

# ROBERT IRVINE

MAGAZINE  
OCTOBER 2017

*Nothing is Impossible*

FALL FOOD  
FEAST  
FLAVOR &  
COMFORT

LEWIS  
HOWES

THE NYTIMES  
BEST-SELLING AUTHOR  
WANTS YOU TO GET THE  
MOST OUT OF LIFE!

# ROBERT IRVINE MAGAZINE

Nothing is Impossible

## FOUNDER AND EDITOR-IN-CHIEF

Robert Irvine

## GENERAL MANAGER

Matt Tuthill

## CULINARY EDITORS

Shane Cash, Brian Goodman, Darryl Moiles

## CREATIVE CONSULTANT, COVER DESIGN

Sean Otto

## CONTRIBUTORS

Jay Cardiello, Amber Day, Mike Geremia, Leah Jantzen, Andy McDermott, SJ McShane, Nathan Mikeska, Heather Quinlan, Alden Ryno, Kenny Santucci, Michael Schutz, MD, Vanessa Tib

## PHOTO AND VIDEO CONTRIBUTORS

Jeremy Borash, Ryan Coyne

For advertising inquiries, contact Matt Tuthill, [matt@chefirvine.com](mailto:matt@chefirvine.com)

For general comments, contact him on Twitter, [@MCTuthill](https://twitter.com/MCTuthill)

*Robert Irvine Magazine is published digitally 10 times per year—monthly with double issues in the summer (July/August) and winter (January/February). Download it exclusively at [RobertIrvineMagazine.com](http://RobertIrvineMagazine.com). Read it on mobile devices through Apple News, Flipboard, and the Google Play Newsstand.*

*Copyright 2016 by Irvine Products, LLC. No part of this magazine may be reproduced in any manner whatsoever without written permission from the publisher except in the case of brief quotations embodied in critical articles and reviews. For information or written permission contact the publisher at [media@chefirvine.com](mailto:media@chefirvine.com).*

*The information herein is not intended to replace the services of trained health professionals. You are advised to consult with your healthcare professional with regard to matters relating to your health, and in particular regarding matters that may require diagnosis or medical attention.*

## BUSINESS and MARKETING

## CHIEF OPERATING OFFICER

Justin Leonard

## DIRECTOR, BRAND ENGAGEMENT

Joshua Lingenfelter

## PUBLIC RELATIONS

BRICKHOUSE PR

David Sabin

The cover photo appears courtesy of Josh Rossi. Robert's editor's portrait appears courtesy of Ian Spanier. Gear and product photos appear courtesy of their respective manufacturers. Subject photos appear courtesy of the respective subjects unless otherwise noted. All other photos herein appear courtesy of Shutterstock.com.

# INSIDE THE ISSUE

ROBERT IRVINE

MAGAZINE

OCTOBER 2017 /// Vol. 2, No. 8

## GETTING STARTED

### 4 ROBERT'S LETTER

Fall isn't the time to start taking it easy with fitness. Here are some great ways to enjoy the season while getting healthy.

### 6 GAIL'S CORNER

This month, Gail takes you through fall fun activities on the east end of Long Island.

### 8 AUTHOR SPOTLIGHT

Gordana Biernat's new book, #KnowTheTruth is a must-have for any dreamer.

### 10 IN THE GYM

Sara-Jane McShane delivers this month's pro tips and workout of the month on pyramid training.

### 13 IN THE KITCHEN

Robert's recipes for baked ziti and Greek salad, plus gadgets to spruce up your next get-together.

## FEATURES

### 16 LEWIS HOWES

The *NY Times* best-selling author and mega-popular podcaster wants you to get the most out of life. Here, he takes you through the basics of his latest book and shares advice for chasing down your dreams.



## GETTING INTO THE SPIRIT

Robert "Hulks out" during a Halloween-themed shoot with Rachel Ray. In this issue, we aim to get you in the spirit, too, with everything from fall-inspired recipes to fitness tips. Dig in!

### 21 FALL FEAST

The marketplace is flooded with pumpkin-flavored food items. We show you how to do it at home from cocktails to the main course to dessert.

### 26 BOARDROOM SPIRITS

We give you the inside scoop on the Lansdale, PA sustainable micro-distillery that is changing the game

with its innovative, all-natural offerings.

### 30 PARTING WORDS

Columnist Heather Quinlan says that as you enter the fourth quarter of 2017, take inspiration from the fourth quarter of Super Bowl LI (you're never out of it); plus words to live by from this month's cover guy, Lewis Howes.

# FALL FITNESS TIPS

You've come so far this year.  
Don't lay off the throttle now.

No one is immune to nature's instructions. With the onset of fall—and just the slightest bit of chill in the air—comes a natural desire for heavier food and drink and a little more rest. We aren't cavemen (or bears) so there's no need for us to fatten up for the winter, but our evolutionary commands can be hard to ignore. It is fall, and so the rich colors have come to signal rich food, as well.

You can satisfy these urges and stay active without adding a “winter coat”. Here are a few tips.

1) Eat with the season.

All root vegetables from carrots to turnips to radishes are in season, not to mention the ubiquitous pumpkin and squash. The density of these veggies makes them ideal for throwing into a crock pot with some chicken or a lean pork loin.

It's not even difficult to make delicious meal.

TRY THIS:

Brown some chicken thighs and put them in the slow cooker surrounded by potatoes, carrots, celery, parsnips and/or any other dense root veggies that you like. Add a cup of chicken stock, some poultry seasoning and rosemary and turn it on high for



Follow Robert on [Twitter](#), [Instagram](#), and [Facebook](#).

# ROBERT'S LETTER



Your fitness options don't dwindle with the cooler weather; they multiply. The crisp air makes it much more comfortable to get out and hike, bike, or run.

an hour, then turn it to low heat for another five hours. Add salt and pepper to taste and you've got some very healthy fall grub.

2) Make this healthy dessert.

Yes, you could enjoy the season with a pumpkin spice latte, but I can think of much better ways to consume 500 calories. Can't you?!

Here's a completely idiot-proof way to enjoy a sweet fall treat: **BAKE AN APPLE.** Just set your oven to 375 degrees, cut an apple or two in half, cut out the cores,

and dust with cinnamon. Thirty minutes later you've got a warm soft treat that's akin to apple pie filling without the added sugar and fat.

3) Enjoy the weather.

The chill in the air is not a good reason to slow down. Take it as a cue to speed up! Go hiking, mountain biking, or trail running and enjoy the outdoors while you still can. Look up state and county parks near you, put some trail mix in a pack and make a day of

it. You'll wind up burning more calories than you would in a regular gym session and jolt your creative juices while you're at it.

Yours in health,

A handwritten signature in black ink, appearing to read 'Robert Irvine'.

# EASTERN LONG ISLAND

The fun doesn't end once Long Island's beaches are closed. There's plenty of fall fun to be had. /// BY GAIL KIM-IRVINE



An aerial view of the PumpkinLand Corn Maze at Harbes Family Farm in Jamesport, NY. PHOTO CREDIT: LEONARD LoRUSSO

I love everything about fall – from the colors to the crisp air to the food. And what's best about fall is that no matter where you live in this country, there's usually a great fall festival somewhere nearby. Carving pumpkins and dressing up for a Halloween party is just as much fun in Los Angeles as it is New England.

But this month I wanted to draw your attention to Long Island's east end—an area synonymous with the Hamptons and Montauk, but those are the summer spots. (Robert

goes to Hamptons just about every summer for an appearance.) Long Island's east end features a ton of great fall festivals, as well as plenty of year-round attractions. If you happen to be out that way, or even in New York City, these spots are worth it for the day trip.

## FALL FUN:

### HARBES FAMILY FARM

From pumpkin picking to hayrides, Harbes has everything you're looking for in one seemingly endless

fall fest from September through Halloween—at all three of their locations: the farms in Jamesport and Mattituck, and the apple orchard in Riverhead. Grab an ear of roasted corn dipped in butter and see if you can find your way out of one of their elaborate corn mazes.

[HarbesFamilyFarm.com](http://HarbesFamilyFarm.com)

### DARKSIDE HAUNTED HOUSE

I don't think I'd want to go into this creepy old house on Rt. 25-A in Calverton under normal cir-

# GAIL'S CORNER



Above: a striped bass special at La Plage in Wading River. Top right: Setauket celebrates Culper Spy Ring Day. Bottom right: Long Island wine country; there are too many to pick from, so your best bet is to get on a tour bus.

cumstances; it's set on the edge of an empty field and looks ripped straight out of a horror movie. Add a sequence of sophisticated practical gags and some very committed actors and it's truly terrifying. Well worth the \$25 admission; don't bring any kids under 10.

[DarkSideProductions.com](http://DarkSideProductions.com)

## **TOURIST SPOT: CULPER SPY RING TOUR**

The Long Island town of Setauket was a hotbed of military intelligence during the Revolutionary War, and Setauket natives Abraham Woodhull, Anna Strong, Caleb Brewster, and Benjamin Tallmadge all played key roles. The recently-wrapped AMC series, *TURN*, highlighted the events that took place there. Group walking tours

that take you to all the sites of historical significance are scheduled about every two weekends, but you can call the Three Village Historical Society to set up a private tour.

[ThreeVillageHistoricalSociety.org](http://ThreeVillageHistoricalSociety.org)

## **FOOD: LA PLAGÉ**

This unassuming little French-American restaurant sitting a stone's throw from the Long Island Sound in Wading River has a menu that hasn't changed in years, and for good reason: if it ain't broke, don't fix it. From duck leg confit to marinated sword fish and strip steak, to pan seared branzino, you're going to be happy with whatever you order. The ambiance is something truly special. The *NY Times* didn't call La Plage "the

most romantic restaurant on Long Island" for nothing.

[LaPlageWadingRiver.com](http://LaPlageWadingRiver.com)

## **DRINK:**

Drive from Riverhead into Matituck and Cutchogue and you wouldn't be able to hit all the wineries in a day—and they all have something unique to offer. You can get a glass or a bottle and Martha Clara and dine in or bring your own picnic lunch and find a spot on the spacious grounds. Nearby Jason's Vineyard regularly features live music and the breathtaking Raphael estate does all its harvesting by hand. But honestly, there are too many to name here. Your best bet is to get on a tour bus and get a little taste of everything.

[LongIslandWineTours.com](http://LongIslandWineTours.com)

## AUTHOR SPOTLIGHT

# GORDANA BIERNAT

Gordana's new book brings you a little bit closer to the truth—and to your self.

*We interviewed author, social media sensation, and Oprah Super Soul 100 Teacher Gordana Biernat back in our May issue. (You can read that interview [HERE](#).) In attempting to categorize Gordana and her writings, one invariably stumbles and falls; so it goes when someone so boldly defies convention. For lack of a better term, you could call her a “new age” thinker and teacher, someone who shares boundless positivity and an empowering message through her social media channels. We teased the release of her new book #KnowTheTruth at the end of our May interview, and now that it's out, we're happy to say that it didn't disappoint. Read our review below, then turn the page for an excerpt that Gordana agreed to share with Robert Irvine Magazine readers.*

### **BOOK REVIEW: #KNOWTHETRUTH**

In #KnowTheTruth, Gordana Biernat writes with power and clarity and succeeds brilliantly where so many other self-help books come up short. She doesn't just preach a gospel of vague positivity; she provides clear instructions on how to interpret myriad negative experiences that are universal to us all. Moreover, she lays out the playbook for how to redirect the energy of those negative experiences into positive forces that you can use to get what you've always



Follow Gordana on [Twitter](#) and [Instagram](#). Buy #KnowTheTruth [HERE](#).

wanted.

One of the great empowering beliefs espoused in this book is the concept that whatever is standing in the way of your joy and ful-

fillment are obstacles inside your own head—and you put them there, or at least allowed them in. By accepting responsibility as the ultimate creator of your reality,

# AUTHOR SPOTLIGHT

you immediately gain the power to move down a new path. In #KnowTheTruth, you'll learn that all thoughts are creative forces, and Gordana will show you how to populate your mind with thoughts that produce joy.

Perhaps best of all, Gordana encourages daydreaming, especially when you find yourself in a situation you want to remove yourself from. In the West, we've been taught that daydreaming is wasteful and takes us away from productive tasks (in a capitalist society, of course this is so). In this wonderful collection of profound ideas, Gordana opens the door to a new realm where daydreaming is not only the opposite of what you've been taught, it's the key to everything you want.

And all of this still says nothing of the book's short-term therapeutic value; reading it has a calming effect better than any stiff drink you might reach for at the end of a long day. Though the writing is simple and direct, the concepts are deep enough to invite repeat readings. After you've finished, you'll find yourself pulling it off the shelf to open it up to a random page and stumbling upon the very thing you need to hear at that moment in time.

If you have any life in you, then you have a big dream. #KnowTheTruth can help make that dream a reality. Setting long-term goals and dreams aside, it can bring you peace in the here and now. We can't recommend it highly enough.

## #KNOWTHETRUTH BOOK EXCERPT:

*Editor's Note:  
#KnowTheTruth is divided into 231 "truth thoughts" that can be read in sequence or not. What follows is truth thought #61.*

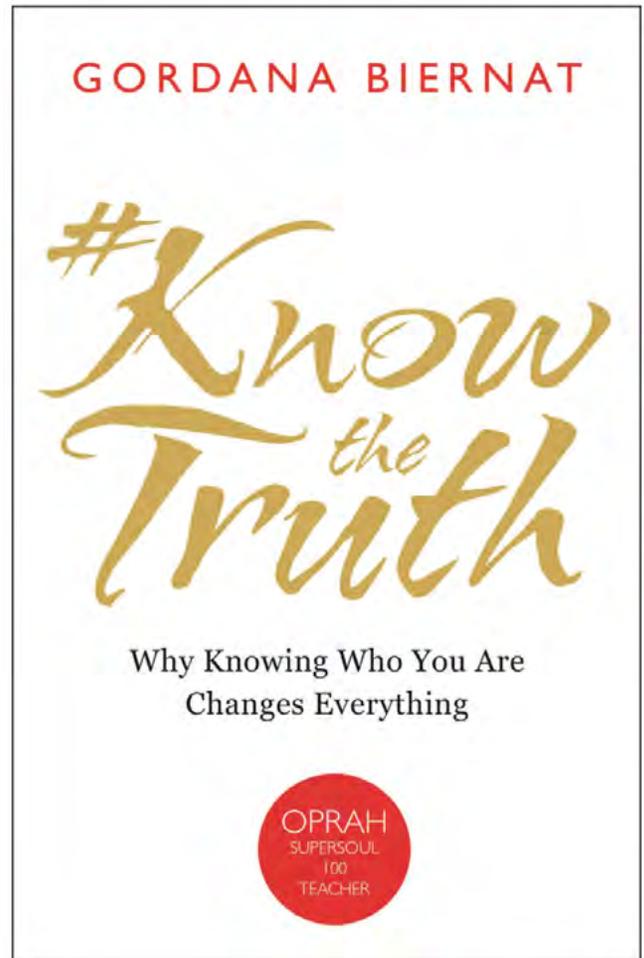
### THE FLOW OF ETERNAL TIME

Success is not a question of how much power or money you have acquired. It is a question of how satisfied you are with WHO YOU ARE.

Do you love your self? Do you love your life? Do you love what you do?

Because, you see, there is joy in abundance. Love is everywhere. Happiness is for free. When you do what you love, abundance always finds a way to find you. Love — in all its shapes, colours, and forms — has a magical ability to transcend time and space by opening a 'gate' that connects us to eternity.

Time seems to stop, or at least slow down, in the flow of love and joy. It flies by when we are absorbed in doing something we love, and in that moment we experience agelessness. When one hour feels like five minutes, you have aged five minutes while the



rest of the world has aged one hour.

Think about that.

People who love what they do and do what they love look healthy, emanate 'good vibes' and continue to inspire others, even at an old age.

Success, then, is more a question of how much 'time' you choose to spend in eternity by doing what you love. The meaning of success cannot be generalized, because it requires you to know who YOU are. When you choose to do what you love, you express your uniqueness and that, in the end, is why you are here now.

# PYRAMID SCHEME (THE GOOD KIND)

Whatever your training goal might be, tried-and-true pyramids can help you get there.

BY SARA-JANE McSHANE

If your current fitness routine needs a jolt and you've hit a plateau, you might want to give pyramid training a try. Whether you want to burn fat or build muscle size and strength, pyramids are an effective way to further that goal.

Pyramid workouts are simple and relatively short duration, but

intense; this makes them great for breaking through training plateaus when the effectiveness of your usual routine has diminished. The pyramid concept can be applied to any form of training; you can use your own bodyweight, incorporate dumbbells, train in a gym, or in the comfort of your own home. Pyramid training is a highly adaptable and effective training method that virtually anyone can use to improve their fitness level and mix up their routine.

So how exactly is pyramiding done? Simply put, pyramid training is performing one exercise or two, for a particular number of reps, say 10, and then

working your way down to 1, with the goal of fatiguing the target muscles. Pyramiding can be employed as an upward or downward sequence in weight or reps; so you can choose whether you want to count up or down and start hard or finish hard, making this method of training extremely adaptable to

anyone's fitness level. You can also choose to rest or keep going after each pyramid level, depending on whether you want more or less intensity.

So, if you're ready to take your training to the next level, turn the page to check out how to build your own pyramid workout.



Bodyweight squats are a great foundational move to incorporate into any workout; leg movements in general help elevate heart rate easily, and taking your legs through a full range of motion is especially important as you age. ///

Follow this article's author, Sara-Jane McShane on [Twitter](#), [Instagram](#), and [Facebook](#).

# IN THE GYM: WORKOUT OF THE MONTH

## BUILD YOUR OWN PYRAMID



During this workout, we will be descending only (starting with high reps and lowering as we go down) Take two exercise, let's use body-weight squats and pushups as an example for this pyramid, and 10 reps as a starting point:

### **BODYWEIGHT PYRAMID**

Squat 10 reps  
Pushup 9 reps  
Squat 8 reps  
Pushups 7 reps  
Squat 6 reps  
Pushups 5 reps  
Squat 4 reps  
Pushup 3 reps  
Squat 2 reps  
Pushup 1 rep

As stated above, you can pick any exercises you'd like, modify the reps, and set the rest length (if any) to your ability. This type of training can really push the pace and keep you motivated.

### **WEIGHTLIFTING PYRAMID**

In this pyramid, we pair opposing muscle groups for balanced strength and development.

Chest Press 10 reps  
Back Rows 9 reps  
Chest Press 8 reps  
Back Rows 7 reps  
Continue until you reach one rep.

Incorporate rest in between exercises if you need to. After doing one pyramid, rest for 60 seconds and do one more starting with the opposite exercise if you are really looking for a challenge!

Try the following pairings, as well:

### **BICEPS & TRICEPS**

EZ-bar Curls, Rope Pressdowns  
Hammer Curls, Triceps Kickbacks  
Barbell Curls, Skull Crushers

### **LEGS & SHOULDERS**

Barbell Squat, Military Press  
Walking Lunge, Upright Row  
Squat Jump, Lateral Raise

### **CHEST & BACK**

Incline Press, Lat Pressdown  
Cable Flye, Single-arm Rows  
Incline Press, Lat Pulldown

### **PYRAMID TRAINING TIPS**

- Pyramids can be used for fat-loss, overall conditioning, and strength gain.
- For an easier pyramid start with a higher number and finish with a lower number of reps.
- Pyramids can be done with any type of equipment or your own body weight.
- There is an unlimited number of exercises and combinations.
- Pyramids can be done in the comfort of your own home, outdoors, or in a gym.
- Pyramids break fitness plateaus by challenging your body in a way it isn't used to.
- Utilizing pyramids as an advanced training technique with no rest can provide an intense conditioning workout and burn fat fast with as little as 15 minutes 3x's a week.
- Warm up before attempting ANY pyramid training. A proper warm-up means breaking a sweat during a whole body movement.

# IN THE GYM: GEAR

# THIS JUST IN

Exciting new picks that will help keep you on track.

## SPARTAN RACE RUNNERS

Just how big has the Spartan Race/obstacle race phenomenon gotten? Big enough where companies like Reebok are now catering directly to enthusiasts. Well, enthusiast or not, these Spartan All Terrain SPT 2s are as versatile and balanced as any running shoe you'll find, with an unparalleled combination of lightness and ruggedness/durability. Crush obstacles, trail runs, weightlifting, or just life. (Women's model shown, Men's also available.) ▶



\$99.97, [reebok.com](http://reebok.com)

## YOSOO WEIGHT VEST

We've recommended various weight vests at Robert Irvine Magazine before, and for good reason: it's the easiest way to make any workout more intense and effective. This vest from Yosoo is adjustable up to 44 pounds and is more comfortable than some of the leading brands on the market. Strap it on and hike a few flights of stairs—or just go about your normal routine—for a great workout and sound posture training. ▶



\$27, [amazon.com](http://amazon.com)

## ROVE FOAM ROLLER

The benefits of self-myofascial release, or foam rolling, are many: it breaks up muscle knots, improves blood flow and mobility, and primes your body for exercise and recovery. But there's a reason not too many people travel with a roller: space. The patented Rove foam roller fixes that; it folds into a flat design when not in use for easy storage anywhere. ▼



\$89, Pre-order at [rovegoods.com](http://rovegoods.com)



# IN THE KITCHEN: RECIPE



## BAKED ZITI

No frills and no fuss. Just delicious, piping hot pasta.

**Serves 6**

### YOU'LL NEED

1 tbsp canola oil  
1 large white onion, diced  
2 cloves garlic, lightly crushed with the side of a knife blade, and minced  
1 (29 to 32-ounce) can crushed red tomatoes in puree  
2 tbsp chopped fresh parsley leaves  
2 tbsp chopped fresh basil, plus about 6 small sprigs for garnish  
1 tbsp dried Italian seasoning  
Salt

1 pound dried ziti pasta  
1 cup (about 6 ounces) shredded mozzarella  
1 cup (about 6 ounces) shredded Parmesan

### MAKE IT

1) Heat canola oil in a saute pan over medium heat and add onion and garlic. Saute until the onions become translucent. Add tomatoes, parsley, basil, and Italian seasoning. Cover and let simmer about 25 minutes.  
2) Preheat oven to 325 degrees F.

Bring a pot of water to boiling for the pasta. Add salt and pasta and boil until pasta is al dente - about 10 minutes.  
3) Drain pasta well stir into pot of sauce. Transfer to a baking dish and top with cheeses. Bake until cheese is melted.

### THE MACROS

CALORIES: 491  
PROTEIN: 22 g  
FAT: 12 g  
CARBS: 73 g

## GREEK SALAD

How to perfect the classic crowd-pleaser.

**Serves 4**

### YOU'LL NEED

2 tbsp balsamic vinegar  
1 large clove garlic, quartered  
¼ tsp crushed red pepper flakes  
½ tsp salt  
⅛ tsp black pepper  
½ cup olive oil

### Salad:

6 cups mixed mesclun greens, soaked in salt water to remove grit, dried in a salad spinner and torn

into bite-sized pieces  
1 cup kalamata olives, pitted  
2 English cucumbers, peeled and sliced into 1/4-inch disks  
1 cup cubed feta cheese

### MAKE IT

1) Add the vinegar to a blender, replace the lid, turn it on, and through the feed tube add, 1 at a time, the garlic, crushed red pepper, salt, and black pepper. Leaving the blender running, add the olive oil in a slow thin stream. Set aside

until needed.

2) Toss the greens, olives and cucumbers together with enough dressing to coat. Fold in the feta cheese. Serve additional dressing on the side.

### THE MACROS

CALORIES: 356

PROTEIN: 7 g

FAT: 33 g

CARBS: 9 g



## A SHOT OF CLASS

Drinks with friends just got a little swanky.



### WOODEN BEER CADDY

Ever rummage through your fridge to bring a mixed six pack over to a friend's house? Now you can do it in serious style with wooden beer caddy with a built in metal handle and bottle opener. Hand-crafted from reclaimed redwood beams, each one is unique, kind of like that mixed six pack.

\$45, [uncommongoods.com](http://uncommongoods.com)

### HIMALAYAN SALT SHOT GLASSES

If you like tequila like Robert does, you'll love that the salt rim on these shot glasses is permanently built in. That's because each one is carved from a block of quality pink Himalayan salt. Reusable and easy to clean (salt is naturally anti-microbial) these are sure to impress at your next gathering.

\$28 and up,  
[uncommongoods.com](http://uncommongoods.com)



### WINE BARREL ACCESSORY SET

You could dump all your bottle openers, wine keys, and wine stoppers in a drawer, or you could store them in this nifty, personalized wine barrel. This beautiful display piece for your kitchen counter or bar area also comes with a pour spout and foil cutter.

\$40, [sharperimage.com](http://sharperimage.com)



# LEWIS HOWES

## THE ROBERT IRVINE MAGAZINE INTERVIEW



Injuries ended his dreams of pro football stardom, but Lewis Howes found a new path to greatness, developing a multi-million dollar online media company and becoming a NY Times best-selling author. Here, he shares powerful advice for banishing excuses forever and creating the life you've always wanted.

INTERVIEW BY MATT TUTHILL & HEATHER QUINLAN

# LEWIS HOWES



Lewis Howes went from being dead broke and sleeping on his sister's couch to a major social media influencer running a multi-million dollar business. He hosts an iTunes Top 100 podcast, "School of Greatness" which you can listen to for free by clicking [HERE](#).

**ROBERT IRVINE MAGAZINE:** Your first book, *School of Greatness*, is universally loved by men and women. Your new book is targeted directly at men. What was it specifically about the state of manhood today that made you want to write *The Mask of Masculinity*?

LEWIS HOWES: This book is driven by my own life and experiences of struggling to understand what masculinity truly means. I was raised in a traditional Midwestern home, played sports my whole life, achieved business success and yet still found myself struggling to han-

dle my emotions and relationships as an adult. I started researching this topic to help myself – and any other men in the same situation.

**RI:** We see negative stories every day about the state of manhood: more and more young men are spending untold hours playing video games instead of being creative and productive; pornography has replaced relationships for many. An old professor of mine once called this tandem “make-believe” or “virtual manhood”. Do you see the proliferation of these mediums as a major

**threat to manhood? Does your book address the issue?**

LH: After doing all the research and interviewing countless men and women about their observations about masculinity today, I identified nine “masks” that men wear to protect themselves emotionally. Each of these masks acts as a “virtual” way to experience life as a man while still protecting his heart and true identity. For example, one of these is the Joker Mask – men who turn everything into a joke to protect themselves from intimacy or responsibility. The cost is that their relationships

# LEWIS HOWES

are shallow, people don't take them seriously, and they are ultimately very lonely. The book addresses how to take off each of these masks so that true connection and love can come back into a man's life.

**RI: What can women get out of your new book?**

LH: I am really excited for women to read this book because the stories that men share in it (myself included) are very real and raw. My hope is that it will be an eye-opener to women so that they can better understand where the men in their lives are coming from. I also include a section in each chapter to suggest how women can support the men in their lives in taking off their masks.

**RI: You said you envisioned dancing with Ellen on her show. I'm very interested in that because what kind of plan can you make for a goal that doesn't really have a clear plan? You talk about emulating others who have done what you want to do. But becoming a guest on Ellen and dancing with her – is there a roadmap for that? Do you need one?**

LH: The power of visualization is something that I strongly believe in and it does have a spiritual side to it. I started visualizing athletic goals I wanted to achieve as a student and experienced achieving those exact



Howes said he visualizes every goal in specific detail. For instance, he knew that once his podcast and books became popular, he would be a guest on Ellen and that he would dance with the host, a goal he realized. You can see his appearances on Ellen by clicking [HERE](#) and [HERE](#).

goals in sports I played. I've learned visualization isn't so much about planning out what is going to happen but about cultivating a belief in myself that I am capable of making it happen.

**RI: What are your personal goals for the future? You've mastered salsa dancing. What's next on your list?**

LH: I want to impact 100 million people to create a life and business around doing what they love. All my projects and products are contributing to that goal. I also want to become the number one daytime TV talk show host – with the same end goal in mind.

**RI: What is your next major career goal?**

LH: I've got several projects in the works, but that vision is still guiding me to create a massive self-de-

velopment brand that will reach far beyond what the School of Greatness is right now.

**RI: Do you believe there is a symbiotic relationship between personal goals and professional ones? To use you as an example, did mastering salsa dancing embolden you to attack bigger professional goals?**

LH: There absolutely is. Every good habit I have in business comes from my sports training. I have gotten myself to do a ton of things that scared me in business (like public speaking) because I started the habit of pushing myself early on. Even as a teenager, I made myself talk to every pretty girl I saw just to develop the habit of gaining confidence.

**RI: You're open that you were sexually abused as a child. For many victims, this can be a defin-**

# LEWIS HOWES



ing moment of their lives, and understandably so. But you refused to let it define you, using athletics as an outlet. (MLB pitcher RA Dickey is another notable example of this phenomenon. Louise Hay is an amazing example within the self-help community.) How did you avoid the trap of adopting a victim mentality? Do you believe you had an innate drive to succeed regardless of the childhood tragedies that surrounded you? Or did you use tragedy as fuel?

LH: Honestly, being sexually abused DID hold me back for a long time emotionally. I was able to create physical results using my anger from being abused as fuel,

but I was empty inside after every major achievement. It wasn't until I faced the source of my anger that I really started to heal and achieve the kinds of fulfilling results that drive me now.

**RI: When your athletics career ended, you say that you lost your identity. I've been jobless for a time, and I think especially for a man, it's humiliating. With every moment that goes by and you're unemployed, you lose more of your sense of self-worth. Reversing negative momentum – in your career and in fitness – is a tremendous amount of work. As you started to climb out and**

**use LinkedIn, did you set “mini” daily goals for yourself? Or was it more of an organic kind of poking around and that just snowballed?**

LH: I'm one of those all-or-nothing guys, so when I started getting into LinkedIn, I went all in. I spent at least 8 hours a day on it, learning everything I could, making connections, and adding value. I didn't have anything else to do, so I hyper-focused on it. I didn't have a plan, but I saw potential.

**RI: If you lost everything today (say an unforeseen catastrophe wiped out your business) what would you do? Better yet, what**

# LEWIS HOWES

advice would you go back and give yourself on your sister's couch? It's inconceivable that today's version of Lewis Howes would spend a lot of time wondering what to do – you'd probably jump right up and act on something new.

LH: I'd do what I'm doing now, but I'd know how to start it better. Relationships are everything, so I'd leverage my relationships immediately and add massive value to everyone around me. That's what opens doors. I'd tell my on-the-couch self to be kind to myself and believe that I had value to give.

**RI: Is there one - or several - unifying characteristics of the people you've had on The School of Greatness? Because it's not just success – there's an incredibly positive vibe that emanates**

**from each person you interview. Do you look for a combination of success and positivity before having someone on the show?**

LH: I am much more interested in the character someone has built than the results they've created in their lives. I always look for people with great energy, who are service-minded, and who have created extraordinary results. I've learned it's important to invite people on the show who are willing to be vulnerable as well. That's when the best stories come up.

**RI: Do you have a single-favorite guest on the show? From the outside I might guess that it's Tony Robbins; you two share a real kinship.**

LH: Tony is amazing. He's a big role model of mine. I also really love Rob Dyrdek and Sara Blakely.

**RI: Name three guests you'd love to have on the show but haven't yet and why.**

LH: The Rock; I'm working on it from several angles. Jim Carey; still working on getting the right connection. Jerry Seinfeld; still working on getting the right connection.

**RI: Parting thoughts: Any advice for the readers who are stuck and can't lose weight. It's the number one issue people ask us about.**

LH: Check out this [EPISODE](#). I did with Chris & Heidi Powell, the fitness trainers from Extreme Weight Loss. They have incredible energy and insight into what actually makes the difference when losing weight. It's all about the promises you make and keep to yourself.



Click the titles to buy Lewis Howes' books, [The School of Greatness](#), and [Mask of Masculinity](#). Follow him on [Twitter](#) and [Instagram](#).

PHOTO CREDITS:  
COVER: Josh Rossi;  
Pg. 16: Spencer Combs; Pg. 17: Nick Onken; Pg. 19: Blake Eiermann; at left: Nick Onken



# FALL FEAST

Enjoy the rich, comforting tastes of fall with this knockout three-course meal and cocktail combo.

# BOURBON PUMPKIN CIDER

## SERVES 2

6 oz bourbon  
1 cup apple cider  
1 oz lemon juice  
½ oz maple syrup  
1 tsp grated nutmeg  
1 luxardo cherries

## MAKE IT

- 1) Fill cocktail shaker and a rocks glass with ice, bourbon, apple cider, lemon juice, and maple syrup.
- 2) Cap the shaker with the glass and shake vigorously.
- 3) Strain into the glass and garnish with grated nutmeg and 1 cherry.

## THE MACROS

CALORIES: 299

PROTEIN: 0 g

FAT: 0 g

CARBS: 23 g





## BUTTERNUT SQUASH SOUP

### SERVES 8

#### YOU'LL NEED

3 pounds butter nut squash, peeled and medium dice  
1 stick butter  
2 white onions medium diced  
1 cinnamon stick  
2 tbsp yellow curry  
3 tbsp coconut milk  
6 cups chicken stock  
3 tbsp toasted pumpkin seeds

#### MAKE IT

1) In a large 4-quart stock pot add butter and allow butter to brown, and onions, allow onions to cook over medium heat until onions are translucent and cook through.  
2) Add butternut squash and curry powder, allow to cook for approximately 5 minutes, making sure not to burn.  
3) Add chicken stock and coconut milk. Allow to cook for approximately 1 hour; season with salt and pepper, stirring occasionally.

4) Puree in a blender until soup is smooth.

5) Garnish with pumpkin seeds. Serve with a piece of warm bread if desired.

#### THE MACROS

CALORIES: 299  
PROTEIN: 8 g  
FAT: 19 g  
CARBS: 30 g

# SPICED SHORT RIB

Serves 4

## YOU'LL NEED

2 lbs beef short rib

## Cure

1 tbsp grated nutmeg

1 tsp cinnamon

1 tbsp kosher salt

1 tsp black pepper

## Braising Liquid

2 carrots

1 onion

2 stalks celery

1 quart red wine

2 qts beef stock, (chicken stock a suitable substitute)

## Sachet

4 bay leaves

4 sprigs thyme

2 sprigs rosemary

1 tbsp peppercorns

1 tsp allspice

## MAKE IT

1) Combine all the ingredients for the cure and cure the ribs thoroughly. Allow the ribs to cure under refrigeration for around 12 hours. If you don't have 12 hours, a 4 to 6 hour cure is also ok.

2) Remove the ribs from the cooler and sear in a roasting pan over medium high heat on the stove. Be sure to sear the ribs on all sides and get a fair amount of color.

3) While the ribs are cooking, large dice the carrots, onions, and celery.

4) Once all of the ribs have been

seared turn the heat down to medium and add the carrots, celery, and onions (mire poixe). Cook the mire poix until it has softened and has taken on some color. This should take about 20-25 minutes.

5) With the vegetables still in the pan, add the red wine and deglaze. Turn the heat up to high and be sure to remove any fond stuck to the bottom of the pan.

6) Once the wine has almost completely reduced, add the beef stock. Add the beef ribs back to the pan, cover completely with water, and add your sachet. If the ribs do not fit in the roaster completely covered with braising liquid, place into two smaller vessels.

7) Bring the roasting pan back to a simmer and cover with parchment first and then tin foil.

8) Place in the oven to braise for 5 hours at 250 degrees. Check to make sure the ribs are done before removing from the oven. If necessary, continue to cook checking periodically until the meat begins to fall off the bone.

## THE MACROS

CALORIES: 569

PROTEIN: 45 g

FAT: 24 g

CARBS: 11 g



# FALL FEAST



## PUMPKIN BREAD PUDDING

Serves 12

### YOU'LL NEED

4 cloves  
1 cinnamon stick  
Zest of ¼ orange  
1 tsp ginger powder  
1 tsp grated nutmeg  
2 ½ cups heavy cream  
2 ½ cups half and half  
4 large eggs  
4 egg yolks  
½ cup granulated sugar  
½ cup dark brown sugar  
1 whole pullman loaf brioche 12 inch loaf (cut into 1 inch cubes)  
½ cup dried cherries  
½ cup currants  
2 oz bourbon

### MAKE IT

1) In a small sauce pot add heavy cream, half and half, 4 cloves, cinnamon sticks, orange zest, and ginger powder. Bring to a simmer. Allow ingredients to steep for approximately 1 hour, then strain  
2) In a mixing bowl, add egg yolks, eggs, granulated sugar, dark brown sugar, using a whisk mix together  
3) Add the infused cream mixture and egg and sugar mixture together  
4) Add cubed pullman loaf to cream and egg mixture. Allow the bread to soak up the batter.  
4) In a 10 inch greased cast iron style pan, bake in a 350 degree oven for about 45 minutes.

### THE MACROS

CALORIES: 465  
PROTEIN: 9 g  
FAT: 28 g  
CARBS: 45 g

## PRODUCT SPOTLIGHT

# BOARDROOM SPIRITS

A Lansdale, PA distillery is turning out high-quality hooch at a price point aimed at the everyman. Their product line is a mix of the familiar and never-before-seen.



For all the constant innovation that's been taking place over the past decade-plus in the world of craft brewing, liquor hasn't enjoyed quite the same kind of renaissance. It's almost impossible to keep track of all of America's new breweries and their wildly

different seasonal offerings. Drive from state to state, or even county to county, and the contents of the local beer distributors will be wildly different. Meanwhile, it's relatively easy to predict what you'll find inside of any liquor store in the United States.

It's partly a function of how, at least when it comes to liquor, many of us are creatures of habit. We like what we like, and we know, after years of tasting and palate refining, what has a bad aftertaste, what might give us a hangover, what mixes well, and

# PRODUCT SPOTLIGHT

what tastes best straight up. For all but the most ardent connoisseurs who want to try everything that's out there, it's hard to get most people to deviate from their usual. And besides, "whiskey and Coke" doesn't quite have the same ring to it as "Jack and Coke"—even if you're not necessarily a big fan of Jack Daniel's.

This fact has made opening a new spirit distillery in the United States a somewhat riskier affair than opening a new brewery. But those brave enough to do so also tend to be brave enough to try brand new things within the marketplace.

That's where the story of Boardroom Spirits begins.

When three management consultants decided to ditch the corporate life and follow their passions, Boardroom Spirits was the result. Owners Vlad Mamedov, and his younger brother Marat and Marat's wife Zsuzsa Palotas, took their love of recipes made with raw, all-natural ingredients, and combined that with their business backgrounds and strong affinity for quality control. The result is an incomparably high-quality product at an affordable price. (Robert was so impressed with Boardroom Spirits and the team in charge he recently invested in the company.)



Top, owner Marat Mamedov gets behind the bar to make some drinks. Bottom, Boardroom Spirits' unique Beet and Carrot spirits.

# PRODUCT SPOTLIGHT



A view from inside Boardroom Spirits' sustainable micro-distillery in Lansdale, PA.

Boardroom vodka, gin, and rum began turning heads soon after the company's sustainable micro-distillery opened its doors in early 2016. They're the favorites of purists and mixologists alike, with both camps appreciating the clean taste that results from Boardroom's pure and simple distilling process.

But as a new player in a vast marketplace, Boardroom was never going to be content by just playing it straight. That's why their lineup also includes three flavored vodkas: Fresh Ginger, Fresh Cranberry, and Fresh Citrus, as well as Triple Sec. Concentrates, juices, and artificial flavors are totally forbidden in

the Boardroom distilling process; that means that each of these liquors draws its bold and complex flavors from raw ingredients added by the master distiller.

And we haven't even gotten to the really interesting stuff yet.

Boardroom Beet Spirit and Carrot Spirit are two liquors distilled from—you guessed it—their root vegetable namesakes. Distillers hand select and clean the carrots and beets that are then fermented. It might sound like a parlor trick from a backyard moonshiner, but the result is shockingly sophisticated. Carrot Spirit is clear and colorless, with a fragrant nose, a soft, bittersweet

fruity palate, and a persistent, but pleasant carrot flavor finish. Beet Spirit is likewise colorless, with a bold nose, sweet palate, and peppery finish.

Whiskey, aged brandy, and aged rum are currently being developed and will appear on store shelves soon.

Click [HERE](#) to learn more about Boardroom Spirits. Click [HERE](#) to purchase online at Ezra's, where all bottles are priced between \$20 and \$30. And the next time you're at Robert Irvine's Public House, ask for a taste, or have your bartender make your favorite cocktail using Boardroom Spirits.

**COMFORT FOOD**  
**COMFORT EVERYTHING**



**ROBERT  IRVINE'S**

COMFORT FOOD WITH A CELEBRITY TWIST ARRIVING 7.27.17 AT *Tropicana*  
LAS VEGAS

# KEEP IT SIMPLE



## A LIFE LESSON FROM FOOTBALL

Fan or not, there's a lot we can take away from Super Bowl LI. /// BY HEATHER QUINLAN

Do you remember setting your 2017 New Years Resolutions? I know that at this point in the year, it probably seems like ages ago. How did you do? Have you been crushing it all year? Did you abandon them a few weeks after you made them? Are you somewhere in between? Whatever the case might be, you can look back to the beginning of this year—specifically Super Bowl 51—for a valuable lesson.

Midway through the third quarter, the Falcons led the Patriots by a seemingly insurmountable margin, 28-3. If the Patriots were to come back, it would mark the biggest comeback victory in Super Bowl history. Well, one score led into the next and the rest is, well, history.

Because October marks the beginning of the final quarter of the year,

it's a perfect time to check in and see how close you've come to reaching your goals. If it looks like a clear path for the win, then now is not the time to take your foot off the gas (like the Falcons). Just stay consistent and continue to do what got you here and you'll come out on top. But if you've gone off the rails and it feels like you've got a mountain to climb, then it's time to regroup, not think about your setbacks. Had the Patriots looked at the scoreboard and thought the deficit was too steep, then they'd have never have found a way back.

There are other lessons to take from that game, whatever setbacks you might encounter—the end of a relationship, loss of a job, weight gain—you can come back if you stay focused and keep pushing. To quote

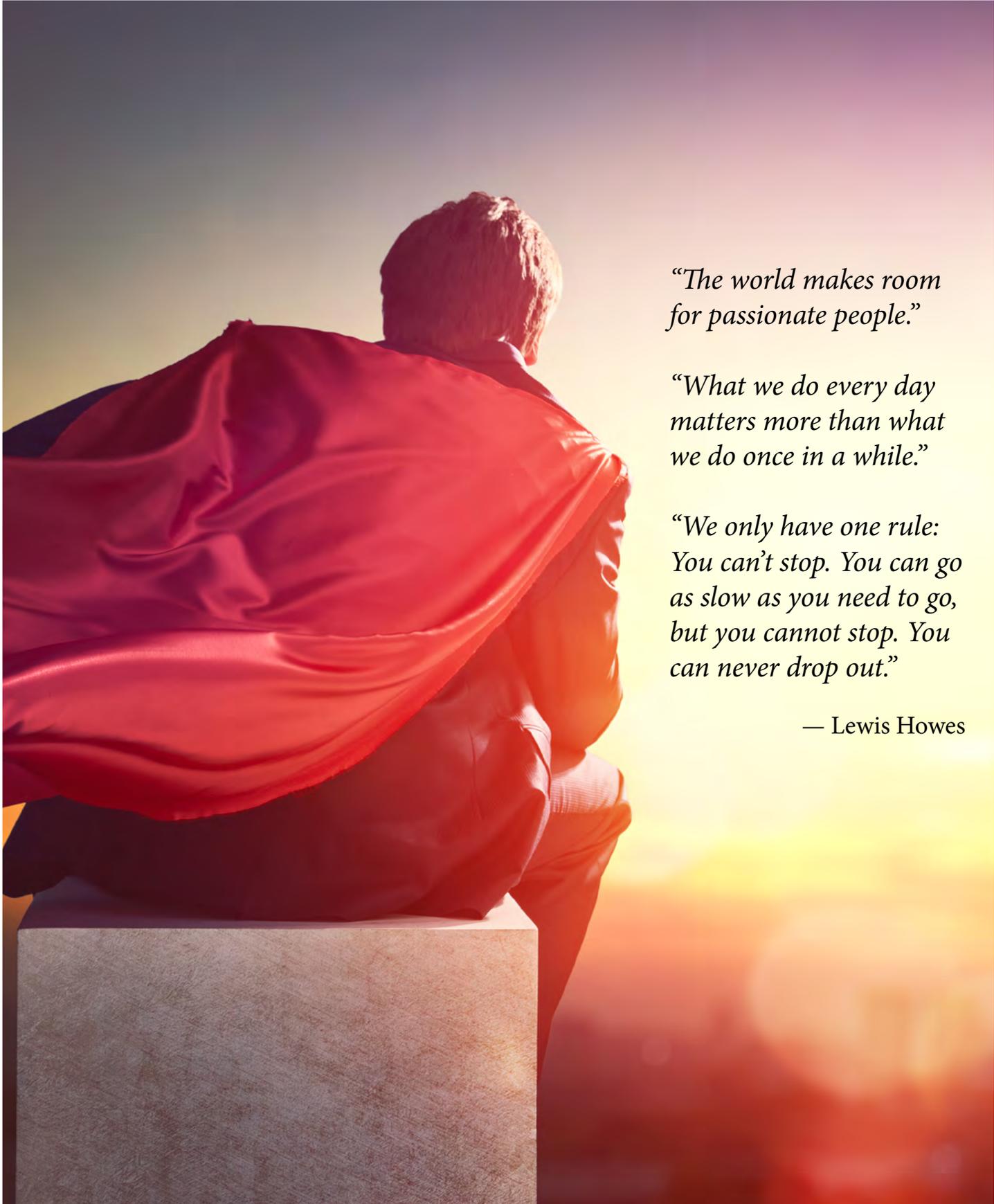
the man the NFL's championship trophy is named after, Vince Lombardi: "Obstacles are what you see when you take your eyes off the goal."

You know what you set out to do for 2017. The game is not over. The fourth quarter is your chance to execute. Look at your plan. What's stopped you or tripped you up? Conversely, what are the positive steps you have taken in eight months? Never underestimate those little steps because they add up to giant victories.

Don't give up. Whether you've got a comfortable lead or are facing a major deficit, be consistent and believe in yourself, and victory is always within reach.

Follow Heather Quinlan on [Twitter](#) and [Facebook](#).

# WORDS TO LIVE BY



*“The world makes room  
for passionate people.”*

*“What we do every day  
matters more than what  
we do once in a while.”*

*“We only have one rule:  
You can’t stop. You can go  
as slow as you need to go,  
but you cannot stop. You  
can never drop out.”*

— Lewis Howes