



BROKERS' SERVICE
MARKETING GROUP
Division of Specialty Program Group, LLC



Our 22nd BSMG Annual Invitational was a great success and raised over **\$60,000** for three local charities: [Day One](#), [Amos House](#), [The Outreach Program](#).

Thank you to all those who donated, this event would not be possible without you, our carrier partners, customers, and friends.

On Friday, October 20th, hosted by Amos House, the BSMG team packed **58,000** meals supporting The Outreach Program.



\$60,000

RAISED

58,000

MEALS PACKED

The Invitational was a perfect day on and off the course, with insightful guest keynote speakers, Dr. Sahar Yousef and Professor Lucas Miller, as well as the honoring of our David B. Lea, Jr. Award winners, Jon Reilly and Douglas Richmond.



KEYNOTE: BECOMING SUPERHUMAN

Dr. Sahar Yousef and Professor Lucas Miller are cognitive neuroscientists and members of the Berkeley-Haas professional faculty, who shared a fascinating keynote about the science of productivity and performance. They discussed the challenges of productivity and performance in the modern world, where despite the abundance of technology, people are still grappling with the limitations of human biology.

Dr. Yousef and Miller offered scientifically grounded strategies to enhance productivity, manage burnout, and achieve sustainable peak performance in our personal and professional lives.

Highlights:

Enhancing Focus on Video Calls: Hide self-view on video calls to free up cognitive resources, By doing so, you can up your cognitive capacity by 80% during a call.

Managing Phone Notifications: Default phone settings tend to send frequent notifications, fostering addictive behavior. These notifications disrupt real-life activities, encouraging users to pick up their phones. To combat this, users should either adjust or completely disable push notifications.

Reducing Phone Usage with Grey Scale: Research indicates that when the home screen is set to greyscale, people tend to spend approximately an hour less per day on their phones.



CELEBRATING EXCELLENCE AND KINDNESS

The David B. Lea Jr. Award for Excellence was created to honor individuals who not only achieve outstanding results in their business but also exemplify exceptional character, treating people with kindness and respect. David B. Lea Jr., one of the industry's icons, was a visionary who built strong relationships based on trust and mutual respect. The award's recipients follow in his footsteps, both professionally and personally. This year, we were thrilled to present the David B. Lea Jr. Award for Excellence to Jon Reilly and Douglas Richmond.

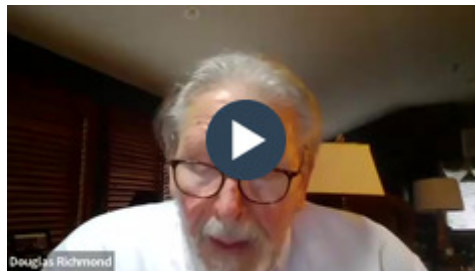
Jon Reilly - A True Industry Leader

Jon Reilly is a cornerstone of our industry. Known for his grace and humility, Jon has been pivotal in nurturing our annuity relationships for over a decade. His journey, starting with his parents' influence, has seen him rise through the ranks in Merrill Lynch and AIG/VALIC. Jon's commitment to building exceptional teams and treating all individuals with respect is a testament to his leadership.



Douglas Richmond - A Lifetime of Dedication

With over 50 years of experience, Douglas Richmond is a seasoned Financial Advisor. He specializes in business and estate planning solutions for entrepreneurs, business owners, and affluent families, primarily in the East Coast and Midwest.



Douglas's expertise has been instrumental in guiding other Financial Planners and clients through complex family business succession and advanced estate planning. His accolades, including his recent induction into The Resource Group Hall of Fame, attest to his exceptional career.

Thank you for being part of the BSMG community!

Brokers' Service Marketing Group
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NOVEMBER IS LONG TERM CARE AWARENESS MONTH

Stay tuned for more information about our Long Term Care products over the next few weeks.

EXPLORE OUR LTC OFFERINGS

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