

SUMMER 2015

L3 GLOBAL DISCOVERY

BIG THINKING, BIG IDEAS

IMAGINE SOLUTIONS BRINGS WORLD-CLASS
CREATIVE THINKERS TO DISCUSS TODAY'S
MOST RELEVANT ISSUES

ALASKAN ADVENTURE

NATIVE HISTORY, CULTURE, WILDLIFE AND
PRESERVATION AND THE EXCITEMENT OF
THE IDITAROD DOG SLED RACE

LIMITLESS SELF-DISCOVERY

THE ANNUAL RETREAT SHONE NEW LIGHT
ON HEALTH RESEARCH, FAMILY HISTORY AND
HUMANITARIAN AID



FOOD FOR THOUGHT



Usman Riaz plays six instruments and is also an accomplished composer, painter and storyteller.

HELD FEBRUARY 22-24 IN NAPLES, FLORIDA

DID YOU KNOW?

Searching For Solutions Institute is a public 501(c)(3) foundation in southwest Florida that provides seasoned leaders across North America with the structure and mechanisms to address critical societal needs via The Imagine Solutions Conference, an annual forum that brings up to 50 world-class thought leaders to engage an audience of 500 private sector leaders on today's most relevant issues. With a global perspective, national focus and ability to implement at a local level, the conference links learning with leadership.



Robin Cook is the renowned author of 33 books and is known as the dean of medical mysteries with over 100,000,000 copies sold.

The second time was twice as nice for L3 members who attended the annual Imagine Solutions Conference in Naples, Florida from Feb. 22-24. This year's astounding slate of panelists included top healthcare innovators from Mayo Clinic and Johns Hopkins; an astonishingly talented painter, storyteller and composer who plays six instruments; a prolific author of more than 33 books; an explorer who walked solo to the South Pole; and more.

When asked what she remembered most about this year's conference, Bonnie Milenthal responded without hesitation: the music.

"There was this group where they collected street musicians - a guy from New Orleans, a woman from Israel, a person from France or some place - these were all street musicians," Milenthal said. "They gathered together to create this wonderful sound. I found it so interesting because a) they were from all over b) they were such talented musicians and c) they were street musicians!"

"Self-taught" seemed to be one of this year's themes among the musicians. Performer Usman Riaz, who plays six instruments and is also a composer, painter and storyteller,

left the audience in awe as he explained and demonstrated what he does and how he learned it.

"He was unbelievable," Milenthal said.

The other speaker Milenthal found particularly impressive was Robin Cook, a former doctor who has authored 33 books.

"When he started writing books, he was giving his unfiltered assessment of hospital care and the way that hospitals are run and operated - the good, the bad, and the ugly - and found that it was something nobody really paid attention to," she said. "So he started writing novels and using that information in the novels to show some of the behind-the-scenes things you wouldn't really want to know about. Those became part of the mysteries. What was interesting to me was that he took something that was important to him to communicate and he realized he could communicate what he really wanted better by being entertaining at the same time. You can get your point across without being dry and cerebral."

She drew connections between his experience and her own in presenting before an audience. It doesn't matter so much the exact words



“OUR MINDS ARE CHALLENGED BY THE NEW INFORMATION IN SCIENCE, EDUCATION, MUSIC AND SOCIAL ISSUES. THEY OPEN DOORS IN OUR MIND WE DID NOT KNOW WE HAD!”

you say or the facts and figures you share, she said. What people really remember are the stories you tell and the way they felt while listening. Not only was Cook’s story fascinating, it reinforces practical applications for people who make presentations regularly. Not to mention, it’s a great example of using creative problem-solving to find another way to achieve your objective.

This theme of creative thinking permeated the entire conference. “It was similar to ‘Ted Talks,’” Milenthal said. “It encourages me to think out of the box more and to see things with more of an open mind and be accepting of all things. Anything is possible.”

She had one criticism of the

conference, It needed more time for group discussion. There were 2-3 breaks to allow people time to gather and talk, but it was loosely organized and Milenthal wanted to better capitalize on the momentum from the presentations to continue the dialogue. Energized and inspired by what she heard, she wanted to find others in the crowd who had been similarly affected.

Even the presentations she didn’t like as well still left Milenthal thinking. She felt something was off with speaker Oren Yakobovich, a human right’s abuse advocate. According to her, it felt like something was missing from his talk, that only part of the story was being told. But even this made her think critically about the issue and how it could be represented in a

more responsible, whole way.

Overall, Imagine Solutions 2015 left its audience feeling impressed. Inspired. Interested.

“The thing that I thought was so effective about the day was that each presentation was unique and inspirational and thoughtful in its own right, but then to have a whole collection of those together was just a whole smorgasbord of wonderfulness,” Milenthal said.

Joyce and Patrick Coughlan echoed that sentiment. “We have enjoyed Imagine Solutions for many years,” Joyce said. “My husband works out of town but will make sure not to schedule a case on an Imagine Solutions date because we have benefited intellectually and

“EACH PRESENTATION WAS UNIQUE AND THOUGHTFUL... TOGETHER, A WHOLE SMORGASBORD OF WONDERFULNESS.”



emotionally from the information presented by the diverse speakers’ presentations. Our minds are challenged by the new information in science, education, music and social issues. They open doors in our mind we did not know we had!”

Follow the Coughlan’s lead and mark the 2016 Imagine Solutions Conference (Feb. 21-23) on your calendar now. Come have your mind opened, be inspired and revel in the accomplishments of your fellow man.

“I think that at this stage of life more than any other time, the best thing to do is to try to find opportunities to feed your brain,” Milenthal said. “This feeds my brain.”



SPIRIT OF ALASKA

“THE TRIP TO ALASKA WAS A TRIP OF A LIFETIME,” SAID SUSAN BENSON.

AS WE TRAVELED IN ALASKA MARCH 2-8, WE EXPLORED NATIVE ALASKAN HISTORY AND CULTURE, LEARNED ABOUT NATIVE WILDLIFE AND PRESERVATION EFFORTS, AND HELPED SPONSOR THE WORLD-RENOWNED IDITAROD DOG SLED RACE.

The culmination of the trip was, of course, learning about, sponsoring, and participating in the “Last Great Race,” the Olympics of international dog sled racing. Danny Seavey, Iditarod Dog Sled competitor gave us a brief background of the race and shared some stories from his family’s long history competing (younger brother Dallas holds the title of youngest Iditarod Champion ever). He also took L3 members out for a sample dogsled race.

“Everybody got to do a dogsled ride around a frozen lake and have a chance to experience what dog sled racing is like,” Vicki Sebastiani said.

For the 2015 race, L3 proudly sponsored the race itself and individual musher Jessie Royer, who placed fourth. Jessie joined us for dinner one night before the race, bringing two of her dogs.

“We loved mingling with the mushers and their dogs - the dogs are awesome!” Hannah Crutcher said.

“Jessie talked about the race and how it is when you’re out there on the trail,” said Sebastiani. “She gave her perspective on the competition and what it’s all about, as well as what are the highlights and lowlights of the race. After, she was besieged with questions [from us]. Everyone was just fascinated

because it’s a way of life and it’s something that was unfamiliar to all of us.”

Opening day of the race in Anchorage had an exuberant atmosphere not unlike a carnival or parade. In one of Iditarod’s major fundraisers, people can bid for the opportunity to ride with a musher for the first 11 miles of the race. Ten L3 members participated in the opening ceremony and had the time of their lives.

“Of course, being able to ride with a musher in the opening ceremony of the Iditarod is an experience we will never forget,” Benson said. “Learning about the Iditarod race first hand from the mushers and to understand their intense commitment to the race and to their dogs was fascinating.”

Sebastiani described her experience as “memorable and thrilling.” She said the streets were lined with more well-wishers and supporters than she could imagine, all cheering

“IT’S A WAY OF LIFE AND IT’S SOMETHING THAT WAS UNFAMILIAR TO ALL OF US.”

their favorite mushers. People make a day of it and bring picnics and food to enjoy and share as they watch the dog sleds go by and it’s not uncommon for a musher to be handed a cold beer or a hotdog from an encouraging bystander. Idita-Riders, bundled into their sleds, can throw extra dog booties full of candy to the children cheering on the street. Sebastiani laughed as she recalled Mike Murphy’s adventurous ride: “There were a few crazy hairpin, 90-degree turns around poles and trees and many of the Idita-Riders tipped over. Mike Murphy’s rookie mushee had him tipping over repeatedly, running over a tree and knocking over a kid. It was all in fun, not particularly dangerous, and made for a crazy ride!”

L3 members who did not participate in the Idita-Ride said it was just as much fun to stand along the 11 miles and watch the faces and reactions of their fellow members as they whizzed past. Apparently, Tricia Berns was completely in her element in a dog sled and the crowd loved her.

While the Iditarod undoubtedly topped the highlight, the days leading up to the race were also full and inspirational. Another great feature of this trip was exposure to and education about state-wide conservation efforts. A visit to the Alaska Wildlife Conservation Center revealed the great work that

is being done, from bigger projects - such as the much-televised reintroduction of wood bison to the wild - down to smaller ones, such as taking in injured or orphaned wild animals. While there, we even made a few four-legged friends.

“The Wildlife Center was a highlight where we actually got up close and personal with a porcupine named Sparky and with a moose,” said Benson. “It was interesting to learn how they work to rehabilitate injured animals so that they may be reintroduced into the wild.”

Besides these two major events, L3-ers spent the rest of their time basking in Alaska’s breathtaking grandeur and rich history. In rural Girdwood, a helicopter glacier tour offered a unique perspective on the massive size of these icefields and the beautiful formations and colors and patterns they form. Landing on them and walking around was a unique experience. A delicious hand-prepared dinner in

respect for, and the integration of, the numerous Native Alaskan tribes and cultures into the fabric of the community.”

After an exciting and memorable learning adventure in this remote area of our country, a final farewell dinner was held at the Alaska Aviation Heritage Museum where we heard stories from a few Alaskan bush pilots, and laughs were had by all as prizes were humorously awarded to our very own L3 Idita-Riders!

While not the first trip to Alaska for many members, it most definitely will not be the last for many who caught the fire and excitement of Alaska life.

“Larry and I loved the Iditarod aspect. We actually became slight fanatics following the race 24/7,” Crutcher said. “We rooted for all the mushers whom we met. In fact, we plan to go back next year and have already booked our lodging in Nome for the finish line in 2016.”

Sebastiani is already looking to bidding on her favorite musher again - hands off of Richie Diehl! - and planning some stops along the route to the finish. If you have any interest in joining the growing numbers of new Iditarod devotees, she requests you contact her as quickly as possible and chat about it (don’t wait!). The Iditarod is an increasingly popular adventure and the limited reservations for lodging and events are snapped up fast. She promises you won’t regret it.

“This is what L3 is all about,” she said. “L3-ers love to enrich their lives by being exposed to new people, places, experiences, cultures and ways of life. This was a new and exciting one for all of us.”

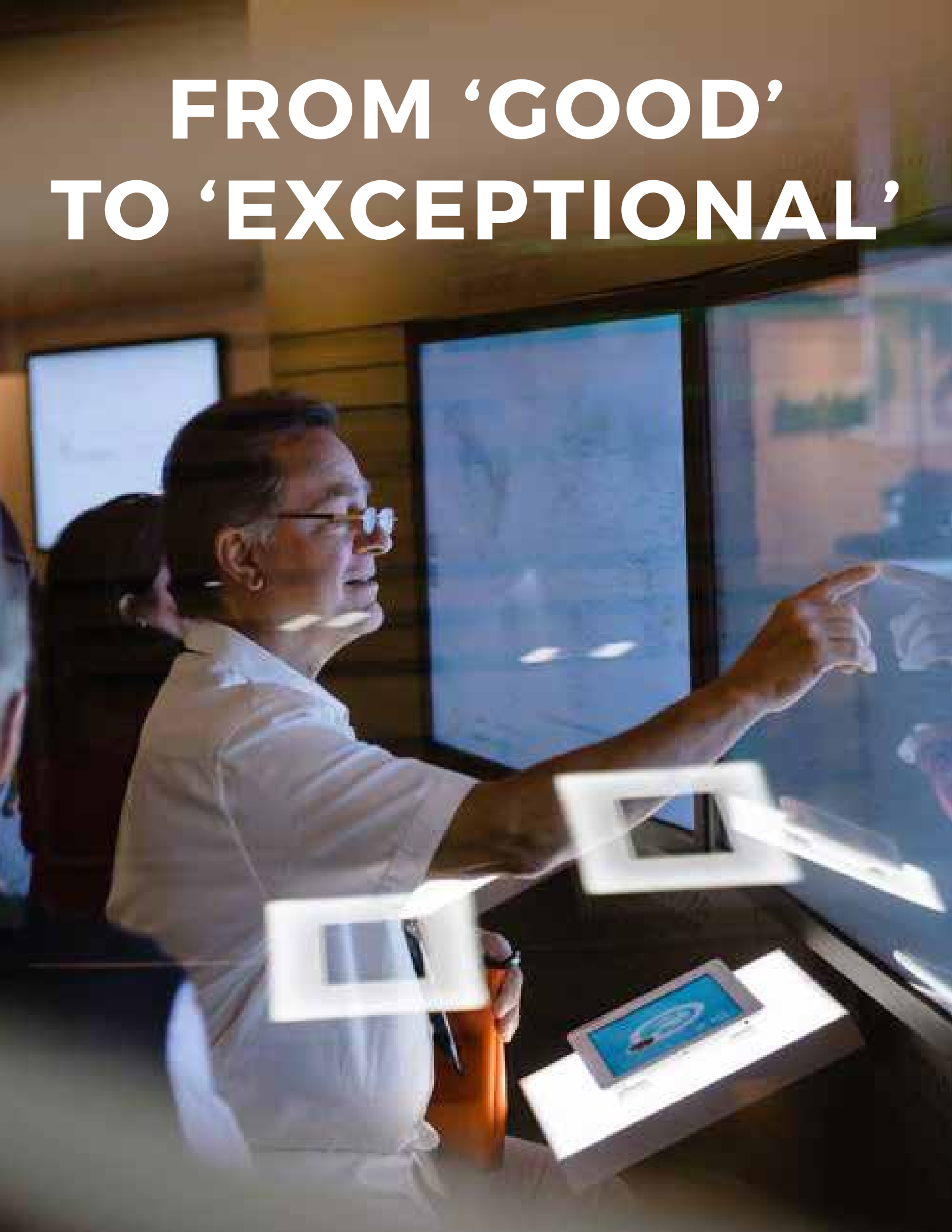
the home of a lovely local resident followed to complete the back-county experience. Heading back into Anchorage took us on a scenic drive along Cook Inlet’s Turnagain Arm and more Alaska enrichment.

“We visited the Native Alaskan Heritage Center and were able to see and walk into replicas of the homes of the different tribes, and everyone enjoyed a typical Alaskan dinner along with performances of tribal dances in costume,” Sebastiani said. “We learned first-hand about the

EXPOSURE TO NEW PEOPLE, PLACES, EXPERIENCES, CULTURES, AND WAYS OF LIFE



FROM 'GOOD' TO 'EXCEPTIONAL'



L3 member Waddy Garrett discovered that his family history includes a connection to Benjamin Franklin.



L3 Retreats consistently deliver thought-provoking and informative value, but the Spring 2015 Retreat in Salt Lake City pushed the normal retreat experience from “good” to “exceptional.” Salt Lake City is often known for its religious ties and outdoor attractions, particularly skiing and hiking. While this event included exploration of those renowned features, its true significance came as we dove deeper into important topics such as health research, humanitarian aid, and family history.

We focused on personal health at the Utah Genome Project, an innovative endeavor from the University of Utah that some say will change the future of modern medicine.

“The Utah Genome project is so unique because they are deciphering the entire human genome and there’s billions - with a b - of genes that make up the human being. They look at the entire genome and pull out specific parts that affect different medical conditions. They think they can intervene in some

way either to have drugs target the certain genes or to interfere with pathways that the genes control in order to prevent or alter diseases. They have teamed up with the Utah database to look for hereditary and family connections for these medical problems,” Missy Knebel said. “I found it fascinating on multiple levels. I have a background as a nurse and so took an interest because this is so new and evolving, but on a personal level my father died very young and we are not really sure why, and there is something mysterious in our family medical history.”

A few members, including Knebel, opted to have blood drawn for DNA sequencing. “It’s a little scary because you don’t know what you might learn,” she said. “But I thought of when Obama put forward his State of the Union address pushing personalized medicine. There’s nothing more personalized than your own genetic makeup. And this is truly the cutting edge of where medicine is going.”

In conjunction with the discussion

about the Utah Genome Project, several top doctors from The University of Utah Genome Project joined us for roundtable discussions about such diseases.

“The meeting with the doctors was an insight into the progress being made medically to treat illness when they know the genetic component,” said Joanne Steinback. “The docs were all so engaging and informative.”

This health exploration day paired nicely with a full day of workshops at the prominent Family History Discovery Center. Run by the Church of Jesus Christ of Latter-Day Saints and located in the heart of temple square, this innovative center is designed to make researching personal family history a fun and interactive experience that uses technology in a new way.

L3 members were encouraged to work on their family histories and a few even made some interesting discoveries. Waddy Garrett is an ancestor of Benjamin Franklin and Larry Moon gets the award for being able to go back the furthest -



“WE ALL CAME AWAY REALLY SURPRISED BY WHAT WE EXPERIENCED”

all the way to year 100!

Being in Salt Lake City also offered a unique perspective into humanitarian aid, especially issues of need in the immediate community. Robert Hokanson, planning manager of Latter-Day Saints Charities, delivered a brilliant presentation, “Taking Care of Our Communities,” that illuminated the work being done in Salt Lake and provided inspiration for how these same methods could be implemented in our individual communities.

L3 members toured the LDS Humanitarian Center and the Bishop’s Central Storehouse, two facilities dedicated to providing aid at home and abroad. The Humanitarian Center, established in 1991, sends supplies such as

clothing and shoes, quilts, hygiene and medical kits and educational materials, to people in more than 50 countries. The Bishop’s Storehouse provides a welfare system for those in need right at home, distributing food and supplies in exchange for volunteer service.

“I had no idea how much outreach into communities the Church does,” Steinback said. “The fact that legal immigrants work in these centers, learn English and a trade as they prepare for independence in their new country is remarkable.”

To wrap up this day dedicated to humanitarian aid, we took a private tour of the esteemed “No Fixed Address” exhibit at the Leonardo Museum. The exhibit puts a face on homelessness, hoping to dispel some preconceived notions about

homeless people.

L3 gave its inaugural Life of Leadership and Legacy Achievement Award to Bill and Pat Child. Known as the founders of R.C. Wiley, the Childs have been extremely influential in Utah.

The last day of the retreat was all about challenge, self-exploration and teamwork at the National Ability Center (NAC). This innovative nonprofit not only provides people of all abilities with access to activities, it also offers programs that seek to break down barriers between athletes with and without disabilities.

Knebel described how at the NAC, L3 members were broken into teams and then helped each other compete with assigned disabilities.

For example, Knebel was blindfolded to simulate blindness and told to shoot a gun at a target. Paul Comstock helped her line up the shot and told her when to shoot.

Jenny Lambert emerged as something of a rock star (pun intended) on the climbing rock wall. She had one arm tied and still managed to scale the wall like Spiderman.

“This was the one area that I had had absolutely no prior exposure so with or without a ‘handicap,’ I felt very inadequate to scale the wall,” Lambert said. “[Being] one-handed added to the challenge so I began problem-solving and looked at the easiest way to substitute my handicap. I decided to approach the wall in the corner using my back

and shoulder of the handicapped side against one wall climbing the other with my legs and good hand. This enabled me to reach the top and ring the bell! This certainly was an experience that took me out of my comfort zone, gave me a great sense of accomplishment and new appreciation for the daily challenges of the disabled.”

Other members had to climb blindfolded and everyone else gathered below to help give instructions and encouragement.

“They really had to depend on everybody on the ground to tell them where to go,” Knebel said. “It built a sense of team.”

That feeling of cohesion culminated Saturday night at scenic Olympic Park for our

own “closing ceremonies.” The traditional “Should I live to be 100” speeches took on a life of their own, with member after member sharing their hopes and wishes. It was a meaningful end to cap a trip packed with great discovery and camaraderie.

“This was such a great retreat,” Knebel said. “It really exceeded my expectations. I think initially the reaction was that Salt Lake wasn’t ‘glamorous’ enough for a location, but we all came away really surprised by what we experienced and just really enjoyed our time together.”

JUST A NOTE

This year's trips have offered us a chance to lift our consciousness and rise above the routine of life. Members all agree that our L3 experiences this year have been awe-inspiring, new friendships have been forged and our lives have been enriched.

L3 hosts programming at nonprofit sites, furthering our commitment to giving back to our communities, and always make donations to groups instead of using our resources on center pieces or welcome gifts. In Alaska, L3 spent more than \$8,000 programming dollars at nonprofit facilities and members donated more than \$40,000 bidding to ride the first 11 miles of the Iditarod - a fundraiser to keep the race running. In Salt Lake City, nearly \$10,000 programming dollars were spent at nonprofit facilities.



A unique organization of men and women, with proven leadership stature, who are engaged in diverse activities that add purpose and lasting reward to the rest of their lives.