



Another Five Star Gold Nugget!

“Tapping into the mother lode”
With Author: Len Schritter

Miners seldom, if ever, strike the mother lode overnight. Their find begins with prospecting, which requires using the right tools and a lot of hard labor. After which, they uncover a few gold nuggets, which might not seem like much at first; but, every good miner knows that those nuggets can eventually lead to the mother lode!

The book	The Secret Life of a Snowbird by Len Schritter
The tool	Five Star lined up an interview for Len Schritter on NBC Channel 6 in Pocatello, Idaho. While speaking with a producer at NBC Channel 6 in Pocatello, Idaho, Patty Lavelle of Five Star Publications was given contact information for a large flea market which the station was also promoting as a possible venue for Len to attend and sign books.
Nugget	Patty was able to not only negotiate booth space at the flea market for Len, but also scheduled an interview on the NBC News 6 at Noon profiling Len, his book, and his participation in the flea market.
Mother lode	The television appearance went so well that the station is planning on doing a follow up interview with Len at the flea market.