



BEST SELLER PUBLISHING SPOTLIGHT

MAY 2025



Highlights...

Client Spotlight: Dr. Abraham Arriyo

Our Newest Authors!

Team Spotlight: Misaal Khaliq

Leadership Spotlight: Calvin
Penaco

Much, Much More!

Client Spotlight: Dr. Abraham Arriyo

Meet **Dr. Abraham Ariyo**, the trailblazing heart specialist known as America's Heartmaster! From Harvard to Johns Hopkins, and from life-saving surgeries to uplifting communities, his impact is unmatched. Discover the inspiring stories behind the stethoscope, where cutting-edge cardiology meets unstoppable compassion. Ready to be moved by medicine and miracles? This month's spotlight will warm your heart! (contd on Pg 3)



Dr. Abraham



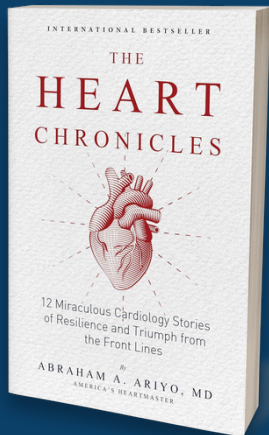
Misaal

Team Spotlight: Misaal Khalique

Misaal brings a rare blend of creativity, precision, and quiet leadership to every project. Her calm energy, deep commitment, and collaborative spirit make her an incredible part of the team. She doesn't just get the job done—she elevates the outcome with grace and grit. Let's take a moment to spotlight this bright spark of the team! (contd on Pg 4)

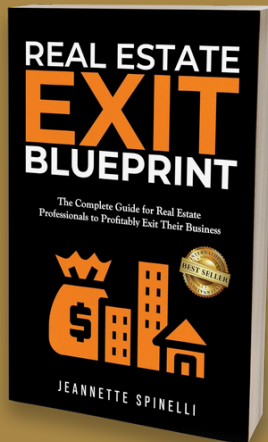
2025 Book Highlights

This month, we're featuring four remarkable books that are making an impact! From inspiring memoirs to life-changing guides, each title offers fresh perspectives, practical wisdom, and powerful storytelling. Whether you're looking for motivation, clarity, or a new outlook, these reads deliver. Explore the collection and find your next favorite book today!



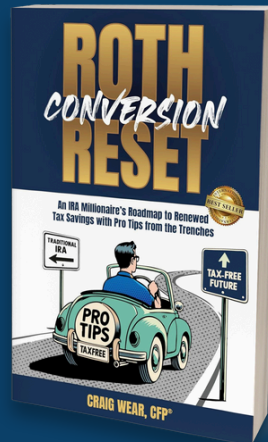
The Heart Chronicles:
12 Miraculous Cardiology Stories of Resilience and Triumph from the Front Lines

Dr. Abraham Ariyo



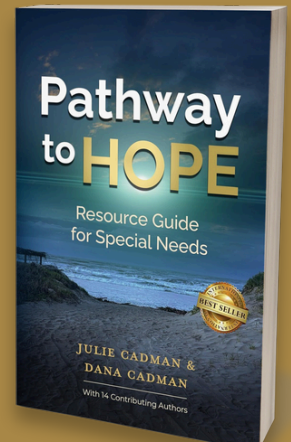
Real Estate Exit Blueprint:
The Complete Guide for Real Estate Professionals to Profitably Exit Their Business

Jeannette Spinelli



Roth Conversion Reset:
An IRA Millionaire's Roadmap To Renewed Tax Savings With Pro Tips From the Trenches

Craig Wear



Pathway to HOPE:
Resource Guide for Special Needs

Julie Cadman & Dana Cadman



Client Spotlight: Dr. Abraham Ariyo

This month, we are proud to spotlight a true pioneer in cardiology and a compassionate leader in the community: **Dr. Abraham A. Ariyo**, fondly known as **America's Heartmaster**. With a medical career that spans over three decades and multiple continents, Dr. Ariyo has built a legacy that blends groundbreaking innovation with heartfelt service.

Born in Ilesha, Nigeria, Dr. Ariyo graduated with distinction from Nigeria's premier medical school, the University of Ibadan. His pursuit of excellence brought him to the United States, where he earned a Master of Public Health from Harvard University and completed advanced cardiology training at top institutions including Howard University, Brigham and Women's Hospital (Harvard), the University of California, and The Johns Hopkins Hospital.

As the Founder and Director of HeartMasters Cardiology and an interventional cardiologist at Baylor Scott & White Medical Center – Sunnyvale, Dr. Ariyo performs life-saving procedures ranging from coronary and vascular interventions to pacemaker and defibrillator implantations. He is board-certified and widely published, having contributed to the *New England Journal of Medicine*, *JACC*, *Circulation*, and more. He also co-led the NIH-funded Cardiovascular Health Study, providing critical insights into vascular risk and longevity.

In addition to his medical achievements, Dr. Ariyo is the author of the memoir ***The Heart Chronicles: 12 Miraculous Cardiology Stories of Resilience and Triumph from the Front Lines***. This powerful book presents deeply moving stories from his 30-year career, spotlighting patients who faced overwhelming odds. Each chapter introduces a new journey of perseverance, underscoring the human spirit's profound connection to healing and hope.

Beyond the clinic, Dr. Ariyo is a devoted advocate for the Yoruba community in Dallas, serving as a patron of the Yoruba Cultural Center and championing initiatives such as college scholarships and the annual Yoruba Fest.

Whether healing hearts or empowering youth, **Dr. Ariyo embodies excellence, leadership, and humanity**. We are honored to celebrate him for both his clinical brilliance and his enduring commitment to community.

Learn more at ***HeartMasters Cardiology***.





Team Spotlight: Misaal Khalique

Meet **Misaal Khalique**—a bright, warm, and multi-talented force behind the scenes here at BSP. Misaal, as we lovingly call her, joined the team officially in April, and in just a short time, she's already making a mark as a dedicated publicist and a bright spark within our PR team. While her role centers on securing meaningful placements for our authors and clients, she's also beginning to dip her toes into the creative waters of social media, working closely with Bob and Rob on new ideas to elevate BSP's online presence.

Born and raised in Karachi, Pakistan, Misaal has always had a creative spark and a love for storytelling. That spark led her to produce a documentary on Pakistani craftsmanship, which **won first prize in a global competition held by the British Council**—a career highlight that still fills her with pride. Her educational journey took her to Malaysia for university, giving her a broader worldview and the resilience to navigate challenging professional situations, including early internships where she learned the power of standing her ground with kindness.

It's no surprise that when asked what motivates her to stay at BSP, Misaal doesn't hesitate: **the team**. She believes that skills can be learned, but the people you work with shape your experience. After years of managing things solo in her previous role, she finds it refreshing and comforting to be surrounded by a team that truly has each other's backs—something many of us echo. Support, kindness, and a drama-free culture make all the difference.

One of her proudest moments since joining BSP has been landing successful placements in her first month—an incredible feat, especially given that it's her first time working with authors. She knows how tough the industry can be, particularly as media outlets evolve and opportunities become harder to secure. Still, she approaches every challenge with optimism, a willingness to listen, and the belief that kindness and firm boundaries are not mutually exclusive.

Describing herself as *“extremely clumsy, very talkative, and fun,”* Misaal brings more than just professional savvy to the table, she brings joy. Outside of work, her passions revolve around fashion, photography, and videography. Until recently, she ran a side hustle creating content for local salons and managing a fashion blog. Though she's paused these creative outlets for now, especially with her own wedding and her best friend's wedding around the corner, she's eager to return to them when life settles down.

For Misaal, balance means listening to her mind and body. She doesn't shy away from taking mental health days when needed, a habit she credits with keeping her performance strong and sustainable. Her weekends are filled with laughter, movie nights, karaoke, and time with close friends and family, people who remind her of what matters most.

Kindness, integrity, and boundaries are the three values that shape her both personally and professionally. She believes in being open, in maintaining self-respect without losing softness, and in showing up with empathy—whether it's for teammates, clients, or herself.

In a short time, Misaal has become an amazing part of BSP. Her thoughtful presence, creative mind, and unwavering kindness shine through in everything she does. Here's to many more months of brilliance, laughter, and groundbreaking PR wins. Welcome again, Misaal—we're so glad you're here.



Team Spotlight: Misaal Khalique

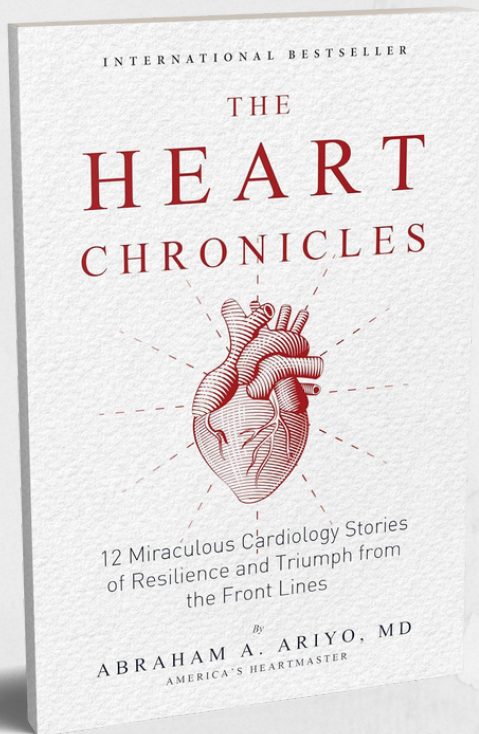


Quick Personal Insights

1. What's your signature dance move? ***I don't have a signature dance move, but I sing really well.***
2. If you could swap lives with someone for a day. Who would it be? ***That's a difficult one, A Fashion Director.***
3. What's something people always get wrong about you? ***I'm too nice. I'm actually not that nice. Like, okay, in the end, I get treated badly.***
4. Would you rather relieve a favorite memory or see a glimpse of your future? ***Relive a favorite memory? For sure.***
5. What motivates you to keep going during tough times? ***My prayers.***
6. What do you value most in a friendship? ***Reliability***
7. What do you think is your most underrated trait? ***My most underrated trade is that I can make anything funny I swear again.***
8. What's the best compliment you've ever received? ***The best compliment I've ever received is my friend told me, a new friend told me that I make it extremely comfortable for them to speak their mind.***
9. Loud or quiet? ***Extremely loud.***
10. What's your all-time favorite movie? ***Bohemian Rhapsody.***
11. Be stuck in traffic, or lose internet for a day? ***Be struck in traffic.***
12. What do you think happens after we die? ***I have no idea, and I don't want to find that. Find that out anytime soon.***
13. The most spontaneous thing you've ever done? ***The most spontaneous thing I've ever done is actually book a vacation within a week. I mean, it's not that spontaneous, but we kind of did it, like us best friends, and we put all of our savings into it, and we're like, let's go.***
14. What's your biggest fear? ***My biggest fear is my anxiety. I mean, I get extremely anxious sometimes, and it's hard to control. So I feel like, that's my fear, that sometimes it can get out of control, and I don't want to be around people to see me like that.***
15. Early bird or night owl? ***Night Owl***
16. Regret something you did or something you didn't do? ***I don't think I have regrets. I feel like everything in my life has been leading up to that perfect moment.***
17. What's your go-to food? ***Ramen. Oh, all kinds of extremely spicy ramen.***
18. Be invisible for a day or read minds for a day? ***Be invisible. Reading mine would just give me a headache.***
19. What's your guilty pleasure? ***My guilty pleasure is watching mukbangs. I do it the entire night, watching, watching mukbangs. People eating.***
20. The best advice you've ever received? ***The best advice I've ever received is love yourself, because if you don't love yourself, you're setting that standard for everyone around you.***

2025 Book Highlights

The Heart Chronicles



The Heart Chronicles invites readers into the extraordinary world of cardiology through 12 unforgettable patient stories. With compassion and insight, Dr. Abraham Ariyo explores the human spirit's resilience, revealing what happens when a heart fails and fights to live. A moving tribute to life, love, and medical triumph.

Dr. Abraham Ariyo is a renowned Nigerian-American interventional cardiologist and founder of HeartMasters Cardiology. With training from Harvard and Johns Hopkins, he's a pioneer in cardiovascular care and a dedicated community leader in Dallas. His work blends clinical excellence with cultural advocacy, making lasting impacts in both medicine and the Yoruba diaspora.

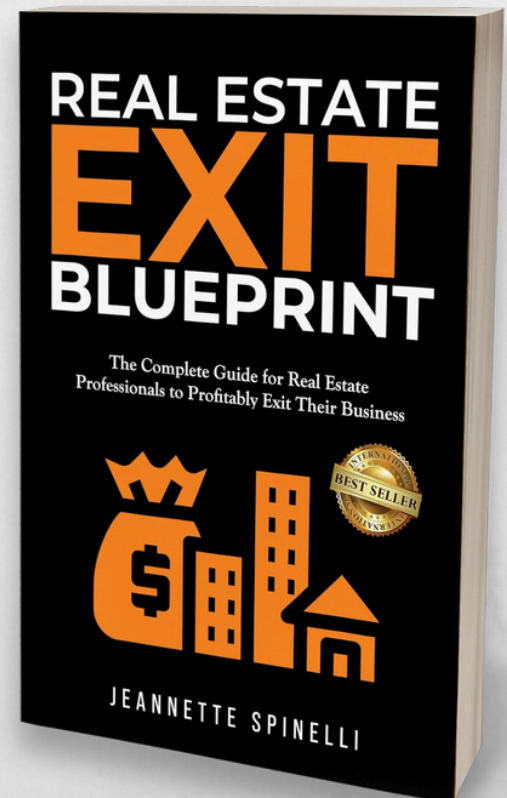
Nicknamed "**America's Heartmaster**," Dr. Ariyo doesn't just save hearts—he shares their stories. From transplant marvels to everyday heroics, his memoir shifts the focus from procedures to people. He's also helped fund scholarships, promote Yoruba culture, and advance medical education across borders. A healer of hearts, and a builder of community.

Real Estate Exit Blueprint

Real Estate Exit Blueprint is a practical, no-nonsense guide for real estate professionals ready to plan their future beyond the next sale. Jeannette Spinelli lays out a clear path for creating a profitable exit strategy, ensuring agents can step away from their business with confidence, financial security, and long-term value in place.

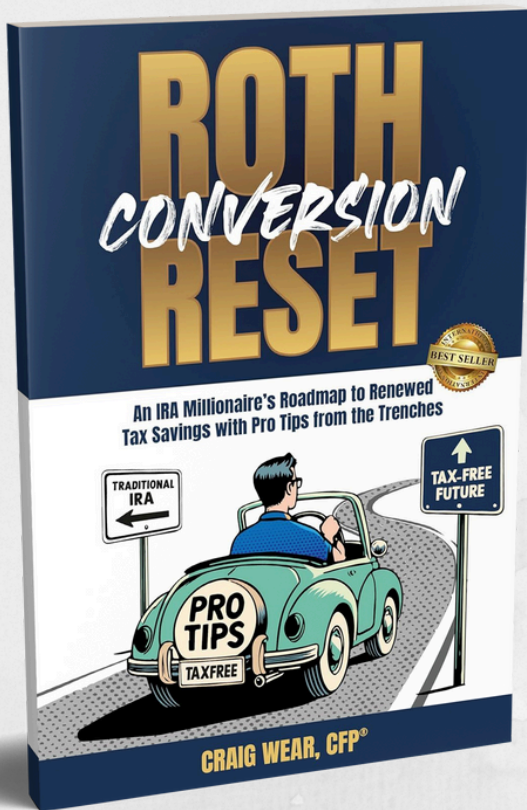
Jeannette Spinelli, founder of the award-winning Spinelli Residential Group in Austin, TX, has nearly \$3 billion in sales to her name. An international speaker and coach, she equips agents to build scalable businesses with lasting impact. Through leadership, mentorship, and philanthropy, Jeannette brings purpose and profit together in everything she does.

Jeannette doesn't just teach success—she's built it. Known for her coaching that goes beyond sales tactics, she's developed a full course alongside the book to help agents create legacy businesses. Her work supports not just careers, but communities, she's active in Central Texas nonprofits and passionate about paying her success forward.



2025 Book Highlights

Roth Conversion Reset



Roth Conversion Reset is a strategic guide for IRA millionaires looking to protect their retirement savings from unnecessary taxation. With expert insights and real-world examples, Craig Wear empowers readers to reduce lifetime taxes, bypass RMD pitfalls, and take full advantage of today's low-tax window to secure a smarter, tax-free legacy.

Craig Wear, CFP®, spent 36 years as an independent financial adviser and Certified Financial Planner®, guiding clients through complex retirement planning. Now retired from advising, he's devoted to helping high-net-worth individuals unlock advanced tax-saving strategies—sharing decades of experience to simplify Roth conversions and ensure long-term financial peace of mind.

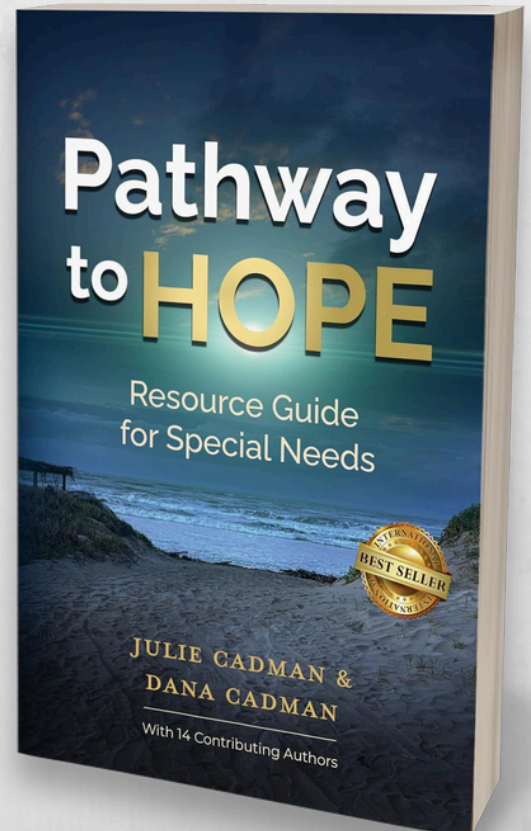
What makes Craig Wear's approach different? He's been in the trenches with thousands of clients and has seen firsthand how early action can save millions. His no-fluff, data-driven guidance comes from real-world results—plus, his mission-driven pivot from full-time practice to full-time education shows just how committed he is to protecting your wealth.

Pathway to HOPE

Pathway to HOPE is a compassionate, practical guide for families navigating the complex world of special needs. From healthcare and education to therapy and long-term planning, it equips caregivers with tools, strategies, and encouragement to advocate for their children and foster a thriving, empowered family life.

Julie Cadman, a former executive and passionate advocate, co-founded Healing Complex Kids and is a multi-award-winning author. Along with **Dana Cadman**, she brings personal insight and professional experience to support families facing special needs challenges. Their work reflects a deep commitment to hope, healing, and impactful resources for caregivers.

Julie Cadman's journey into writing began as self-care—and turned into award-winning storytelling. Her previous book *UnMasked* won multiple five-star reviews and recognition from Publishers Weekly. A dedicated multitasker, Julie's Midwest days include lip-syncing her favorite tunes while walking with her Goldendoodle, Kerby—reminding us all that joy fuels resilience.





PR Spotlight: Dr. Atousa Mahdavi

Meet **Dr. Atousa Mahdavi**: internationally bestselling author, wellness visionary, and a powerhouse in holistic and integrative medicine. With over two decades of experience, she's transforming lives with her bold mission—to shift healthcare from a “sick-care” model to one rooted in true wellness.

In her groundbreaking book, ***Wholly You: Decoding the Secrets to Vitality, Longevity, and Prevention through a Vibrant Journey of Holistic Living and a Pharma-Free Life***, Dr. Mahdavi pulls back the curtain on what it means to live in alignment with your body, mind, and spirit. Her message is powerful: the key to your health and well-being lies within you—not in prescriptions or quick fixes, but in daily practices grounded in time-tested healing traditions.

A certified expert in Chiropractic, Integrative, Functional, and Ayurvedic Medicine—and a Hatha Yoga Master Teacher—Dr. Mahdavi provides an accessible roadmap for those seeking vibrant energy, long-term health, and freedom from chronic illness. Through *Wholly You*, readers discover ancient Ayurvedic principles, yoga, breathwork, meditation, and detox strategies—all designed to empower the individual to take control of their wellness journey.

Whether you're constantly overwhelmed, battling fatigue, or stuck in cycles of illness, Dr. Mahdavi's book offers a holistic, pharma-free path forward. Her signature 10-week wellness plan is a game-changer, guiding readers toward a 360-degree approach to health with sustainable, science-backed practices.

More than a doctor—Dr. Mahdavi is a tireless advocate for global health equity. She's worked with thousands, including elite athletes and celebrities, helping them achieve optimal wellness naturally. Her own healing journey, coupled with her patients' success stories, is a testament to what's possible when we treat the root—not just the symptoms.

Catch her recent interviews on **NBC Palm Springs** and **The Tony Durso Show**, and learn more at www.yourvitalitydoctor.com.

If you're ready to reclaim your health from the inside out, *Wholly You* is your essential first step.



The screenshot shows the NBC website interface. At the top, a red banner says "NOW". Below it, a navigation bar includes "CONNECTING THE VALLEY", "HEADLINES", "NEWSROOM", "PROGRAMS", "WEATHER", "SPORTS", "COOL", and "FIREBIRDS". A weather forecast for Coachella Valley is displayed: "The Coachella Valley will be under clear skies with highs in the upper-90s/lower-100s today, followed by..." and a temperature of 86°F. The main content area features a video player titled "Desert Living Now - Atousa Mahdavi". The video shows a man, Brian Flath, and a woman, Atousa Mahdavi, in a studio setting. To the left of the video is a promotional image for "DESTINATION X" with the text "TUES 5/27 NBC". To the right is a promotional image for "AGT" with the text "TUES 5/27 NBC". Below the video player, a caption reads: "On today's Desert Living, we're going to meet Doctor Atousa Mahdavi. She is a holistic health expert, a doctor of chiropractice, a best selling author and a part time faculty member at Southern California".



Leadership Spotlight by Calvin Penaco

Start Scared: The Only Way to Figure It Out

If there's one heavy, silent burden I know thousands of leaders, entrepreneurs, and everyday people carry, it's this: the fear of not being enough. Impostor syndrome. Fear of failure. Fear of getting it wrong in front of everyone.

And it's always the same anxious whisper: ***"Who am I to do this?"***

But if there's one truth I keep circling back to, it's this:

You don't need to know everything to start. You need to start to know anything.

The myth we're sold is that success comes after preparation. That you need the degree, the title, the plan, the permission slip. But the reality is that success is messy. It's born in the trenches, not the strategy decks. You learn by doing, not waiting.

Courage isn't the absence of doubt. It's the decision to act in spite of it.

When you begin, yes, you will feel like a fraud. You'll make rookie mistakes. You'll second-guess every move. And that's not a sign to stop. That's the rite of passage. That's how growth works.

We're not meant to be experts at the beginning. We're meant to be beginners.

Each attempt, each "failure", is data. Every time you mess up, you gain insight. You learn what works, what doesn't, and more importantly, you learn about yourself. About your resilience. Your ability to adapt.

And slowly, through repetition and reflection, that intimidating mountain in front of you turns into a staircase. One step at a time.

And the most interesting part? The confidence you're waiting for? It doesn't come before you start. **It comes BECAUSE you start.**

Life, in general, has never really been about having all the answers. It's about having the courage to raise your hand and say, *"I'll go first."* Even when you're unsure. ESPECIALLY when you're unsure.

So if you're stuck, waiting for the perfect moment, the right feeling, the guaranteed outcome — STOP.

Start small. Start scared. Start anyway. The only way to figure it out... is to actually do the thing.

Because clarity, skill, and confidence don't come from thinking.

They come from trying.

Calvin



May Upcoming Events

As we settle into mid-May, our team is buzzing with personal highlights, creative breakthroughs, and meaningful celebrations. Here's a quick look at what's been happening and what's still ahead:

Matt's Sound Journey – Ongoing



Matt has been leveling up his skills in live sound for events—he's now supporting the Monday night singer/songwriter series connected to a nonprofit he's passionate about. Big news: the organization has secured recurring support from Gibson, Epiphone, and Shure! That means more events, guaranteed grants for low-income musicians, and an even bigger impact. Plus, Matt's enjoying some well-deserved downtime this month with dancing nights and a heartwarming visit from his brother and sister-in-law from Ohio.

Mother's Day – May 11 (Past)



We hope everyone had a chance to honor the amazing mothers and caregivers in their lives. Whether with a call, a gift, or quiet gratitude, it's always a beautiful reminder of the love that lifts us.

Memorial Day – May 26 (Coming Up)



As May winds down, we'll take a moment on Memorial Day to reflect on and honor the service members who gave their lives for our country. It's a powerful time to remember, give thanks, and gather in community.

Bob's Birthday – May 29 (Mark Your Calendar!)



Don't forget to wish Bob a fantastic birthday at the end of the month! His great leadership and vision guide so much of our work—let's celebrate him in style.

While the calendar might look light on formal events, there's no shortage of meaningful movement happening behind the scenes. From personal wins to collective reflection, May continues to offer both celebration and inspiration. Let's keep the energy going strong as we head into summer!