

# ignite

CONNECTING AND INSPIRING YPO-WPO'S GLOBAL LEADERS

VOL. 3, ISSUE 1

## PIONEERS OF THE POSSIBLE

AT THE FRONT LINE OF INNOVATION  
YPO AND WPO MEMBERS HAVE A  
DISTINCT ADVANTAGE — EACH OTHER



### **BIZ ZEN**

MINDFULNESS AND MEDITATION  
BOOST THE BOTTOM LINE

**BIG OPPORTUNITIES IN BIG DATA**  
MAPPING THE INFORMATION GOLD MINE

**REGIONAL SPOUSE FORUMS**  
CONNECTING ACROSS  
COUNTRIES, CULTURES

# THE WRITE STUFF

Member, spouse and partner authors offer insight and imagination

By Mary Woods

Step inside the world of Vatican politics, challenge your cooking creativity or learn how to incorporate the ancient discipline of hunting into your business through this collection of novels, biographies and “how to” books from YPO and WPO authors.



CHEN

When **Wei Chen** (YPO Southern 7) began his historic flight around the world in a single-engine airplane in May 2012 to raise money for St. Jude Children’s Research Hospital, he was prepared for fuel stops and weather challenges. What he didn’t anticipate was how a 21,000-nautical mile odyssey would inspire others to fulfill their dreams. *Around The World in 69 Days: What Would You Attempt To Do If You Knew You Could Not Fail?* is a book about identifying the “big hairy audacious goals” in life and finding a way to accomplish them through focus and discipline. Chen shares his three life goals: moving to the United States and earning an MBA; starting a company without capital and support, and becoming a self-made millionaire; and being the first Chinese citizen to fly a single-engine plane around the world. Read about Chen’s adventure, which was featured in the November 2012 issue of *Ignite*, at [ypowpo.org/IgniteNovember2012](http://ypowpo.org/IgniteNovember2012) and listen to a podcast at [ypowpo.org/69Days](http://ypowpo.org/69Days).



DE MARIGNY

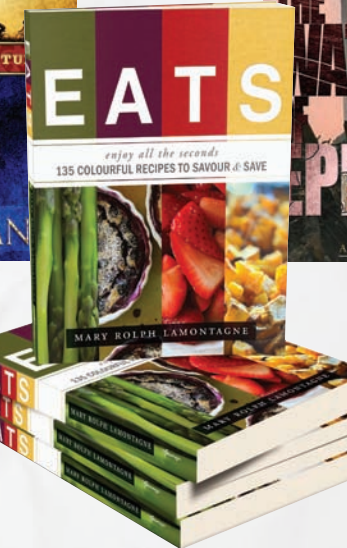
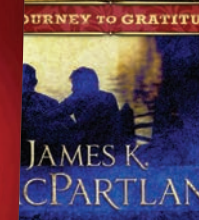
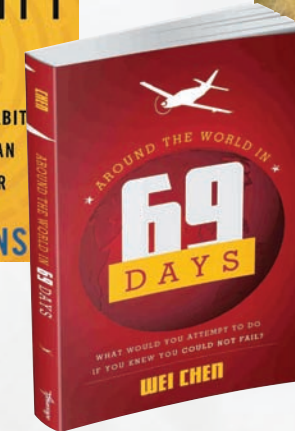
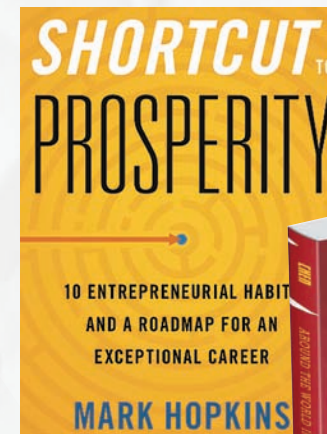
Best-selling action, adventure and spy novelist Gerard de Marigny (spouse, YPO Las Vegas) began spinning his tales of intrigue in 2011 with the first of five novels and two novellas, *The Watchman of Ephraim*. The *Cris De Niro* and *ARCHANGEL* series revolves around billionaire hedge fund manager Cris De Niro, who found that money couldn’t protect him from losing his wife on 9/11. Ten years have passed since the tragedy and De Niro has acquired a lackluster counter-terrorism agency, transforming it into a watchman for the United States.



DUNDEE

Human capital has become an increasingly urgent issue for business leaders. Dramatic demographic shifts, the globalization of organizations, increasing business complexity and generational differences are causing many organizations to place a more deliberate focus on human capital as a key element in strategic planning and execution. *Human Capital and Global Business Strategy*, co-authored by Fermin Diez (spouse, YPO Singapore), helps business leaders make human capital part of their strategy to drive value and realize the potential of the organization. With a strong practitioner focus, this book provides business leaders and human resource professionals with new insights into how to improve business performance through a unique, strategic approach to human capital.

In the United States, retirement plan sponsors often face the tedious undertaking of dividing benefits of employees involved in a separation or divorce. In many instances, a qualified domestic relations order recognizes a spouse’s right to receive all or a portion of the benefits payable with respect to a participant’s retirement plan. In *Qualified Domestic Relations Order Answer Book*, **Mark Dundee’s** (YPO Santa Monica Bay) time-saving question-and-answer format cuts through the complexities of preparing, reviewing and administering QDROs and qualified medical child support orders. Dundee’s guide is backed by 25 years of industry leadership in providing technical and regulatory support to private, public and nonprofit



entities. He was appointed by the U.S. Secretary of the Treasury to the Bureau of Debt (U.S. Savings Bond Committee), where he served for eight years.

Are you a hunter? If you have ever dated, played sports or held a job, then the answer is yes. Humans are always hunting — tracking and taking what they want, pursuing the things they desire to make their lives more satisfying, exciting and fun. In *The Hunt: Target, Track and Attain Your Goals*, serial entrepreneur, hunter and OutdoorHub founder **David Farbman** (YPO Motor City) offers his perspective on work, life and human connection to the world based upon the ancient discipline of hunting. Learn how to think like a hunter with poise, focus and intensity.

Just being good at what you do doesn’t cut it anymore. Today’s information-fueled economy rewards a new breed of worker — those who can think differently, move faster and attain a level of knowledge that tilts the playing field in their favor. In *Shortcut to Prosperity: 10 Entrepreneurial Habits and a Roadmap for an Exceptional Career*, **Mark Hopkins** (WPO Rocky Mountain) offers 10 differentiating behaviors and explains how to develop them not only for career success but also for a more fulfilling and exciting life.

A food consultant for Savour and Save, Mary Rolph Lamontagne (spouse, WPO Cape Town) had a “light bulb” moment while working at a bush camp in Botswana, South Africa. Running low on stock, with

leftovers piling up in the refrigerator and high-paying guests expecting a memorable meal, Lamontagne used her creativity to reinvent a fabulous feast. Her first cookbook, *EATS: Enjoy all the seconds — 135 Colourful Recipes To Savour & Save*, which was inspired by the experience, offers a diverse collection of recipes, as well as practical ideas for saving and reusing ingredients to create new meals. Lamontagne’s simple tips on reinventing leftovers will help you eliminate waste, save money and challenge your culinary creativity.

*Unopened Gifts: A Journey to Gratitude* is full of lessons learned from a man who, forever in pursuit of the brass ring, almost loses everything. Author **James “Mac” McPartland** (WPO Southern California) shares the story of Kyle, the owner of an elite bike manufacturing company, who pursues external measures of success that are never satisfying enough. Readers experience the impact of Kyle’s choices, despite his own oblivion, and come to understand the power of looking inside themselves, facing fear and learning how simple adjustments can enhance or clarify what is most important.

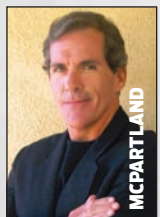
Set in a breathtaking world of intrigue and magic, *The Golden Arrow* is author Anna Redmond’s (spouse, YPO Santa Monica Bay) fantasy debut. Two royal families battle for power and prestige in the mystical nation of Patria. Follow the trials and tribulations of love, loss and greed amidst the resurgence of a kingdom in ruins.



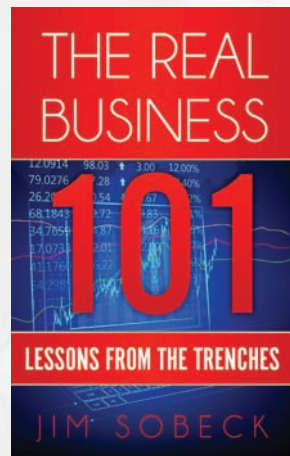
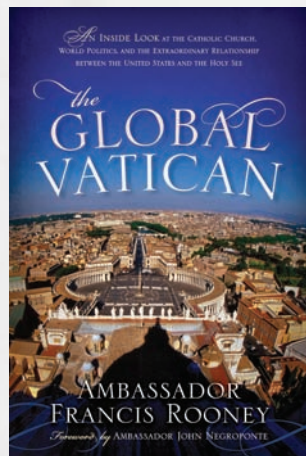
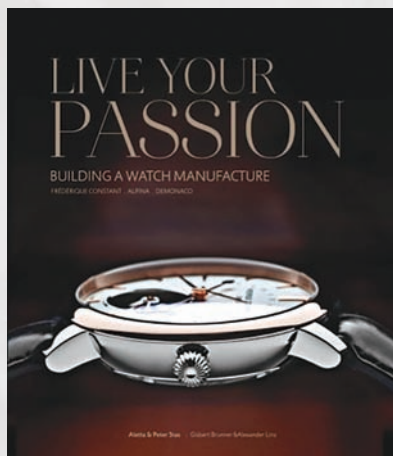
HOPKINS



LAMONTAGNE



MCPARTLAND



**Francis Rooney** (WPO Southwest Florida, WPO Washington DC & Baltimore) served as U.S. Ambassador to the Holy See, the governing body of the Roman Catholic Church, under former U.S. President George W. Bush during an era of immense change and challenge for the United States and the Catholic Church. When Rooney's assignment began, the United States was recovering from 9/11 and engaged in wars with two countries, including the conflict in Iraq strongly denounced by the Holy See. *The Global Vatican* provides an inside look at the Roman Catholic Church, its role in world politics and diplomacy, and the extraordinary relationship between the United States and the Holy See. Rooney served on the YPO International Board in the 1990s and was the 1997-1998 YPO international president.

passion for their product. *Live Your Passion: Building a Watch Manufacture* is a personal account of their dream to begin Frédérique Constant by diving headfirst into the world of Swiss watchmaking and its technical, marketing and managerial challenges.



*The Real Business 101: Lessons From the Trenches* is a collection of business tips from serial entrepreneur **Jim Sobeck** (WPO Rebel) covering all phases of running a business. Sobeck's tips are based on a successful 40-year career running companies from startups to turnarounds to successful businesses expanding their markets. Tips include hiring, firing, making acquisitions and using social media.

Why do companies often fail to give customers what they want? *Customers Included* provides a roadmap for any executive or entrepreneur who wants to create better products and services. Packed with case studies from Apple, Netflix, Wal-Mart, a New York City park and the B-17 bomber, this book demonstrates how to create change and better serve the customer. Author **Philip Terry** (YPO Manhattan), a pioneer in the field of customer experience and CEO of Collaborative Gain, a peer network for senior digital executives, provides practical tips for a strategic, customer-inclusive approach that generates results.



With no experience in the horological field, Dutch couple Aletta and **Peter Stas** (WPO Alpine) built a vibrant and successful family-owned company that designs, manufactures and markets its own brand of Swiss-made watches. After leaving midlevel corporate careers they found unchallenging, the couple succeeded in their new enterprise because of determination, skill, luck, self-confidence and a

Entrepreneur **Alan Uke** (WPO San Diego) offers solutions to the loss of U.S. jobs and manufacturing in his book, *Buying America Back: A Real-Deal Blueprint for Restoring American Prosperity*. Uke shares his views on how unbalanced trade has undermined North America's national prosperity and standard of living. To help consumers understand buying choices, Uke advocates passing laws that require companies to label every import with the percentage of a product's manufacturing cost in the country of origin and data showing whether trade ratios are balanced and beneficial to the United States. ▲

Read more about YPO and WPO authors at [ypowpo.org/thewritestuff](http://ypowpo.org/thewritestuff) and submit your latest book to [authors@ypowpo.org](mailto:authors@ypowpo.org).

