

Burgers with the Queen of Cookies

Feature and Photo (opposite page)
by Will Marks



When you step out of an elevator in a lovely Upper East Side brownstone in New York City to meet Lisa G. (Glasberg) you are not sure what to expect. Not that you would have any idea what to expect really. If you were a listener of the Hot 97 FM show, a New York-based Hip-Hop that she co-hosted with Ed Lover and Doctor Dre (late of *Yo! MTV Raps* from the late 80s to mid 90s) in the later 1990s, you would expect a street-wise urban girl. If you are a listener of the *Howard Stern Show* on Sirius/XM satellite radio where Lisa currently serves on the Howard 100 News Team, you would not be sure what to expect. This is simply because she is a chameleon for the show, providing a willing foil for anything from hassling writer Benjy Bronk about his nascent singer/songwriter girlfriend, to discussing her breast size with the boss, to kissing Ronnie the Limo Driver (Ronald Mund) in exchange for 10,000 re-tweets on Twitter (which occurred on the show just days before our meeting). The Lisa G. you hear on the air could be just about anyone you want, especially if you are the King of All Media. If you read her new tell-all memoir, *Sex, Lies, & Cookies: An Unrated Memoir*, then you would maybe expect to be greeted at the door by a woman with a tray of cookies, an apron, and nothing else.

What I actually got was a robust "Hi!" coming from an open door down the hall. A pretty, petite woman offered her hand and offered a warm welcome and an invitation to come inside. The first thing a Stern fan may think is that this poor woman had to endure a molestation by Ronnie the Limo Driver. But then you read her book and know that everything Lisa Glasberg does is done with intention and complete control, including our interview. "I thought we could take some photos in the kitchen and then I'll buy you lunch,"

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I asked Lisa to do a version of word association on some of her professional relationships, both past and present with one-word descriptions of her colleagues. Her answers were, at once, both expected and surprising.

Ed Lover - **"Fun"**

Doctor Dre - **"Laugh"**

Jon Hein (Stern show contributor and founder of *Jump the Shark* website) - **"Conservative"**

Ronnie (the Limo Driver) Mund - **"Gruff"**

Benjy Bronk - **"Unique"**

Elisa Jordana (Bronk's singer/songwriter girlfriend) - **"Beautiful"**

Gary Dell'Abate - **"Smart"**

Robin Quivers - **"Amazing"**

Beth Stern - **"Glamorous"**

Howard Stern - **"Genius & Kind"**

(I had to let her have two for the boss, of course.)

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she proclaimed moments after the door closed. While I had thought a New York street scene would have been a good choice, Lisa has a way of turning a suggestion into a reality. So, out came the camera and the pictures commenced. This is not to say that she is controlling or diva-ish in any way, she's just... nice. Nice in the best possible way so that as you engage with her it just seems perfectly natural to go along with her plan (after all, that's how she ended up in the "kiss for tweets" bit; it was her idea!). There is no feeling of manipulation from her; you know that she truly and fully believes that the suggestion or plan that she has will be the best possible for all, the most beneficial for all parties. She sets her mind to a goal and then works to achieve it. That is the life that she has led: purpose driven and always working toward that next goal, be it professional or personal and in the case of personal, sometimes goals that she knew were not in her best personal interest (more on that later).

After the photos, and a brief encounter with Lucky the cat, off we went, up the street to Neil's Coffee Shop, her favorite coffee shop/diner that had, according to her, "great burgers." A brief walk with some NYC history, she says "*Sex and the City* shot here," and "Woody Allen lives over there" and then we were sitting down ordering cheeseburgers. The conversation fell quickly to her book and how it chronicles the road she traveled from a high school radio job at WLIR in Garden City, Long Island, to her current spot on the Stern team. The book documents Lisa's journey from that point to present day—and the gritty details of her personal and professional struggles along the way. While the book does reveal some choices made along the way that are obvious to any reader to be regretful, what the conversation with Lisa reveals is that she had come into full realization that her choices were often made based on a "lack of self-esteem." She is, in the book, brutally honest both with herself and the reader. When I asked her why write the book, she said "I had a story to tell, and I hoped that if I could help one girl, to not do the same thing(s) I did, then that is a blessing. The book tells my journey. Yes, it is about cookies, but it is really a life lesson about how to love yourself." The cookies are the unusual part about *Sex, Lies, & Cookies*. Helping that "one girl" or anyone at all is a theme evident throughout the book. To punctuate different life lessons, Lisa offers recipes for her cookies, each representing an experience in her life. Cookies for celebrations, breakups, hookups, changes of hair color, (blondies of course!) and just about any moment in life, Lisa has a cookie to soothe, solve or sedate the situation and she includes them all in the book, along with the life lesson they represent. The recipes and the situations they represent are quite candid as is the entirety of the book. In spending time with Lisa, you realize that in conversation, just like in her book, Lisa is an "all cards on the table" person. She holds nothing back in a discussion and answers all questions quickly and without hesitation to consider what she "should say" rather than what she wants to say. This honesty is what makes *Sex, Lies, & Cookies* such an engaging and entertaining read. This is the story of a life, unvarnished and honest, both heartbreaking and heartwarming. Anyone will be able to find common ground with her whether in familial, professional, or romantic situations, every person will find a common thread to her experiences, and a cookie to make them feel better about it.

Oh, and the burger? Outstanding. 🍔

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