

## Bitter Fruit turns Sweet in NYC

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Andy LaPointe spends his time caring for the human condition. His website, [www.traversebayfarms.com](http://www.traversebayfarms.com), touts the benefits of “fruit for a healthy you.” At that site, you can find all manner of fruit related health items. From supplements to juices, health reports to “super fruits,” Traverse Bay Farms has everything that a health conscious fruit lover would need.

Want to improve your memory? There’s a blueberry supplement for that. Looking to enjoy the health benefits of cherries wherever you go? There’s a cherry powder for that. Hate gout? There’s a gout hater’s cookbook for that. In short, the website is a treasure trove of healthy fruit-related topics and products, and has been widely praised and publicized. In his website’s same niche, LaPointe also touts a more simple life in small town America.

It was that perspective which took him and his wife, Jennifer, to an event in New York City and found them wandering Times Square on May 1, 2010. LaPointe was in NYC promoting a book he has written entitled “Small Town Dream: The Guide to Moving to Small Town America.” In the book, LaPointe extols the virtues and wonder of living in places like Traverse City, and he explains how a big city kid can easily find happiness within the small town charm of Anywhere, USA.

LaPointe even goes so far as to outline a successful move from the city to the small town of the reader’s dreams. Like any good American, LaPointe is not against mixing business with pleasure. So, at about 6:30 on a lovely New York City evening, he and his wife walked up Broadway and into Times Square.

“The reason I remember the exact time is because we promised our kids we would call them at 6:30 and they would know to go to the [EarthCam](http://EarthCam.com) website so we could wave ‘hi’ to them from Times Square. The [EarthCam](http://EarthCam.com) is a 24-hour live video stream of Times Square,” explained LaPointe.

### Vantage Point

“As Jen talked with our kids, I remember standing on the corner of 45th and Broadway looking around at the thousands of people enjoying the warm spring night in Times Square. What I remember the most while I stood on that corner was a five to six foot pile of black garbage bags stacked on West 45th,” he said. “What I didn’t notice was the SUV parked right next to the pile of trash. We were literally 30 feet away from the SUV packed full of explosives set to go off at 6:30.”

“After Jen hung up the phone with the kids, we began to walk north on Broadway toward 7th and it was then we started to hear the approach of oncoming sirens. As the sirens increased in both volume and number, we realized something had happened in the immediate area. However, we were still unaware of the potential magnitude of the event. As the sirens approached, I took a video of the first response units arriving on the scene at approximately 6:35. We were standing on the corner of Broadway and 7th, about a block or so north of 45th and Broadway,” LaPointe stated.

On LaPointe’s book website, [www.smalltowndream.com](http://www.smalltowndream.com), are two videos that he took while the first responders began to roll into Times Square. During the first video the observer can see that Times Square is packed with people. Sirens are blaring and people are beginning to exchange looks of confusion and curiosity. At one point, LaPointe is heard saying, “Holy cow!”

The second video shows a new vantage point, one just outside of Times Square. Police on horses are blocking back the crowd, police cars block off Times Square itself and many emergency vehicles can be seen in the distance.



Traverse City residents Andy LaPointe and his wife, Jennifer, are pictured here attending a networking event in New York City. Their experience in the recent attempted terrorist bombing in Times Square has reinforced their love for small town America.

## Live example

“The New York Police Department did an unbelievable job of clearing the streets and keeping everyone safe,” LaPointe said. “Fortunately for us, or any of the other people in Times Square that night, nothing happened and we didn't learn the exact details of what occurred until the next morning.”

Although LaPointe and his wife love the big city, it is examples like this that LaPointe chooses to point to when explaining why he would never live in one. These sorts of things also lie behind the message of his book. Small town living isn't for everyone, but LaPointe believes that there are enough people in the city that would love a new start to make his book a success. And now he has a living testimony to accompany the recent publication.

For more information on LaPointe's book and to view his videos, visit [www.smalltowndream.com](http://www.smalltowndream.com).