

the make IMPACT Mondays digest



Volume 17 Issue 12

What can we Learn from 2017

Selfies

5 years ago, were selfies even a thing? If you are over 40 like me, the word selfie may seem odd or something that our kids are doing. But how important are selfies in society. Kids of all ages are taking selfies and posting them online looking for likes, comments, retweets, etc. Some people don't like them, they seem silly or egotistical or even harmful. Well I don't know about any of that, but I think the act of the 'selfie' is important in everything we do. We need to look in the mirror and like what we see. This is much more than a Pretty, Cute, Beautiful thing.

When you look in the mirror, what do you see?

Can you see beyond skin deep? Can you see deep into your own soul?

Go Ahead take a look. Grab your phone turn on the camera, put it on selfie mode. Take or Picture. What do you see?

Can you look at yourself and be proud of the accomplishments of today? Was today

productive, was it eventful. More importantly is it how you pictured it when you envisioned your day last night before you went to sleep?

As 2017 is coming to end, look at the past 12 months. Is it everything you dreamed it would be? If not, WHY? We always have unexpected things come up, how did you handle yours? Where you able to take it in stride and not miss a beat, or did it knock you off track?

Over the past two years, writing this newsletter, writing has been a skill I try to improve on a daily basis. My writing is far from perfect and



editor Mark Borst

the message isn't always conveyed on paper as it is in my head. I plan on continuing my daily practice and by third quarter 2018, my goal is to publish daily – short, sweet, and on point.

One of the daily routines I practice is to engage on social media, mostly in private chat groups about Alopecia. As you know, Brogan has had Alopecia since before his first birthday.

Far from being an expert, I feel that I can be of positive influence and a cheerleader for other parents having to deal with kids having this life altering disease.

I would never pretend to know what it is like to have to live with this life altering disease... but I do know exactly what is like to be the parent of son with AA, AU. Although It is a struggle at times, it has taught me so much about myself and about how other's reactions can affect you...if you let it.

Inside these Alopecia rooms, my favorite posts are the selfies of someone that has faced their fear and gone in public with their Naked Head® exposed, or told a friend that supposedly didn't know. The comments that follow are always positive, it is a closed group of people that all 100% support each other, but the amount of comments that are "this is great, I wish I could do it" or "I can't even imagine what people would say if I did this" or "I wish I was as pretty as you, so I could do the same"



It a shame because really, we all have dreams, desire, hope. But we shouldn't have to dream to be ourselves. I Just finished a book by Lewis Howes called *The Mask of Masculinity*, he goes through the nine different masks men use to hide behind. We all use "masks" but do we really need to. Is it social pressure to appear "normal" or is it really just in our own heads, does anyone really care if we are different?

As a parent of child that is different it is hard to not want to protect them. A lot of times I think the parents are more devastated than the child, and parents try to "mask" their kids from reality.

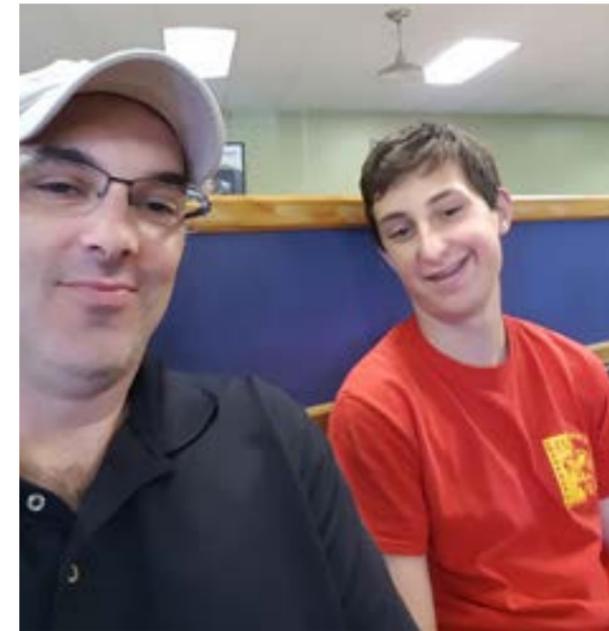
I get it, but please take that "selfie" and reflect for yourself first then go and build up that other person. Spouse, child, friend, stranger we can use words of encouragement to overcome whatever we are dealing with.

These life lessons have been taught to me by Brogan, who has the confidence of a champion to the outward facing world. At home, his own toughest critic. Humble. He doesn't know how to react to praise, to congratulations.

Some days when Brogan looks in the mirror he sees a kid with NO hair NO eyebrows NO eyelashes that is not like most other kids. But most days he sees a kid who is willing to work hard to get it right and he crushes it.

When I look at him, I see the most confident 10-year-old I have ever met.

The "selfie" isn't just important for individuals, it is necessary for businesses too. I'm currently reading *Principles* by Ray Dalio. He stated "man's most distinctive quality is our singular ability to look down on reality from a higher perspective and synthesize an understanding of it"



In other words, humans have an advantage over all other creatures to use a "selfie" to move themselves forward.

Dalio has a formula

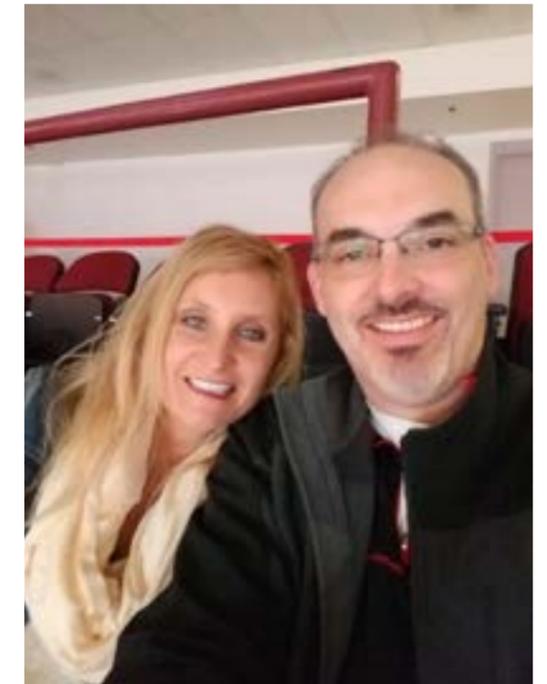
Pain + Reflection = Progress

When you are reflecting on 2017, don't get hung up on your views of how things "should" be because you will miss out learning how they really are.

We can see that perfection doesn't exist; it is a goal that fuels a never-ending process. Organisms, organizations, and individual people are always highly imperfect but capable of improving.

So during this time of reflection what did you do wrong, what did you do right?

Take what you learned from both failures and success to integrate it into your goals for 2018. If you can add goals to what you have learned and sprinkle in execution, there should be NO excuses or surprise for success in 2018.



Success is planned, success is not luck, and success is all relative to you. You need don't to compare your success to others.

So even if you are over 40, take those 'selfies' as often as possible to make sure you are headed down the right path of success!

www.TriTownAdviceGivers.com

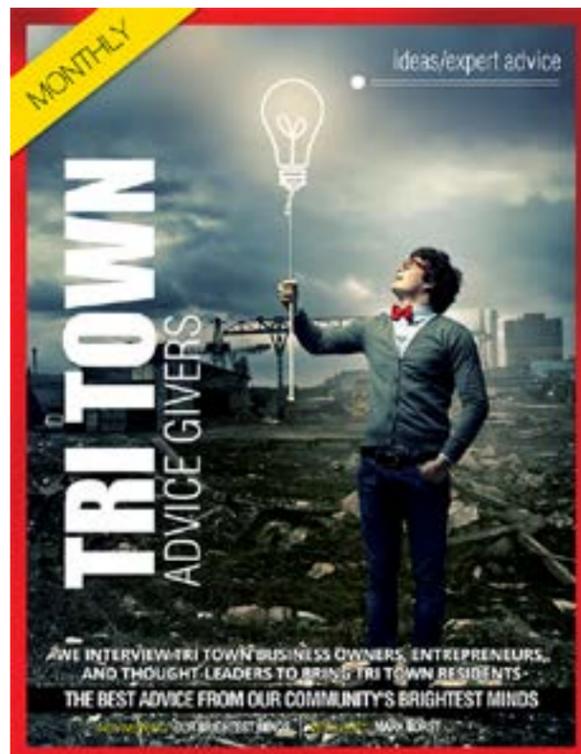
We have recorded and released 26 episodes of Tri Town Advice Givers Podcast in 2017. It has been a learning experience along the way. We have had some great conversations and I have discovered so many different businesses and non-profits that make the region a place to Proudly call home.

As we move into the new year, you will see lots of enhancements and additions to the Advice Givers Brand along the way.

We are Searching For Small to Medium Sized business that are based in Northwest Indiana and have an interest in telling their story.
Some of the categories we hope to cover in the coming months are:

Veterinarian, Divorce Attorney, Probate Attorney, CPA, Financial Planner, Dentist, Optometrist, Pediatrician, GP Doctor, Plastic Surgeon, Artist, Café, Brewery, Divorce Attorney, Boutique, Photographer, Wedding Planner, Event Planner, Florist

If you or someone you know would be a great guest for the show.
www.TriTownBooking.com



IMPACT CLUB™

During 2017, I have had my share of success and failures but the one thing I'm most proud of is the launch of Impact Club® Tri Town. Below was originally published on Facebook on November 4th, 2017. I look forward to continuing to Impact the life's of many people in the years to come!



Why I'm Launching Impact Club:

On Nov 6, 2015 we were burying my 98-year-old grandma. Before the celebration of the life of Grandma Marge began, my Mom was not feeling well and ended up being taken by ambulance from Grandma's funeral. Over the next few weeks, no real answers as to the reason of mom's ailments. Now thanksgiving 2015 and Mom did not look good, after dinner, she gathered the family around to say, "I don't have any answers yet, but I have scheduled an appointment with the oncologist."

How, Why!

F' Cancer

The next couple weeks are kind of blur, but in the end, it was NOT good. Stage 4 Cancer of the Bile Duct...What the Hell... well that is where it started, now metastasized NO cure NO hope. And instead of months or years as a prognosis it was days.

By Christmas Mom was in Hospice at Home, still mobile, still sharp mentally, but frail and failing. Now New Year's 2016 Mom was heavily medicated and affecting her mental sharpness. Between myself, my Dad, my two sisters, my wife Lisa among others we were taking turns caring for Mom.

I don't remember the exact date but by the first week of January 2016 Mom was non-communicative and just being plain stubborn! While not at all OK with it, I came to my peace with it and had said my goodbye's. Receiving last rights multiple times, mom finally let go and was in pain no more, On January 16, 2016.

In Just 75 days, I lost two important women in my life

I began a quest to figure out how can I pay forward what my Mom, Virginia (Ingrassia) Borst taught me as a child. Gratitude. A word by itself, with no context, is just a word. But the word Gratitude has great meaning to me dating back to my childhood. Every year, including 2015, since I can remember my mom coordinated "our family adopting a family in need" for the holidays. The recipient was different every year and most were in temporary need. Most of these people were swallowing pride to ask for help. Not every year was the same, but the

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gratitude from these people when we would visit them the week of thanksgiving left a lasting impression.

Let me explain what my Mom did year after year. She would get some basic information from the family included names, ages, clothes sizes, favorite things, dietary restrictions, etc. My mom would go all out, nothing held back. We would show up with a thanksgiving dinner and all the fixings with instructions how to prepare or sometimes we would cook it for them. We would have enough other food, seemingly to last them until Christmas. Most years we would have a new winter coat, gloves and a hat for every person in the household. My Mom would always buy, or hand make a set of pajamas, a nicer outfit and play clothes for each of them. Every kid in the family would also have at least 1 or 2 toys. Besides the winter coats and food everything was wrapped and to be opened as presents for Christmas. Most would have nothing to unwrap otherwise.

When we would walk in these people's homes, they were usually speechless or repeating "this is all for us, are you sure" The adopted family couldn't say enough thank you's or find enough hugs to go around. The Gratitude given was an amazing feeling. As a young child I didn't understand completely, but I learned the giving part of thanksgiving. In the end, I was grateful that my mom only suffered this horrendous diagnosis for a short time. It was brutal to experience, the pain she was enduring.

I was grateful for Grandma Marge going first so she did not have to bury a third daughter to cancer.

I am grateful of the experiences in over 40 years I got to spend with my Mom teaching me how to pay it forward without expecting anything in return.

What if I could inspire one other person to pay it forward, maybe they could inspire another, and another, and another. Over time, we could create a chain of inspiration by simply paying it forward. A chain that would get stronger and stronger with each additional link.

Not knowing how or when I would be able to grow this inspiration in my Mom's honor, a life altering opportunity presented itself.

THE GENESIS

Last October, while meeting with a group of friends from around the country, we started brainstorming ideas for how we could give back to our local communities.

Trapped inside of a house in Orlando with Hurricane Matthew headed straight towards us, we got to work and began putting the pieces together. As the hurricane began to move off shore, we had the structure in place for what has become Impact Club®.

About a month ago, I was given the chance to launch our local chapter. It was my first chance to really take a leap. To take a risk. To inspire others. To share Gratitude on a larger scale. Although nervous and excited, I jumped at the opportunity.

I understood that it would take a big investment of time and money on my part to get it up and running, but it was a sacrifice I was willing to make.

These past couple weeks, I have met some

truly amazing people, people that I might not have met under normal circumstances. Just meeting these people has made my early sacrifices worth it. I can only imagine how it will feel in a in 10days when we present the check to the winning charity.

I set out with a goal of 100 members. It is a goal that we should not have a problem hitting. I know there are well over 100 people in this area that are willing to step up and help make an impact. The true challenge has been spreading the message and reaching these people.

In the end, it is Gratitude that will keep me motivated to keep fighting for this cause. Here is the link, share it with someone that you think you can inspire:

www.RegisterImpactClub.com

If you come across someone looking for more information, send them here:

www.ImpactClubTriTown.com

As always, I hope you have an awesome weekend!

-Mark

On Novemeber 13th, 2017 we had our first Impact Club meeting. Forty people pledged to help Hannah's Hope bring some assistance to families with disabled children. Next meeting date TBD in late Feb, early March. Come join us to Make Impact in Northwest Indiana.

