

'Rock Bottom and Back' makes its debut

BIC Media Solutions

"Rock Bottom and Back—From Desperation to Inspiration" will be released later this summer. Published by BIC Media Solutions and written by The New York Times bestselling author Susan Mustafa with Earl B. Heard, "Rock Bottom and Back" depicts the incredible lives of 22 people who hit rock bottom and then came back from profound despair to help others in extraordinary ways.

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Featuring celebrities as well as ordinary people, "Rock Bottom and Back" reveals the tragedy of reaching bottom through loss; trauma; alcoholism; and drug, sex and gambling addictions. This compilation provides inspiration and hope by illustrating that recovery and success are possible through living in service to others.

A companion DVD and sizzle reel — narrated by actor Danny Trejo and co-produced by BIC Media Solutions, Mission Media and YASNY Entertainment — features interviews with Jerry Strickland, Whitney Strickland, Tonja Myles, Stanley Roberts, David Bottner and Billy Rivers, whose stories are highlighted in the book.

"The idea for this project sprang from my own experience," Heard said. "I have hit rock bottom several times both professionally and personally, so I know how hard it is to come back. I wanted to create something that would show everyone that hitting bottom is tough, sometimes life-shattering, but we can come back to be happier and more successful than we could imagine by learning from those who have faced overwhelming adversity. This book reminds us that we are never alone; God and people who care are always available if we reach out for help. The stories of the people we have featured in the book and DVD are a shining example of that."

While certainly inspirational in tone, "Rock Bottom and Back" also offers hope to those who have hit bottom and a roadmap to wellness, redemption and ultimately a successful life.

"The writing of this book inspired me to want to do more to help others," Mustafa said. "It helped me understand how easy it is to make poor choices when we don't

have the tools necessary to cope with our pain. Each story is different, but all of the stories share the same lesson: Through helping others, we can heal ourselves. It's a powerful message."

Those featured in "Rock Bottom and Back" include:

- **Dr. Bobby Smith**, a Louisiana state trooper who was blinded after being shot while working a driver's license check-point. Smith rebuilt his life, earned his doctorate and began helping others recover from trauma and grief. Then tragedy struck again: He lost both of his children. Smith's story shows the human spirit can triumph over unfathomable pain.

- **Maurice "Termite" Watkins**, a boxer who fought for the world championship in the welterweight division on one of the most famous cards in boxing history and lost. Watkins succumbed to cocaine addiction and spent the next five years destroying his life. After his recovery, Watkins went to Iraq during the first Gulf War and trained an Iraqi boxing team, readying the team for the Olympics in only 57 days. Watkins' story proves we can overcome, rebuild and achieve the impossible.

- **David Bottner**, an entrepreneur who once lived a life of excess fueled by traumatic sexual abuse he experienced as a child. Bottner had it all — wealth, women, homes, cars — but there was an inexplicable emptiness that no amount of money, booze or cocaine could fill. Finally, after contemplating suicide, Bottner went to church and changed his life. Through his story, we learn sometimes when we give up the material things we value the most, we can gain something far more fulfilling.

- **Tonja Myles**, a former crack cocaine and sex addict whose life went into a down-

ward spiral that led her first to drugs and then to prostitution as a means to feed her habit. After an attempted suicide, Myles realized she had to change her life. She made a promise to God that if He helped her get well, she would dedicate her life to helping other addicts. Myles' story takes us all the way from the crack house to the White House.

- **Jerry Strickland**, a businessman who began using alcohol as a coping mechanism. Before he realized it, he became an alcoholic. His behavior affected his four children, three of whom began using alcohol and drugs. His story shows how addiction can be generational, and he discusses his personal experience with changing the cycle of addiction in his family.



Jerry Strickland and Whitney Strickland.

- **Whitney Strickland**, Jerry's son, whose out-of-control behavior caused him to crash and burn. A chronic alcoholic, Whitney finally saw the light after a night in prison when he realized he had alienated everyone in his family. His story shows no matter how dysfunctional our lives may seem, we can find redemption and change the world one person at a time.

- **Deena Burnett Bailey**, the widow of Tom Burnett — one of four men who stormed the cockpit of United Flight 93 on 9/11. Her tragedy is a tragedy shared by the world, but her experience is more personal than most. Bailey's story shows even something as horrific as 9/11 can teach us how to live our lives with dignity and grace.

- **Stanley Roberts**, a former college and NBA star who tried to live a dream that wasn't his own. While he enjoyed the perks — money, women, drugs — that came with celebrity status, Roberts soon found himself at rock bottom. His story depicts the pitfalls of being a star and the rewards that can be reaped by being true to ourselves.



Stanley Roberts.

- **Dr. Mark Laaser**, a pastor and counselor who lost everything after his sex addiction was revealed to the public. Through intense therapy, Laaser saved his marriage and started over, determined to help others who shared his addiction. His story reveals the truth about sex addiction and shows how honesty can set us free.

- **Bea Aikens**, a businesswoman and advocate for compulsive gamblers, who tragically learned that gambling is always a lose-lose situation. After recovering from her own addiction, Aikens tried desperately to help with her sister's recovery. Through Aikens' story and the work she does with her foundation — Lanie's Hope — we learn that life is the only game worth winning.



Bea Aikens.

- **Billy Rivers**, a hardened biker and gang member who spent 13 years in prison for smuggling Mexicans across the U.S. border. While serving his time, Rivers found hope through the Christian Bikers Association. Upon his release, he began a ministry to help the homeless. His story is a wonderful example of how God's love and forgiveness can restore even those who are plagued with interminable guilt.



Billy Rivers.

- **George Mills**, who went from a lifetime of running heroin to trafficking hope for young women who are victims of sex slavery. Given a choice between a long prison sentence and rehabilitation, Mills chose to go to Cenikor, a decision that saved his life and opened the door to his future. His story illustrates the depths to which drugs can take us and the heights that can be reached by helping others.

Other "Rock Bottom and Back" heroes include Danny Trejo, Henry Tobias, Kristen Maddox, Karl Garcia, Michael "Iron Mike" Peterson, Theresa Westbrook, Jeremiah Fry, Ken Paxton, Mindy Crane and Bradley Blue.

The book and DVD will be available in bookstores and at www.amazon.com.

For more information about this project or to order books in bulk, contact Rose Gladner at (800) 460-4242. To order an advanced copy, visit www.rockbottomandback.com.



Maurice "Termite" Watkins.



David Bottner.



Tonja Myles.



The making of 'Rock Bottom and Back'

BIC Media Solutions

"Rock Bottom and Back—From Desperation to Inspiration" is a collaborative effort by many folks who are as devoted as I am to inspiring others through books, magazines and films.

Throughout my life, I have experienced the most joy and personal fulfillment when I have helped other people. Along the way, I have learned that when people feel alone, abandoned and afraid, they are more vulnerable to making poor choices. Knowing that someone cares, help is available and others share their experiences can make a real difference to someone who is hitting rock bottom. That knowledge led to the idea of creating "Rock Bottom and Back." However, I knew I would need partners who shared my vision. Each person involved in this project dedicated tremendous effort toward helping me create something that has the potential to change many lives for the better.

For the writing of the book, I enlisted the help of Susan Mustafa, a New York Times bestselling author whom I met 15 years ago when she worked with me at BIC Alliance as an editor. I knew she would be the perfect partner on this project. She has a unique ability

to help people express their pains as well as their triumphs, and this book reflects her talent for telling stories honestly and empathetically.

Rose Gladner, BIC Alliance's media manager, has also been an invaluable asset to this project. She helped orchestrate the development of both the book and its companion DVD by helping me choose people whose stories would be the most powerful. She coordinated with everyone involved to ensure we produced something that would be meaningful and impactful.

Tracy and Daniel Balsz, co-founders of YASNY Entertainment in Los Angeles, soon became our West Coast media partners. YASNY Entertainment is developing a pilot pitch and sizzle reel to introduce and sell the "Rock Bottom and Back" television series to television networks. Recently, YASNY completed production on the celebrity talent segment of the sizzle reel and DVD, which features actor Danny Trejo as the narrator. YASNY is also creating our website to ensure this book and film reach the widest audience possible.

While this project was still underway, we also partnered with David Bottner and

Steven Scaffidi at The New Orleans Mission to help produce our DVD and film interviews with some of the people featured in the book. The New Orleans Mission is a homeless shelter that offers its guests the opportunity to attain job skills, including media production. Already, "Rock Bottom and Back" is helping homeless people learn new skills that will enable them to become self-sufficient.

For more information about "Rock Bottom and Back," visit www.rockbottomandback.com or call (800) 460-4242. ●



For the writing of "Rock Bottom and Back," BIC Alliance's Earl Heard, right, brought on Susan Mustafa, a New York Times bestselling author.

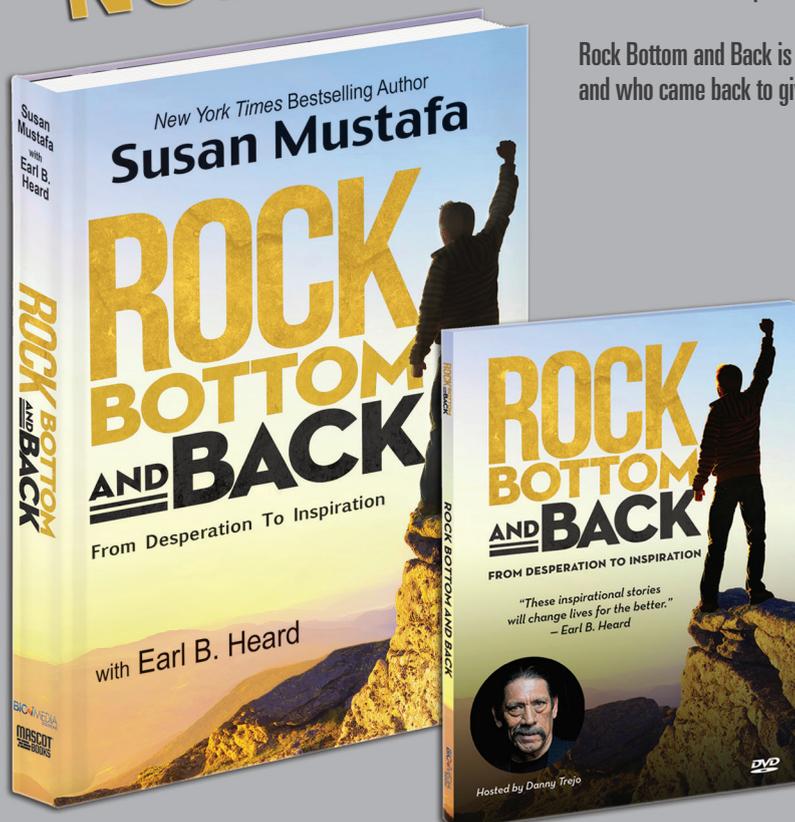


From left, Devin Black and James Hulse of The New Orleans Mission; Stanley Roberts, former NBA star; and Steven Scaffidi of The New Orleans Mission visit during a filming session of "Rock Bottom and Back."



From left, YASNY Entertainment's Daniel Balsz, Hollywood film actor Danny Trejo, Digital Spatula's Steve Taylor and YASNY Entertainment's Tracy Balsz spend time together on the set of "Rock Bottom and Back."

ORDER NOW!



Rock Bottom and Back—From Desperation to Inspiration

BIC Media Solutions, a division of BIC Alliance, is proud to announce its latest project, Rock Bottom and Back—From Desperation to Inspiration, is now available for purchase.

Rock Bottom and Back is a collection of inspirational stories about people from all walks of life who have hit rock bottom in their personal lives and who came back to give back by helping others in extraordinary ways. There will not only be a book but also a promotional DVD.

"'Rock Bottom and Back' is a superbly written compilation that brings the reader face-to-face with nearly every form of addiction, destructive lifestyle, and bad decision that drags people down into the pit of despair. But that isn't where the stories stop. We get to read how, through God's grace, lives are restored and ultimately blessed. Everyone can relate to this book and glean inspiration from it."
—Mike Chaffin, Bible Ministry chairman and member of the board of directors of the Oilfield Christian Fellowship, and operations manager for Valence Operating Company

"'Rock Bottom and Back' should be a game changer for those fighting addictions that destroy their lives and the lives of their family members. There were times when I literally found it impossible to stop reading. This is one of those timeless books that will inspire people for decades to come. Readers will want to share 'Rock Bottom and Back' with anyone they know who may be struggling through life."
—David M. Starkey, director, Empire Scaffold

BIC Media's books are perfect for corporate gifts, fundraisers and community outreach programs. This inspirational collection and companion DVD are available by the case, if desired. To order individual copies, visit www.rockbottomandback.com. We can also help you create your custom book or film. For information, please contact Rose Gladner at (800) 460-4242 or rose@bicalliance.com.

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