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# Former Clark Native 'Chases The Green' with New Book

By MARYLOU MORANO

Specially Written for *The Westfield Leader* and *The Times*

CLARK – Golf enthusiasts will recognize the expression “chasing the green” as one that motivates a player to approach every hole aggressively and with full commitment.

When translated into the world of high finance, “chasing the green” is an appropriate title for a book that describes the first-ever case brought by the Federal Trade Commission (FTC) against a company in the credit card processing industry.

Co-written with Emilio Iasiello, “Chasing the Green” is the story of former Clark native Craig Frankel and his brother – referred to in the book as “Ross” – two entrepreneurs who got into the electronic credit card processing business when it was in its infancy and grew their business into a multi-million dollar empire.

The names of the people and institutions referred to in the book have been changed, but the story is very real.

The two brothers, neither of whom had a college education, were at the top of the world when they learned in early 2002 that their bankcard business was under investigation by the FTC for fraud.

Placed into receivership by the FTC, the company, referred to in the book as A & R Bankcard, spiraled downward even faster when the people assigned to its custody committed their own version of fraud by selling company secrets to its competitors.

Ultimately, the brothers settled out of court with the FTC for what is explained in the book as “nothing that wasn’t an accepted and regular practice in the industry.”

They had to sell their business to

pay the settlement, and at the age of 38, Mr. Frankel, who now lives in Dallas, devoted much of his time to his lifelong passion of golf.

From business to the game of golf, Mr. Frankel continues to “chase the green.”

“Chasing the Green [is] what life is all about. It’s the thing that pushes you to go beyond yourself, to strive for that one goal that perpetually seems out of reach and catapults you to reach out just enough to grab it,” he writes.

“...[It’s about] finding what you love and pursuing it with all your heart.”

Mr. Frankel also produces motion pictures.

One of his latest

production projects is a feature-film version of “Chasing the Green,” for which he co-wrote the screenplay.

“I have always been a fan of true stories, and I think most people enjoy reading or seeing a movie based on a true story,” he said.

The movie version stars William Devane, of “24,” Jeremy London and Heather McComb of “Party of Five,” Ryan Hurst of *Remember the Titans*, Robert Piccardo of “Star Trek: Voyager,” Dan Grimaldi of “The Sopranos” and Patricia Rae of *Maria Full of Grace*.

“The cast of the film, which includes actors from [many well-known films], sure does give this amazing story even more pop,” Mr. Frankel said.

“I felt like this was a great story. [It is a] good success story, funny, historical and compelling,” he continued.

Mr. Frankel has had two serious offers to distribute the movie version of “Chasing the Green.”

“Chasing the Green” is available at all local and online bookstores.

