

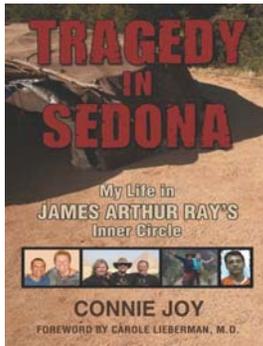
# SGARLAT PUBLICITY

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**"Each student must be encouraged to take responsible measures to confront teachers with unethical aspects of their conduct."** — The Dalai Lama



*Tragedy in Sedona* is a riveting behind-the-scenes look at the rise and fall of self-help and success guru James Arthur Ray, one of the stars of the hit film *The Secret* and a much sought-after guest on TV shows like *Oprah* and *Larry King Live*. Through the eyes of a disenchanted follower, author Connie Joy, formerly a charter member of Ray's World Wealth Society, takes you on her personal and candidly revealing journey...from being a devoted participant of the inner circle and "Dream Team" to realizing that her mentor was a false prophet and trying to warn others that he may be putting them in danger. Connie's instincts for self-preservation saved her before it was too late. Tragically, many others who followed James into his ill-conceived sweat lodge at the Angel Valley Retreat Center in Sedona, Arizona, were not as fortunate. Three of the participants were, quoting the mother of one who died, "cooked to death" by the extreme heat, and eighteen others were hospitalized, several in life-threatening condition. Ray has been charged with three counts of manslaughter and is facing trial in Arizona.

The fifty-some people—from 30 to 60 years of age—crowded into the room-size tent that beautiful fall day in October 2009, had paid Ray about \$10,000 each to experience what was to be a weeklong, so-called "Spiritual Warrior" retreat, an event which they all expected, as advertised, would "change their lives." For the survivors, these words were prophetically true, for many will be traumatized forever.

Joy's cautionary tale reminds us that no one's life should become endangered in the pursuit of a spiritual awakening, and she offers suggestions for much-needed regulation of the multi-billion dollar self-help industry. Despite her own troubling association with Ray, she admits to having received value from the many seminars in which she participated and emphatically makes the point that *Tragedy in Sedona* is not a story that condemns all spiritual leaders or the self-help movement itself. Rather, it is a personal account of one woman who was wise enough—finally—not to "confuse the message with the messenger." Her book brings compassion, insight and much-needed rationality to anyone searching for a path to greater awareness, happiness and fulfillment in life.



Connie Joy has a B.S. in Computer Science Mathematics from the University of Santa Clara and an A.A.S in Medical Laboratory Technology & Electron Microscopy. She has worked as a medical laboratory technologist, chemical engineer, and large-computer systems sales person. Connie and husband Richard are Realtors® and brokers in their firm, The Joys of Real Estate. They reside in San Diego, CA, with their daughter, Erica.