

# I. Becoming a Billionaire

To become a Billionaire, we ask only that you follow the simple instructions below on how to choose a name, dress the part, and adopt a Billionaire persona. Once you have completed these preliminaries, you and other like-minded Billionaires are ready to form your own local chapter of Billionaires for Bush.

## Choosing a Name

As a billionaire, you must make a good name for yourself (or at least borrow one from your parents). Here are some famous Billionaire names from around the country:

Anita Subsidy	Lucinda Regulations
Ava Rice	Luke Rahtive
Barbara Kruger-Rand	Mary A. Richman
Bill Fold	Mary Ritch
Bill M. Moore	Meg A. Bux
Billie O'Nair	Millie O'Nair
Bjorn Ritch	Miss Aisles
Cassius King	Miya Cash
Claire Channel	Mona Terri Gaines
D. Forestation	Mona Polist
Dee Regulation	Monty Moneybucks
Dick Tator	N. Heritage
Doll R.	N. Ron Graft
Erna Bigcheque	N. V. Mee
Frida Market	Olive Oilfields
Gimmi Moore	Ollie Garky
Goldie Sachs	Owen Dwight Howse
Hallie Burton / Hal E. Burton	Pam Perd
Howe Rich Aryieux	Phil T. Rich
Ike Horner de Marquette	Phil T. Lucre
I. M. Loaded	Philip Mepockitz
Ilene Far-Wright	Pluto Cratt
Ima Weltier	Richard Enyou
Iona Bigga Yacht	Reed Dickless Lee Rich III
Iona Lott	Robert Baron
Iona Senator	Robin U. Blind
Ivan S. Tate	Seymour Benjamins
Ivana Censorhugh	Scott A. Fullpocket
Joe Highness	Silvia Spoon
John Dough	Sir Plus Value, Knight of the British Empire
K. Ching	Sue Ann Winn
Leah Jet	Swellington Von Rulingclassford
Les A. Faire	Warren Proffitt
Liv B. Hind-Gates	William (Willy) B. Uppercrust
Lord Amplecapital	Xena Phobe
Lotta Mula	Z. Roe Compassion
Lou Pole	

If you have an enviable name that is not on the list above, email [names@billionairesforbush.com](mailto:names@billionairesforbush.com) to let us know!

## Suitable Attire

Appearances are everything. Formal dress *is* required.

In order to be a billionaire, it is not merely important to sport the right attitude, but to sport the right suit as well. We really must insist that you dress the part — we do have an image to uphold. It has occasionally come to our attention that some Billionaires have tried to gather in casual garb, and to those deviant individualists, we have only this to say: Formal is Normal.

We know that there is a great wealth of diversity among the extremely rich — and therefore among our fashion choices as well. Billionaires come in all colors, shapes and sizes. We have old money and oil money and dot-com money and money at work and money on vacation and daytime money and evening money.

But as important as it is to honor the diversity of our ranks, it is even more important to preserve the traditional image of the Billionaire in America.

Visual unity is very important to us. Remember, it takes conformity, not individuality, to become a Billionaire for Bush.

So don your black suits and evening gowns, and hit the streets!

For men, suit-able attire includes:

- \$ black tux or suit
- \$ white shirt
- \$ money tie
- \$ bowtie
- \$ bowler hat
- \$ cigar
- \$ monocle
- \$ white gloves
- \$ cummerbund
- \$ suspenders
- \$ cane

For women:

- \$ furs
- \$ diamonds
- \$ pearls
- \$ fancy scarf
- \$ opera gloves
- \$ gown
- \$ heels
- \$ cigarette holder
- \$ tiara

You may also come with your full entourage. Servants, footmen, butlers, limos, security detail, red carpets, etc. are all welcome.



Billionaires who simply *must* stand out, even amidst the enormously affluent, may find the following fashion ideas appealing:

**Bratty Equestrian**

equestrian-type hat  
jacket  
jodhpurs (equestrian pants) or leggings  
fancy high boots  
riding crop  
flashy jewelry  
attitude  
stuffed pony

**Billionaire Record Executive**

fancy suit or super-expensive jogging outfit  
flashy jewelry  
cell phone permanently attached to ear  
blackberry device or pda  
eye candy girlfriend/boyfriend  
briefcase full of record contracts that screw the artist

**A Columbian Cartel Boss**

slinky slithery pants  
silky shirt  
see-through socks  
endangered-animal skin shoes  
gold chains  
chunky shades  
jewelry with tiny spoons

**Rock Star or Rapper**

finery  
leather pants  
engineer boots  
shiny shirt  
fur coat  
diamond earrings  
gold money pendant

**Deposed European Royalty**

fluffy shirt with cuffs  
shiny brocaded smoking jacket  
velvet pants  
jeweled slippers  
turban

**Hunting Lodger**

hunting boots  
solid-colored thick wool pants  
nubby earth-toned sweater  
plaid jackets with the rifle-shot protector shoulder pad  
hunting cap

## Your Persona & Portfolio

As Billionaires, our names evoke fabulous fortunes and we dress like a billion bucks. But there's a story behind every fortune, and communicating it well will better enable you to effectively manipulate the hearts and minds of the American public. Just take a peek at the biographies of a few of our top officers — who wouldn't be moved?

Phil T. Rich  
Chief Executive Officer and Schmoozer-In-Chief, B4B

Phil was born a poor Mexican, but like those who feel as though they were born in the wrong body and long for a sex-change operation, Phil always new the maternity nurse had mixed up the socio-economic strata at birth. Not one to pout, however, he quickly set about to reclaim his lost heritage. A cleverly faked ID got him into Andover, identity theft landed him at Yale and then Princeton. After being tapped for the secret Skull and Bones secret society (psst, it's a secret), and apprenticing to both Karl Rove and Kenneth Lay, he quickly rose up through the ranks of hard-right Republican organs of power and America's most dynamic corporations. His resume—Special Attaché for Accounting at Enron, Executive Secretary of the Project for a New American Century, trusted Note Taker of Vice-President Cheney's Energy Committee, and, of course, Co-Chair of Billionaires for Bush—read like a cocktail of forward thinking governance. Phil's main goal in life is now Full Spectrum Dominance over American politics. His varied interests include Money, Wealth, Lucre, Cash, and Money. He is also a board member of Halliburton.

Seymour Benjamins  
Chief Operating Officer and Webmaster, B4B

Seymour Benjamins was born on January 20, 1981 — the date of Ronald Reagan's first inauguration, he is quick to note — in Bel Air, CA. Seymour was the only child of Manny Benjamins III, a California aerospace/defense mogul who discovered that there's even more profit to be made in cold wars than in hot ones, and Mary A. Mogul II, a descendant of Austrian royalty. The young Benjamins graduated from Philips Exeter Academy in 1999 and earned a master's degree in Economics from Harvard in 2003. During his junior year in college, Benjamins' father died abruptly, leaving him a fortune estimated at \$1.7 billion, whereupon he instantly became the most powerful 21-year old in America. Since graduating, Benjamins has invested billions in defense, natural gas, and pharmaceuticals, as well as key elected officials. He briefly worked on the Terrorism Futures Market under John M. Poindexter at the Pentagon's Defense Advanced Research Projects Agency (DARPA). In addition to sitting on Halliburton's board, Benjamins holds positions at DynCorp, Goldman Sachs, Kissinger & Associates, and the American Enterprise Institute. He is a sailing enthusiast and frequents the New York Yacht Club.