



BEST SELLER PUBLISHING SPOTLIGHT AUGUST 2025



Highlights...

Client Spotlight: Christina Veselak

Our Newest Authors!

Team Spotlight: Calvin Penaco

Leadership Spotlight: Steve Fata

Much, Much More!

Client Spotlight: Christina Veselak

This month's Client Spotlight introduces **Christina Veselak, MS, LMFT, CN**, a leader reshaping the conversation around recovery. Her work centers on something most of us take for granted: what we feed our bodies and brains. Christina's approach is bold, refreshing, and packed with insights that could change lives. Want to know how nutrition fits into the recovery puzzle, and why it matters more than you think? Read on and discover the passion and purpose behind Christina's mission. (contd on Pg 3)



Christina



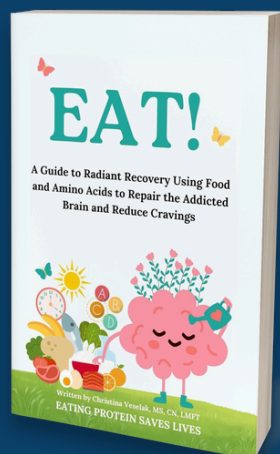
Calvin

Team Spotlight: Calvin Penaco

Meet **Calvin Penaco**, a calm yet driven force behind Social Octopus projects. From mastering short-form content to embracing lifelong learning, Calvin embodies patience, curiosity, and logic in everything he does. Discover his story, passions, and what makes him a true gem in wit and heart in this month's Team Spotlight! (contd on Pg 4)

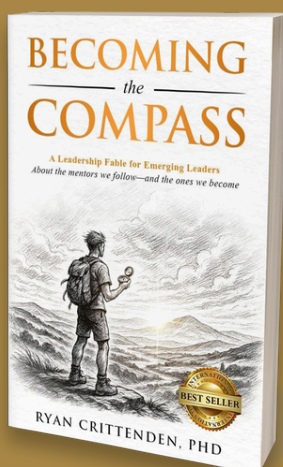
2025 Book Highlights

This August, we're featuring four empowering reads that redefine success, growth, and purpose. From preparing the next generation for financial freedom to exploring conscious leadership, creativity, and resilience, these books offer practical strategies and fresh perspectives for life and work. Which one will ignite your next big move?



EAT!: A Guide to Radiant Recovery Using Food and Amino Acids to Repair the Addicted Brain and Reduce Cravings

Christina Veselak



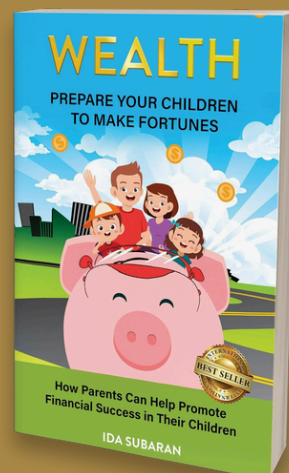
Becoming the Compass: A Leadership Fable for Emerging Leaders About the mentors we follow—and the ones we become

Ryan Crittenden, Ph.D.



The Purple Dress: Teaching Children the Joy and Value of Giving

Ms Wendy Lynn Bird
Jana B. Angel



Wealth: Prepare Your Children to Make Fortunes

Ida Subaran



Client Spotlight: Christina Veselak

As we wrap up August, we are excited to highlight **Christina Veselak, MS, LMFT, CN**, an inspiring leader and innovator in the addiction recovery field. Christina has dedicated over 40 years to helping individuals overcome substance use disorders by addressing a critical yet often overlooked aspect of recovery: proper brain nutrition.

Christina's mission is clear: **reduce relapse rates and save lives by integrating targeted nutrition into addiction treatment**. She is one of the few experts who understands how feeding the brain with essential nutrients can repair its chemistry, reduce cravings, and create a strong foundation for lasting recovery. Her work combines compassion, science, and practical tools to help both professionals and individuals on the recovery journey.

Christina is the founder and director of **The Academy for Addiction and Mental Health Nutrition**, which trains clinicians to incorporate nutrition-based strategies into treatment. She also leads Eating Protein Saves Lives, Inc., a non-profit organization dedicated to spreading awareness about the role of protein and amino acids in recovery. Through her weekly podcast, Power-Up Recovery with Nutrition, Christina continues to educate and empower her audience worldwide.

This year, Christina authored ***EAT!: A Guide to Radiant Recovery Using Food and Amino Acids to Repair the Addicted Brain and Reduce Cravings***, a groundbreaking book that offers a step-by-step approach to healing the brain through food and supplements. The book introduces the Feeding Recovery System, an evidence-based framework designed to stabilize mood, reduce triggers, and support deep, restorative sleep —essential for sustainable recovery.

What makes *EAT!* truly unique is its ability to simplify complex science into practical, actionable steps that anyone can follow. From balancing blood sugar to harnessing the power of amino acids, Christina provides readers with tools to manage cravings, reduce anxiety, and improve overall mental health without relying on medication. As Dr. Hyla Cass, MD, praises, *"This book is a must-read! No shame, no blame, just clear explanations and accessible solutions."*

When she is not changing lives, Christina enjoys gardening, playing the Irish Tin Whistle, and spending time with her husband and their two part-time dogs, Nico and Buster.

Christina's passion and expertise continue to shape the future of recovery care. Her message is powerful: **Nutrition is not just a supplement to treatment, it is the foundation for lasting freedom.**

Please visit her website to learn more:
www.mentalhealthnutrition.com.





Team Spotlight: Calvin Penaco

As August draws to a close, we're excited to shine the spotlight on someone who brings a unique mix of calm energy and intellectual curiosity to the team: **Calvin Penaco**. At 33 (soon to be 34 this October), Calvin hails from the scenic city of Iligan in the Philippines, and his journey with BSP spans over two years of dedication, growth, and meaningful contributions.

Calvin's official role might be with BSP, but his daily grind revolves around Social Octopus, where he collaborates closely with Rob as a premium client. *"On paper, I'm employed by BSP, but in practice, I work with Social Octopus projects,"* he shares. This setup has given him a front-row seat to Rob's expertise in business and marketing, a learning opportunity he truly values.

What keeps him here? The supportive culture. *"Leaders and staff genuinely care about each other, not just as coworkers but as people,"* Calvin explains. That sense of connection, even in casual conversations, makes the work environment feel like more than just a job.

One of Calvin's proudest achievements is helping deliver consistent, high-quality short-form content. The team produces at least 20 videos per client monthly, fueling visibility and engagement across platforms. Behind the scenes, his approach to challenges is equal parts logic and resourcefulness: try solving it independently, research if needed, and escalate only when necessary.

When asked about the secret sauce to thriving in his role, Calvin highlights three essentials:

- ✓ Effective communication in English which is critical for remote collaboration.
- ✓ Adaptability learning new tools and technologies fast.
- ✓ Openness to feedback turning criticism into growth opportunities.



Outside of work, Calvin is a true storyteller at heart. He devours narratives in every form including books, movies, anime, TV shows, and thought-provoking articles. Reading especially feeds his insatiable curiosity and passion for learning.

If Calvin were an animal, he'd be a cat, calm, independent, and quietly caring beneath a composed exterior. His core values, patience, curiosity, and logic, reflect in both his work ethic and personal life, guiding him toward growth and balance.

For Calvin, true happiness isn't one big moment; it's a series of milestones: career success, family achievements, and personal fulfillment. And with his calm yet driven personality, there's no doubt he'll keep creating, keep learning, and keep inspiring everyone around him to aim higher.

Cal is truly a gem, sharp in wit and even richer at heart.

Team Spotlight: Calvin Penaco



Quick Personal Insights

Would you rather teleport anywhere or pause time?

Teleport anywhere

If your life had a theme song, what would it be? **Lost**

Stars by Adam Levine

What's the funniest nickname you've ever been called? **Penaco (my last name, sounds weird when someone calls me that)**

What's your all-time favorite snack? **Pancit Palabok**

What's a small thing that instantly makes you happy? **A new episode of my favorite anime or TV show**

Which cartoon character would you be best friends with? **Jerry (Tom and Jerry)**

What's your guilty-pleasure TV show or movie? **Pinoy Big Brother**

What's something that never fails to make you laugh? **Prank shows**

If you could master one language instantly, which would it be? **Chinese (Mandarin or Cantonese)**

If you could swap lives with anyone for a day, who would it be? **Bill Gates**

What's the most spontaneous thing you've ever done? **Go out of town without any plan**

What's your "I can't believe I did that" story? **Joined a competition unprepared and got embarrassed**

What's a hobby or interest most people don't know you have? **Discussing philosophy and moral ambiguities**

What's your idea of a perfect weekend? **A meaningful conversation with friends at an unfamiliar place**

If your coworkers described you in one word, what would it be? **Reticent**

What's something people often misunderstand about you? **Being quiet at events (they think I'm anti-social)**

What's one thing you wish more people knew about you? **That I'm friendly**

What motivates you when things get tough? **Any experience gives you the result you want or the lesson you need.**

If you had a personal hype song that played when you walked into a room, what would it be? **Roar**

What's your proudest accomplishment so far? **Being financially stable and independent**

What's your definition of success? **Achieving a long-time goal**

What's the best thing about being you right now? **I'm free to pursue whatever opportunity I want.**

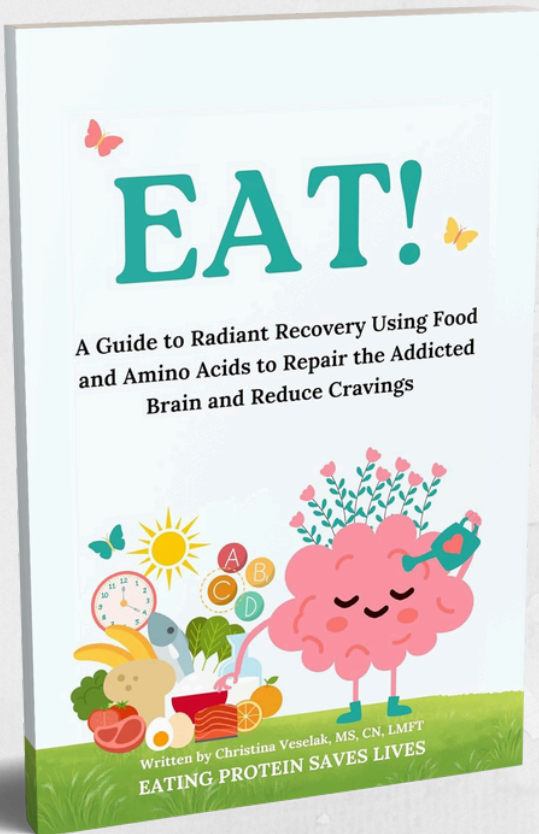
What's a lesson life has taught you the hard way? **You need to wade through bad people to get to the good ones.**

What's a skill you've always wanted to learn but haven't yet? **Programming**

If your life were a movie, what genre would it be? **Science Fiction**

If you had to live in one place forever, where would it be? **Cagayan de Oro City**

2025 Book Highlights



EAT!

EAT! offers a groundbreaking approach to addiction recovery by focusing on brain nutrition. Through the Feeding Recovery System, Christina Veselak shows how food, amino acids, and lifestyle changes can restore balance, reduce cravings, and prevent relapse. It's practical, science-backed, and filled with hope for lasting recovery.

Christina Veselak, MS, LMFT, CN, is a mental health nutritionist and psychotherapist with over 40 years of experience in addiction recovery. She is dedicated to reducing relapse and overdose deaths by addressing the brain's biochemical needs through targeted nutrition, education, and compassionate guidance.

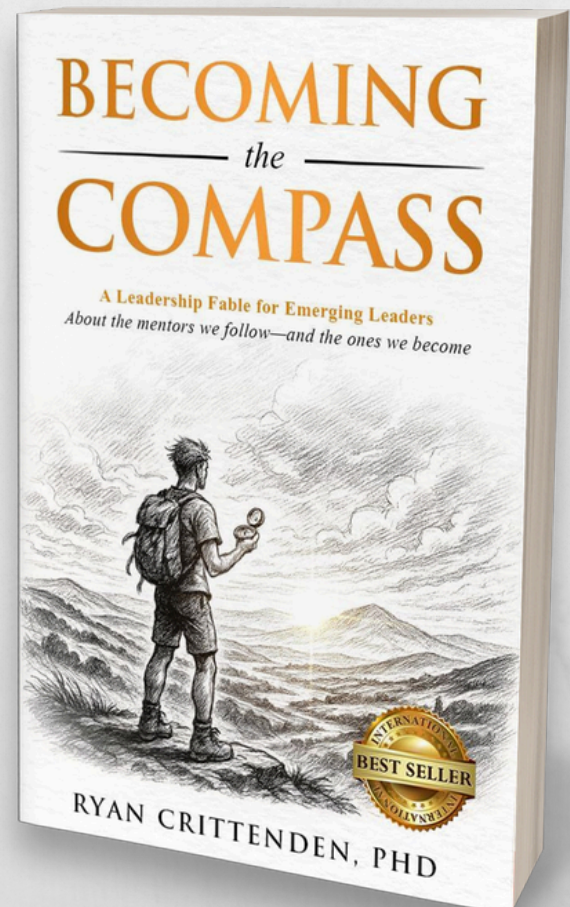
Christina isn't just an expert, she's an innovator. She founded The Academy for Addiction and Mental Health Nutrition, launched a non-profit called Eating Protein Saves Lives, Inc., and hosts a podcast, Power-Up Recovery with Nutrition. Beyond her mission, she loves gardening and plays the Irish Tin Whistle, proof that science and creativity can harmonize beautifully.

Becoming the Compass

Becoming the Compass isn't your typical leadership manual; it's a powerful fable that follows Alex, a rising leader in Horizon Valley, as he learns that leadership isn't about control but connection. Through mentorship and four guiding principles, this story helps emerging leaders lead with authenticity, resilience, and purpose.

Ryan Crittenden, Ph.D., is a leadership coach, Army veteran, and founder of XL Coaching and Development. With expertise in organizational psychology and strengths-based leadership, Ryan helps leaders grow authentically. His work blends trust-building, emotional intelligence, and practical tools to empower others to lead from within, not from outdated models.

Ryan's passion for leadership began with one transformative moment: a leader who chose connection over criticism changed his trajectory forever. That experience fuels his belief that leadership starts with human connection. *Becoming the Compass* brings that conviction to life, showing that true leadership is less about answers and more about impact.



2025 Book Highlights

The Purple Dress



The Purple Dress: Teaching Children the Joy and Value of Giving is an inspiring true story about how an eight-year-old girl's simple choice in the U.S. changed the life of a twelve-year-old in a remote Philippine jungle. This beautifully illustrated book blends learning, creativity, and compassion for children everywhere.

Wendy Lynn Bird is a humanitarian, certified high-performance coach, and founder of the Pearls With a Purpose Foundation. A mother of five and nana to eight, Wendy has dedicated her life to empowering disadvantaged individuals through micro-enterprise, humanitarian work, and advocacy for human trafficking survivors, while living a life full of adventure.

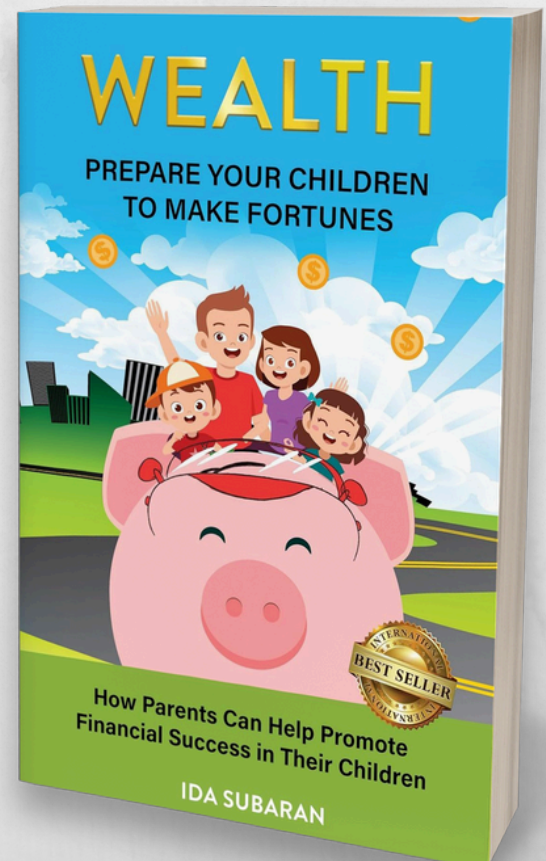
The illustrations in *The Purple Dress* were created by Filipino artists, making this book a unique collaboration that uplifts both readers and creators. Plus, it includes interactive activities like finding a hidden mouse and designing a personal "giving" vision, turning this story into a fun, creative learning experience about kindness and contribution.

Wealth

Wealth: Prepare Your Children to Make Fortunes is a practical guide for parents, educators, and mentors who want to raise financially savvy kids. Packed with real-world examples, actionable steps, and expert insights, it teaches children how to save, invest, budget, and build entrepreneurial mindsets for lifelong financial success.

Ida Subaran, born in Jamaica of Indian descent, is a Harvard-educated international educator and former United Nations civil servant. With a career spanning multiple continents, Ida has dedicated her life to advancing education. She now focuses on empowering families with the tools to foster financial literacy and lifelong prosperity.

Beyond writing, Ida Subaran is also an artist who paints exotic flowers and landscapes, some of which have been exhibited internationally. Her global experiences and diverse cultural insights deeply enrich her book, making it not only a financial guide but also a reflection of wisdom gained through a life well-traveled.





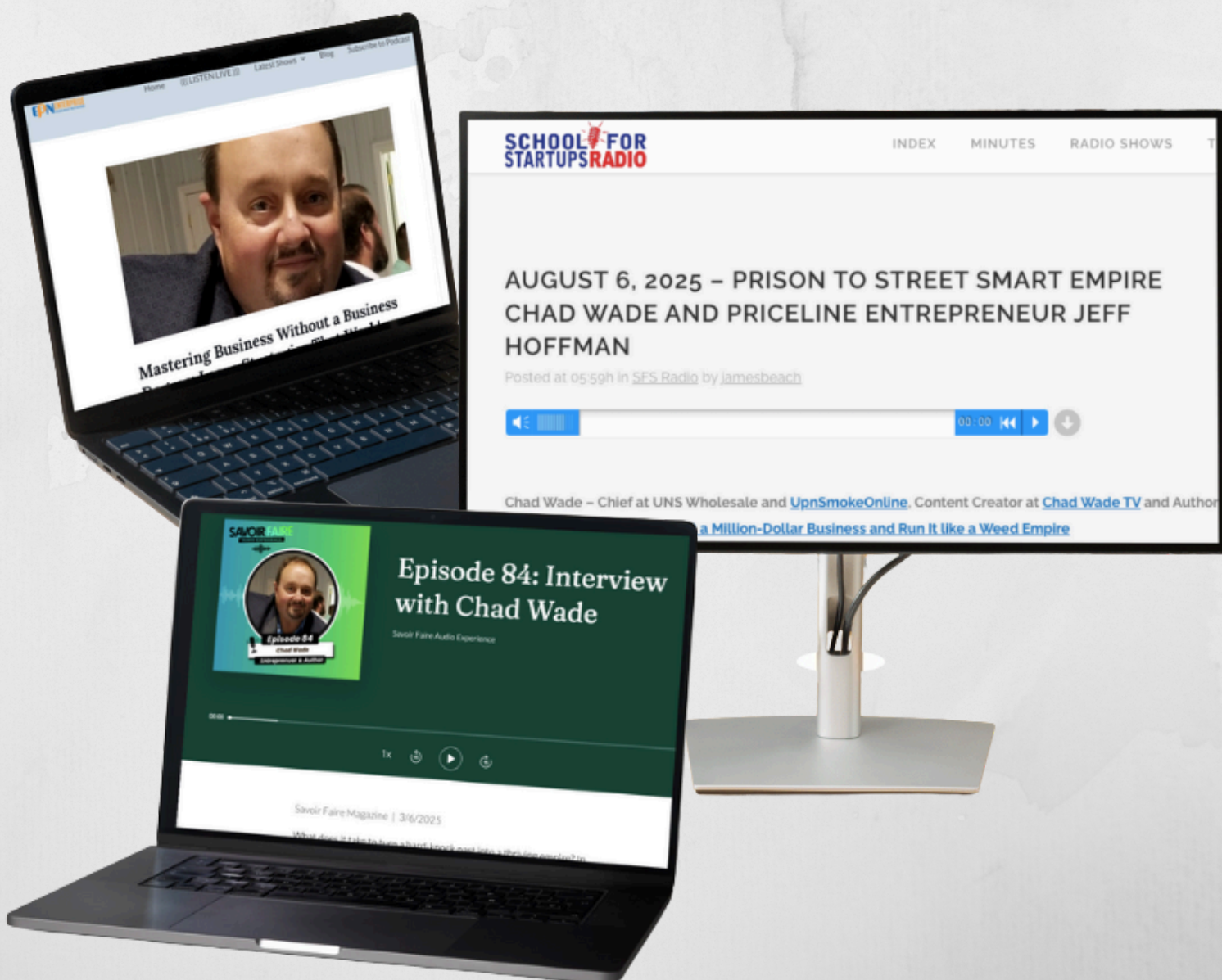
PR Spotlight: Chad Wade

Chad Wade is a serial entrepreneur and industry expert who turned hustle into a thriving empire. As **CEO of UNS Wholesale**, one of the top distributors for smoke shop owners in the U.S., and owner of three successful retail shops in Louisville, Kentucky, Chad knows what it takes to build and scale a business.

His best-selling book, ***Street Smart: How to Start a Million Dollar Business and Run it Like a Weed Empire***, shares real-world strategies for aspiring entrepreneurs to turn passion into profit—even without a business degree.

We're proud to have secured Chad on multiple media outlets to share his message of resilience, innovation, and street-smart success with the world. Through his platform, **ChadWadeTV.com**, he continues to inspire and equip entrepreneurs with the tools they need to succeed.

Follow Chad's journey and learn how to build your own empire today!





Leadership Spotlight by Steve Fata

Building a Plan Around Me

I've never really been the type who needs to be out doing a million things. I'm perfectly happy at home watching shows or playing video games. For a long time, that worked out fine because I still had to go into the office every day and be around people. But when Covid hit and work moved home, that lifestyle started to catch up with me.

I've always been an athletic person, but after baseball, I gained some weight. Nothing crazy, and I could manage it because I was still moving around. Once I stopped getting my steps in, though, it added up. I went from around 5,000 steps a day to barely 500. I didn't really notice because I'm not the type to check the mirror much. I could still bowl and golf, so I figured everything was fine.

Then one week, I barely slept. I kept waking up every hour, snoring and basically choking myself awake. That's when I knew I had to do something.

The obstacle wasn't knowledge — I know the basics of how to lose weight from playing sports. The obstacle was me actually doing it. I had a bunch of excuses. So instead of trying to change who I am, I built a plan around me.

I'm not a morning person, so forget workouts before work. After work I'm hungry, so that's out too. But I can take a 30-minute walk in the middle of the day. That one change alone keeps me from just sitting at my desk for hours. I also set up a simple vitamin routine with the help of AI so I can stay healthy and keep my energy up.

Two and a half months in, I'm down 22 pounds. I don't really have a final goal — I just want to keep the progress going and feel better every day.

Steve



August Events

As we close out August, let's celebrate the moments that mattered most! From milestone birthdays to long-awaited reunions and special anniversaries, here are the events that made this month memorable.



Liz Huston's Special Day



Liz celebrated a wonderful occasion on August 2nd — a day to remember!

Matt's Memorable August



Matt celebrated his sister/housemate's 50th birthday and attended his 20th high school reunion over the weekend — two big milestones in one month!



Bob's 42nd Anniversary



Cheers to Bob and his partner on 42 incredible years together! Wishing you many more years of love and happiness.

Here's to wrapping up summer with gratitude and gearing up for an incredible September!

