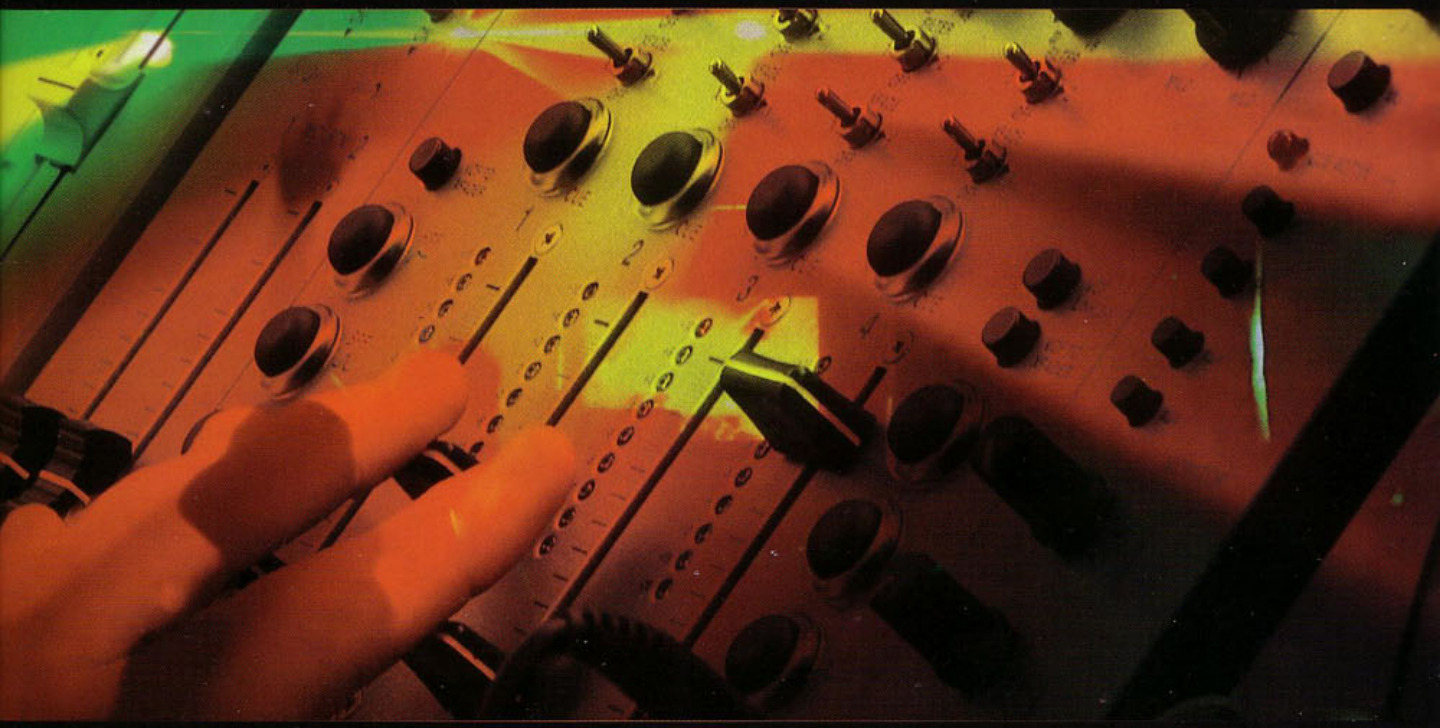
THE ACE OF SPADES

An interview with Jason Dhir



Steve: What is up your sleeve this time Mr. Dhir?

Jason: The party to end all parties.

Steve: Can you explain more?

Jason: I don't like to talk too much about what's in store for you and the rest of our industry but I will give you a taste. This year I have been plotting the biggest and baddest party I have ever done....Period! I want to do the unimaginable. I rounded up my crew and laid it out on the line. I told them that I am going to do the party that will be the undisputed greatest industry party ever conceived. I want to nail every single thing on point and also present something to my guests that would leave them speechless. What does everyone want when they party anyway? They want to feel free, expressive and they want to feel away from normal life. That is the atmosphere and energy I want to pump in the bash that night.

Steve: You seem pretty confident in offering something unique to your audience. As many of your parties as I have attended, I never know what I am going to see. What makes your past parties take a back seat to this one?

Jason: I want you to waltz into this party and swear you're hallucinating at what you see. I don't want to revise the past parties. I want to take the liberalism of my creativity and hand craft some real deal shock therapy that our industry needs.

Steve: That our industry needs???

Jason: Yeah man, this industry gets boring sometimes. Same crap, different day. Needs some spice Steve! All of the shows are quite boring to me and I want to see more promoters put more money into their shows to blow them up into some sort of spectacle. It isn't about ticket sales as much as it is about growth, consumer awareness and unionization. Being forefront and cutting edge is the key here. Besides, even if it is about money, besides the Arnold, I don't see the show attendance going up anyhow. Do you?

Steve: Good point I suppose but what does this have to do with growing the industry?

Jason: There is no way that one company can possibly defend themselves against all of the pressure that the government and media are placing on them. We have to stick together and become a force. The NNFA did it for Natural Foods. We need it. By breaking down the common fuck you barriers that keep tension between supplement companies and merging at one massive party I think that it keeps things in perspective and in check when it comes down to unionization and relationships.

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Steve: Okay Jason, moving onto a different topic. You have many nicknames, one being "The Extreme." I know you throw some sizable gatherings but what's the deal with the name calling.

Jason: It is about setting a new standard. Anything extreme means it is barely viable, risky and maybe unusual to ever see or do likely because of a few reasons. Either someone has never imagined it, they don't have the balls to try it or lastly because they can't pull it off. The coordination alone of the projects is really, really tough. It is simply not a controlled atmosphere. It will never be structured to the point where I can chill out and relax. It can run smoothly but it is extremely demanding. Once you couple on some of the very high risk stuff that I like to do such as setting my arms on fire or sliding off a zip line, it raises the bar even higher on your stress levels and how you can push yourself to extreme levels.

Steve: Don't you ever worry about taking such high risks?

Jason: No. I don't care. I live life with no fear and certainly no regrets. I don't want to hurt anyone but I like living a little on the edge. It's a fast way to really learn something about you. Someone once told me that later in life you think about the things you didn't do and not the things that you did do. I am hungry, creative and intense. I need it Steve. It is my fix. I won't quit my quest for the pure bred passion and energy amongst people. I love the fantasy and it must be done.

Steve: Do you think that your clientele that attend such events understand what really goes into making such an event happen?

Jason: It is a lot tougher than people think. The stress load is unbelievable because I have so many friends in this industry and there are constantly political issues to be dealt with along with generally just having a very intense night. You have to play law of probabilities to get the job done but this stuff is highly unpredictable.

Steve: How is your personal life?

Jason: Personal.

Steve: Okay. Sorry I asked. How's business? You own and operate a supplement retail store and online site too correct?

Jason: Yeah www.nutritionforumonline.com – it's good. Busy and keeps me out of trouble. Angel by day, Devil by night!

Steve: I want to thank you for the time you gave me and informing us of what we have to look forward to in the New Year. I can't wait to see the outcome of the Charity After Party Bash!

For you readers out there would like to obtain information about any upcoming events held by Jason Dhir, take a look on his personal website. The After Party event and many more will be posted on www.jasondhir.com.