

Marcia Crosby Exposes The Scam That Is Burning Man

Marcia Crosby. Boise, ID. About. Marcia manages two of Black Rock City's major public services: the Center Camp Café and Arctica. She oversees budgeting, staffing, and operations for the coffee and ice sales during the Burning Man event, and loves the broad variety of skills and tasks this role requires. She skillfully rides herd over a rag tag infestation of yuppies, hippies, tech billionaires, sex addicts, drug abusers and white kid delusionals like:

Larry Harvey, Project Director (LLC)
Crimson Rose, Dir Art Management (LLC)

Art Council Members

Crimson Rose, Dir Art Management (LLC)
Dave X
Elizabeth Scarborough (Bettie June)
Jeremy Crandell
Roger Ripps (Panther)
Sara Chieco (Cheeks)
Stephanie Selig (serious)

Artery (On-Site Art Placement Team)

Crimson Rose
Adrian A. Stimson (Buffalo Boy)
Amani Loutfy

Andrew Walter
Audrey Love (Sauce)
Barbara Hartley (Lipstick Barb)
Bob Marzewski (Wizzard)
Brian Davis (Jones)
Cameron Danis (Cammy Sutra)
Carmon Emery (carmonious)
Catherine Gacad (vixen)
Colin Cherot
D'Andre Teeter (Big Daddy D)
Dave Seavey (grin)
Dave Sholl (Dave X)
David McParland
Debbie Rich (Ferocious Pixie)
Elizabeth Scarborough (Bettie June)
Eva Konig
Eve Libertone (Octopus)
Glenda Solis (Bathsheba)
Hector Topete
Ian Grove (Happy Grove)
Jeff Carver (Reno Jeff)
Jen Polyzotis (Lil'Jen)
Jeremy Crandell
Jim Tierney (Anarchist)
Jim Wolff (Serg)
Kat Westfall (Girl Scout)
Katherine Eldridge (Katie)
Kevin Wiley (K)
Kitty Gordon
Lysa Morgan (Dazzle)
Mark Maser
Matt Eggers (boy wonder)

Matt Stanley (Booka)
Melanie Gensler
Merritt Pelkey
Nikki Doran (lil ms. E)
Roger Ripps (Panther)
S.J. Tucker (Sooj)
Saffron Lee
Sara Chieco (Cheeks)
Sarah Haynes (Trailer Trash)
Stephanie Selig (Serious)
Steve Boverie (Dr. Glowire)
Tyson Phipps

Art Support Services

Roger Ripps (Panther) – Art Support Coordinator
Ron Todd (Hulot)
Revi Schlesinger
Ross Holzman
Jason Bellenger (Pixel)
Ted Redelmeier (T Man)
Nicolay Kreidler (Daddy)

Airport

Lissa Shoun (Tiger Tiger), Airport Manager
Chris Boyle (Blaze), Volunteer Coordinator
Mike Bunch (Hoot), Air Commander
Michael Twing (Rebar King), Land Commander
Rebecca Kraft (littlepiggy), Queen of Customs
Adam Meyerson, (FIDO) Ministry of Customs & Flapjack
Commander

Carl Sagerquist (Zeuss), Unicommander
Charles Petrie (Calamity Charles), Ministry of Customs
Dean Siracusa (Hawk), Answer Man and Pilot Briefer
Ed Works, Ministry of Customs & Construction
Heidi Karl (Heidi with the Red Tutu), Ministry of Customs
Jerry Wrobleski (Plan B), Load Master
Kevin Bowman (The Mayor), Ministry of Customs
Roger Plowe (Glassman), Deputy Land Commander
Ron Conner, Office Manager
Squeeky, Ministry of Customs

and many, many more; Unicom Operators, Pilot Briefers,
Squadron Leaders, Interceptors, Border Patrol, Customs
Officials, Box Officers, construction and de-construction crew,
Flapjack Flappers, artists, pilots, etc.

Black Rock Fuels
Dave X

Construction of the Man

PLATFORM: PAVILION

Larry Harvey – Project Director, Chief Designer (LLC)
Rod Garnett – Pavilion Designer
Will Roger – Director of Construction (LLC)
Crimson Rose – Art Coordinator (LLC)
Ilo Kratins (Steel Toe) – Project Manager
Elizabeth Scarborough (Bettie June) – Assistant Project Manager,
Art Production Mgr
Andy “Bruiser” Moore – Heavy Equipment
Andrew Johnstone – Virtual Playa
Bob “Captain Bob” Heacock – Man build team liaison

Ben "Chainsaw" Stoetling – Man build co-lead (Emeritus)
Beckie "In-sin-erator" Timohovitch – Pyrotechnics Coordinator
Danny "Mr. F'n D" M – Man build co-lead
Dimitri "Demon" Timohovitch – NV. Sate Lic. Pyrotechnician
Dominic Saldana — Man base construction
Erin "Playground" MacCool – DPW
Gita Dombrowski — Engineer
Hannes Ots — Man base construction
John Boy Wagner — Fernley Electric – Electric
Jack Hays – Pavilion Obelights Designer
Jiri Jackowitz — Obelights construction
Logan "Cobra Commander" Mirto – DPW Volunteer Coordinator
Matt "HazMatt" Morgan – DPW, Purchasing
Mark Sinclair – Lead Engineer
Otto Evans – Man base construction
Paul Schreer (Blue) – Lighting/Electrical Designer
Richard "Big Styck" Scott – Heavy Equipment Lead
Rosendo "Sendo" Saldana — Man base construction
Ryan "Red Ryan" Halwachs – Construction
Tala Busick — Man base construction
Tim "Espie" O'Keefe – Man build lead
Travis Ludy – Site Superintendent
Tyson Phipps – ARTery Wrangler
Lewis Zawlmeyer — Man base construction
James "Sandman" — Man base construction
Brian — Man base construction

MAN CREW

Ben Stoelting (Chainsaw) — Stud Emeritus
Tim O'Keefe (Espie) — Construction Manager
Brooke Buchanan (Snatch) — Builder

Danny Markovski (Mr F*n D) — Lead Builder and Day Saver
Bob Heacock (Captain Bob) — Assistant Construction Manager
Aaron Muzalski (Slim) — Builder
David Carr (Spyral) — Builder, Head
Ilo Kratins (Steeltoe) — Builder
Jeff Stevens (Chef Magilla) — Builder
Joe Olivier (Exact Lee) — Builder and Mess Hall Captain
Juicy Sanchez — Builder
Lars Gilstrom (Lars) — Builder
Lisa Schile (Skirpus) — Builder
Matthew Ebert (Metric) — Builder
Meredith Scheff (Sprocket) — Builder
Mike Gittelsohn — Rib and Ring Cutter
Nifer Fahrion (Nifer) — Builder
Otto Ewen (Otto) — Builder
Steve Boverie (Dr Glowire) — Build Lead - Head
Steve Sanchez (Steve23) — Builder
Tim Anderson (Big Daddy) — Builder
Tom Mingle (Mokey Boy) — Builder

Neon

Nichols Radell (Smoke Daddy) — Lead Designer
Dana Watanabe
Dylan Roelofs (Dr Glass Eye)
Elmo Martin
James Upham (Primo)
Kevin Rolley (Kevissimo)
Susan Robinson (Punkabella)
Tim Walker (Capnshady)

Performance Safety Team for Open Fire, Flame Effect &

Pyrotechnics (PST)

Crimson Rose – Director of Art Management, Performance Director

Dave X – Fire Safety Mgr

Elizabeth Scarborough (Bettie June)

Argyre Patras – Dept Mutant Vehicles

Beckie Timohovich (In-Sin-Erator) Pyrotechnic Coordinator

Caitlin von Graf (Safetybitch) – Web, Administrator

Daniel Walsh – Open Fire Specialist

David Barr (Battalion 4) – Emergency Services

Dimitri Timohovich (Demon) Nevada Licensed Pyrotechnician

Eric Smith (Propaniac) – Flame Effects Specialist

Jack Schroll (Dust Devil) – Flame Effects Specialist

Joseph Pred – Emergency Services Operations Chief

Ken Smith – Flame Effects Specialist

Lee Chubb (Twister) – Flame Effects Specialist

Maque da Vis (Haz Maq) – Pyrotechnic Consultant

Russ Kane (Jersey 1) – Fire Branch Chief

Russ Kane (Jersey 1) – Fire Branch Chief

Wally Glenn (Pyro Boy) – Pyrotechnic Consultant, Flame Effects Specialists

Atomic – Ranger Support

Wally Glenn (Pyro Boy) – Pyrotechnic Consultant, Flame Effects Specialist

Dana Barks (Moonfire) — Flame Effect Specialist

Kandy Barks (Lavendar Girl)

James Hollan (Cowboy)

Tonya Schroll

Ted Hullar

Shannon Duncan

Vince Brown (Hardwood) — Pyrotechnics

Julia Brown (Jaloola) — Pyrotechnics

Bill McGregor (Daddy Bill) — Pyrotechnics
Kim Megowan (Kimchi) — Pyrotechnics
Travis Wasson (Twatson) — Pyrotechnics
Colin Wasson (Fisher Price) — Pyrotechnics
Sean Jones (Phoenix) — Pyrotechnics
Susan Stealey (Firefly) — Pyrotechnics
Andy Ussach (Dr. Andy) — Pyrotechnics
Dianne Flowers (Swamp Nerd) — Pyrotechnics
Fred von Graf (Fun Fred) — Pyrotechnics
Kirby Nellis (Ace) — Pyrotechnicsw
Tyler Welch (Ty-Fighter) — Pyrotechnics
Marissa Pfaff (Mariposa) — Pyrotechnics
Marcus von Graf (Dust Monkey)
Atomic – Ranger Support

BLACK ROCK CITY SERVICES

Black Rock Rangers
2wilde
Action Jack
Alabama
Alias
Ampersandy
Angelic
Answergirl
Aphrodite
Apparatus
Arrow
Atomic
atreyu
Aussie
AXLE

Aylish
Bacchus
Backbone
Bacon
Bad Apple
Badgirl
Bagpiper
Batman
Bayou
beansprout
Beast
Beauty
Beavis
Belmont
Beow
BioBoy
biteme
BlackSwan
Blank
bluefish
Boiler
Boilermaker
Borderline
Brave Dave
Brooklyn
Brother
Buick
Bunny
Bustin
Butterman
Buzcut
Bystander

CandyAss
carbon
CCSallie
Chainring
Chameleon
Chaos
Chichi
Chimpsy
Chocolate
Chyral
Cilantro
Clockwork
Cool-68
Copperhead
Cousteau
CP
Creech
Crizzly
Crow
Curry
Curveball
daMongolian
DarkStar
Daruba
Debris
Deuce
Dixie
DNA
Dolomite
Dr. Neal
Dr. Rox
Dr. Volts

Duney Dan
Easy E
Ebbtide
Edge
Eldo
Enigma
Fable
Famous
Farmer
Fighter Fish
Filthy
Fixit
Flan
Flash
Flint
Foundation
Frayed Knot
Freedom
Freefall
Fuzzy
Gemini
Genius
Giggles
Giver
Golddust
Good Start
Goodwood
Gouda
Granny
Grasshopper
Grofaz
Grooves

Grumbles
Gypsi
Haggis
Haiku
Ham-man
Harvest
Headcase
Heart Hunter
Heaven
Hellboy
Hermione
Holden
Hollywood
Hombre
Homebrew
Honey
Hookah Mike
Hooper
Hughbie
Hulot
Iggy
Igor
Impossible
Iron Max
J.C.
Jackal
Jake
Jeeves
JennSteele
Joker
Joshua
Judas

Junkyard
Jynx
k8
Kanga
Kathasaurus
Kaval
Keeper
Kiote
Knight
Kokochi
Kshemi
Kuma
LadyFrog
Larrylicious
Lather
Lazareth
Leeway
Lefty
Lepus
Lightning
Little John
LK
LongPig
longshot
Mad Chatter
Madtown
Magiver
Magpie
Makana
Mapacho
Mariana
Marker

Martin Jay
Maximum
Mendy
Mere de Terra
Mickey
mindscrye
Minion
Mirage
Mischief
MisConduct
Mission Rat
Mithra
Molten Joe
Moonshine
Mr Po
MrE
Ms.Rie
Mushroom
Mustang
NaFun
natural
NaughtyBoy
Nentis
Nitrine
Nobooty
Noise
Nosler
Nullset
Number Nine
Oblio
OBwan
Octane

Oddboy
One Trip
Onyx
Osho
Oswego
Otter
Owen
Pacman
Painless
Pancetta
Paragon
Part Time
Password
Past Tense
Pax
Peaches
Philamonjaro
Piney Fresh
Polaris
PopTart
Porn Star
Portaplaya
Prana
Pretzel
PrinSarah
Pursuit
Queen B
Quicksilver
Rat Bastard
Raven
Ready
Reckless

Redbeard
Ric
Riffraff
Rockit
Rockmaster
Rodent
Romeo
Ronin
Rooster
Root Kit
Roslyn
Rumpy Pumpy
Sandy
Santa Cruz
Saratoin
Sasquatch
Satellite
Scooter
Scoutmaster
Seadog
Shaemunk
Sharkbite
Shiho
Shoebucks
Shrek
Shug
Sidewinder
Siggo
Singularity
Sir Bill
Sledgehammer
SlipOn

Snappy
Snowboard
Sock Monkey
Space Bubba
Spatch
Spice
Spider
Splinter
Spore
Squeeky
Starrman
Stingray
Stitch
Strider
Strobe
SugarFoot
Summer
Sundancer
Susie Q
Sweet Tart
T Rex
T-Bird
Tadpole
Tahoe
Taliesin
Tango Charlie
Tanuki
Taoskye
Telkon
Tenderfoot
Thor
Tiara

Tigereye
Tinkerbelle
Toecutter
TomCat
Tool
Trainwreck
Tranquilitea
Trapper
Triumph
Trouble
Tryp
Tuatha
Tulsa
Twilight
Twinjammer
Twisted Cat
Two-Step
Ubercarney
Ultra
Uncle Dave
Uncle John
Valentine
Vegas
Velouria
Velveeta
Vertigo
Vichi Lobo
Violet
Wasabi
Weebles
Whiplash
Whiskey

Whisper
Wide Eyed
WidgetGirl
Wilco
WildeHare
Willard
Wish
Xplorer
Yoda
yoYo
Zeitgeist

Bus Depot

Jim Wierzba
Frank Schubert
Lloyd Stauning
Randee Leegstra
Joe Harvey
Mark White
Janice Labadie
Frank Emond
Constance Wittig
Nancy Peacock
Carol Baardsen
Mari Stephenson
Matthew Mangione
Kathleen Borkey and her daughter
John Marasigan
The Green Family
Valerie Fantaski
Talena Gray

Krystal Karstrom
Kassandra Walsh

CampArctica/Ice Sales

...and hundreds of amazing volunteers who put the cold stuff in your hands all week long!

Center Camp Café

Black Rock Census 2008 Volunteers

S. Megan "the Countess" Mulet – Census Coordinator

Kateri "Variance" McRae – Data Guru

Erik "Equator" Mulet – Art Director

Liz Sciore-Jones – Camp Organizer

Lyn "the Trapper" Hartley – Trapline Coordinator

Gwendelyn Daniels – Wagonista / Decorator

Maher Abdel-Sattar – Camp Builder

Mediya Sharifi – Camp Builder

Roma Panganiban – Camp Builder

Taylor Fitz-Gibbon – Wagon Builder

Alana Loria Anapol Glassco – Office Manager

Café Trappers

Mark Lardner
Barbara Miller
Cathey Kennedy
Ted Clark
Angela Libal
Elena Ferch
Marylou Holt
Eddie Yu
Lucy Lu
Roxanne Karr
Lisa "Trilly" Devos
Tracy Elizabeth LeFave
Don LeFave
Sarah "Crescent" Neves
Kirsten (kk)
Kathleen Solomon
Blaze
Pat Bevington
Sean Radner
Wing Happy
Shanan Bently
Pricilla
Daniel W
Jeff Poulsen

Snaptrappers

GF
Christie "Princess Playa" Bretherton
Ookie

Kiosk Hosts

Dean Rossi — Pickled Eggs
Paul Cummins — Hushville
Lora Green — Kidsville
Rachel “Pilot” Chodorow Reich – Costco Soulmate Trading
Compay
Scooter — Heebeegabeebe Healers
Bob “Bobalicious” Meydenbauer — Astral Headwash
Christopher “CTP” Palmer — ByB

Keypunchers

Taylor Fitz-Gibbon
Kevin Searle
Hector Alcala
Mary Watson
Anna Deis
Kate Rollins
Ann Norton
Eddie Hennig
Angela Libal
Ashley Studl
Carrie Peterson
Ray Misra
Tracy McLellen
Sean Rader
Shanan Bently
Maria Noel Varela
Matthew Albertson
Steven Crane
Mike Munger
Sherief Zakher

Soozan Wood
Therese Suarez

Department of Public Works (DPW)

Abby Ehmman, Beer Abby
Adam Rubenstein, Adam
Adelle Hughes, Delle
Aden Martin-Anderson, Irie
Alex Glosenger, Dij
Alexeis Filipello, Lexi Lu
Alexi Boshart, Alexi
Amanda Washburn, Amanda
Amy Charlton, Beergut
Andrea Cohen, Montreal
Andrea Ruane, Roo
Andrew Coslow, Andrew
Andrew Ewen, Otto Von Danger
Andy Moore, Bruiser
Andy Luna, Luna
Angie Presser, Angie
Ani St. Amand, Ani
Anneliese Gidion, Ali
Arno Holschuh, Arno
Art Tucker, Art
Ashley McKay, Absinthe
Atom Smith, Atom
Augusta Callaway, Beany
Austin Staunch, Austintatious
Austin Shaffer, Boy Austin
Ava Thomas, Ava
Ben Clemons, Cola

Ben Cook, Kneedsasmoke
Ben Brown, Teo
Bob Hirsch, Ebbtide
Bonnie Reiss, Bunnie
Brad Miller, B-rad
Brad Roy, Chili
Brent Haas, Fistula
Brian Moucha, Brian
Brian Kelly, Feral Kid
Brian Koch, Goatt
Cara McClendon, Firecrotch
Carl Brucker, Cowboy Carl
Carl Hoagland, Not Carl
Cassandra Moore, Combat
Cassia Maher, Mothertrucker
Charisse Squires, Cherry
Charlie Nguyen, Rik Baw
Chris Bennet, Bennet
Chris Neary, Chaos
Chris Heierman, Chris
Chris Cumming, Handsome Chris
Chris Hankins, Kiwi
Chris Medack, Magellan
Chris Stockton, Mr. Fix-it
Chris Lord, Poltergeist
Chris Petrell, Taz
Chris Goodin, Weldboy
Christen Fairbanks, Face
Christina Cortez, Not Yo Mama
Christina Fenendael, Sabine
Christine Hoffman, Christine
Christine Shepherd, Epona

Chuck Choucalas, Chuck
Cindy Bruce, Felony
Coda Stargill, Zombie
Cody Canon, Canonball
Colleen Mulleedy, Colleen
Constance Sebastian, Murderkitten
Corey Sauer, Ray Posado
Craig Lafferty, Art Shark
Craig Erickson, DPW Dogg
Cristin Lafata, Silly
Curtis Tyler, Mayfield
Dan Manzano, The Reverend
Dani Gilmore, Dani
Daniel Sheppard, Shep
Danny Huss, Danny
Dave Scholl, Dave X
Dave Breeze, Spikes
David Stern, Blackbox
David Ebert, Dace
David Koppel, Doorman Dave
David Fields, Gallows
David Waclo, Oakie Dave
David Lasky, Quiet Earp
David Cooke, Slickfinger
Deanna Westberg, Degenerate
Dennis Sullivan, Freq
Dennis LaPrarie, Pops
Derek Menningen, Drinkwhore
Devin Lozano, Devo
Diction Davies, Dicky
Dillon Watt, Dillon
Dominic Tinio, DA

Dominique Vyborny, Dominique
Doug Weigel, 3D
Doug Drummond, Felonious
Dustin Ebert, Bustin
Dustin Christiansen, Dirty D
Dylan McNeil, Blackthorne
Dylan Becker, Dylan
Edward Gurd, Stringbean
Eleisha Lydon, E
Eli Peterson, Eli
Eli Lyon, Padawan
Eli Rosseter, Ten-nine
Ellen Hinds, Burdizzo
Eric Cox, Eric
Eric White, Plex
Eric Hughes, Vaughn
Erica Williams, Fluffer Nipps
Erik Mulet, Equator
Erin Meyer, 13
Eve Warnok, Singapore
Evrett Kramer, Captain Erotica
Farshad Rezai, Yogi Bear
Fay Dearborn, Creampuff
Felix Ling, Missing Asian Guy
Fogel Fogel, Perky
Frank Perticone, Frank
Fred Hagemeister, Hagey
Gabriel Pinkerton, Gabriel
Garth Ferris, Easy Goin
Gary Wilson, Gary Wilson
Gary Mann, Ullas
Genevieve Sazlov, Little Wing

George Bush, George Bush
George Weber, Goatman Dan
Gil Grabow, Gil-T
Grant Myers, F U Amos
Greg Hallenbeck, Yardz
Gregory Sklar, Clear
Hana Tuware, Hana
Heather Henderson, Heather
Heather Arterburn, Ridge
Heidi Toftdahl, Heidi
Helena Bigall, Helenafish
Hollis Hawthorne, Hollis
Holly Canon, Bewitched
Ilan Interlano, Jimi
Jaimee Greenleaf, J. Crush
James Spurlock, Sandman
James Perry, Slo-bro
James Robinson, Toad
James Arthur Reis Smith, Jar
Jamie Douglass, Jamie
Jamie Reyes, Sparrow
Jared Weedman, Biggles
Jared Sindt, J-Rod
Jason Fitzgerald, Fitz
JD Weiss, Deputy Dawg
Jeff Ross, Bishop
Jeffery Pankey, Pope Phabulous
Jenni Urbanczyk, URBZ
Jennifer Ritts, Knee Pitts
Jeremy Gage, Gage
Jeremy Travis, Germ
Jeremy Walker, Space Bag

Jessica Gruelich, Eris
Jessica Komaromy, Squirrely
Jessica Reeder, The Hun
Joe Schwann, Joe The Builder
John Loftus, Blindman
John Little, John Bastard
John Jensen, Johnny Jet
John Beese, Jonny Amerika
John Ahuna, Long Pig
John Lehman, Twin Jammer
John R. Simon, Chicken Bone
John Richard Little, Payphone
Jon Case, High Center
Jon Fahey, Jahn Filthe
Jon Powell, Jonny Lingus
Jon Oden, Random
Jonathan Gevas, Fstick
Joseph Cordone, Happy Meal
Joshua Bachrach, Slaw
Josie Harvey, Anne Bonny
Juliana Bradley, Juliana
Julie Racicot, Robin Hood
Justin Curtsinger, Justin
Kat Houston, Katronaut
Kathryn Fischer, Kathryn
Katie Lanni, Bloody Knuckles
Katy Clement, Shotgun
Keli Davin, Keli
Kelli Nelzen, Gentle Lay
Kelly Taylor, Bee's Knees
Kenneth Weiss, Weiss
Kerry Lundin, Purple Fluffer

Kevin Busher, Blondie
Kevin Dennis, Fluffy Rooster
Kevin Scott Skrabanek, Brewmaster
Kimball Stone, Sleep Dep
Kimmy Blanchard, Kimmy
KJ Jacobs, Oh My God
KT Tesch, KT
Kyle Larrain, Whatdayawant
Kyle Robertson, Kyle
Laurent Martin, Lowrent
Lee Newbury, Leeway
Leslie McLaughlin, Ocean
Liam Perivsky, LoneStar
Lisa Schile, Scirpus
Lisah Barry, Lisah
Logan Bristar, Lodog
Luz Luna, Sissybitch
Lynne Bruning, Fondue
Marc Norland, Splashdown
Maria Kucparic, Mango
Marisa Newell, Marisa
Marissa Almquist, Girl Charlie Faggot
Mark Tomkiewicz, Buphalo
Mark White, Wheels
Marnee Benson, Wanda Power
Marni Nemer, Giggles
Marshall Perry, Wilde Child
Martin Walker, Bigger Nipples
Mary Ann Choucalas, Maryann
Matt Deluge, Starchild
Matthew Noble, Little Matt
Matthias Harman, Aristotle

Max Jones, Evil Max
Max Hanna, Hazbro
Max Sisson, Max
Max Bernard, Max
Megan Mulet, Countess
Megan Wright, Show Off
Melissa Waters, Hormel
Melody Pace, Melody
Melody Bobisuthi, Mere de Terra
Merlin Stewart, Merlin
Michael Taylor, Ali Pato
Michael Black, Crow
Michael Doucette, Deuce
Michael McHugh, Drunken Nurse
Michael Small, Insane
Michael LaPrarie, Squeeks
Michele Ravera, Ginger Petunia
Michelle Ochoa, Jalapena
Michelle Lombardo, Michelle
Mick Hobbs, Mick
Mike Berkey, Captain
Mike Garlington, Photo Mike
Mike Rezl, Rezl
Mike Schaffer, Railroad Mike
Mike Sanders, Torin
Miranda Blakely, Rugburn
Mishka Willis, Mishka
Molly Starkovich, Molly
Molly Marie Zaputil, Psyren

OFF-PLAYA (YEAR-ROUND) TEAMS

Nevada Operations

Based in Nevada

Quinn Yarborough, GhostDancer, Ranch Manager & Special Projects Manager

Sherry Carter, Trixie, Gerlach Office Manager

Kevin Davis, Arcane, BRS Auto Shop Manager

Chaz Perry, Jynx , Saloonkeeper

Michael Burdiss, Bubblegique , Safety Coordinator

Based in San Francisco

Marian Goodell , Jack Rabbit , Director Of Business Communications and the DPW

Erin MacCool , Playground, DPW Project Manager & Labor Coordinator

Matt Morgan, HazMatt, DPW Business Services Manage

Tony Perez, Coyote, Black Rock City Superintendent

Logan Mirto, Cobra Commander, DPW Crewmaster

DMV (Department of Mutant Vehicles)

COUNCIL

DVD

Jannypan

Johnnie Royale

Michael Wolf

Muppet

Odwallly

Purple Koosh

Sparky

HOTTIES

Barry Costello

Bear

Beer Gut

Bill Dewhurst

BlueCross

Brett Jacobs

BrotherLuv

Cap'n Ron

Cassandra Stern

Cimaron

Cornelia Rensi

Courtney Gerzymisch

David Phife

Davor Atles

Dayzee

Den

Devi

Dick Hardt

Dougie

Dr. Volts

Erik Johnson

Fluffy the Planner

Gadget

Griffin

Hobbitt

Homing Pigeon

Jackson

jannypan

jarjar

JB
Jennifer Landry
Jenny
Jessica Spurling
Jesus Chris
Johnnie Royale
Jon Sarrugarte
Jon Spurling
Juliebob
Juliette
Just Kate
Kelly Parker
Kinetix
Konaboy
Krizzlette
Krueger
Krystalline
Krysten
Krysten Mate
Lalisa
Lea Rose
Lewie
Lightman
Loren
Lori Karns
Mark Beatie
Matt Franklin
Medicine Man
Merry
Mighty Mouse
Mirror
Mister Pickles

Mr. Moto Mike
Muppet
Nameless
NevadaGeo
Niels Fromann
Nocturnal Steve
Nogoodnik
Odwally
Oliver Kempe
Oochie
Ozz
Photon
Plumbean
Poochie
Pstarr
PurpleKoosh
Rainbow Pyrate
raneforst
Robin lamkie
Rockstar
Ruckus
SA
SAL
Sawdust
Shade of Pleasure Island
sheriffofhardincity
Sparky
Spybot
Stella
Sue Saltraver
Sue-ellen Mason
Sueness

SuzQ
Sweet Wild Rose
The Muse
Tiki Bob
Tomic
Trouble
Twitch
Ultra
Wagon Train
Wail
WhiteEagle
Whoopcat
Wicked
wolf

Earth Guardians

Karina O'Connor, Project Manager & LNT Master
Jerry Jones, volunteer coordinator &
Mike Prunte, Camp & Construction Manager & LNT Master
Tony Guerra, Camp Planner, Web & LNT Master
Nancy Abodeely, Model Camp Coordinator & LNT Master
Hugh Peterson, Hot Springs Outreach
Catherine O'Riley, LNT Training Coordinator & LNT Master
James Green, LNTV Producer
Mike Bilbo, LNT Master and MOOP Czar
Andy Baker, Restoration Biologist & Nature Walk Leader
Ray Bruman, LNT and BM Guru
Larry Breed, LNT Fire & Grey Water Master

EMERGENCY SERVICES DEPARTMENT

OPERATIONS SECTION

Joseph Pred Operations Chief

Russ Kane Deputy Chief, Playa Operations. PST Liaison

Kate Gonnella Deputy Chief, Operations

Greg Stramback Assistant Chief, Volunteer Coordination

PLANS SECTION

David Barr Section Chief. PST Liaison

Jaclyn (Jax) Petty Check-in Coordinator

COMMUNICATIONS BRANCH, DISPATCH GROUP

Greg Stramback Supervisor and Volunteer Coordinator

Damon LaRose Supervisor (emeritus)

Liam Pervisky Supervisor

Marcos Della Supervisor

Jeff Duley Supervisor

David Kovar Supervisor

Aaron Anderson Supervisor

Tina Young Supervisor

COMMUNICATIONS BRANCH, TECHNICAL GROUP

Charles Armstrong Group Chief

Brian Woodson Deputy Group Chief

Dave Banez Technician

Bill Wiltschko Technician

Bill Harvey Technician

Jeff Hill Technician

COMMUNICATIONS BRANCH, IT GROUP

Dave Spencer Group Chief

Peter Acord Deputy Group Chief

Nevin Cheung IT Engineer

FIRE BRANCH

Russ Kane Branch Chief

Hugh Kane Deputy Chief, Technical Operations, Training, and Logistics

Ben Thompson Deputy Chief, Operations, Station 3 Camp and Volunteer Coordinator

Michael Sutcliffe Assistant Chief, Hazmat and Volunteer Coordinator

Travis Roberts Assistant Chief, Rescue

Ron Martinez Assistant Chief, Fire Branch EMS

John Dudas Assistant Chief, Special Operations

Anthony Misner Captain, Fire Branch EMS

Ken Wagner Captain, Logistics

Warren Paris Captain

Mike McNeill Captain

Jacques Massie Captain

Penny Stone Captain

Andrew Birkhoff Lieutenant

Andrew Graham Lieutenant

Bill Erickson Lieutenant

James McCubbin Lieutenant

Marc Patterson Lieutenant

Mike Smith Lieutenant

Pete Blake Lieutenant

Richard Estep Lieutenant

Ron Vogelsang Lieutenant
Sara Scheuer Lieutenant
Stephen Fugett Lieutenant
Steve Atkins Lieutenant
Sue Stangl Lieutenant
Wally Walcroft Lieutenant

MEDICAL BRANCH

Kate Gonnella Branch Chief
Tracy McDowell Duty Chief and Ticket Coordinator
Lee Lenahan Alternate Duty Chief
Marc Nelson Alternate Duty Chief, Medical Advisor
Jenefer Duane Volunteer Coordinator
Anthony Misner Supervisor
Liam Pervisky Supervisor
Diane Matthews Supervisor and Scheduling Coordinator
Adam Duhan Supervisor
Nelson Carpentier Supervisor
Karen Sloane Supervisor and Station 9 Camp Coordinator
Joe Zarate-Sanderlin Supervisor
Karen Weismann Supervisor
Carl Melanson Supervisor and Volunteer Coordinator
Kevin Leech Alternate Supervisor
Rachel Postman Alternate Supervisor
James Robinson Supervisor and Training Coordinator
Carl Littorno Alternate Supervisor
Chris Lord Supervisor and Logistics Coordinator

MENTAL HEALTH BRANCH

Anna Duffy Branch Chief and Volunteer Coordinator

Luna Provorse Supervisor
Rick Van Epps Supervisor
Daniel Gunnarson Supervisor, Clinical Coordinator, Legal 2000
Team
Humphrey Ogg Legal 2000 Team, Mental Health Staff

Exodus

Greeters

Harley K Dubois, Manager
Terry Schoop, Community Services Manager
Debra Stiers (Topless Deb), Project Manager

GREETERS 2006 COUNCIL

Debra Stiers (Topless Deb) – Project Manager
John Barclay (Neo) – Cone King, Set-Up
Teri Blodgett (Youty) – Greeters Camp Coordinator
Larry Hogan (Quasar) – Greeters Station Manager
Michael Hogan (Sparkle) – Volunteer Coordinator
Eric Muller (Granny) – Website Schedule Guru
Bob Parker (Dragon) – Theme Camp Coordinator

GREETERS – 2008 METAS

John Barclay (Neo)
Dean Goodwin (Enigma)

Drew Hamilton (Manflesh)
Eric Muller (Granny)
Aaron Oret (DubbleA)
David Wedeen (Widget)

Thanks to all the collators, set-up crew, teardown crew.
Thanks to the amazingly hard work of more than 30 leads.
And most importantly, thanks to the all the hard work of the
more than 300 Greeters that made coming home so incredible
for all.

Lamplighters

Harley K Dubois, CS Director
Terry Schoop, CS Manager

LAMPLIGHTER 2008 COUNCIL

Tony Lewis (Snotto), Project Manager
Jonah Horowitz (Moonbeam/Snowcone), Set UP Manager
Nick Grainger (Disco)
Anna Esquibel (WaterDragon), Volunteer Coordinator
Heidi Bickner (Jellybean), Volunteer Coordinator
Kelli Pope (Rua)

LAMPLIGHTER VILLAGE SETUP/TEARDOWN

Jonah Horowitz (Moonbeam/Snowcone), Set Up Manager
Frank Jorgensen (Senior)
Kim Jorgensen (Kimba)
Bob Williams (ponytail bob)
Josh Williams

Peter Killackey (Beefy)
Leia Young (Meatwad)
Alex Martin (Fuck Yeah!)
Patrick Miller (Tyrus)
Kris Young
Kim Fiore (Rraine)
Glenn Leibig (Q)
Jhal Hartung
Carl Gurney (Pink Eye)

LAMPLIGHTER AREA MANAGERS

Daniel Lawrence (Digital Dan), Workspace Manager
Brooke Fulton (Sugar), Kitchen Manager
Nick Lolis (Schwag), Lounge Manager
Jef Clemente (Jefwho), Workspace VC
Jason Weinstein (Amuk), Workspace VC

PARTY MANAGERS

Kim Jorgenson (Kimba), Sangria Soiree
Danetta Jackson, Bloody Mary Brunch

SPECIAL THANKS

Mark Hansen (Noah Count)
Steve White (Mister Mist'r)
Troy Alton
Victor Coffin (Diesel)
Hilary Porter (Hiza)
Jason Sanders (Tuna)
Alex Bayne (Twin)

Loren Albrecht (Dumbass)
The Markows
Christopher Paul (Squishy)
Mahela Burkholder
Octavia Brooks (Horsewing)
Xak Daffin (Hey You)
Bob Otto
Karl Soule
Robn Floyd (Rilling)
Christy Reichert (Dutch Boy)
Brian Petee
Anh Tran
Charles Owen (Dutch)
Hilary Porter (Hiza)
Patrick Melo (Holden)
Andrew McIvor (Bacon)
Jasmine Joe (Jazz)
Christopher Colley (Lemur)
Joseph Bollini (Jobi)
Mike Quinn
Patty Gallivan (Delicious)
The Adams'
Bill Chin
Grant Andrew Dzuba
Jen Clifford
Adam Lambert (Dogbrain)
Pierre Lefrere (Pyus)
Jason Watkins (Badger)
Barbara Stithem
Wade Russell
Milan Bharadia
Kevin Davis

Stuart Berger (saxafraz)
Fabian Gordon (Veritas)
Jennifer Rockwell
Kevin Reaver
Ben Kelly (Master Blaster)
Nicole O (whip it)
Cindy Anders
Leanne Todd
Jeremy Banks
A.J. Kirsch (Arms)
Rebecca Astaea
Maria Aliano (Mother Hen)
TRICK
Nathan Berry (Natxtron)
Valerie Waling
Jenny Wilson
Stacye Leanza
Christine Schilling
Dan Biggs
Scott Eaton (SunMonkey)
Kelsey Williamson
Dustin O'Hara
Chris Savard (Details)
Vanessa Keay (V)
Paul Berkenbosch (Hubba Hubba)
Tara Brennan (Pisser)
Danny Tweddell (ManSlave)
Cambry Curry
Jon Curry (Pink)
Paul McCain (Thus Fa)
Sydney McClune (Robot)
Jennifer Giffin (Thunderbunny)

Nick Giffin (Hot Stuff)
Krystal Morine
Cassandra Matthews (Ecco)
Matt Zola (Lame)
Samuel Moats-Messing (Pheonix)
Chris Blush (Blushy)
Daniel Hobe
Emma Blue Tummon
Lisa Fahncke (Duckie)
Michael Reardon (Serenitus)
Frances McNally
Barry Shellrecht
Margaret Shulte (Mebbs)
Alexis Cuddleback (Lexi)

And all the LL Villagers, and all the LL volunteers from all over
BRC!

Thank YOU!

BRC Map

Design & Illustration: Lisa Hoffman

City Design: Rod Garrett

BRC Cartographer: Lily Rasel

Production Assistance: Harley K. Dubois and Terry Schoop

Media Mecca

Marian Goodell, Department Director

Andie Grace, Department Manager

Benjamin Wachs, Volunteer Coordinator

Dennis Hinkamp, Site Manager

Katie Eldridge, Artery Liaison
Jodie Kahn, Press Registration Manager
Meghan Rutigliano, Logistics/Operations Coordinator
Tom LaPorte, Media Team Manager
Yomi Ayeni, International Press Correspondent
Aaron Anderson
Aaron Edmondston
Alex Lambert
Aris Vlasakakis
Austin Rucker
Axel Vetter
Brad Berwick, intern
Cathleen Cotter
Chelsea Ross
Chris Breedlove
Dan O'Day
David Addis
David Wills
David Ferris
David Wald
Dennis Hinkamp
Devin Breen
Dimitre Barde
Dimitri Acosta
Greg Gulbrandsen
Harley Sitner
Heidi Gibson
Jason Wiener
Jenny Slafkosky
Jessica Bobier
Jim Graham
Jodie Kahn

John Paolozzi
John Cornwell
John Fenoglio
John Rosenstein
Katie Hartwright
Keith Privett
Kim Nowacki
Laura Casey
Liz McDonald
Loren Miles
Madalene Fetsch
Marianne Ortega
Maurice Fakhoury
Meghan Turner
Nazmeen Arif
Neil Pandya
Patricia Oien
Peter Bejger
Rain Ackley
Rina Gluck
Rob Blackie
Robin Forman
Ryan Keesling
Ryan Wilson
Sam Poretta
Scott Kentros
Spencer Rosen
Tawnya Long
Tim Harrington
Toben Lindell
Tobi Ludwig
Trevor Arnholdt

Weston Rose

Placement (Theme Camps & Villages)

Abdullah

Andrea Cohen (Rambo)

Andy Volk (Eagle)

Bridget Segurson (Hepkitten)

Daryl Renz (Rascal)

David Bernosky (WD)

David Darling (Darling Dave)

Drew Hamilton (Manflesh)

Elizabeth Forst (EB)

Eric Johnson (The Machine)

Erik Christensen

Halle Seronko

Harley Dubois (Heady)

Isabel Nunes (FakeJake)

Janet Rogers (Blackjack)

Jim Baer (Scarr)

Jimena Gomez-Lobo (J-Lo) Lead Flagger

Karen Clem (The Sister)

Kimber Moore (Shadow)

Kirsten Niesar (Cobalt)

Lawrence Collins (Moth)

Lindsey Rasel (Lily)

Lynn Oburg (Piphany)

Mark Ickes

Matthew Tynan (Cabana)

Megan Beachler (Sacred Flame)

Paul Fairchild (Reckless)

Rob Cruz

Susan Bernosky (Sweetthang) Project Manager
Terry Schoop (Retro)
Tim Kendziorski (Baulknaub)
Valerie Harrison (Dust Bunny)D Lot Lead

Playa Info

Rob Oliver, Playa Info Manager
Elecetra!, Playa Info Volunteer Coordinator
Dea Nelson, Playa Info Assistant Manager
Bob Shilling (Bobalou), Playa Info Assistant Manager
David Weisman (Brillig), Playa Info Assistant Manager
Francis Wenderlich, Extranet Liaison & Graphic Designer
Extraordinaire
Tzara Vierck, Playa Info Assistant Volunteer Coordinator
John Schultheis (Wristy), Playa Info Assistant Volunteer
Coordinator
Snow, Regional Liason, PI Manual Editor, & Lead Infomaniac
Angie Anderson, Lead Ambassasor & Lead Infomaniac
Megan Beachler (Sacred Flame), Playa Info Manager Emeritus
Robert Brownstein (Sheik), Infomaniac
Ryan Card (Fyreboi), Infomaniac
Lauren Carly, Lead Infomaniac
Raines Cohen, Infomaniac
Brenda Cristani, Infomaniac
Alexandra Davies (Ali Baba), Volunteer Coordinator Emeritus
Berley Farber (Wonderboy), Infomaniac
Kathy Favor (Burning Kathy), Infomaniac
Michael Favor, Directory Lead
Sara Fetesoff (Sage), Infomaniac
Stuart Gibson, Infomaniac
Leori Gill, Infomaniac

Todd Hanson, Infomaniac
Nana Kirk, Lead Infomaniac
Denise Lite (D-lite), Infomaniac
Ned Mathers, Infomaniac
Ann McCandless (Sparkle), Infomaniac
Cary McHugh (sCary), Lead Infomaniac
Jonathan Morrison, Directory & Infomaniac
Janett Peace (Lady Zires), Lead Infomaniac
Jay Pearlman, Directory
Tony Purmal (Sir Real), Lead Infomaniac
Tony Ricucci (Cooch), Infomaniac
Michael Shore (BAD dog), Infomaniac
Duarte Teixeira, Lead Infomaniac
Monique Verrier (Kiki), Infomaniac
Trey Watkins, Infomaniac
Ethan Willard, Infomaniac
Dawn Wilmon, Infomaniac
David Zinn (Buf), Lead Infomaniac

Recycle Camp

Harley K. Dubois, Director
Terry Schoop (Retro), Manager
Paul Schreer (Blue), Project Manager
Jillian Jaffe (Suddenly), Volunteer Coordinator
Tom Kapanka (Spanky), Camp Design
Charles Shan Olson (Bear), Crushing Machine
Christopher Hansen (Aries), Camp Operations
Tracy Cooke (HotDamn), Camp Operations
Rebecca Lippert (Sugarbunni), Kitchen Goddess
Vivian Nguyen (Vivian), Camp Chef
Michael Siminitus (Recycle Michael), Zero Waste Consultant

Kimberly Gregory (Karmalicious), Zero Waste Consultant
Anna Adamczak, Camp Operations
Jerry Yellot III (Trey), Camp Operations
Jordan Robins (Montoya), Camp Operations
Patricia Rawlinson (P-Raw), Camp Operations
Alyssa Miller (Agent 99), Camp Operations
Stephanie Bryant (Steph), Friend of Recycle Camp
Kathy Doyle (Doyle), Friend of Recycle Camp
Kassie Lewis (Kassie), Camp Operations
Terry Williams (Mom), Kitchen Crew
Georg Bernhard (Gogo), Camp Operations
Vanessa Vaudo (Vanessa), Camp Operations
Samantha O'Brien (Sam), Camp Operations
Valerie Plowden (BRainzz), Camp Operations
Alex Fay (Rip), Camp Operations
Eric Xodik (Zod Man), The Groom
Jenny Stovell (Sun Leopard), The Bride
Jennifer Forbes (Jenn) Camp Welder, Refoliation Artist
Lex Talionis (Lex), Refoliation Crew/Welder
Jay Sondi (J-sus), Art Car Crew
Lisa Hamilton (Little Lisa Train wreck), Art Car Crew
And all the volunteers sent to us this year from Playa Info.

Box Office

Tim Foster, Box Office Manager
Sara Sims, Manager
Rachael Errington, Manager
Natalie Villeda, Manager
Mandy Gordon, Manager
Rebecca Throne, Manager
Will Davies, Manager

Jeannie Sanderson, Shift Lead
John Maxey, Shift Lead
Greg Barnes, Shift Lead
Erin Ruiz, Shift Lead
Tony Day, Shift Lead
Shavawn Smith, Shift Lead
Buck Down, Set Up Lead
Danielly Aldana, Crew
Tom Beckenfield, Crew
Jared Bennett, Crew
Terra Cronshey, Crew
Frank Diaz, Crew
Derek Dyer, Crew
Duncan Forsyth, Crew
Kim Gallaer, Crew
Jeff Galvanek, Crew
Joseph Gubernatis, Crew
Gaia Hannan-Facchini, Crew
Graham Hayes, Crew
Arpad Istok, Crew
Monika Jones, Crew
Delilah Jones, Crew
Jeff Kimmich, Crew
Eric Larson, Crew
Peter Max Lawrence, Crew
Christopher Lindstrom, Crew
Louise Mason, Crew
Ali Mumtaz, Crew
Rebecca Parks-Ramage, Crew
Alana Rahab, Crew
Andrew Rondeau, Crew
Allison Root, Crew

Amalia Shaban, Crew
Emily Tempte, Crew
Cassandra Williams, Crew
Marc Urbaital, Support Crew
Chad Lent, Support Crew
Chris Petrell, Support Crew
Ralf Muehlen, Support Crew

OFF-PLAYA (YEAR-ROUND) TEAMS

Accounting

Doug Robertson (Doug E Fresh)
Robin Ryan (RedRobin)
Tim Foster (Meanbean)
Frank Diaz (Frolic)
Dominique Hatt
Natalie Villeda (Galaxy)
Dave Thornton (Thorny)

Archive – Art, Images, Videos

Andie Grace – Print Archives, Video Archive
Cameragirl – Photo Archives
Glenda Solis – Print Archive
Jones – Playa Art

COMMUNICATIONS

Marian Goodell, Department Director
Andie Grace, Department Manager

INTELLECTUAL PROPERTY

Dan O'Day
John Cornwell
Terry Gross, General Counsel
others under cover

PRESS REGISTRATION TEAM

Yomi Ayeni
Tom LaPorte
Neil Pandya
Meghan Rutigliano
Kim Nowacki
Keith Privett
John Fenoglio
Jodie Kahn, Press Team Manager
Jessica Bobier
Jenny Slafkosky, Press Registration Administration
Greg Gulbrandsen
Dennis Hinkamp
Dan O'Day

WEB ARCHIVE

Keith Privett

General Administration

Zabed Monika, Administrative Manager, HR, Internal
Communications
Marian Goodell, Business Manager

Harley Dubois, Community Services Management, Playa Safety Council

Ray Allen, Government Relations

Robert Brownstein, Tax Accountant and Business Consultant

Lily Rasel, Reception and Office Assistant

Kelly Anders, Miss Kelly; Board Wrangler; On-Playa Staff Support

Paul Schreer, Mr Blue; Facilities Coordinator

Kim Vaccaro, HR Representative

Kat Steinmetz, HR Maven

Robin Ryan, HR

Eric Haugen, Desktop Support & Tech Equipment Purchasing

Legal

Marian Goodell, Mistress of Communications

Ray Allen, Government Relations & Legal Affairs Manager

Andie Grace, Communications Manager

Terry Gross, General Counsel

Michelle Barrett

Brian Blackman

Craig Cardon

Tom Clark, Lobbyist

David Cutler

Scott Freeman

Steve Kronenberg

William Kronenberg

Ramsey Kawar

Bob Lazzarini

David Levin

William Mannierre

Brooke Oliver

Eric Pulver

Dave Rankine
Jacqueline Sabec
Joe Schofield
Owen Seitel
Jerry Snyder
Nevada Properties
See DPW Year Round Ops
Print Production
Marian Goodell, Department Director
Andie Grace, Department Manager
Rebecca Throne, Print Production & Project Manager

TICKET MAILER

Rebecca Throne
Jack Taylor

TIP SHEET

Ray Allen
Lily Rasel

SURVIVAL GUIDE

Brian de la Cruz, Designer

WHATWHEREWHEN

Calliope Gazetas, designer & editor
Paul Showalter, technical support
Spanky, calendar manager & editor
April Andujar, editor

Brad Berwick, editor
Rebecca Throne, editor

STICKERS

Elesa Rouel
Valerie Kluss
Pete Marenfeld
John Halycon
Ludwig Klopfer
Steven Blake
Curtis Killorn
Mike Munger
Todd Levy

Regional Committee

Andie Grace
Bex Workman
Carmen Mauk
Joseph Pred
Kelly Anders
Larry Harvey
Marian Goodell
Meghan Rutigliano
Spider Davila
Steven Raspa

Special Events

Team Leads & Core Members:
Crimson Rose – Art Director (LLC)

Steven Rapa – Team Lead & Executive Production
Marcia Crosby – Planning, Decor & Burning Man Department
Lead
Joegh Bullock – Production, Rentals & Infrastructure Lead
Aeion Duckett – Archives
Blue – LNT, Greening, Recycling & Composting
Bettie June – Art Lead
Bobalou (Bob Shilling) – Info & Lost & Found Lead
Blondie (Jan Turner) – Theme Camp Lead
DaveX – Fire Safety Lead
Eggchair Steve (Steve Bissinger) – Design & Graphics
Firekitty (Ilona Orshansky) – Volunteer Coordinator
Joe Fez (Joe Zarate-Sanderlin) – Medical Lead
Jones (Brian Davis) – Map and Placement Lead
Justin Katz – Performer & Stage Lead
Kelly The Kid – Will Call Lead
Kristy Evans – Gate Lead
Mithra (Eddie Colbreth) – Ranger, Security and Police Liaison
Nick Silva – Website
Paula Jayne Treadway – Staff Commisary
Party Radar (Lori Stein) – Mutant Vehicles & Workshop Lead
Peter Ittner – Transpo & Set-up
Ron Halbert – Visuals Co-lead
Sunshine (Arthur Zwern) – Communications Lead
Sparkle – Greeters Lead
Spoon (Mark Petrakis) – Visuals Co-Lead
Tim Treadway – Sound, Lighting

Special Events Rockstar Volunteers & Ongoing Support:

Aaron Merritt (Neon Bunny)

Alex Newman

Andris

Al Lundell
Andrew Wong
Becca Henry
BlueCross
Boy Blondie (Richard Lee)
Bill Barany
CaroLuna
Cameragirl
Celestine Star
David Collin
DA (Dominic Tinio)
daMongolian
Daniel Alexanyan
David Holcomb
David Mills (Tabasco)
Eric White (Plex)
Ezra C.
Furtographer (Randal Alan Smith)
Galaxy
Hal "Phoenix" Muskat
Ice/AJ
Jacob McKean
James
Jason Stephens
John Adams
John Kelly
Joseph Pred
Julia Hannah
Karl Gillick
Kenny Sunshine
Kurt Wahlberg
Iggy Moreno

LadyBee
Larry Dresner
Laird Archer
Luis Luxvibes
Mane Padilla
Mark McGothigan
Michael Olsen
Michael Turner
Nick DeLoren
Nightshade
Orange
Playa Pete
Playaquest (Will Chase)
Paul Carey
Peter Kosho McKenna
Peter Lee
Raychill
Rick Abruzzo
Rooster
Rob Oliver
ScarecCrow
Shameless Heather
Sun McAnamee
Tia Christiansen
Tim Barsky
Ty Bourne
Victoria Mendez
Whiskeydevil
Yvones (Yvonne Marshall)
And the gazillion artists, performers, theme camps and MANY
more volunteers too numerous to list. Thank you!

Technical Team (network, database, web)

DATABASE TEAM

Heather Gallagher (CameraGirl)

Ian Starr

David Brenneman

Julan Nadel and Beezwaxers

ENGINEERING TEAM

Heather Gallagher (CameraGirl)

Calliope Gazetas (Loopy)

Craig Steinberger

Ian Starr (Miss Bliss)

Paul Showalter (Poe)

Rob Miller (Ra)

Will Chase (Playaquest)

Zachary Cole (Trespass)

SYSADMIN TEAM

Heather Gallagher (CameraGirl)

Anthony Fiarito (Alf)

Bill Keller (BillySirr)

Brian Behlendorf

Cat Fougere

Chris Nielsen (Madhatter)

Chris Petrell (Taz)

Clif Cox

Craig Steinberger

Dave Bayer

Dana Wantanabe
John Gilmore
Ludwig Klopfer
Matt Peterson
Paul Showalter (Poe)
Ralf Muehlen
Rebecca Johnson (Mushroom)
Rob Miller (Ra)
Tzara Vierk

TECHNICAL SUPPORT TEAM

Heather Gallagher (CameraGirl)
Brendan McKenna (HotShot)
Chris Petrell (Taz)
Curtis Tyler (Mayfield)
Ludwig Klopfer
Eric Haugen

WEB TEAM

Marian Goodell
Heather Gallagher (CameraGirl)
Andie Grace (ActionGrl)
Will Chase (Playaquest)
Calliope Gazetas (Loopy)
Paul Showalter (Poe)
Zachary Cole (Trespass)
Alex Bernardin
Andrew Andrews (Noise)
Andrew Johnstone
Beth Klem

Bill Hanson
Bob Salpas
Brent Haas
Brian Foote (Dork)
Britton Holland
Caitlin von Graf (Safetybitch)
Caroline Miller
Catherine Hicks (Star)
Chris Fadling (Spectabillis)
Craig Steinberger
Dana Wantanabe
Dave Laplante (Hovering)
Debbie Rich (Ferocious Pixie)
Emily Sparkle
Glenn Bookout
Henry Lyne
Jane Gribben
Jeff Johnson
John Graham
James Marshall
John Mosbaugh (Mooseballs)
Kristen Ritschel
Margaret Clayton (Maggie Mayday)
Masha Oguinskaia
Michael Barbarino
Michael Michael
Mycho James
Nathan Aaron John Heller
Olivia Sawi
Paul Gutoski
Paul Sundling (WebDaddy)
Rob Miller (Ra)

Ron Tetrick (Chai Guy)
Scott Platsky (Scotto)
Sharon Gosselink (Goddess of Chipmunks)
Tom Kapanka (Spanky)
Wendy Haven
Will Grant (Bluefire)
Zane Mattingly

SUPEREXTRAS

Heather Gallagher (CameraGirl)
Ian Starr (Miss Bliss)
Grover Davis
Aaron Anderson (Tigger)
Corey Smith (Hackman)
Edward Ingraham (Edge)
Evren Cakir (Edub)
Francis Wenderlich
Hackman
Jeremy Crandell
Jones
Liam Pervisky (Lonestar)
Ray Allen (Cujo)
Rob Miller (Ra)
Scott Platsky (Scotto)
Steve Moffet (Swami Steve)
Termeh Yeghiazarian
Terry Schoop (Retro)
Tom Kapanka (Spanky)
Tony Lewis (Snotto)
Zabed Monika

Ticket Support

Frog Gilmore

Rebecca Throne

Dan of Mystery

Molly Vickart

Joen Madonna

Jimmy Siegel and everyone at Distractions

Carol and Ed Dougherty and all Berkeley Hat Company staff

Eric and Monique Baron and the crew at The Melting Pot

Uncle Fred and the Cheap Thrills/Zoots gang

All the staff at Sports Basement

VOLUNTEER COORDINATORS

Caroline Miller

Chinarut Ruangchotvit

Heather Gallagher (CameraGirl)

Olivia Sawi

Ron Meiners

Morsa Jones

Natalie Villeda (Galaxy)

Sara Chieco (cheeks)

Tim O'Keefe (Espie)

Ilona Orshansky (Fire Kitty)

Chris Boyle (Blaze)

Sarah Sevilla (Sunburn)

Xandra Green (Ice Queen)

Cory McKenzie

Helen Hickman

Elise Eschen (Eke)

Glynda Cotton (witchy)

Mary Rachel Reynolds
Jerry Jones (Mister Bubble)
Mike Hogan (Sparkle)
Heidi Bickner (Jellybean)
Anna Esquivel (Waterdragon)
Elecktra!
Jillian Jaffe (Lady Suddenly)
Corey Christopher (Rooster)
Robert Mirto (Logan)
Angela Sanders (The Muse)
Peter Kula (koola)
Stacie Nunes (BeerSlut)
Kristy Evans
Greg Stramback
Jenefer Duane
Carl Melanson
Ben Thompson
Michael Sutcliffe
Anna Duffy
Brian Rosen (Scoutmaster)
Kathleen Madden (K8)
Shiho Yoshida (Shiho)
Olivia Sawi (O)
Caroline Miller (Mills)
Volunteer Resource Team (VRT)
Rooster (Corey Christopher) – Manager & VC
Molly Vikart (Rocky!) – All Around Office Rock Star Volunteer
Termeh Yeghiazarian (Someone) – In-house Genius
Jocko Magadini- On-Playa Manager
Andrew Wong
Becca Cordray
Blondie (Jan Turner)

Carol Laughlin
Dan of Mystery (Dan Burns)
Elecktra!
Isabel Santis
Lyen Steinke
Matthew Silvey
Party Radar (Lori Stein)
Pinxe (Steve Waxman)
Playamoth (Rod Pujante)
Puppy (Brian Maier)
Raven (Kecia Ashley)
Retro (Terry Schoop)
Office Squad Volunteers
(Survival Guide stuffing, sorting Lost & Found, etc.)
Adam Glucksman aka Patches
Amy Choucalas
Audrey Pickney
Becca Cordray
Brian Sedgwick
Chuck Choucalas
Heather Alterburn aka Ridgeline
Jessica Buenrostro aka Phoenix
Jimmy Wiezerba aka Jimmy the Kid
Leanna Mariglia aka Squirt
Louie Daltwyr aka Ubu
Mark Rodriguez
Matthew Silvey
Maya Borqueta
Nicole Anastasi
Sherry Young
Sonie Sampson
Steve Pollet aka Chtiven

Zoe X Ryan aka Zyon

MAKE BURNING MAN SHOW THEIR ACTUAL FINANCIAL RECORDS!!! THEY ARE HIDING MONEY (PROFITS) THAT GO TO A FEW SELECTED ELITES!!! DEMAND AN FBI/FTC INVESTIGATION OF THEIR FINANCIALS!

At Burning Man headquarters in the Bayview, Marcia Crosby, 53, occupies a narrow cubby. You'd think a senior staffer with a business card that reads "Cafe and Ice Manager, Decor Manager and Special Events Coordinator" would merit a corner office or at least a window.

Q:What is served at the Center Camp Cafe?

A: There are two stages, one for musical performances. The other one is for spoken word. It's like running a downtown community center in the middle of the desert.

Q:Do you wear a uniform?

A: No, but I do have a Utilikilt that allows the cool desert breezes to blow through.

Read More

Q:Do you devise the menu?

A: There is no food. It is coffee as a social lubricant.

Q:What are the cafe hours?

A: We open on Monday when the event opens (Aug. 30) and we

close on the following Monday (Sept. 6) We're 24/7. I'm at the cafe any hour of the day or night that I need to be.

Q:How many hours sleep can you get by on?

A: I've gone on two.

Q:How did you get on the Burning Man staff?

A: I did a party that the Burning Man board came to. They said, "We understand you decorated this whole party out of a Dumpster." I said, "Yep." They said, "We have a job for you."

Q:Single distinct memory from your first Burning Man?

A: 1994. There was a dust storm that then became a hailstorm. Maybe that would have been '95. We haven't had hail in a long, long time.

Q:How big has it gotten?

A: Somewhere between 40,000 and 45,000, I believe.

Q:Where did you grow up?

A: Pembroke, Mass. It's somewhere between Boston and Cape Cod.

Q:You co-founded the Climate Theater. How did that come about?

A: In 1984, Joegh Bullock and I got a warehouse space, and we

were going to make it a photography studio and a performance space. As we were creating some of the risers, an artist approached us with a show. It just rolled, rolled, rolled right down the road. Great shows kept coming up, and we're going, "What do you know? We're theater producers."

Q:What is the status of the Climate?

A: It was doing really good up until a month ago. The lease is up, so it's gone on six-month residency at the Traveling Jewish Theatre.

Q:What is the status of you and Joegh Bullock?

A: We are great friends. We were together for 17 years. We lived together and we were producing partners. If that's not a marriage, I don't know what is. I still work with him on occasional events.

Q:Where do you live?

A: The Inner Mission, proudly. In that crazy time when they were giving out mortgages to people that they shouldn't have, I got one. And I bought a little place, 600 square feet.

Q:Neighborhood hangout?

A: I like to think of my corner bar as Community Thrift (on Valencia Street). I'm not much of a drinker but I love thrift stores.

Q:Have a pet?

A: No. Four weeks in the desert it's really hard to find a pet-sitter.

Q:What kind of car do you drive?

A: I ride a bicycle. I'm an early adopter. I have never owned a car and proud of it.

Q:What would you buy if you could?

A: I'd probably take care of some friends who are struggling. I've got friends who work in very traditional industries. We sit around and they go, 'Who would have thunk Marcia with all her crazy stuff, she's the one with a stable job and we're all on unemployment.'

Q:Who plays you in the movie?

A: If she was a little bit younger, Charlotte Rampling.

Q:Are you involved in a serious relationship?

A: Nope. I'm absolutely single. Set me up.

What "Volunteers" say:

ClassOf98 says:

Burning Man is not the same financially struggling company it was in the beginning. Nowadays people pay up to \$400 to attend, while the event earns up to \$25 million for the company.

Not all volunteers get comp tickets — so BM effectively wants (some) people to pay \$400 to work for free. Do you think we can't see who's profiting and where the money goes? Give BWB a few million to do good in the world, then we can talk about volunteerism and the need for free manpower.

IFellFromTheSky says:

b mAN should be paying ALL of their employees , voluntold or not with the cash flow their sporting these days

Err says:

"Don't want to spend \$380 on a ticket? Don't go."

That's not listening to volunteers Or planning and safeguarding the future.

Just because you are okay propping up a multimillion dollar business on your dime doesn't mean others are, or that it should be acceptable.

Burnt Out "Local Leader" says: November 17, 2015 at 1:27 pm

Uh yeah, whatever Harley. Your regional support system is a sham that hasn't offered much actual help. "Hold a town hall" is not strong advice. Selecting cronies as RCs does not build community.

The "We're changing the world" mantra is a lie. We're throwing parties. They're terrific parties, but they aren't changing the world.

I learned my lesson about volunteering for you a few years ago.

Tell you what BMHQ. I'll volunteer again the moment you offer actual, real transparency about your nonprofit, and list your incomes and expenses in a non-obfuscated manner. Until then – I'll attend your big party, and have a great time.

Broken Burn says:

The regionals are collapsing because no good people will work very long for free, just like the main event wouldn't happen if every manager and supervisor were told to work for free. Do as we say, not as we do.

It's okay, just repeat the mantra about how your drugged up dirt rave is going to change the world, with \$400 tickets and unpaid volunteers killing themselves to make it happen. The dream may not be dead yet, but your patient is waking up and drinking coffee.

So hurry, because before more of us figure out how the business model works, you need to find a new team willing to risk a quarter million dollars of debt to build your temple again.

Because that's "gifting".

IFellFromTheSky says:

scott the "negative energy" comes from folks who see how

things really work with the BMORG...glad to see you are still on the kool-aid...they need folks like you

RaceAgainstTime says:

It's a race against time for the org. Most burners burn out on volunteerism and making things happen, and as they see behind the Burning Man Curtain and see it's not all puppies and bunnies back there.

Can the org recruit new kool-aid chugging believers faster than its volunteer base wizens up and quits? that's what this committee is about.

IFellFromTheSky says:

oh BTW "the hustler" where is media mecca again? right next to the BMORG's airsteams....

The Hustler says:

Interesting.

I can point out a few trolls here, of whom I don't think I am one.

I was going with the conspiracy theory that all of we volunteers are somehow duped into servitude by an evil global corporation. If you read other blog posts here, it's a common theme, typically with the poor grasp of reality and English one expects.

I read a thing recently in the New York Times or Guardian or something saying how Millenials are moving toward oppressing freedom of speech on college campuses, and have little in the way of tolerance or ability to communicate.

Bobo says:

First time Burner (it was great :). I just have a simple question – why wasn't an open call for participation posted for this volunteer committee?

Second, are there already open calls for participation for other volunteer opportunities? Where can we find them?

Thanks!

Camp Mom says:

I have Volunteered at Burning Man for five years. I believe the Volunteers should be shown they are appreciated. We have to work a set number of 8 hr shifts & one Burn shift to be Gifted a Ticket. I believe this is a fair system. My husband works with another Department & although I know he loves working with them. He does not feel appreciated. He works multiple hours pre-event- on line & is given no credit for those hours. Than he works the same Department at the Burn & he can not combine his time. He is not even Gifted a Half Price Ticket. I know he loves working DMV. Now he does not want to go to Burning Man. He says it will be too expensive & he does not want to Volunteer any

more. Ending Comment “Love Your Volunteers- If they help you out enough .. Gift Them Tickets” .

— Simon Sinek, *Start with Why: How Great Leaders Inspire Everyone to Take Action*

It's obvious they are in trouble on the volunteer front, perhaps not satisfied being “stuck with whomever's left.” Too bad they are again doing it entirely the wrong way, but their NPD won't let them do it right: empowering the volunteers who create the event is against their seven NPD principles, as outlined by Vaknin:

1. Shamelessness. Inability to process shame in a healthy way.
2. Magical Thinking. See themselves as perfect using distortion and illusion, and dump shame on others.
3. Arrogance. Elevate selves by degrading others.
4. Envy. Use contempt to minimize others.
5. Entitlement. Consider themselves superior.
6. Exploitation. Using others without regard for their feelings or interests.
7. Bad Boundaries. Others are extensions of themselves, and exist only to serve their needs.

What's funny is the Borg could claim all was well before coming up with this “volunteer team” idea. It now admits that there are problems with keeping the volunteer resource on tap and under control. They can now use this “team” as a lightning rod to attract and discharge complaints from the revolting peasants, as well as to provide a focus group to test the efficacy of future

propaganda plans.

Aside from the usual “if you don’t like it don’t come” shilling, I am amused at the comments here from people falling all over themselves to be part of the volunteer side of the “team.” Notice that the character and breadth of experience of the volunteer side of the “team” is not explicit, with no requirement for representing artists, theme camps and MVs. Instead they kept the selection in-house: “To find them, we put out a call to all managers for the entire organization, and they gave us their best candidates, who were then vetted by the Volunteer Squad and selected by staff.”

I am sure the managers are the best source. Gods forbid the revolting peasants choosing their own representatives! After all, they are only a necessary evil anyway, right?

In case the post does not make the “us vs. them” hierarchy clear, just consider this early part above:

“The staff members who were involved in this process will go to the meetings and be the team’s bridge to the office. We don’t have a name for them yet. It’s Vav from Tech, DA from DPW, Marcia from the Café and Special Events, and Stuart Mangrum the Director of Education. It’s their job to transport information between the team and the office staff to help jump-start this.”

Got to keep them volunteers at arm’s length with some staff to insulate/blame!

But most important, notice that they are NOT seeking creative input for the event from “the volunteers,” only what is needed to

keep them volunteering.

Gary Landis says:

I was at the 2015 BM, for a week, and I have listened to hundreds of Participants agreeing with me about adding a couple of "SHOWER" areas By adding \$20. To the ticket price, with 75,000 Participants in Black Rock City, you would have More than One Million Dollars to set up Three or four LARGE SHOWER FACILITIES, So We All can Be Reasonably Clean Everyday At Anytime ! I Believe Most People Would Agree With This. The very limited access to "Pyramid Saunas" and "Foam Baths" are nice, But Totoally Inadequate under the Circumstances. We All Do Not Arrive In RV's That Have Built-In Showers. All Participants Would Be Happier, Healthier And Cleaner If This Could Be Done For 2016. \$20. More ? YES !!!

lifeisshort says:

Curmudgeon alert! I will volunteer NO MORE..... This was my ten year and with each passing year I found this thing, that was once fun loving and free form was morphing into something rigid and overly formalized.....LIKE A JOB. Fortunately, anyone coming on board will know no difference, as they have no previous experience to compare it to. Good Luck with this New Team!

Falcon5 says:

Marcia Crosby gave Herpes and she gave it to other guys on the

Playa. I want to sue Burning Man for infecting us all because she didn't tell people, ahead of time, that she had it.

Nomad says:

lifeisshort brings up a fundamental choice: does the Team try to recapture the old volunteers, or instead focus on the new ones. No, you can't "do both," as lifeisshort's comment shows. The event has changed as so have the volunteers. But though the Borg would like to see this as a ancillary issue, it speaks to the core of the event, because theme camps, MVs and playa art are all volunteer efforts. How you decide to "encourage" volunteers in an environment where many are jumping ship, defines the event. You are making a choice regardless if you are aware of it.

Dnt kilthemesenger says:

I did rogue volunteering every year for many years , only recently found the "golden ticket " Working a certain number of shifts gets me : A guaranteed ticket, parking pass, commissary, shower pass... Yes i must work hard for certain hours. The trick was finding a team where my limited skill set would fit their needs, they are not age/gender biased, and I would enjoy. AND could get on the team ... Certain crews are nearly impossible For example, DPW...even after blowing the " right " people , actually receiving an email back from a team lead is... A fantasy ... It is soooo interesting when you do know the truth , to observe the bullshit... Girl friends and sluts seem to get jobs which were not advertised Then suddenly full. (Fluffers)

Many of us can see behind the curtain know that the elite are having a good time at the volunteers expense ... Just look at this years theme . the funtion of the few is to provide the ART-o TAINMENT for the elite party goers. L u m p It . It gets better. Paid nannys with children running around the commisary. Hello , if I have to leave my dog for two weeks, surly you can leave your brats with the nanny back in san fran. Spoier alert: what 's up with kids under 11 getting in for free.? And how are children radically self reliant ?

BURNING MAN IS A SCAM!

Burning Man Is Silicon Valley's Last Desperate Infantile Scream

Burning Man people don't care what you say about them. Most of them know that they are utterly narcissistic sex and drug crazed idiots with no concept of consequences. They live for the next rationalization. They acquire all of the drugs, the mindless sex and the vapid cult-like BS they desire at Burning Man, so they are willing to endure the bright lights of public derision. Nobody in their right mind will go there any more. Silicon Valley millionaires are now cancelling their reservations.

There are almost no black people at Burning Man. Burning Man is a “look at us White Folks” kind of thing.

There are almost no people at Burning Man who are not on medication or who do not need to be deeply medicated.

There are no “burners” who tolerate any outsiders who do not comply with their delusions.

There are almost no women at Burning Man who are not dressed as hookers yet they scream all day about “women's rights” and “equal appreciation”. Women at Burning Man allow strangers to come up and squeeze their boobs.

There are almost no Burning Man people who have ever actually thought about the fact that they are copying a Mel Gibson movie (Mad Max) made by a corporation in order to try to be anti-corporate.

90% of the people at Burning Man have Herpes, 30% have HIV/AIDS and over 1000 people get a new case of Syphilis at each new Burning Man.

Hundreds of young women are date raped at Burning Man, in drug-induced stupors, and the amnesiac effects of the drugs used prevent them from even remembering the date rapes.

Law enforcement bugs every internet network and phone App that can touch the Burning Man site.

The dust at Burning Man is filled with toxic materials from Nevada weapons tests.

Everything at Burning Man is covered in dirt and dust.

So WHY do you want to go to Burning Man?

Burning Man Aggregates The Single Largest Collection of Assholes On Earth

[Going to Burning Man is a middle-age cry for help - New York Post](#)

New York Post. latest in living ... Why **millennials** cheat less than their parents ... if **Burning Man** sets the stage for them to be the way that they really ...

 nypost.com/2016/08/29/going-to-burning-man-is-a-midd...

From sex to friendship, are millennials' lives ruled by ...

From sex to friendship, are **millennials'** lives ruled by narcissism? ... As she leaves **Burning Man**, Witt tries to imagine a future sexuality without shame, ...

 newstatesman.com/culture/books/2017/01/sex-friendship

[2015 Which Famous Assholes Are Going To Burning Man ...](#)

Who are the rich and famous a**holes you'll see turnt up at the turnkey camps of **Burning Man** 2015? Based on their public comments, social media posts and history of ...

 <https://burners.me/2015/08/06/2015-which-famous-assholes-are...>

Which Famous A**holes Are Going To Burning Man 2017? - Broke ...

But it will probably be a more beautiful thing for you if you can avoid me and these **assholes** at **Burning Man** 2017. Like this article?

 brokeasstuart.com/blog/2017/08/03/famous-aholes-going-burn

Why the rich love Burning Man - Salon.com

In principle the annual **Burning Man** festival sounds a bit like a socialist utopia: bring thousands of people to an empty desert to create an alternative

...

 salon.com/2015/08/27/why_the_rich_love_burning_man

'Burning Man for the 1%': the desert party for the tech elite ...

Further Future is the tech-centric, unapologetically luxurious alternative to **Burning Man**, complete with personal assistants, spa treatments and fine dining

<https://www.theguardian.com/business/2016/may/02/furt>

Burning Anus issues a Burning Man, Rectum, Burning Sensation after a Burner Bowel ...

A **burning** sensation in the anus or during and after a bowel movement is not an uncommon experience and every person may experience it at some point in time.

 healthype.com/burning-anus-rectum-burning-sensation-

[Burning Man, Festival Of The Rich | Forum | Archinect](#)

Does **burning man** even matter ... **Burning Man**, Festival Of The Rich ... and see the cultural appropriated deadlocked white**assholes** in my Minute **Man** bunker in ...

 archinect.com/forum/thread/133810975/burning-man-festi

Sex Advice From Burning Man Attendees - Nerve

I don't want to be the **asshole** pushing her head down, ... Good for **man** junk, ... What kind of etiquette is appropriate for picking up people at **Burning Man**?

 nerve.com/advice/sex-advice-from/sex-advice-from-bu...

The Dark Side of Burning Man: Rape on the Playa | The ...

Whenever you hear about **Burning Man**, it's often about the art, the peace, the spiritual enlightenment, and, most importantly, the freedom. Some burners, as the...


 <https://archives.sfwweekly.com/exhibitionist/2012/09/19/the-dark-side-of...>

WE TOLD YOU SO: GOOGLE EXISTS BECAUSE OF FAKE TRAFFIC

For over a decade, an alliance of investigators from www.googleinvestigations.com has filed charges about Google's criminally fraudulent operations. Now, their charges have been validated by industry experts. Hillary Clinton based her Presidential campaign on Google's promise to deliver the White House via internet election rigging of voter impressions but she lost because Google could only deliver fake voters.

Google Issuing Refunds to Advertisers Over Fake Traffic, Plans New Safeguard

Some advertisers question level of refunds, want more details about fraudulent traffic

The Google logo is seen at the company's headquarters in Mountain View, Calif.

The Google logo is seen at the company's headquarters in Mountain View, Calif. Photo: Associated Press

By

Lara O'Reilly

[39 COMMENTS](#)

[Alphabet](#) Inc.'s [GOOGL -0.37%](#) Google is issuing refunds to advertisers for ads bought through its platform that ran on sites with fake traffic, people familiar with the situation said, as the company develops a tool to give buyers more transparency about their purchases.

In the past few weeks, Google has informed hundreds of marketers and ad agency partners about the issue with invalid traffic, known in the industry as "ad fraud." The ads were bought using the company's DoubleClick Bid Manager.

Google's refunds amount to only a fraction of the total ad spending served to invalid traffic, which has left some advertising executives unsatisfied, the people familiar with the

situation said. Google has offered to repay its “platform fee,” which ad buyers said typically ranges from about 7% to 10% of the total ad buy.

The company says this is appropriate, because it doesn’t control the rest of the money. Typically, advertisers use DoubleClick Bid Manager to target audiences across vast numbers of websites in seconds by connecting to dozens of online ad exchanges, marketplaces that connect buyers and publishers through real-time auctions.

The ad spending flows through to the exchanges. The problems arise when ads run on publisher sites with fraudulent traffic, such as those where clicks are generated by software programs known as “bots” instead of humans. This is an issue of growing concern to marketers. It is difficult to recoup the money paid to those sites when the issue is discovered too late.

Advertisers often receive small credits from Google and their other ad-tech vendors when they detect discrepancies, but in this case, for some buyers, the instance of fraud discovered was larger than usual.

Scott Spencer, director of product management for Google, acknowledged that refunds have been paid, but he declined to provide a dollar figure for the amount being returned. Some ad buyers said the refund amounts range from “less money than you would spend on a sandwich” to hundreds of thousands of dollars.

Some agencies and advertisers would have been impacted more than others, depending on their level of spending during the period and the types of ads they bought.

“Today, we can’t disclose the information about third parties,” Mr. Spencer said. “So when we aren’t able to catch invalid traffic before it impacts our advertisers and we’re unable to refund their media spend, it hurts us, even if we’re not responsible.”

Google is working on a fix it hopes will provide some clarity over which technology providers in the ad-buying chain are responsible for issuing refunds. It is also working on technology to ensure advertisers automatically receive a full credit back from Google and its partners if incidents occur again.

The company said it is entering discussions with the 100-plus exchanges, ad networks and publishers DoubleClick Bid Manager plugs into and asking them to display to ad buyers whether they are willing to refund the entire media spend if ad-fraud instances occur. Buyers could then opt to filter out the sources of inventory that don’t have such a policy.

Mr. Spencer said Google expects “high rates of adoption” among exchanges, and that the ones it had spoken to so far had been “very supportive” of the effort.

Another point of contention among those receiving refunds is that they haven’t been given details about where their ads ended up or specific details about the exploits the fraudsters used, so that advertisers and agencies can apply their own safeguards in the future.

“We need to be very careful about commenting on or discussing specifics about bots or our detection,” Mr. Spencer said. “Often fraudsters will change their approaches and strategies

based on our public comments.”

Of the billions of dollars flowing into online advertising each year, a percentage is inadvertently shown to sites with fake traffic, with fraudsters siphoning off advertisers’ money for themselves.

The industry’s efforts to rein in fraud appear to have an impact. Some \$6.5 billion in ad spending will be wasted this year to fraud, down 10% from 2016, [according to a report](#) released in May by the Association of National Advertisers and ad-fraud detection firm WhiteOps.

The methods the fraudsters use are highly sophisticated. Some infect unsuspecting consumers’ computers with malware to form a “botnet” that clicks on ads in the background.

Fraudsters are often adept at covering their tracks, which can make their activity difficult to spot until after the event has occurred.

For years, Google has had teams dedicated to filtering out fraud before an advertiser makes a bid on an ad. Those teams can also prevent exchanges from being paid if an ad has already been bid on, but invalid traffic is quickly detected. The teams also work to discover historical instances of fraud, which is what happened in this particular case.

Google said the buyers it contacted in this instance were impacted by invalid traffic over the course of a few months this year, primarily in the second quarter. Part of that traffic affected video ads, which carry higher ad rates than typical display ads and are therefore an attractive target for fraudsters.

Google has also joined a number of industry initiatives, such as the “Ads.txt” project launched in May by the Interactive Advertising Bureau, an industry trade body. The tool lets premium publishers insert a text file on their web servers to list all the ad tech vendors authorized to sell their inventory so ad buyers can confirm which platforms are selling legitimate ads.

“When people talk about [ad fraud], there’s a big specter to it and a big concern about invalid traffic in digital,” said Mr. Spencer. “It’s not that large in terms of a percentage of what people are buying, but it can be a little bit scary to buyers, and our goal is to remove that to improve the trust overall in the ecosystem.”

—Alexandra Bruell contributed to this article

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