



2013 *jd* jackDALY year in review.

Not surprisingly, the year just completed was filled with highlights! For those new to this document, this is my summation and reflections on the personal side of my life, similar to a Board of Directors Report in the business world. The year enabled me to check off a significant number of items off my extensive Bucket List, along with big travel, many endurance races and fun with friends and family. Amongst all the positive hoopla, we were family challenged early in the year with 2 surprise operations on our daughter Melissa, who has successfully fought back and just finished a full year of chemo treatments. She is pretty much back to her normal, laser focus self, working a more than full agenda. Come January 2014, she will re-enter the hospital for scheduled surgery, where we hope to hear all good news. We appreciate the support world-wide of our many friends and family in cheering her on during her amazing recovery.

My theme for the year was “Making a Difference”, by being physically fit, productive and balanced with FUN! Well, that got done, and then some. And it wouldn’t happen without all the support in so many ways, from my life partner and wife of 44 years, Bonnie. Most think my schedule and life is crazy and overly ambitious. In fact, exhausting, but I wouldn’t have it any other way. It all starts with a plan, and for the most part, the year followed that plan. I hope you enjoy this “look back” and are inspired to grasp for more in your life! You don’t have to take life the way it comes to you. You can design your life to come to you the way you want it.

HIGHLIGHTS: How does one choose when the whole year seems like a highlight film? Things like attending The Masters as a VIP for the first time; taking on the Grand Canyon Rim 2 Rim in a single day with your lifelong friend on Father’s Day; and knocking off a goal of 30+ years by successfully competing and completing the legendary World Championship Ironman in Kona Hawaii. You can’t make these things up, but you sure can decide to take them on and build a plan to do just that!

BALANCE: This is always a dicey topic to be discussed at home with my Partner Bonnie, as she would like me to slow down and be home more often. My business grew by 28%, but this did require a comparable increase in business nights away, all consistent with the plan for the year. As a professional speaker, I’m fortunate to have such demand for my services, typically having more than 70% of my next year committed before the year begins. Success stories of clients achieving Entrepreneur of the Year honors, Inc 500 status and literally hundreds of % growth in their businesses all add to my “making a difference”. In fact, one of my clients garnered #3 on the Inc 500 list, reporting 24,000% growth! I enjoy what I do immensely, and if not managed properly, I could end up living in hotel rooms and burnt out. Recognizing this to be the case, years ago we devised a system of planning a year in advance a max number of hotel nights for business, a targeted number of nights at home, and a specific goal of nights away for plain fun.

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After all these years, I'm still amazed at how close the actual results mirror the plan, as it did this year as well. Here's a look at the past few years:

Sleep Nights	'13 Act.	'13 Goal	'12 Act.	'12 Goal	'11 Act.	'11 Goal	10' Act.	'09 Act.	'08 Act.	2014 Goal
Business	138	144	109	128	117	104	119	101	132	132
Home	142	130	179	148	151	166	188	175	141	146
Fun	81	91	81	90	98	95	68	78	83	87
Crisis (Mel)	4	-	-	-	-	-	-	-	-	-

One of Bonnie's ongoing refrains is "We live in a really nice place of the world, you should visit it more often". So, she's right, and I shifted 10 days out of "Fun Away" to "Fun Home". The business nights were up substantially over last year, as a result of some unique opportunities: Australia, New Zealand and the UK all invited me to deliver "all city" events, as did many cities in the USA. These then provided opportunities for expanded Workshops, as well as growth of our new business channel, Leverage Sales Coach.

HEALTH/FITNESS: Since 1994 I've now raced 62 Marathons, 5 in 2013, and covering 35 states in my quest of all 50 states. I've also decided to join the Century Club of Marathoners, so many more to go! Since 2004 I've raced 46 triathlons, 4 in 2013. These include 13 Ironmans, and 17 Half Ironmans. Finally crossing that finish line in Kona in the Ironman Hawaii was a life highlight. It was added special to have so many family and friends there with me for not only race day, but an additional week of celebrations and unique life experiences. Things like swimming with dolphins in the natural open sea, and night snorkeling with Manta Rays the size of Volkswagon cars! The night we did this, there were 14 of them embracing us with their acrobatics! There is so much I could share from this race alone, but even more from all the races. Accordingly, I've decided to write a book on just that in 2014, so I will hold you in suspense til then (although I will say it's cool to go through airport TSA inspection with my medal in my carryon...always resulting in the agents ohs and ahs!).

For the most part, my race schedule came in as planned. Lowlight was food poisoning in Cabo, making me scratch that Ironman (will be back in 2014!). 5 new states picked up in the 50 state journey. Green River Wyoming was certainly memorable: some 8000 feet above sea level, a total of 80 runners took on a dirt road 13.1 miles out and back in 90 degree heat, with zero trees, buildings or spectators. Bonus is we coupled that race with a trip to the Grand Tetons, which were majestic. Our American Safari was terrific, and the bison were truly memorable, as was the black bear in the wild a mere few feet from yours truly. Another notable Marathon was Grandfather Mountain in Boone, North Carolina. Less than 500 runners brave enough to take on the climb from 3160 feet to 4279. Unique start and finish, included a wedding on the stadium field of two runners, with a finish serenade by Scottish bagpipers as they gathered for the International Highlander competition.

I've declared 2014 as my Full Ironman retirement year, with an exception that if healthy and up to it when I hit 70,

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I will take it on again. Before I retire though, I've registered for 4 full Irons in 2014. Each has a special significance, and includes the completion of an ironman on all continents with Malaysia in September. Here's a summary of key stats of physical activity, with commentary following:

Activity	'13 Act.	'13 Goal	'12 Act.	'12 Goal	'11 Act.	'10 Act.	'09 Act.	'08 Act.	2014 Goal
Workout Days	228	225	240	250	245	268	254	182	225
Run (hours)	142	160	133	180	170	171	102	93	160
Run (miles)	728	1000	785	1200	1056	930	285	517	1000
Bike (hours)	183	240	251	192	178	220	222	149	220
Bike (miles)	2858	3300	3392	3100	2855	3463	3903	2385	3300
Swim (hours)	35	48	43	75	51	87	76	73	48
Swim (yards - k)	100	120	125	220	157	260	218	204	120
Strength	65	60	66	72	81	99	93	21	60
Total Exercise (hours)	427	510	498	519	480	577	493	336	488
Wine Days	169	<175	173	<175	156	143	178	173	<175

Things that get measured get done. Well, almost! On my Bucket List is to live to a vibrant 125, so gotta do the work way ahead of the end zone! Bonnie would tell you I'm addicted to the exercise; my reply is I just like it and it's just a part of my lifestyle. I started the year with a weight of 182, finished at 178, and saw a low of 173 but lost that number between Thanksgiving and New Years- plan is to lose at least 10 lbs as the year rolls out, enabling me to log better finish times in my races! My goal for 2013 was sub179, which I accomplished all year long, not without effort. As my business travel increased, I found my exercise targets really tough to accomplish, falling short on most. Nonetheless, I've elected to hold the goals somewhat the same for 2014, and will need to raise the bar of my performance! Focus on swim continues to drop, as travel makes finding water opportunities tough, and the exercise time shift to the run enables better overall race performance. However, I'm now at a dangerous level of swim, and will need to become more serious here, or risk ruining my triathlon season.

The plan for 2014 is a total of 488 total exercise hours, which equates to 12 forty hour workweeks, a significant commitment given a planned 219 nights of 365 out of town. That's just under 10 hours a week, a meager amount compared to most triathletes logging 20 or more hours per week. Really pleased with my 6 blood platelet donations, each of which typically make a life-saving difference to 3 people per donation. Goal for 2014 is to do similarly, but I'd love to beat that goal! Water intake, Doctor visits and yes, flossing all in line with plan. Four new states identified for Marathons in the first half year alone, so really optimistic of making a big dent in the 50 in 2014. I

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bombed out on my goal of “Insanity” video workouts, with a goal of 60 and zip being logged. On the agenda for 2014 is an upgrade to my home fitness center, and adding TRX workouts as well (Thanks Bonnie for the Christmas present of the upgrades!). This solid year of 2013 will be exceeded in 2014, and who knows, maybe even make it back to Kona (we did make hotel reservations).

FAMILY/GRANDPARENTING FROM AFAR: With Grandsons Malcolm and Wyatt living on the east coast, this sure is challenging. Our planned number of visits were accomplished, but in a different fashion than we thought. Life does throw its curveballs, and Melissa’s illness was surely one. As such, the Young family was unable to beach visit us in San Clemente, and we camped out a bit more in Cville. 2014 will be a “make up year”, with the Youngs visiting us both in May and at Christmas, and a special Family Reunion for a week at the Jersey beach! As well, we will find our way at least twice to Cville. Melissa does a superb job with her photos, but Halloween and birthdays not being “live” are certainly big penalties of living apart. We need to get better of leveraging Skype and Facetime in 2014.

TRAVEL: The actual pretty much came in as planned – UK, Cabo, Utah, Hawaii(twice), Grand Canyon, Wyoming, Monterey, Australia, New Zealand...oh my! My air mileage came in at 182,225 which encompassed 170 flights, and very similar to 2012 at 181,692. Too funny, I only logged 3,516 miles in my car for the year, and I ran/biked 3,586!! Some of that travel included a full nationwide tour of Australia (twice in same visit); 70.3 Ironman at Mooloolaba; great vacation with son Adam and Bonnie in Cabo, despite my sickness and scratch at Ironman; always a blast to visit London, and renewed my passion for golf at Royal County Downs in Northern Ireland; 70.3 Ironman in St. George Utah, along with national park visit to Zion; Big Island for 70.3 Ironman and a kicked back vacation; Kona 10 days with that Ironman of acclaim, and sister Val and family, Adam and our friends the Iovines-what a blast; Grand Tetons in Wyoming, resulting in us putting more National Parks on the list! 2014? Well, that’s the year I turn 65, so amping up the travel. I plan on producing a photo book for the year, taking a photo each day. I did this when I turned 60, and it’s amazing how it enhances your year’s experiences, not wanting to have a book of photos of you sitting at a desk! So, some of the destinations include Amsterdam, Bermuda, Australia, New Zealand, Malaysia, Yosemite, New York, Monterey CA, Cabo, Santa Barbara and Maine. Even more, but you get the picture...!

CATCHALL: Bonnie and I celebrated 44 years of marriage, and people world-wide express astonishment that she could put up with someone like me for all those years...I agree, ergo the moniker “Saint Bonnie”. I got the golf bug back with my round at Royal County Down in Ireland. As a result, I actually logged 15 rounds this year, double digits for the first time since I took up the triathlon sport (this coming from a guy who played 100+ rounds annually). Got to play Monterey Peninsula Club, which encouraged me to put Pebble Beach trip together in 2014. Took on a long weekend trip to Bandon Dunes resort, my favorite golf mecca. And, picked off 3 Top 100 golf courses, upping my total to 82 of the 100 journey. Highlight of all was going to my first Masters in Augusta, all of what you think it to be...and more! On the final day of play, with Adam Scott winning in dramatic fashion, I was informed that I had made it into the Kona Ironman...what a highlight!

We followed up last years first Bat Mitzvah with Mason Moses Bar Mitzvah in 2013, and I had the honor of reciting

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the military prayer- what a party! The best chef I've ever had the pleasure of her cooking continues to be my wife Bonnie, and she came in right on plan with 90 meals at home. The plan for 2014 is 87, and she will need to hustle to get that done, as her kitchen is being remodeled from scratch in the first quarter...but she has a full kitchen in the backyard! We also considered relocating to a more lenient state tax state, but enjoy California too much. As such, the kitchen redo, and more projects to come. As a result of Melissa's health setback, the book she is doing on my life was pushed back to 2014. I'm anxious to see what she comes up with, although just the interview process of sharing was worth it all. I read 29 books compared to goal of 24, and watched 79 movies compared to plan of 48...gotta love movies in flight. I'm really excited to see my first business book being published in first quarter 2014, watch for HYPER SALES GROWTH! And, a true life highlight was sharing the Rim2Rim Grand Canyon expedition in a single day with best lifelong friend Rick Iovine on Fathers day. Started on North Rim at 8,000 feet, made our way down a mile and 500 million years of history of jaw dropping scenery, then hiked/jogged across the canyon base. We encountered 20 different states and 10 different countries of hikers along the way. Total journey was 14 hours, sunrise to sunset, at 100+ degrees temps. The last 4 miles climbing up the South Rim were surely the most challenging, making the summit that much more satisfying. On tap for 2014? A few teasers include my first ever Super Bowl (again with Rick), Pebble Beach trip, Yosemite, and a big family Reunion at Long Beach Island, New Jersey for a week in July.

BUSINESS NOTE: My business plan and highlights are covered in a separate document. Suffice to say, a great year in 2013 with great personal fulfillment, and an even better 2014 on the calendar. Let's get it started!

SUMMARY OVERALL: 2013 IS IN THE BOOKS. It was a blast. 2014 looks to be equal if not "better". I'm life fortunate to have the life I have, the friends I have, and the health I enjoy. I take none of it for granted. To those who joined my journey in any way in 2013, thanks for the memories. As for 2014, I hope to see you in the Photo a Day Book, destined to be a classic!

"The master of the art of living makes little distinction between his work and his play, his labor and his leisure, his mind and his body, his education and his recreation, his love and his religion. He simply pursues his vision of excellence in whatever he does, leaving others to decide whether he is working or playing. To him, he is always doing both." Lao-Tzu

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