



HUGS ILLUSTRATED

OH, WHAT A PARTY! - GRAND OPENING 2019

**THE NEXT GENERATION OF
HUGGABLES...
CHELSEA, ALEX & ROB**



40 YEARS. MORE THAN 20,000 CUSTOMERS. OVER 1,000,000 HUGS.

WALKAWAY®

Smart, Responsible, Debt Protection.



INSURANCE
INSIGHT INC



In little over 12 years, WALKAWAY has helped countless Wheels & Deals' customers during their time of need. Currently, 10,000 Wheels & Deals' customers are protected with WALKAWAY.

**WALKAWAY
CANCELS
YOUR CAR
DEBT OR
MAKES YOUR
PAYMENT
WHEN YOU
CAN'T!**

Mr. Gilbert and Insurance Insight Inc. are proud to have settled over \$1.5 million in claims for Wheels & Deals customers.

WALKAWAY simply offers consumers a cost-effective way of structuring their automotive finance contract so they have flexible options in the event of unexpected circumstances (job loss, disability, critical illness).

"Wow, because of bad purchases from other places, I was in a mess. I was \$27,000 upside down with my loans. Wheels & Deals got me in a great minivan, but I owed lots of money (my good huggable car plus my cheap choices and I was \$53,000 in debt). Then the worst thing happened, or so I thought. I had an accident with my van, leaving me with what I thought was a total write-off. It is only worth \$27,000. After my car insurance paid the bank, I was still left owing \$26,000 on nothing. Then a huggable miracle happened, and I needed one. Walkaway paid off \$24,000 of my old loans from my bad choices. Yes, I came to Wheels & Deals \$27,000 upside down, and they helped me reduce that to \$3,000. Thank you, Jim and Walkaway, for the \$24,000 financial miracle."



Your First Year Walkaway Credit Protection is Free from Canada's Huggable Car Dealer!



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Everyone needs a hug:
fat-free, sugar-free
and requires no batteries.

A hug is the shortest
distance between
two friends.

Welcome to *Hugs Illustrated Magazine*

... Where hugging just makes you feel good. Hugging is a powerful form of self-expression. We express various kinds of emotions, moods and feelings through hugs. There's a deep human connection that comes from linking your body with another's and momentarily linking your souls. There is nothing like a warm embrace anytime and anyplace. Hugs trigger several reactions that we are not always aware of, most of which can be highly beneficial to our health and general well-being. At Wheels & Deals, we give you hugs in many ways. Like the way we fill your gas tank before you drive away, and our two key guarantee. How about that long-lasting Protec Paint Sealant shine and Nitrogen-filled tires for free? Hug your credit... we found a way. Feel safe with our "nused" vehicle free Walkaway Credit Protection. Yes, included free just for you. Even our boats come topped up full, and you will love your free maintenance and detailing kits... plus so much more that we do for you. Canada's Huggable Car & PowerSports Dealer—where your taillights never fade away. When it's your birthday, we will always remember you... with your Huggable birthday gift. There is so much more we dare to say... when you buy the Huggable way... we are going to be here for you for much more than just today.

Jim Gilbert
Founder of Jim Gilbert Wheels & Deals
wheelsanddeals.ca



Grand Prize Winner

Ken MacNaughton, one of our Grand Prize Winners of the Brand New 2019 Mercury Inflatable boat, 2.5HP 4 Stroke outboard on a Galvanized trailer Package



Huge smiles from Carolyn Kerton on winning our Grand Prize draw for a Brand New Kawasaki Brute Force 300ATV.

40 Years. More Than 20,000 Customers. Over 1,000,000 Hugs.



The Better Life CHALLENGE

THE BETTER Life Challenge, a 30 day challenge in which each day you watch a short video and implement one new habit that can transform your life, is a passion and drive for me because I know people need to make changes in their lives. I know people need successful habits and rituals that allow them to reach that next level of life, to maximize their full potential. I think one of the biggest plights of our society is that people are walking around knowing they could do more, knowing they have more potential, but are staying with the status quo because that's all they think they can achieve.

I think when people can tap into being their best selves, to using all the gas in their tank, it doesn't matter where their wealth goes, it doesn't matter what heights they hit. What matters is they know they're using all they have. That is when people start companies or take their companies to new levels. They take their intimate and family relationships, they take their passions, their health, their abundance and their joy to a whole other level because they have so much more to give. I'm always looking for ways to ethically bribe people to shift their habits, to try new success rituals that can make an impact on their lives.

Today we live in a world where people are becoming more shallow due to social media, Instagram, Facebook, text messages, emails, and our ever-present phones. People have so many distractions

these days that they are approaching things in a superficial manner but still hoping for success.

The Better Life Challenge was my idea of a way to give people small daily challenges that they can do in minutes just by watching a short video. My hope is that each challenge turns into a new ritual and eventually becomes part of a new habit. If even three or five of the 30 daily rituals stick in someone's life, it will make a shift. It's like hitting a golf ball, right? If you don't hit it on the sweet spot, the ball goes in a completely different direction from where you wanted it to go.

We only need to shift our lives a fraction of an inch, but over time, doing that can change our lives. For instance, if we eat too much today, we're not overweight tomorrow. But eat too much every day for months and months and months and we will eventually be overweight. Spend too much money today, you might not be broke tomorrow, but you might be broke in six months or a year. What if you implement one tiny success habit today? Will you be rich, successful and happy tomorrow? Of course not, but over time, you're shifting the way you think, you're shifting your routines, you're shifting your actions. And that's where true success is made.

People want to jump into business. They acquire all the tactical skills they need to run a business or they have a product

or a service they know people need, but no one takes the time to build the grit, to build the foundation for success. And The Better Life Challenge was just a way for me to hack into people's crazy, busy lives and insert the habits that have allowed me to create sustainable wealth and success in my life.

I think The Better Life Challenge could truly be one of the greatest challenges ever created. And we even "game-ified" it to give people incentives to go through it, to ethically bribe them to finish. People get points for completing the tasks, they get points for sharing the tasks on social media, and they get points for getting friends and family to take the challenges with them. All of a sudden, a group dynamic happens. And you have the ability to win great prizes each month. I'm also giving away my Tesla to the grand winner. And then I'll come up with another great prize to motivate people to take action.

I think if you're going to be in business—and I'm in the business of helping people become successful—you do whatever it takes to get people to take action. The best wisdom in the world that is sitting on the shelf unread is no wisdom at all. Action outdoes perfection every time. To take the Better Life Challenge, visit:

TheBetterLife.com. ♦



Dean Robert Graziosi is a well-known American entrepreneur, marketer, success coach, business owner, real estate investor and leading trainer throughout the world. He has appeared daily on American TV for nearly 15 years and is highly respected as a top businessman, entrepreneur, multiple *New York Times* best-selling author and Inspirational speaker. Graziosi is perhaps best known for his long running interview style TV shows and for becoming the leading real estate educator in the world. He has reached viewers in America and around the world who number in the millions. He has written five books which have dominated the success, business and real estate book sales space since 2006, with his best-selling book amassing over 1,000,000 copies sold.

DeanGraziosi.com

A Visit To The Hospital

REMINDS ME OF

How Happy I Am To Be Healthy



PHOTO BY ANDY RYAN

ANCIENT PHILOSOPHERS and contemporary scientists agree: gratitude is a key ingredient to a happy life.

Research shows that people who cultivate gratitude get a boost in happiness and optimism, feel more connected to other people, are better-liked and have more friends, and are more likely to help others. They even sleep better and have fewer headaches.

Nevertheless, I find it...challenging to cultivate a grateful frame of mind.

I find it all too easy to fail to appreciate all the things I feel grateful for — from pervasive, basic things like electricity and elevators, to personal aspects of my life such as the fact that I get to collaborate with my sister on our podcast, to little passing joys, like a funny thing my dog did. I get preoccupied with petty grievances and minor annoyances and forget just how much happiness I already have.

One thing I forget to be grateful for? My health. For many of us, health — like money — contributes to happiness mostly in the negative; the lack of it brings much more unhappiness than possessing it brings happiness. It's very easy to take money or health for granted — until it's gone.

Recently my husband had surgery on his knee. Minor surgery, something many people have done, not risky, a very ordinary procedure, didn't take long. But boy, the experience of setting foot in a hospital made me fervently, passionately, explosively grateful for my health.

Of course, I was also grateful for the good hospital, the insurance, the doctors and nurses, the relief from pain that my husband got, his uncomplicated recovery. So I was also very grateful for all that, too.

But most of all, I was reminded that I should never take good health for granted — my health, or anyone else's. To be able to take a deep breath, to hear, to see, to walk, to eat, to be free from pain...it's so precious.

Another positive consequence of gratitude? When we're grateful, we tend to want to make sure that other people share in whatever we're feeling grateful for. If I'm feeling grateful for the beauty of Central Park, it makes me think about how much I want other people also to be able to experience the beauty of a park.

Feeling grateful often spurs us to turn outward, to think about the situations of others. The trip to the hospital reminded me of the importance of health — for me, and for everyone. It made me think about

insurance, medical care, availability (and of course habits, just about everything makes me think about habits) and what steps I can take in my own life, to help others have these building blocks of good health.

In Sir Arthur Conan Doyle's famous story, *The Adventure of Silver Blaze*, (which includes the now well-known phrase "the curious incident of the dog in the night-time") Sherlock Holmes perceived a clue in the fact that a dog didn't bark. I find it hard to be grateful for the problems that aren't there. Today is a day that I don't make a visit to the hospital — a happy day.

I'm also reminded of a hilarious scene from one of my favorite movies, *The Princess Bride*. I've watched the scene where Count Rugen and Humperdinck discuss the important things in life, and it makes me laugh every time. "If you haven't got your health, you haven't got anything." It's a cliché, because it's true.

A GOOD GRATITUDE REMINDER.

Do you find it hard to remember to be grateful? Do you have any strategies to help prompt gratitude? People use gratitude journals, screen-saver reminders, photographs, and giving thanks before meals...what else? I write about my own gratitude exercise in *The Happiness Project*. ♦

Gretchen Rubin is one of today's most influential and thought-provoking observers of happiness and human nature. She's known for her ability to distill and convey complex ideas with humor and clarity, in a way that's accessible to a wide audience.

She's the author of many books, including the blockbuster *New York Times* best sellers *The Four Tendencies*, *Better Than Before* and *The Happiness Project*. She has an enormous readership, both in print and online, and her books have sold almost three million copies worldwide, in more than 30 languages. (*The Happiness Project* spent two years on the best-seller list.)

On her top-ranking, award-winning podcast *Happier with Gretchen Rubin*, she discusses happiness and good habits with her sister Elizabeth Craft.

She's been interviewed by Oprah, eaten dinner with Daniel Kahneman, walked arm-in-arm with the Dalai Lama, had her work written up in a medical journal, and been an answer on the game show *Jeopardy!*

Gretchen Rubin started her career in law and was clerking for Supreme Court Justice Sandra Day O'Connor when she realized she wanted to be a writer. Raised in Kansas City, she lives in New York City with her husband; they have two daughters (a college freshman and a seventh-grader).

GretchenRubin.com





The Science of GREAT Conversation

YOU'RE GOING to a party, networking event or cocktail hour to meet new contacts and make connections. However, you always have a problem figuring out how to approach people, no matter what the situation.

Thankfully, there are skills you can hone and then use in social or business settings. They may be verbal or nonverbal, and easy to grasp or require a little practice. I want to explore the science of great conversation with you.

How can you make dazzling conversation with anyone you meet? There is both an art and a science to effective communication.

1. BE ANTI-BORING

Everyone starts off conversations the same way. They say, "What do you do?" or "Where are you from?" Instead, ask someone, "What passion projects are you working on?" or "What gets you up in the morning?"

2. START OFF STRONG

Start off the conversation with a "how" or "why" question. People will give you more thoughtful answers and really think about why you're asking them. Say, for instance, "How did you meet the host?" That way

you'll learn about the person you're talking to, as well as the host.

3. TRIPS AND ADVENTURES

Ask people if they have any trips or fun adventures coming up.

4. FOSTER EXCITEMENT

Ask people if anything exciting happened to them that day.

5. STORIES

Tell a story. People love funny anecdotes and it makes your conversation more personal right off the bat.

6. BREAK IT DOWN

Break down a question for someone. Instead of being general and saying, "How are you doing?" ask, "How's Fall treating you so far?" Frame it in the context of time so he or she can thoughtfully answer the question.

7. BE THE HIGHLIGHT

Ask a person, "Have any highlights today?" Not only is this person going to feel good because he or she gets to talk about him or herself, but it also starts off the conversation on a positive note.

8. THE HANDSHAKE

Use a firm handshake when you meet someone. Don't do the "death grip,"

but make sure that your firmness level communicates that you're confident in yourself.

9. THE EYES HAVE IT

Make eye contact with someone. Power gaze at people; this involves looking at people's eyes and foreheads, and not below their mouths. That's only for social situations.

10. POWER POSE

Don't stand slumped over. Instead, do a power pose. Stand with your feet apart and your arms loose at your sides. People are going to be attracted to you and want to talk to you because you seem confident and in control.

11. LIKE-DAR

Ask a "like radar" question. This is a question that will highlight what you two have in common. For example, you might ask, "Keeping up with [certain sport] lately?" or "What are your favorite restaurants around here?" These questions and things in common will foster instant connections.

12. SMILE

Be positive and smile. Make sure your smile extends to your eyes so that it looks authentic. People are attracted to positivity, not negativity.

13. AUTHENTICITY

Be authentic in your interactions and not sarcastic. People want to start conversations with you because you're being real, and not facetious.

14. FROM THE HEART

When cold calling or emailing someone, give him or her authentic compliments from the heart.

15. WHAT CAN I DO FOR YOU?

During a cold interaction, say specifically what you can do for a person.

16. WARM IT UP!

To further your cold interaction and make it warmer, include an actionable question at the end of your call or email. For example, you could say, "Could we jump on a call to discuss your goals with time management?"

17. YOUR FEET

In a group conversation, point your feet towards the person you want to hone in on and talk to. It shows that you're in tune with what that person has to say.

18. THE HEAD TILT

In a group conversation, tilt your head to show that you're listening to the person. Then, he or she will see that you're paying attention and be more inclined to speak to you privately.

19. THE FACE

Watch your microexpressions in any social setting, even if you're not talking to anyone. For example, if your eyebrows are raised and your lips are stretched or drawn back, it shows that you're afraid and not calm and collected. People want to talk to you if you're composed and not scared.

20. TO FIST BUMP OR NOT TO FIST BUMP?

Do not fist bump when first meeting someone. Shake his or her hand instead. This creates oxytocin and an immediate connection.

21. SWEATY PALMS

Make sure your hand is dry when you go to shake another person's hand. Nobody wants to talk to someone with a wet hand, because it shows that he or she is nervous.

22. VERTICAL

Hold your hand out and move it up and down with the other person's hand. If you hold your hand over his or hers, it demonstrates that you're condescending. If you put your hand out palm up, and hold it below the other person's hand, it shows that you're lower than him or her. You want to be perceived as an equal instead.

23. BY THE BAR...

At any event, situate yourself right where people are exiting the bar with their drinks. This is when they're settling in and ready for interactions.

24. ... OR BY THE FOOD

Sit down where people are eating too. As soon as they put their plates down, shake their hands and start talking to them.

25. THE SWEET SPOT

Stand or sit still when you're in your sweet spot at the bar exit and the tables. Nobody wants to interact with someone who is fidgeting.

26. WATCH YOUR NERVES

On that note, watch your self-soothing behaviors. Don't clasp your hands together, tap your foot or self groom while waiting for people to approach you.

27. ALPHA BEHAVIOR

To demonstrate alpha behavior in a group and attract people to you, use expressive gestures. For example, describe two ideas coming together by bringing your hands together.

28. THE POWER OF THE LEAN

If you're in a group setting and trying to focus on connecting with one person, lean in when he or she talks. It shows, "I want to be with you and talk with you."

29. DISPLAY CONFIDENCE

When you're standing and waiting for an interaction, keep your head up and your shoulders down to communicate how confident you are.

30. VOCAL POWER

When you first start talking to someone, use your low vocal power to keep him or her engaged.

31. REMEMBER TO BREATHE

Take deep breaths and don't go high up with your vocals. End all your questions with a period, not a question mark. You want to sound like you're sure of yourself.

32. BE PASSIONATE

Add excitement into your introductions. Raise your voice, for example, when talking about your company or your passions.

33. GROWTH

If you're in a group and you want people to pay attention to you, use the nonverbal hand signal for growth. This involves raising your hand in an upward slope. You're showing people using your body language how successful you are. Of course, we're all attracted to successful people and want to start conversations with them. ♦

Vanessa Van Edwards is lead investigator at the Science of People—a human behavior research lab. She is the national best-selling author of *Captivate: The Science of Succeeding With People*, which was chosen as one of Apple's Most Anticipated Books of 2017. She writes a monthly column on the science of success for *Entrepreneur Magazine* and the *Huffington Post*. Her original research has been featured in *Fast Company*, *Cosmopolitan*, *TIME*, *Forbes*, *INC* and *USA Today*. As a human behavior hacker she runs original research experiments on topics such as the science of leadership, human lie detection, body language hacks, the psychology of attraction and successful people skills at ScienceofPeople.com. Vanessa has been asked to discuss her innovative work on CNN, CBS Morning news and NPR. She has also consulted for a number of Fortune 500 companies including Dove, Symantec and American Express.

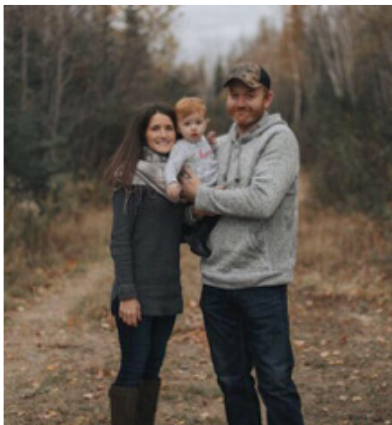
ScienceOfPeople.com



THE NEW BRUNSWICK Military Family Resource Centre plays a very important part in supporting our Troops. Base Gagetown, being the second largest Military base in our country, has a vital role in Canada's well-being and security. The base has two key components—the Combat Training Centre and the 3 Area Support Group (3ASG). In addition to the training facilities, the base has four operational units: 2nd Battalion, the Royal Canadian Regiment, 4 Air Defence Regiment, 4 Engineer Support Regiment, and 403 Operational (Helicopter) Training Squadron. It also houses the Joint Meteorological Centre, the Land Force Trials and Evaluation Unit, the Land Force Atlantic Area Training Centre, and the Argonaut Army Cadet Summer Training Centre. Needless to say, when Canada's military support is needed, Base Gagetown and its troops are on the first-call list.

We thank you for your service and would love to give a shout-out to those in our family that served. My dad Sgt. Lawrence Gilbert Royal 22e Regiment; Dawna's half-brother Sgt. Michael Seeley 2nd Brigade Combat Team, 4th Infantry Division, Fort Hood, Texas (deceased in action Bagdad, Iraq); Dawna's uncle that answered the call in WW II (three went over, two came back); and my uncle Gerald O'Leary who also answered our country's call in the Second World War.

Today the Gilbert family is just happy that we can do something in return for those that give so much. Thank you NBMFRC, and all who serve and served. ♦



Our Unsung Hero...Fresh off her family dream trip to Alaska, Megan is back quarterbacking Team Huggable. Megan Daigle joined Wheels & Deals in 2007 as the Service Centre Advisor and has since grown with the organization to her current position as Customer Care Manager. She graduated from CompuCollege in 2006, and we are fortunate that she joined our team. We have to pinch ourselves every day! Megan is our dream manager. She puts her heart and soul into whatever she does. (As world-class speaker and author John Maxwell would say, Megan is our leader from the centre, and it is people like her that are the lifeblood of a great organization.) Megan, husband Jesse, and their adorable baby Henley love their country life...and the Gilberts love having the Daigles as part of our family.

VESPA...

Why We Became A Vespa Dealer!

Blame it on The Big Bang - Blame it on Howard - Blame it on Travel - Blame it on Italy... but Vespa Wheels & Deals is happening, and Chelsea Davis and Team Huggable are excited to bring you more environment-friendly choices.



Every time Howard Wolowitz rides his scooter on an episode of *The Big Bang Theory*, Dawna Gilbert—Chelsea’s mother—grins and smiles and says, “I would love to have a pink Vespa.” Who can forget Sheldon hanging on for dear life? LOL.

MAYBE BECAUSE... they are easy to park and easy on fuel. A Vespa gets between 110 and 160 kilometres per gallon—that’s like 2.37 litres/100km. As a bonus, Vespa’s fuel economy also helps the environment. Can you imagine the gas savings? This alone will pay for your new toy.

A litre not bought is a lot of tax savings... LOL. Robbie loves passing by the gas pumps. Or maybe it’s the fun factor. In addition to being eco-friendly, relatively inexpensive and requiring fewer trips to the pump, Vespas also have a fun factor that intrigues their owners. It is just lots of fun zipping around the streets of Fredericton and the back roads of New Brunswick. Why not become a Vespa family... make day trips... fun trips. Or maybe it’s just because your 14-year-old daughter or son can get out and about. Yes, they can drive their scooters on the streets and roads of New Brunswick.

Vespa news: responsible young adults that can get mobile sooner. They love to get part-time jobs and pay for their own way. Plus it makes getting to practice a Buzz. But Vespas are not just for the young. The young at heart love them too. Here is what the Zimmermans had to say: “We’ve ridden scooters for five years now and just love it.” Both in their sixties, the Zimmermans are retired, although Dennis still works part-time at Enterprise car rental and often rides his Vespa to work. Peggy uses her scooter for small errands, and the two frequently take weekend rides around town. “We definitely get looks because here we are, two older folks on Vespas,” she said. “But we just smile. We get a lot of questions too, about the gas mileage and price, mostly. That tells me people are interested, and the popularity will just keep growing.”

Italian for “wasp,” the Vespa is named for the buzzing sound it makes when cruising along city streets. Despite the economy, or perhaps because of it, that buzzing is being heard more and more often.

There is a Huggable surge in the popularity of high-mileage, low-cost scooters and e-bikes, and we are happy to be leading the way. Trendsetting, maybe... long-term thinker, could be. Huggable... yes. Dawna Gilbert wanted a Vespa. She now has a Vespa dealership. And Howard, you too are invited to stop in anytime.

IN A SMALL PENNSYLVANIA TOWN, A YOUNG GUY BOUGHT A LITTLE 49CC SCOOTER. A LOT OF PEOPLE THOUGHT HE WAS A BIT STRANGE, INCLUDING MYSELF. WE WERE SAYING, “WHY DOESN’T HE GET HIMSELF A REAL BIKE?” AT THE TIME, HE WAS THE ONLY SCOOTER RIDER IN TOWN. ONE DAY HE LET ME RIDE IT, AND I WAS HOOKED. NOW THERE ARE EIGHT OF US SCOOTER RIDERS. ALL OF US WITH THE SAME 49CC SCOOTER. A SCOOTER IS SOOOOO MUCH FUN. I MEAN, I STILL HAVE MY FAT BOY AND V-MAX, AND THEY ARE FUN TOO. BUT AROUND TOWN? A SCOOTER IS SO MUCH EASIER. GOING BARHOPPING IS AWESOME. IF I NEED TO GET ON THE INTERSTATE, THEN I BREAK OUT THE HARLEY OR MR. MAX. BUT AROUND TOWN, IT’S THE SCOOTER. LIKE I SAID, RIDE ONE AND YOU WILL BE HOOKED. ♦

How We Became A *PEDEGO DEALER*



MY WIFE and I are always doing things together. We live in Fredericton, NB, Canada, and both enjoy biking and outdoors. Our city has fantastic biking trails which we are fortunate to enjoy. Our only issue are the hills and the inclined city streets. Plus I tow my dog behind me and I am not getting any younger. This forces us to stay on the flat trails or get off and push. Pedego to the rescue... I heard about e-bikes, did some investigating and became convinced. A Pedego was for us and offered us our best overall e-bike value. I told Dawna I was ordering one and asked her if she wanted one. "No, I do not need a e-bike. I like my bicycle." Well, OK then. Not being discouraged by her quick No, I bought an e-bike for myself, hooked up my dog carrier on the back, and the rest is history. Chrome loved it... LOL.

The very first time Dawna saw me bike up Saint Mary's Street instead of pushing my bike—as she was doing—that was it. "Let me try yours." Dawna's mind changed faster than a bolt of lightning. "I want one. I love that Raspberry colour but..." But what??? I waited until Dawna was sleeping, contacted Mike Clyde (the Canadian distributor), and ordered Dawna her Raspberry Interceptor. Dawna's bike arrived. She was thrilled. It only took her one ride and Dawna became a Pedego lover for life.

Later that day, I contacted and had a conversation with Mike Clyde out in BC about how we both loved our Pedegos. And of course,

I was bragging to Mike all about our business Wheels & Deals "Canada's Huggable Car & PowerSports Dealer." Mike said to me, "You should become the Pedego dealer. We need one in Atlantic Canada."

YES>>> Without a second thought, I said Yes. Then I told Dawna and she said YES. Then I told our two children (Alex and Chelsea) who now run our family business and they said . . . Are you nuts? Well then, I started with one car, two gas pumps, and a family loan 40 years ago, and I had a lot of people along the way tell me I can't do that, or that can't work, or no one ever did it that way, etc., etc. We never listened to the "can'ts" and the "no's" then, and we still are changing the game even now in our early sixties.

We both smiled when our first shipment of Pedegos arrived. And we convinced Alex and Chelsea to go for a Pedego ride with us. "WOW. Dad, all we have to do is get people to try one out. If they can afford one, they will buy it. They are fun." "We will sell lots of them. People can get out and exercise without getting sore knees or hips." "Even younger people our age would love them." And that's how we became Pedego Wheels & Deals Fredericton. Come on in. Try one out. Dan Richard—or as we call him, "Pedego Dan"—would love to take you for a test ride. Hello Fun.

- Jim & Dawna Gilbert Fredericton, New Brunswick, Canada ♦

BRAVE NEW WORLD

GAIR MAXWELL IS INSPIRING LEADERS TO BUILD LEGENDARY BRANDS

YOU'VE HEARD the expression “When one door slams in your face, another door swings wide open”? That certainly rings true for Gair Maxwell, a Canadian who had a thriving career as a broadcast journalist, only to have those opportunities abruptly slam shut, leaving Maxwell jobless, directionless and humiliated while standing in the unemployment line.

International keynote speaker and author Gair Maxwell is a recognized authority on helping organizations create iconic, “larger-than-life” brands that attract legions of customers and top talent. Gair has presented his business strategies in over 33 US states, 10 Canadian provinces, the UK, Europe, Mexico and Latin America, revealing his unconventional, yet compelling, business strategies.

His many accomplishments, rewards and accolades include the following:

- “Speaker of the Year” Award by TEC Canada in 2012
- Over 400 presentations with Vistage International – the world’s largest CEO Peer Advisory Group
- Author of *Nuts, Bolts and a Few Loose Screws*, available through Amazon.com
- Associate Faculty at the world-famous Wizard Academy in Austin, Texas

Delivering 80–90 presentations every year with global representation from speaker bureaus in Canada, Mexico and Los Angeles, Gair has worked with some of the world’s most dynamic organizations including the Apple Specialist Marketing Group, Caterpillar, NAPA, Vistage, TEC and Virginia Tech. Gair has shared conference stages with some of the biggest business icons such as Sir Richard Branson and Gene Simmons.

In December 2018, Gair kindly agreed to answer probing questions posed by Tera Nester-Jenkins.

With helping organizations create iconic, “larger-than-life” brands, who would you say is your ideal audience?

Well, my ideal audience is anyone who’s dead serious about punching way above their weight class no matter what category they’re competing in.

Over the past 20 years, I’ve worked with thousands and thousands of business owners, small- to medium-sized companies, bigger corporations, and even small mom-and-pop operations. If there is one commonality, one driving force, it is this expressed intent to create differentiation. My audience is anyone who actually recognizes the value in creating differentiation but also sees there might be a process involved in actually standing out and being separate and apart from everyone else.

After someone has attended one of your keynote speaking events or workshops, what is the one thing you hope they walk away with?

I hope they walk away with the idea that they can ditch six-plus decades of product-focused, pitch-driven, boilerplate marketing. They don’t



have to do things the way things have been done before.

I always like to say the worst day in any business owner’s life in the 20th century was the day the Yellow Pages guy showed up. Why? Because you knew deep down, the Yellow Pages guy had you. He had you locked in a corner. You were in the biggest headlock you can imagine. There was no escape. And the only question from that meeting that happened every year like clockwork wasn’t whether you were going to cut a cheque but the size of your cheque that the Yellow Pages dude was walking away with.

We live in a whole new world now where there are no gatekeepers, there are no king makers. We have platforms and technologies that allow us to build brands and connect with whomever we want all over the world. People who share similar interests and similar values, and that never was possible in the 20th century. It was dominated by the media industrial complex. I know this very well. I worked inside it for 20 years as a broadcast journalist. And so what we have now is this unfettered freedom, if you will, to be our own media and create a brand online and, off that, defy what no one could have even dreamt about back in the last century.

What inspires you to inspire others?

There’s a story I can date back to May 21, 1999. Picture this terror. I’ve got a two-decade career in a high-profile position as the guy on the morning show. I’ve got my own TV show. I am a newscaster. I’m a sportscaster. I did over a thousand games of pro hockey play-by-play. I was known in my part of Eastern Canada as a prominent public figure. I was the kind of guy who got phone calls returned and VIP country club memberships for free. And then on May 20, that career is terminated in two sentences on company letterhead: I had 15 minutes to gather my stuff and leave the building.

Within a week, I was broke, busted, no severance, on the unemployment line. News of the dismissal was plastered on the front page of the only paper in town.

I share that because I think everyone’s got their rock bottom story—their version of the rock bottom story. And to me, the rock bottom story is universally applicable. But the bigger question is always: what happens next? How do you bounce back? For me, I had no way of knowing it at the time, but I fell into the world of soft skills, business training, and it took several years before I met the one person (Jim), the one company, the one CEO who was going to fundamentally alter the entire course of my professional career and even a part of life. Because he was the guy who was willing to engage in doing something that not everyone was going to do. And it’s a real national success story—one of Canada’s greatest small business success stories. It still continues to flourish, and so: right place, right time. ♦



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