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THE IMPACTFUL ADVISOR

MAKE AN IMPRESSION.



“Flowers in hand, Mom in Heart” - Unknown

Dear Friends,

There are some anniversaries you never forget. They are tied, not to celebrations that mark major positive milestones, but to moments that changed your life forever. One of those events comes up for me each year in early May.

It happened around Cinco de Mayo in 2007. My daughter was a junior in high school and was the kind of child who made her parents worry every single night. She ran with the cool kids and was nothing like her nerdy parents. On May 5th of that year, I was driving my son, 4 years her senior, across country (from California to Bloomington, Indiana). I pulled to the side of the road (somewhere in Utah) to take a break. At around 5:30 am my phone rang and one of my daughter's friends informed me that my daughter had been in a car accident. The details were pretty limited, but included this information: the car was going 100 miles an hour, it flipped three times, and my daughter was thrown from the car.

I saw a black screen come down over my eyes. There was no way she could be alive. I asked "Is she alive?" And the answer was, "I don't know."

Hopefully, you have never experienced one of those moments, which leaves an indelible mark on your soul. It makes you focus and pray like you likely never have before. It makes you wonder how you can go on. How is my son, who is sitting beside me as I lose my mind, going to handle this? Will I lose them both?

I only had two minutes of this before my phone rang again.

It was another friend of my daughter. All I could say was, "Is she alive???" and the answer, the marvelous, miraculous, life-giving answer was, "Yes and I have talked to her."

Once we were able to work out the flights to finally get to the hospital in California, we found out she had broken her neck (which required surgery), needed 80 staples in her scalp to repair her head (which she apparently landed on - good thing she is so hard-headed), and had to regrow tissue in her knee, but she was alive, could walk, and could speak. Compared to my life 2 minutes earlier, there was no problem we couldn't overcome.

There were 5 girls in that car and they all survived. My daughter did not receive the worst of the injuries and was very lucky. I think about all of those girls, the three, including the driver, who were uninjured physically but endured the emotional trauma of seeing the other two at the scene and the subsequent hospitalization and recovery. I hope they have found peace in their own lives. I believe the experience positively changed my daughter and helped her become the incredible person she is today.

Every year at this time I celebrate the life that she has, the three grandchildren that she has brought into my life, the miracle of the Stanford Trauma Center that stitched her and her friend back together, and all of the other miracles along the way to her recovery. I try not to think about what might have been.

I will never take a moment of this life for granted, and I urge you to do the same. Don't get so caught up in the day to day, the worrying about what dress to wear, or finding the right shoes for her wedding (coming up in July) or losing those extra pounds, or that client project you can't seem to finish. Celebrate the people in your lives right now and what they mean to you.

If you have experienced loss, and we all have, I send you hope that you are able to find peace in the memories that remain. Maybe we can go one step further and focus more on what is right in the world.

Here's to daily celebrations of everyone in your life,

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P.S. If you feel like sharing your story with me, respond to me via this newsletter.



More with Melio

[Melio](#) is sponsoring me to present a session at [Scaling New Heights!](#) Come see me if you are going to be there and learn more about AP as the doorway to advisory. I am really excited about their integrated AI tool (Agent Mel) that can help your clients make decisions about who to pay when.



Question of the month:

What amazing people in your life do you need to celebrate?

Mother's Day is coming up, that's a great opportunity to reach out. I found the perfect card for my Mom. On the front it just says, "You were right." and inside it says, "About pretty much everything." Isn't that the truth?



Upcoming Speaking Events

5/21: Live [Black Ore AI Tax Summit, New York City](#).

6/16: Live [Scaling New Heights, Orlando, FL](#)

7/28-30: Live [Women in Public Power Conference 2026 - Santa Rosa, CA](#)



Listen Up

It was a pleasure talking with [Laurika Steenekamp](#) of [Syft Analytics](#) and a true honor to be part of the [Beyond Insights Podcast](#).

Just Released - Check out the full episode here: [Death, Taxes, and Speaking the Client's Language](#)



Waffle House Grits

If you live in the South, you know there's a [Waffle House](#) on almost every corner of every street. But do you know the proper way to order grits at a Waffle House?

Well, you're welcome, because now you do: [Upgrade Your Waffle House Grits With This Ordering Hack](#)



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