



BEST SELLER PUBLISHING SPOTLIGHT

February 2024



Highlights...

Client Spotlight: Steve Black

Our Newest Authors!

Team Spotlight: Steve Fata

Leadership Spotlight: Bob

Much, Much More!

Client Spotlight: Steve Fata

Discover the brilliance of **Steve Fata**, our Creative and Technical Manager at BSP. With over a decade of unwavering dedication, Steve blends creativity and technical prowess to shape our digital frontiers. A loyal driving force since BSP's inception, he navigates challenges with a problem-solving finesse, crafts digital wonders, manages teams, and embraces the future of crypto. Join us in celebrating Steve – the visionary shaping our digital success story with his innovative thinking and commitment to excellence. (contd on Pg 3)



Steve



Team Spotlight: Steve Black

Introducing **Steve Black**, the dynamic Chief Operating Officer at PFSbrands. With a remarkable 45-year career in retail grocery, Steve has left an indelible mark at Rouses, Lucky's, Sprouts, and Sunflower. As the Founder and CEO of A Brighter Day, he coaches and empowers individuals globally. Steve's international bestseller, "The 5 Rules," distills his leadership wisdom, impacting individuals, teams, and families. A devoted family man, avid author, and outdoor enthusiast, Steve Black epitomizes leadership, success, and a vibrant life. (contd on Pg 4)

New Book Spotlight

Last year marked a phenomenal period for authors, with January and February giving us literary gems: **The Tired Child** by Dr. Dassani, **Hospitality DNA** by Dave Domzalski and Dave Nitzel, **Plan BE** by Peter Matthies, and **Small Fortunes** by Dr. James Gregory.

These international bestsellers, penned by talented BSP Authors, have profoundly touched lives. Join us in exploring the exceptional talent of BSP Authors within these pages.

Meghna Dassani



The Tired Child: How Sleep and Sleep Breathing Can Change Your Child's Life by **Meghna Dassani, DMD**, delves into a critical concern for parents. Addressing the impact of improper nighttime breathing on children's well-being, the book offers practical solutions. Dr. Dassani, an international speaker, draws on her expertise to guide parents through this essential aspect of child health.

Steve Fata (cont'd Pg 1)

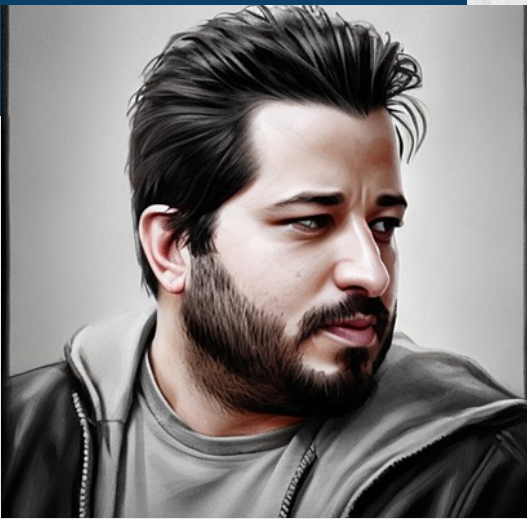
In the dynamic world of digital innovation, having a versatile and creative mind is essential. Meet **Steven Joseph Fata Jr**, also known as Steve Fata, our Creative and Technical Manager at BSP, who seamlessly blends technical expertise with a keen eye for creativity. With over a decade of dedication to the company, Steve has been a pivotal part of our growth, shaping our digital presence and solving challenges with his problem-solving prowess.

He oversees various aspects crucial to our online success. He manages a team of creatives, ensuring our websites, landing pages, and ads are not just functional but also visually compelling. His dedication lies in crafting digital experiences that drive traffic and contribute to our business growth.

Having been with BSP for 11 or 12 years (he admits to losing count), Steve's loyalty is unwavering. Being Rob's first employee, he considers BSP his baby too, fostering a sense of ownership and pride in the company's success.

His motivation stems from the opportunity to be creative daily, a factor that keeps him excited and committed.

Steve's favorite task revolves around creativity, be it designing book covers or building pages and funnels. He enjoys the challenge of finding innovative solutions and enhancing existing processes. His straightforward approach ensures the team tackles problems head-on, fostering a collaborative environment.



Beyond the digital realm, Steve's interests showcase a multifaceted personality. His current obsession is crypto, driven by a passion cultivated since 2017. His diverse hobbies include playing video games, bowling, and golf. He even manages a fantasy football league, bringing friends together for a unique gaming experience.

Describing himself in three words, Steve highlights his loyalty, problem-solving nature, and thoughtful approach. His thoughtfulness involves constant contemplation of how things work and anticipating potential challenges.

Steve sees himself in dolphins and elephants—intelligent, athletic, and adept at facing challenges. His core values mirror theirs: loyalty, resilience, and logical thinking.

Quick Personal Insights:

- **Nickname:** Bum
- **Age:** 38
- **Relationship Status:** Single
- **Current Excitement:** Crypto
- **Netflix, HBO, Hulu:** Netflix
- **Night or Morning:** Night
- **Rich and Famous or Rich and Unknown:** Rich and unknown
- **Driver or Passenger:** Passenger
- **Art Museum or History Museum:** Art
- **Eliminate one Emotion:** Confusion
- **Ideal Relaxation:** Golf, bowling, video games
- **Wine or Beer:** Neither (non-drinker)
- **Worst thing done for Love:** Dumped another girl
- **Fave Quote:** "Proper Preparation Prevents Poor Performance."

Steve Fata, with his wealth of experience and diverse interests, is not just a team member but a driving force behind our creative and technical success. Balancing loyalty, problem-solving acumen, and logical thinking, Steve brings a unique and valuable perspective to the BSP family. As he continues to navigate the ever-evolving digital landscape, we can expect nothing short of brilliance from our Creative and Technical Manager. Cheers to Steve – the dynamic force shaping our digital future!



Steve Black (cont'd Pg 1)



Here's more from our client highlight of **Steve Black**. His hands-on experience in all areas of running a successful business has proven valuable with each role he's had. His successes include high sales growth, high store count growth, and the launch of eCommerce and social marketing. He specializes in negotiation skills with the major CPG brands, converting POS systems into electronic scanning systems, and setting up internal store shelf set teams.

Steve's career began at United Supermarkets of Oklahoma, where he went from a produce manager to the rank of store director. He converted all stores to scanning systems and became the head buyer at the home office.

Next, he moved to Oklahoma City with Buy for Less to lead all purchasing, marketing, and I.T. teams. He then led Bruno's Supermarkets, a 70+ store chain in their decoupling process from the Bi-Lo headquarters.

Eventually, he was recruited to Sunflower Farmers Markets in the Phoenix area as the VP of Operations, VP of Marketing, and VP of I.T., which was later bought by Sprouts.

As VP of Operations of the combined companies, he led the operational merger with Sprouts, a 150+ store group operating in 13 states. After the merger, he held the combined role of CMO/CIO helping Sprouts to go public.

Steve then moved to Colorado to lead Lucky's Farmers Markets as President in their multi-state expansion. He later served Rouses Markets as President and COO in the Gulf Coast states of Louisiana, Mississippi, and Alabama, growing the company from 45 to 64 stores over the last 6 years.

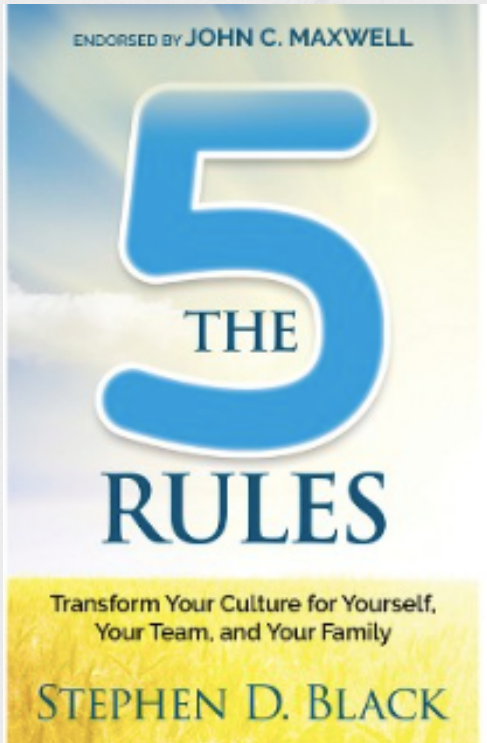
Steve is the founder and CEO of abrighterday.life LLC, a Business and leadership coaching firm based in Colorado. He recently signed with the New York City publishing firm Morgan James, with his first book coming out in the Spring of 2023;

His book is called *The 5 Rules: Transform Your Culture for Yourself, Your Team, and Your Family*. He calls it, "an Iron-clad guide to a more fulfilling and productive life for yourself, your team, and your family." This book is a simple set of 5 expected behaviors for everyone on the team that truly lays the foundation for a culture of unity and a leveled playing field.

He is actively involved with the national independent grocery organizations of NGA and ROFDA, along with state grocery associations.

He and his wife, Melanie, and daughter, Taylor live in the beautiful Rocky Mountains of Colorado and enjoy spending time outdoors on their four-wheelers, trout fishing, wildlife picture safaris, and traveling to see their two sons, daughter-in-law, and six grandchildren

Steve's Book



What if you could simplify your leadership and life down to 5 simple rules?

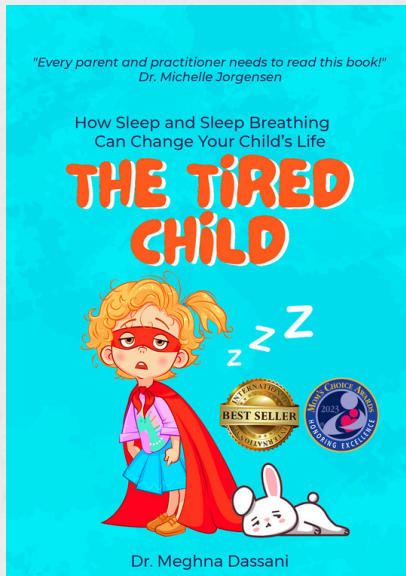
Culture transformation is not some complex, unattainable goal. It starts with a doable plan that can be repeated throughout an organization or home to pave the way for a cultural reset.

In the book, Steve Black shares 5 rules he learned over 45 years of leading thousands of employees and teams across the United States. He boils each rule down to only the essential principles that produce results for professionals.

The 5 Rules are a simple set of five expected behaviors. Once you truly understand the depth and simplicity of them, you can implement them into your daily life and in all your relationships and transform your culture.

1. Do your job!
2. Be kind.
3. No surprises
4. No drama
5. Protect the brand

2023 Book Highlights



The Tired Child

The Tired Child: How Sleep and Sleep Breathing Can Change Your Child's Life is a book that addresses a fundamental issue facing many parents. When a child can't breathe properly at night, the results can be catastrophic. The author explains how that can be corrected with several solutions.

Meghna Dassani, DMD is passionate about helping children breathe properly so they can live healthily. She is an international speaker speaking on these issues. Before attending the Goldman School of Dental Medicine at Boston University, Dr. Dassani operated a successful dental practice in Mumbai, India.

Dr. Dassani has made multiple TV appearances to inform the public about this underserved issue with children



Hospitality DNA

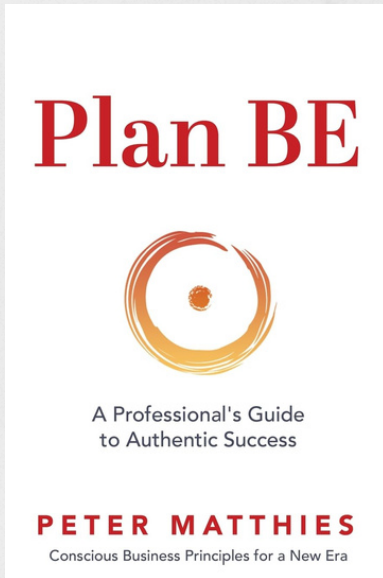
Hospitality DNA is a book about learning how elite operators think and act in the bar and restaurant business! It is a compilation of interviews with award-winning operators from around the globe to discover the keys to their success and translate that into something transformational for our audience.

Dave Nitzel is a former Fortune 500 executive who made a move into the hospitality industry in 2014. He consults locally as well with global industry leaders on all matters of hospitality. David Domzalski is a former physicist and sound engineer by trade who realized one day that his craft no longer fit him and made the logical jump into a hospitality career in 2004. He. Ran 3 restaurants before joining the Barmetrix team, eventually becoming their global corporate trainer and coach.

Dave Domzalski and Dave Nitzel are both best-selling authors & and business consultants in the hospitality sector. They have 55 years of experience in management and consulting in hospitality, retail, and supply chain. Currently, they work with global leaders in hospitality to study and apply industry-leading best practices for bars and restaurants.

2023 Book Highlights

Plan BE

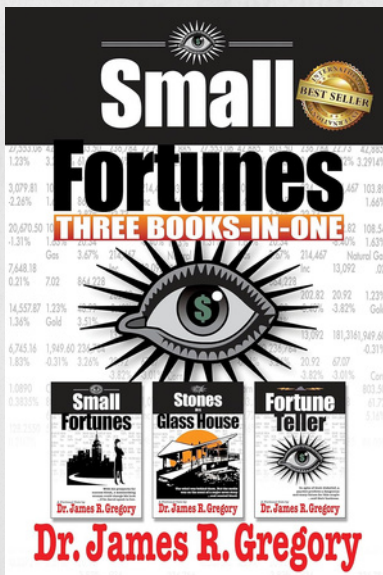


Plan BE offers a transformative journey to redefine success, prioritizing authentic being over constant doing. Peter Matthies shares insights from his path, unveiling principles for well-being and fulfillment. From breaking free of societal pressures to fostering flow in work, this book guides readers toward purposeful living in a pressure-cooker world.

Peter Matthies, former Venture Capitalist and tech entrepreneur, is the founder of the Conscious Business Institute (CBI). With a background in private equity and venture capital, he's impacted over 60,000 professionals worldwide. Beyond accolades, Peter believes in soulful connections and aims to inspire transformative energy through his writing. Based in Santa Barbara, he enjoys Aikido, Capoeira, sailing, and dancing with his wife, Rosalina.

Peter Matthies, an avid adventurer, once sailed across the Pacific Ocean on a small sailboat, exploring remote islands and experiencing the vastness of the open sea. His daring journey reflects his fearless spirit and commitment to pushing boundaries both in life and in business, inspiring others to embrace adventure.

Small Fortunes



Small Fortunes is an original, romantic novel with interesting twists. The plot tells the story of David and Nicole, a young couple who build their advertising agency from scratch. Issues such as betrayal, envy, and tough competition are presented in the plot.

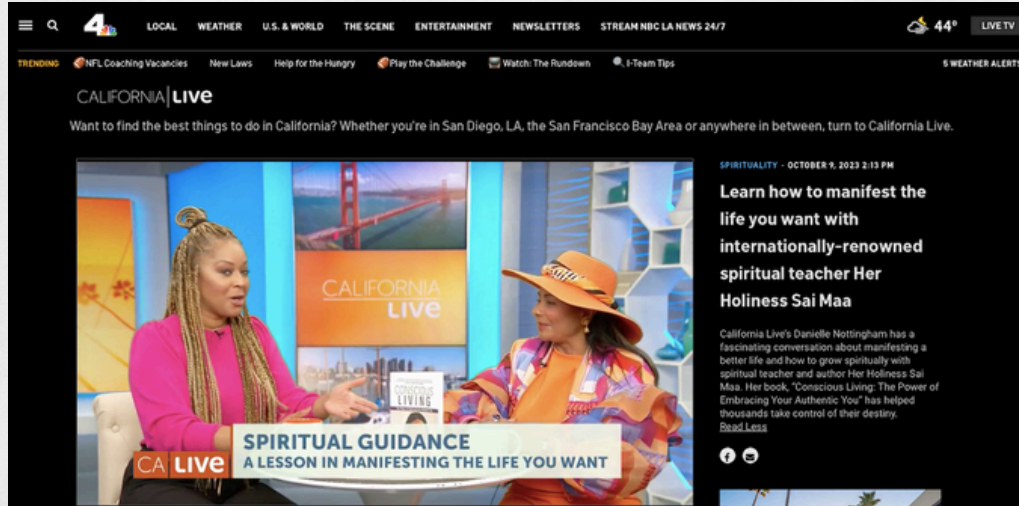
Dr. Gregory has enjoyed a 40-year career as the co-founder of a highly successful global brand management consulting company based in New York, NY. His co-founder in the venture is Evelyn Clyburne, who also happens to be Jim's wife. The couple sold their business in 2013, and Jim has enjoyed the opportunity to retell some of their business exploits and exciting adventures through the characters of Steve Stackhouse and Nancy Crocker, the heroes of a series of novellas called Small Fortunes.

Dr. Gregory has previously written five business books on creating value with corporate brands: Marketing Corporate Image, Leveraging the Corporate Brand, Branding Across Borders, The Best of Branding, and his most recent business book is an international bestseller, Powerhouse- The Secrets of Corporate Branding.

PR Spotlight

Her Holiness Jagadguru Sai Maa Lakshmi Devi Mishra

Spiritual Luminary, Teacher, and Humanitarian



Her Holiness Sai Maa is like no other teacher, leader, or public figure in the world today. Revered as the embodiment of the “**Divine Mother**” in India, Sai Maa travels the globe as a bright beacon, constantly shining her light to awaken and empower humanity.

Born on the Island of Mauritius, Sai Maa has embodied healing energies since childhood. She had a wonderful married life with two children whom she guided with rigor.

It was in her early forties that she decided to embark upon her mission in life- to elevate the consciousness of humanity. **Honored as a living saint and the first female Jagadguru in more than 2,700 years of the Vishnuwami lineage**, she carries a fierce yet tender love for all of humankind.

Sai Maa knows how to speak to souls and offers knowledge to people for their evolution. She wrote the international best-selling book **Conscious Living: The Power of Embracing Your Authentic You** to bring us the foundational teachings, wisdom, and loving guidance to discover and deepen our spiritual path.

Her Holiness Sai Maa and her teachings are waking up the world to enlightenment.

Last Oct 9, 2023, Her Holiness Sai Maa was interviewed by **NBC California Live’s** Danielle Nottingham about manifesting a better life and how to grow spiritually. She also promoted her book which has helped thousands take control of their destiny.

Her Holiness Sai Maa: A luminous force awakening souls, igniting consciousness, and guiding humanity towards its divine destiny.





Leadership Spotlight

by **Bob Harpole**


As we begin the new year, I have a few thoughts I would like to share.

We live in a world that is changing. And the change is coming faster and faster. What used to take years now takes days or even hours. It can be unnerving to see things transform so quickly. It gives us a sense of instability. It can cause us to take a “whatever,” approach to the world. It can rob us of our joy and peace.

What helps me is to remind myself that certain things are true. They always have been true and they always will be. I'd like to give you my top four truths that are unchanging.

- **People are still people.** No matter what changes, the basic human needs have not changed. People need respect. They need to know that their voice matters. People need to know that they are cared for in this crazy, uncertain world. Nothing will ever change that.
- **Integrity still counts.** In a world where cutting corners, cheating, and deception run rampant, integrity has lost its place. But it is an eternal truth. If we live our lives with integrity, we will reap the long-term benefits. It's worth it to live our lives with integrity.
- **Friendship matters.** A life without friends is lonely. Friends are people who you do things with. They are people whose company energizes you. They are those rare relationships where you can bear each other's burdens. Invest in them. They will pay a dividend.
- **Comparing yourself to others is a dead end.** We are bombarded with the successes of others. Yes, their stories are curated, polished, and slicked up for social media. Be thankful for their success, real or imagined. But also make sure you are living your best life without comparing yourself to them. That is what brings true happiness.

I hope 2024 brings you a lot of everything you want. I also hope it brings what you need. Sometimes those are two different things. Don't get fooled by the speed-of-light life that you are leading. Slow down and remember the important things.





February's Upcoming Events

FEBRUARY 1

**JEMRICK'S 1-YEAR BSP
ANNIVERSARY**

Let's give a round of applause for Jemrick, who is celebrating his 1st work anniversary at BSP. Your dedication and hard work are truly appreciated!

FEBRUARY 8

**CALVIN'S NEW CHAPTER
BEGINS!**

Calvin is diving into the world of literature as he joins a Book Club. Get ready for some intellectual adventures, Calvin!

FEBRUARY 11

**STEVE'S SUPERBOWL
EXTRAVAGANZA!**

Grab your jerseys and popcorn! Steve is gearing up for an epic Superbowl watch party. Touchdowns and tasty snacks guaranteed!

FEBRUARY 14

LOVE IS IN THE AIR!

It's a double celebration! Wilson is not only attending the "God's Party" annual celebration at church, but love will also be blooming everywhere on Valentine's Day. Spread the love and joy, Wilson!

FEBRUARY 18

**LIZ'S LOVE JOURNEY
CONTINUES!**

Join us in sending the heartiest congratulations to Liz, who is celebrating her 2nd wedding anniversary. May your love story continue to blossom!

FEBRUARY 20

**DAVID AND HIS LOVELY
WIFE'S 14 YEARS OF BLISS!**

Cheers to David and his wife as they mark 14 wonderful years of marriage. Here's to countless more years filled with love, laughter, and joy!

Remember, February is not just about hearts and flowers; it's also a month filled with milestones, festivities, and touchdowns! Let's savor each success with love and joy, making it a truly remarkable journey together.