



AngelVision Technologies

## Response to Jack Yoest Website (www.Yoest.org)

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Yoest Response for Website.doc  
June 13, 2006

This information was compiled with help from our legal staff. It was prepared for these reasons:

1. To publish our side of the story in order to let the public decide what they wish to believe.
2. To let people know that despite being “laid-back” or “at peace”; this does not give permission for people to slander and defame Jingo, any members of his team or Customers.
3. To document the lies printed on Mr. Yoest’s website as a resource in the event that we wish to pursue legal action.

Below is a list of all the inaccuracies contained on the Yoest.org website. This list was compiled with assistance from our legal council and an investigator who researched Mr. Yoest’s background.

**Please keep in mind that Mr. Yoest has a history of changing the contents of his site. This seems a bit ironic. After all, since one of his precepts is “Timeless Truth”, then why would he need to change the blog when we responded to a new accusation?**

**If what he wrote was indeed “the timeless truth”, then why is it necessary to change the content after it had been published? (Ironically, it’s not just the “truth”, but it is the “timeless” truth which makes this practice even more egregious.)**

As a result, it is quite reasonable to assume that Mr. Yoest will again update his site in an attempt to remove the said complaints and/or to twist the facts in a further attempt to embarrass AngelVision, Jingo or our Customers.

**Blog Date: September 6, 2005**

**Title: How much is the doggy in the window?**

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1. Yoest: “But, AngelVision would not tell me what it costs.”

Fact: **AngelVision does disclose their pricing policy prior to an individual attending the Coffee with AngelVision presentation.** However, the individual needs to ask for this information. (We even have a standard email prepared for such inquiries). In addition, we do mention the price within the first 5 minutes of the presentation! This is in contrast to most companies which wait for the end of a presentation to mention price.

2. Yoest: “It reminded me of the Amway ‘Get the whole story ploy’”.

Fact: **Like most companies, we would prefer that the Customer understand all of the benefits and features prior to disclosing the price.** Although, this is not required with AngelVision, many legitimate companies today will not disclose the price prior to a sales presentation. Does this mean that all companies are wrong? What about the companies that hire lobbyists (like Mr. Yoest and his wife) to bribe our politicians? Does Mr. Yoest hold the same disdain for them?

3. Yoest: “AngelVision made these additional mistakes.”

Fact: Mr. Yoest uses the word “additional” to imply that these previous statements were unequivocally true – which they are not.

Fact: Furthermore, Mr. Yoest uses the word “mistakes: as an attempt of slander. In reality, we have experienced phenomenal sales growth (330%, 387% and 214% for the years 2005, 2004, 2003 respectively). In addition, we have been awarded the 2006 American Marketing Association’s MAX Award for Excellence in Marketing (First Place!) and the 2006 InnoTech Innovation Award. Just imagine how successful we would be if we did not make all these “mistakes”!

4. Yoest: “Never let them see you sweat.”

Fact: Jingo is actually quite relaxed most of the time. This statement is just one of many ignorant comments intended to damage our reputation.

5. Yoest: “Do not let them see how smart you are”.

Fact: Where do we start? This statement shows a complete lack of business sense. Not only is it acceptable, but it is expected and required for the president of a company to share the accomplishments and expertise of he and the members of his team.

6. Yoest: “Never introduce yourself.”

Fact: Again, this shows a lack of good business sense.

7. Yoest: “Unless it is Oxford like me.”

Fact: This is my favorite lie. You see, Mr. Yoest never graduated from Oxford. As a matter of fact, according to all our research, there is no record of Mr. Yoest ever attending Oxford. In fact, it is not Jingo who misrepresented his education, but rather Mr. Yoest.

8. Yoest: “Never discuss religion and politics. AngelVision has pet causes that alienates decision makers with a five-figure buying authority (Peace in our time, rainforests, landfills).”

Fact: Mr. Yoest may be right on this one. If I do alienate people by standing for peace, fighting for sustainability, fighting against global warming and providing a decent future for our kids, then I don’t want these individuals as Clients. We are very passionate about the work we do and we work very hard to make our Customers successful. I do not want to invest our time and energy in companies that spoil the earth for our children or threaten our survivability as a country or even species. (I suppose we just lost business from all of Mr. Yoest’s lobbyist clients.)

Fact: AngelVision has grown more than 300% in the last two years. Several hundred “decision makers with five-figure buying authority” are happy Clients of AngelVision and Jingo. Furthermore, in a recent study, 85% of women said they choose to do business with environmentally friendly and socially conscious companies. We think that most men also share these concerns. However, we are equally as certain that this majority does not include Mr. Yoest.

9. Yoest: “I was left with the impression that the AngelVision commune sits in a circle in Oregon and sings Kum-Ba-Yah, which must be very impressive to creative media pot smokers.

Fact: Although, not legally incriminating, this statement questions your intelligence and credibility.

10. Yoest: “Never provide backup/proof unless the Client is skeptical”.

Fact: You've got to be kidding. Are we to believe that no company should provide proof that their product works unless the prospect is noticeably skeptical? I suppose this is true if you are one of Mr. Yoest's Clients who sells to the government where the value and quality of the product is overshadowed by politics or the effectiveness of a lobbyist. But in the real world, business executives want proof that the product works.

11. Yoest: "AV sent to me 11 pages of ~~landfill~~ of Client testimonials"

Fact: We like this comment too. Rather than acknowledging the abundance of positive feedback we receive from our Customers, Mr. Yoest complains that we waste paper! This is even funnier when you consider that we only mail our info-pack after someone already attended our Coffee with AngelVision presentation. Or, that we include a sticker on the cover to encourage people to pass it on, so as to not waste resources. But this is the human ego at work. (By the way, we now have 20 pages of Customer quotes). Just curious Jack, do you write to all the companies who send you junk mail, catalogs and magazines and ask to be removed? Do you write to all your Clients regarding waste? Do you recycle at your house or office? My guess is no. If you are truly concerned for the environment, then why not stop supporting policies that contribute to military expansion and global warming?

12. Yoest: "But pages of telling me how smart you are instead told me how insecure you are."

Fact: We never published any material telling people how smart we are. In addition, as much as it hurts Mr. Yoest to hear this, we are not insecure. Jingo is completely comfortable with who he is. One must ask, therefore, who is the person who is actually insecure?

13. Yoest: "Do as I say, not as I do."

Fact: Why is it hard to understand that sales people, direct mail and telephone calls are good in some applications, but not in others? In reality, we are not opposed to any forms of advertising. We just believe they should be used where they are most effective. Using telemarketers to buy something is a bad idea. Using telemarketers to ask people to watch an interesting 3 minute infomercial about something that is important to them, is a far better idea. Come on Jack, you can invent better arguments than this.

**Blog Date: September 18, 2005**

**Title: Persistence versus knowing when to stop**

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1. Yoest: "Your humble business blogger."

Fact: Clearly, you are misrepresenting yourself as a humble individual. Based on the evidence appearing on your website and commentary on your website, it is clear that you are not humble. It is clear that you misrepresent yourself as an honest and truthful individual, in lieu of your personal interests.

2. Yoest: "You will remember the 70 minute sales presentation I endured with this marketing outfit."

Fact: The Coffee with AngelVision presentation runs approximately 50 minutes. Jingo remains on the line until all questions are answered. Therefore, some presentations can run much longer. People are welcome to hang-up whenever they wish. We make this clear at the beginning and at the end of each session. Mr. Yoest attended a 70 minutes sales presentation because he chose to continue to listen during the question and answer session.

3. Yoest: “The “I am from Harvard and very smart” CEO.”

Fact: No where is this statement said during the presentation. Again, this statement intentionally berates and defames my client.

4. Yoest: “eleven gushing pages of hard copy harvesting the entire California Redwood Forest.”

Fact: In truth, the AngelVision Corporation uses very little paper. In fact, one of the benefits of our Impact Movie program is the elimination of junk mail. Information is only sent out upon request or upon attending a Coffee with AngelVision presentation. We are quite sure that if a paper company was a lobbyist client of Mr. Yoest or his wife, then they would not be complaining about paper waste.

5. Yoest: “Now, if there is any one screw-up, the firm does not know the difference between sales resistance, dealing with objections and smart selling, and account management.”

Fact: AngelVision is one of the fastest growing advertising and marketing consulting firms in the US. Our understanding and application of sales, objections and account management is what distinguishes us as a leader in the industry. Obviously, we have much to learn and we welcome constructive criticism from people.

Fact: According to our investigations, Mr. Yoest once attempted to start a marketing consulting firm himself. One must wonder, given his vast experience and expertise in marketing, why he did not succeed.

**Blog Date: December 21, 2005**

**Title: What is the fastest way to lose trust in business?**

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1. Yoest: “Stretch the truth, mislead, lie.”

Fact: Here, “the humble business blogger” (see above) accuses Jingo of misleading and lying in an obvious attempt to discredit his reputation. This is both a silly and ignorant comment.

2. Yoest: Mike was quick, very quick to remind us that ‘he received a Master Degree from Harvard.’ His degree was touted in the pitch and in **print**.” (Notice, he even changed the font to bold and changed the color to red.)

Fact: Unlike Mr. Yoest, we occasionally do make mistakes. In fact, in a day, Jingo claims that he is lucky, “if he gets more things right than wrong”. Jingo further explains, “In my haste, I might have said, “I have 2 masters degrees”. In retrospect, I should have said, “I have one master’s degree and one degree that’s like a masters degree”. Nevertheless, I now say, “I have 3 degrees”. We hope that this meets with Jack’s approval.

Fact: In fact, as further proof of defamation, Mr. Yoest states (in **red bold** we might add) that Jingo lied about his academic credentials “in **print**”. In fact, we searched the Internet and found 8 references to Jingo’s education. In all cases, his academic background is represented correctly.

Fact: This is one of the areas where Mr. Yoest has changed his post. Now he says that Jingo lied because he represents this as a “degree”.

Fact: **Ironic, his motto is, “Timeless Truth”. One wonders why a “humble” business blogger that touts business sense and timeless truth as the core principles on his website would need to change the content of a blog if it was truthful in the first place. If what he wrote was indeed the “timeless truth”, then why would he have to go back and change his blog posting? Wasn’t it the “truth” the first time he posted it?**

3. **Yoest:** “An Alert Reader, who has intimate knowledge of AV, comments...”

Fact: First, given Mr. Yoest’s well documented history of lying and twisting the truth, we wonder if there was really a person who wrote to Mr. Yoest or whether this “Alert Reader” was a figment of his colorful imagination.

Fact: However, AngelVision is a business. Despite what Mr. Yoest says about us being a commune, we take our work very seriously. We are what Peter Senge in “The 5<sup>th</sup> Discipline” refers to as a “Learning Organization.” Not everyone understands this or is open to the idea. We are pretty sure that Mr. Yoest doesn’t get it either. As a result, we need to let people go from time to time. Being human, some of these people naturally take this personally. AngelVision may be a great place to work – but, it’s not for everyone. In addition, there are people who desire to work here, but don’t get offered positions. Rejection can be difficult for these people as well. Consequently, there are many individuals who have a gripe with Jingo or AngelVision. It is quite conceivable that these people will head to Mr. Yoest’s website to complain. It’s natural and it’s expected.

Fact: **Mr. Yoest uses the term “Alert reader” to infer that this individual (real or fictitious) is credible. However, when a person writes a positive comment regarding Jingo, he states, “unfortunately all anonymous critiques, good and bad, must be heavily discounted”. In other words, he accepts to the negative remarks as truth, yet discounts the positive ones. Sounds like something a lobbyist would do.**

4. **Yoest:** “He took some computer classes there back in the mid-80s.”

Fact: The Certificate of Advanced Study Degree from Harvard University requires 13 graduate level courses, the same number as his MBA, which is typically a two-year program. **So therefore, Mr. Yoest’s “alert reader” did not even have the facts correct.**

Fact: By making this statement, Mr. Yoest implies that this “former employee” suggested that Jingo misrepresented his education. This is not true either. Very clever the way Mr. Yoest words his lies.

5. **Yoest:** **Finally, a TRUE STATEMENT... “These distinctions are important. Academic credentials are critical.”**

Fact: **We cannot agree more! Why then does Mr. Yoest LIE about his own academic background?** After contacting Oxford, we learned that Mr. Yoest DID NOT earn a degree from Oxford. Furthermore, there is no evidence that he was never even enrolled at the school. Timeless truth?

Fact: By stating this, Mr. Yoest implies that Jingo did in fact lie about his academic credentials. This again is defamation and illegal, and causes serious financial consequences to AngelVision.

6. Yoest: “The alert reader continues... I would submit AngelVision is closer to a quasi-cult than a corporation.”

Fact: Again, this is clear attempt to degrade and defame Jingo. One must wonder why it is even a concern of Mr. Yoest how AngelVision is managed. If everyone is happily employed, receive great benefits, morale is high, sales are strong, and Customers love our work, then why does Mr. Yoest seem to have such troubles with how Jingo runs his business?

7. Yoest: “My fear is that they would all be like Mike, a bit confused on the truth.”

Fact: Again, Mr. Yoest is clearly accusing Jingo of lying, when in fact it is Mr. Yoest who has continuously lied, misrepresented the truth and attacked Jingo in several instances. At the same time, he has blatantly lied regarding his own academic credentials. This does not seem to be the statements from someone who professes the “truth”.

**Blog Date: January 4, 2006**

**Title: CEO threatens your business blogger**

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1. Yoest: “**Branding blunder**. Mike Jingoian is the founder of AngelVision technologies and presents an outstanding case history of **wrong-headed public relations management**.”

Fact: Wrong-headed public relations management? Within the last month, we have been awarded the InnoTech Innovation of the Year Award and the American Marketing Association’s MAX Award (First Place) for Marketing Excellence. Whatever “branding blunders” that AngelVision is making, well... we’ll just keep making them.

2. Yoest: “When is the Left Coast ever going to slide off into the Pacific?”

Fact: I assume that this is an example of “good” public relations? In this statement, Mr. Yoest alienates half the population in a fast growing segment of the economy. As a lobbyist, I hope that he and his wife don’t represent companies on the West Coast. **We may not have all the answers, but to us this sounds like “wrong-headed public relations management.”**

Fact: AngelVision is a popular and well-respected brand within the advertising and marketing community. For the past 5 years, our sales have grown by 330%, 387%, 214% and 2114% respectively. We are likely the fastest growing Advertising Agencies in the US. Again, this is just a sleazy attempt at defamation and character assassination.

3. Yoest: “Jingoian, accused of academic credential enhancement by Alert Readers of this blog.”

Fact: Personally, this is the most damaging statement. In addition, it is also a very clever way of lying. In truth, Jingo was not accused by anyone. By stating this in a “matter of fact way”, he implies that the statement was indeed true, which it was not. Very clever indeed.

Fact: In addition, he uses the term “**Alert Readers**” and even makes the font bold and red, implying that several readers wrote to him. In actuality, there was only **ONE** person and even that is questionable. In addition, this person’s facts were also wrong (see above).

Fact: This statement also implies that Jingo was accused of something – which he was not (except for our good friend Jack). Again, this is yet another lie and attempt at falsifying the truth. Mr. Yoest clearly violates all laws dealing with defamation of character. (Is there a school where lobbyists learn this stuff?)

4. More Lies and Slander: The lies do not stop. Jingo does not live in a commune, nor did he speak of homosexual love. (Although we all wonder why Jack has such an infatuation with him.)
5. More Lies and Slander: Again, Mr. Yoest refers to “alert readers”, implying that they are knowledgeable and truthful and that there are more than one.
6. Slander: “His grand mismanagement deserves further study.”

Fact: As a result of our investigations, we learned that Mr. Yoest has attempted many business ideas and failed at all of them. As a matter of fact, it is his wife that earns the keep in his household. We have a novel idea. Perhaps Mr. Yoest should stop criticizing AngelVision and examine his own “grand mismanagement” endeavors.

Fact: Jingo is currently writing a book titled, “Holistic Management Practices”. The book will focus on how we at AngelVision do things different by “being present”. According to Jingo, “I do not claim to have all the answers. Perhaps my “grand mismanagement” DOES “deserve further study. Who knows? It is my hope that I continue to grow as a person and as a manager.” Perhaps someday we will all be as smart and as successful as Jack.

**Date: January 4, 2006**

**Blog posted by Jack Yoest**

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1. Yoest: “It sounds like Jim Jones. Kool-Aid coming?”

Fact: If you are still reading this, by now you are thinking, “Why does Mr. Yoest care so much about what we do and how we run our business?” We ask the same question every day.

Fact: Everyone who has read this statement is utterly disgusted by this remark. This is clearly an attempt to defraud and discredit Jingo by comparing him to a dangerous cult criminal. Not only is this disgusting, but it is also illegal.

**Date: January 5, 2006**

**Blog posted by “J” (This is another individual who contributed to Mr. Yoest’s website)**

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1. New Blog by J: “Yes, Jingoian certainly likes to have the last word.”

Fact: It’s so sad that the ego is such a powerful force in some people. The truth is that Mr. Yoest posted three inflammatory blog articles before we ever responded. Then, after responding only once, Mr. Yoest wrote several new introductions and several posts since. It seems that Mr. Yoest is the one who wishes to have the last word, and those in between. The statement that Jingo certainly likes to have the last word is simply not true.

2. New Blog by J: “Certainly the fact that your articles are the first thing someone sees when they Google his name, something I would imagine he does two to three times a week, must be driving him insane.”

Fact: Mr. Yoest and his “alert readers” (see above) may not know this, but this does not bother Jingo personally. According to Jingo, “I recognize and accept that a very small percent of the population are arrogant and belligerent. Being in the public eye, these people attack due to jealousy, ego, or for whatever reason. That’s just the way it is and it does not affect me personally or emotionally.”

Now, we are all quite sure that Mr. Yoest and this particular writer wishes that “it would be driving him insane”, but it does not. In fact, as this response is being written, Jingo is attending a conference at a Buddhist retreat center on how “being present” can effect societies and organizations: a topic very close to his heart and the subject of his upcoming book.

Certainly, it is an annoyance. After all, everyone here (especially Jingo) has far more important projects to complete; projects that involve saving this planet and providing a future for our kids. Unfortunately, some people are threatened by change or new ideas and this small segment of the population will often do what they can to prevent this learning.

You cannot fault Mr. Yoest. He just does not know better. In fact, we pity him. You can tell by all the chest-pounding on his website, the many flagrant lies, and exaggerations about his own work and education, that he has a small ego. It is sad that people like this still exist today. He must live a terrible existence. In any case, it is not his fault, but these comments are illegal and he needs to be held responsible.

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**To: Jack Yoest**  
**From: Jingo**

In this document, we merely responded to the slanderous remarks which you printed about us. We tried not to be personal, although it was admittedly difficult. Yes, we did identify a few inconsistencies in your posts (like lying about your academic achievements (not attending Oxford) or changing the content of your posts after you heard from us), but we tried to remain factual and avoid personal attacks.

However, let me say this. Having visited your site, you appear to be “Christian”. In the Christian tradition, one is to treat others like they would treat themselves. This is the overriding principle that I try to follow everyday in my life and in everything that I do. It hurts me when I say or do anything that effects people in a negative way. Instead, I try to contribute positively to everything around me. This includes my family, employees, Customers, the environment, even strangers.

However, you do not. Rather than lying, attacking and defaming, I propose that you follow the same precepts that your own beliefs dictate. This might also be a good message for your man in the Whitehouse and for all our political leaders who profess Christianity, but who are clearly not Christian by their actions. (I suggest you read the book, “God’s Politics: Why the Right Gets It Wrong and the Left Doesn’t Get It”, by Jim Wallis).

Jack, I hope that you spend some time reflecting on what drives you to act in the way you do. I list several excellent sources of information for personal growth on my website. It’s rather obvious that these illegal and absurd rants about me are a call for help. I hope that you take an opportunity to review some of these materials. I guarantee that you will live a more peaceful and rewarding life if you let go of your ego and let go of the need to “be right”.

I wish you the very best Jack. Good luck to you.  
Jingo