supper Club	October 1	, .	January 30
March 9	The SAVES Paper,		Volunteer Business Meeting
Ichiban Japanese Steak House Supper Club	October 1		February 14
March 19	"Don't Drink You Milk"		India House Supper Club
The SAVES Paper, Vol. 3, No. 2	signing with Robert Cohe		
March 25	November	ц. "э.	The SAVES Patter Vol 5 No 1
Great American Meat-out Ethnic Dinner	Asian 98 Buffet Supper Cl	4	March 9 The SAVES Paper, Vol. 5, No. 1 March 13
April 6	November		First public viewing of History of SAVE
Little Thai House Supper Club	Thanksgiving at Farm San		portfolio at Aladdin's Supper Club
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Help protect the Earth and animals! Join PAR (\$10 annual for individuals, \$15 annual for families, \$100 life).

If you want to know more about us first, ask for our mission statement, sample newsietter, and discriptiopn of our Eartrh & Animal Education Committee (to serve schools). INDIA HOUSE RESTAURANT

720 OLD LIVERPOOL RD. LIVERPOOL N.Y. 13088 315-451-1662

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The SAVES Paper

Spring 2000

MEMBERSHIP UPDATE

NEW MEMBERS

Anonymous, Syracuse Mary Burr, Canastota Michele Cuva, Fayetteville Marion Diehl, Chittenango Joe & Jackie Duncan, N. Syracuse Alaina Dyne, DeWitt Margaret Hartmann, Syracuse Richard & Teresa Hothem, Skaneateles Anonymous, Liverpool Dee Klochaney, Mattydale Janice Klodowski, Fayetteville Bob LeRoy, Newfield Kathy Martini, Liverpool Anonymous, Ithaca Kari William, Liverpool

NEWSLETTER SLIBSCRIPTIONS

Duncan Myers, Grand Haven, MI Deborah Secules, Rochester Victor Bruce, Jamesville Barb & Les Burr, Liverpool Margaux Cheney, N. Syracuse Nancy Cihon, Skaneateles Carolmarie Citra, Wilmington, DE Rob English, Syracuse Anonymous, Liverpool Anonymous, Hammondsport Kim Gorall, Rochester Anonymous, Sterling Deb Gray, Watervliet Leena Isac, Penfield Anonymous Family, Syracuse The Koveos Family, DeWitt

MEMBERSHIP RENEWALS

Melissa Mariano, Syracuse Anonymous, Camden Julia O'Connell, Syracuse Cheryl Paine-O'Connor, Webster The Pease Family, Liverpool Cathy Reynolds, Liverpool Eileen Rose, Fayetteville Christine & Mariaane Rydningen, Baldwinsville Anonymous, N. Syracuse Anonymous, Liverpool Joseph Steencken, DDS, Little Falls Bob Tommasini, Baldwinsville Anonymous, Syracuse

Thank you all!

The final SAVES membership count was exactly 200. Thanks to everyone who supported us over the years. We look forward to reconnecting with many of you with the publication of VegiNews. Until then, go in good health!

THANK YOU AUCTION DONORS

Aladdin's Natural Eatery All-Animal Sitting Service Alto Cinco Mexican Restaurant American Vegan Society Art of Massage Asian 98 Buffet Vicki Baker Gene Bauston/Farm Sanctuary Ken Bergeron Avworks Massage shing Company Compassionate Living w York Environment hπ Decadence lhopra Joan Christensen v Kitten Animal Foundation ation Board niels' Family Medicine lesserts Phyllis DelGiomo Dominick's Pasta House EarthSave/Miami Fund for Animals Gillie Organic Farm Ginny's Vegan Foods Good Earth Café Grainaissance GreenStar Co-op. Grindstone Farms Mimi Griswold Hairanoia Harvest Deli Spring 2000 ß

Health Trip Foods Ichiban Japanese Steak House Imagine Foods India House Restaurant Institute for Plant Based Nutrition Jewish Vegetarians of N. America Juanita's Mexican Kitchen Karam El-Saha Restaurant Keeton Chiropractic Center Keuka Vegetarian & Vegan Assoc. King David's Restaurant Aveline & Michio Kushi Lights-on-the-Lake The Little Thai House Marcellus Family Chiropractic Matthew's Salon Patricia Mattingly, RN Mid-Hudson Vegetarian Society Mid-Lakes Navigation Millennium Restaurant "Organic" Annie Miller Alicia Mooney, LMT Moosewood Restaurant Munjed's Middle Eastern Café My Sisters' Words Bookstore Betsy Naselli Natur-Tyme North American Vegetarian Society Network Chiropractic . New England Holistic Resource New Environment Association Nice Touch Medical Massage Now & Zen NutriMart Café Express Old World Organics Orange Blossom Gifts

People for Animal Rights Pastabilities Peaceful 'n' Just Desserts Lorie Pearce Pet Supplies "Plus" PIGS Sanctuary Linda Quinn, RD Rochester Area Vegetarian Society Season's Rest. in the Watkins Hotel Secret Garden Bed & Breakfast Serrao, Patti, CN Seven Rays Bookstore Sheet Music + Plus Sierra Club/Iroquois Chapter Spybabies Boutique Joanne Stepaniak The Sweet Onion Inn The Sweet Thyme Inn Syra-Juice Café The Syracuse Chargers Track Club The Syracuse New Times The Syracuse Real-Food Co-op The Syracuse Track Club. Taste of the East/Chef Shaikh's The Corning Area Vegetarian Society Tierra Farms Café Turtle Island Foods United Poultry Concerns Vegan Outreach Vegetarian Baby and Toddler Magazine Vegetarian Events Vegetarian Resource Group. Voice for a Viable Future Stephen Weschler, DC Wegmans Nature's Marketplace Whole Health Enterprises

The SAVES Paper

EXHIBIT 4

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26/19/00	AFFORDABLE TREASURES VN EXPLNS	✓ \$12.3
26/16/00	CHECK # 1220	· v \$125.0
26/16/00	USPS 0568370153	√ \$6.5
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96/13/00	MZI PCZONE MACZONE VN EXPENSE	√ \$85.1
06/13/00	ROTTEN ROBBIE #01	\$9.4
06/13/00	SAFEWAY #1206 SC9	\$10.0
06/12/00	CHECK # 1214	٨/\$164.8
06/12/00	CHECK # 1219	×\$320.00
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06/10/00	ATM WITHDRAWAL	¥ \$40.00
06/09/00	CHECK # 1217	√ \$577.50
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38/00	VEGTIME	//\$7.88
06/07/00	ATM WITHDRAWAL	
06/07/00.	CHECK # 1213	\$50.13
06/07/00	TRADER JOE'S # 0000SM2	\$21.46
36/07/00	WALGREEN 00001386	\$26.25
06/05/00	ECONOMY INN . Gtc expense	, V, \$37.40
6/05/00	PRESIDIO FOOD MART	√ /\$5.98
6/05/00	REAL FOODS #3 CO I SNN	. V /\$1.29
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5/31/00	CHECK # 1211	//\$10.00
5/30/00	KINKO'S LOS GATOS VN GYPINGC	\$29.62
5/30/00	MZI PC ZONE MAC ZONE W OKPINSC	\$99.99
5/30/00	ROTTEN ROBBIE #1	\$14.95
5/30/00	USPS 0568370153	√ \$13.35
5/30/00	WALGREEN 00001386	. 🗸 \$29.83
5/27/00	ATM WITHDRAWAL	. \$20.00
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5/26/00	BEST FRIEND PET TAGS Drift TRAG (pissonel Jtc)	\$12.98

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05/25/00	SAFEWAY #0915 SC9	\$2.99
05/24/00	BILL PAY SVC FEE	\$5.00
/24/00	SAFEWAY #1206 SC9	\$6.84
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05/22/00	CHECK # 1209	✔ \$64.00
05/22/00	ROTTEN ROBBIE # 1	. 🖌 \$5.18
95/22/00	SAFEWAY #1206 SC9	\$11.06
05/22/00	SAFEWAY #1206 SC9	\$15.71
05/22/00	STAPLES#359 VN expense	\$43.28
05/22/00	TRADER JOE'S # 0000SM2	\$31.10
05/22/00	VEGTIME	• 🗸 . \$7.88
05/19/00	ATM WITHDRAWAL	· \$100.00
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05/19/00	STAFF OF LIFE	✓ \$15.12
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05/17/00	CHECK # 1207	√\$32,46
05/16/00	CHECK # 1208 Check for Cannet flights	\$1,364.36
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05/16/00	PACIFIC BE POS CARD PURCHASE	\$81,90
05/16/00	STAPLES #375 } IN expense	√\$64.16
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05/12/00	MZTECZONE MACZONE: VN expense	∳ \$996.47
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05/08/00	MONTHLY SVC FEE	*** \$8.00
05/08/00	USPS 0568370222	✔ \$59.00
05/08/00	WHOLE FOODS MARKET S1A	v \$7.34
05/08/00	WHOLE FOODS MARKET S1A	\$72.41
05/06/00	ATM WITHDRAWAL	✔ \$100.00
05/05/00	ALAMORENT-A-CAR J+C-expense (Syrouse)	\$32.06
05/04/00 -]	BUDGET RENT-A-CAR J+C-expanse (Sylfrense)	√ \$55.05
05/03/00 1	UNCLE BOB-S SELF-STG-O Joes Storage (Syracuse)	✓ \$103.00
05/02/00 1	MOBIL OIL 01250505	\$8.00
05/02/00 1	JPS EAST STORE #011 Gree spence (Surreuse)	✔\$194.05
05/01/00 I	SWIK FILL #0006	\$12.00
05/01/00 I	KWIK FILL #0020	\$12.00
05/01/00 S	SUPERSHUTTLE SFO At C expense (SYTHOUSE)	\$24.00
05/01/00 1	VEGMANS #034 SEI Q+C ADDEDLE (STRAND)	\$37.13
·	VEGMANS #027 SEI	\$10.68.

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TENDERING POSSESSION OF 3505 20th STREET, SAN FRANCISCO, CA

This document refers to the Lease by and between GLORIA THORNTON, MARIANNE RICHARDS, STANLEY L. JONES and THE COMPANY, L.L.C. (collectively "Landlord") and COLLEEN HOLLAND. ("Tenant") made and signed on August 15th, 2010.

On this date, August 15th, 2010, Gloria Thornton, Marianne Richards, Stanley L. Jones and The Company, LLC (Landlord) tender possession of the entire 2nd floor of the property known as 2400 Mission Street, San Francisco, CA, to Colleen Holland (Tenant), who accepts possession as per section 5 of the Lease, dated August 15th, 2010.

The Term of the Lease shall commence on that day as the Landlord tenders possession of the Premises to the Tenant.

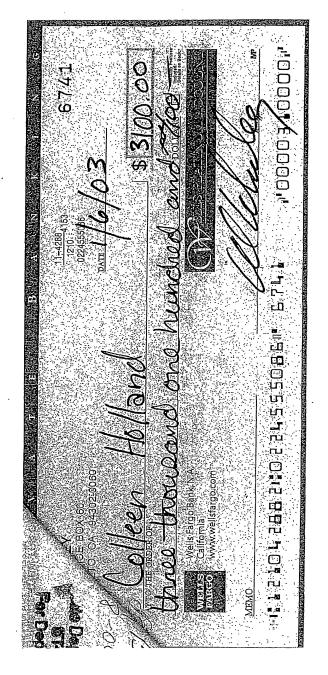
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Date: August _____, 2010

Bradley A. Jones, Manager The Company, LLC and Agent for Gloria Thornton Marianne Richards Stanley L. Jones

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Joseph Connelly < jconnelly@vegnews.com> To: Colleen Holland < cholland@vegnews.com> Re: Us

July 8, 2008 2:19 PM



It saddens me to see how little you know me, C. All I want is the truth, and why you can't see that you are the one stripping away my history, four years of hard work with SAVES, is at the heart of this issue. VegNews doesn't happen without SAVES, and you aren't capable of seeing another perspective. We didn't launch this thing together in 2000 from ground zero, and that's what I'm fighting for.

You also have a difficult time with the truth. I never said Rey would be a fair, neutral someone to talk to, or to decide this. Rey is all over the board and not the most stable person. He's a classic example of what I said in my earlier email — how you "aren't willing to discuss the issue with anyone other than those you know will agree with you." We know far more stable, intelligent, successful and experienced people than Rey who I would turn to first. Your inability to be fair or seek the truth shows here clearly: You pick someone who had his business taken away from him, and give him credibility. You should be able to see that Rey is one of the *last* people you'd be able to get a fair answer from due to what happened with him and ABC (let alone the fact that he's very attracted to you). And I know you understand what I'm saying, but still you look at things with blinders on. If this was a jury selection, Rey would be excluded. Yet you want to appoint him judge.

I'm sure for every one who says you are the co-founder there is someone who calls me the founder, don't think this means much. The fact that Erin thought VN has existed only since 2002 proves my point. People can think all sorts of things; that doesn't make those thoughts factual.

I can list people I have spoken to who believe I am the founder. What does such an exercise prove? I find it telling that you are not willing to have these conversations when I'm present. I wonder how you phrase this to these people, and why you are afraid for me to offer my side?

If we went to a neutral mediator and s/he ruled that I'm the founder, why wouldn't you be able to live with the decision? Or is there no chance that you could be mistaken here? This is why I say you are stubborn, C. You are used to *always* getting your way, and no amount of reasoning, logic, or discussion moves your one inch. Even the people closest to you agree with that last sentence. But being steadfastly stubborn does not equal the truth.

And one thing about love. If you can't love someone unconditionally, then once again you have set the rules of the game. Think of this the other way around: Why should I "buy" your love by conceding something I believe in? That sounds manipulative.

~ J.

On Jul 8, 2008, at 12:15 PM, Colleen Holland wrote:

It's very sad for me to read your interpretation of what's going on, realizing how you don't understand me. I don't have ego; I don't need to tout the great things I do or that I co-founded this publication. I am actually a very modest, shy person who does not want the spotlight. But this is a title that I deserve, one that I earned eight years ago, and by taking it away from me, I feel totally betrayed by you.

Why is this so important to me? Are you kidding? This is our history, our truth. We launched this publication together in July 2000; VegNews did not exist when we met. We've worked tirelessly to build this publication. I would never, ever rob you of your participation in this business. How could you do that to me?

And how could I ever love someone who would do this to me? Think about it and put yourself in my shoes. To ask me why I am being stubborn is so hurtful, Joe. What if I was doing this to you? And it's not the same. We are co-founders, and I just want that history to be honored. It's funny how you see me as uncompromising: if you concede, we are co-founders, if I concede, you are the founder, and I am erased from that moment in time eight years ago.

I have talked to a number of people about this issue, in search of their honest opinion. I am asked why Joe would think such a thing, and I present both sides. I ask them to put their feelings aside about each of us and provide true insight. It's funny, months ago, we agreed that Rey would be a good neutral party to talk to. We spoke to him independently, and he decided that we should be co-founders. But I guess that doesn't count now, because you didn't get the answer you wanted.

And where in my letter am I asking to talk to someone who will agree with me? We both need to agree on someone and get it out there. It seems like you're the one with hesitation; I am totally confident in my position. All I know is that I can't five like this anymore. I am filled with more and more hatred every day, and it is destroying our lives.

This past weekend, when I bumped into Dixie, she introduced me to people as "one of the founders of VegNews." Aime Hamlin said to us recently that she "knew Joe before he was famous, when he was just running a vegetarian society in upstate NY, before VegNews started," and Martin Rowe claims we're both experiencing "founder's syndrome." Erin Williams said at our house that she thought VegNews started in 2002, and Stephen Beidner said he was one of our first subscribers when the publication launched in 2000. In all of my years of tabling and talking to subscribers, not once, not a single time has someone said, "I have been a subscriber since VegNews was SAVES." I constantly hear, however, "I've been a subscriber since the beginning!", which is always 2000.

Joe, you're the one rewriting history for your benefit, and you're the one throwing everything away because of a desire to be alone in the spotlight. I hope it's all worth it.

On Jul 8, 2008, at 11:25 AM, Joseph Connelly wrote:

С,

You have effectively already resolved this issue. By the rules that you have set up, going to speak with someone is a waste of time/energy/effort/money. By being unwilling to try to find the truth – in effect, by you being the decider – you've left no room for compromise, negotiation, or resolution. I forever feel as if I am living in one of those games you created when you were little, in which you design the game, you determine the rules, and – surprise! – you always "win."

I understand how you feel because I feel the same way, or maybe a better way of putting it is I feel the other side of the coin. I can certainly understand your perspective, and your pain, because I have my perspective and my own pain. But two questions you should ask yourself are: Why is this so important to me, and why am I being so stubborn? and Why am I not willing to *fairly* negotiate, compromise, or mediate without pre-determining the result?

In reality, what I think this issue is about is that you know you haven't loved me for so, so long that this is your way of ending the relationship because you are too stubborn to leave. So you are willing to let this issue do the dirty work for you. I can't continue to always be the "compromiser." It it unhealthy to do so. And I have compromised far more in this relationship than you have. Your perspective doesn't even allow room for my point of view. Yet you don't see that as unfair, or odd. It's really bizarre.

You and I, through our myriad discussions and fights, have already determined what's at the heart of this issue. Am I the founder because it was my idea, or are we co-founders because together we converted The SAVES Paper into VegNews (the newspaper)? That's what this boils down to. But you aren't willing to discuss the issue with anyone other than those you know will agree with you. Or those who you can convince to. Same thing, really, I've never acted such.

You say that in your heart you know the truth. I say the same thing. But only you are willing to throw it all away if a neutral party rules against you. Doesn't sound as if you are very confident. Why is that? Why if we did go to a mediator wouldn't you be willing to accept the outcome? It's obvious that your ego about this is more important to you than I am. Faced with such a reality, what would you do if you were me?

~ J.

On Jul 8, 2008, at 10:21 AM, Colleen Holland wrote:

I'm sony I have to email this, but we are no longer able to talk about it face-to-face without a fight or emotional breakdown.

Joe, we have to get this founder issue resolved I can no longer go on without dealing with it, let alone try to rebuild this relationship. I am drowning in anxiety and resentment, and it consumes me. I feel it is the one issue that is destroying us. As much as I want to love you and work together to build a healthy, long-lasting union, I can't move forward without resolving this question. I feel totally betrayed by you, and it's impossible for me to focus on anything positive between us. I am just sick inside, all the time.

I don't know how you want to move forward, but we have to find someone to talk to and get this cleared up. It's eating me alive, and I see my health/my life deteriorating. This is no way to live, and I can't take it anymore. I couldn't sleep last night because this frustration had overcome me, and I woke up this morning in tears. At times, I can't even look at you, and the resentment is building each day we don't face it or talk about it.

Please, I beg you, please let's work through this. I don't know where to go or who to turn to, but I can no longer live with the tension and stress between us caused by this issue.

Colleen

Colleen Holland Associate Publisher

VegNews Magazine VegetarianNewsFoodPlanetTravelBuzz

Best Lifestyle Magazine, 2008 Best Magazine Design, 2008 Best Niche Magazine, 2007

PO Box 320130 San Francisco, CA 94132 p: 415.665.NEWS (6397) f: 415.665.6398 http://veanews.com/

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Colleen Holland Advertising Director

VegNews Magazine VegetarianNewsFoodPlanetTravelBuzz

Best Lifestyle Magazine, 2008 Best Magazine Design, 2008 Best Niche Magazine, 2007

PO Box 320130 San Francisco, CA 94132 p: 415.665.NEWS (6397) f: 415.665,6398 http://vegnews.com/

Joseph Connelly <jconnelly@vegnews.com> & To: Colleen Holland <cholland@vegnews.com> Re: Colleen's Bio May 22, 2008 10:50 AM



1 Attachment, 21 KB

Hi C,

хо, ~ J.

1.71

You are certainly correct about this causing a great strain on our relationship as well as each of us personally. I hope we can resolve this, but you seem completely unwilling to compromise or concede, and have stated so. Still, I feel just as strong about my position.

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So I've written a duel bio for both of us. I believe I have been fair and honest. Have a look and let me know what you think.

<u>المحمد المحمد المحم </u>

On May 20, 2008, at 10:26 PM, Colleen Holland wrote: Hey babe,

I just want to share the bio I am submitting to Aurelia for our new website. I actually wrote it over two years ago and pulled it out from the archives. It makes me very sad that this issue still hasn't been resolved, and it's embarrassing to be walking around with two different stories. We can't continue to run the business this way, and it's caused great strain on our relationship.

In sadness,

Colleen

.

Passionate about publishing and business, Colleen Holland is the co-founder of VegNews Magazine. With just \$3,000 in capital and rent-free office space, she and Joseph grew the publication from a 28-page newspaper tabloid to an award-winning, full-color glossy magazine. A graduate of UCLA and the Natural Gourmet Institute, her background in food, marketing, and brand-building has helped to create a savvy, internationally renowned media company. Colleen has traveled around the world and enjoys yoga, cooking, and dining out at veg restaurants. She feels fortunate to be living and working in San Francisco, one of the greatest cities in the world.

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Colleen Holland Advertising Director

More Than Recipes™ VegNews Magazine VegetarianNewsPoliticsFoodTravelBuzz

One of Chicago Tribune's 2006 "50 Best Magazines"

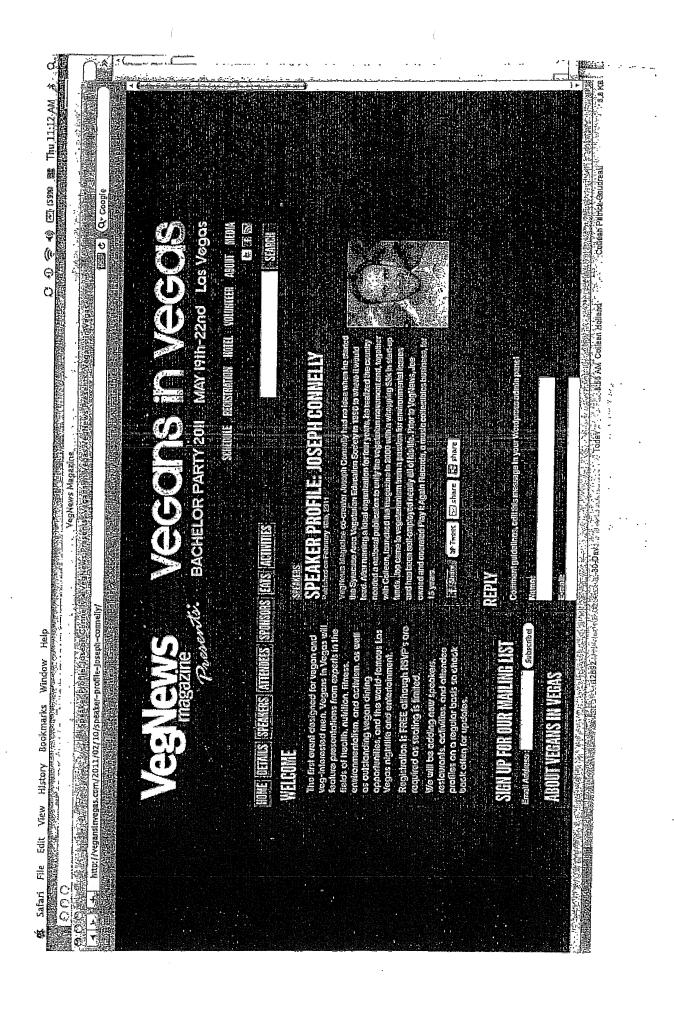
PO Box 320130 San Francisco, CA 94132 p: 415.665.NEWS (6397) f: 415.665.6398

Bio: VN Publishers Joseph Connelly and Colleen Holland

Joe had no idea when he founded the Syracuse Area Vegetarian Education Society in 1996 to where it would lead. He soon had the idea of converting SAVES' newsletter into something more comprehensive, but the dream floundered until he met Colleen at Summerfest, 1999. Less than a year later and with start-up funds of a whopping \$3k the two birthed VegNews. In 2004 that 24-page newspaper would morph again into an award-winning, full-color glossy magazine, the one you can find today at Whole Foods, Safeway, Borders, and Barnes and Noble.

Joe's background before VegNews was owning and operating Play It Again Records, a music collectibles business, for 15 years. Like VegNews, Play It Again started as a small, home-based business. Joe once sold a rare Buddy Holly autograph, and one of his cherished collectibles from his previous life is a set of tickets from the original 1969 Woodstock Music & Arts Festival.

Colleen. passionate about publishing and business. is a graduate of UCLA and the Natural Gourmet Institute. Her background in food, marketing, and brand-building has helped to create a savvy, internationally renowned media company. Colleen has traveled the world and enjoys yoga, cooking, and discovering veg restaurants. She feels fortunate to be living and working in San Prancisco, one of the greatest eities in the world.



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Joseph Connelly	Name Search:
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Joseph Connelly's Experience	LEARCH JEAN BROWN
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Page 1 of 1

TAG ARCHIVES: JOSEPH CONNELLY

Joseph Connelly

Posted on April 2, 2012

"Julieanna brings fresh, youthful energy to vegan nutrition, following in the footsteps of the pioneers who cleared the path before her (Elsman, Havela, Davis & Melina, Norris, and Messina). Jules is the right dietitian for our multi-media limes, whether she's producing user-friendly books, entertaining videos, informative websites, representing plant-strong nutrition on TV, or delivering keynote lectures at educational conferences. Vegans cherish her work, while those exploring the lifestyle quickly realize the plentiful benefits that the Plant-Based Dietitian advocates. If you have landed on this website, congratulations ... you're in expert hands!"

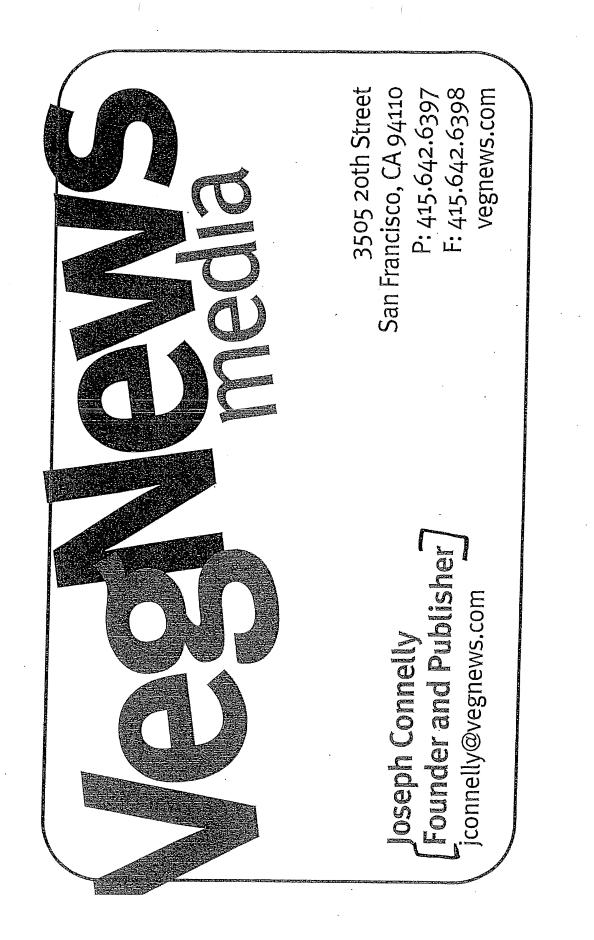
Joseph Connelly, founder a	and publisher, Ve	egNews Magazine
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Posted in Endorsements | Tagged Joseph Connelly, Julieanna Hever, plant-based dietitian, VegNews Magazine | Leave a reply

http://plantbaseddietitian.com/tag/joseph-connelly/

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Random acts of praise

Of fate I have used this space to address timely or heavy subjects, offering essays about some aspect off, or event significant to, the Vegan lifestyle. "The issue of the issue," one might say. With the holidays upon us and a New Year looming what better time to lighten up, to pause from my monthly excess and reflect instead upon the achievements seen within the pages of Wawar over the last year.

(For those looking for more "depth," don't free. Inside, sandwiched around three articles and a like number of book reviews on the subject of religion and vegonism is an eight-page feature on cruely-free, online shopping. It's the suaron, after all.)

beginnin it an eigh-page feature on crudhy-free, online shopping, It is the sustain, after all.) Often I have to stop and pinch myself when I. Jook back on the two-and-a-half year journey this project has been. Corminly this is only a small drop of time; yet, which thumbing through the features of our efforts, it seems so much longer. Can you befleve that only three short years ago you'had hever head of KgNau. There size countiess tensoon this project has

There are countless teasons this project has blossomed. The easy explanation, as Norman; Cousins would say, is an idea whose time has come." But what is an idea withour the individuals who but ng it to finition?

I recently was on the phone with a subscriber, and he commented that the paper was getting thicket. And as long as he doesn't notice that I am as well, all will be fine. (I warned you his would be a "fight" essay!) Since our debut in July 2000 we have quadrupled production—double the pages where as often. This coverage has only been possible due to the efforts of those who have climbed aboard the VN Menry-Go-Round. I'd like to introduce you to a few of the individuals who make it all possible.

Collect Holland has been the equal yeruniteraided half of VN since its inception. While I get most of the credit, the colls behind the scenes and in front of her iMac Fac list of contributionsand job titles-could full this paper. Two of her many roles are Advertising Director and Food Pages Editor. Collecars translate efforts allow our readers and advertisers to connect; the cover story of this issue spotlighting online Vogan businesses was conceived and compiled by Collecn. As Food Editor, a column that she debuted back in April, Colleon filled a significant gap that many readers desired. Our Cheff bart of the per

It was through the Food Pages that our second star contributor of 2002, Patti Breitman, was introduced. Parti also does double dury with VgNcws, penning the "Quick & Easy Vegan Cooking" column as well as serving as our book, review coordinator. Patti also possesses a wealch of professional expecience that she allows us to tap into from time to time. Her generosity touches this newspaper in so many ways.

6 VegNews December 2002

Our second regular Food Pages contributor descriving of recognition is Chef Beverly Lynn, Bennett. Her columa, "Baking with Beverly," debuted back in April, and in this issue, she has an expanded edition on everyone's favorite ... holiday cookies! Check our her Soy Nog recipe, and toast a glass to Beverly.

Switching genders for a moment, several mean have also assisted in our success this pars year Paul Russell made the mixtek of stopping for a hit to or eat at one of our advertisers. Dharma's in Gapitola, Calif, where he picked up a copy of VgeNeur. He answered a classified ad we had placed for a computer consultant... and hasn't been more than a cell-phone call away since. He keeps our computer running in tip-top shape, and for that we forgive his British humout. He also has the curess son you will evert see. Thomas (aka "Mk T."), who frequendy offers his assistance as VgeNeur male model, proving that we no can circumvent child labot law.

No relation to Paul or Thomas is Carmon Russell, who for most of this past year has reported in from various logicales throughout, Southeast Asia. 'We sure hope you have cajoyed, Carmon's chuonicle, which may or may not continue if he ever materializes from the jongle.

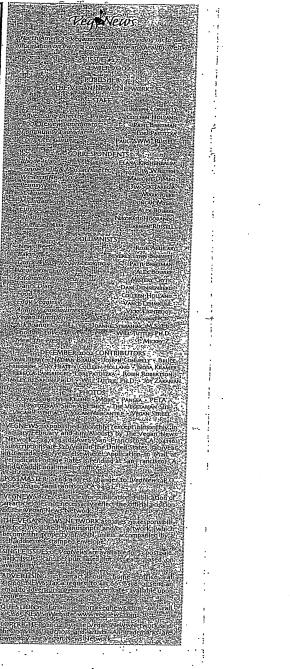
Finishing off the men is the first of our new regular contributors, Jack Norrie, RD. In November, VN added three new features including Jack's "Vegan Nutrition" column which, like the Food Pages, fills in an area that we believe helps make this paper a well-rounded source for anyone interested in the veg lifestyle. Jack's column will appear in each issue.

With this issue I welcome the two newest members of *kgNrws*' extended family. Rose Aguilar has come on board as the "News Beer" editor. Rose has a knack for finding "news you can use," and I know that she won't miss a "beet." Hey, they can't all be fumny.

Lott Patotzka was the first to answer out call for a community calendar coordinator, and I'm glad to learn many of you value this feature. Lot has done a maryelous job with the calendar, and she has also contributed her first book teview in this issue. A long-time supporter of VN, Lot has taken many of the photos you have seen on these pages since our loception.

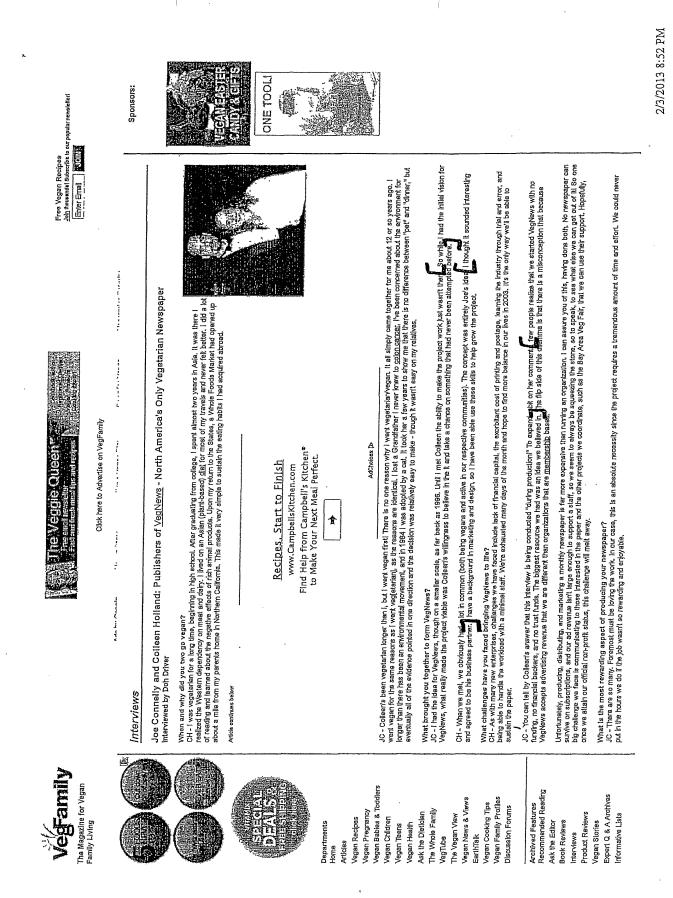
An Idea whose time has come? Certainly, when you consider that the above all volunteer their time and effort because they believe in the importance of this project. *Kelvass* began with an idea of serving as the Veg Community's newspicer, and if the first 30 months is any barometri, we te

Happy Holidays + Correft Correft





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JOE COMELLY and Colleen HOLLANG - VERNEWS IMERVIEW

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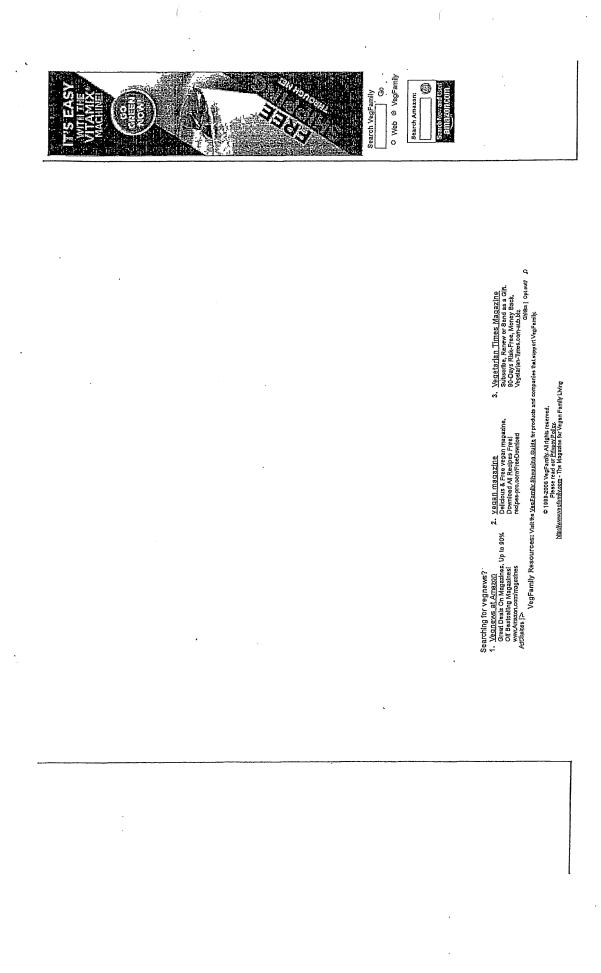
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CH - We bolh are in love with what we do and feel we are really making a contribution to the vegetarian movement. The mission of VegNews from the onset has been to unify the movement and promote veg providuds and services one issue at a time. We're thrilled that in a relatively short amount of time, so many folks know about our fittle newspaper. We receive wonderful feedback from subsorbers every day, and this always keeps us going, in general, it's a beauful feeling to be able work in an area that is a different, to live our values every moment of the day.	JC - A few of the other rewards are interacting with all of the wonderful people we have the opportunity to work with, vegetarians are simply the best; helping to promote conferences, and products; and Pangee's Vegen donte.	What's in store for VegNews in the future? What's in store for VegNews in the future? Which is crucial these adys. VegNews is also the proud host of the Bay Area Veg Fair, a successful vegetarian food fastival that will draw 6,000+ people in February.	JC - If we can continue to expand the paper and reach more people, the future holds many, many wonderful opportunities for VegNews. We would how to move into an office and hire staff, as well as expand the paper. I cherish the day when VegNews can also remunerate contributors; currently, all of our writers volunteer their time and services because they believe in and support, the project.	How long does it take to put an issue together? Also revealed the revealed of puting together an issue of VegNews. First is the planning phase, and this can be up to a year or more prior to the publication date. We request articles and reviews from writers plan the overs story, historicom theres, solids advertising, and file away contributions for the particular issue. The second phase is production, which is when we totally immesse ourselvants that desktop publishing of the issue. We (hoperdivit) have all of the pieces to the intriveate puzzle, and fit them in one by one to create VegNews. Frontice usually takes two solid weeks (including weekends) before we go to press.	JC - And those are long, 14-15 hour days. It's not a pretty sight	How many people does it take to produce a full issue of the paper? OI- Joe and I are the only two full-time staff working on the newspaper. However, we're able to pull it off because we have dozens of writers, reviewers, chefs, distributors, and Colludeers who make contributions to the paper each month. We've always striven to be the community's newspaper, and involved.	JC - As i mentioned earlier, the long-term success of this project involves expanding to the point where we can include paid staff. The good news is that we are still in our infancy, just two-and-a-half years old. I'm yery optimistic about the future.	What has been the general response from the veg community for VegNews? Use - Evaelient, And the best part is that support and recognition have come from both leaders of the movement, such as John Robbins, Howard Lyman, Neal Barnard, Alex Hershaft, Jos - Evaelient, And the best part is that support and recognition have come from both leaders of the movement, such as John Robbins, Howard Lyman, Neal Barnard, Alex Hershaft, Jos - Evaelient, And the best part is that support and recognition have come from both leaders of the movement, such as John Robbins, Howard Lyman, Neal Barnard, Alex Hershaft, Jos - Evaelient, And the best part is that support and recognition have come from both supported and numerous others, to the many thousands upon thousands of vegans, vegetarians, and others not-quite-there-yet who write, cal, or email thanking us for publishing the newspaper.	CH - We promote the paper at a lot of vegetarian events, and we are always well received. Many have subscribed and chosen to support this project. It is such a pleasure to be working in this movement and feet like we're making a difference in our own smell way.	If people want to subscribe to VegNews, how should thay do that? 41- How kind or you to ask! Your readers may send an email to <u>subscribtors@vegnews.com</u> , and we'll respond with a how-to email. Alternatively, they may call our offices at 41-5655-Major to subscribe over the phone. Thenly, if this have a copy the paper, they may send in the subscription form to the address on our sile, <u>http://www.vegnews.com</u> . We accept all major credit eack, money orders and checks. If any or your readers have not yet seen VegNews, we'll be happy to send them a free sample issue. They can email their mailing address to <u>freesampleissue@vegnews.com</u> or call our offices at the above number.	What do you most want people to know about VegNews? JC - Mhat an axcellent questioni Now if we can only come up with an excellent answer. Colleen?	CH - We want people to know that this is their paper, too. If they enjoy writing and want to share something of interest to the vegetarian community, submit it! We may make it happen, but We want everyone to feel a sense of community and belonging when reading the newspaper. Ye want to show the strength of our movement with each issue.	JC - The idea of VegNews came to me when I realized that the people in our movement possessed limites talent, yet we didn't seem to be getting the nesults or weren't making the progress that were capable of VogNews is one small way of hope/up and of that talent and negotian that more efficient marner, so that one day in the very post tart a vegating in a nore efficient marner, so that one day in the very that talent that community to include everyonal	Doh Driver is the full-time single parent of Griffin, her 3-year-old heality, hreastleeding, joyous litte vegan. She is also a part-time yoga instructor in Florida, and became completely vegan as of New Year's Day, after 12 years of saying, as a vegetarian, she could never be vegan. By making peacetul and compassionate choicas in her life, she hopes to provide her son with a model of minotial, gentie living.	
Behind the Scenes Advartising Info VegFamily Staff	contact Us	Vegan Cookles from Allison's Gournet Personal Development for Smart People	2												

2/3/2013 8:52 PM

Joe Connelly and Colleen Holland - VegNews Interview

http://www.vegtamuty.com/interviews/vegnews.nm



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able to share Duy's "service years" and understally should building) a home to currelizer. Even the "Inthe" things, Ithe Andrig I decorrence Vietnemie and Their tood. Cetting to know your family. Certe Rice. And on and on... I know that the point fair years have It has truly been a very gracial time. I have it hasn't been also for your, and the work has been hand, but I also see nothing is se nothing 5003 been the best of my life in searly every the of the second states there is a be It's difficult to believe that it's has to for showing me that every already four years since we found each other. In may ways it seens like only yerterdus ... and the the states and states deserves a true princes. but move success on the horizon it feels like is much langer. Dear Colleen, からん ztreanon med a shat i fol... Ader bour shat the at for it is a fight of the faith of a first out the set of a set of bestilderessa er en Act's find some time giften tul t's colorate ut. fact for for at we

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QuarkXPress production quintuples 'VegNews' sales]



The tag line at VegNews magazine — "More Than Recipes" — makes the magazine's commitment to the vegetarian lifestyle clear: It's not a food fad; it's a way of life. As proof, the publisher prints on 100% post-consumer recycled paper with soy inks, a practice leading industry watchers call an "environmental home run." The printing can be a challenge, especially because the magazine recently upgraded from a black-and-white tabloid to a four-color glossy. But with the help of San Francisco-based branding agency Vertebrae and its longstanding commitment to QuarkXPress®, the magazine tackled the challenges. In fact, the publisher credits the QuarkXPress 6.5 output of its new format with quintupling newsstand sales, tripling subscriptions, improving renewal rates, and encouraging advertisers over the last 18 months.

To understand the impact of QuarkXPress on VegNews magazine, it's imperative to know how the publication got off the ground. In the mid-1990s, publisher Joseph Connelly launched a small, black-and-white local newsletter produced in ClarisWorks. The newsletter targeted the vegetarian lifestyle, going beyond simply reviewing restaurants and providing recipes to offering travel tips, information on animal testing, cosmetic reviews, and encouragement.

"We're the only real vegetarian lifestyle publication — most are based on recipes and food," said Connelly. "We really created this lifestyle niche for ourselves."

No classes necessary

To take his unique, vegetarian lifestyle content to the next level, Connelly used QuarkXPress to develop a tabloid newspaper in 2000.

"The first success story is about QuarkXPress 4," said Connelly. "I was able to transform a small regional newsletter into a national newspaper using QuarkXPress."

Connelly's business partner, Colleen Holland, introduced him to QuarkXPress, and Connelly taught himself the program.

"I never had so much as a single class in QuarkXPress," Connelly said. "It's so user friendly that — backed by a couple of entry-level design courses — I was able to produce *VegNews* completely in QuarkXPress. I didn't need to hire a graphic designer or a trainer. I taught myself on-the-fly, asking questions of proficient users as necessary."

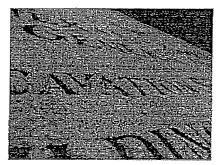
With the rich pool of experienced QuarkXPress users in San Francisco available to help, Connelly was able to serve as both publisher and designer, all the while building a loyal following for *VegNews*.

Exploiting the bells and whistles

Continuing the evolution of Veg/News, the publisher decided to upgrade to a four-color glossy magazine in 2004. Based on the magazine's positive experiences with QuarkXPress — and strong encouragement from their printers — the publishers decided to stick with QuarkXPress for the reformat.

"We decided to stick with QuarkXPress because we liked that it is an industry standard, and we like Quark — we really like Quark a lot," said Connelly.

Connelly knew that with his limited background, he wasn't getting the most out of the software.



"I was able to transform a small regional newsletter into a national newspaper using QuarkXPress."

"Even now, I'm still learning it, and an intern will show me some amazing trick you can do within the application," he said.



"QuarkXPress is not only the industry standard — it's our studio standard," said Allsopp. "All our designers use QuarkXPress as the tool of choice for implementing their ideas, from concept to artwork. Obviously, it's the best thing out there for page layout."

With the upgrade, the publishers decided to "maximize the bells and whistles in QuarkXPress" by outsourcing the design. Jim Allsopp, creative director of Vertebrae, a small branding agency in San Francisco, stepped in and also recommended QuarkXPress.

"When Vertebrae took over, a Luddite like me was amazed at all the features at his fingertips," said Connelly. "It's fair and safe to say that every feature in QuarkXPress came in handy when taking VegNews from tabloid newsprint to four-color glossy."

VegNews made the move quickly, too. A bi-monthly publication, the first issue of 2004 was a newsprint tabloid. The second 2004 issue, which came out in March, was a glossy magazine.

"We didn't skip a beat," said Connelly. "We moved straight to magazine in two months."

Making the move also meant the magazine was working with a new printer, Democrat Printing in Little Rock, Ark.

CONTACTING QUARK In North America Quark Inc. 1800 Grant Street, Suite 800 Denver, CO 80203 www.quark.com cservice@quark.com 800.676.4575 303.894.8888

In Europe Quark Media House Sàrl Rue de Saint Nicolas 7 2000 Neuchâtel Switzerland euro.quark.com custservice@quark.ch 00800 1787 8275 "The printer encouraged us to stick with OuarkXPress, too, and we've all been really pleased," said Connelly, although he and designer Allsopp say they face many challenges working with the recycled papers they're committed to.

Listening to the experts

Throughout the evolution of *VegNews*, printers and designers touted QuarkXPress.

"QuarkXPress is not only the industry standard — it's our studio standard," said Allsopp. "All our designers use QuarkXPress as the tool of choice for implementing their ideas, from concept to artwork. Obviously, it's the best thing out there for page layout."

Vertebrae's QuarkXPress use doesn't stop at design.

"We make sure nobody is using Microsoft Word, even in administration," said Allsopp. Whether staff is producing letters, mailing labels, or Invoices, the administrative staff "needs control and precision over the layout," he said. "You won't believe how excited we were to discover PDF export. That is how we send most of our invoices these days."

In fact, the built-in PDF export helps with all of the agency's projects, particularly with sending PDFs directly to printers.

"PDF export is the difference between a late night and a very late night," said Allsopp. "It's a great feature not only for sending finished artwork, but also for on-the-fly visuals so clients can approve concepts."

As Vertebrae's designers continue to delve into QuarkXPress 6.5, they say that they're intrigued by the possibilities of the enhanced tables features and the ability to import native Adobeø Photoshopø files.

"Annual report designers will know why I'm so stoked about tables," said Allsopp.

Moving forward with confidence

Today, *VegNews* magazine is on solid ground, and Joseph Connelly is exploring the possibility of launching a second magazine. With 40 employees, contractors, and a healthy stock of interns, The *VegNews* Network saves money by performing as much work as it can in-house — producing ads, creating initial layouts, and completing the production work in QuarkXPress. Files are shuttled back and forth between the office and Vertebrae — both all-Maco shops — as necessary.

• "In the Bay Area, we have access to a large number of wonderful and talented interns," said Connelly, who recruits from Craig's List. "We hire 'design assistants' for six months, give them a free lunch, and teach them a lot about design, small business, and running a magazine."

"Prior to moving to a magazine, we were a twoperson operation. Aside from our network of writers, all of the work was done by the two founders," said Connelly. "But since we converted to a magazine format with the help of QuarkXPress 6.5, our business has grown, allowing us to grow our staff very quickly, both off-site and on-site, whether coming for a paycheck or for experience."

Connelly is also enthusiastic about the overwhelming success of the VegNews magazine itself, which now takes its place on the newsstand with four other major vegetarian titles. In its new, QuarkXPress-produced format, VegNews reaches 100,000 readers with its mix of information on living a "compassionate and healthy lifestyle." To learn more about VegNews, visit the magazine's web site at www.vegnews.com.



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VegNow Up Front



If you are within striking distance of San Francisco on August 5 please join us as we celebrate our Fifth Anniversary at our ocean-front offices.

Find all of the details in the shamelessly placed ad on the opposite page.

6 VegNews More than Recipes July+Augu

t was a nostalgic time at VegNews this spring as we prepared this retrospective edition. Upon reflection, as these things go, it is difficult to believe we have already been publishing for five years yet impossible (to ponder that we have only been publishing for that same length of time)

YegNews hit the streets on July 1, 2000? As a 24-page black-and-white newspaper. Since day one the project has had a loyal / following, one that has mimicked the history of the publication: both our readership and our magazine have experienced steady, consistent growth since that premiere issue. As vegetarians you have always shown us your support and I like to believe that we have responded to it. If you're inclined to keep track of such things, this issue is our first with triple-digit pages, though I suspect it won't be our last.

For this special edition we have put together a Greatest Hits package of our first half-decade. Those who read the stories the first time around will appreciate this trip down memory lane. For all the rest, this ode to our simpler beginnings is for you: a chance to learn more about VegNews, to see from where we have come, to peek into our dusty closet and find a hidden treasure that hasn't seen the light of day in some time as it's been buried under shoe boxes and exercise equipment.

Now before you get to thinking that this "best of" issue was easy to put together... we thought it would be too. As it turned out that wasn't the case. It was actually very trying and far more challenging than any previous issue. We've all aged, well, five years while putting it together.

First there was the embarrassing nostalgia of perusing through 43 back issues—akin to leafing through your high school yearbook: big hair and bad zits and all. We have come a long way, haven't we? Next was the practical: Out of the thousands of pieces we have published, how do you choose 30 or so to spotlight a second time around? What would make the cut? What wouldn't? There were no hard-and-fast rules. Pieces were chosen based on a number of factors: reader response, historic value, controversy. We did concentrate on articles written originally for VegNews rather than those we had re-printed from other sources. So if you find an omission and can't understand why it's not here, this is most likely the reason.

Putting it all together was also a challenge. Jim Allsopp, our crack designer, has made what was a seemingly random collection of blurbs flow smoothly and logically. And just in case you are wondering, all of the pieces in this issue's "In Depth" section are excerpts of full-length features from our past, while many of the pieces on the "Lifestyle" pages are complete reprints of previous articles. If you're interested in reading past articles or magazines in their entirety, back issues are available at vegnews.com

Finally, I'd be more than remiss if I min'trecognize Colleen Holland, my partner with VegNews since the planning stages long before the publication of issue #1. For some reason still unbelowerst to the universe I. have assumed the public face of VegNews, though Colleen's certainly is much prettier, a fact my Dad seems to remind me of at every opportunity. She deserves at least at much credit for VegNews, success as do I. A few of Colleen roles include Food Editor, Advertising Director, and Associate Publisher. Simply put, without her there would be no VegNews Magazine.

JOSEPH CONNELLY is Founding Editor of VegNews. He can be reached at editor@vegnews.com.

•

Joseph Connelly <connelly@vegnews.com> To: Colleen Holland <colleen@vegnews.com> Re: Attached PDF of 1/6-page ad from Charlottesville Vegetarian Festival for Sept/Oct VegNews June 23, 2006 10:14 AM



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Hey Babe,

You seem to be having a bad day. Given what transpired this a.m. I'd hope you'd be having a good dayl :-0

I see her letter as wonderful and sweet. I understand why you are feeling this way but I think you are taking this too literally the a fairly common (mis?)conception that most small business owners work "long hours for little pay." I think her comments reflect our small business status more than that we are a veg magazine. And isn't it true that we do "have many frustrating days and long nights." ??

Anyway I'm sure she meant no barm. Remember what Larry Wheat said where we'll be in five years, and what Bernie from Dharma's said to your Mom a few years ago about us! Those who know us best know that we're not living on beans-and-rice. OK, maybe we are, but it's only cause we're veg!

I love you.

Hug, ~J

~ Joseph Connelly Publisher and Founding Editor

More Than Recipes™ VegNews Magazine VegetarianNewsPoliticsFoodTravelBuzz

One of Chicago Tribune's 2006 "50 Best Magazines"

Winner 2006 Maggie Award™ MOST IMPROVED PUBLICATION

PO Box 320130 San Francisco, CA 94132 p: 415.665.NEWS (6397) Visit usl http://www.vegnews.com On Jun 23, 2006, at 10:01 AM, Colleen Holland wrote:

I find it insulting that people think we're so poor and make little money. This is not how I want to be perceived. VegNews is a wonderful example of a mission-driven for-profit. Why can't we have the best of both worlds?!?

Begin forwarded message:

Before signing off, I want to tell you that VegNews is the best magazine I've ever read. Truly! I can't wait for each new issue to arrive. I read every one cover to cover, including the ads, which shape my shopping list.

I realize that you and the rest of the staff work long hours for little pay and that you probably have many frustrating days and long nights. Also, you probably don't get enough reinforcement from those of us around the country who read and appreciate VegNews.

So, please know that your hard work and dedication are making a tremendous difference! VegNews' informative articles, upbeat approach, and terrific advertising forum are preventing animal suffering and saving lives as well as creating healthier, more compassionate humans.

Thank you for making the world a better place!

Warm regards, Marianne Roberts (Retired) Coordinator, Charlottesville Vegetarian Festival

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From: Joseph Connelly <jconnelly@vegnews.com> Date: October 19, 2006 8:30 6 AM PDT To: Colleen Holland <colleen@vegnews.com> Subject: Re: Club VegNews Brochure

Here is my edited ClubVegNews brochure I'm not sure how you are laying this out.... it appears as if you haven't used two of the panels. Hopefully you can explain it to me in person.

I'll want to edit this again after Sutton has taken a stab at designing it.

OK, here it it:

۰.

~ J

С,

On Oct 18, 2006, at 6:30 PM, Colleen Holland wrote: Please edit and provide feedback asap!

c.

<Club VegNews Brochure 2006.doc>

Colleen Holland Advertising Director

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Club VegNews Brochure 4/c front and back Four panels 8.5 x 14 flat

Goal:

There are hundreds of vegetarian societies throughout the country, most which have paying members. We'd like to offer VegNews as a premium to membership and need a savvy marketing piece to reach these organizations. We want to create buzz around Club VegNews, encouraging them to sign on to this program. With the addition of these members, we can increase our circulation by several thousand in a relatively short period.

Design:

The brochure's design should be in line with VegNews' branding: fresh, rich colors, house fonts, stacked headlines, bright imagery, bleeds, etc. We'll be printing the brochure on heavy matte cardstock (like our business cards).

Front

Club VegNews "logo" VegNews logo VegNews cover(s) Stock image of a happy group of people?

Want to attract new members to your organization? Want to retain members with appealing benefits? Want to save volunteer resources and time sending out a labor-intensive newsletter? Club VegNews is for you!

Panel 1 (left side)

Greetings!

VegNews Magazine is thrilled to invite you to join a special program for organizations like yours. When founded in 2000, VegNews' primary goal was to unify the vegetarian community through a common publication. There was no magazine speaking directly to vegetarians, so we started one. The publication has grown exponentially over the years, won numerous awards, and continues to serve people just like us who want to create a more compassionate world.

As part of our mission, we want to reach out to vegetarian organizations around the country. We want to help you grow your memberships while freeing up resources so you can concentrate on vital outreach events. Club VegNews can help accomplish both of those goals. We think your members will love receiving each issue of VegNews—the program has been enormously successful with our inaugural organizations.

To jump-start the program, we're offering your organization the first three issues FREE. If your members enjoy receiving the magazine your organization can choose continue to join Club VegNews after the free trial. You may cancel at anytime. It's really that simple. We don't like complicated programs, and we expect you don't either.

Come aboard and join us in changing the world!

Founders, VegNews Magazine

Panel 2 (middle)

Why join Club VegNews?

 \sim 1. A subscription to VegNews adds value to your organization, encouraging new members to join \sim 2. A subscription to VegNews encourages current members to stay with your organization, increasing

your renewal rate

 \sim 3. VegNews replaces the need for—and expense of—a labor-intensive newsletter. Consider replacing your current newsletter with inexpensive event postcards or an e-newsletter

~ 4. By buying a group subscription, your members save nearly 75% off the newsstand price

~ 5. Receiving VegNews every eight weeks reinforces the vegetarian lifestyle to your membership

 \sim 6.VegNews is an award-winning magazine filled with the latest in vegetarian news, politics, food, travel and buzz

95% of VegNews readers are vegan or vegetarian. This magazine is created for you!

What will this cost?

"3 for Free"

Your first 3 issues are absolutely free

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Panel 3 (right side)

(check box) Yes! Sign up our organization for Club VegNews (check box) Yes! Please give me a call to discuss our organization joining Club VegNews (check box) Yes! Please send me further information via email

Organization: Contact Person: Address; City: State: Zip: Phone: Email; Website:

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Panel 4 (back side)

VegNews Magazine Attn: Chub VegNews PO Box 320130 San Francisco, CA 94132

Thank you for your stamp Recycling/soy ink bug

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O Yes! Please send me further Information via email iub VegNews i oin ClubVegNews today! O Yes! Please give me a call to discuss our loin other groups just like yours who use organization joining Club VegNews VegNews as a membership benefit: O Yes! Sign up our organization Inaugural groups Sign me up! Number of Members; Contact Person: ; Organization: ÷ Address: Website; : . . Phone: State; • Email city: . Zip: 95% of VegNews, teaders are vegan or vegetarian. This filled with the cost per member is just \$3;25 per Issue, or \$7.50 per year. food travel and buzz Our members truly enjoy receiving their issues if you decide to continue after your."3 for free." trial, the payments throughout the year. If you have 36 members, ² That's 75% off the newsstand price and a small price to . pay for a valuable membership premium! You'll be invoiced after each issue ships, spreading out incentive to help us increase and sustain our Once you decide to Join Club YegNews, you only pay of VegNews. Club VegNews is an attractive for the magazines we send to your members . ----No start-up or membership costs What does this cost? b b : magazine is:created for you VegNews is an award wir ÷ is latestive getarian news you'll be billed \$45 : WhW form s Ē Standard rate Issue invoicing membership. 3 for free -. To Jump-start the program, we're offering your enjoy receiving the magazine, your organization can choose to continue Club yes/News after the group the first 3 issues FREE. If your members free trial. Or you may cancel at anythme. It's really : that simple. We don't like complicated programs, Come aboard and join us in changing the world! vour-members Will love receiving, each is the of resources so you can concentrate on vita outteach events, club vegvevs can help VegNews Magazine the program has been membership while freelng up valuable As part of our mission, we are reaching country We want to help you grow yot enorthousiv successful with our Inaugural to vegetarian organizations around th accomplish both of those goals. We khow ÷ and we expect you don't either compassionate ۰. :: Ŕ ę ¥ organizations. • 7.35 1) 1)

From: Joseph Connelly <jconnelly@vegnews.com> Subject: Re: Office Space tour Date: April 10, 2007 1:29:51 PM PDT

To: "Burke, Peggy" < PBurke@pacunion.com>

Hi Peggy,

So sorry to leave you hanging, I've been traveling too much and haven't been around... and I'm on the road all of next week was well,

≫

Let me talk to my biz partner and I'll get back to you on when/if we can get down there this week sometime.

What's the rent, BTW?

~ Joe

~ Joseph Connelly Publisher and Founding Editor

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On Apr 10, 2007, at 12:49 PM, Burke, Peggy wrote:

Joseph: When would like to see the 2,106 rsf at 45 Belden this week? The tenant has just vacated, Peggy

Peggy Burke Director

Pacific Union Commercial Brokerage 601 California Street - 2nd Floor San Francisco, CA 94108 Direct Line: (415) 834-3551 Fax: (415) 834-1661⁻. www.sfcommercial.com

> -----Original Message-----From: Joseph Connelly [mailto:jconnelly@vegnews.com] Sent: Friday, March 23, 2007 6:11 PM To: Burke, Peggy Subject: Re: Office Space

Hi Peggy,

Sure, Some time next week?

~ Joseph Connelly Publisher and Founding Editor

More Than Recipes™ VegNews Magazine Vegetarian NewsPoliticsFoodTravelBuzz

From: Joseph Connelly <jconnelly@vegnews.com> `ubject: Re: Potential Book Project: VegNews Guide for the Modern Vegan

Date: November 26, 2007 12:16:45 PM PST

To: Wendy Gardner <wendyg@hollanpub.com>

Hi Wendy,

Lts a pleasure to hear from you. I figured I'd better get back to you before you water brokel Colleen Holland is out of the office today, and, of 's course, u like to discuss this with her before I make any sort of formal reply But I'm very interested in this project and honored to be asked; thank you for contacting me. I'll follow up with an email tomorrow. I'm sure I'll have a plethora of questions. For now, all I can say is, "Wow!"

All the best, ~ Joe

On Nov 26, 2007, at 11:31 AM, Wendy Gardner-wrote:

Dear Joe,

My name is Wendy Gardner, and I'm the executive editor for Hollan Publishing, Inc., a boutique book packaging company headquartered in Beverly, Massachusetts, Hollan publishes high-end, nonfiction illustrated lifestyle books ranging in categories from crafts to food to sex to pets to gift and inspirational books. We are distributed worldwide by Sterling Publishing, which is owned by Barnes and Noble. My friend, Kristen Miles, provided me with your contact Information, (I lived in SF for about 7 1/2 years and so Kristen is a dear friend of minel) I previously worked at Fair Winds Press, and acquired and worked with Coileen Patrick-Goudreau on her recently released THE JOY OF VEGAN BAKING, which I see was awarded VegNews's 2007 Veggle Award (that is greatt). I actually left the company to Join Hollan before the book was released, but loved working with Coileen, and am very much interested in expanding our Hollan list in the health/cooking/healthy lifestyle categories.

I'm writing to you because we wanterested in publishing a "Guide to the Modern Vegan" and thought you (and your partner, Colleen Holland, and essentially, VegNews) would be a great fit as author(s) (Just as VegNews offers different articles/sections on various vegetarian/vegan topics, I was thinking that we could organize the book in a similar format—food (with recent and photos), nutrition, health & fitness, fashion, animal rights, and activism, etc. One of Hollan's CEOs, Allan Penn, is a renowned photographer, and I was thinking it also would be interesting to feature photos in the book. For example, perhaps in the animal rights section he could go to The Farm In upstate NY and take some shots? These are all just preliminary ideas and I would very much like to speak with you to hear your thoughts. I would be the book to appeal to both new and veteran vegans and vegetarias.

If you are interested, you can contact me via phone, 978.927.2665 x305, or this email, wendyq@hollanpub.com. I definitely think there is a market for a book like this, and would like to speak with you more at length about it and hear your ideas.

i look forward to hearing your thoughts.

incerely, Wendy

p.s. Just an FYI: I'm 9 months pregnant, so if some reason you emailed/called me, and received a response from Holly Schmidt (Hollan's other CEO), if is probably because I'm having my babyi I'm not due until 12/17, but one never knows! I will be taking a maternity leave, but will return to work around mid-March. ;)

Wendy L. Gardner Executive Editor Hollan Publishing, Inc. 100 Cummings Center, Suite 125G Beverly, MA 01915 978,927,2665 x305 wendya@hollanpub.com

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From: Joseph Connelly < jconnelly@vegnews.com> ubject: Re: 2008 Holiday Schedule Date: January 14, 2008 2:04:08 PM PST To: Colleen Holland <colleen@vegnews.com>



Thanks for doing this. First, please change the winter break to end on Friday, Jan. 2. Technically, as you have it, we are giving the staff Monday, Jan. 5, 2009 off. I don't think you meant that. Bad enough that they get an extra day on Friday, Jan. 2 this year.

If we change the official policy to say that the Holiday Break week is paid, then lechnically it becomes yet another week of paid vacation. Doesn't Aurelia already get four weeks paid? If so, then she would get five weeks paid plus every Friday. I'm sorry, I think it's too much think of how hards work we have a being too generous.

I think the Holiday week can and should remain unpaid, especially since any bonuses we give out usually make up for the unpaid week. So it's not as if they are loosing any or much money. If we give the last week of the year as a paid week off and give bonuses I feel we are being foolish, i.e. overly generous. Do Andy, Nick, or Tanya get this kind of deal? Did you at TMI? I highly doubt it.

Let's discuss this in a meeting as it's too complicated for email, OK?

~ J

On Jan 14, 2008, at 11:56 AM, Colleen Holland wrote:

Hey babe.

Please find attached my recommendation for the 2008 holiday schedule,

Fristional II think we need to market the office closure weeks as paid, as they really are. We simply adjusted the salaries to match the paid Weeks so we should get credit for it! We can re-adjust the salaries for 52 weeks, and it's a win-win (we won't be paying anything more!).

I'm also thinking that maybe we don't need a summer break. We're going to be doing more things this year (more blogs, web updates, a couple of events, and a book), so we may appreciate a little bit of breathing room at that time of year. Plus, people do have two or three weeks of vacation they can use anytime. However, the holiday office closure makes total sense.

nother idea is to make that summer week our "retreat/2009 planning week" and really plan some fun events outside of the office (without going away). We could do like 10am to 3pm days,

Let me know your thoughts/ideas!

moi

P.S. According to our perks list, everyone get 8 wellness days to use at their discretion. I have to say that our staff is incredibly conservative with theml

<VegNewsHolidaySchedule2008.pdf>

Colleen Holland Advertising Director

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From: Joseph Connelly <jconnelly@vegnews.com> Subject: Re: Bay To Breakers Date: May 14, 2009 5:22:02 PM PDT

To: Colleen Holland <cholland@vegnews.com>



С,

~ J.

Everyone else is working for VN this weekend, including me going to Orland alone tomorrow and getting back late Saturday before the race early Sunday, and Aurelia being willing to help out Sunday morning. I realize that not being able to go to SC sucks and I'm sorry for that. We do need you to save us a spot on the polo field and get the food, so it's a lot more than an hour. VN sponsored the running team, and you've know about the date for weeks. Just because don't know what our involvement is shouldn't matter.

Since I'll have the car until late Saturday, how about if you go down to SC Sunday after the B2B and take Monday off? Is that fair? Or can you think of another alternative? Asking Stacy to help? Or someone else? It's gonna take two people... Aurelia can't do it herself.

On May 14, 2009, at 3:11 PM, Colleen Holland wrote:

Joe, is it absolutely necessary that I do Bay to Breakers on Sunday? I don't have a clue as to what our involvement is (I was never told anything) and my whole weekend is determined by this one hour kneed to deliver food to this even I just feel like a delivery person and not an owner of the business where I have a sense of what we're doing. And, frankly, I'd much rather spend the weekend with my mom in Santa Cruz, and not wait around all weekend so that I can show up with some bags of falafel. VegNews always comes first before any other obligations in my life, but this just doesn't seem worth my time or effort.

Colleen

Colleen Holland Associate Publisher

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Episode 37: "…a fundamental debacle…"

Poster on 25. Sep. 2010 by Jasmin and Mariann in Podcast

Welcome to the 37th podcast episode of Our Hen House, featuring VegNews' publishers, Joe Connelly and Colleen Holland.

In today's episode, we will give you the low-down on the joy of our new, one-of-a-kind, veganproduced tote-bags; the horrors of the animal exploitation at the San Genarro Feast here in NYC; and the story of a little pigeon on Prince Street who tugged at Jasmin's heartstrings and re-routed her afternoon.



VegNews Magazine

Volning us today are vegan power couple, Joe Connelly and Colleen Holland, publishers of the uber-popular <u>VegNews</u> <u>Magazina</u>. Colleen and Joe will talk to us all about the high points of the past 10 years — since VegNews' conception including favorite interviews, the changing face of the vegan food movement, and advice for young writers and future business owners who want to incorporate the animal rights message into their profession.

For our review section, we will be joined by actress and foodie biogger, Lynn Chen, of The Actor's Diet, who will give us the non-vegan's take on the greatest vegan cookies around.

All that, some vegan banter, and of course, tons of ourrent

events from the world of animal rights.

This week's news item include:

OHH E37 Transcription Our Hen House Episode 37 Selected Transcription (9/25/10)

00:58 Moderator: "Joining us today are vegan power couple Joe Connelly and Colleen Holland, who also happen to be the publishers of the uber popular VegNews Magazine.

Colleen and Joe will talk to us all about the high points of the past 10 years, since VegNews's conception

11:30 Moderator: "Together with Colleen, launched the magazine in 2000 with a whooping \$3,000 in startup funds...

14:04 JC: "...starting ten years ago and knowing that the movement was going to grow...

16:58 Moderator: "Back in 2000, I understand you had \$3,000 in startup funds. I mean that's just an amazing story, I love that.

17:12 JC: "My dad loaned us \$3,000 to buy new computer equipment and colleen's parents were kind enough to let us stay in their house the first two years rent-free. And If it wasn't for gifts like that from our family, there wouldn't be VegNews. It wouldn't have taken off. It would have never been successful."

19:00 Moderator: "And have you paid back your parents yet?"

19:04 JC: "You know, the only loan my dad gave me that I ever paid back.

19:08 JC: "We actually paid him back quite quickly."

19:40 CH: "The concept of VegNews was Joe's idea. He felt, when I met him, that we needed, he felt, a national vegetarian publication that brought everyone together."

34:30 JC: "Thankfully I spent 15 years prior to doing this as a self-employed in a different business all together, which was very beneficial. Both Colleen and I have had a business mind, we're very astute, we're good with the dollar, we try not to, waste anything and be extravagent. So, those are the keys. The keys are, you have to

have a good idea, obviously. Even if you don't have a lot of funding, start small, and grow the business, and get loans from your parents and live with your parents if you have to, at the beginning of a new start. Be positive all the time, network as much as you can, travel and promote. When we, when VegNews hit, we did 17 consecutive days at the beginning of July of 2000."

41:44 Moderator: "Well, that was Colleen Holland and Joe Connelly, the publishers of VegNews magazine."

Joseph Connelly <jconnelly@vegnews.com>

To: Kimberly Karpel <kkarpel@deklawfirm.com> C: Donald Karpel <dkarpel@deklawfirm.com> Colleen Holland <cholland@vegnews.com> R8. Contract Changes

August 13, 2010 1:11 PM



Hi Kim,

Thanks much. I'm out of the office most of the afternoon; if there are any changes needed, my partner Colleen Holland (cc'd here) will be in touch.

I really appreciate this and hope the entire Karpel Clan can join us on a future VegNews trip!

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Have a great weekend,

~ Joe

On Aug 13, 2010, at 11:08 AM, Kimberly Karpel wrote:

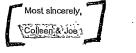
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From: Colleen Holland <cholland@vegnews.com> s .ct: VegNews Proposal #2 Date: October 25, 2011 10:00:02 AM PDT

- To: HappyCow Eric Brent <eric@happycow.net>
- Cc: Joseph Connelly <connelly@vegnews.com> 1 Attachment, 316 KB
 - 1 Attachment, 316 KB

HI there Ericl

Please find attached a revised proposal based on having a better understanding of what you need to move forward. We're excited about this opportunity and look forward to hearing from you.





October 25, 2011

, _To: __ Eric Brent, HappyCow From: Colleen Holland & Joseph Connelly, VegNews Magazine Re: ______ Acquisition of HappyCow.net

Dear Eric,

Based on your feedback from our first proposal (\$175k) and having a clearer understanding of where you are and where you want to be, Joe and I have discussed a way to offer a proposal that's a win-win for both of us. That is always our goal, and it's important to us that your legacy continues and that HappyCow finds a long-term vegan home.

So, after more consideration, we can offer you two options:

Option.#1:

Purchase Price = \$275,000 This is a lump-sum payment that could be paid at your earliest convenience. This would include an agreed-upon set amount time of training as we transition the site.

Option #2:

Annual Payments = \$60,000 for 6 years (paid monthly totaling \$360,000) This is a payment plan made over six years with a larger sum total. This would include an agreed-upon set amount time of training as we transition the site.

Eric, we look forward to hearing from you, and, as always, are excited to move forward.

Most sincerely,



:

From: Joseph Connelly <jconnelly@vegnews.com> Subject: Here's another example Date: November 3, 2011 11:18:31 AM PDT To: Colleen Holland <cholland@vegnews.com>

•. . .

In the web meeting we just had, you decided that you would be the one to assign who emails who. I know you will say that "someone has to do it" or that you took it on "because it has to get done" or some such thing.

But just try for a minute to look at it from the other's point of view. How would you feel if I said, without checking in with you, that I would be the one to assign the task? You'd feel hurt, or marginalized, And you'd certainly not agree that I shouldn't do it w/o checking in with you first.

My main point here is that you feel privileged to make certain decisions but deny me the same respect in return. And you either can't see, or won't admit, that you do it.

I'll continue to point out examples.

· ~ Joe

From: Joseph Connelly </connelly@vegnews.com> Subject: Re: Dennis Plece Date: January 24, 2012 11:18:10 AM PST To: Colleen Holiand </colland@vegnews.com>

Eles instances of the same, Colleen -I'm obviously being pushed out. I'm just so numb. Everything I write or suggest is changed, challenged, ignored, to start the day

On Jan 24, 2012, at 9:37 AM, Colleen Holland wrote:

Hey Joe,

I hope you feel ok about the Dennis meeting. Anna popped in my office last night and asked me to read this piece. I think she and E, were a little worried about endorsing and campaigning for a political candidate and wanted another opinion. The piece was well-written and edited, but I, too, wasn't sure if this was an okay stance for VN to be taking. E and I spoke briefly on it and decided to talk it out with you in the AM. I didn't know Jenn was involved or even if Anna was going to be there.

I think the piece will be great with the couple of tweaks we're making.

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Colleen Holland Associate Publisher. VegNews Magazine 415-642-NEWS (6397), x102

Best Lifestyle Magazine, 2010 Best Design, 2010 Best Website, 2009

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VegNews <editor@vegnews.com>

To: dorr@hain-celestial.com>, Colleen Holland <adventising@vegnews.com> VegNews

March 14, 2002 12:13 PM



Hello Jennifer,

My name is Joseph Connelly and I am the editor of VegNews, North America's only vegetarian newspaper. Johanna McCloy from the Soy Happy! Campaign forwarded me your name. I tried phoning you but unfortunately the number Johanna gave me (303-581-1249) seems to be a fax machine.

In conjunction with an article we are doing on the Soy Happy! Campaign in April's edition, VegNews is offering Yves a one-time free "coupon" ad in our national newspaper.

VegNews is a two-year-old monthly "news" tabloid which reports on all thing vegetarian. We print and distribute 40,000 copies of each issue and have a strong readership of over 100,000 per month. A few of our advertisers that you may be familiar with are Soy Delicious, Turtle Island Foods, American Soy, Boulder Bar, and Wildwood Natural Products.

In addition, VegNews recently sponsored the first annual Bay Area Veg Fair (February 9) in Santa Clara, CA at which The Hain Group was represented (Westbrae). The event drew over 4,000 attendees.

If you could please call me at 408-358-6478 I would be happy to give you additional details about our newspaper. Or email me your correct phone number and I will contact you.

Also, if you would please send me your mailing address, I will see that VegNews' Advertising Director, Colleen Holland, sends you a media packet and a few issues of VegNews, as I understand you are not familiar with the publication.

Jennifer, thank you for your time. I look forward to hearing from you.

Sincerely Joseph Connelly Editor, VegNews

lt's comingi

Bay Area Veg Fair

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Joseph Connelly <editor@vegnews.com> To: Dan Gillotte <danandkitty@austin.rr.com> Cc: Colleen Holland <colleen@vegnews.com> Re: Weddings

August 30, 2004 8:28 PM

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Hi Dan,

First, congratulations! I hope your day was a resounding success.

I'm cc-ing Colleen Holland on this reply - Colleen is the Vegan Wedding Feature's editor. She will contact you regarding the requirements for being in the Wedding issue.

Thanks for contacting me, and for our support of VegNews magazine.

Sincerely, ~ Joseph Connelly Founding Editor

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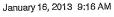
San Francisco, CA 94132 p: 415.665.NEWS (6397) Visit us! http://www.vegnews.com On Aug 30, 2004, at 7:45 PM, Dan Gillotte wrote:

Hi Joseph,

We met Lucy and Melanie this week on their Texas tour! That was really great! They told us that you might be looking for more Vegan wedding couples! Well, we are some! Married here in Austin TX JUly 12th 2003. All vegan wedding! We would love to share photos and stories. Dan Gillotte Rosie Weaver

Austin TX

Joseph Connelly <jconnelly@vegnews.com> ^{fk} To: Colleen Holland <cholland@vegnews.com> Cc: Donald Karpel <dkarpel@deklawfirm.com>, "Andrew P. Holland" <aholland@thoits.com> Los Angeles



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Colleen,

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In the staff meeting this week you mentioned that you are going to Los Angeles for three days next week, and I see that the internal VegNews calendar reflects this.

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If this trip is personal, I assume you will be using vacation days for the time out of the office?

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If the trip is business related, I'd like to know the nation of you agenda, along with any expenses that may be incurred by VegNews.

Thank you, ~ Joe

.....

...

~ Joseph Connelly Founder and Publisher VegNews Magazine 415-642-NEWS

Best Lifestyle Magazine, 2008–2010 Best Website, 2009 & 2010 Best Design, 2008 & 2010

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From: Colleen Holland <cholland@vegnews.com>

Subject: Re: Settlement

Date: April 17, 2012 8:43:41 AM PDT

To: Joseph Connelly < jconnelly@vegnews.com>

Joe,

Thanks for your email, I agree that resolving our differences through liligation will be a complete waste of money (and I am told that we would end up back in mediation anyway), but any settlement won't include VegWeb. You are well aware that VegWeb is an entity that I personally borrowed money from my mom to fund, which you have had absolutely nothing to do with. The fact that you are now trying to claim some type of ownership interest in it so that you can strengthen your bargaining position is what really has impaired our settlement efforts.

I also don't think that it is feasible for you to run VegNews Vacations If I end up running VegNews because that would require continued collaboration between us. It seems like we agree that a clean break is in both of our best interests.

With regard to the assets of VegNews which we equally own, I don't see why we can't reach an equilable agreement. Since you have assumed control of the accounts payable, I will need to know what the liabilities and A/P balances are In order to understand where we stand. Please provide this information.

Once you send this over, I will be happy to discuss a fair and practical settlement proposal.

Sincerely,

Colleen

On Apr 13, 2012, at 6:02 PM, Joseph Connelly wrote:

April 13, 2012

Dear Colleen,

Our troubles have gone on for a long time, and I think we can both agree that the current situation (sn't a healthy one for either of us anymore,

Several years ago, before VegWeb was in the picture, you actually proposed a solution that you would get the house and VegNews, and I'd get to live in a cabin somewhere and write all day. You proposed this with a straight face, and thought it lair.

More recently, I found Jerome, Introduced you to him, and persisted for more than a year in getting you into mediation. Mediation didn't work when you refused to discuss VegWeb. I even tried to alleviate that situation by proposing a starting point where I get the house, you get VegNews, you keep VegWeb, and I take on VegVacations (which at that point had run just three trips). You nixed this reasonable idea, too.

This week, once again I was proactive in linding a new mediator and making it happen. She concluded after two hours that mediation wouldn't work for us, again at least partially because you refused to discuss VegWeb.

I'm writing you to say that I can't really allow this to go on any longer. Wy health is suffering greatly, and I feel yours might be as well. I think it would be horrible to end up in court, but there's not much hope left on my end.

So I'm asking you to make me a proposal. If you'd like to keep this out of the court system, which certainly has the potential to bankrupt us both, please send me a general outline of what would work for you by 5p.m. Monday, April 16. Hopefully it will be a starting point that will allow us to salvage what we have worked so hard to build.

~ Joe

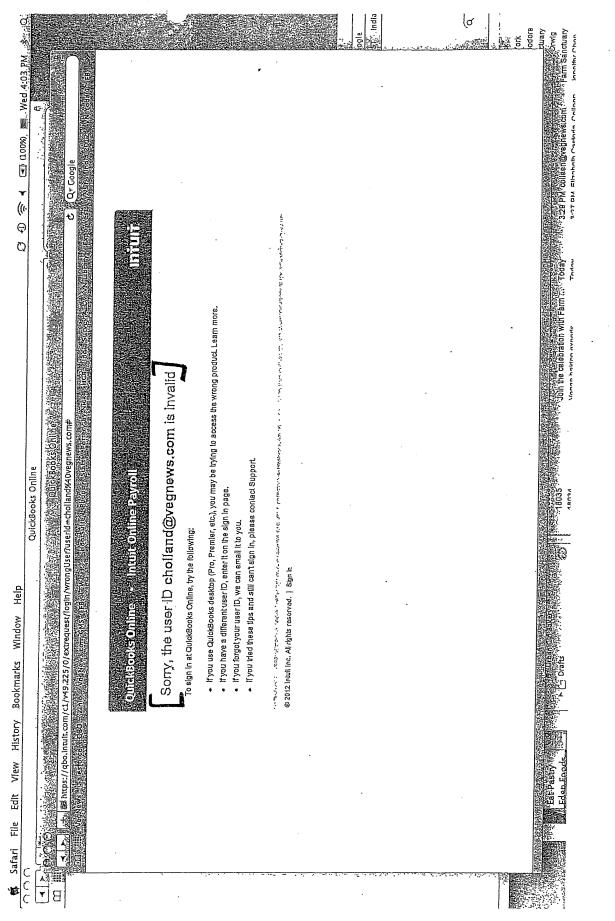
Colleen Holland

Associate Publisher VegNews Magazine 415-642-NEWS (6397), x102

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From: Joseph Connelly <jconnelly@vegnews.com> Subject: Re: COK ad confirmed, #87 Date: June 27, 2012 2:51:49 PM PDT To: Colleen Holland <cholland@vegnews.com>

С, .

I remember differently. We did decide to not do the trips. I even said several times while in Bali, pre-wrap up meeting, that I didn't feel right not telling Zac et. al. then, as I felt it wasn't being honest going through with the post-trip meeting w/o saying we were taking 2013 off. You responded that we'd wait until we returned to tell them, and we'd offer VegVoygaes ad space to promote their (now non-VegNews) trips when we tell them are out. (So I guess that is another solution to how to fill the ad space.) We have also talked about it since Bali, and you have agreed. In Taipei you even remarked that you were "done with group travel" because you liked "being able to dip in and out of shops" on your own time. Remember?

I'm not healthy enough to commit to the trips for 2013, and you and I have some pretty big mountains to scale over the next few months. As I said in my email this morning, how can you commit to India 2013 when you won't commit to Holiday Party San Francisco 2012?

You say we are "already committed to VegVoyages ... for 2013" yet <u>you</u> pulled the ads from the July+August against my wishes, if we are truly committed, why were the ads pulled?

There isn't anything to discuss. My health and the restructuring of VegNews -- whatever that means -- has to come first. Skipping the trips for one year won't have any long-term negative effect, and actually might make them more desirable to and for whoever ends up controlling VN.

~ J.

On Jun 27, 2012, at 10:32 AM, Colleen Holland wrote:

Joe, we never finalized our decision on this. We spoke about it in Ball, where you expressed that you weren't interested in continuing the trips, and I said I was not convinced (although, of course, I share some of the same feelings you have). I never said I was on board of not doing them, and assumed we'd make a final decision when we got home.

What I am struggling with Is that VegNews has already committed to VegVoyages to do the trips for 2013, and I feel awful about pulling them at this late stage. Believe me, I am not fighting for VegNews to do these trips, but you and I never agreed to cancel them. We aired our feelings in Bali and never followed-up on a final decision. And, more importantly, had we decided 100% not to do them, I would have wanted to get on the phone to Zac & Yusi right away so they could start making other arrangements. When were we planning to tell them?

We obviously need to discuss this more so a decision can be made. Please call me in the office anytime.

Colleen

On Jun 27, 2012, at 4:20 AM, Joseph Connelly wrote:

On Jun 26, 2012, at 10:46 AM, Colleen Holland wrote:

Hi Joe,

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The COK ad is all loaded up into Salesforce. Has Sutton already added it to the page plan?

I don't know, I mentioned it to her in last Friday's design mtg., so she knows about it. Please ask/remind her,

Also, we still have four 2/3rd-page ads for the 2013 trips in the September+October page plan, and I wanted to talk about how to handle these. One idea I have is just to run Mexico and India, and hold off on Ball and Thailand. We can always promote those online if need be,

<u>a This is unacceptable</u>; C. When we returned from Ball, <u>we</u> agreed not to do trips in 2013. It was <u>your</u> responsibility to remove said ads from SF. Why didn't you? More games? What were you thinking?

I assume one of the four ads is for Mexico 2012? Run that one. Upgrade COK from a 1/3c to a 2/3 (contact Erica immediately). The other two I don't know. House ads? Nix them altogether and give Sutton more space for design? Tell her this morning, before she begins any new spreads.

We're in no shape to plan trips for 2013. On Monday you didn't want to think or talk about a year-end party which we always do in December, because of "our situation" and the unknown future, But an India trip in Feb. 2013 is OK? That makes no sense at all.

I expect you to fix your mistake. That's what I'm thinking.

Let me know what you're thinking.

Colleen

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Colleen Holland Associate Publisher VegNews Magazine 415-642-NEWS (6397), x102

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ElourPower

Look für finely milled, golden-hued atta flour, also known as chapati flour whetever Indian groceries are sold. Its lower guten content, sandy texture, ar o unique flavor will make your homemade paratha taste truly authentic.

1. For the paratha, in a bowl, mix together flour and salt. Pour in warm water and mix with your fingers to form a soft dough—if too dry, dribble in extra warm water 1 tablespoon at a time; if too wet, sprinkle in a little extra flour. Knead the dough until smooth, divide into 4 balls, and set aside. Add a teaspoon of vegetable oil to the bowl. Return the dough balls to bowl, roll on the bottom to coat with oil, and cover with plastic wrap. Set aside in a warm place to rest for at least 30 minutes while you prepare the filling.

2. For the filling, in a large skillet over medium heat, heat 1 tablespoon oil. Sauté chiles and onion until soft and remove from pan onto a dish. Heat remaining 2 tablespoons oil, add mustard seeds, and once seeds begin to pop, stir in cumin, coriander, turmeric, and cayenne.

3. Return onion mixture to pan and stir in potatoes, cashews, tomato, lime juice, and salt. Reduce heat to low, and fold potatoes to completely incorporate spices, vegetables, and nuts. Taste mixture and adjust seasonings as desired, then fold in cilantro. Turn off heat.

4. While the potato mixture is still warm. prepare the paratha. Lightly dust work surface with flour and roll a ball of dough into a very thin circle about 9 inches wide. Brush with remaining oil, roll into a tight tube, and coil the tube into a tight snail-like spiral. Roll out the spiral to a thin round, brush with oil, and repeat coiling and rolling once more.

5. On a large cast-iron skillet over high heat, cook bread on each side until bubbles begin to form in the dough and the edges appear dry. Flip only once; dark marks on the paratha are desirable. Wrap hot paratha in a large, clean dish towel to keep soft and warm.

6. To assemble a kati roll, scoop a quarter of the warm filling into the lower third of a hot paratha and roll up. If desired, warm the kati roll, seam side down, on a grill for a minute to seal. Serve immediately! 🕅

Terry Hope Romero lives in NYC and could go for a dosa right about now. Read about her cookbooks and recipes at veganlatina.com.



October 14-27, 2012

If you love food and adventure, don't miss this extraordinary 14-day journey to the with the publishers of VegNews. An intimate group of readers will experience sumptuous vegan cuisine, the famous Phuket Vegetarian Festival, and the vibrant culture of this enchanting Southeast Asian country.

Trip Highlights Include

 Dine at Thailand's best vegan restaurants Meander through busiling produce markets • Eat our way through a vegetarian restival Explore the backstreets of Bangkok. Take vegan Thai cooking classes Eat breaklast with monks at a historic temple. Wander through an all-vegetarian market. Visit an artisan tolu maker and spice factory Stay on lake houses surrounded by jungle. Travel by gondola through peaceful canals Island hop and snorkel in the Andaman Sea Hike in one of the world's oldest rainforests Visit a grassroots wildlife rehabilitation center Revel in a two-hour Thai Massage





VegNews.com/vacations 877-VEG-VOYAGES, x709



vegnews.com VegNews 67

Joseph Connelly <jconnelly@vegnews.com> To: Colleen Holland <cholland@vegnews.com> Re: Thailand

October 1, 2012 5:15 PM



Colleen,

I have a doctor's note which allows me to switch my ticket into your name. My health Is more important than so-called "business obligations." Please return your ticket immediately and let me know that you have. I will then get my ticket into your name.

~ Joe

On Oct 1, 2012, at 4:37 PM, Colleen Holland wrote:

Joe,

As promised to guests on the VegNews Food Lover's Tour to Thailand, I am going to Thailand (I never wasn't) and have purchased my ticket. Since you backed out of your business obligation, you are responsible for reimbursing VegNews for your ticket.

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Colleen

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Colleen Holland Associate Publisher VegNews Magazine 415-642-NEWS (6397), x102

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Visit us <u>online</u> Follow us on <u>Twitter</u> Join us on <u>Facebook</u> Joseph Connelly <jconnelly@vegnews.com> To: Colleen Holland <cholland@vegnews.com>



Cc: "Andrew P. Holland" <aholland@thoits.com>, Donald Karpel <dkarpel@deklawfirm.com> Thailand money

Ms. Holland:

Your request for a cash advance for the upcoming Thailand trip has been denied.

Due to the strained financial situation your actions have given VegNews, the cash is not available. It is also unnecessary, as all of your nonpersonal expenses are already covered.

I must also point out the following:

1. You still have not submitted receipts or an explanation for the 320,000 indonesian Rupiahs that you were advanced at the beginning of the last VegNews Vacation to Bali. I gave you a copy of the Expense Report for this trip and asked you to submit receipts/expenses, and you have refused to do so. This was four+ months ago. Please note, Ms. Holland, that expensive personal massages are not legitimate business expenses.

2. You still have not submitted receipts for the business trips last month to Expo East (Baltimore) and the Niche Conference (Chicago), though I have asked you for these as well. You replied that you "don't have time," yet you seem to have plenty of time to write and post unnecessary web articles in your effort to create evidence that you are the "co-founder" of VegNews. I would appreciate if you can fill in the Baltimore/Chicago expense report and submit it before you leave for Thailand.

3. You have shown that you can not be trusted to submit legitimate Expense Reports, such as a receipt you turned in after the Washington, DC conference in which you wrote "dinner with client." A legitimate expenditure would say "dinner with John Smith," as your own brother, former VegNews bookkeeper Nick Holland, has pointed out to you.

Effective immediately, you will be responsible for advancing yourself funds for business-related travel expenses. You are no longer entitled to use credit cards that are in my name, nor can you withdraw funds from any VegNews bank account.

Upon return from VegNews business trips, simply submit your receipts with detailed explanations of each expense, and you will be reimbursed within a reasonable amount of time for any legitimate VegNews-related expenditures. Of course, due to LR.S. regulations, expenses of a personal nature are not reimbursable.

Sincerely, ~ Joseph Connelly CEO, VegNews

Samantha Ragsdale <sragsdale@farmsanctuary.org>

October 21, 2012 1:57 PM

To: 'Colleen Holland' <cholland@vegnews.com>, Michelle Waffner <MWaffner@farmsanctuary.org> RE: VegNews

Hi. Colleen-

Thanks for your note and I'm also sorry about all of this... no fun for anyone and I wish you all the best, personally and professionally.

Farm Sanctuary's new Executive Director has stepped in to handle this matter. Her name is Leslie Barcus and she can be reached at <u>lbarcus@farmsanctuary.org</u> if you'd like to discuss further with he. A decision was made to use the "Associate Publisher" title rather than "of Veg News" – but to exclude the co-founder title. I understand your wishes with regard to co-presenting and I think it's probably best for all involved to leave that alone.

We look forward to having you as a speaker at the Orland Thanksgiving event and appreciate your help in spreading the word! Thanks for all you do, Colleen, and for being a part of our holiday celebration.

All the best, Samantha

From: Colleen Holland [mailto:cholland@vegnews.com] Sent: Thursday, October 18, 2012 8:50 AM To: Michelle Waffner Cc: Samantha Ragsdale Subject: Re: VegNews

Greetings Michelle and Samantha,

I first want to say how sorry I am that you or Farm Sanctuary are involved at all in what is a private matter between Joe Connelly and I. I am really saddened by this and apologize that it even has to be a concern for you. You guys have way more important things to do in your day than deal with our issues!

I am not sure why Joe would reach out to you guys; I find that terribly unprofessional. Yes, we are in a dispute right now, but my speaking engagement with you (or any organization I speak for) shouldn't have anything to do with it. My hope would be that Farm Sanctuary would remain neutral and ask to not be involved in this—remembering that, as always, there are two sides to every story.

I am honored that Farm Sanctuary has invited me to speak, and have been working hard on my presentation (it's going to be great!). I feel a bit slighted, though, that I would be represented as "Colleen Holland of VegNews" because my business partner roped you into believing something that made you question my integrity. As an invited guest speaker, I would hope that you would respect the title I provided you.

And I'm sorry to say that, especially given the demise of Joe's and my relationship, it would be inappropriate (and kind of ridiculous) for Joe to co-present with me. I would never make such a request had he been invited to speak and think that the current arrangement is what's best for everyone.

Again, I am so sorry that you guys are burdened with this matter. Keep up the great work, and I look forward to seeing you next month.

Most sincerely.

Colleen

P.S. I've asked my team to promote all three Celebration for the Turkeys events via our social media. Hopefully we can help you sell them out!

On Oct 17, 2012, at 6:22 AM, Michelle Waffner wrote:

Dear Colleen,

Thank you for agreeing to speak at this year's Celebration for the Turkeys in Orland, CA. We greatly appreciate your participation!

I wanted to touch base about a couple of things. We have spoken to Joe and are aware to some degree of the internal situation you are going through. At Farm Sanctuary we admire and respect both you and Joe and wish the best for both of you. We are hoping that this situation can be worked out between the two of you and for Farm Sanctuary not to get very involved.

Given the contentious nature of your bio, we are thinking that it may be best not to refer to a title and rather list you as "Colleen Holland of VegNews". That way we aren't using a title that either you or Joe believes to be incorrect.

Also, Joe has asked if he can co-present. What are your thoughts on this?

Again, we respect both of you and are hoping that you and Joe can come to a timely decision that works for both of you.

Thanks so much, Michelle

Michelle Waffner Education Director Office: 607-583-2225 ext. 269

Connect with Farm Sanctuary: Facebook | Twitter | YouTube | FarmSanctuary.org

Michelle Waffner Education Director Office: 607-583-2225 ext. 269

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January 24, 2013

Mr.Bradley A. Jones, Manager THE COMPANY LLC 2026 El Dorado Court Novato, CA 94947

VIA EMAIL: bradjones.toc@gmail.com

Re: 3505 20th Street, San Francisco, CA; Lease dated August 26, 2010

Dear Mr. Jones,

I am addressing this letter to you, although I am aware there are several owners of the above property. Since you are listed as manager, I thought you would be the best person to contact. Please forward this letter to all other interested parties as you deem necessary.

I am writing on behalf of my client Joseph Connelly dba VegNews who has been occupying the above premises since the inception of the lease in August 2010. I believe that Mr. Connelly previously contacted you and apprised you of the conflict that currently exists between Mr. Connelly and his ex-girlfriend, Colleen Holland. As you are also, no doubt aware, the above lease is in the name of Ms. Holland, but has been occupied (and all rents paid) by VegNews. At the present time, there is a law suit pending between Mr. Connelly and Ms. Holland over disputed assets. Though none of the claims concern you, what does concern you is the fact that VegNews is the current occupant of the above premises and the one who has been paying the rent for the last 2+ years. Due to the current conflict between Mr. Connelly and Ms. Holland, I believe it is in everyone's best interest to either add VegNews to the lease or terminate the current lease and issue a new lease to Mr. Connelly dba VegNews.

It is my understanding that VegNews has been a good tenant and has continually paid its rent on time. In fact, all up front costs on the property, including insurance, security deposit, maintenance, construction and rent have all been paid by VegNews - not by Colleen Holland. My client is very happy with this location and does not want to have to move to a new location. I would imagine that you would like VegNews to remain as a tenant as it is doubtful that Ms. Holland - who currently has no business - will be able to maintain a commercial lease and keep up the monthly rent. It will be to everyone's advantage to allow VegNews to be on the lease. I have reviewed the lease and note that on page 9, section 20, that "tenant shall not sublease all or any part of the premises, or allow any other person or entity to occupy or use all or any part of the premises without landlord's consent." Subparagraph "a" further states that such transfer must first be obtained in writing and "be accompanied by an advance payment of legal fees to Lessor's attorney for professional services to Landlord in connection with said assignment or subletting" and additionally that "[a]ny assignment or subletting without the prior written consent of Landlord shall be void and shall, at the option of Landlord, terminate this lease."

Lapologize in advance for any inconvenience this situation may cause, but believe that pursuant to the above terms, it is within your power to terminate the current lease and issue a new lease to Mr. Connelly/VegNews. If this lease situation is not resolved, Mr. Connelly and VegNews will be forced to seek a new location at much expense and inconvenience. Furthermore, since VegNews has been both paying the rent and occupying the premises, a change in the lease seems a minor adjustment to what may otherwise be a costly conflict. As stated above, Ms. Holland has been an employee of VegNews and has no rights of ownership of VegNews so it does not seem likely that she has sufficient income to be able to continue with the present lease. Due to the emotional conflict between these parties, there has been no agreement from her to add Connelly to the current lease or to even request approval of a sublease.

Please feel free to call me with any questions or concerns, you may have. My client has no legal obligation to stay on the premises at this time, but prefers to stay at this location. Since Ms. Holland already seems to be in violation of the lease it seems that instituting a new lease is the most viable solution for all parties. Please get back to me at your earliest convenience. Thank you.

> Sincerely yours, "Donald Kapel

Donald E. Karpel, Esq.

AS

cc: client

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SANTA CRUZ COMMUNITY CREDIT UNION Your Community Lender

February 3, 2012

To Whom It May Concern

Regarding the account membership of Colleen Holland, member number 31379:

This membership was opened 8/24/2000. The names on it are as follows:

VegNews

Joseph Connelly

Colleen E Holland

Vegan News Network

Thank you.

Sincetely A Scott

Sec. 34

Communications Santa Cruz Community Credit Union 831-425-7708 x2335

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AVAILABLE BALANCE \$59123.84 TOTAL BALANCE \$59204.00

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XXXXXXXXXXXX2409 5672353 INQUIRY - SAVINGS BALANCE

AVAILABLE BALANCE \$255.31 TOTAL BALANCE \$260.31

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May 11, 2011

Ms. Colleen Holland VegNews Magazine 3505 20th Street San Francisco, CA 94110

On May 11, 2012, at 1:45 p.m., VegNews Advertising Director/Associate Publisher Colleen Holland refused a direct request from me, Publisher Joseph Connelly, to run three ads for VegNews Vacations that had been scheduled for the July+August 2012 edition of VegNews.

Ms. Holland took it upon herself to decide to instead run three <u>free</u> ads for former advertisers. I told Ms. Holland that I, as Publisher, wanted the ads for VegNews Vacations to run, and that she should send the ads to VegNews' Art Director, Sutton Long. Ms. Holland flatly refused my requests.

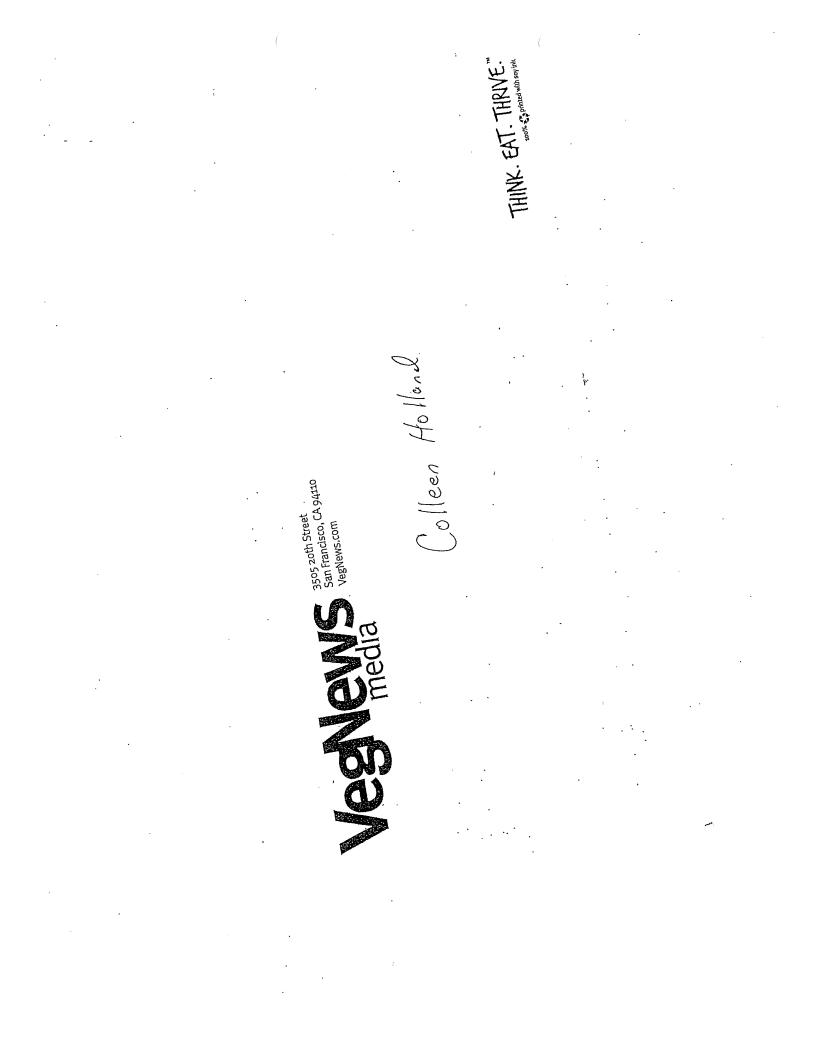
I reminded Ms. Holland that in both 2010 and 2011 VegNews ran the advertisements announcing the following year's VegNews Vacations in the July+August issue. In addition, the tour group we partner with is expecting the trips to be announced in the July+August VegNews. Still, Ms. Holland refused.

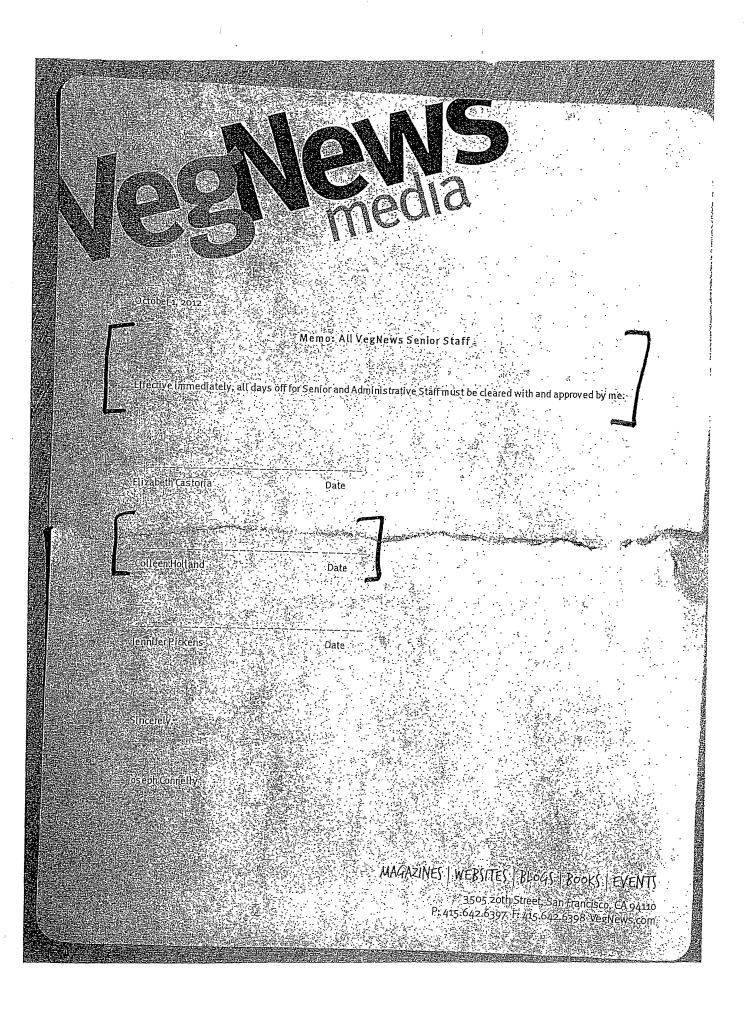
I pointed out to Ms. Holland that I am the Publisher of VegNews Magazine, that she is the Associate Publisher, and that if we don't agree, I get to break the tie. I gave her a second chance to send the ads to Ms. Long, and she again refused, even after I told her I would have to write her up for insubordination if she did not do so.

Joseph Connelly Publisher VegNews Media

MAGAZINES | WEBSITES | BLOGS | BOOKS | EVENTS .

3505 20th Street, San Francisco, CA 94110 P: 415.642.6397 F: 415.642.6398 VegNews.com





Joseph Connelly <jconnelly@vegnews.com> To: Colleen Holland <cholland@vegnews.com> Re: Need deposits data from last two weeks

October 3, 2012 3:29 PM



Ms. Holland:

There is no deposit information for the last two weeks because you are derelict in your duties in sending out invoices for the Sept+Oct 2012 issue of VegNews, which should have gone out on September 1, 2012 and are now 32 days late (and still haven't gone out). So there are no checks to deposit. I expect the invoices to go out by the end of the day.

~ Joseph Connelly, Publisher

On Oct 2, 2012, at 12:38 PM, Colleen Holland wrote:

Joe, I am working on A/R reconciliation today and don't have any deposit information for the last two weeks. Please give to me by noon today.

Colleen

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Colleen Holland Associate Publisher VegNews Magazine 415-642-NEWS (6397), x102

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Visit us <u>online</u> Follow us on <u>Twitter</u> Join us on <u>Facebook</u> Joseph Connelly <jconnelly@vegnews.com> To: Colleen Holland <cholland@vegnews.com> Cc: "Andrew P. Holland" <aholland@thoits.com>, Donald Karpel <dkarpel@deklawfirm.com> Re: Expo East + Expo West Stipend

Dear Ms. Holland:

Once again, you shown your continued lack of fiduciary responsibility to VegNews. Ms. Treacy and Ms. Bradley have already submitted reimbursement requests for their travel stipends, both in the amounts of \$100/day, which has <u>always</u> been what VegNews has provided Sales Reps while traveling. I have no idea where you have come up with \$250/day and \$125/half-day, though I'm sure this will be chalked up as another "honest" mistake on your part, just like using credit cards points earned by VegNews for personal use, or buying unnecessary International airline tickets without consulting me.

In addition, I have asked you for your receipts and expense reports for your business trip(s) last week, and still do not have them. When can I expect these?

Sincerely, ~ Joseph Connelly, Publisher

On Oct 2, 2012, at 11:57 AM, Colleen Holland wrote:

Joe, as a reminder, Carol and Lara should be reimbursed \$250 per day they attend Expo East (and \$125 per half day), and \$150 per day (\$75 per half day) for Expo West. Carol says she submitted her reimbursement request, and I'm sure Lara's is coming.

Colleen

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Colleen Holland Associate Publisher VegNews Magazine 415-642-NEWS (6397), x102

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Visit us <u>online</u> Follow us on <u>Twitter</u> · Join us on <u>Facebook</u> October 3, 2012 4:08 PM



Joseph Connelly <jconnelly@vegnews.com> To: Colleen Holland <cholland@vegnews.com>

Cc: "Andrew P. Holland" <aholland@thoits.com>, Donald Karpel <dkarpel@deklawfirm.com> Re: Need check for \$6600

October 9, 2012 1:49 PM



Ms. Holland:

Your behavior in the office an hour ago as I was leaving for lunch is uncalled for and inexcusable. Please do not grab me, threaten me, or impede my progress in any way ever again. This is the only warning I am giving you. The next time you touch or grab me I will call the police and have you arrested. Physical or emotional violence has no place at VegNews. I expect and demand that you get your emotions in check and learn to control yourself.

~ Joseph Connelly Founder and Publisher, VegNews

On Oct 8, 2012, at 9:24 PM, Colleen Holland wrote:

Joe,

You know very well that the money for the VegNews Vegan Yoga Retreat to Mexico has nothing to do with our regular cash flow. Lyndsay (and now Jen) send you an email when we've received money for a reservation so it can be transferred immediately into our savings and not used for general business purposes. According to those emails that you were sent, we should have \$23,435 in our SCCCU Savings, minus the two checks for \$2500 we've already paid to the hotel (so the current amount in the SCCCU Savings earmarked for the VegNews Vegan Yoga Retreat to Mexico should be \$18,435).

Please cut me a check for \$6600 tomorrow; we're already late, and they're threatening to cancel our group unless they receive a check.

Colleen

On Oct 8, 2012, at 11:51 AM, Joseph Connelly wrote:

Colleen,

We have a negative balance in the checking account (we have more than \$51k as recently as Sept. 24), and have used \$2,200 of the \$10,000 overdraft. I have yet to see any ad checks for Sept+Oct, and any Sept+Oct charge deposits seemed lighter than usual. Please advise when we can expect to see some ad revenue.

Thank you, ~ .loe

On Oct 4, 2012, at 9:32 AM, Colleen Holland wrote:

Joe, I need a check cut today for Gemstone Bookkeeping Service in the amount of \$6600 for the next Haramara payment.

Thank you,

Colleen

.

Colleen Holland Associate Publisher VegNews Magazine 415-642-NEWS (6397), x102

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Visit us <u>online</u> Follow us on <u>Twitter</u> Join us on <u>Facebook</u> Joseph Connelly <jconnelly@vegnews.com> To; Colleen Holland <cholland@vegnews.com> Cc: "Andrew P. Holland" <aholland@thoits.com>, Donald Karpel <dkarpel@deklawfirm.com> Re: URGENT; VegNews Vegan Yoga Retreat

Ms, Holland:

Please provide me with the name and contact information of the person you deal with at Gernstone and I will take care of this.

~ Joseph Connelly Founder, VegNews Magazine

On Oct 10, 2012, at 10:14 AM, Colleen Holland wrote:

Joe,

We have to send a check out immediately for the VegNews Vegan Yoga Retreat to Mexico, or the trip will be cancelled and VegNews will not only have to reimburse everyone's money but also will lose the money we've already paid Haramara (and have to pay them more for canceling at this late stage) as well as incur serious damage to our brand.

You were notified every time a reservation was made so that you could transfer the money from our checking to our savings. That account should now have \$18,435 in it, 100% earmarked for this VegNews Vacation.

The check is for \$6600 and needs to go to:

Gemstone Bookkeeping Service, 2961 W. Goret Rd., Tucson, AZ 85745.

This must be sent out today.

Colleen

.

Colleen Holland Associate Publisher + Co-Founder VegNews Magazine 415-642-NEWS (6397), x102

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Visit us <u>online</u> Follow us on <u>Twitter</u> Join us on <u>Facebook</u> October 10, 2012 12:49 PM

Joseph Connelly < jconnelly@vegnews.com> To: Colleen Holland < cholland@vegnews.com> October 31, 2012 9:11 AM



Cc: Stephen Gerrish <sgerrish@thoits.com>, "Andrew P. Holland" <aholland@thoits.com>, Donald Karpel@deklawfirm.com> Invoices

Dear Ms. Holland:

As per our conversation this morning in the VegNews office, I want to confirm that the Nov+Dec VegNews invoices will be charged either today or tomorrow, and that the non-charge Nov+Dec invoices will be mailed today. We have a cash flow problem at the moment and need these funds.

If you are unwilling or unable to send the invoices, please inform me and turn over all files necessary to get them out and I will take care of it.

Thank you for your attention to this matter.

~ Joseph Connelly Founder and Publisher VegNews Magazine 415–642–NEWS

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Visit us Online Follow us on Twitter Join us on Facebook Joseph Connelly <jconnelly@vegnews.com> To: Colleen Holland <cholland@vegnews.com> Re: New York

October 31, 2012 4:46 PM

Ms. Holland,

As the owner of VegNews, I have determined this to be a business trip. I will be happy to provide you with the details upon my return.

Sincerely, ~ Mr. Connelly

On Oct 31, 2012, at 4:05 PM, Colleen Holland <<u>cholland@vegnews.com</u>> wrote:

Joe,

I was surprised to hear you say this morning that you consider your upcoming trip to New York from Wednesday, October 31 to Tuesday, November 6, as a VegNews business trip rather than a personal vacation. Please let me know exactly what the "business" purpose of the trip is, including whom you are supposed to meet with and when as well as an itemization of what expenses you expect VegNews to pay for. Unless and until we agree that you trip is an appropriate business expense and all of the related expenses are legitimate, any such expenses should not be charged to VegNews.

Sincerely,

Colleen

.

Colleen Holland Associate Publisher VegNews Magazine 415-642-NEWS (6397), x102

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Ms. Colleen Holland VegNews Magazine 3505 20th Street . San Francisco, <u>CA 94110</u>.....

Dear Ms. Holland:

This letter serves as official notification of your ongoing financial impropriety toward the VegNews and VegWeb businesses. Your theft, embezzlement, and shady accounting must end immediately. In addition, your lavish gift giving is jeopardizing the financial strength of the companies.

1. Stolen Credit Card Points

Back in August 2012 you were notified that the points you used for a personal Rice Cooker and Flat Screen TV were the property of VegNews. A request was made that you reimburse VegNews for the value of those points, \$680. You have not yet done so.

2. \$400 Thailand money

In September you requested VegNews funds for "expenses" while traveling in Thailand. You were instructed by your superior to pay for any reimbursable expenses using your own monies, to submit receipts when you returned, and you would be reimbursed. Instead, you went against a direct instruction and withdrew \$400 from the VegNews bank account. You have yet to account for this \$400.

3. \$2500 Mexico money

You withdrew \$2,500 for "cash" expenses for the November Mexico trip without even telling your superior and CFO before you did so. You refused to account for this money for weeks, only finally doing so in order to get something you wanted. Your accounting is very suspect to say the least, adding up to all but \$25 of the \$2,500 you "borrowed" from VegNews. Of the \$2,475 in cash expenses that you did "account" for, \$1,400 is for untraceable "tips." This is unacceptable and suspect.

4. Other Expenses

(a) You continue to remain unaccountable for other VegNews expenses. A few examples: VegNews gives use of the office free of charge for four days to a vendor (and personal friend of yours) to use for a party. The expenses incurred by the event are to be paid by the vendor, yet VegNews has fronted expenses for which it has not, and appears will not, be reimbursed. In the meantime, you walk away with an expensive coat out of the bargain.

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3505 20th Street, San Francisco, CA 94110 P: 415.642.6397 F: 415.642.6398 VegNews.com (b) You submit a receipt for the VegNews Holiday Party, and refuse to name the 21 people supposedly in attendance. When questioned about this, you don't respond.

(c) Purity Cosmetics exchanges 14 gift baskets/gift certificates for ad space in VegNews. You control who gets the gifts, and cannot accounted for all 14. <u>Merchandise exchanged for advertising is the property of VegNews</u> and is not to be used for personal gain. Your attitude clearly indicates that you are above having to account for anything, doing as you please with company assets.

5. Staff Gifts

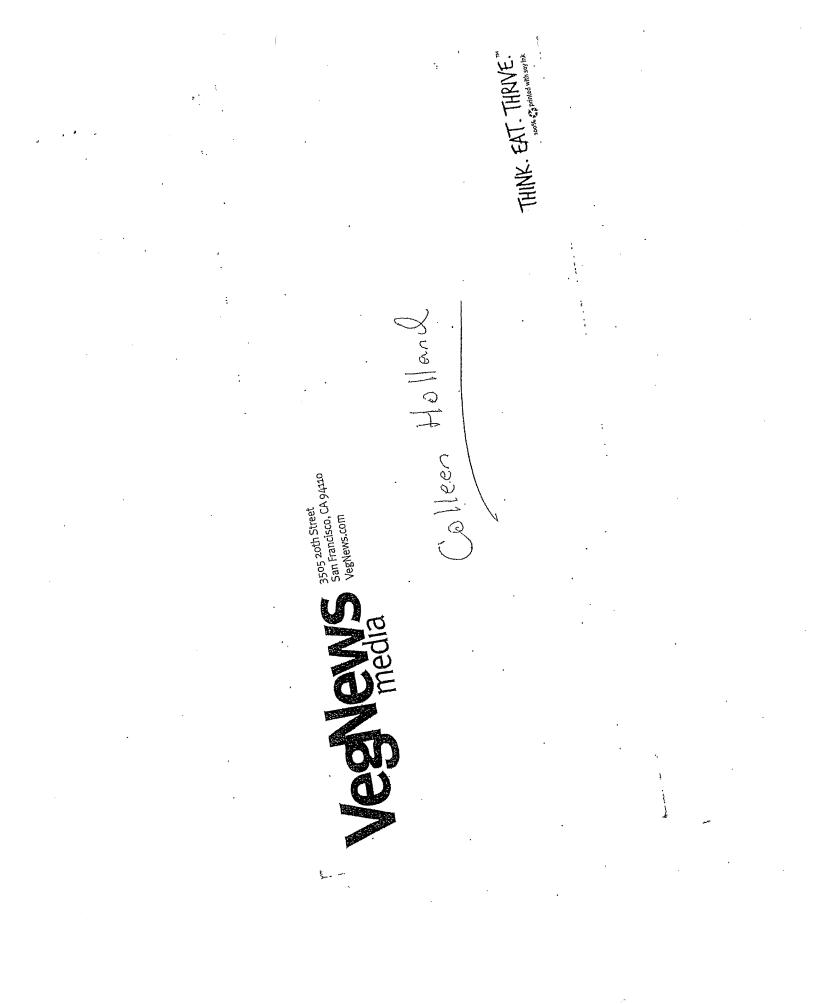
After giving the staff a lavish Thanksgiving lunch, an over-the-top Holiday dinner party, another lavish Christmas lunch, and the aforementioned Purity Cosmetic gift cards and merchandise (which alone has a value of more than \$300), you request additional gifts to the staff in the form of cash bonuses. You are certainly out of touch with the finances of a small, single-issue publication. VegNews simply cannot afford this lifestyle, nor is it necessary.

6. VegWeb

After repeated inquiries, you still refuse to account for any of VegWeb's funds. As you know, VegNews purchased VegWeb. The funds for VegWeb must be made accountable to VegNews accountants immediately.

Ms. Holland, I am setting a deadline of Wednesday, January 2, 2013 for full reimbursement to VegNews for the cash value of the credit card points (\$680), the \$400 Thailand money, and the \$1,400 Mexico "tip" money. If the funds are not returned, deductions will commence from your paychecks until all funds are accounted for, beginning with your January 5, 2013 paycheck.

Joseph Connelly Owner & Publisher VegNews Media





Re: Financial Improprieties at VegNews & VegWeb

January 3, 2013

Ms. Colleen Holland VegNews Magazine 3505 20th Street San Francisco, CA 94110

Dear Ms. Holland:

On December 20, 2012 I sent you an office memo about the Capital One credit card points you have used for your personal purchases; an accounting of the monies you withdrew from the Santa Cruz Community Credit Union for Thailand (\$400) and Mexico (\$2500) that you have not accounted for; an itemization of various staff gifts and expenses stemming from holiday gifts and parties; and access to VegWeb's financials, based on your own public admission that VegNews owns VegWeb.

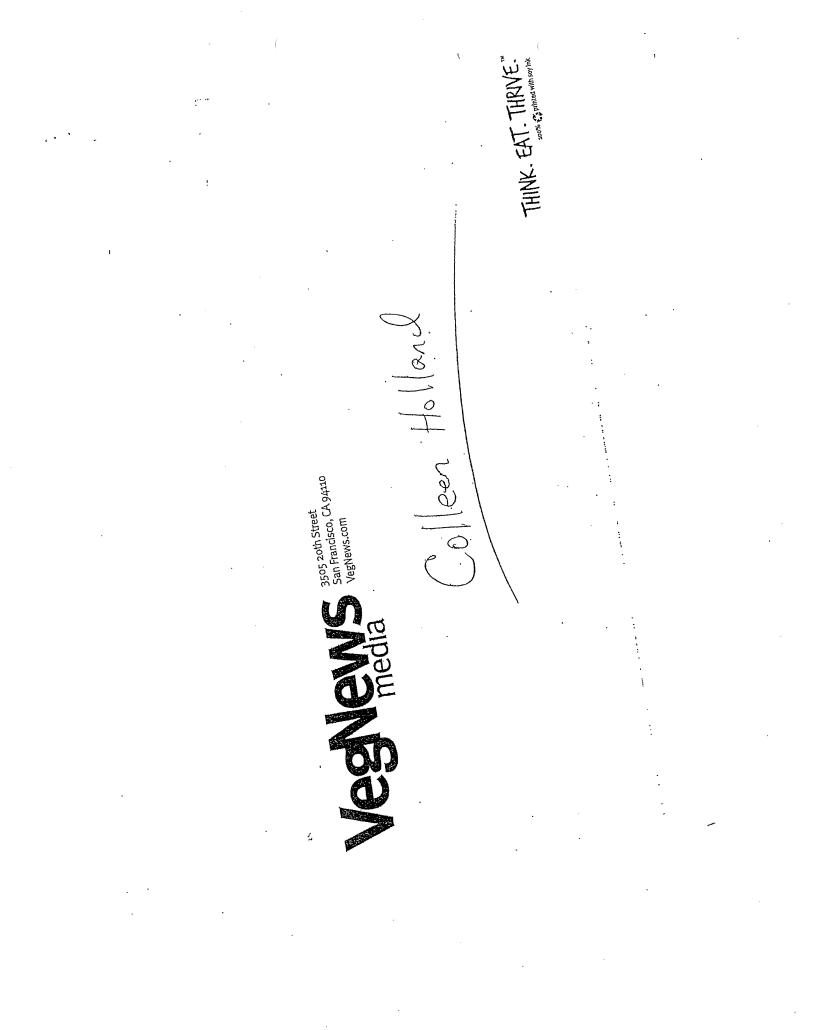
I set a deadline of Wednesday, Jan. 2, 2013 for you to comply with my requests, and you have not yet met that deadline. Please advise when I can expect these most reasonable requests to be fulfilled.

Sincerely,

Joseph Connelly Owner & Publisher VegNews Media

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Ms. Colleen Holland VegNews Magazine 3505 20th Street San Francisco, CA 94110

The lovely mother-daughter team that cleans our office, Emilia and Bernice, have informed me that you are the only one in the office who does not separate her trash from her recyclables. They asked me if there was a reason why you didn't.

Ms. Holland, as you know, the City and County of San Francisco requires that a business separate its recyclables from its trash. I realize that your enlarged sense of position at VegNews leads you to believe that you needn't follow the same office rules as everyone else. I am putting you on notice that this is not the case. Please immediately take steps to:

- Separate your trash, recyclables, and compostables into the appropriate receptacles, <u>as does</u> everyone else at VegNews.
- 2. Separate your paper so that both sides get used, as does everyone else at VegNews.

Emilia and Bernice have been instructed to not clean your office if they find that you are not following standard office procedure. If and when you decide to become a team player, they will gladly resume cleaning your office.

Sincerely,

Joseph Connelli

Founder, Owner, and Publisher VegNews Media

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Joseph Connelly <jconnelly@vegnews.com> To: Anna Peraino <aperaino@vegnews.com> Cc: Colleen Holland <cholland@vegnews.com> Re: Anna's Address for W-2

Anna,

All payroll and business related matters should go through me. No need to include Colleen on things like this, especially as she prepares for her trip.

The W2s will be mailed directly to you. I'll make sure the payroll company has your new address.

~ Joe

On Jan 22, 2013, at 10:01 AM, Anna Peraino <<u>aperaino@vegnews.com</u>> wrote:

Hi Colleen and Joe,

Since tax season is coming up, I just wanted to check and make sure that you have my updated address on file for sending W-2s. It should be:

Anna Peraino 2608 B Sutter Street San Francisco, CA 94115

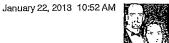
Please let me know if there's anything I need to do.

Thanks, Anna

Anna Peraino Online Editor VegNews Magazine 415-642-NEWS (6397), x105

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Hourmand, Kathy -

From: Sent: To: Subject: Holland, Andrew P. Monday, February 04, 2013 11:57 AM Hourmand, Kathy This will be added as the last exhibit (as well as a snapshot after opening the link)

From: Elizabeth Castoria <<u>ecastoria@vegnews.com</u>> Subject: Business Manager Date: February 4, 2013 10:10:50 AM PST To: Joseph Connelly <<u>jconnelly@vegnews.com</u>>, Colleen Holland

<cholland@vegnews.com>

Hey guys,

My aunt who formerly ran all of Intel's international teams and is now doing business consultation asked around to the people she knows, and she has a connection to the woman who runs this company: <u>http://www.saatori.com/about/</u> who recently moved to the Bay Area. Should I set up an introduction for the three of you?

Thanks, Elizabeth

.

Elizabeth Castoria Editorial Director VegNews Magazine 415-642-NEWS (6397), x103

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About Saatori

Creating memorable leadership development and corporate learning experiences.

Truly successful companies don't just "happen", their leaders learn to be effective in complex and everchanging corporate environments. Often organizations need outside expertise and support to discover their core strengths, define development areas, and align their energies to drive and sustain peak performance.

Saatori is a boutique consultancy specializing in executive development and corporate dynamics. We offer unique perspectives and practical tools to executives, management teams and organizations that help align their energies and maximize their effectiveness to achieve their business goals.

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The Saatori brand is inspired by the concept of "Satori", which means experiencing a complex journey leading to self-awareness.

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