



2011 *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. The year was another jam packed with travel, endurance races, and lifetime memorable events, several of which were items on my bucket list. So much wouldn't happen if it weren't for several people supporting my efforts, and in fact some joined me for parts of the journey. My biggest supporter and travel companion (for most of the international travel) was my wife Bonnie, who has been by my side for 42+ years. To all I say "THANKS" and I hope you enjoy this "look back" at 2011—it was an incredibly eventful year!

HIGHLIGHTS: The year was truly chock full of lifetime firsts that were each memorable in their own right. That being said, the biggest shortfall of the year was NOT qualifying for either the Hawaii Ironman or 70.3 Ironman World Championship. They are back on the list and I will get banging at it til I get there! Melissa and Nathan announced we are to be 2x's Grandparents and we anxiously await the arrival in March of Wyatt Benjamin! Adam decided to leave 1-800-GOTJUNK and come to work with me in building the Workshop/Summit business, which is exciting for both of us. I platformed in an Ironman for the first time, garnering 3rd place in my age group in South Africa. Additionally, qualified for the Boston Marathon, with a 3ub 4 hour finish in Rhode Island. Of all the race accomplishments, though, I'm most excited about making Team USA and representing the USA in July 2012 in Spain against 60 countries! Incredible travel exploits, but I will wait til later here top share those.

BALANCE: The life of a professional speaker is that of a road warrior. Without enforcing certain boundaries, one could find oneself spending one's life in a series of hotel rooms. I continue to be blessed with a healthy demand for my services, and as well continue to enjoy speaking and sharing business development ideas immensely. Several years ago I instituted a system and process for planning and tracking various categories of where I sleep, in order to live a life of balance. The categories I track are nights away for business, away for fun, and nights at home. Once again, year 2011 was very much in line with the plan prepared the year before. Here's a summary, along with prior year trends:

Sleep Nights	'11 Actual	'11 Goal	'10 Actual	'10 Goal	'09 Actual	'08 Actual	'07 Actual	2012 Goal
Business	117	104	119	129	101	132	130	128 – 35%
Home	151	166	188	157	175	141	130	148 – 40%
Fun	98	94	68	80	78	83	77	90 – 25%

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The primary reason for variances of Business and Home was an opportunity to combine some Fun travel with Bucket list destinations of Russia and Amsterdam, which we agreed was a great tradeoff (although being home is still a top priority, as reflected in 2012 goal of 40% Home nights). Our business calendar for 2012 is off to a terrific beginning, again loaded with exciting international opportunities!

HEALTH/FITNESS: This is a big focus in my life, what with endurance races and a desire to live a fit and healthy life. Races centered around triathlons and marathons, and all planned races were completed, as well as a few extras as the opportunities presented. Two Ironmans raced in New Zealand and South Africa, posting finishes of 13:35 and 13:19. The 13:19 placed me 3rd in South Africa, a platform first! New Zealand was start to finish in a driving rain storm and run came in at 4:51, my fastest Ironman run segment of eight races, which probably speaks to how much I just wanted it to be over! Three 70.3 tri's in Hawaii, Myrtle Beach and Orange County, CA. Highlight here was the Myrtle Beach race, where I qualified for Team USA with a 6:01 finish. Picked up 3 new states taking the total to 30 in my quest for a Marathon in all 50 states, and the highlight here was qualifying for the Boston Marathon in Rhode Island! I'm looking forward to a future annual summary where I report I've qualified for Hawaii Ironman, but that's for a future year.

	'11 Actual	'11 Goal	'10 Actual	'10 Goal	'09 Actual	'08 Actual	'07 Actual	2012 Goal
Workout Days	245	250	268	250	254	182	204	250
Wine Days	156	<175	143	<175	178	173	176	<140

The above stats merit review and comment. My weight posted a gain of 5 lbs, where the plan was shooting for a second year of weight loss. Well, my workout days dropped 9% from 2010, and my wine days increased by 9%, and this double 9 was a killer formula! Easy to see what needs to be done, and with 5 Ironmans planned for 2012, I plan to crush both of these critical line items! This is always a tough area for me, as I'd like to post even more than planned workout days, as I truly find them fun. Travel and business obligations often makes this impossible. As for the wine, I sure do love my wine, and have way too many bottles stored in our wine cellar. But this will be controlled accordingly. I realize that my race performance improves with some weight loss, and I'm shooting for a loss of 10+ pounds in 2012. Some other stats on the exercise front:

Run	170 Hours Actual vs. 144 Goal	1056 Miles vs. 864 Goal	2012 Goal = 180 Hours/1200 Miles
Bike	178 Hours Actual vs. 225 Goal	2855 Miles vs. 3600 Goal	2012 Goal = 192 Hours/3100 Miles
Swim	51 Hours Actual vs. 84 Goal	157,000 Yards vs. 250,000 Goal	2012 Goal = 75 Hours/200k
Strength	81 Hours vs. 96 Goal		2012 Goal = 72 Hours



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Total Exercise Hours	2011	2010	2009	2008	2007	2012 Goal
Total Exercise	480	577	493	336	345	585

My Vegas Marathon was overall #50 lifetime and triathlons since 2005 now #38, basically underscoring “I like to race!” But, 2011 represented a real falloff in several categories of exercise and a shortfall to plan. I intentionally shifted swim time to the run, which resulted in real benefits for the run, and net net, worth the move. However, late in the season the lack of swim time was reflected in some struggling swim performances, so the plan is a recommitment to the swim practice. I’ve also increased the overall # of exercise hours for 2012, as the hours logged in 2010 benefitted the performances in 2011. 585 hours of exercise equates to 14+ forty hour workweeks, which is a significant commitment given a planned 218 nights out of town. Commitment will be mandatory! In 2010 I logged a weight loss for the year of 13 pounds, which again helped my race performances. In 2011, I gave 5 pounds back, so the plan is to minimally get the 5 back plus another 5-again, commitment! Race weight target is 169 or less for 2012. All doctor visits were help as planned, as well as water intake and floss targets.

The 50 state Marathon goal increases in challenge, as the dates of marathons overlap with Ironmans and can’t do both. With 2012 Ironman heavy, only one new state Marathon in the plan, although 3 additional marathons scheduled in states previously run. A stretch goal of racing all world sanctioned Ironmans was entered into 2012 as a carryon item; time will tell! Blood platelet donations came in at 3 against plan of 5, but was benched for a year by Red Cross due to Cozumel visit in 2010. Back on for 2012. Overall, a solid year physically, with some great, memorable race results, but a commitment to dig in and be better in 2012!

FAMILY/GRANDPARENTING FROM AFAR: Scheduled visits with Malcolm and family were held to plan, with one exception. We traded out the planned Hawaii week for one at our home in San Clemente. What a FUN week that was! Malcolm’s first visit to Disneyland and he was a real trooper- 12 hours and still wanted to stay! So much fun that a week in September 2012 is on the calendar for another beach visit. This time it will be with Malcolm and his little brother Wyatt Benjamin (along with their parents!). Besides the beach week, I have 5 additional visits in the plan for 2012...can’t get enough here!

TRAVEL: Here’s how it went- we did not go to Europe or the UK but traded them for Moscow and St. Petersburg Russia and Amsterdam. All other trips were as planned, which included 2 trips to Australia, New Zealand, South Africa, Newfoundland, Hawaii, Machu Picchu and the Galapagos Islands. So much to share here, but here it is quickly: camels on the beach in Broome, along with extraordinary celebrations with CBA Downunder; walking the roof and leaping from the tower in Auckland, along with a rain soaked Ironman; our first safari at Shamwari, as well as another Ironman, a first ever shark dive, visit to south Africa wine country, Cape Town and world’s tallest bungee jump; screeched in Newfoundland; Big Island and Maui kicking back at the beaches; climbing the Inka Trail into Machu Picchu, straddling the equator in Ecuador, and several unique days in the country of Peru; and a week-long cruise of the Galapagos Islands for mind blowing visits with nature and wildlife! Are we having fun



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yet? (one last tidbit- logged 212,000 air miles, which was 165 flights. I only logged 6,440 miles on my car, not much more than the 4,000 I ran, biked, swam!) Crazy indeed.

2012 indicates no let up here, with Amsterdam, New Zealand, Australia, Hawaii back on the list, along with Spain, Paris/France, the UK and Napa Valley wine tasting weekend! Life is good, real good!

MISCELLANEOUS: Biggies this year had to be the African safari, the cruise of the Galapagos and our Peru/Machu Picchu visits. Adam and I raced NASCAR on a race track in Los Angeles, we'll call it a tie. We also had a great father/son weekend in Vegas in the summer, and also Bonnie, Adam and I met up with sisters Val and Marie (hubbies Jim and Craig too), where we took in go kart racing, cirque de solie Beattles Love, racing the Vegas Marathon and plenty of great food, wine and gambling. The shark dive and bungee were bucket list items, as well as several of our travel destinations.

Adam continues to do a great job with the Costa Mesa property. We rented the LaQuinta house for two years, although challenged by slow pay renters. Bonnie continues to be a best ever cook, and so I include a planned number of meals at home. This year the plan called for 97, and we feel short with 88. For the most part, this was a result of more than planned business nights. Moral here is you can't eat at home if you aren't home! I got the message. Read 30 books vs. goal of 30; and watched 52 movies vs. goal of 48. Got those down pretty good!

BUSINESS NOTE: My speaking business is detailed out in a separate document, but some items of significance to note: Our internet driven system will be launched in early 2012, with Anthony Di Marco at the helm. Dan Larson continues to drive our leveraging of the web via webcasts and unique membership opportunities to tap the "Jack Daly" proven systems. We elected to grow the Workshop/Summit business as a separate channel, and son Adam has joined the team to lead this endeavor. Our "centers of influence" (aka "the wheel") has gained in definition, and in early January all wheel partners will meet to discuss and launch synergies. Expecting to see 2012 bring on our best year ever!

SUMMARY OVERALL: My theme for 2011 was physically fit, productive and balanced with FUN! Given the above report, I declare the year a success and memorable! My personal thanks to any and all that joined in the journey along the way and/or assisted in turning plans into reality! Bring on 2012!!

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