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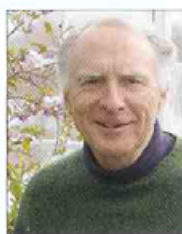
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Emily Liebert is editor-at-large for *Boutique Design*. She has edited and written for such publications as *Manhattan Living*, *Travel Savvy*, and *Relate*. A graduate of Smith College, Liebert served as Editor-in-Chief of *The WAG* and worked for ABC News. In this issue she interviews Steven Brill.



Francis Schell, before becoming Bedford Magazine's gardening editor, served for three decades as an editor for *Reader's Digest*, spending half that stint in Europe. He holds certificates in Gardening and Commercial Horticulture from the New York Botanical Garden. In this issue he writes about his research into orchids.



Jennifer Moore Stahlkrantz, a long-time resident of Pound Ridge, spent more than a decade writing and raising funds for non-profits such as the New Economic School, Manhattanville College, and Cornell University. In this issue she guides us through the interior and gardens of a fabulous Bedford home.



Victoria Secunda is an award-winning author, journalist, and researcher whose work has appeared in *Woman's Day*, *Harper's Bazaar*, and *Glamour*. She recently started her own consulting business, The Gardening Tutor (gardeningtutor.com). In this issue, Secunda examines garden art on exhibit at Gallery Yellow.



Nancy McLoughlin, a Bedford Magazine Contributing Editor, is a former fashion and food stylist for *New York Newsday*, where she wrote the bi-monthly "Threads" column. She has appeared in fashion and beauty segments on "Oprah" and ABC News. In this issue she tells of her dad's struggle with Alzheimer's disease.



Eve Marx is the author of six books, including her latest, *FlirtSpeak: The Sexy Language of Flirtation*. Her first book, *View From the Porch: Tales from the Anti-Hamptons*, takes place in Bedford. She is a recipient of the Washington Irving Book Award. In this issue Marx writes about Bedford Village businesses in "We've Got Answers."



VIP PASS

Steven Brill secures the future | BY EMILY LIEBERT

STEVEN BRILL IS ALL ABOUT RISK MANAGEMENT.

Ironic, some may say, coming from the man who, on October 3, 1995, helped transmit O.J. Simpson's "not guilty" verdict into the homes of an estimated 150 million American television viewers, establishing Court TV's position of prominence in the media world. Prior to launching Court TV in 1991, Brill had found an attentive audience in the legal community by launching *American Lawyer* magazine years earlier. Following these two great successes, in 1998 he launched *Brill's Content*, a thick, glossy magazine that cast a critical eye on the media. After merging the magazine with media properties controlled by Primedia, the magazine and companion website, Contentville, ceased publication.

But, with his days of courtroom broadcasting and magazine publishing behind him, this seasoned author (two books), columnist (*Newsweek* and elsewhere), and now teacher (journalism at Yale) has launched a new venture that is steadily revolutionizing our country's security.

We sat down with Brill in his Katonah home that he shares with his wife and three grown children to discuss his latest enterprise, Verified Identity Pass, Inc., the state of security in New York and its environs since 9/11, and the American public's fascination with crime.

MOST PEOPLE KNOW STEVEN BRILL AS THE SUCCESSFUL FOUNDER OF COURT TV, AMERICAN LAWYER MAGAZINE, AND BRILL'S CONTENT. WHAT WERE YOU DOING DURING THE TIME BETWEEN THESE VENTURES AND YOUR LATEST ENDEAVOR?

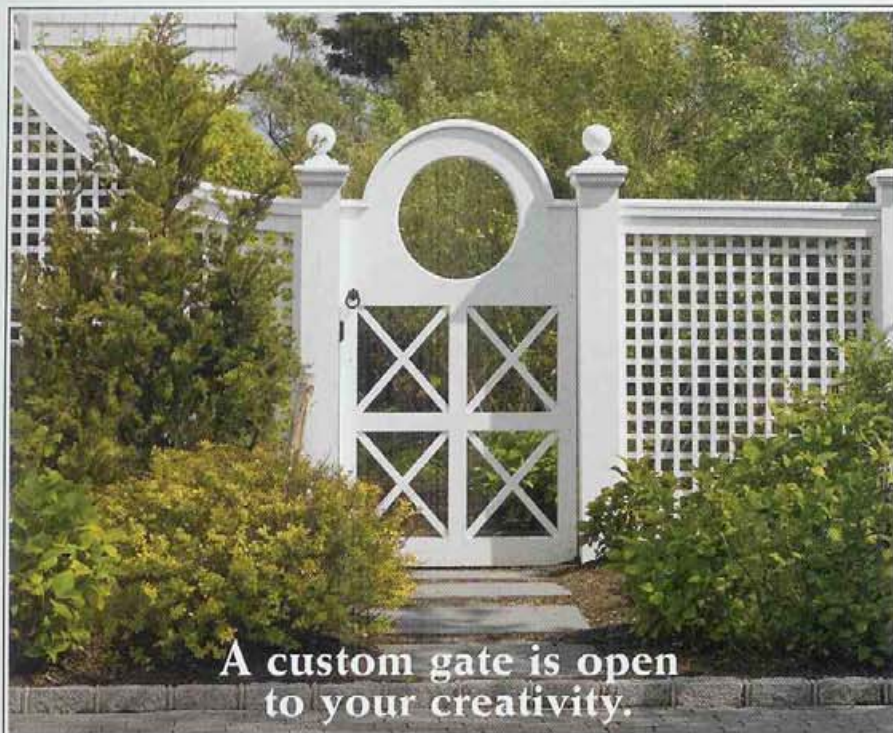
When 9/11 happened, I decided I wanted to go back to book writing. I had closed *Brill's Content* and sold some trade publications I was running in order to return to journalism, mainly to write *After: The Rebuilding and Defending of America in the September 12 Era*. It was during the time I was writing this book and simultaneously writing a monthly column for *Newsweek* on the stuff I was doing for the book, that I got the idea for Verified Identity Pass. In fact, there was a column that I wrote in *Newsweek* in December of 2002 just as I was finishing the book that laid out this idea.

WHERE WERE YOU ON SEPTEMBER 11?

I was in my office in Rockefeller Center, and we came up to Katonah that afternoon. It wasn't clear to us what the air was like in midtown Manhattan. By two o'clock, you could smell the fire from the Trade Center even uptown. We watched TV up here and then I went back into the city the following morning. ▶

At home in Katonah, Steven Brill looks back on *American Lawyer* and Court TV. Today Brill is focused on Fly Clear, hoping to speed passengers through airport-security lines.





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**WHAT EXACTLY ARE VERIFIED
IDENTITY PASS, INC., AND CLEAR?**

Verified Identity Pass, which I started in 2003, is a private, voluntary, biometric "fast pass" system that expedites security screening at venues such as airports, office buildings, and sports arenas. VIP created Clear, a card that individuals carry with them in order to show they've been pre-screened, and to speed them through security. It's basic risk management. In the post-9/11 world there was a need for something that now exists, because we invented it, called the voluntary credentialing industry. The idea is: If you're willing to volunteer a little bit of information about yourself, you should be able to get a credential that's issued by the private sector that only you can use.

**I'M INTERESTED. HOW DIFFICULT IS
THE APPLICATION PROCESS?**

You start the process at flyclear.com and fill in basic biographic information. For the in-person portion of enrollment, you'll need a photo ID, the best one being a U.S. Passport because it proves the two things you'll need to show: that you are who you say you are, and that you're a U.S. citizen or permanent legal resident. We then take your ten fingerprints and two images of your iris. We then send your information to the Transportation Safety Administration; they do a threat assessment, decide you're not a terrorist threat, and then send us the OK.

**CLEAR COSTS \$99.95 PER YEAR.
WHAT DOES THIS ENTITLE ME TO?**

A year's membership—any airport, anytime. Twenty-eight dollars of that goes to the TSA for their vetting process. The reason we charge on a yearly basis is because of what we consider to be our trailblazing privacy policy. If we charged you every time you used the card, we'd also be able to track you.

**YOU TAKE PRIDE IN YOUR CUSTOMER
SERVICE AND ASK PEOPLE TO EMAIL
YOU DIRECTLY WITH PROBLEMS.**

WHAT HAVE BEEN SOME CONCERNS?
 People email me all the time, and I personally respond to each one. I'll sit here and call our 800 number twice a

weekend to make sure they're answering quickly. To me, it's like the magazine-subscription business. Since we started the program in July 2005, it's been well over a year, so we now know our renewal rates. They are around ninety-three percent, which is a ridiculous number.

YOUR WEBSITE SAYS, "TO BE BLUNT, WE NEEDED A FAIR, SENSIBLE WAY NOT TO TREAT EVERYONE THE SAME WHEN IT COMES TO TERRORISM PROTECTION." YOU'RE NEVER ONE TO AVOID BLUNTNESS. HAVE YOU RECEIVED CRITICISM FOR THIS?

We've had some interesting debates. I'm a longtime member of the ACLU. The ACLU's opinion of us as a company is that they don't like the idea of registered travel, but they have to admit that we're doing the privacy stuff really well. We don't give, sell, or share member names.

WHAT IF THE SYSTEM IS SOMEHOW COMPROMISED?

If we screw up and compromise your identity and it costs you money, we pay

you. The ACLU doesn't like the concept of paying and being treated differently. I don't believe in the democratization of security. In the airport recently I saw Sen. Chuck Schumer being patted down for a secondary search. You say: Isn't this a great country, everyone's being treated the same. That's all fine until you realize we are spending money on Chuck Schumer as opposed to someone we don't have any idea about.

WHICH AIRPORTS ARE NEXT?

We're launching in Kennedy, San Jose, Indianapolis, and Cincinnati. By June, we will have contracts with or be launching at ten or more of the 20 largest airports in the country. We've already announced deals with British Airways and Air France here in the U.S.

IS CLEAR IN ANY OFFICE BUILDINGS AND SPORTS ARENAS YET?

Not yet. We need to have enough of an installed base in New York City before we move forward with this. I would say it's about a year or two away.

WHAT HAVE BEEN YOUR CHIEF OBSTACLES AS FAR AS GETTING THIS COMPANY UP AND RUNNING?

Inertia. It's the ultimate chicken and egg. People aren't going to buy something that they can't use anywhere.

FROM COURT TV TO THIS NEW COMPANY, WOULD YOU SAY YOU HAVE A FASCINATION WITH CRIME?

Not particularly. Court TV wasn't about crime when I was running it. We spent more time covering the war crimes tribunal in The Hague than we did on the O.J. Simpson case.

WHY ARE SHOWS LIKE LAW & ORDER AND CSI SO SUCCESSFUL?

It's an easy plot line. Whenever your drama is about finding the bad guy, people are entertained.

WHAT'S NEXT FOR YOU?

This is keeping me pretty busy right now. In the spring and fall, I devote a lot of time to the Yale Journalism Initiative that my wife and I started. ■



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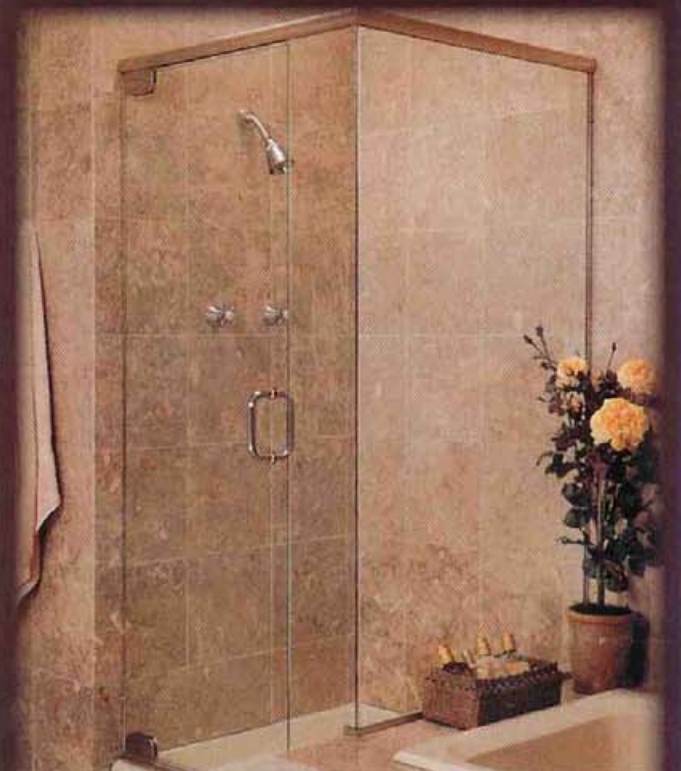
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