



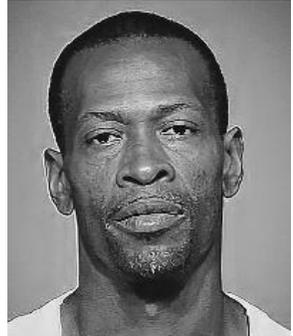
Milwaukee County

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Man charged with 12 new counts in sex trafficking case

By John Diedrich of the Journal Sentinel Dec. 8, 2009

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Derrick Avery

The federal sex trafficking case against Derrick Avery greatly expanded Tuesday, with 12 new criminal counts handed down by a grand jury in Milwaukee.

Avery, 43, the Milwaukee native known as "Pimp Snooky," now is charged with prostituting two girls and 10 women over at least eight years, according to the 25-page indictment. If convicted, he faces 10 years to life in prison.

Avery ran a ruthless prostitution ring across the country, pimping girls as young as 14 and beating and torturing them when they didn't make him enough money, according to court records.

Avery, who most recently lived in Las Vegas, was indicted in August on two counts of sex trafficking of a child by use of force. Also named in that indictment was Shamika Evans, 28, known as "Mika" and described as Avery's top prostitute. Evans was not named in the most recent indictment.

Avery, who remains in federal custody, says he has never been a pimp, but an actor playing a pimp on several Web sites.

According to the new indictment:

Avery "programmed" new prostitutes to follow his rules, which included no boyfriends, no talking back, never looking a man in the eye unless during paid sex and always calling him "Daddy."

He learned where his prostitutes' families lived and would threaten to hurt or kill them if the women and girls didn't continue to prostitute or reported him to police.

Avery beat and tortured the women with brooms, pool cues, chairs, belts and bats. He also used what he called the hot and cold treatment. For the hot treatment, Avery poured rubbing alcohol on the prostitutes' skin and ignited it, scaring but generally not scarring them, according to a criminal complaint.

For the cold treatment, Avery forced prostitutes to sit in a tub of ice-cube-filled water for as long as it took for a cigarette to burn down, the complaint says.

Avery transported his prostitutes from Milwaukee to other cities for prostitution, including Miami, Chicago and Las Vegas, according to the indictment.

Earlier this year, Avery coached prostitutes on their testimony before the grand jury, paying one woman \$1,000 and videotaping two women regarding their appearances, the indictment says.

Avery recruited his prostitutes at bus stations and off the street, wooing them with pricey clothes and jewelry, according to a criminal complaint. One prostitute said Avery was "selling me my dreams," it said. The case is being investigated by the Criminal Division of the Internal Revenue Service, the FBI and the detectives from the Milwaukee Police Department and prosecuted by the U.S. attorney's office.



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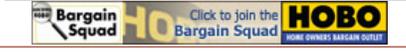
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