

BSP SPOTLIGHT



Monday, March 4, 2024



In This Issue

Team Member Spotlight:
Jemrick Santos

Client Spotlight: Wendy
Michelle

Leadership Spotlight: Rob
Kosberg

Books Published This Month
Much, Much More!

Team Member Spotlight: Jemrick Santos

Introducing **Jemrick Santos**, BSP's dynamic Assistant Creative & Technical, under the guidance of Manager Steve. At 23, he infuses projects with zest and expertise, collaborating closely with Steve and embracing the thrill of crypto and Fun Fridays. Beyond work, Jem enjoys road trips, NFT games, and strategizing over chess. Here's to Jem's infectious enthusiasm and future Fun Friday showdowns! (contd on Pg 3)



Jemrick



Client Spotlight: Wendy Michelle

Discover **Wendy Michelle**, the compassionate author behind the International Best-seller, **Just in Case Solutions**. With over 20 years of dedication, she simplifies life's uncertainties into 10 easy steps, ensuring your loved ones are prepared. Wendy's expertise and heartfelt dedication shine through, offering grace and empowerment during life's toughest moments. (contd on Pg 5)

Book Highlights 2023

Dive into the literary treasures of last year's phenomenal releases! Let's explore **Just In Case Solutions** by Wendy Michelle, **You Are The Solution** by Carmen Mora, **Customer Success Manifesto** by Ben McLellan and Jay Goncalves, and **Empowered For Your Journey** by Shauneille Smith.

These international bestsellers have touched countless lives. Join us in celebrating the remarkable talent of BSP Authors within these pages.

Wendy Michelle



Immerse yourself in the transformative journey of **Just In Case Solutions: Essential Planner to Organize and Record All Your Important Life Details!** by **Wendy Michelle**, a global sensation topping charts in 4 countries and 15 categories! This unique workbook, in Kindle or paperback, streamlines life's complexities into 10 simple steps, empowering loved ones with holistic preparedness. Discover clarity and tranquility within its pages.



Jemrick Santos (cont'd Pg 1)

In the whirlwind world of digital innovation, **Jemrick "Jem" Nady** **Santos** emerges as a vibrant force at BSP, blending technical acumen with youthful charm. At 23, Jem already shines as our Assistant Creative & Technical, infusing our projects with zest and expertise.

Jem's journey at BSP, though just a year old, reflects a commitment to excellence and passion for digital creation. Collaborating closely with his manager, Steve, Jem brings fresh insights and boundless enthusiasm to every endeavor. His favorite part? Delving into the intriguing realm of cryptocurrency, sparked by his mentor, Steve, and the exhilarating Fun Fridays.

We're beginning to wonder if we should ban him from winning the Fun Friday games, but we'll let it slide... for now.

Beyond the pixels and code, Jem's interests span a colorful spectrum. From navigating the complexities of crypto trading to meandering road trips and exploring cozy coffee shops, Jem finds joy in life's simple pleasures. An avid NFT gamer, he embraces the digital revolution with open arms, constantly seeking growth and adventure.

Describing himself as a strategic thinker and tech enthusiast, Jem embodies a rare blend of creativity and intellect. Whether cruising on motorcycles, immersing in anime, or strategizing over a chessboard, Jem's zest for life is infectious.

For Jem, success transcends professional milestones; it's about meaningful connections and positive impacts. Grounded in principles of respect, responsibility, and open-mindedness, he approaches work and life with integrity and humility.

Driven by empathy, Jem sees love as a commitment to nurture and support those dear to us. His biggest fear? The fear of missing out. That reminds us all to seize life's opportunities with gusto.

Jemrick "Jem" Nady Santos, with his boundless enthusiasm, embodies BSP's spirit of innovation and connection. As he navigates the digital landscape, we anticipate his remarkable contributions to our collective success. Here's to Jem - a beacon of creativity and inspiration on our journey towards excellence!

And maybe, just maybe, a future Fun Friday challenger.





Jemrick Santos (cont'd Pg 3)

Quick Personal Insights:

Nickname: Biden

Age: 23

Animal Symbol: Owl

Relationship Status: In a Relationship

Current Excitement: Crypto and NFT games.

The biggest misconception about you: Masungit
(Grumpy)

Song You Would Play Forever: When I See You
Again

What Makes You Blush: Being Afraid

Security Blanket: Coffee

Hugs or Kisses: Hugs

Eliminate one Emotion: FOMO (Fear of Missing
Out)

The best time for happiness? Drinking his favorite sea salt coffee

Best Quality: Responsible

How do you show love: By Being Affectionate, Caring, and Nurturing





Wendy Michelle (cont'd Pg 2)



Here's more from our client highlight of **Wendy Michelle**. She is not just an author; she is a beacon of light in the realm of preparedness and organization. With a heart brimming with love and a dedication to her own family, Wendy has spent over 20 years refining her craft, aiming to make a meaningful difference in the lives of others. Her journey culminated in the creation of the International bestselling ***Just in Case Solutions*** workbook, a groundbreaking approach to addressing life's uncertainties.

Just in Case Solutions stands out for its comprehensive nature and user-friendly format. Breaking down the process into 10 easy steps, Wendy ensures that organizing essential life details becomes less intimidating and more manageable for individuals or couples. What makes this workbook truly unique is its guidance for loved ones who may need to reference it during challenging times.

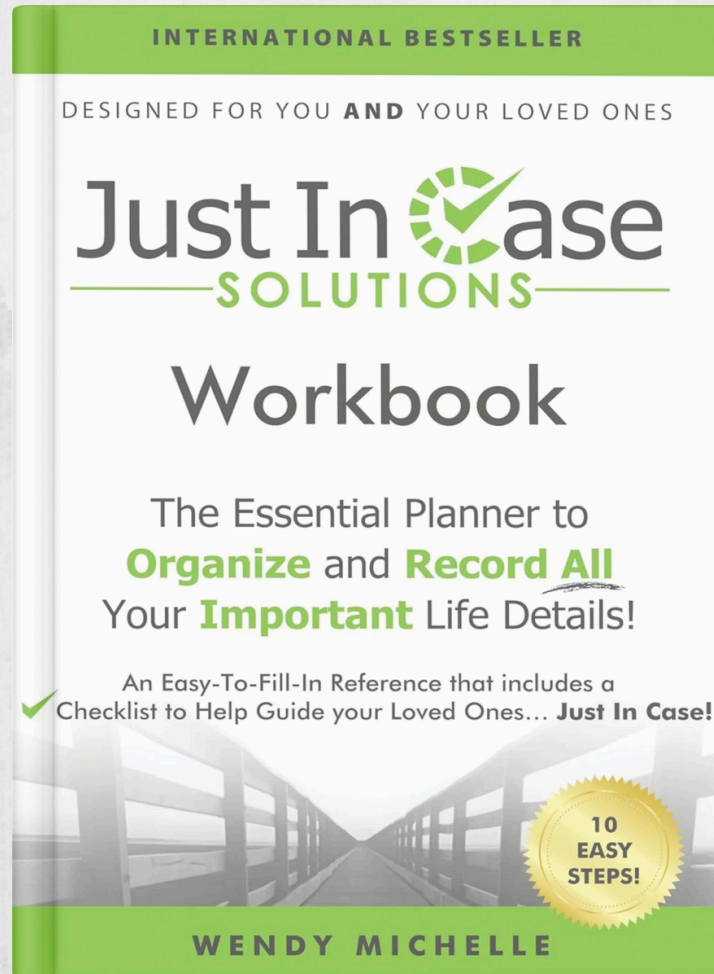
Wendy's expertise stems from over 30 years of client service experience within the financial services and health plan product implementation sectors. Her unique combination of personal and professional skills has equipped her to anticipate challenges and develop effective processes to ease future struggles. Witnessing the confusion and overwhelming struggles of family, friends, and clients, Wendy recognized the need for a proactive approach to preparedness.

The central theme of *Just in Case Solutions* revolves around providing individuals and couples with a comprehensive way to organize, record, and deliver essential life details to their loved ones. It acts as a consolidated resource for scenarios like accidents, illnesses, or death, offering a roadmap to guide loved ones through difficult times.

Wendy's dedication to her audience shines through her heartfelt message. She dedicates her workbook to those deeply affected by unexpected life events, hoping to make difficult times a little easier. Her commitment extends to those who struggle with organization, offering them a practical solution from the comfort of their homes.

For Wendy, the essence of her work lies in supporting others during their most vulnerable moments. Her dedication to her family, especially her daughter, underscores the personal connection she brings to her writing. Through *Just in Case Solutions*, Wendy Michelle empowers individuals and families to navigate life's uncertainties with grace and preparedness.

Wendy's Book



Wendy Michelle's ***Just in Case Solutions*** isn't just a book; it's a lifeline during life's unexpected twists and turns. As an international bestseller across four countries and over 15 categories, it's revolutionizing how individuals and couples prepare for the future.

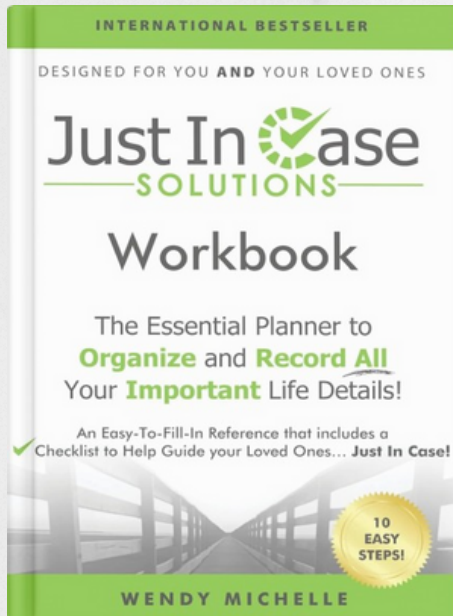
This comprehensive workbook offers both digital and paperback formats, ensuring accessibility for all. It prompts readers to ponder the crucial question: Are your loved ones equipped to handle life's emergencies?

With ten easy steps, the workbook guides users through personal, health, legal, and financial details, providing a roadmap for preparedness. The Responsibility Checklist eases administrative burdens, ensuring loved ones can navigate challenges with clarity and confidence.

From personal possessions to fun memories, *Just in Case Solutions* is more than a planner—it's a gift of peace of mind and gratitude for those we cherish most.

2023 Book Highlights

Just In Case Solutions

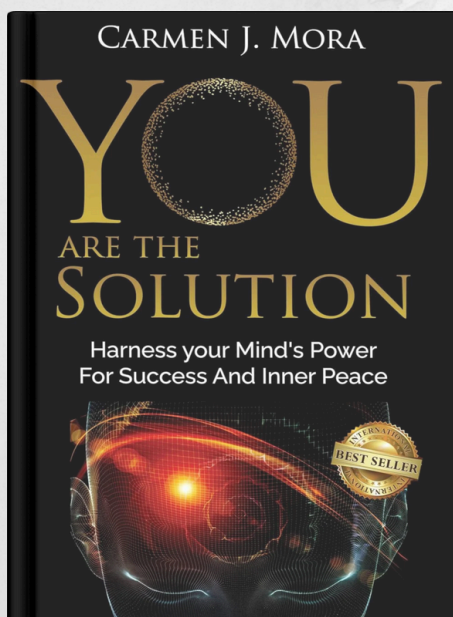


The #1 International Bestseller, *Just in Case Solutions*, hit the list in four countries and 15 categories! Whether in Kindle's digital ease or the paperback's fillable charts, this comprehensive workbook ensures all vital life details are organized and accessible. Empower loved ones with clarity and peace of mind through ten easy steps covering personal, medical, financial, and legacy aspects.

Wendy Michelle, the creator behind the International Best-selling *Just in Case Solutions* dedicates herself to empowering others. With over 30 years of client service, she crafted a comprehensive approach to preparing for life's uncertainties and offers practical solutions that resonate with everyone.

Wendy's creation isn't just a workbook; it's a beacon of clarity and reassurance. She designed a workbook that transcends mere organization. Its 10-step approach and user-friendly format redefine preparedness, offering clarity in life's uncertainties. Beyond a checklist, it's a personalized roadmap, easing burdens for loved ones. Wendy's creation embodies empathy, practicality, and a genuine desire to make a difference.

You Are the Solution



Unlock the keys to a fulfilling life with *You Are the Solution*. Discover three simple steps to break free from monotony and societal pressures, embracing empowerment and purpose. Learn to reprogram your mind, overcome obstacles, and unleash your true potential. Embrace your power and take control of your destiny – you are the solution.

Carmen Mora, a lawyer-turned-inspired coach, empowers professionals to navigate toward a fulfilling life. With a passion for unlocking potential, she guides business owners to expand their growth through personalized coaching and consulting services.

Carmen embodies multifaceted brilliance, serving as a High-Performance Coach, dog lover, mom, and visionary entrepreneur. Through the You Are the Solution system, she empowers individuals to realize their dreams with scientifically proven principles, embodying transformational success in every endeavor.



2023 Book Highlights

Customer Success Manifesto

Uncover the untold truth about scaling businesses with *Scaling Relationships: The Fulfillment Funnel™ Approach* by **Ben McLellan** and **Jay Gonçalves**. Explore insights from industry giants like Uber and IKEA, shifting from growth to true scalability. Learn to cultivate raving fan clients and boost profits by 25-100%. With expertise from consulting 7 and 8-figure businesses, revolutionize your client retention strategies and achieve lasting success.

João Gonçalves, known as Jay, is an unwavering force dedicated to exceeding client expectations and advancing Ethical Scaling's mission. Born and raised in Portugal, his entrepreneurial spirit drives him to make a difference globally. João's journey, shaped by health challenges, led to transformative insights that now empower businesses worldwide.

Ben McLellan, a visionary in business growth, collaborates with João to revolutionize scaling strategies. With a keen eye for innovation, Ben's expertise amplifies Ethical Scaling's impact.

Together, they merge their diverse backgrounds and insights to guide businesses towards sustainable growth and meaningful impact.

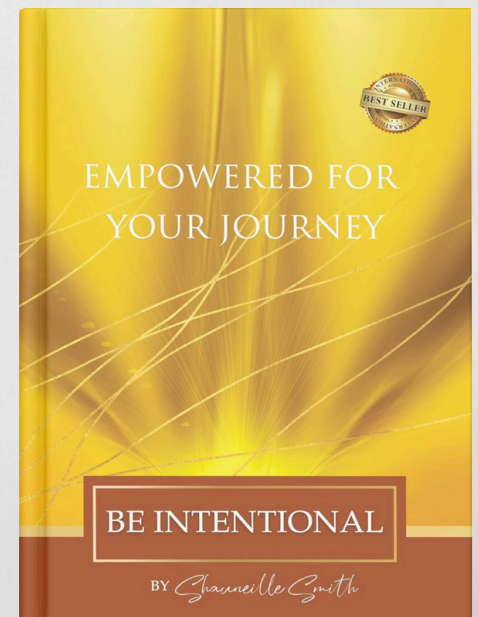


Empowered for Your Journey

Embark on a journey of self-discovery and personal growth with *Empowered for Your Journey*. This guided journal serves as a transformative steppingstone, equipping you with essential tools to unlock your inner power and move beyond the ordinary toward the exceptional life you deserve. Start your process to progress now!

Shauneille Smith, a catalyst for transformation, empowers individuals to embrace their unique gifts. Her journey from inner dissatisfaction to empowerment fuels her mission to inspire others. With wisdom and empathy, Shauneille guides individuals toward unlocking their potential, fostering positive change in personal and professional spheres.

Shauneille embodies empowerment, catalyzing positive change through her journey and guiding others toward unlocking their potential. With empathy and wisdom, she helps people to embrace their unique gifts and fosters personal and professional growth. Shauneille's approach leaves a lasting impact on those she touches, igniting a ripple effect throughout many lives.





PR Spotlight

Katrina Foe

Katrina Foe is a devoted wife and a proud mother of seven homeschooled children. She and her family reside in rural Idaho on a beautiful 15-acre property where they raise cows, chickens, and organic produce. When they're not tending to their farm, they enjoy skiing, snowboarding, camping, making healthy treats, and playing in the creek.

In the face of adversity, Katrina found strength in her family's love and support when she was diagnosed with breast cancer.

Katrina is an educator, an international presenter, and an International bestselling author. She wrote the book, ***Nutritional Pilates: Relieve Joint Pain, Lose Unwanted Weight, and Prevent Chronic Disease to Become Your Most Vibrant Self!*** to offer a framework for finding vibrant health.

She is a cancer survivor and a board-certified holistic nutrition practitioner, as well as a second-generation Pilates Master Teacher. She founded Personalized Pilates in Scottsdale, AZ when she was only 24 and ran it from another state for the last ten years. Her passion is teaching, which she has been doing for over 20 years, providing Pilates teacher training and functional lab training for practitioners. She works with clients all over the world to help them regain their health and reverse chronic diseases.

Katrina takes what she preaches to heart and is dedicated to maintaining and improving the health of herself, her family, and yours.

She has appeared on the following shows to inspire and empower:

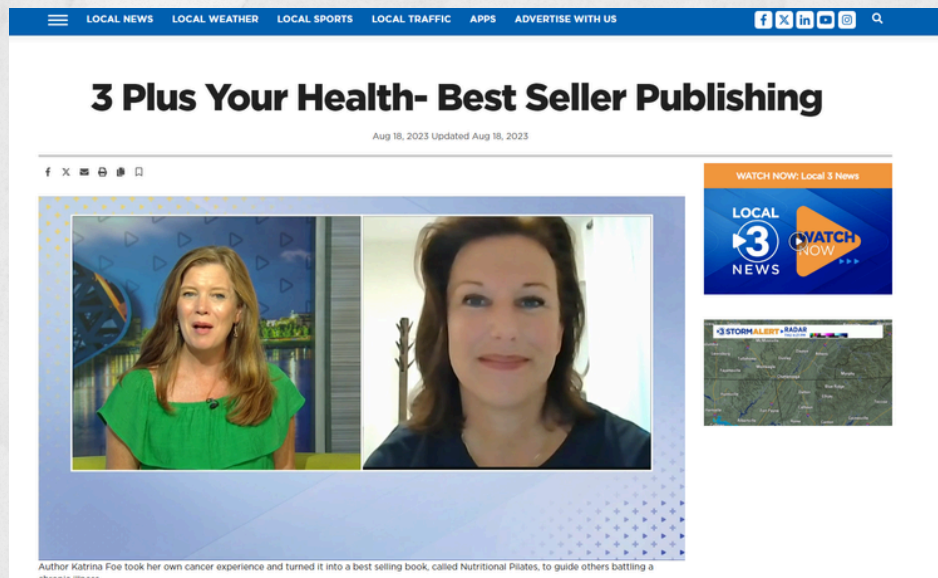
BizTV - August 3, 2023:



PR Spotlight

Katrina Foe

NBC - August 18, 2023 (3 Plus Your Health):



Advocate Now - August 29, 2023 (How Katrina Foe Cured Her Cancer with a Keto Diet):



Katrina Foe's journey embodies resilience and triumph. Her story inspires us to embrace wellness with determination and courage. Let's follow her lead in pursuing our healthiest, most vibrant lives.



Leadership Spotlight

by **Rob Kosberg**

Let's talk about football. And leadership.

In 1997 the worst professional football team in America was the Indianapolis Colts. With a record of 3 wins and 13 losses, they received the first draft pick in the upcoming NFL draft.

Two quarterbacks with seemingly equal abilities were vying for the coveted 1st overall draft pick of the Indianapolis Colts, Peyton Manning of Tennessee and Ryan Leaf of Washington State.

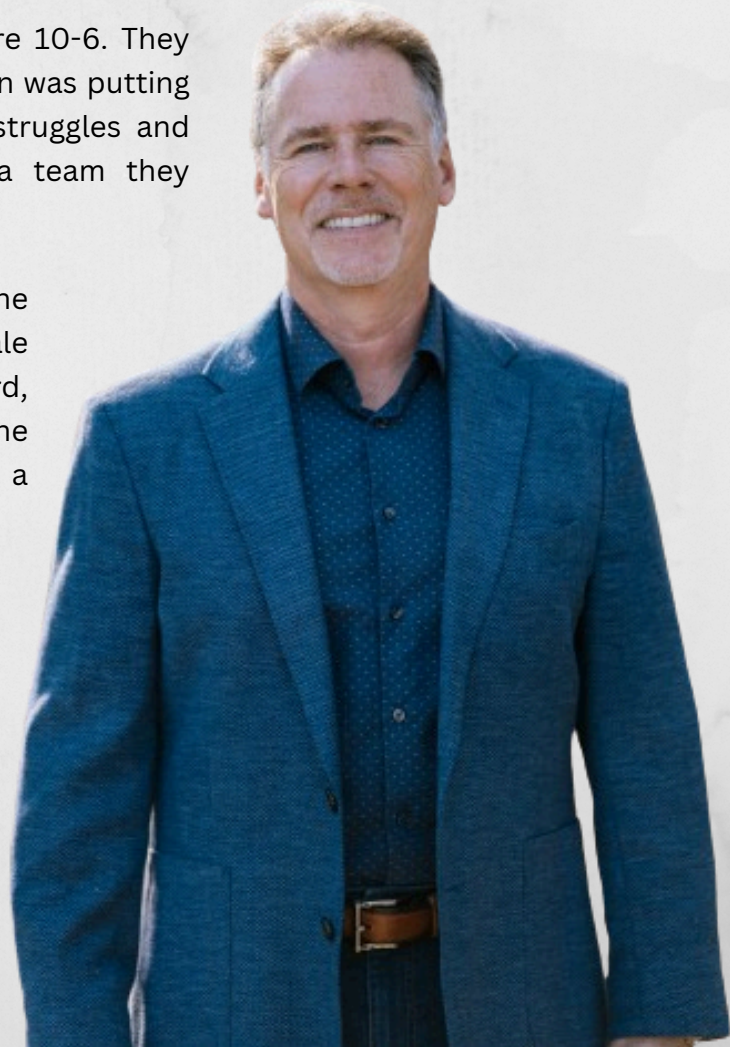
Indianapolis chose Peyton Manning and almost immediately saw incredible results. The Colts went from a 3-13 team in 1998 to 13-3 in 1999, the greatest turnaround in NFL history up until that point. They lost their playoff game and didn't advance but seemingly, they had what they needed to finally reach the next level and win a championship (Ryan Leaf would go on to get kicked out of the league a few years later).

In 2000 things didn't go quite as planned and they were 10-6. They made the playoffs but lost again in the first round. Peyton was putting up record numbers as the quarterback but defensive struggles and issues in the locker room began appearing and as a team they underachieved.

The following year was even worse. The players felt the coaching staff was unsupportive and harsh. Player morale was low. They ended the season with a losing record, missing the playoffs altogether. They seemed to have all the ingredients for success yet failed to deliver because of a lack of unity and purpose.

In 2002 a new coach was brought in, Tony Dungy.

Dungy was not your stereotypical fiery and aggressive football coach. Dungy was known for his calmness and composure, even under pressure. This approach helped stabilize the team enabling players to focus and perform at their best.





Leadership Spotlight

by **Rob Kosberg**

Dungy focused on a more empathetic approach to coaching. He built strong relationships with his players and learned their motivations. His focus on leading with empathy helped build trust and respect and brought the team together.

In his leadership style, he emphasized positive reinforcement over criticism and placed a high value on character, personal responsibility, and individual work ethic.

Everything changed.

Under Coach Dungy's leadership, the Indianapolis Colts were very successful, culminating in a victory at Super Bowl XLI in 2007. This win was a testament to Dungy's effective leadership and the emotionally intelligent culture he built within the team.

Peyton Manning would become one of the greatest quarterbacks in NFL history but more is needed for success than one great player.

What are the qualities that stand out to you in leaders you admire?






March Upcoming Events


As we bid farewell to February's festivities, March sweeps in with a fresh array of exciting happenings and opportunities for celebration.

MARCH 8

A DAY OF MUSICAL MARVELS AND LITERARY DELIGHTS!



Calvin's goddaughter is in for a literary treat as she celebrates her birthday with the gift of **365 Fairytales, Rhymes, and Other Stories**. Calvin hopes to ignite her love for books and spark her imagination on this special day.



Meanwhile, Matt's nonprofit organization is set to rock the stage with "**March Madness**," an evening of Progressive Mathcore at the studio. But that's not all! They're also forging new musical partnerships, including an open mic night at a vintage clothes store in Ocean Beach. With performances lined up at a golf course in North County San Diego, the stage is set for musical magic and community connection.



MARCH 15


JEMRICK'S BIG DAY!

Jemrick, it's your time to shine! Wishing you a fantastic birthday celebration with your beloved family. Here's to another year of joy, laughter, and endless adventures!

MARCH 19


MARCH MADNESS MADNESS!

March Madness kicks off, bringing the thrill of college basketball to screens everywhere! Get your brackets ready and prepare for the madness!



MARCH 20

HOLLY'S GRANDMOTHER TURNS 92!



Let's raise a toast to Holly's grandmother on her remarkable 92nd birthday! May her day be filled with love, laughter, and cherished memories.

As we dive into March, let's embrace the spirit of camaraderie, creativity, and community that defines our company culture. Together, let's seize each moment with enthusiasm, support one another's endeavors, and create memories that will last a lifetime

Here's to a March filled with growth, connection, and the joy of shared experiences!