

## USANA's Convention Notes 2012

### **Page 3:**

Do you spend most of your time inside or outside your comfort zone?

### **Page 4:**

John C. Maxwell is an internationally recognized leadership expert, speaker, coach, and author who has sold more than 20 million books. Dr. Maxwell is the founder of *EQUIP* and *The John Maxwell Company*, organizations that have trained more than five million leaders worldwide. Every year he speaks to Fortune 500 companies, international government leaders, and organizations as diverse as the United States Military Academy at West Point, the National Football League, and the United Nations. A *New York Times*, *Wall Street Journal*, and *Business Week* best-selling author, Maxwell has written three books that have each sold more than one million copies: *The 21 Irrefutable Laws of Leadership*, *Developing the Leader Within You*, and *The 21 Indispensable Qualities of a Leader*.

### **John Maxwell:**

What are you doing to better yourself

Law of Process

Develop daily

5 steps of leadership

Position

People follow you because they have to-you are boss

If they get leadership title they become leader

Position does not determine that

You don't want to stay here

How little do I have to do to stay on the team?

Practice!!! Leaving right @5 job example!!!

Permission

People follow you because they want to

Biggest difference between 1 & 2 is energy!

Relationships are the foundation to great leadership

"Everyone communicates, few connect"

Get off top & find other leaders

Listen well, understanding

Knowing where your people are!

Learn & then lead

Leaders see more than others see & before others see

Mutual advantage vs. individual advantage

## Production

Results!!

People follow you is what you have done for the organization

Credibility of leadership is your success

Produce

Tour guide leader vs. travel agent leader

If you can't produce yourself, then you can't expect others to produce

Lead by example

Follow Me!

I know how to do it & do it well

Create momentum

When you are winning nothing hurts, when you are losing everything hurts

## People Development

You compound success!

People follow you because of what you have done for them

Trust you

What you can do with others

I Do It

I Do It, You Are With Me

You Do It, You Are With Me

You Do It

You Do It, & Someone Is With You!

## Pinnacle

Respect

### **Page 5:**

Industrialist of human potential, Darren Hardy is the visionary force behind SUCCESS magazine as its publisher and editorial director. As a leader in the personal development industry, Darren gets the unique privilege of sitting down with the leading experts on human performance and achievement, as well as many of today's top CEOs, revolutionary entrepreneurs, superstar athletes, entertainers, and Olympic champions, to learn the unique secrets to their extraordinary success. Darren, who had been featured on FOX, CBS, MSNBC, CNBC, and ABC, is also an accomplished entrepreneur, author, keynote speaker, private equity investor, corporate advisor, and peak performance mentor.

Darren Hardy: Igniting the Compound Effect  
One thing determines your success - Choices!

Success small to insignificant choices

Small choices add up to Big Results

1 DEGREE off gets you 150miles off course - LA to NYC

Write down what you are doing wrong to figure out how to change it

Compounding positive effects everyday will give you the greatest results!

Keys to Success:

Do fewer things, more often, and get better at them!

Free resources to enhance the compound effect

Worksheets on his website:

[\*\*Gratitude Assessment\*\*](#)

[\*\*Core Values Assessment\*\*](#)

[\*\*Life Assessment\*\*](#)

[\*\*Goal Designing\*\*](#)

[\*\*Habit Assessment\*\*](#)

[\*\*Weekly Rhythm Register\*\*](#) – *This is to build your “Mo”*

[\*\*Input Influences\*\*](#)

[\*\*Association Evaluator\*\*](#)

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### **About Jen Groover**

Top media mogul and business expert, Jen Groover, has been tagged by *Success Magazine* as a “One-Woman Brand” and “Creativity and Innovation Guru”, and a leading “Serial Entrepreneur” by *Entrepreneur Magazine*. Jen Groover’s name has quickly become synonymous with innovation, entrepreneurship and evolution. She has gone from guesthosting spots on tv to inking deals with some of the industry’s biggest heavyweights and most recently making history with the honor of ringing the bell on the NYSE with the first group of all women to ring the bell, representing women’s leadership and economic independence.

Her success skyrocketed with the creation of the **Butler Bag**, the world's first compartmentalized handbag, and hasn't stopped since. Jen springboarded the Butler Bag's success into an entire lifestyle brand, found at a variety of price points, at well-known retailers, to creating other lifestyle brands such as *Leader Girlz*, a brand that teaches young girls the importance of empowerment through play.

Jen is a top business and lifestyle contributor and content creator for major networks such as *ABC, CBS, CNBC, NBC, Fox News, Fox Business News* and *The CW*. Jen also contributes editorial pieces to several prominent business magazines and online resources including *The Huffington Post, Entrepreneur Magazine, Healthy Style NY, Healthy Girl, and Pathways Magazine*. Her products, brand and work have been featured in hundreds of media outlets including *O! The Oprah Magazine, Redbook, People, US Weekly, Success* and *Entrepreneur* to name a few.

Jen's passion for inspiring others to access their greatest potential, on all levels, is the driving force behind her many successful brands. Jen's diverse experiences and businesses span many different industries and she has no desire to slow down anytime soon. Jen continues to strive towards her ultimate goal, which is to innovate in every industry she is inspired to play in while empowering others to achieve their goals.

As a TV personality, highly-sought after speaker, author, designer, inventor and more, Jen is more than a triple threat, and undoubtedly a force to be reckoned with. Jen believes in active participation and lives by the belief that "if you are going to complain about something you better be willing to do something to inspire change".

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Do not complain about something unless you do something about it

Tell your story over & over again

- Brand Integration

Sharing your products with others - let them try it

- Articulate your Brand consistently & consciously
- Value proposition & brand differentiation
- The Butler Bag – Jen Groover's invention

Not about how someone else is doing it. It's about how you do it

- Building relationships -stories
- Constant effort of Building
- Practice your Pitch!
- Who you are
- What you are about

Mission statement on website

- Your pitch
- Your tool to connect with ppl
- Engage ppl
- Have ppl tag your product on fb

Build your brand/position yourself

- Traditional networking – get out and meet people in community
- Deeper your relationships
- Help others not yourself

Happiness comes with Living with Purpose

### **Page 7:**

#### **About Dr. Wood**

Christine (Ito) Wood, M.D., C.L.E. is a practicing pediatrician and certified lactation educator with interests in healthy nutrition for children and the environmental and nutritional impact on health and disease. She is a compelling voice on the subject of children's nutritional and environmental issues.

She is the author of the book, *How to Get Kids to Eat Great & Love It!* (third edition, KidsEatGreat, Inc, 2006). Filled with practical, easy-to-understand information for parents, she backs it up with science-based research to emphasize the nutritional links to disease. She maintains another website, [My Kids Doctor Visit](#), launched in 1997. It is a website for parents designed to give information on common illnesses, like colds, ear infections, diarrhea, vomiting, fever, and more. Kids Weigh to Go is her program targeting families with overweight children.

Dr. Wood lectures to physicians and other health professionals (nurses, lactation consultants, dietitians, school nurses and others) on the topic of nutritional medicine for children and she gives seminars to parents on healthy lifestyle practices for children. She is a research consultant for San Diego State University with a 5-year grant (started March 2006) on preventing childhood obesity in recreation centers. She has lectured throughout the United States, Canada, Australia, New Zealand, Korea, Singapore, and Japan.

Dr. Wood is a spokesperson for an international nutritional company, [USANA](#), and serves on their Scientific Advisory Council. She is the Co-Chair for the [San Diego County Childhood Obesity Initiative](#) whose mission is to reduce and prevent childhood obesity in San Diego County by creating healthy environments for all children and families through advocacy, education, policy development, and environmental change. To fulfill its mission, the Initiative creates, supports, and mobilizes partners from multiple domains (i.e., sectors); provides leadership and vision; and coordinates county-wide efforts in the prevention and reduction of childhood obesity.

Through her work with the Initiative, she has worked with school wellness policy, contributed to creating the [Power Up 4 Sports & Health Toolkit](#) for sports leagues, organized medical conferences addressing the role of health professionals in

community advocacy and worked with a Physician Advisory Board with the San Diego County Childhood Obesity Initiative.

She was a guest writer for a special edition of **Newsweek** released in October 2000, called “Your Child.” Her interviews and articles have been published in magazines including: Wall Street Journal, Redbook, Parents, Parenting, American Baby, Fit Pregnancy, Family Life, Exceptional Parent, and Great Life to mention a few. A frequent guest on radio shows and also a noted expert on television, she informs parents about the critical need for proper nutrition for children. If you would like to contact her regarding print interviews, speaking engagements, radio or television spots, please see the [Press Kit](#).

She is currently practicing general pediatrics at [El Camino Pediatrics](#). She is listed in the **Best Doctors of America**, representing the top 3% of doctors in this peer review polling process. She also does nutritional consultations for weight management and other nutritional problems.

She attended the University of Detroit for her undergraduate degree and received her medical degree from the University of Michigan. She completed her pediatric residency at Children’s Hospital of Los Angeles. She received her lactation educator certification from the University of California, San Diego.

Dr. Wood explains that she found a need to address the questions her patients repeatedly ask regarding the role nutrition plays in the health of their children. Dr. Wood says, “Parents need to realize what an important job they have to teach their kids healthy eating habits, to use proper nutritional supplementation and to participate in regular physical activity. Parents must start today and model a healthy lifestyle and do all they can to create children who will eat healthy and be active. It is perhaps the greatest gift we can give our children . . . *the gift of health*.”

Dr. Wood is on FB/Twitter

Dr. Wood did mention that she and recommends BiOmega Jr. for kids under 4 years of age....You can mix it with Yogurt ....Freeze it.....Give to children once or twice a week

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### **About Dr. Libby Weaver**

For more than a decade, Dr. Libby Weaver has been working with individual patients to help them maintain a healthy weight and learn about health from a holistic perspective. After completing her Ph.D. examining biochemical and nutritional factors in children with autism, Dr. Weaver became one of Australia’s leading nutrition specialists and weight loss experts. Australia and New Zealand’s national TV and radio programs have regularly called upon her to share her expertise and her passion for health with expansive and attentive audiences. Her new book, *Accidentally Overweight: Solve Your*

*Weight Loss Puzzle*, discusses the factors that are essential for burning body fat. Dr. Weaver teaches readers from various backgrounds and body types how to overcome their weight-loss challenges by looking at every factor that affects fat storage—which is more than just energy intake versus energy expenditure. Her holistic approach offers answers for people who have been struggling to lose weight, but haven't seen results.

Necessary we eat more real and whole food

- When we step on scale to weigh ourself
- Women usually weigh their self-esteem
- Men usually think they just need to work harder

Zinc deficiency in children is due to soil being practically void of zinc, so we don't get it in our fruits and veggies as we used to decades ago.

- Sunflower seeds/Pumpkin Seeds great sources of Zinc

Nutrition info is constantly changing

- Cycles every 30 years
- Atkins, South Beach, Jenny Craig, Weight Watchers, Nutrisystem etc. not the answer

Food is not intended to bloat or cause digestive problems

- 9 out of 10 people have this problem

“When it comes to food, nature gets it right and humans mess it up!” – Dr. Weaver

Because there are no teeth beyond our mouth, when we inhale our food and don't chew and enjoy, the food doesn't properly digest and nutrients aren't absorbed.

- Apple Cider Vinegar, Lemon Juice with Warm Water, and Digestive Enzyme all great ways to stimulate digestion.
- Another word for constipation is incomplete evacuation 😊
- Stress increases leaky gut, increases cortisol, increases inflammation, increases fat, etc.

Liver detox necessary every 3 to 6 months, especially if you:

- Wake consistently between 2am-4am, especially hot/sweating
- Not hungry for breakfast/ Coffee needed in am
- Constipation/IBS
- Short Temper
- Increase in Body Fat/ Decrease in Energy

Hepasil DTX necessary for liver detox, start 1/day and work up to 3/day.(\*\*\*Ask Dr. LeFever about this!)

- Liver Loves Greens, Nuts, Omega 3's (DHA/EPA)
- Liver Despises Excessive Alcohol Consumption, Drugs, Pesticides, Caffeine, Artificial Sugars, etc.

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## About Dr. Mehmet Oz

Dr. Mehmet Oz, the two-time Daytime Emmy Award-winning host of the Daytime Emmy Award-winning *The Dr. Oz Show*, is vice-chair and professor of surgery at Columbia University. He also directs the Cardiovascular Institute and Complementary Medicine Program at New York Presbyterian Hospital. His research interests include heart replacement surgery, minimally invasive cardiac surgery, complementary medicine, and health care policy. He has authored more than 400 original publications, book chapters, and medical books, has received several patents, and performs more than 100 heart surgeries each year. Previously, Dr. Oz was a featured health expert on *The Oprah Winfrey Show* for more than five seasons and spanning 55 episodes. He has also served as chief medical consultant to Discovery Communications, where his *Transplant!* series won both a Freddie and a Silver Telly award. In addition to numerous appearances on *Good Morning America*, he has also appeared on the *Today Show*, *Larry King Live*, *The View*, guest-hosted *The Charlie Rose Show*, and appeared on all the evening news broadcasts. He also served as medical director of Denzel Washington's *John Q* and participated in several other feature films.

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People already know they need to be healthy, they just don't really know why?  
Feelings change people's mind, not knowledge

"Bring Light to Life" – Dr. Oz

Meaning live life to your fullest potential without regrets

Heart Attacks usually caused by the clot that forms around the plaque on the artery that develops overtime because of stress on the vessel

Heart Disease surpassed Starvation in #1 Cause of Death in World for 2011

Breathe with belly, not chest

- o Look at how infants breathe
- o As we age, we unconsciously train ourselves to breathe abnormally due to stress

Biggest 5 LIFE adjustments

- Blood pressure (ideal 115/75)
- No cigarettes or toxins
- Exercise 30 min daily
- Healthy diet that is easy to love
- Stress control

Obesity

- Battle to be won in our homes starting with parents

Biology always beats will power

- Waist = must be  $\frac{1}{2}$  weight

Fiber slows transit of food from going into our intestines

Spicy foods increase metabolism

\*\*\*Fructose in beverages block fat messages to brain

\*\*\*30 min before you eat, eat nuts

- Helps suppress appetite during meal
- This is why when you go on a diet, you will sooner or later come off
- You have to believe the food you eat is unhealthy and not just eat better because someone tells you to do so
- Learn how Leptin, Insulin, and Ghrelin all work together

If you stray away from your healthy diet, get back on track quickly and don't let outside factors at work or home cause guilt or shame you into eating unhealthy.

Secret to Success is automation so give your heart a reason to keep beating!!!