

GLOBAL SPA & WELLNESS SUMMIT

8th Annual Global Spa & Wellness Summit

Morocco

Thursday, September 11, 2014

**Donald B. Ardell, PhD, Wellness Pioneer;
Publisher, Ardell Wellness Report, U.S.**

and

**Dr. John W. Travis, Wellness Pioneer; Founder,
Wellness Associates, U.S.**

**“Back to the Future: Two Wellness Pioneers
Discuss Their Journeys”**

**Ubiquis/Nation-Wide Reporting & Convention Coverage
22 Cortlandt Street, Suite 802 - New York, NY 10007
Phone: 212-346-6666 ♦ Fax: 888-412-3655**

[START RECORDING]

MODERATOR: Welcome, everybody. Thanks for coming back to this room. I know that everything is running a little hectically over in the main ballroom. But you're in for a treat right now and I have a feeling we're going to have several more people shuffling in over the next five or ten minutes. We have two industry pioneers here who many of you are probably familiar with.

We're going to have presentations from each one of them. I would like ideally to have a few minutes of Q&A after each one so we could make this a little bit interactive. So after our first speaker we're going to break for a few minutes and have an interactive Q&A session for about five minutes and then we'll go into our second speaker and do the same thing.

So it is my honor and privilege to introduce to you right now Donald Ardell. Donald B. Ardell's *High Level Wellness: An Alternative to Doctors, Drugs and Disease* is credited with sparking the wellness movement. Since then Don has authored a dozen other books including, *Die Healthy, 14 Days to Wellness, Aging Beyond Belief, and Real Wellness. Wellness Orgasms: The Fun Way to Live Well and Die Healthy*, was released last month. His website is the largest repository of wellness essays in the world.

Since 1984 he has produced 74 print and nearly 700 electronic additions of the Ardell Wellness Report, dedicated to the idea that real wellness is too important to be lived or promoted in a grim or boring manner. REAL, R-E-A-L, spelled out Wellness Stands for four major things; Reason, Exuberance, Athleticism, and Liberty. Don is the current national and six time world champion in the sport of triathlon.

And before I call him up to the stage, I met Don earlier today and he is in phenomenal shape and after this I'm literally running to go to the gym for about five hours after seeing what kind of condition you're in. But Don, we're really honored to have you, so welcome. And would all of you join me in welcoming Don to the stage?

DONALD B. ARDELL, PHD: It's not so important to work on your own talk, but it's crucial to write your own introduction. Keep that in mind. Modern medicine is a wonderful thing, but

there are two problems. People expect too much of it and too little of themselves. I think the fast-forward challenge we might want to embrace during this event is to shift that equation and help people to expect less of medicine and a great deal more from themselves and to assist them in that quest. Think that's a good idea? Okay.

I'm going to go very quickly. Obviously I have to because we have little time and there's so much to cover. These are three elements of material that I prepared for this event, which have not been distributed but will be on the website, according to Suzy, shortly. One of them is a 25 question readiness for real wellness assessment that you can give yourself and then it will be scored.

It's all kind of fun and tongue and cheek, but there's some real stuff in there too as well that might be helpful to you. The other one is just a bunch of questions and answers that Jack and I prepared that might be of interest. And the other is an essay on the difference between the word wellness, which takes all kinds of forms and that which we need to really protect and embrace and create in a manner that works for the world. That's the concept of wellness because that's what really matters.

Just a word about founders. We're grateful that we're considered founders, but I know we both recognize the validity of something that can be introduced with something that Carl Sagan, the great astronomer once said. He said, "If you want to bake an apple pie from scratch you must first invent the universe." And by that of course he meant that we all borrow from all materials and from people and from ideas, and we certainly have done that and we recognize it.

The gentleman whose picture you see is someone who is not recognized so far as a pioneer or as a founder of real wellness but in my opinion I think he deserves to be. He lived from 1833 to 1899. There's a book about him by Susan Jacoby called *Robert Green Ingersoll: The Great Agnostic*. And he was agnostic in many ways including challenging customs and traditions that none of you would want to support today having to do with slavery and lack of rights for women and so many other areas in which people were constricted in their opportunities to live fully.

As a matter of fact, yesterday we were honored with

acknowledgement for innovation and we deeply appreciate that; I know Jack does as much as I do. But if I could time travel I would take that treasured gift that we are given and I'd give it to Ingersoll for all that he did for reason, for exuberance, and for liberty. I encourage you to Google his name. The Ingersoll Birthplace Museum, and you'll find a 15 or 16 minute video that will tell you so much about him and you'll want to learn more. It's really good.

Quiz: What do these programs or ideas, alternative medicine on down to treatment, what do all those have in common? What is it that they all share? Just take a wild guess even if you don't know. If you're brave and you want to go forward and take a risk. There's a reward involved, even if you don't get it right. The letter E. Stand up please. I'm not going to take the time to go through that and see if there's an E in all those, but there is. That's fantastic. I'd like to give you a copy of my first book, High Level Wellness. And thank you for participating.

Now I think what they also have in common besides the letter E is that none of them is real wellness. They're all fine and valuable and worthwhile and they belong in your spas if you are attracted to those areas. They have their place and so on and so forth. Nothing negative about them, but they're not real wellness. I'll go on and cover why I think that's the case.

Real wellness, as you know by now, is reason, exuberance, athleticism, and liberty. It's looking on the bright side. It's the positive area. Jack Travis gave us the wellness continuum, worseness wellness continuum, and now it's in a form that's just spectacular with colors and it's a work of art. It belongs in a museum.

This is a very rough model at the beginning, but it covers the idea of real wellness because it's not obviously anything from zero to ten where the whole medical system is focused. It's not the zero; that's what the World Health Organization told us. Health is not just not being sick. You go to a doctor you get help in getting back to not being sick but you're not well. So it's all those things that go to the right and they're too numerous to mention.

In fact, many such qualities of wellness haven't even been discovered yet. But it's positive. It's oriented towards

earning, the things you have to do to earn your wellbeing. The quality of life, it's evidence-based. It promotes choices and freedoms and the existential quest for the good life.

By the way, this slide show is also available or will be on the website at the Global Spa. So you don't have to take notes for any of this.

We go in with reason. Ingersoll said, "Reason is a small and feeble flame, a flickering torch by stumblers carried in the starless night, blown and flayed by passionate storms and yet it is the only light, extinguish it and naught remains." So we need to protect critical thinking and help people make effective decisions and respect evidence and science.

These are some things that I wouldn't put in the category of reason. Who knows? I can't prove that any of those are not true, but I think they're shaky and they wouldn't be considered part of reason in my own schemata of things. There's so many people who could be cited. I will just mention Carl Sagan and quite a few others actually that will be in the materials.

Exuberance; this has to do with love and joy and meaning and synonyms are so numerous that best to just put it up there as an image for your momentary evaluations. So many people have written about these qualities of exuberance that we could have conferences on any one of the qualities such as happiness.

These noted authors would be familiar to you. About the only thing I've done that gives me a chance for a Nobel Prize is the discovery of the DBRU concept. Does anyone know what that is? There's another prize if you do. Not, you. You're disqualified. Doesn't anybody want to make something up? Not you either, Carole.

I have to tell you about a cartoon. I can't show you the cartoon itself by Gary Larson, the Far Side cartoon, because it's copyrighted, so I made up my own similar cartoon. But the saying, the expression, the words on the cartoon are, "Just think." And this is a buzzard talking as they're all descending on a dead creature. "Just think," one of them says to the other. "Here we are. The afternoon sun beating down upon us. A dead, bloated rhino under foot, and good friends flying in from all over. I tell you, Frank, this is

the best of times." So I ask you, what are the best of times for you. What's exuberance in your life and how often do you experience that?

When I did a double-blind crossover trial longitudinal, horizontal type of assessment, I didn't really but pretend I did, and discovered we all need a minimum of 22 DBRUs daily. Imagine that. Here's what a DBRU is. It's a dead, bloated rhino underfoot equivalent, a DBRU. And so pay attention. See if you're getting enough of those DBRU equivalents. They're very important. And it's the key to exuberance.

Athleticism is simply exercise and nutrition and you're all familiar with that. I won't belabor it. Endurance, strength, flexibility, frequency, duration; these are qualities. And if you're not really fit and you haven't done a lot of activity but you want to, set some kind of a goal, something that will be a stretch for you but not impossible; a 5k, whatever, a short distance triathlon. That would mean you'll have to do a little swimming and biking. You'll enjoy it more and you won't be as injury prone doing a balance of activities.

And of course nutrition. But basically it comes down to eat a whole lot of vegetables and fruit. Cut back on the things you know are not going to serve you. These are some of the books that I think are especially good, but there are dozens that are worthwhile.

And of course liberty, which has to do with personal freedoms, living your life so you're able to enjoy your existence to the maximum degree while doing good works and all those other things we value. And read commonsense and age of reason. This book written in 1973 by Harry Brown I thought was really great and helpful.

So I've written about mad apple pie, whatever it is. I've drawn on so many of these sources. This is a wonderful source for the validity of the idea that spas have a tremendous role to play in promoting real wellness in addition to the other things they do. This is just a cover that was created. It was mentioned that the book was out last month. Actually it's been delayed. The censors, we're trying to get by; I'm just kidding you. But it's been delayed, so it's not out yet really.

I might have mentioned this before. Ingersoll was big on

happiness. He said, "A time to be happy is now and all that so let us suck this orange of life dry so that when death does come we can politely say to him, 'You're welcome to the peelings but otherwise we have enjoyed.'" So let's have a little video and this will conclude my talk. Jack Travis did this video in 1984.

[START VIDEO]

DR. JOHN W. TRAVIS: We're interviewing Uncle Wellness who's better known as Don Ardell on Downtown Mill Valley Street. He is standing with his eyes in the shade. Step out of the shade. Very good. Keep your eyes closed and tell us about how we should be so fortunate.

MR. ARDELL: Well we are very fortunate. We not only live in a society that permits freedom of expression where we don't have to sneak on boats to have a few leisure moments. But we are standing in temperatures in the high 70s at a time when the rest of the nation is freezing. And we are surrounded by galactic splendor as we contemplate the possibilities for transformational enjoyments throughout this day.

I know you, John, given your cosmic insights are able to appreciate that, but many of us sometimes forget that we do indeed have splendid opportunities to run 10 miles a day and eat whole grain foods and otherwise communicate in a manner that really means something. Unlike my expressions during the past five minutes.

DR. TRAVIS: You do have a BS don't you?

MR. ARDELL: Yes. I have a BS and one of the reasons I got the BS was even back in my undergraduate days I was aware that wellness really is-

DR. TRAVIS: [interposing] Can you unbutton your jacket please?

MR. ARDELL: That wellness is fun, romantic, and hip, sexy, and free. And that people living wellness lifestyles are warmer in winter, cooler in summer, and they sleep better all year round. I don't like to exaggerate, but I just suspect that if more people would live wellness lifestyles that they'd become better looking, stronger morale, moral fiber, superior bowel movements, more antibodies to resist disease. In fact, John, I think if you would start living a wellness lifestyle-

DR. TRAVIS: [interposing] No.

MR. ARDELL: Yes. You would get elected to something. You'd become wildly popular. You'd have 20 engagements a day. You would become tax exempt.

DR. TRAVIS: I am tax exempt.

MR. ARDELL: Your insurance rate would go down and you would get better gas mileage. I just think it's a wonderful way to be alive. We're fortunate and I hope we can last a few hours, days, weeks, perhaps years more before we leave our bodies and move on to something else.

DR. TRAVIS: It's been truly touching. I'm moved at the core of my fiber moral or amoral. And just can't imagine how anyone could be more filled with the spirit of wellness than you, Donald. What does the B stand for?

MR. ARDELL: Bruce.

DR. TRAVIS: Donald Bruce Ardell here on this 24th day of January in the year of our lord 1984 standing in Downtown Mill Valley under the sun, which is glaring in your eyes. And you have been very brave to put up with all of this. We out here in television land just want to offer our heartfelt thanks for the wonderful shining example that you have-

MR. ARDELL: [interposing] I noticed that the correspondents are very dominant in California in interviews and that sometimes the subjects don't get a chance to say very much. So in closing I just want to wish upon you and other correspondents and people of the world over the best possible tidings of joy from the good wellness fairies.

[END VIDEO]

MODERATOR: That was great. Thank you, Don. We have a few minutes for Q&A for Don. Do we have a microphone that we can circulate around the room? I'll invite Don back up to the stage and does anyone have any questions? Just raise your hand and we'll bring a microphone around to you.

MR. ARDELL: I've answered everything.

AUDIENCE QUESTION 1: Do you feel wellness has become another commodity?

MR. ARDELL: What do you mean by a commodity? Another product?

AUDIENCE QUESTION 1: Yes, another product.

MR. ARDELL: No. It's an idea. It's not a commodity. It's not a product. It's not a service. It's an idea. It's a concept. Some other speaker was talking about America identified distinguished as an idea. And I'd say that wellness hopefully is a part of that idea.

AUDIENCE QUESTION 2: Do you see progress in the movement since you first started preaching?

MR. ARDELL: I have since I've been here. Yes, I see enormous progress. There are people like Jack Travis all over the country. They just haven't been noticed yet and all over the world. I see wonderful things happening in Europe and Japan and Australia and throughout the world. Yes. I think there's a very bright future going forward fast or otherwise and I'm very optimistic. I think it's going to be transformative. Wellness will be accepted as the sensible way to think and live.

AUDIENCE QUESTION 3: Is there a place that someone can go, like a spa owner or any team members that can go and learn about how to become a wellness coach or a wellness expert or any kind of schooling that's provided right now?

MR. ARDELL: Well depending on the individual some people need certain and can benefit from being inspired, informed, motivated, supported, and otherwise assisted by going to any number of given places whether they be spas or conferences or visiting with individuals depending on where they are and what they need. Yes, of course there is. There's no single place, in my opinion, where everyone can go in order to get this kind of advancement. It's yes and no is the answer to that question.

AUDIENCE QUESTION 4: I'm actually going to ask a question. As I listen to you you're talking about a very real and defined form of wellness. Do you feel in recent years that the term wellness to some extent has been co-opted a little bit and/or has mutated because of how people are trying to commercialize it?

MR. ARDELL: There's no question about that. And we've all consented to that I think during the last couple of days. We recognize that the word wellness has been severely abused, tortured, and mistreated. But we're not going to get upset about that because we can't control words. They're dynamic things and they go off in all directions. Let people call

dog food wellness dog food or whatever, and that's true. There is such a thing. And it goes all over like that. Don't worry about it.

What you can do is modify it as I have by putting REAL that stands for something in front of it. Or create your own modifier and then support that by describing the concept you have in mind. So yes, the word wellness has been through some terrible treatments and misuses but it doesn't make that much difference. Don't worry about it. Just dress it up and focus on the concept.

MODERATOR: Any other questions? Okay. Thank you again, Don. So now we have the second half of the Louis and Clark pioneer team in this space coming up. I'm honored to introduce Dr. John Travis. John W. Travis, MD, MPH completed his medical degree in Boston and a residency in preventive medicine at Johns Hopkins. Influenced by Halbert Dunn, MD's 1961 classic *High Level Wellness*, he founded the first wellness center in the U.S. in Mill Valley, California in 1975, which was favorably documented by *60 Minutes* in 1979.

Show of hands. How many of you were in the room when they showed that *60 Minutes* clip yesterday in the ballroom? Pretty much all of you.

He has written the *Wellness Inventory* online and the *Classic Wellness Workbook*. His Illness Wellness Continuum was the framing concept for SRI's Spas and Global Wellness Market Report for the 2010 Global Spa Summit, which recommended it as the organizing principle for spa programs.

He now brings together all aspects of wellness within the concept of full spectrum wellness where the focus is on interconnections both throughout all the stages of human development from conception to death and within all levels of the environment around us from inside our skin to the whole planet.

He summarizes his work as the currency of wellness is connection. Please join me in welcoming Dr. John Travis.

DR. JOHN W. TRAVIS: I'll take the left side of the stage since Don has taken the right just for balance. I'd like you to come with me back 40 years to Camden, Maine, a rocky beach July of 1974.

I've been walking on the beach for about a half hour in a lot

of pain. I'm depressed. I have a two and a half year old daughter and a very angry wife at a cabin nearby. We're on a vacation that's turned into hell. We've been in therapy for two years and I make the most difficult decision of my life, which was to end this marriage and leave my daughter because I knew I was going back to California to start the wellness center and they were going to stay in Baltimore where I had done my residency.

This was a defining moment for me. Simultaneous with my plans to create the wellness center. So I want to describe how personal journeys and professional journeys overlap and that out of the silver lining in the cloud personal growth and enfoldment occur.

The other aspect, I need to consult my notes because I just forgot. I'm old enough I can get away with that. Yes. That personal wellness that we teach what we need to learn. Fast forwarding to the present what we're seeing is America is the largest experiment in loneliness and the personal journey I'm going to share with you is my piece of that and what I've done to deal with it.

If you've traveled around the world you'll notice that other cultures are much more connected because of the way they treat babies and that's what led to my going into infant wellness. This was my daughter 21 years ago in Costa Rica who to me this picture epitomizes the idea of wellness. Now we're going to start. I'm going to sit down because I need to see the slides too. I can't see them on my computer like I usually do. Then we'll conclude with some questions. Next slide.

You already heard this but you'll hear it a couple more times. Six words summarized my career. And what I want to share with you today is how this quest for connection has unfolded in my career both personally and professionally. I believe we teach what we need to learn. It's no coincidence that I needed to learn about wellness, so what better way than to sometimes get paid for doing it.

This to me summarizes most of what's difficult or wrong in our present culture. Look at who's looking at who. The husband is looking at the wife and is probably going to leave within three years either physically or emotionally. The mother is looking at the baby. The baby is looking at the

bear who's holding the duck, and the baby should be in the mother's arms like the duck is in the bear's arms. Instead we substitute breasts and arms with bottles and stuffed animals.

So this picture to me conveys an awful lot about where we've gone wrong in our culture and why the need for wellness. Now my personal story begins with this guy who is the son of a Missouri preacher farmer who put himself through med school in the middle of the Depression and was introduced to this woman who lived in New York City and would have been a socialite were it not for the Depression and her father losing the hotel he owned. And after knowing her for about two weeks married her, hauled her off to Ohio. If you've read Sinclair Lewis's *Main Street* you'll get an idea of what the shock must have been like for her.

And now we're going to switch to a video. This 29 second video that I found, it was a movie that my brother transferred to video a few years ago, was me at age two months. It conveys the story of my life. First I'm searching for the breast that I never knew looking for the connection and then I stop and self medicate sucking my fingers. It really moved me when I saw it. This is a screenshot from midway through it. If you can see the terror in my eyes or the loneliness, whatever it is, not a happy look.

I believe that learning about our personal journeys and our roots that our gifts come out of our wounds. And from my baby book I couldn't find many pictures that were happy. I was pretty depressed through my childhood. I did find one picture looking a little goofy. I was a nerd. This is my high school science project.

I got married in the middle of my second year in med school to the first girl that would have me. I hadn't much experience with dating, but her father was a medical school professor and she was programmed to marry a doctor and she thought I was going to be a rich doctor; surprise, surprise.

This is probably the only picture you'll ever see of me wearing a white coat. I hated writing prescriptions. Medical school was a struggle. I was depressed much of the time. What I realized was that I was being asked to fix people with drugs things that they really needed to address

themselves. I prescribed books more often than I prescribed drugs.

Now simultaneously I was given the choice of let's have a baby or get divorced and in my family in the 70s divorce wasn't an option so I reluctantly went along with it and tried to be a father, but it was very painful. I got more and more depressed. And as I said in the opening, when she was two and a half we split up.

Simultaneously I had just discovered Sr. Halbert of the Dunn High Level Wellness, the book that changed my life. It was two dollars. You can see the price tag crossed out there at the bottom. Best two dollars I ever invested. It was written 10 years before I discovered it in 1972. And what he was is the founder and chief of the National Office of Vital Statistics. He was a statistician and he ran that department for 35 years. In his retirement started playing with wellness and giving these talks that later became the book.

I believe because he knew just how bad the statistics were and that's what he decided to go into for his final career. I found these pictures. This is him with his oldest son. Interestingly, when his kids were in grade school he left his wife in Minnesota and moved to D.C. with a secretary he met at a conference and started his life over. I talked to the granddaughter and interviewed the daughter-in-law. The three sons, the last one had died when I discovered that there were sons. No one even knew he had any children.

This shows what you get when you Google images of Halbert Dunn, just a little aside. The word wellness is 350 years old. What Dunn did was coined the expression high level wellness. Just so you know, there is a lot of history with this word, even though none of us had heard of it until the 80s. I was at a party one night at a friend's house where I saw this poster with a quote from a song of Bob Dylan's. "I'm alright, mom. I'm only bleeding." And this inspired me to create the illness-wellness continuum that Don has given you a preview of.

This was the first version I did on a typewriter with press-on graphics. Then hired a graphic artist a few years later to gussy it up. And now the current version, which is in color and motion, shows how the illness continuum on the left joins with the wellness continuum, the various stages along

the way of awareness, education, and growth. And the important aspect of the two different paradigms that are at work here.

On the left side they work together. The treatment paradigm is about fixing. The wellness paradigm is about learning and growing. One isn't meant to replace the other and they should work in conjunction on the left side. Usually it takes a pain of a loss, an illness, or something to motivate someone to even address wellness. Very few people came to our center who weren't in crisis and actually did anything.

There's nothing left to treat once you reach the neutral point. Now to summarize these paradigms the treatment paradigm I call this the pill fairy could be acupuncture needles, herbs, incantations, whatever. It's still looking to an expert to fix you, compared to the wellness paradigm where you work with a colleague, maybe a coach, but a peer. It's through relationship rather than experts telling you what to do that your wellness is enhanced.

As Don mentioned in this 2010 SRI report, they use the illness-wellness continuum as the organizing principle. Here you may recognize the two guys on the left. The guy in the middle is Bill Hettler who founded the National Wellness Institute and brought the four of us to Frost Valley YMCA Camp to do something. Don, I don't remember exactly what.

MR. ARDELL: It was a YMCA camp designed to promote wellness ideas for the young kids.

DR. TRAVIS: Were the kids there when we did it? Or we were working with staff?

MR. ARDELL: We might have had a practice session, but we did it several times.

DR. TRAVIS: Yes. That's Bob Allen who died shortly after this, but his son is very active in the wellness organization. Mill Valley, which is a little town just over the Golden Gate Bridge from San Francisco, the most notable thing is this mountain, Mt. Tamalpais. Interestingly Don lived right there. We met at an office just off to the left on this inlet from San Francisco Bay. Downtown Mill Valley, the center of it is the old railroad depot where - - trains used to go up to the top of Mt. Tam and fabulous views all the way out into the central valley.

If you turn 90 degrees from where that picture was taken you'd see the entrance to where the center was. It's now owned by a law office. And that sign right there was originally this sign where there were eight of us sharing the building. This is the exterior of the building. It's pretty much the same except the window trim was purple in the seventies. Now it's teal.

And this article that Don wrote about me in Prevention Magazine was really the first inkling I had that there was—I thought the word wellness was silly and I wasn't going to use it originally but it really started to catch on. I think there were 12 million subscribers when that went out and we got 1,200 letters that we didn't know what to do with, mainly from nurses and chiropractors, very few doctors. The nurses think how can I get my doctor to look at wellness. Good luck.

That's me in the middle of a lifestyle evolution group, which is one of the vehicles we used at the wellness center to help people grow and expand. Here are three of our staff hugging a client in the foreground. She just graduated from a program she had set up for herself. We had a hot tub and sauna in the basement shared with the other offices. You can see it was not your typical corporate office environment; somewhat spa-like. These were wild and crazy days for me. After all I was hanging out with Don and interviewing; that was later in '84.

Culminated with the interview with Dan Rather in '79. It actually aired after I closed the center in August of '79. It was filmed in April. And that was the end of trying to run a wellness center that could never meet expenses. People are willing to pay for prevention of their cars but not on themselves.

The other track that was going on was the Wellness Inventory, which then morphed into the Wellness Workbook. A key concept of that is what I call the iceberg model of health and disease. The tip of the iceberg is your state of health. And if it's not a healthy state, a good state, you're chipping away at it more and more of the same thing keeps rising to the surface.

If you don't look at the underlying layer of the lifestyle and behaviors of the person and address those, which the

health risk appraisal does, and that was my next step back in my training, you're not going to get very far. But a lot of people just continue doing high risk behaviors and they don't know why, and that's where the Wellness Inventory came in, by looking at the underlying issues of the psychological and motivational level.

But still deeper in the iceberg is the spiritual/being/meaning realm, which is harder to define. I'll mention it again near the end. This is the second key concept. There's a third one in the Wellness Workbook, which is the Wellness Energy System, I don't have time to go into, but each chapter in the book covers one of these forms of energy, the three energies that we take in, in the center and transform through our body outward into the other forms of energy and our state of health and wellness depends on how we manage that energy.

Also represented as a wheel, the same 12, in the Wellness Inventory, when you answer the 120 questions it gives you a score of how you're doing in each of those 12 areas. This is going to be made available to anyone at the conference for free if you'd like to. It's \$40 a year normally and our complements for you. The health world online who created it has offered it to the conference. A few other activities over the period of time. And a little humor break here; has nothing to do with the presentation but it gets a launch usually.

Now that was my work with individual wellness, which concluded when I moved to Costa Rica in the early eighties and tried to live the simple life. Came back because I couldn't keep my hands out of it, and worked with helping professionals around changing the dominator model, the authoritarian model of medicine to a partnership model of wellness. And we set up a network of people across the United States. I won't go into the details of that, but it was nearly a ten year project, when I read this book that completely changed my career and got me thinking about infant wellness.

It was 15 years old when I read it. How many of you have heard of this book? Anyone? Fabulous book. They sold 300,000 copies in Germany. This was 10 years ago. It's probably the single most important book after Dunn that I've read. Basically the attachment parenting movement, you've

heard of that, treating babies like mammals, which we are instead of sticking them in lifeless containers like cribs.

Any kind of connection, kids are looking for it. We're hardwired to connect. Just to remind you that these six words say it all. As we move into infant wellness this is an important thing to remember. Thirteen of us formed the Alliance for Transforming the Lives of Children in '99 after four years of preparation and spent 10,000 hours creating a document called the Blue Print. It's the missing instruction manual. The 10,000 hours that we put into it we think we revised it once for another probably 500 hours. It's held the test of time.

That then moved into my current passion, which is involving infants but also involving fathers. I alluded to in the New Yorker Magazine cover. Because I think one of the single most important actions that we can undertake as a society is to end this hidden epidemic of disappearing dads of which I was one. And I use myself as the research subject and talked to many other fathers and concluded that there is a phenomenon I named Male Postpartum Abandonment Syndrome or MPAS. There's a self-assessment that you can download on the website and also a brief description of it.

But graphically describing it because most of us are disconnected from medicalized births and the horrible things we do in this culture to babies to disconnect them. Young boys grow up looking for the mommy they never had. If they're lucky they find her and marry her and they think everything is okay until she has a baby and things shift. She has a connection with the baby and is often healing her own wounds of disconnection by having this incredible connection no man can ever experience from carrying the baby in her body and hopefully nursing him.

The guy is having all of his wounds re-stimulated doesn't recognize it because men don't have feelings of course. And medicates himself with drugs, alcohol, work. That was my drug of choice, being a workaholic. Gaming, affairs, you name it. And ultimately he either leaves physically or about 98% leave emotionally as my dad did. That's MPAS in a nutshell.

Now fast forward to the future by going back to look at Dunn. Look at these chapter titles from his book. There was only

one copy on Amazon the other day for \$14, but the RMIT where I teach has scanned it and we think it's now in the common domain. It's copyright-free, so you can get a PDF copy of it and talk to me if you want one. Look at those titles. Family wellness, community wellness, environmental wellness, social wellness. This guy wrote this in the fifties and we have yet to get anywhere close to what he envisioned.

This to me is the fast forward. If we can take this now abused word and his adjective was high level. Don's is real. Mine is full spectrum. Bring these ideas into reality. This is where I think the future lies. To reiterate this crucial area of the spiritual being in me. You heard somebody had the word spirit edited out of their book.

The first morning someone said wellness being physical, mental, and social leaving out emotional and spiritual, the other two dimensions I think are critical because they don't fly with corporate America. And I'm not talking about religion when I say spiritual. For me quantum mechanics is the indication there is a whole lot more going on here than we think.

This article which is about the chair of the physics department at Chapman University who is the son of a close colleague of mine who was influenced by an experience he had when he was a teen with my friend. I didn't even know this. He told me this a couple of years ago. He went on to MIT, got his PhD, spent a summer with Fintamin [phonetic], and has brought together this amazing team. One of them won the Nobel Prize this year.

They've just had this cover story on what is the weirdest stuff there is in science. To me this is the spiritual dimension that we have yet to discover. Read those first three lines and you'll get an idea what the article is about.

Wrapping up the professional side of it, here I am last week standing on the steps of what's now the law office. I still remember carrying the sofa up the steps 40 years ago to our office. My granddaughters were with me. And for my personal journey coming full circle, in April of 2009 I undertook to reinvent myself, call it Jack 2.0. And two years later I encountered this woman who is sitting to my left. I'm at 2.6.4 working towards 3.0. And in the last three years with her I got to say I've experienced more humor, more fun, more

pleasure, more appreciation than the whole rest of my life.
I want you to know working on yourself has some payoffs.

We'll close with my now 21-year-old daughter again, the
second daughter, and we can have questions.

MODERATOR: We can stay in here for a few minutes for Q&A. For
those of you who want to go to the—

[END RECORDING]