

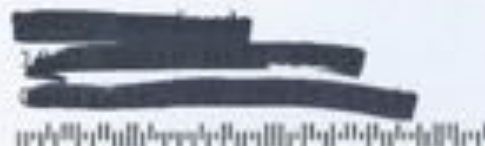
URGENT NOTIFICATION

EXEMPTION HANGER
EDENPURE CUSTOMER SERVICE
7000 WHIPPLE AVENUE
CANTON, OHIO 44707

BONUS FROM AUTHORIZED REBATE

EdenPURE® Delivery Order

45127



PSRST STD
U.S. POSTAGE
PAID
Permit #990
Chester, PA
19013

REBATE NOTIFICATION

VERIFIED DELIVERY

TRACKING CODE:

141148824/EPSC17/1DFM095

URGENT NOTIFICATION

Dear [REDACTED]

You have been selected to be one of only 3% of people in the nation to get a \$350.00 Rebate on the new EdenPURE® 360 Super Climater®. It expires in 10 days.

Top climatologists are predicting much colder than normal winters for the next 11 years due to a period of lower sun activity. Your heating bills will greatly increase.

The drastic EPA regulations from 2009 to 2016 shut down more than a hundred power plants and increased electric bills. The new booming economy will spike electric demand with less power plants. This will send your cooling bills through the roof. Some experts predict increases of 2 to 3 times more than your present cooling bills.

The good news is this. A great new advanced product will slash your heating and cooling bills. It is the advanced EdenPURE® 360 Super Climater®. It will greatly cut your heating bills while keeping you toasty warm. It cools

Climater® can change an 86° temperature 360° in an area to a 71.3° True Feel Temperature in 15 seconds. You can then turn up your home thermostat to 86° which greatly reduces the operation time of your air conditioner. But, you will be cool and comfortable in the room with your EdenPURE® 360 Super Climater®.

The cooling costs so little. Most home central air conditioners cost \$129.00 to \$200.00 a month to run. It may soon cost \$400.00 to \$600.00 a month. The EdenPURE® 360 Super Climater® only costs \$10.48 a month in electricity running 12 hours a day, and \$20.96 running all day, every day for a month. That's a huge savings on your electric bills. It will pay for itself quickly.

The EdenPURE® 360 Super Climater® carries a 30-day satisfaction guarantee. If you are not totally satisfied, you can return it for a full refund, return shipping is paid. Therefore, it's like trying it free for 30 days. There is also a 1-year warranty. The regular price



The Geography (and Psychology) of a Sweepstakes Scam

One Family's Experience

Holly Smith

The Geography (and Psychology) of a Sweepstakes Scam

- Herstory
- When/how it began
- Types of scams
- Tricks of the trade
- Why this works – brain science
- Scammers' script
- What you can do now
- Setting your scam radar
- Resources and reporting
- If it happens



Her Story

Intelligent (95th percentile IQ)

Financially savvy

Independent, competent, frugal.

<u>MTCN</u>	<u>DATE</u>	<u>AMOUNT</u>	<u>CHARGE</u>	<u>RECEIVER</u>	<u>DESTINATION</u>
6951040564	06/20/09	\$ 550.00	\$ 33.00	Osain Morris	Jamaica
8372657344	06/22/09	\$2,000.00	\$120.00	Osain Morris	Jamaica
6711078083	06/22/09	\$1,500.00	\$ 90.00	Kevin Wilson	Jamaica
1672250299	06/22/09	\$1,000.00	\$ 60.00	Osain Morris	Jamaica
1598933504	06/23/09	\$3,500.00	\$210.00	Osain Morris	Jamaica
3492137136	06/23/09	\$1,500.00	\$ 90.00	Kevin Wilson	Jamaica
9095014424	06/24/09	\$3,500.00	\$210.00	Osain Morris	Jamaica
2877255903	06/24/09	\$1,500.00	\$ 90.00	Kevin Wilson	Jamaica
9922932537	06/25/09	\$2,200.00	\$132.00	Osain Morris	Jamaica
7871302620	06/25/09	\$2,000.00	\$120.00	Marlon Brown	Jamaica
6951040564	06/20/09	\$ 550.00	\$ 83.00	Osain Morris	Jamaica
5212804102	06/25/09	\$2,000.00	\$120.00	Osain Morris	Jamaica
8405025341	06/26/09	\$1,800.00	\$108.00	Claudette Johnson	Jamaica
0914499139	06/26/09	\$1,500.00	\$ 90.00	Odean Powell	Jamaica
5391469858	06/26/09	\$1,500.00	\$ 90.00	Kevin Wilson	Jamaica
7465085484	06/26/09	\$1,500.00	\$ 90.00	Odean Powell	Jamaica
6665627445	06/27/09	\$1,490.00	\$ 99.99	E Phil Bradley	Jamaica
7119376126	06/27/09	\$2,000.00	\$120.00	Shacara Stewart	Jamaica
1621034312	06/27/09	\$2,000.00	\$120.00	Shacara Stewart	Jamaica
5375696709	06/27/09	\$1,500.00	\$ 90.00	Odean Powell	Jamaica
7984033866	06/27/09	\$1,500.00	\$ 90.00	Odean Powell	Jamaica
0119810222	06/27/09	\$1,500.00	\$ 90.00	Osain Morris	Jamaica
0914499139	06/26/09	\$1,500.00	\$ 90.00	Odean Powell	Jamaica
7243731442	06/29/09	\$1,500.00	\$ 90.00	Osain Morris	Jamaica
3239569432	06/29/09	\$1,500.00	\$ 90.00	Odean Powell	Jamaica

Laundering

10/2/2009	Fed Ex From Juan Rubio 1690 Mauermann Rd San Antonio Tx 78224		
10/2/2009		\$5,750.	to: Henry Diederichs, Ohio
10/7/2009	Western Union, Bridgeton Mo,	\$1,000.00	
10/7/2009	Western Union, Bridgeton Mo,	\$1,000.00	
10/7/2009	Western Union, Bridgeton Mo,	\$1,000.00	
10/7/2009	Western Union, Bridgeton Mo,	\$1,000.00	
10/7/2009	Western Union, Bridgeton Mo,	\$1,000.00	
10/7/2009	Western Union, Bridgeton Mo,	\$275.00	
10/7/2009		\$5,000.	to: Winston Bristol, Cherry Hill NJ

Why were the police not called?

Most Recent Scam Alerts

Avoiding World Cup scams

June 25, 2018

No prizes from the FTC

June 22, 2018

Credit card processing "deals" may be scams

June 21, 2018

Scams and your small business

June 18, 2018

Work from home business scam sidelined

June 11, 2018

Protecting your devices from cryptojacking

June 7, 2018

"Lottery and sweepstakes scams are one of the most common consumer frauds operating today. According to the FTC, these scams were the third-most common type of fraud reported to the agency in 2017."

<https://www.consumer.ftc.gov/features/scam-alerts>

How Does This Happen? Tricks of the Trade

Isolation & Vulnerability
Private by nature

Connection

- Telephone/voicemail
- Computer
- Mail
- Personal contact



Phantom Riches



What is YOUR dream?

Start imagining

COMMISSIONER OF JUDGING • PROCESSING DIVISION
AWARD NOTIFICATION COMMISSION
PO BOX 2905
KANSAS CITY KS 66110



Non-Transferable Mail — Read On Receipt And Follow Instructional Requests Set Forth By Judges

FILING YEAR
2016

Page Number 1 of 2 Total Pages
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OFFICIAL FORM
OF TENDER NO.:

13570

The Winner Proper Entry Validation Must Be RECORDED
BY JUDGES To Certify Issuance Of Prize Award

OPTION A: Single CHECK if Winner Payable Funds Verified **\$1,327,940.00**
OPTION B: 30-Year ANNUITY if Winner Payable Funds Verified **\$2,000,000.00**

Recipient Of Delivery

8

8

87085981-500532/298301630 400146

8

8



8

8

Type Of Winner Award

100% CASH

Transmission Of Winner Funds

**Direct Courier Delivery
of Certified Bank Check(s)
or Electronic Wire Transfer**

Authorized by

**Larry Heard
Executor
Of Awards**

As Executor of Awards for the AWARD NOTIFICATION COMMISSION judging office, I have been instructed to send this letter to you with an extremely exciting message: Have you ever BEFORE won a lump-sum jackpot Award of **\$1,327,940.00?**

Be advised at this time — please verify your name and address as printed throughout this documentation. By the authority of my office, I, Larry Heard, on behalf of the AWARD NOTIFICATION COMMISSION organization, hereby affirm said opportunity as stated in writing to you above, in FULL, provided you are legally 18 years of age or older, and further provided your valid entry #87085981-500532/298301630 is returned and matches the preselected winning number needed before the resolution deadline for judges final ruling and permanent record.

VERY IMPORTANT — This is non-transferable correspondence; do not give this letter to any other person or party for application or completion by any means. Rather, by mandate of my professional office, the sole requirement if you have and return the preselected winning number is that you respond by >> MAIL REPLY << only, thereby enabling our judges to lodge a corporate certification statement subject to the following pending pronouncement:

Congratulations, You Have Just Won \$1,327,940.00

and the Cash Funds will be paid directly to you by your option of a lump sum check for \$1,327,940.00 or a larger sum-amount of \$2,000,000.00 to be remitted by annual payments of \$66,666.66 per year for 30 years. (Note: No taxes are withheld and no commissions are due or expressed as a condition of accepting the AWARD of CASH FUNDS through this letter.) See terms and conditions.

In addition and with extending honors on these formal proceedings, we are thrilled to announce an addendum of Premium Offer: \$2,500.00 gift certificate for up to 75% off WONrewards.com online merchandise and service offerings. Confirm your acquisition by outright option NOW by securing receipt and delivery of this Premium Offer registered in your name for direct handover.

An Acquisition FEE for Premium Offer is due and must be enclosed as required for **\$12.99** payable to the office of ANC. Enclose your remittance by cash, check, or money order. See page 2.

FINAL INSTRUCTIONS: All applicable check-boxes have been prepared for your completion on the bottom of page 2. Please

Source Credibility/Authority

- FBI, FTC, IRS or other federal agency
- Grandchild
- Computer expert
- Self-proclaimed authority

COMMISSIONER OF JUDGING • PROCESSING DIVISION
AWARD NOTIFICATION COMMISSION
PO BOX 2905
KANSAS CITY KS 66110



Non-Transferable Mail — Read On Receipt And Follow Instructional Requests Set Forth By Judges

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OFFICIAL FORM
OF TENDER NO.:

13570

The Winner Proper Entry Validation Must Be RECORDED
BY JUDGE3 To Certify Issuance Of

Prize Award

OPTION A: Single CHECK if Winner Payable Funds Verified **\$1,327,940.00**
OPTION B: 30-Year ANNUITY if Winner Payable Funds Verified **\$2,000,000.00**

Recipient Of Delivery

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87085981-500532/298301630 400146

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Be advised at this time — please verify your name and address as printed throughout this documentation. By the authority of my office, I, Larry Heard, on behalf of the AWARD NOTIFICATION COMMISSION organization, hereby affirm said opportunity as stated in writing to you above. In FULL, provided you are legally 18 years of age or older, and further provided your valid entry #87085981-500532/298301630 is returned and matches the preselected winning number needed before the resolution deadline for judges final ruling and permanent record.

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Congratulations, You Have Just Won \$1,327,940.00

and the Cash Funds will be paid directly to you by your option of a lump sum check for \$1,327,940.00 or a larger sum-amount of \$2,000,000.00 to be remitted by annual payments of \$66,666.66 per year for 30 years. (Note: No taxes are withheld and no commissions are due or expressed as a condition of accepting the AWARD of CASH FUNDS through this letter.) See terms and conditions.

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FINAL INSTRUCTIONS: All applicable check-boxes have been prepared for your completion on the bottom of page 2. Please attend to this NOW. Judging policies state that the Award cannot be issued without return of the winning pre-selected number.

Friendship

Example: Omar

- Deep & meaningful pseudo relationship
- He knew about her family
- She knew about his “family”
- She defended him to the end and beyond



Fear, Intimidation & Persistence

Scam Case

Phone numbers	Name	Notes
Jamaica		
876 265-2960		
876 266-6416		
876 281-0654		End of Oct 2009
876 284-5819		This one is also early Dec 2009
876 287-7586		
876 288-5955		
876 289-0054		
876 290-7422		
		Claimed to be senior manager at Cash Award Network in Las Vegas. My mom had won 25M;
876 303-8019	Robert Williams	wanted \$5000. March 2010
876 306-0508		
876 357-2712		
876 381-0373		
876 399-1875		
		This guy was particularly prolific - working her hard in Dec 2009, especially early Dec, so may be associated with the WU transfers 12/7/2009
876 417-6372		

Omar desperately tried to reach her in Oct 2010 (about 6 months after I intervened) calling about 70 times between 12:30 am to 11:00 am. He used several numbers including one with her local area code. He left nine messages.

He then contacted a local Mercedes dealer and told him he was a football player in Kansas City wanting to purchase his dear friend a Mercedes. Could the dealer please call her and invite her to the showroom to choose the color. The dealer called, left a vm. I called him back and told him of the scam.

Her response...

Scarcity

CCB204 OSE 052015 CWA



PERSONAL ENTRY CLAIM FORM AND FREE CHANCES TO WIN FOR IDENTIFIED ADDRESSEE

Your Entry Claim Form Enclosed!

You have been authorized to receive
6 FREE Chances to WIN an Adjustable Bed!

By: Joyce Johnston



PERMITTED
STANDARD

U.S.
Postage
PAID
CWA

*Hurry, don't miss
the next entry date
return now!*



COMMISSIONER OF JUDGING • PROCESSING DIVISION
AWARD NOTIFICATION COMMISSION
PO BOX 2905
KANSAS CITY KS 66110



OFFICIAL FORM
OF TENDER NO.:

13570

Non-Transferable Mail – Read On Receipt And Follow Instructional Requests Set Forth By Judges

FILING YEAR
2016

Page Number 1 of 2 Total Pages
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The Winner Proper Entry Validation Must Be RECORDED
BY JUDGES To Certify Issuance Of **Prize Award**

OPTION A: Single CHECK if Winner Payable Funds Verified: **\$1,327,940.00**
OPTION B: 30-Year ANNUITY if Winner Payable Funds Verified: **\$2,000,000.00**

Recipient Of Delivery

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87085981-500532/298303630 4QUT46

87085981-500532/298303630 4QUT46

Type Of Winner Award

100% CASH

Transmission Of Winner Funds

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of Certified Bank Check(s)
or Electronic Wire Transfer

Authorized By

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Executor
Of Awards

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FINAL INSTRUCTIONS: All applicable check-boxes have been prepared for your completion on the bottom of page 2. Please attend to this NOW. Judging policies state that the Award cannot be issued without return of the winning pre-selected number. Moreover, we are not obligated to call you if you fail to act. **COMPLETE AND RETURN THE ENTIRE PAGE 2 FORM.** Our office will then serve your delivery and with secure destination, make sure your delivery address is accurate and up-to-date!

Social Consensus



\$10,000 Winner Nelson Neff!



PCH Winner Nelson Neff and the PCH Prize patrol Van!



PCH Winner Nelson Neff and the Prize Patrol!



Diane Marcell, a \$10,000 SuperPrize Winner!



Dave Sayer with \$10,000 Winner Diane Marcell!



Special Offer, Just For You ('cuz you are special!)

URGENT NOTIFICATION

EXEMPTION MANAGER
EDENPURE CUSTOMER SERVICE
2300 WINDY HILL
GASTON, OHIO 44127

PSNIT STD
U.S. POSTAGE
PAID
Permit No. 400
Cincinnati, OH
19815

EDENPURE AUTHORIZED REBATE

EdenPURE Delivery Dept
Cincinnati, OH 45227

45127

REBATE NOTIFICATION

VERIFIED DELIVERY

TRACKING CODE:

141148824/EPSC17/18PM095

URGENT NOTIFICATION

Dear [REDACTED]

You have been selected to be one of only 10 of people in the nation to get a \$350.00 Rebate on the new EdenPURE® 360 Super Climater®. It expires in 10 days.

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The EdenPURE® 360 Super Climater® carries a 30-day satisfaction guarantee. If you are not totally satisfied, you can return it for a full refund, return shipping is paid. Therefore,

HAPLIN DATA SERVICES

USGSMCNF0019 477544520
ORD:124342157

When you provide a check as payment, you authorize us either to use information from your check to make a one-time electronic fund transfer from your account, or to process the payment as a check transaction. When we use information from your check to make an electronic fund transfer, funds may be withdrawn from your account the same day we receive your payment. You will not receive your check back from your financial institution. In the unlikely event that your check is returned unpaid, a non-refundable handling fee may be electronically debited from your account.

We apply early fees in satisfaction of any existing debt that is owed by you to Haplin Data Services and/or any associated business or companies prior to fulfillment of the order.



**FOR FASTEST ORDERING, FAX YOUR
REPLY TO: +61 7 5597 6721 (7 days/24 hrs)**

This option only available if you use a valid credit card



CUSTOMER SERVICE PHONE: + 61 7 5597 4433



**MAIL YOUR ORDER TO:
Locked Bag 32, Bundall, QLD 4217, AUSTRALIA**

*Please note that the barcode on this form contains your address details.
If your address is wrong please write your correct address when
returning this form.*

YES! I want to claim my new GRAND SLAM NUMBERS allocation now reserved for me exclusively. I have included the numbers processing fee of only \$29.95 by:

☐ Cash ☐ Money Order/Check (payable Haplin Data Services) or
charge my credit card:

☒ Visa ☐ MasterCard ☐ American Express ☐ Diners Club

Card No:

[Redacted Card Number]

*****Important CVV/CVC*****

Required to process your order.

Visa/MasterCard GO TO: Back of card last 3 digits on signature strip.

American Express GO TO: Front of card 4 digits above end of card No.



8 5 4

Exp. Date: 11/09

USUPGSMCNF011

USUPGSMCNF011

House of Antiquity

PSYCHOTHERAPY - IDENTITY INTERPATATION - RECOVERED MEMORY ANALYSIS

An urgent Message From A Past Life!
YOUR OWN Past Life!

The YOU that lived in the 19th century is reaching out to you with...

A WARNING.

VITAL PERSONAL INFORMATION.

A CLUE TO A FORTUNE THAT HAS BEEN GROWING IN VALUE FOR MORE THAN 100 YEARS.

This may be the most incredible letter you have ever received. How so? Because the source of this message is more a part of you than you may ever have dreamed could be possible. Read on and you will see.

You are an old soul with an amazing life source! One of the most incredible we have come in contact with. Destiny intended you for greatness. Then a negative and unforeseen influence interrivened and this has held you back. But a message from centuries past will now change that.

YOU HAVE LIVED BEFORE! And what a life it was. You were a hero. You lived during an amazing time, and had an amazing life. It's time the world sees you for what you really are and you claim the riches that have always been intended for you. Many people feel that they were intended for greatness. You really were!

Amazing as this statement is. It is true. We have in our possession, very detailed information of your previous existence. Reading it was startling, heartwarming, and inspirational.

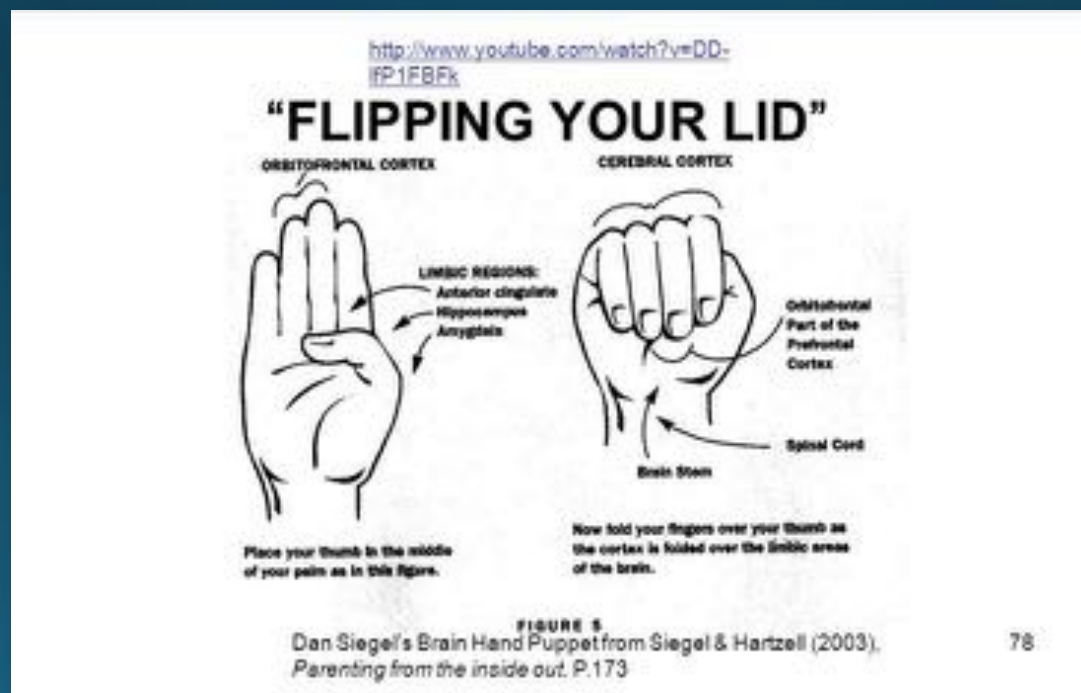
So much so, it is of the highest priority that you be made aware of everything we have discovered (Our notes consume many pages).

To begin with, it is a story of love, heroism, accomplishments, and a marvelous legacy. But it also comes with a warning of specific dangers which must be dealt with (more about this to follow). Now that we are aware of your situation, no

Why Does This Work? Brain Science

Phantom Riches – the Ether Trigger

Visualizing riches causes our brains to flood with dopamine and serotonin, happy brain chemicals that channel us directly to our ancient emotional center or “lower” brain, and tap our survival instincts.

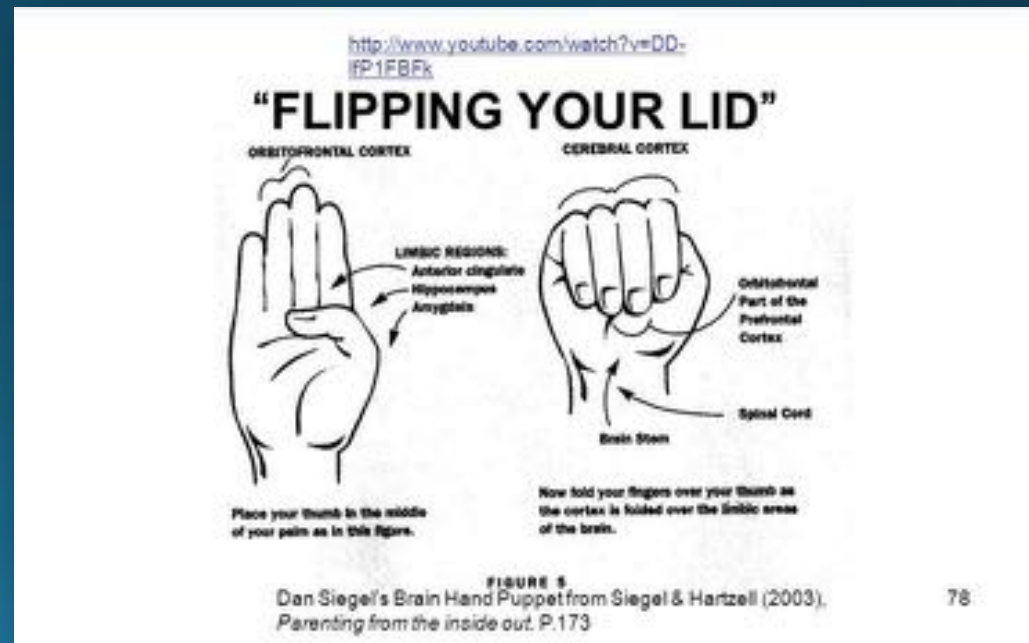


Flipping your lid effectively disengages the upper brain (cerebral cortex), the center of logic.

The Upper Brain:

- Regulates body – calming, braking, accelerating
- Compassion, empathy & emotional balance
- Impulse control – allows space between impulse & action
- Engages doubt & skepticism

(Remember: these functions were disengaged.)



Scammers' Script

The FRONT

- Cast the net – email, mail, phone, web
- Build excitement (phantom riches)
- Qualify – access to funds, willingness to participate ability to be controlled
- Profile – getting you to talk

The DRIVE

- Customizing the pitch to suit your needs, desires, and dreams
- Disengages your upper brain

Source Credibility/Authority

Social Consensus

Scarcity

Friendship

Fear and Intimidation

Special offer, Just for You

Turns up the Ether



The CLOSE

- Asks for money
- YOU will be left out unless you pay

The TAKE AWAY

- Create urgency
- Threaten to take away winnings
 - Remember: we have evolved to panic when there is a threat of running out of resources
- We respond accordingly to avoid loss

The LOAD

- Call back with new, exciting development
- Limited offer, urgency
- Sells your contact information

The RATIONALIZATION LOOP





They can see your house.

What You Can Do NOW

Sign up for Fraud Alerts: <https://www.aarp.org/money/scams-fraud/fraud-watch-network/>

- Develop a refusal script – post near phone
 - Better: DO NOT ANSWER THE PHONE
- Keep your numbers to yourself
- Register on the Do Not Call registry
- Learn how to block calls
- Take control of the conversation. Ask lots of logical questions. Do **not** answer questions.
- Do not sign up for sweepstakes or contests.
- Have a network of friends and family to check you.

Setting Your Scam Radar

- Offer sounds too good to be true
- Claims you can win, make or borrow money easily
- Requires a fee to enter a contest, win a sweepstakes or lottery, or claim a prize
- Refuses to send you written information before you agree to buy or donate
- Refuses to give you a physical address or other details
- Makes the transaction confusing; frequent hang-ups/call backs

- Demands secrecy under the guise that the winnings will be a great surprise
- Requests ANY personal numbers; SS, bank, etc. (part of profiling & qualifying phase)
- Uses scare tactics or pressure to act (send \$) immediately
- Refuses to stop calling
- Asks for personal information the “company” already has
- Sends you money and asks you to send it elsewhere

[www. Fraud.org](http://www.Fraud.org)



Weapons of Fraud

A Source Book For Fraud Fighters

...anis and Doug Shadel
...dget Small & Melodye Kleinman

AARP

Outsmarting *the* Scam Artists

Protect Yourself
From the Most Clever Cons

Doug Shadel

Excellent video about the “ether” ...

http://www.youtube.com/watch?v=2Dh5yg4_kcg



AARP UNMASKING THE IMPOSTERS - Doug Shadel 05/25/2017

38 views

doi:10.1371/journal.pone.0142001.g001

Up next

AUTOPLAY



Conference | Financial Fraud
and the Elderly
stanfordlawschool
152 views



About The Money: Scambuster - Doug Shade!
ACT109
249 views



Under The Ether - AARP Washington
AARPWashington
1.4K views



It's Supernatural! Network with
Sid Roth



Inside the Grandparent Scam:
Con Artist Reveals All
AARP Advocates
176 views

To Report

Federal Trade Commission: www.ftc.gov or
call 1-877-FTC-HELP

- US Postal Inspector: 1-888-877-7644
<https://postalinspectors.uspis.gov/>
- Federal Bureau of Investigation, within US borders
- National Consumer's League Fraud Center:
www.fraud.org – data will be used to detect trends and
alert others. They do not investigate.

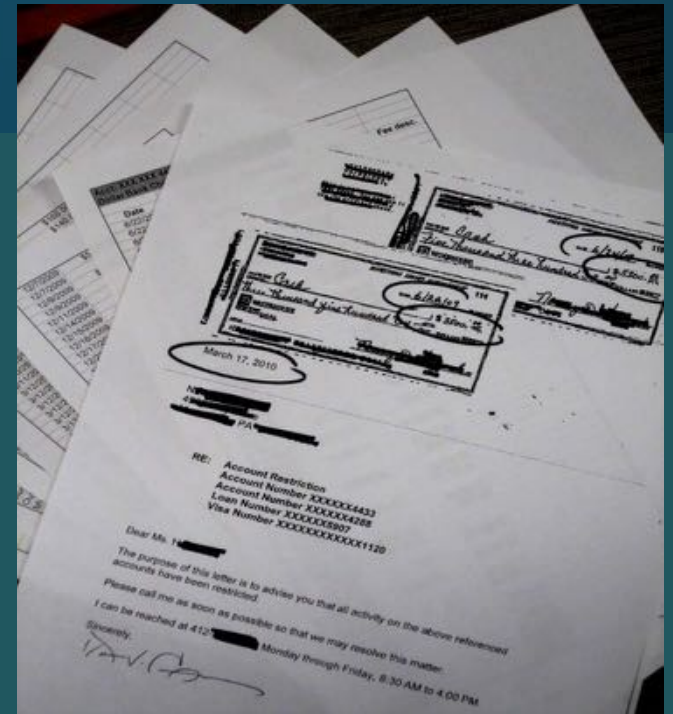
Remember

- Foreign lotteries are illegal.
- Responding will get your name on “sucker lists” that scammers buy and sell for LOTS of money.
 - Expect an increase in solicitations - bogus offers for lottery or investment “opportunities.”
- Phone numbers can deceive. Internet technology allows scammers to disguise their area code so it looks like they’re calling from your local area.

The Damages

More than \$350,000 gone

- \$50,000 debt
- 5 CDs (cashed prematurely)
- 30 US Treasury Bonds
- ~200 bank transactions
- Bank threatened foreclosure
- More than 10 accounts impacted
- Received ~\$35,000 of other people's \$
- \$10,000 in bank and WU fees
- Lost 10 lbs.
- Declared financially incompetent
- Lost stellar credit history
- Lost herself, part of her life, her privacy & independence, our trust



If It Happens

- Validate the victim's experience
- Report!
- Get POA
- Collect all intel possible
- Build a communication "moat" around the victim
- Validate the victim's experience
- Eliminate access to funds & all contact with scammers
- Expect victim to circumvent your efforts
- Be strong and calm
- Validate, validate, validate
- Advocate mightily
- Keep watch forever; treat this like an addiction



Thank you!

Holly Smith