

# Star's Edge, Inc.

## Situation Report

12/12/2005

Avatar Bashers: Eldon Braun and Ronald Cools

*(Basher: A person who, with or without justification, DESIRES to blame, humiliate, and hurt others.)*

Some recent rumors intentionally circulated on the Internet and via e-mail have resulted in some confused ideas about Avatar, Harry Palmer and Star's Edge.

Here is the real story behind them.

1. The story began in 1991 when Eldon Braun, a Provisionally Licensed Avatar Master, was caught cheating on royalties he owed Star's Edge, Inc. (the company that manages the Avatar network). When he still refused to pay after several attempts to negotiate, his license to deliver the Avatar Course was suspended.<sup>1</sup>
2. Perceiving license suspension as an insult to his self-importance, and not being invited as a complimentary guest to the premier Wizard Course as an additional insult, Braun decided to punish Star's Edge and Harry Palmer, author of the Avatar Course.<sup>2</sup> Thus Braun began a ten-year campaign to libel

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<sup>1</sup> Braun admitted to this in pre-trial disclosures in Harry Palmer and Star's Edge vs Eldon Braun, Case No. 6:00-cv-1662-ORL-31JGG

<sup>2</sup> Braun wrote an expose on Harry called the Wiz of Orlando that described events that Braun had no first hand knowledge of and had only heard about through gossip and rumors. Much of the gossip Braun generated himself. The article is angry, vindictive, and inaccurate. Braun boasted that he would correct any inaccuracies, but after more than 50 misrepresentations were highlighted in a copy given to Braun's attorney, Braun refused to make changes, contending that the statute of limitations for libel had run out on the article. At trial Braun's attorney defended Braun by pointing out that the libelous statements posted on the Internet in 2000 were the same as those in the 1991 Wiz of Orlando and since the statute of limitations had run out... The judge didn't buy it and found Braun guilty of malicious libel.

and discredit Avatar, Star's Edge, and Harry Palmer. <sup>3</sup>He demanded large sums of money to stop. Using his advertising background and his study of black (negative) propaganda techniques, <sup>4</sup> Braun twisted facts, quoted statements out of context, and lied outright to further his ongoing, malicious campaign. In 2001, within days after the terrorist attacks on the Twin Towers, Braun published terrorism-related threats toward Harry and his wife. <sup>5</sup>A criminal stalking complaint was filed against him with Florida law enforcement.

3. Braun's posted intentions are to "dismantle Star's Edge", "bring Harry Palmer down", and "to see Harry Palmer panhandling on the street."<sup>6</sup> Ironically, at the time of these posts, Braun had only seen Harry Palmer at public lectures and a graduation barbeque party at Harry's home where he was one of more than fifty students.

In 1999, Braun decided to steal the Avatar Materials and rewrite them as his own Source Course.<sup>7</sup>

4. After failed attempts to mediate with Braun, Harry Palmer and Star's Edge filed suit against Eldon Braun in US Federal Court in 2000 for copyright infringement and libel.<sup>8</sup> After a formal trial, the court determined that Braun had infringed Harry Palmer's copyrights, and was spreading malicious libel about Palmer. The court eventually ordered him to pay fines and attorney fees of over \$450,000.00 to Harry Palmer and Star's Edge.<sup>9</sup>

5. In an attempt to abort justice, on or about July 15, 2005, Braun filed for

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<sup>3</sup> US Judge Presnell's Preliminary Injunction finding was that, "Braun engaged in a ten year campaign to discredit Harry Palmer." The final judgment added libel.

<sup>4</sup> According to Braun he worked for the Church of Scientology Public Relations department in the early 1980's.

<sup>5</sup> Braun stated that it was his Jihad to bring down Avra and Harry's Ivory tower.

<sup>6</sup> These were postings that Braun admitted to in trial.

<sup>7</sup> From Joint Final Pre-Trial Statement: [Braun published the Source Course because he saw a "marketing opportunity" and a "way to make money" for himself by selling the Source Course to Avatar students.]

<sup>8</sup> United States District Court, Middle District of Florida Harry Palmer and Star's Edge vs Eldon Braun, Case No: 6:00-CV-1662-ORL-31JGG

<sup>9</sup> URL: <http://avatarfriends.com/Doc243Attorney%20Fees-1.pdf>

bankruptcy in California. Besides the \$450,000.00 owed to Harry Palmer and Star's Edge, Braun had stuck credit card companies to a tune of approximately \$35,000.00

After a hearing, the United States Bankruptcy for the Northern District of California, San Francisco Division discharged the credit card debts, but ruled that, because Braun's actions against Harry Palmer and Star's Edge were **willful** and **malicious**, any and all amounts awarded to Harry Palmer and Star's Edge were not dischargeable in bankruptcy.<sup>10</sup> Star's Edge attorneys were then able to collect approximately \$80,000.00 from property that Braun owned in California. A balance due of \$370,000.00 remains to be collected.

6. Braun is still trying to threaten Star's Edge and Harry Palmer into not collecting their judgment.<sup>11</sup> Braun has ignored evidence contrary to what he wants to believe and continues to use the Internet as a weapon to spread his propaganda and lies. Braun has posted over 5,000 critical statements about Harry Palmer, Star's Edge, and Avatar on the Internet under his own name or under anonymous names. Braun has said that he will not stop his libel campaign unless he is paid a million dollars. Braun has been unemployed for several years.

7. Braun preys on mentally ill people, and using lies and manipulation, recruits these unfortunates into joining his attacks. He advertises for disgruntled Avatars and Masters to contact him and then he tries to

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<sup>10</sup> United States Bankruptcy Court for Northern District of California Case No. 04-33139 DM7

<sup>11</sup> Braun email of 8/25/2005 entitled "More Levels of Exposure to Go": Remember my comment about the next level? I'm not sure exactly how many more levels to go at this point, but I can provide several at least. ... Best, Eldon

Braun email of 9/3/2005 entitled "Class Action": Do you want that legal experience? I'm arranging it for you. It will prove educational. Best, Eldon

Braun email of 9/16/2005 entitled "Next Step": You are already largely isolated from human society. Soon to be quarantined. You had your chance, but of course you muffed it.

exacerbate whatever upset or misunderstanding they have into an attack on Avatar.<sup>12</sup> His recruiting spiel plays heavily on money, feeling victimized, and on the failure of Star's Edge to recognize the recruit's elevated self-importance. He manipulatively coaches the recruits to blame Harry Palmer, Star's Edge, and Avatar for their failures in life.

One of a small hand-full of recruits that Braun has managed to coax into attacking Avatar is named Ronald Cools. At different times, several different Dutch Avatar Masters have tried to help Ronald Cools assume responsibility for his upsets and actions. After several free reviews, he was finally banned from attending Avatar deliveries since he was continually critical and had no interest in self-examination.

8. Ronald Cools describes himself in an Internet post: *"Hi, I am Ronald, an 43 year old homosexual. I am living a very lonely life, without a relationship, no work, almost (sic) no friends. I feel I cannot bear this isolation any longer. I am suicidal for 3 years now, and every day is a torture for me. My method of stepping out of life is with sleepingpills (sic) (Nitrazepam) and a plastic bag. I hope I have the strength to do it this week. Is here anyone in the same circumstance? Please tell me. Warm regard, Ronald Cools from Holland"*<sup>13</sup>

Cools did not commit suicide, probably didn't intend to. Instead he counseled others on how to commit suicide. Here is an excerpt from one of his posts: *"Giving information how to commit suicide is not prohibited by law. Holland is a very liberate country Barbara, maybe you have to get used to that... Our birthright(sic) is also a choosen(sic) dead if you really want to step out of life. IMO Karin Spaink is helping people who have a concrete deadwish,(sic) **and I also sometimes give people information how to commit suicide.** I don't see anything wrong with that..."*

Cools wrongly believes that because he is diagnosed with a personality disorder and is on welfare, that Star's Edge will not sue him for his blatant libel and copyright infringement. To date, every friendly attempt to stop

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<sup>12</sup> This soliciting was offered into evidence at trial and admitted by Braun.

<sup>13</sup> Posted on Usenet at alt.suicide.holiday

him, or reason with him, has been interpreted by him as a threat that he uses to justify increasing his libel and copyright infringement activities.<sup>14</sup> He has ignored a US Federal judge's injunction against publishing Braun's infringing Source Course--with Braun's approval, of course.

In 2005, Braun coaxed Cools to create a hate website (avatarscam) directed at Avatar. Most of the material on Cools' website have been written, re-written, inspired, or collected by Braun, some of it from a disgruntled Scientology employee, Gale Lyons, who Harry fired 19 years ago.<sup>15</sup> Cools has also collected an email list of Avatar Masters and periodically spams them with libelous out of context information about Harry Palmer, or stolen copyrighted materials.

9. Braun directly (or indirectly through his disgruntled recruits) spends many hours per week repeating variations of his five favorite lies:

Lie 1: that Avatar is a dangerous cult

Lie 2: that Harry Palmer is dishonest and insane

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<sup>14</sup> Cools brags that he has caused Star's Edge to file the most Digital Millennium Copyright complaints of any organization with Google. Google has honored all complaints and removed the infringing material, but Ron continues to violate Star's Edge copyrights.

<sup>15</sup> Gale Lyons has admitted that she manipulated the editor of the Elmira Star Gazette into publishing an expose that was anti-Palmer and anti-Scientology. [Posted 8/12/2000 by Gale Lyons: "I knew someone that was good friends with the editor in chief. It took us a while. She heard him say that someone had called the paper concerned about a family member that was connected to Scn. and he could find no info. She of course told me before she said anything. We made a plan to set it up as a terrible secret and fed him tidbits until he begged her to talk to me. After much begging I 'reluctantly' said ok. He called me to set up a meeting. I went back to 'the rest' and told them the Star Gazett (sic) was interested. They reluctantly (for real) agreed and I stepped into the background."] Marjorie Kuentz-Hoffman, the Scientologist featured in the article, used her Public Relations training to spin a soulful tale of manipulation and deceit, which in fact, was almost entirely fiction. Two fired employees and three ex-students were dragged in to spin an even more exaggerated story of woe for the gullible 20-something reporter. When Braun reposted the story on the Internet, the new Elmira Star Gazette editor, informed of the stories inaccuracies and the circumstances surrounding its publishing, twice legally ordered Braun to remove it. Braun complied, but then reposted the story on a French website outside of US jurisdiction.

Lie 3: that Avatar training harms people

Lie 4: that Avatar is connected with, or is an offshoot of, the Church of Scientology<sup>16</sup>

Lie 5: that Star's Edge was, or is, engaging in criminal activities.

These are malicious lies and have been documented with evidence and testimony as lies in U.S. Federal Court. Braun has been ordered to pay large fines for spreading them.

The final court ruling can be viewed at the Court's website:  
<http://www.ca11.uscourts.gov/opinions/ops/200313963.pdf>

The final judgment for cost against Braun can be view here:  
<http://avatarfriends.com/Doc243Attorney%20Fees-1.pdf>

To evade U.S. justice and the fines and other penalties levied against him, Braun fled back to Paris where he continues to spin his lies to uninformed people. He uses his handful of recruits to confirm each other's lies and spread misleading and manipulative stories to local press, TV talk shows, school boards, and governmental agencies (including the Florida and Texas Bar Associations, and, according to Cools, the Dutch police, the Dutch Government, and the FBI). Among Braun's favorites slurs are that Avatar is a UFO brainwashing cult and associated with, or similar to, the Church of Scientology. Both statements are deliberate lies intended to inflame people who have no experience with Harry Palmer, Star's Edge or Avatar.

If you encounter any effects from Braun's or Cools' propaganda, feel free to use this Situation Report to establish the reality of the situation. Every statement in it is accurate and documented. (Star's Edge will provide court documentation, deposition transcripts, and evidence to responsible

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<sup>16</sup> Braun knows this is false, but uses the positioning to manipulate Church of Scientology critics into bashing Avatar.

journalists.)<sup>17</sup>

When Eldon and Ronald get over being right, they are invited, on their own time, to cycle between the Integrity (1) and Forgiveness Option (5) mini-courses until they feel personally responsible for their actions and no longer have any desire to blame, humiliate, or hurt others.

The mini-courses are available for free download here:  
<http://avatarepc.com/html/mini-eng.html>

In spite of Braun's malicious lies and Ronald's spam emails, the Avatar Network continues to expand. Star's Edge Trainers and staff salute the many thousands of aligned Avatar Masters, and tens of thousands of Avatar graduates, who are motivated by service to others, and compassion, and who are contributing to an Enlightened Planetary Civilization.

*"In a universe based on duality, there is always an opposite viewpoint." --Harry Palmer*

Wishing you success and prosperity,

The Senior Avatar Council, Star's Edge International

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<sup>17</sup> Star's Edge has three file cabinets of Braun and company's faxes, emails and Internet posts.