



2010 *jd* jackDALY year in review.

For those of you new to this process, this is an annual summary and reflection of my year, similar to a year-end report on business to a Board of Directors, however this focuses on the personal side of my life. I had support from many folks along the way, and in fact some joined me for parts of the journey. To them I shout out a special “Thanks!” I hope you enjoy this “look back” at 2010, as I attempt to enjoy life to the max.

HIGHLIGHTS: It’s always tough to single out just a few notables, but here goes. With Grandson Malcolm enjoying life at 2 years old, it was essential that we worked the calendar to visit with him at least quarterly, despite living on opposite coasts. This was accomplished with 5 visits, and whatever the number, it’s never enough. While I fell short of my goal of qualifying for the Ironman World Championship in Hawaii, I did successfully complete 9 races logging 565 miles, with the highlight of all being Ironman Cozumel which had both daughter Melissa and son Adam present for their first spectator Ironman AND my sister Val completing her first Ironman! Achieved 2 second place finishes in my age group and Ironman Brasil posted an improvement of 1 hour 12 minutes from my previous best.

BALANCE: As a professional speaker, my work translates into me being a road warrior. The good news is I enjoy what I do immensely and the demand for my services is consistently high. Regardless of how much I enjoy what I do, spending the major part of the year in a hotel room is not what’s desired. In order to find the balance I seek from life, years ago I resorted to planning and tracking where I sleep, balancing nights away for business, nights away for fun, and nights home. This has proven to be effective and once again did so in 2010.

| Sleep Nights | '10 act | '10 goal | '09 act | '09 goal | '08 act | '07 act | 2011 GOAL |
|-----------------|---------|----------|---------|----------|---------|---------|-----------|
| Business | 119 | 129 | 101 | 123 | 132 | 130 | 129 |
| Fun | 68 | 80 | 78 | 111 | 83 | 77 | 95 |
| Home | 188 | 157 | 175 | 100 | 141 | 130 | 166 |

The variances in 2010 resulted primarily from some international anticipated travel not coming about. These trips that did not occur were to be a combo of business and fun, so the respective shortfalls on each showed up as more time than planned at home (which is always a delight and enabled me to invest some added training time for improved race performances!). It appears that 2011 will be picking up some of those delayed international trips, so plan looks similar to 2010 plan. All in, solid balance (although Bonnie will always weigh in and say I could be staying home more often—she’s a saint to want me around so often!).

HEALTH/FITNESS: This continues to be a big component in my goals and life, resulting in excellent health benefits and all the enjoyment I derive from the myriad of activities/sports I’m involved in. I’m clearly a race junkie,



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what with 9 races for 565 miles, yet would have liked to done more but my many business travels caused scheduling conflicts. My BHAG is to win a slot for the Hawaii Ironman World Championship and really felt 2010 would be my year; alas, it was not to be! So, I will be trying again in 2011, with at least 3 shots at it! That aside, the news was quite positive here.

| | '10 Actual | '10 Goal | '09 Actual | '09 Goal | '08 Actual | '07 Actual | 2011 Goal |
|---------------------|------------|----------|------------|----------|------------|------------|-----------|
| Workout Days | 268 | 250 | 254 | 200 | 182 | 204 | 250 |
| Wine Days | 143 | <175 | 178 | <200 | 173 | 176 | <120 |

Workout days exceeded plan by 7%, and continues to reflect an ever increasing # of days year-to-year. I do like my wine, and without some type of “governor,” I would probably be taking in close to a bottle a day, which is unacceptable from both a health and fitness perspective. So, I strive to have more workout days than wine days, and I keep adjusting my workout days up and my wine days down. For 2011 I’m hoping to lose some additional weight to provide an added edge in the races (Hawaii Goal!), so must be at 178 or less to even have a sip, the bar previously was 190 or less. Raise the bar, so to speak! Here’s some of the other stats.

| | | | | | | | |
|-----------------------|--------------------------------------|--------------------------------------|---------|----------|---------|----------|----------|
| Run | 171 hrs/930 miles vs. Goal 100/600 | 102 hrs/585 miles vs. Goal 96/480 | | 93/517 | | 93/531 | 144/864 |
| Bike | 220 hrs/3463 miles vs. Goal 220/3300 | 222 hrs/3903 miles vs. Goal 144/2160 | | 149/2385 | | 148/2393 | 225/3600 |
| Swim | 87 hrs/260k yds vs. Goal 70/200k | 76 hrs/218k vs. Goal 70/200k | | 73/204k | | 104/286k | 84/250 |
| Strength | 99 hrs | 96 hrs | 93 hrs | 96 hrs | 21 hrs | 0 | 96 hrs |
| Total Exercise | 577 hrs | 486 hrs | 493 hrs | 406 hrs | 336 hrs | 345 hrs | 549 hrs |

2 Ironmans (making it a total overall to 6 in 6 countries), 2 Half irons, 2 Olympic tri’s, 3 marathons (1 new state bringing state total to 27 against goal of 50 states over time and lifetime marathons to 44), and 32 triathlons lifetime since 2005. Total exercise hours were an all-time high at 577, which based on a 40 hour “workweek” comes out to about 14.5 weeks. For the first time in years experienced a significant weight loss of 13 pounds to finish year at 174. This was by intent, assisted by husband/wife coach team in Australia, who tailored my diet and exercise in the last third of the year. Race weight target in 2011 will be 165 pounds, enjoying the benefits of carrying less around on race day! All doctor visits were conducted according to plan, with additional testing performed several times during the year ensuring some heart indicators were without merit. Pleased to say, green lighted as strong and healthy! Water intake and flossing all achieved as planned.



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Overall, feel great about health/fitness results. Besides the disappointment of not making Hawaii Ironman, Goal of Marathon in each of 50 states continues to be more challenging given 23 states remaining are visited less frequently (if ever), fewer races offered due to state size, races held at times of year that competing races are held, and a competing travel schedule for the business. The state marathon completed in 2010 was a real “doozy,” Colorado. Pikes Peak more exactly, race to top at 14,115 feet above sea level then back down. Rare air up there, single file trail route, and a marathon worst finish time of 10+ hours! Nonetheless, what an experience!! 2011 has targeted the largest state (Alaska) and the smallest (Rhode Island), and keeping eye open for other opportunities.

FAMILY/GRANDPARENTING FROM AFAR: Big family gathering for Thanksgiving in Cozumel, as decided to race Ironman in lieu of not making Hawaii. Sister Val took this race on as well, and first time Ironmans are always extra special. Adding to the fun was having her family there, sister Marie arrived evening of Thanksgiving as a surprise to Val, Malcolm and his Young family, and son Adam all joined my Ironmate Bon, who has been loyally at each of my Ironmans. All of our targeted Grandson Malcolm visits were accomplished, and the most special was in April, as we surprised wife Bonnie with a big family and friends 60th birthday bash at daughter Melissa’s place in Charlottesville! We were pleased to be able to host our lifelong friends the Iovines at our home for a week in the summer. Lastly, Bon and I celebrate our Anniversary on December 27, and it was neat to have our kids with us for #41-WOW!

TRAVEL: Here’s what didn’t happen—South Africa, UK, Amsterdam. Here’s what did—Barcelona, Whistler, Brasil, Montreal, Australia/NZ, and Cozumel. The “didn’t” were the result of business trips cancelled. Montreal was a treat as it was Bon’s first time visit and we coupled a stop in Toronto to share Niagara Falls which was a first for me. Very cool wonder of the world. The Barcelona visit was special in that it was tied to YPO and it had been more than a decade since we had been there. 2011 holds forth to be our busiest international travel ever, with several trips to Australia/Nz, South Africa (Ironman, Safari and wine country to name a few planned activities), Newfoundland, Hawaii (Big Island and Maui), Peru and Galapagos Islands, and the very real possibility of UK, Russia and Europe tour. I just might have to track my air miles logged, just curious.

GOLF: My goal of playing the Top 100 in the USA remains intact, however progress is slow and presently “stuck” at 79. This activity has been relegated to way back in the bus, given the triathlon sport focus. Top 100 courses will be taken down when convenient to my travel schedule. One thing that never seems to change is “not having a hole in one!” This remains the case.

MISCELLANEOUS: Biggies this year included the previously mentioned birthday surprise for wife Bonnie and the world’s best Hanglide in Rio during our visit there prior to heading to Ironman Brasil. Red Cross platelets donation hit 7 this year, which is always gratifying to “make a difference.” Given the great cook that Bonnie is, wanted to ensure I got my share of home cooked meals. So, we planned it! The plan was 97 dinners at home and we actually had 117—well done Bon, that’s using those extra nights at home well! Only planning 97 in 2011, given all our expected travel. Didn’t get the race car activity completed, but it’s scheduled and paid for for March 13 in 2011. Once again, missed the Amazing Race application again; travel sure can get in the way at times! Son Adam

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continues to manage the Costa Mesa house well, and our rental of the LaQuinta property became open in October so looking for a new tenant or possible sale of the house there. Watched 43 movies vs plan of 48. Read 38 books vs plan of 24.

BUSINESS NOTE: My speaking business plan is kept in a separate document, however some significant accomplishments include the launching of GPS, an internet driven system reflecting my Sales and Sales Management processes, the design and completion of a new website, the formalization of Webcast program of a series of programs year-round and the initiation of “Jack Daly TV.” A special “thanks” goes out to Dan Larson for taking the lead here, and to Jilaine Parkes and her team on GPS.

SUMMARY OVERALL: With the exception of Hawaii Ironman, I declare the year 2010 MISSION ACCOMPLISHED. Looking forward to another action packed year in 2011. Thanks to any and all who joined us along the way and/or assisted in making so many memorable times reality.

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