

OPEN



TRAY CHIC: "It's Dick Grasso, sir. Something about Prince Albert in a can."

## ROCK THE VOICE

WOULD A SWANK NEW CELLPHONE CONCIERGE CAPABLY MEET THE NEEDS OF A DEMANDING TRADER — OR JUST DROP THE CALL?

TEST DRIVE

**A MAN WHO** spends his day trading enormous sums is not a man who should then spend his evening doing battle with the service sector. Enter cellphone concierge Voce. Its selling points? Modest fees and unlimited requests. So we

plucked equities all-star Hassan El-Farra, 27, from his Wall Street perch, stapled a Motorola Pebl to his palm and turned him loose for a week. Our instructions? Ask away — and be bossy and officious if you must!

**REQUEST 1: Must get to Hamptons — but Mapquest is on the fritz!**

In dire need of driving directions, El-Farra called Voce. Within three minutes, an agent had texted him *two* easy-to-follow routes. "I live on the seventeenth floor," El-Farra says. "If I were in a rush to Southampton, the directions would be on my phone by the time I got downstairs." And who among us is not in a rush to Southampton?

**REQUEST 2: Craving top-tier sushi — and proximity to Robert De Niro!**

A peckish El-Farra enlisted Voce to nab a table at Nobu. Voce was up to the task — but El-Farra impulsively changed his mind and drove to Long Island instead. Hey, he was in a rush to Southampton!

**REQUEST 3: Wish to pilot sleek supercar — while overcome by nostalgia for hanging chads!** A friend in West Palm Beach informed El-Farra that he'd like a Ferrari 355 Spyder rental. Within minutes, a Voce agent informed him that Ferrari no longer makes the model — but would he like a convertible 360 Spyder instead? "She nailed it," El-Farra enthuses.

El-Farra praises Voce overall: "It's great for the sell side, someone on the go." Yet he exudes pessimism fitting for an ex-NYSE local. "Voce goes all out for you," he allows, "but I wouldn't find much use for it."

Hamptons. Ferraris. Tempura with Kate Moss! "Not much use for it?" There's just no pleasing some people.

*\$500 activation fee; \$200 per month. 866-919-VOCE; voce.com*

ASK THE DREAM DOCTOR

## Cell Side

IMPRISONED BY DOUBT, ONE TRADER YEARS TO BREAK FREE

**DEAR DREAM DOCTOR:** *I've just left the firm where I've traded for a decade to start my own fund. Ever since I quit, I've been plagued by a dream that I'm trapped in a windowless cell in which I'm unable to sit or stand up. I don't panic, but I can hear my breathing getting louder and louder. Then I jolt awake, panting. What's happening?* — John, New York

Dreaming of being trapped like this, John, speaks volumes about the perils unique to trading. Your problem is elemental — you're unable either to sit (any human's natural "short position") or stand ("long position"). Bull? Bear? Passive? Active? You're in terminal limbo and can be none of the above.

The darkness your cell affords you, meanwhile, alludes to your inability to see the future clearly — to make sense of the market's unknowns. And that heavy breathing and bolt-upright awakening? That's your stress level increasing as you sweat out the difficult, uncomfortable positions of life on your own.

The good news? It's early — and this dream should decrease in both frequency and intensity as your venture gets more secure. Think of it as an inverse barometer of success: A quarter or two of solid returns right away, and you'll be surprised how easily the light will flood in, your space will expand and you'll be able to stretch your trading muscles at last, mastering those vital positions that will keep you (and your investors) perfectly comfortable.

**Charles McPhee** (dreamdoctor.com) is the author of *Ask the Dream Doctor*. E-mail him at [mcphee@dreamdoctor.com](mailto:mcphee@dreamdoctor.com).

**WRAP STAR:** A trader? Dreaming he's bound by his positions? *Naaah.*



WRITER: CRISTINA VELOCCI (TEST DRIVE). PHOTOGRAPHS BY MATTHEW FURMAN (2)

## TRADER TICKER



NUMBER OF STATES IN WHICH VOCE PRODUCTS CAN BE BOUGHT IN BRICK-AND-MORTAR STORES: ARIZONA, CALIFORNIA, FLORIDA, NEVADA, NEW JERSEY AND NEW YORK



MINIMUM NUMBER OF DREAMS THE AVERAGE PERSON OVER AGE 10 HAS PER NIGHT DURING REM SLEEP — NOT ALL OF WHICH WILL BE REMEMBERED