

# SPORTS BETTING

## *weekly*

2840 Fletcher Parkway #525  
El Cajon CA 92020

8/7/15

ACE National  
601 Pennsylvania Ave. NW #900 S  
Washington D.C. 20004

Dear ACE:

Since you are the federally registered trade association for America's licensed adult nightclubs this letter is addressed to you.

Hopefully, by communicating with your club owning membership this apology will reach those that deserve it the most, our nation's exotic dancers.

It's been over a year of cold calling various businesses from local sports bars to corporate casino owners aligning partnerships with other businesses in a goal to make everyday sports betting conversation more accessible.

Selfish is the only word I can use to describe my actions in not calling even one club to gauge their interest. I had allowed my personal opinion to override good business sense.

I was wrong, and I am sorry.

Throughout the history of my time enjoying sports betting as a hobby there have been numerous trip to clubs filled with beautiful women.

Sometimes the choice of heading to a club was by the friend who was that day's big winner, other times it might have been a cab driver pimping a place he could get us in at a reduced cover.

These visits were never recommended by me but I usually went too.

Every single time I had fun.

It was never my selection simply because I just ain't a club kind of guy.

Of course, that should have nothing to do with it.

Sports Betting Weekly is and will always be about our listeners and the members of our inner circle and they, without question, all like the clubs that your members work so hard to run professionally.

Ironically, our industries live in the same murky world of public opinion.

It's a world with too much government and industry specific laws that make it hard to survive.

The enjoyment that the people closest to our show, that are very dear to me, get from their visits to the many fine gentleman's clubs of this country is worth each and every dollar they're spending.

I was wrong to not include these businesses in our original marketing plan.

Unfortunately the people I hurt the most are the back bone of any business, those on the front lines.

Sure, these ladies are Americans and deserve the right to work in their careers but more importantly they're entrepreneurs.

As a fellow entrepreneur I apologize for not giving the clubs where you work the opportunity to partner with a radio show that is constantly talking about the entertainment aspect of sports betting when you ladies in many instances were the reward for a great day betting sports.

I was wrong and I am sorry.

Chas

P.S. It won't happen again

2<sup>nd</sup> Half Chas  
Executive Producer  
Sports Betting Weekly  
ESPN 1700