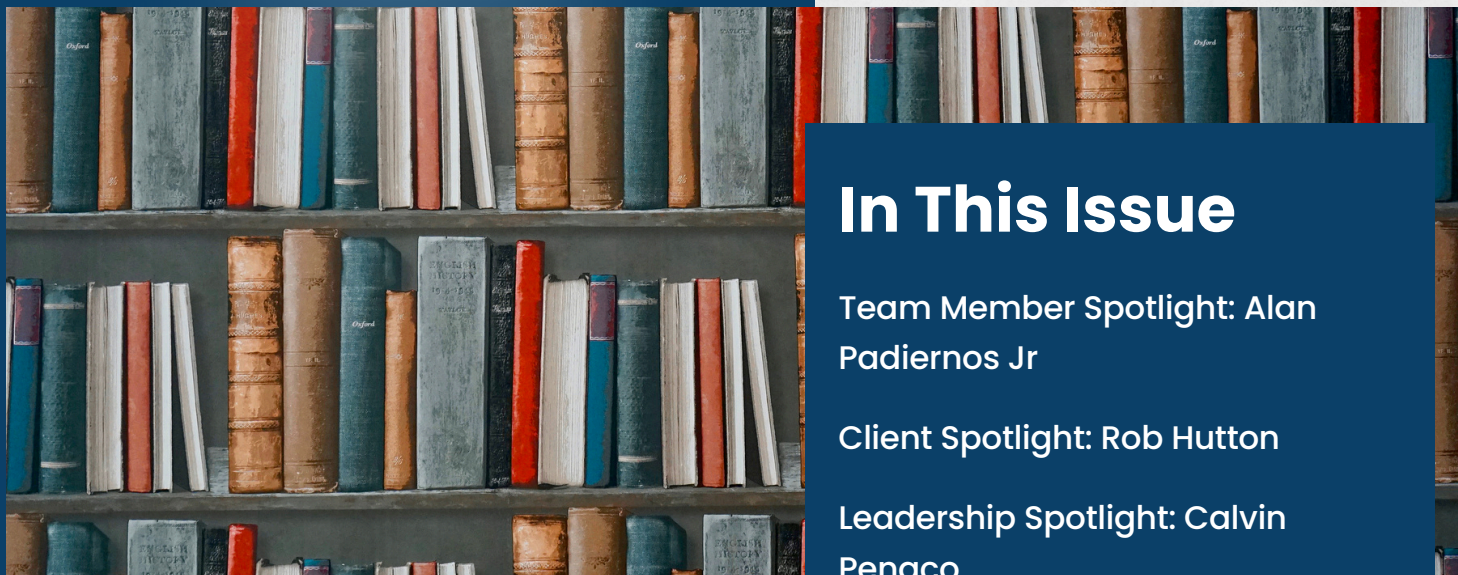


BSP SPOTLIGHT



Monday, August 5, 2024



In This Issue

Team Member Spotlight: Alan Padiernos Jr

Client Spotlight: Rob Hutton

Leadership Spotlight: Calvin Penaco

Books Published This Month

Much, Much More!

Team Member Spotlight: Alan Padiernos Jr.

Discover the key player behind BSP's Manuscript Software, "Manny"—**Alan A. Padiernos Jr.** From his humble beginnings in Pampanga to mastering global challenges in Singapore, Alan's relentless pursuit of innovation and excellence has made him a vital force at BSP. Get inspired by Alan's remarkable journey and steadfast dedication to both his craft and family! (contd on Pg 3)



Alan



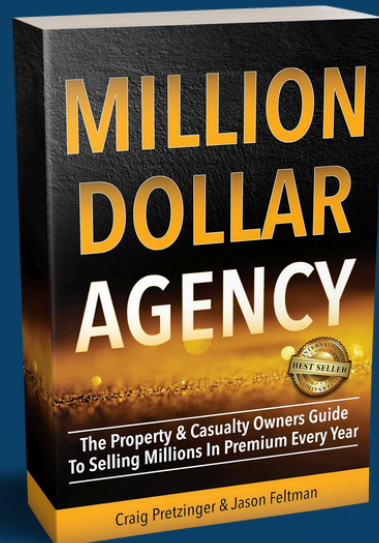
Client Spotlight: Rob Hutton

Explore Robert Hutton's remarkable rise from roadside vendor to overseeing a \$3 billion region. With nearly three decades of senior leadership experience, his latest book, *Tales of the PhD*, and *Master Class* share actionable strategies for career growth. Gain insights from a leader who has mastered the art of success and mentorship. (contd on Pg 5)

Book Highlights 2024

Discover the power of resilience, success, and self-discovery with our latest must-reads. Unlock Deeper Connections in ***Gritty Friendships*** by Dr. Carlyle Snider Naylor. Build a thriving insurance empire with ***MILLION-DOLLAR AGENCY*** by Craig Pretzinger and Jason Feltman. Embrace relentless determination with ***Tales Of The PhD*** by Robert Hutton. Share your unique story with the world through ***UNSHELVED*** by Calvin McDowall. Dive into these transformative books today!

Craig Pretzinger and Jason Feltman



Unlock the secrets to transforming your insurance agency with ***MILLION-DOLLAR AGENCY***. Learn from industry experts **Craig Pretzinger** and **Jason Feltman** as they share proven strategies to build a thriving, profitable business.

Alan A. Padiernos Jr. (cont'd Pg 1)



Meet **Alan A. Padiernos Jr.**, a dedicated software engineer at BSP who has been with the company for the past 10 months. Born and raised in Angeles City, Pampanga, Philippines, Alan has always been passionate about technology and innovation. At BSP, he plays a crucial role in developing the Manusptr Software, affectionately known as Manny, utilizing modern tools like Vue, a JavaScript framework, and Firebase, a post-relational database.

Alan finds immense satisfaction in his work at BSP, where he is deeply involved in every aspect of software development, from creating and maintaining features to deployment. His passion for innovation and continuous improvement keeps him motivated, and he appreciates the opportunity to learn something new every day. This project is particularly significant for Alan, as it's the first time he's worked with such modern technologies, and the challenge excites him.

Before joining BSP, Alan spent four years working overseas in Singapore. This experience allowed him to develop the ability to work seamlessly in diverse cultural environments and adapt quickly to new settings. He takes great pride in being able to manage projects individually, which are often handled by a team, showcasing his leadership and problem-solving skills.


In his professional life, Alan approaches challenges with a methodical mindset. He organizes his tasks, plans meticulously, and prioritizes urgent needs. Open communication with his colleagues is key to preventing misunderstandings, and when conflicts arise, Alan handles them calmly and objectively, ensuring that all perspectives are considered.

Beyond work, Alan enjoys spending quality time with his family and staying active through regular workouts. He believes in maintaining a strict boundary between work and personal life, ensuring that he is fully present for his loved ones during off-work hours. Alan's core values—trust in God, kindness to others, and preparing for his kids' future—reflect his deep commitment to his family. His greatest fear is not being able to provide for his children's future, a fear that drives his diligent planning and hard work. For Alan, happiness is seeing his wife and kids smile, and if he were to symbolize his personality through an animal, it would be the elephant—strong and proud, yet kind and gentle.



Alan A. Padiernos Jr. (cont'd Pg 3)

Quick Personal Insights:

1. What is your idea of perfect relaxation? ***Driving in mountainous places.***
 2. Fast or slow? ***Slow but sure.***
 3. Attend a party or host a party? ***Attend a party (though neither is ideal).***
 4. Your weirdest nickname? ***Koyang (a term used among siblings).***
 5. What job would you be terrible at? ***Any form of writing job.***
 6. City or countryside? ***Countryside.***
 7. If you could create a movie title that best describes your life today, what would it be? ***Happy Wife, Happy Life!***
 8. What is love to you? ***1 Corinthians 13:4-7.***
 9. What was the nicest thing said about you? ***Anything that positively compliments me.***
 10. What is the biggest misconception about you? ***That I am snobbish.***
 11. What is your hidden talent? ***I can sing at karaoke and usually get a score of 100.***
 12. Owe money or owe a favor? ***Owe a favor.***
 13. The worst thing you did for love. The best? ***The worst thing I did for love was falling in love with my wife when we got drunk. I could say that's the best as well.***
 14. What makes you angry? ***Spending too much money.***
 15. Be embarrassed or be afraid? ***Be embarrassed.***
 16. What do you think is your best quality? ***Love for my family.***
 17. Past, present, or future? ***Future***
 18. How do you overcome betrayal? ***I move on and think that there's a good reason why it happened.***
 19. If you can plan your death, how would it be? ***Just the usual. At the end of the day, the most important thing would be the kindness and love I showed to the people I left behind.***
 20. Rich and famous or Rich and unknown? ***Rich and unknown (maybe not rich, but making ends meet would be fine; money changes people).***
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Robert Hutton (cont'd Pg 2)

Robert Hutton's journey from selling watermelons on the side of the road to running a \$3 billion region is nothing short of extraordinary. With 28 years of senior leadership experience at NYSE-listed and Fortune 500 giants, Robert has consistently demonstrated his ability to turn the impossible into reality. His latest book, *Tales of the PhD (Pig Headedly Determined): True Stories of Tragedy, Triumph, and Relentless Tenacity*, showcases the resilience and determination that define his approach to both business and life.

In *Tales of the PhD*, Robert shares inspiring stories of individuals who faced significant challenges yet emerged victorious. This collection emphasizes the power of perseverance and the importance of embracing one's unique path to success. From personal tragedies to heroic comebacks, the stories in this book offer powerful lessons on consistency, courage, and the strength found in adversity.

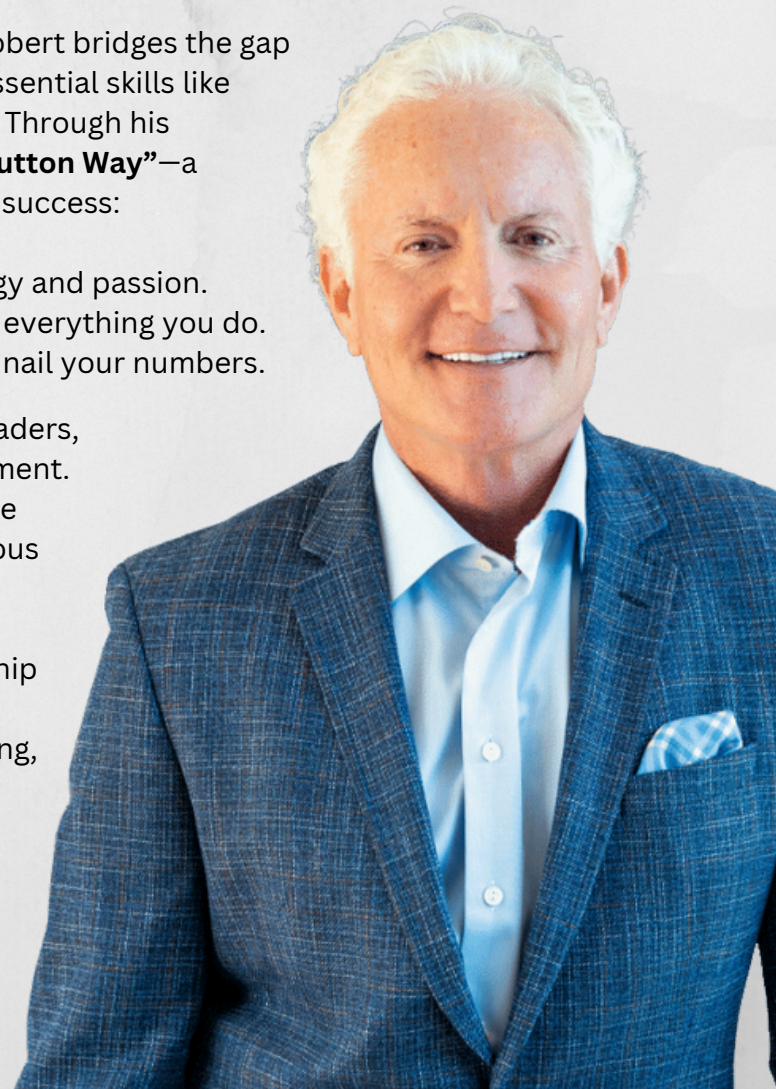
Robert's success is not just in the numbers, though they are impressive—growing a money-losing region to \$3+ billion in revenues and \$700+ million in operating income is no small feat. His true impact lies in his ability to challenge and inspire his teams to outthink the competition, deliver exceptional products and customer service, and infuse their work with boundless energy.

Known for his practical and insightful career coaching, Robert bridges the gap between theory and practice. His approach focuses on essential skills like competitive analysis, team building, and public speaking. Through his seminars, books, and Master Class, Robert shares “**The Hutton Way**”—a framework built on the “3 E's” that guided his own rise to success:

- **High Energy** – Be a driver. Infuse your work with energy and passion.
- **Personal Excellence** – Maintain impeccable quality in everything you do.
- **Flawless Execution** – Consistently deliver results and nail your numbers.

As a mentor, Robert has coached hundreds of aspiring leaders, helping them fast-track their careers into senior management. His candid, no-nonsense advice, grounded in his extensive experience, makes him an invaluable resource for ambitious leaders.

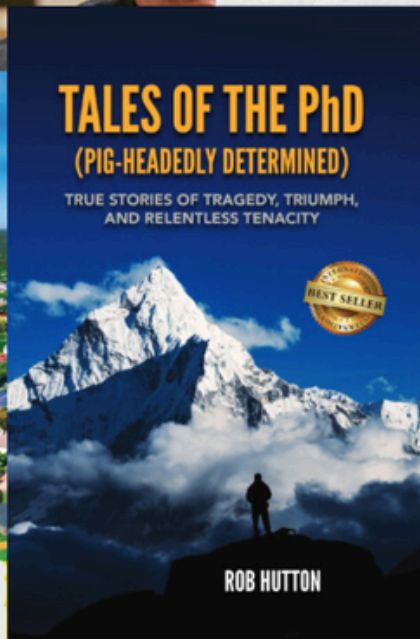
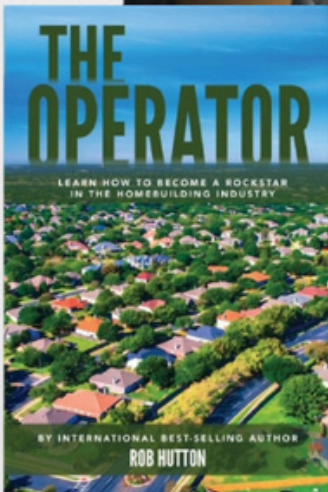
Today, Robert Hutton stands as a powerhouse in leadership development, leaving an enduring legacy in the industry. Whether through his books, seminars, or personal coaching, Robert's real-world experience and actionable advice continue to inspire the next generation of leaders.



Robert Hutton's Books (cont'd Pg 5)

Think. Map. Do.: How Ambitious Leaders Can Accelerate Their Climb Into Senior Management

In his first book, *Think. Map. Do.*, Robert Hutton offers a comprehensive guide for both emerging and seasoned leaders aiming to advance their careers. Drawing on his 28 years of senior leadership at top NYSE and Fortune 500 companies, Hutton provides actionable insights into practical management and leadership skills. The book starts with Hutton's personal journey from selling watermelons in Austin to leading a \$3 billion region, and shares lessons from key mentors. It covers strategies for adding value, conducting competitive analysis, managing overhead, and building strong teams. With a style akin to a friendly chat, Hutton's book is rich with memorable stories and practical takeaways for those eager to accelerate their climb to the C-suite.



The Operator: Learn How to Become a Rockstar in the Homebuilding Industry

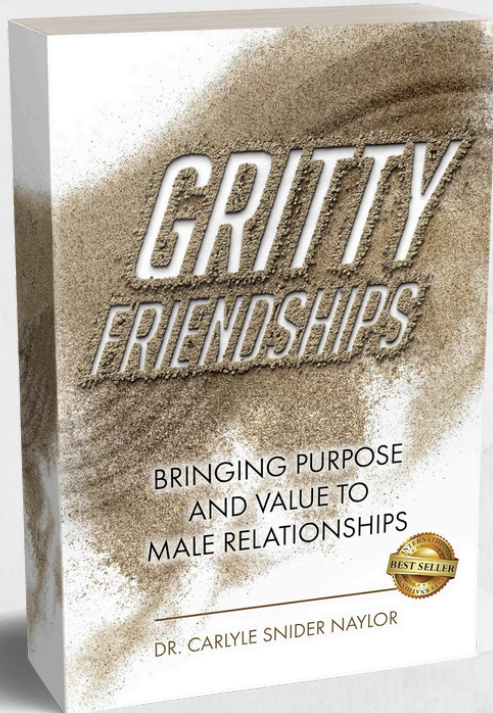
The Operator focuses on those in entry to senior management positions within the homebuilding industry who aspire to rise further. Hutton emphasizes the importance of strategic thinking, building and retaining top talent, and using competitive and SWOT analysis to make informed decisions. He delves into overcoming mistakes, understanding financial statements, and thoughtful underwriting of new opportunities. This book is tailored for individuals who are curious, coachable, and motivated to enhance their skills and career trajectory in the homebuilding sector.

Tales of the PhD: True Stories of Tragedy, Triumph, and Relentless Tenacity

In *Tales of the PhD*, Robert Hutton explores how sheer willpower and a Pig-Headedly Determined (PhD) attitude can turn the impossible into reality. The book is a collection of inspiring stories from individuals who have faced significant challenges and emerged victorious. It highlights the resilience of those who refused to give up, showcasing how consistency, courage, and embracing one's unique path can lead to extraordinary success. From personal tragedies to heroic comebacks, this book offers powerful lessons on perseverance and the strength found in adversity.

2024 Book Highlights

Gritty Friendships

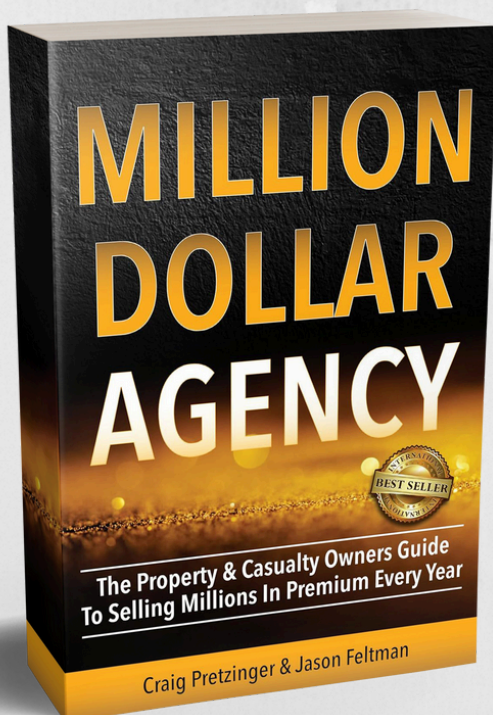


Gritty Friendships: Bringing Purpose and Value to Male Relationships dives into the often-overlooked issue of male loneliness, offering practical advice for men seeking deeper, more meaningful connections. It provides insights into why male friendships often stay surface-level and how to build strong, lasting bonds through grit and emotional intelligence.

Dr. Carlyle Snider Naylor is dedicated to helping men overcome societal pressures that hinder emotional openness. Through personal stories and biblical reflections, he encourages men to break free from norms that keep them isolated and to cultivate friendships that offer true connection and support.

Dr. Carlyle Snider Naylor's book not only addresses male loneliness but also includes reflective questions and raw personal accounts, making it a relatable and actionable guide. It emphasizes that loneliness is not an inevitable part of manhood but something that can be overcome through intentional and gritty effort.

Million Dollar Agency



MILLION-DOLLAR AGENCY: The Property & Casualty Owner's Guide to Selling Millions in Premium Every Year is a comprehensive guide for insurance agents looking to excel in the property and casualty sector. It offers proven strategies for lead generation, team building, and scaling operations to build a profitable and sustainable agency.

Craig Pretzinger and **Jason Feltman** are seasoned insurance agency owners and co-hosts of The Insurance Dudes Podcast. With years of experience, they've developed a successful blueprint for building award-winning teams and driving massive quote volume and sales. They now share their expertise as consultants, helping other agents achieve similar success.

Beyond the book, Pretzinger and Feltman have transformed their podcast into a valuable resource for insurance agents. They not only share their wealth-building strategies but also provide hands-on consulting services, guiding fellow agents to replicate their success in the competitive insurance market.

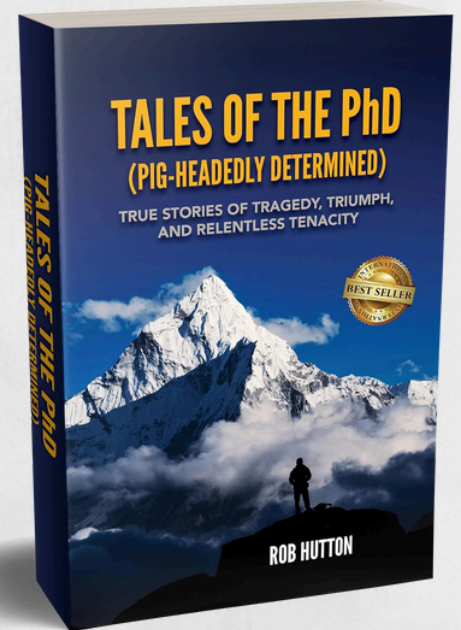
2024 Book Highlights

Tales Of The PhD

Tales Of The PhD (Pig Headedly Determined): True Stories of Tragedy, Triumph and Relentless Tenacity shares inspiring stories of individuals who turned "impossible" into reality through sheer willpower and determination. These 13 true accounts showcase how relentless tenacity can transform insurmountable challenges into extraordinary successes, offering a powerful blueprint for anyone facing adversity.

Robert Hutton is a storyteller with a passion for highlighting the resilience of the human spirit. Through his work, he brings to life the stories of those who have overcome significant obstacles, demonstrating that with unwavering determination, no dream is out of reach. Hutton's writing is both uplifting and motivational, encouraging readers to persevere.

The book goes beyond typical self-help narratives by featuring real-life stories of courage during some of the world's most tragic events, including acts of terrorism. These powerful accounts demonstrate that a "PhD" attitude—being Pig-Headedly Determined—can lead to life-changing success, even in the face of overwhelming odds.

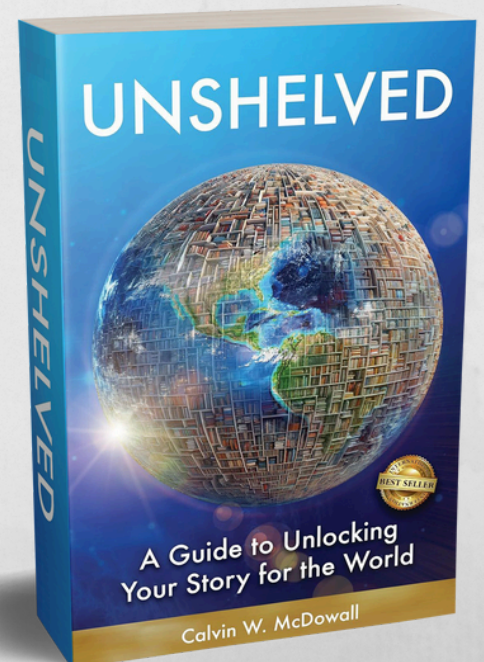


Unshelved

UNSHELVED: A Guide to Unlocking Your Story for the World empowers readers to discover and share their unique life stories. Through the U.N.S.H.E.L.V.E. framework, the book offers practical advice for overcoming fear, embracing self-love, and creating a meaningful, impactful life narrative that resonates with others.

Calvin McDowall is a passionate advocate for self-discovery and personal empowerment. With a background in coaching and motivational speaking, McDowall has dedicated his career to helping individuals unlock their true potential and share their stories with the world. His work emphasizes the importance of self-reflection, growth, and living authentically.

McDowall's book features a 30-day challenge designed to help readers script their future and achieve their goals. By encouraging daily self-love practices and offering tools for overcoming procrastination, UNSHELVED not only inspires personal growth but also equips readers to help others unlock their stories, fostering a ripple effect of empowerment.





PR Spotlight

Cassidy Preston



Cassidy Preston, a leading Mental Performance Coach and founder of **CEP Mindset**, has transformed the approach to mental training for elite athletes and high-performers. His journey began over 20 years ago as an aspiring hockey player grappling with the pressures of results and inconsistent performance. Frustrated by clichéd advice and persistent setbacks, Cassidy embarked on a quest for a better solution.

After a decade of rigorous academic study and learning from top human performance experts, Cassidy developed the CEP Mindset System, blending athletic experience with cutting-edge mental strategies. This system, refined over the past decade with thousands of clients, has established CEP Mindset as one of the largest Mental Performance Coaching firms globally.

In his book, ***Mindset First: Break Free from the Weight of Results, Play with Confidence, and Perform When It Matters Most***, Cassidy offers actionable strategies to overcome performance anxiety, cure overthinking, and build unshakeable confidence. This guide is a culmination of over 20 years of personal trials, academic research, and professional expertise, designed to help readers achieve Consistent Elite Performance.

Whether through his book, speaking engagements, or one-on-one coaching, Cassidy's innovative approach challenges conventional thinking and delivers practical solutions for mental game mastery. Discover how Cassidy's CEP Mindset System can help you dominate your mental game and achieve your highest potential.

PR Spotlight (cont'd Pg 9)

He has made appearances on various shows, aiming to inspire and positively influence others.

The Next Level Income Show - June 17, 2024



KMIR NBC PALM Springs- July 2, 2024





Leadership Spotlight

by **Calvin Penaco**

Leadership has always been a complicated idea for me. It's not something one can easily and clearly define. But what I've learned from my previous roles is that leadership involves taking a step back, seeing the bigger picture, and setting the direction for your team.

My journey from the Congressional District Office to the City Information Office of Iligan City revealed these profound truths. From stepping up unexpectedly to embracing a people-first approach and realizing the importance of alignment with organizational values, these experiences have shaped my understanding of effective leadership.

The Art of Decision-Making

One of the most striking realizations I had was that leadership is more about making key decisions than executing tasks. My ascent to a leadership role came unexpectedly when the head of our department had to leave abruptly due to a family emergency. With no preparation or succession plan in place, our team had to quickly choose a new leader, and my colleagues believed I was the right person for the job.

Initially, I continued in my role as a writer, under the impression that leadership was just a title and that my duties wouldn't change much. However, within weeks, it became clear that I needed to shift my focus. Leadership required me to see the bigger picture, to ensure our team was aligned and progressing toward our goals. I had to step back from my writing tasks and delegate them to others, which meant advocating for additional help. This transition taught me that effective leaders prioritize strategic decisions and delegation over getting bogged down in specific tasks.


Prioritizing People Over Tasks

Another crucial insight was understanding that the success of a team hinges on the well-being of its members. Early on, I often found myself prioritizing work over the needs of my team. The result? Missed deadlines, reduced work quality, and a general sense of dissatisfaction. I soon realized that when I focused on ensuring my team was supported and had the resources they needed, our performance improved dramatically.

This principle of people-first leadership became my guiding philosophy. When team members feel valued and supported, they are more motivated and productive. Creating a positive, nurturing environment is essential for any team to thrive.

Finding the Right Fit

Lastly, I learned that not every organization is a perfect fit for every leader or team. In my previous role, I believed I could change the existing culture and system to better suit my vision. However, I faced resistance at





Leadership Spotlight

by **Calvin Penaco**

every turn. The entrenched cultural and political dynamics were too strong to overcome, and the necessary changes were not forthcoming.

Recognizing that the environment was becoming toxic and unbearable, I made the difficult decision to leave. This experience underscored the importance of aligning with an organization whose values and work culture resonate with your own. It's crucial to find a workplace where you and your team can thrive, rather than constantly battling against an incompatible system.

In my quest for a new beginning, I found Best Seller Publishing (BSP). Although my role here is different and the setup is remote since I'm working from home, I can tell the environment is so much better. At BSP, leaders genuinely care about their people, treating us not just as resources but as valued individuals.


It's easy to overlook employees in a remote work setup, but our leaders go out of their way to ensure we connect every week through our Monday and Friday meetings. The leaders ask about our personal lives and how we are outside work. Although we respect the hierarchy, I don't think anyone has ever felt like they are at the bottom or lower end of the organizational chart. This supportive culture has reaffirmed my belief in the power of a positive work environment.

Conclusion

While leadership remains a complex concept, one truth stands clear to me – true leaders genuinely care about their people. They prioritize their team's best interests and seek opportunities to connect on a deeper level.

Someday, when I become a leader of a group, I know what my top priority will be. I won't aim for the biggest building, the highest profits, or the most popular name. Instead, I will strive to create an organization where members are well taken care of and love working for me and with me.

Calvin





August Upcoming Events

This month is packed with exciting adventures, important milestones, and celebratory moments. From birthdays to international travels and work anniversaries, August is shaping up to be a memorable month. Let's dive into the details and celebrate all the special occasions!



Liz's Birthday Bash



Join us in celebrating Liz's birthday! Wishing her a fantastic day filled with joy and special moments.



Cole's Cruise to Nassau



Cole will be enjoying a cruise to Nassau. Bon voyage, Cole! We hope you have a relaxing and fun-filled trip.



Liz's Hawaiian Adventure



Liz will be out of the office as she is helping her niece move to Hawaii. Although she's two hours behind our time zone, Liz will be available to handle work before local business hours.



Matt's Music Festival Extravaganza



Matt will be traveling to Mexico City for a music festival. This will be his first extended stay abroad, and he's excited for the experience. Enjoy the festival, Matt!



Paula's BSP Anniversary Celebration



Paula is celebrating her first anniversary with BSP. Congratulations, Paula! Here's to a year of achievements and many more to come.

Thank you for catching up with us this month! We look forward to all the exciting activities and celebrations August has in store. Stay tuned for more updates and enjoy the month ahead!