

ROBERT IRVINE

MAGAZINE

APRIL 2018

Nothing is impossible

GUY FIERI

USING
CELEBRITY
TO MAKE A
DIFFERENCE

ALL NEW

CLEAN RECIPES

YOUR FAMILY WON'T BELIEVE



ROBERT IRVINE MAGAZINE

Nothing is Impossible

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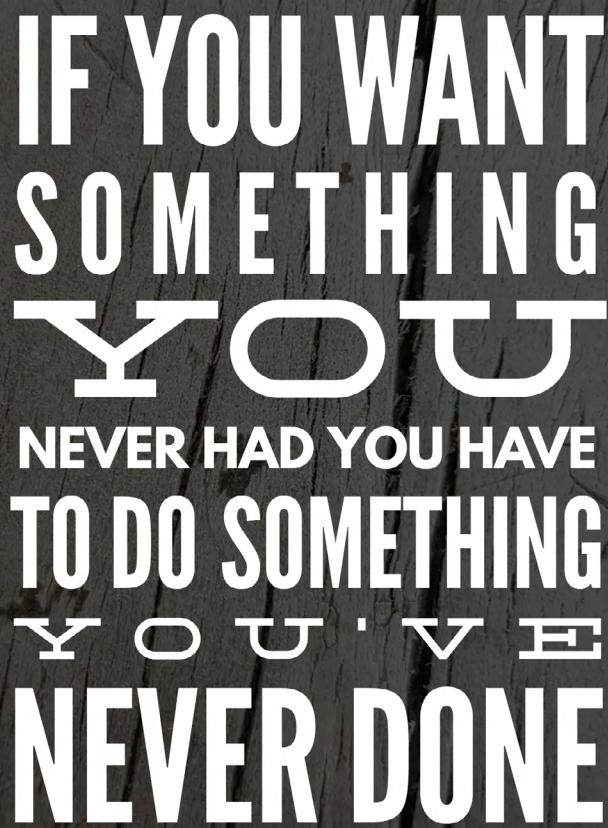
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ROBERT'S LETTER

THE FLAVOR OF LIFE

We can all learn something from the way Guy Fieri lives.

Welcome to the new edition of Robert Irvine Magazine. I hope you're ready for a trip to Flavortown because the Mayor of Flavortown himself, Guy Fieri, joins us for a long overdue cover story. Our one-on-one interview looks back on his incredible career and reveals what he really thinks about the pop-culture phenomenon that surrounds his personality. The man is so popular he has his own convention (Fieri-Con) for crying out loud!

I want you to read this interview and share it with your friends. Because, as is often the case with a lot of the folks we know from TV, it's easy to think we have them pegged and that we fully understand what they're all about and what they stand for. In Guy's case, this is especially true because he's on TV so much that people get numb to his ubiquitous presence. They see the shock of blonde hair and the shades on the back of his head and say, "Oh yeah, the diner guy."

But he is so much more than the diner guy. Guy loves his work, no doubt. Over the past 11 years, he has filmed an astonishing 260 episodes of *Diners, Drive-ins, and Dives*. He typi-



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

ROBERT'S LETTER



Robert on set for a recent episode of Guy's Grocery Games. Robert and Guy go way back; Guy was Robert's best man when he married Gail in 2012. See a photo gallery of the event [HERE](#).

cally profiles three restaurants in each episode, and well, you don't need me to do the math. You've now got a very good sense of the incredible reach the program has had. But what he does is so much more than get behind the scenes at local hot spots to see cooks work their magic. He has turned hundreds of restaurants into destination dining for his legion of fans, bringing an incalculable amount of business to the places he visits.

In our interview, you'll see that what really drives him is his desire to spread the love and bring happiness wherever he goes. This is, of course, the Guy Fieri I've always known. We originally hit it

off over a love of food that unites us all. Guy and I don't cook for critics and foodies; we cook for the people. Give either of us the option and we'd both wind up laughing over a plate of wings in a pub rather than sitting for some seven-course meal at a world renown four-star. But where Guy and I really bonded was over our shared belief that to whom much is given, much is required. We both believe in philanthropy and using our time and money to give back to our communities and our world as much as we can.

This is the Guy Fieri I want you to know. The Guy Fieri who isn't just excited to find a new hidden gem greasy spoon, but the one

whose love for his fellow man gets him out of bed in the morning. The man who isn't just an industry colleague, but a very dear friend of mine. It's why I made him my best man when Gail and I married in 2012, and it's why I'm so excited to share his story with you.

Enjoy the issue.

Yours in health,

THE HIDDEN KILLER

What you need to know about a tiny compound that might be increasing your risk for a heart attack.

Of the many factors that can contribute to coronary artery disease, there are ones you've heard of, like hypertension, diabetes, and high serum cholesterol. Then there are factors you probably haven't heard of, like high levels of trimethylamine oxide, or TMAO.

Here's what you need to know: red meat, high fat dairy products, AND egg yolks are high in dietary choline. These foods—and some sports supplements—are also the most popular sources of carnitine. Once these foods are eaten, certain bacteria in your gut break choline and carnitine down to trimethylamine or TMA. TMA is then converted to TMAO in the liver.

TMAO accumulation can be a result of the aforementioned dietary factors, as well as a reaction to stress, and it can cause a number of adverse reactions in the body and is an independent predictor of cardiovascular disease. Higher levels of obesity and insulin resistance are associated with higher TMAO levels. Kidney disease can impair the excretion of TMAO and raise the plasma levels of TMAO.

TMAO can alter cholesterol metabolism, weakening it, and increase the risk of arterial plaques. It can make platelets more adhesive and make us more prone to blood clots. This can



An artery blocked by atherosclerosis.

contribute to strokes, heart attacks and peripheral vascular disease. TMAO can cause and worsen chronic kidney disease leading to the need for dialysis.

There are some things we can do to reduce some of the effects of TMAO. Aspirin can help reverse the platelet aggregation effects. Resveratrol in grape juice and red wine can help cholesterol metabolism and protect against some of the vascular effects. Probiotics can help change the bowel flora and reduce the bacteria that produce TMA. Antibiotics have been used to change the bacteria in the gut but can have side effects.

Dietary changes can also affect the

production of TMAO. Reducing red meat and high fat dairy consumption while increasing vegetable consumption can reduce TMAO. Avoiding carnitine supplements can also reduce TMAO.

TMAO appears to have adverse effects on many systems in the human body. Current ongoing research will eventually give us a better, more complete picture. In the meantime, if you have concerns about it or have a family history of heart disease, you should contact your physician.

Dr. Michael Schutz is a urologist practicing at the Jersey Urology Group in Somers Point, NJ.

THIS IS GONNA HURT

It's time to be honest: pain-free training is a fallacy.

Focus on form to avoid injuries is such a well-worn piece of advice it's practically cliché at this point. It's as true now as it has ever been, but it is not a guarantee of safety while weight training. Not only is it foolish to think any strategy could guarantee your safety—in any endeavor—but if you pursue weight training for any kind of serious goal, be it strength or physique, you are all but guaranteed injury at some point along the way.

This doesn't mean you don't take precautions. In fact, you should still live by the old "focus on form" maxim. Just know that it is a strategy to mitigate risk, not eliminate it.

Try this: walk around your gym and find the people who look the most impressive or can perform the most impressive feats of strength. When they have a minute in between sets ask them if they ever suffered any training-related injuries. (You might compliment them first.) Nine out of 10 times, that person will tell you about the time they slipped a disc while deadlifting too heavy, developed plantar fasciitis from running too much or too far, threw up in a garbage can during a squat session, had to be taken to an emergency room for dehydration, separated their shoulder by bench-pressing too heavy, or generally over-trained to the point where they weakened their immune system and got the flu.



Did these folks push it too far? They sure did. But there's no universal line anyone can point to and say, "Here's how much is too much." Each of us as individuals must find where our own lines are, and sometimes that means you get a little banged up in the process.

Anything at all worth attaining comes with inherent associated risks that can never be eliminated. That's as true for love as it is for wealth. It's true for strength and fitness, too. There isn't a novice out there reading this who should be scared of this; the editors of this magazine simply want to be honest about this fact, especially for beginners. Too often the marketing terms aimed at beginners focus on the ease of implementing a new exercise program. The focus stays on the program's simplicity or the

relatively short amount of time it takes to complete a workout. We live in the real world, too. We know that short, effective, and simple workouts rule the day for busy people, and that's why almost exclusively feature circuit training in this magazine. With that said, everyone would do well to remember that when you bother to get serious about your training, injuries will—eventually—follow. Sometimes it would be nice if the doctor, before plunging the needle into your arm would say, "Actually, this is gonna hurt."

It doesn't mean you're doing it wrong. In fact, it often means you're doing it right. When it happens, use some time off to take care of yourself, figure out why it happened and how not to have it happen again.

Then buck up and keep going.

IN THE GYM: WORKOUT OF THE MONTH

BACK TO BASICS

No frills. No gimmicks. Just a pulse-pounding arrangement of exercises that will kickstart fat burning.



DIRECTIONS: Perform the following workout as a circuit, not resting between exercises and only resting for 90 seconds between rounds. Do four rounds total.

EXERCISE	REPS
Bodyweight Squat	10
Pushup	10
Walking Lunge	20
Pullups or Lat Pulldown	10
Sled Sprint or Weighted Run	50 yards
Reverse Curl	15
Skull Crusher	15
Lateral Raise	15
Plank	60 seconds

EXERCISE DESCRIPTIONS

Bodyweight Squat: Stand with your feet slightly wider than shoulder-width apart and both hands in front of you or behind your head. Squat low to the ground, making sure your thighs get at least parallel to the floor. Engage your glutes as you stand back up.

Pushup: Get into a pushup position with your hands shoulder-width apart on the floor. Keep your back flat as you lower your body to the floor, then push back

up to the start. If a straight pushup is too difficult, modify it by putting your knees on the floor. In either variation, keep your back flat throughout the move.

Walking Lunge: Hold a pair of dumbbells in your hands (or to use bodyweight, just place your hands on your hips) and step forward with one foot, taking a long stride, then slowly drop your back knee to the floor. Stand back up while taking another step forward, driving through the heel of the forward foot. Continue for an equal number of reps on each leg.

IN THE GYM: WORKOUT OF THE MONTH



Don't feel constrained by the 60 seconds mentioned in the workout; if you're training with people who are in better shape than you, let them push you and try to keep up. Try for 90 seconds or two minutes, or try "rolling" planks, where you plank on each side for a set amount of time, then do a straight-on plank (pictured) without resting in between.

Lat Pulldown: (Pictured on previous page) Sit facing the weight stack at a lat pulldown station, with your knees secured comfortably underneath the knee pads. Grab the bar with a wide grip, and pull the bar down with your lats, initiating the pull with your shoulder blades.

Sled Sprint: Grab the handles of a weighted push sled and, keeping your back flat, push it forward as fast as you can for the prescribed distance.

Weighted Run: While wearing a weight vest or holding a sandbag or other weighted implement tight to your chest, sprint as fast

as you can with good form for the prescribed distance.

Reverse Curl: Grab an EZ-curl or straight barbell with a double overhand grip and let your arms hang down to your waist. Curl the bar up using only your biceps, then slowly return to the start.

Skull Crusher: Load an EZ-curl bar and lie on a flat bench with the bar in your hands. Keeping your elbows extended, set your arms at a 45-degree angle behind your head—this is the starting position. Keeping your elbows fixed in the starting position, bend your elbows to lower the bar to the top

of your head. Contract your triceps hard to extend your arms and return to the starting position.

Lateral Raise: Hold a pair of dumbbells at your sides. Keeping your elbows fully extended, lift the weights straight out to your sides, forming a T with your arms and torso. Hold the top position for one second, then slowly return to the start position.

Plank: Lie facedown on the floor, propping yourself up on your toes and elbows. Keep your core muscles tight to keep your body stable and in a straight line. Hold for the prescribed amount of time.

IN THE GYM: GEAR

TIS THE SEASON

Get outside and get moving with this month's picks.

NIKE METCON 4

The ultimate cross-training shoe, the new Nike Metcon (short for metabolic conditioning) is perfect for a wide range of activities, from running to rope climbing to weight lifting. In short, they're the perfect shoe for tackling any of the workouts you'll find in this magazine. Light, stable, and versatile, these look as good as they feel, and are as cool to wear to the gym as they are at a bar. (Women's version available; men's shown)

\$130, nike.com



SKLZ SPEEDSAC

Weight sleds require plates and a hard, flat, smooth surface to pull against. If you've got all that and want a weight sled, then have it. The SpeedSac from SKLZ gets around both of those limitations by using sand (which you provide), making it infinitely adjustable and pliable enough to use over uneven and rough surfaces. Build strength, stamina, and speed while increasing stride length and frequency. Whether you play a sport or not is immaterial; training like an athlete will build muscle, burn fat, and improve your health.

\$99, dickssportinggoods.com

IN THE KITCHEN: RECIPE



CREAMY POLENTA

The last ingredient elevates this from old standby to a crowd-pleasing favorite.

SERVES 2

YOU'LL NEED

2 cups chicken stock
2 cups milk
1 cup stone ground polenta
1 tbsp butter
2 tbsp cream cheese
Salt

MAKE IT

1. Bring chicken broth, milk, and butter to a simmer. Pull off heat and quickly whisk in polenta.
2. Return to low heat and stir constantly until cooked and smooth.
3. Season with salt to taste and whisk in cream cheese.
4. Hold warm until serving. Add a little more chicken stock if needed.

THE MACROS

CALORIES: 470
PROTEIN: 14 g
FAT: 21 g
CARBS: 59 g

IN THE KITCHEN: RECIPE

FIRE-GRILLED CHICKEN QUESADILLA

A timeless classic, made better when kissed by flames.

SERVES 2

YOU'LL NEED

For the Quesadilla:

3 oz boneless, skinless chicken breast
Kosher salt and freshly ground black pepper
1/3 onion, sliced
1/3 green bell pepper, sliced
1 tbsp grapeseed oil
Two 6-inch flour tortillas
2 oz shredded Monterey Jack
2 oz shredded Cheddar

For the Salsa:

1/3 onion, diced
1/3 tomato, diced
1/2 lime, juiced
1/3 bunch fresh cilantro, chopped
Kosher salt and freshly ground black pepper
2 tsp butter
1 oz sour cream

MAKE IT

For the Quesadilla:

1. Pre-heat a grill to medium-high.
2. Sprinkle the chicken with salt and pepper. Grill until cooked through, 12 to 15 minutes, depending on size. Let cool and then shred the chicken into a bowl.
3. Heat the grapeseed oil in a saute pan over medium-high heat. Add the onions and peppers, and cook until caramelized, 8 minutes. Add to the shredded chicken and season with salt and pepper.
4. Lay out the tortillas on a work surface. To one, add the Monterey Jack, followed by the chicken mixture. Top with the Cheddar and cover with the second tortilla.

For the Salsa:

1. In a bowl, mix together the onions, tomatoes, lime juice and cilantro.
2. Season with salt and pepper.
3. Melt the butter in a skillet.
4. Add the pre-made quesadilla and pan-fry until golden. Flip and cook on the reverse side until golden and the cheese is melted.
5. Remove from the pan, cut into 4 wedges and garnish with salsa and sour cream.

THE MACROS

CALORIES: 534

PROTEIN: 32 g

FAT: 31 g

CARBS: 32 g



IN THE KITCHEN: GEAR

THESE JUST IN

One pick to impress, another to make life a little easier.

STONE DRINK DISPENSER

Like many of the pieces we showcase here, this has less to do with practicality than it does with artistry. This stone drink dispenser is eye-catching and fun—and functional, too. Uncork a bottle of your favorite hooch and turn it upside down into the stone dispenser and you've got yourself bourbon/rye/rum/vodka/etc on tap in your kitchen, bar, or man cave. As pictured, you'll want to perch this on the edge of a counter while pouring drinks. Alternatively, you can purchase an optional stand that elevates the dispenser so you can easily fill a variety of glasses. Handmade in Maine from rough-hewn cobbled granite with a stainless steel tap.

Starting at \$153, uncommongoods.com



PINEAPPLE CORER, SLICER & PEELER

Even if you've got some serious knife skills, it's hard to duplicate what this versatile little gadget does so efficiently. Just plant it on top of a whole pineapple, apply a little pressure and twist as you go. The center teeth will bore through the center of the fruit, removing the core, while the outer blade pulls double duty, peeling the skin and forming perfect ringed slices as you work your way down. Made of durable stainless steel and coming it at a price that can't be beat.

\$7.99, amazon.com

OVERCOME ANY LIFE OBSTACLE

Procrastination, failure, and discomfort are three of the biggest things standing between you and your goals. Gail Kim-Irvine shows you how to tackle each one—by showing you how she tackled them herself.

Life is one continuous ride of ups and downs, setbacks and triumph, happiness and negative emotions. When I look back at this point in my life, I understand the truth of the old “roller coaster” cliché. If you push to achieve any worthy goal, you will certainly face challenges—from both external and internal forces. I’ve learned a few things along my path that can help you deal with both kinds.

THE OBSTACLE: PROCRASTINATION

I’m a procrastinator. Not to the point where it cripples me, but if you give me the chance to tackle something I don’t want to do now or later, about half the time I’ll choose later. Like most people, this habit developed in high school. I did projects last minute, I stayed up all night to study, and somehow got it all done on time and always good enough to get by. That’s fine if all you want is to coast in life. But if you don’t procrastinate and can use all the time at your disposal to formulate the best possible approach—and not just the one that will let you get it done at the last minute—then your results are significantly better. When I didn’t procrastinate, I learned that not only was my work better, I felt better about myself because procrastination invariably leads to you beating yourself up for taking too long to get in gear.

OVERCOME IT:

Here are some strategies that have



Gail Kim-Irvine is a former professional wrestler enshrined in the TNA Hall of Fame. Follow her on [Twitter](#) and [Instagram](#).

GAIL'S CORNER

worked for me:

-Make a Checklist

Once I knew I was getting better results being more prepared, I got into the habit of making a list. Today, I keep mine on my phone and I found over time, that I felt the urge to get everything crossed off one by one. Not moving on my list fast enough started to bother me. It was almost like a game to me. "How many things can I get cleared off my list in one day?" When you have days like that it's amazing how fast the day goes by and how much you get accomplished.

-Give Yourself an Earlier Deadline

I tried this once and it works if you truly follow it. It is the same concept of setting your alarm clock early and with some people I know, they also will set their clocks an hour ahead to trick themselves to be punctual. You also never know if something else will come up last minute that will demand your attention. When you procrastinate, you leave no room for error. When this happens you're instantly overwhelmed and exhausted, with all tasks suffering as a result.

-Set Goals You are Passionate About

Whether these goals happen

within your current job (good for you!) or outside of it doesn't matter. If you're not working toward something you love, then you're slowly dying. Looking back, it's easy to see that most of what I procrastinated over were things that I wasn't passionate about. If I loved it and was clear about my goal, there was no procrastinating. I set my sights on what I wanted to achieve and there was no stopping me. When you're passionate about it, you'll have fun as you pursue it, and takes

any self-imposed delay off the table. Best of all, it doesn't feel like work. The old saying that if you get a job you love and you will never have to work a day in your life held true for me.

THE OBSTACLE: SETBACKS, AKA: TEMPORARY FAILURE

Setbacks are a part of life. Nobody likes them, but if you look back at a setback and examine what happened, you'll usually conclude that it happened for a good reason. It might sound like another cliché, but based on my



GAIL'S CORNER



life experience, I've learned it's true. All the "bad" things that happened to me—moments that felt like failure—set up future opportunities. In some cases, I didn't realize that until years later. My first run with WWE ended when I got fired after two years; I subsequently lost my passion for wrestling, almost quit the business, and pursued stunt work.

OVERCOME IT:

After about a year, I was approached to enter the wrestling

business again and hesitantly kept an open mind. As soon as I stepped into this new company environment, my passion came flooding back and after a lot of hard work, patience, and persistence, my dreams literally came true. I was part of a women's revolution within the business, an integral part of a group of truly special women who were all as passionate as I was.

Later on in my career, I ended up back in WWE and once again was losing my passion. I thought to myself, "Why am I

here?" I can honestly say looking back that the reason I was meant to be back there was to meet my future husband (Robert an I met when he did an episode of Dinner: Impossible with the WWE). I also realized what I really wanted in life, took the risk to leave, and put all my energy into what I was passionate about. What came after that? Balance. A healthy relationship (which wasn't possible at WWE), having a job I loved and people around me who I had fun with.

So when you're dealing with

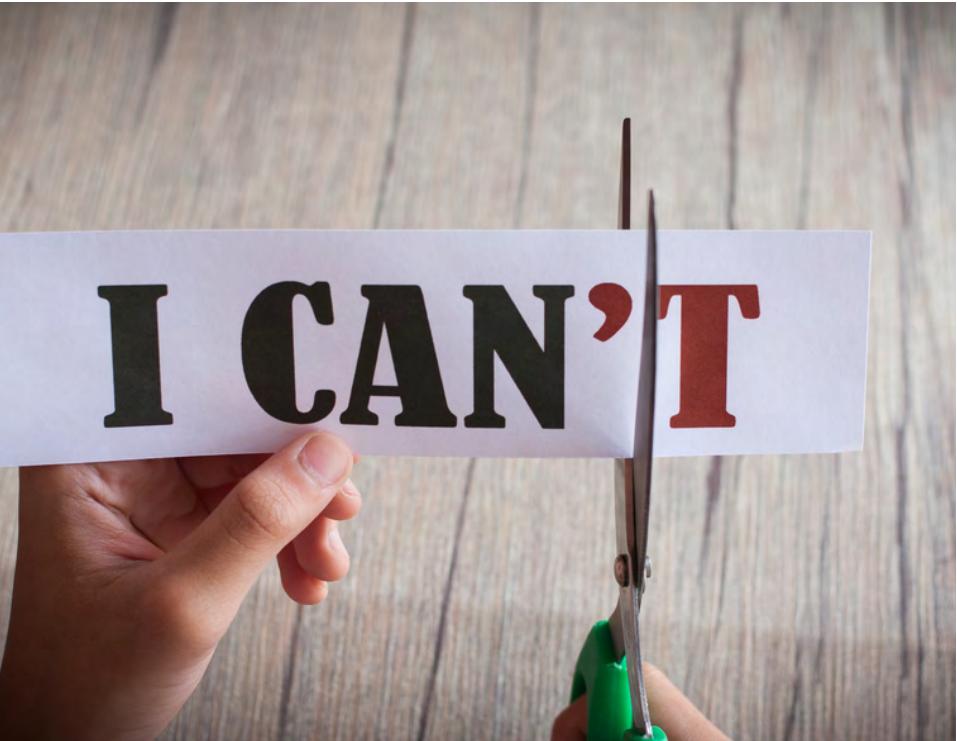
GAIL'S CORNER

a setback or when you think things can't get any lower, just know that it probably happened to teach you some sort of lesson in life—to have an awakening. It may not come right away, but I guarantee you one day you will see why it happened. Know that when that one door closes, another one always opens.

THE OBSTACLE: DISCOMFORT

This is probably one of the things that most people find the most challenging to overcome. From public speaking, to saying no to people, to general confrontation, most people will do whatever they can to avoid uncomfortable situations. The problem, of course, with avoiding discomfort is that it almost always means settling for less.

I've said in past articles that I've always been one to face my fears and not turn down a challenge. For some people, they don't have it in their personalities or even worse, have a crippling fear. When I say I have that type of personality, I still have things that I don't want to do, so it's ok to slowly work on one discomfort at a time. I personally would never sing or dance solo in public, so if you see me doing this anywhere one



day, you know I've dealt with my biggest fears!

OVERCOME IT:

Working on anything that makes you uncomfortable involves getting uncomfortable, so start in small doses. If you fear speaking in public, start by speaking to the mirror. If you can't talk to yourself, who else can you talk to? Then gradually build up to maybe your family members then a group of friends. Make a toast at a dinner party, then grow to a bigger audience. With each step and with repetition, your confidence will grow. When I entered the pro wrestling business, I fell in love with the sport of wrestling. But I never thought about the acting

or promo part of the job because it was terrifying. I had such a fear from an experience in high school doing an oral presentation on male birth control in physical education. I fainted in front of the whole class and was terribly embarrassed. All those memories would come flooding back to me when it came time to cut a promo.

Many experienced entertainers had given me the advice to practice talking in front of the mirror. I felt so silly at first but gradually it helped. I felt more at ease and didn't feel so crippled all the time. I was forced into repetition truthfully through my job but now, I'm grateful. It took me years to feel comfortable but I wouldn't take back any bad

GAIL'S CORNER



moment or promo. I now feel comfortable speaking in public and with a camera in front of my face. I'm not perfect, but the fact that I can deal with it comfortably now is so gratifying.

Another way I deal with discomfort is to identify the moment immediately and tell myself in the moment, "Let go!" If I still wind up embarrassed, I tell myself, "So what? I tried and that's more than most other people can say." It gives me the courage to give it another go.

Also at one point in my life, I had a problem saying no to people or being confrontational. If you know me now, you

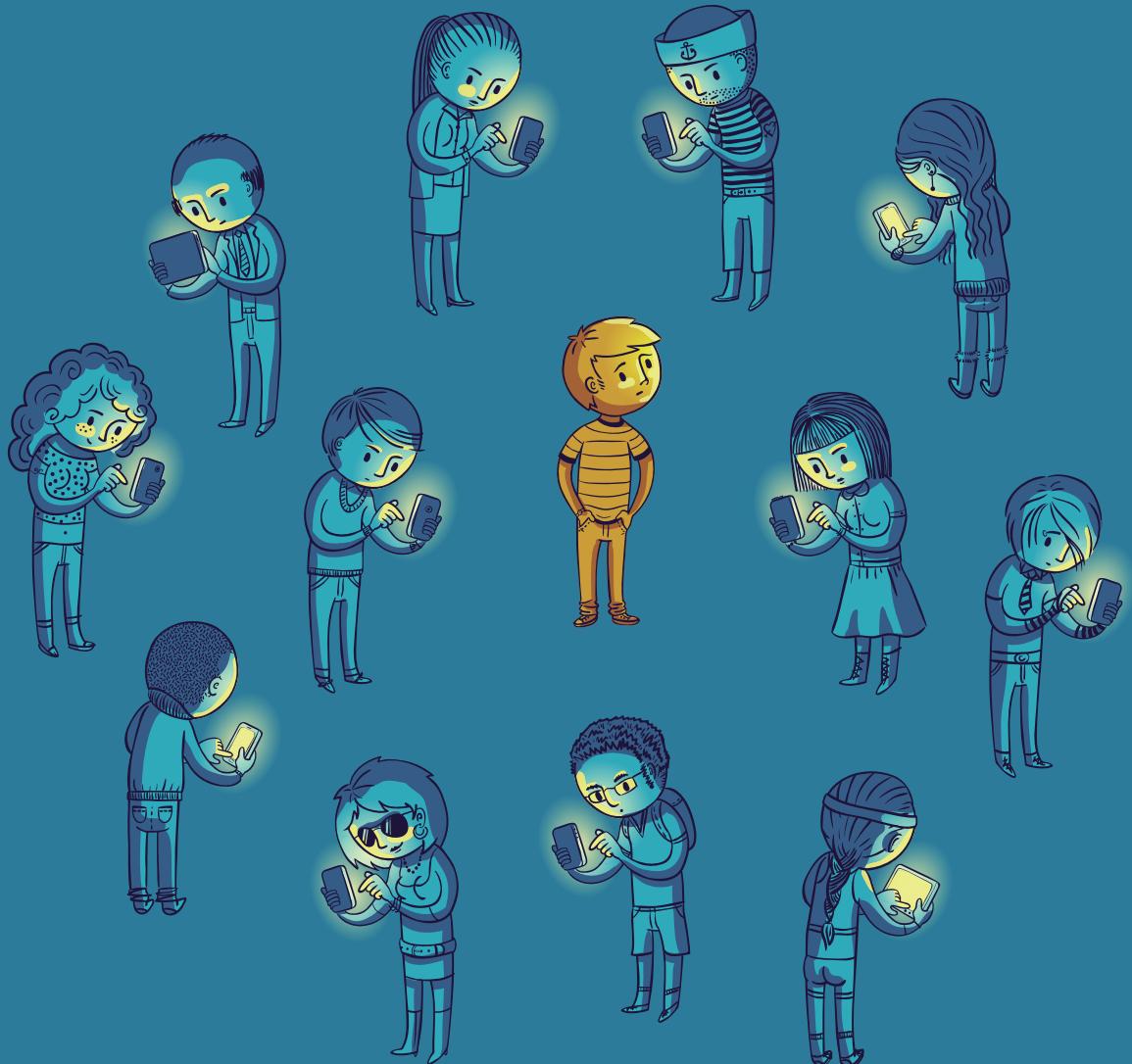
know I don't have issues with that. Maybe I was influenced by my husband, who certainly doesn't have a problem being direct. Over the years, I found myself doing things out of obligation, not wanting to disappoint people and saying yes when I really wanted to say no. I was wasting my time and doing things I wasn't happy about.

Then I found myself communicating more and being more direct about what I wanted for myself or the situation. This mainly came from my job and dealing with a lot of different personalities. In the end, people respected me more for say-

ing what I felt instead of doing things for the wrong reasons. I also found that I was being perceived as knowing what I wanted, which increased others' respect for me and in turn built even more confidence.

Being aware of all these things makes you already one step ahead. Realize that everyone in the world is also human and dealing with the same things. It's normal and most importantly, you can do something about it. So, what are you waiting for? Face it head on and I promise you, once you do, you'll feel nothing but grateful.

SOCIAL MEDIA IS POISONING YOUR MIND OR How I Made My Life WAY Better... WITH ONE WEIRD TRICK



And other observations after spending
seven weeks away from all the noise.

BY MATT TUTHILL

SOCIAL MEDIA

Somewhere along the way, the line between enjoyable diversion and nervous compulsion started to blur. I constantly checked my social media feeds at the first hint of boredom and the time was starting to add up. Finally, and far too long after it had been negatively affecting my daily mood, I decided that I needed to do something about my habit. Social media, I realized, is poison. Not “take one sip and you’re dead” poison, like cyanide. More like “drink this all the time and you’ll feel like a bloated sack of garbage” poison, like soda.

A friend of mine goes on a social media blackout every year during Lent, and his rave reviews of the experience made me want to try the same. I grew up Catholic and while I’m not particularly religious anymore, I’ve mostly stuck to observing Lent; giving something up and trying to live a little more simply, I reasoned, is good for you no matter what you believe.

My initial problem with social media was the same as everyone else’s. Whether you’re on Twitter, Facebook, Instagram or Snapchat, you know how the old refrain “I’ll just check my notifications” so often becomes 20-30 minutes of random browsing. For me, that random browsing didn’t just murder productivity, it usually ended



with me taking sides in some bizarre Twitter argument I hadn’t even known existed before I logged on. In short, it made me miserable.

I mainly use four social media platforms—Facebook, Instagram, Twitter, and LinkedIn—but my go-to drug of choice has always been Twitter. I created an account in 2010 when I got a job as an editor at a magazine. A colleague of mine was always making great new contacts through the site—plus he always seemed to be way ahead of me on any major breaking news. I took it up and my experience soon mirrored his: it was the perfect platform to promote my work (I previously had none) and network with other journalists and PR professionals who could help me do my job better. I used to have to hunt for publicists and talent through a convoluted web of referrals. It was slow and it didn’t always work. With a Twitter account, I could instantly find exactly who I needed and get an immediate response. After a while,

I didn’t even have to chase contacts anymore. They started finding me.

To my great surprise, it wasn’t just effective, it became a lot of fun, too. I loved logging on during big football and baseball games to spout pithy observations that so tragically would have been lost to the ether without an audience.

I went from “What’s Twitter? That’s stupid,” to posting constantly and building up a modest little following—about 2,800 followers as of this writing. In the world of Twitter, that’s really nothing, but for me it was enough to get a few clicks, sometimes start a conversation, and occasionally have a post blow up when a celebrity shared one of my stories.

The days of Twitter being mostly useful to me now seem too far in the rearview mirror to remember. Gradually, it seemed Twitter became a cesspool of negativity, with every piece of news somehow sparking a fight in the replies.

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This is not childhood. Teach your kids early to have a healthy relationship with technology and enforce limits on screen time.

I reached peak Twitter misery in September of 2016. With the anniversary of 9-11 looming, a mattress store in Texas decided to run a shockingly ill-advised 9-11 sale, and their commercial showcased a couple of employees knocking over two towers of mattresses. The galling lack of empathy for 9-11 victims and their families, combined with the commercialization of what should always remain a solemn anniversary made me nauseous. And so I turned to Twitter for the only thing it's good for anymore: cathartic release. I tagged the store's account and told them that if there's any justice in the world, the coming boycott would put them out of business.

Done and done, right? Given the nature of the store's transgression and the fact that I didn't resort to foul language

or name-calling (which I wanted to do since I was fuming), I thought I could make my point and stay above the fray for what was sure to become one of Twitter's patented torch-and-pitch-fork moments. A few minutes went by and the replies to my tweet started to roll in. Most of them echoed the original sentiment and added another point or two. A few users, however, told me that I was an old coot with no sense of humor. Then came the kicker: one user told me that I should have died in the towers on 9-11.

Reading this user's comment made something click for me. It wasn't that I really thought the guy wanted me to die. It was the fact that he represented the original design flaw of the platform. He was one of Twitter's millions of anonymous users—a fake name

with an anime avatar. Would he say that kind of thing if he had to use his real name? Maybe, maybe not. But was he even real? Was he a bot? Impossible to say.

The real problem, though, runs much deeper than people being able to say whatever they'd like under a cloak of anonymity. Even if you were to ban his account and all others like it, you're still left to contend with the inherent limitation of the web today, which applies equally to Twitter and Facebook as it does to the comment sections of YouTube or your local newspaper's website: they all encourage the hottest take you can dream of. They may not have been designed with this conceit in mind, but they adhere to it all the same.

Consider that the value of any In-

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ternet comment is measured in likes, shares, and additional replies to the comment. Therefore, it helps your cause—in this case, finding an audience for what you have to say—if you play to an extreme viewpoint or, if going for laughs, say the most outrageous thing imaginable. Hence the extreme corners of Twitter, with alt-right Pepe the Frog lovers on one side and extreme leftist social justice warriors on the other. The fact that the overwhelming majority of people fall in between these two categories is not a reality you'd ever be reminded of if you spent a lot of time on Twitter. That's because "I see this issue from both sides" is not the kind of sentiment that gets a lot of likes or retweets.

Setting politics aside, even if you're talking about something as banal and harmless as whichever movie is coming out this weekend, hyperbole is still the rule. A tweet that screams

BLACK PANTHER IS THE MOVIE THAT CHANGES EVERYTHING **IS RELIABLE MARVEL FORMULA WITH A REFRESHINGLY DIVERSE CAST.**

This general flaw in the web has transformed how editors write headlines, and it's the reason why a headline for a print publication is rarely mirrored when the story is ported to the web. In print, the reader is a relatively captive audience. On the web, editors have precious few seconds to get your attention as you scroll through your feed. That's why stories of the bizarre—like an exotic pet attack—which were once relegated to a tiny section of your newspaper, become the major trending stories of the day on the web.

Being aware of these flaws is helpful, but it's not enough. If you spend a

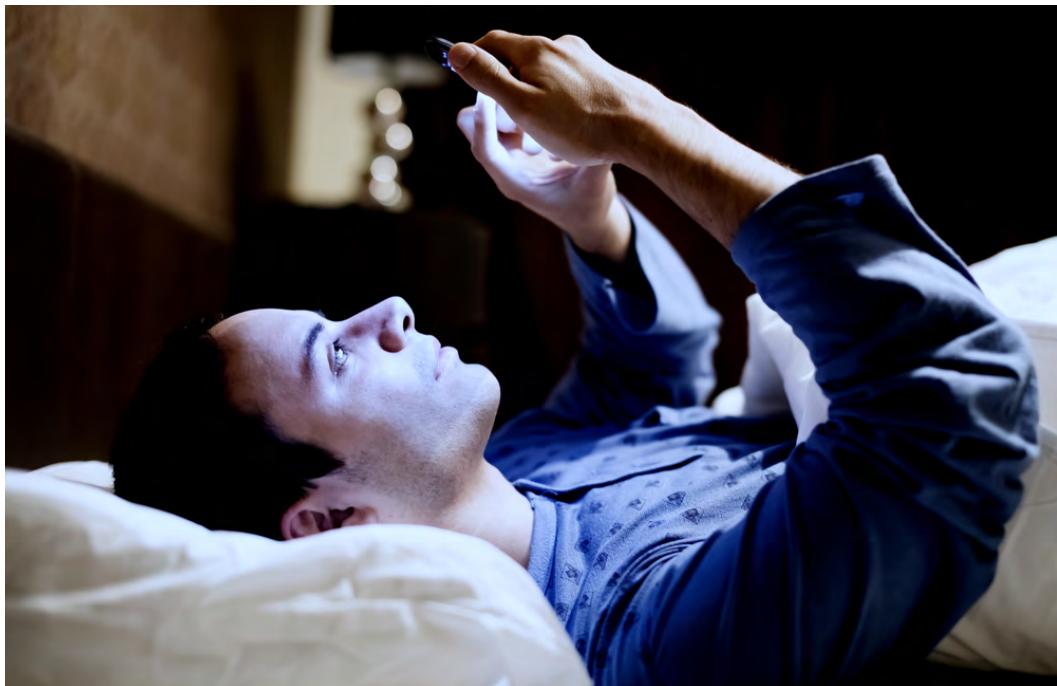
lot of time on Twitter, you invariably find yourself pulled in one direction or another—or rooting for one side to "win" over the other in an argument, even though there is no such thing as a definite outcome.

There's something to be said, too, for the notion that it seems unnatural to expose yourself to thousands upon thousands of other people's opinions every single day. If you have a big goal that demands clear focus, it should go without saying that spending a lot of time on social media is one of the worst things you could do.

The only real solution, then, is to spend a lot less time on social media. General mindfulness of your habit might work, but if you've got some addictive tendencies, a fast of several weeks is probably the best way to kick the habit. After a fast of seven weeks, I've just gotten back into using social media, and, at least for now, I don't use it the same way I used to. I'm using it less and it's not my first place to check for news.

Going on the fast was a lot easier than I thought it would be. The first couple of days were tough if only because of my thumb's muscle memory; out of habit it kept involuntarily reaching for the social app icons at the top of my iPhone screen. A few times I accidentally opened Facebook or Twitter and gasped like I had walked in on someone in a bathroom stall. I quickly closed the apps and luckily after a few days this wasn't an issue anymore.

After that, the only time



If you're checking your social feeds at all hours of the day, the chances are you've developed an addiction that needs taming.

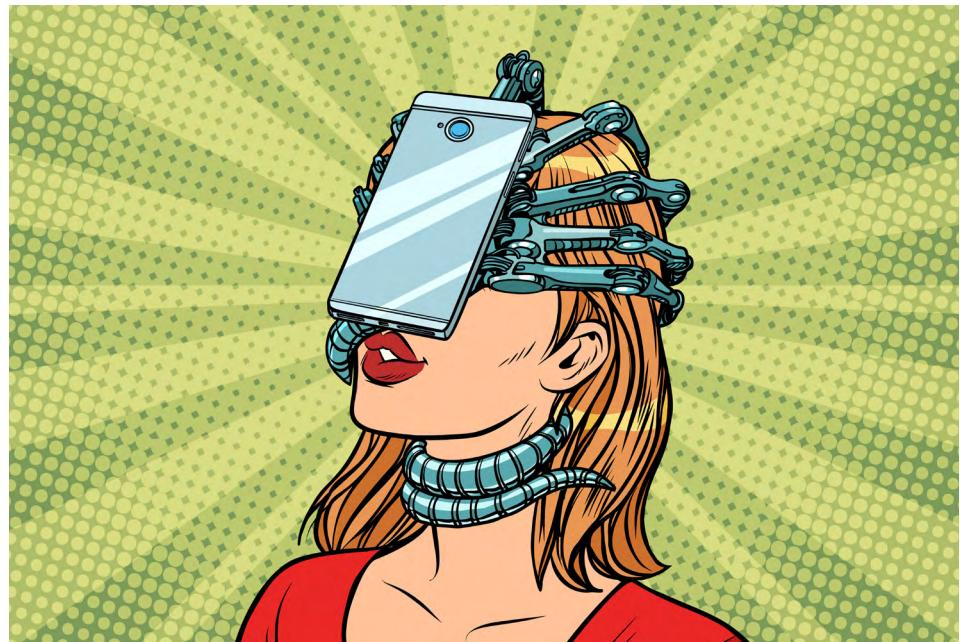
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it was hard to stay away was on my birthday, which fell 10 days into the fast. I know that 98% of the people on Facebook wishing you a happy birthday are only doing it because they're getting the same notification about it, but it's still fun to see who sent you the most creative or thoughtful gif, video, or meme, etc.

What's more: I started buying physical newspapers again and recognized that when I could simply consume information that wasn't surrounded with endless commentary, my reaction to bad news wasn't nearly as visceral. When I sat down with the paper over morning coffee I felt like I was actually learning something about the world, rather than just reacting to its minute-by-minute drama.

It's kind of sad that it took me—with my degree in communications/sports journalism and 14 years of professional writing and editing experience—a fast of seven weeks on social media to remember what I had always known. There was a reason why, as I was warned about the impending death of print when I entered college in the fall of 1999, that I didn't budge from my chosen major. I loved print. I may do most of my work in the digital realm these days, but print remains my first love. I subscribe to several magazines that offer digital subscriptions at no additional charge, but I almost never log in to take advantage of this. It's not the same as sitting with a print edition for a number of reasons, chief amongst them today being the fact that print editions give you a break from the almighty screen and an endless barrage of ions flying into your retinas.

What the fast also helped me re-re-



Do you own your phone, or does it own you? Try a social media fast of several weeks and you can regain peace of mind and productivity. Download the app "Moment" to keep track of how much you're using your phone.

member was that in a newspaper, your "feed" is curated by lifelong journalism professionals who don't—with a few notable exceptions—tend to be reactionary and sensational. As a rule, they also try to balance the information they present in that day's edition. The contrast between newspapers and Twitter or Facebook couldn't be more stark; when I compare the two side-by-side today it seems my newspaper was put together by adults. My Twitter "Moments" on the other hand, seem to be aggregated by a gossipy simpleton.

After 10 days of fasting from social media, it was no longer difficult to continue abstaining. I enjoyed more mental clarity and better focus at work. Freed from the torrents of opinions that didn't belong to me, my writing flowed a little easier than it had of late. Without the light of the cellphone boring into my eyes at bedtime, my sleep improved and so did my energy.

In short, I enjoyed everything a little more, especially the little things: walks with my family, reading books to my son, and running around with him in the park. I've always been mindful of not checking my phone when I'm at the dinner table or playing with my son, but eliminating it altogether elevated my parenting to a whole new level of being present. The phone, and everything that came with it, wasn't just out of sight, but truly out of mind.

The fast also helped me realize that I had tethered a bit too much of my identity to my online persona. I've long espoused the idea that you shouldn't be offended by what anyone has to say unless you know that person very well, love them, or otherwise respect them. Looking back at the 9-11 Twitter/mattress store episode, I realized that by letting myself get so angry about the actions of complete strangers, I betrayed who I aspired to be, acting in a

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way I had always deemed beneath that of any healthy person. In this instance, my anger at both the store and the flip-fant commentators was a byproduct of spending too much time on social media. Why did I feel a need to respond at all? The world certainly wasn't waiting to hear what I had to say about the matter. But constant social media usage tricks you into thinking that an ever-present audience awaits your thoughts. If you indulge the impulse too often, it can become a dangerous trap.

But perhaps the most significant thing I learned during my time away is the fact that not all social media platforms are created equal. I became much more aware of how the different platforms are used, what they're good for, or what makes them suck. Here are my rankings of the four popular platforms I use, from worst to best. (Note that Snapchat is not on here because I'm 37 and, despite several tutorials from my nieces and nephews, I still don't know how it works.)

4. Twitter

If I hadn't already made myself clear, I believe Twitter is the worst social media platform. From the huge number of anonymous accounts to an almost complete lack of oversight of bots and hate speech, its flaws are far more numerous than its benefits. More than any other plat-

form, it encourages hot takes. It's like a giant barrel of YouTube comments that broke open and spilled over the whole Internet. Comedy accounts and memes mitigate some of the despair. Also, if you have work to promote it can be useful for that. I intend to keep using it, albeit spar-

"Hey, I remember that guy from high school! It's cool that we're friends on here and I'm happy to see that he's doing well."

... and shocking dismay:

"Oh man, I really wish I didn't know that my distant relative, who I previously liked and respected, hadn't dismissed the Parkland student protest as the work of paid actors. Oh well. Guess I'll never be able to look them in the eye again."

Not only is that line obliterated constantly, but the constraints of the comment section exacerbate the issue. If you were to see your distant relative in person and they were to unveil an abhorrent and demonstrably false viewpoint, you could lay out all the reasons why you believe their viewpoint is misguided, perhaps even over a beer. Doing this face-to-face, of course, is no guarantee that it would end well

or that they would give an inch in the debate. But you would get to do this privately—as real human beings with some measure of dignity—and not as perverse performance art for an audience.

No matter how much time you take to consider all viewpoints when you type out a response in a comment section, the format—i.e., it's not a running conversation between two

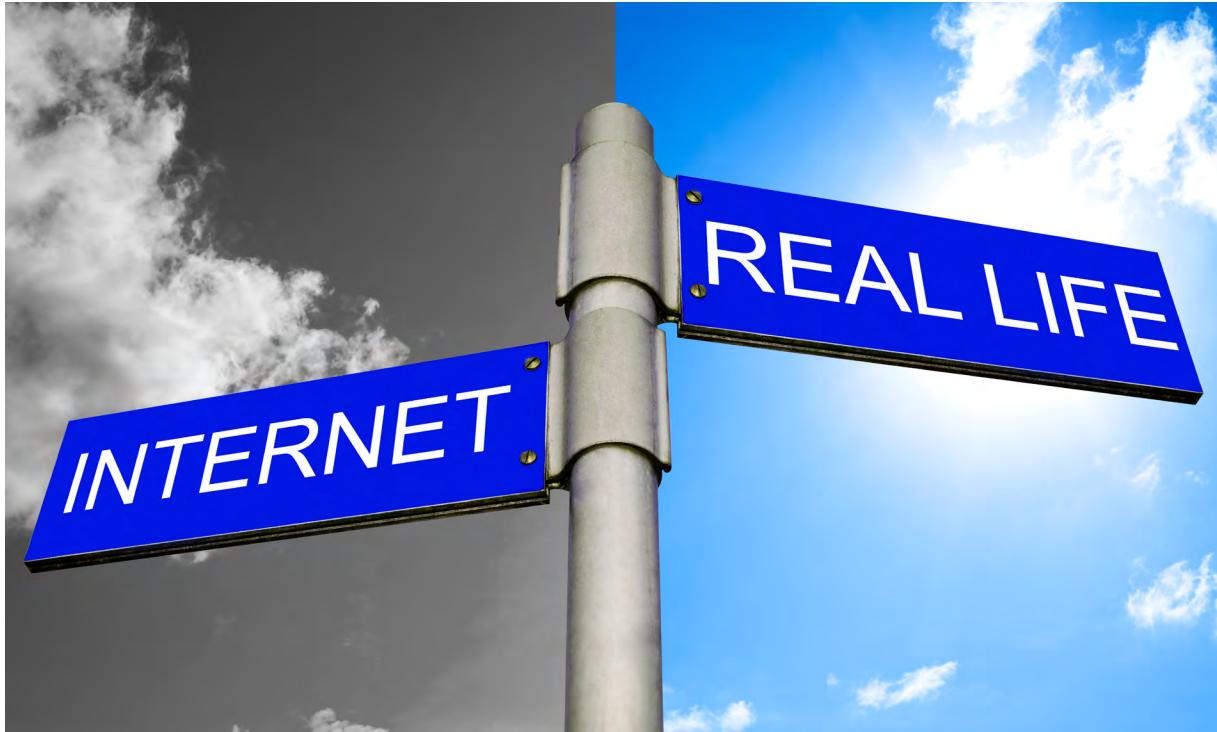
Constant social media usage tricks you into thinking an ever-present audience awaits your thoughts. If you indulge the impulse too often, it can become a dangerous trap.

ingly, for this purpose. But beware: prolonged exposure can become a depression-inducing time suck.

3. Facebook

Facebook is better than Twitter, but not by much. Even if you set aside the double-barreled issues of privacy and the proliferation of fake news, the core user experience is not a good one, offering you a thin line between pleasant nostalgia:

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Our GM found that the more he stepped away from life on the Internet, he enjoyed more of life out in the real world.

people, face-to-face—encourages each comment to have a conclusion. (For that matter, how many times have you written an e-mail that was taken out of context or included sarcasm that wasn't detected?) That's why so many social media fights are some variation of "Not only are you wrong and here's why, but you also smell like a donkey."

The PR literature for Facebook sings a very different tune. It's all about connecting people and encouraging empathy and so forth. For the sake of argument, I'll allow that their intentions are in the right place. I don't think Mark Zuckerberg has any incentive to divide people or give you reasons to hate your distant relatives. But the limitations of his platform—and the web in general—have done exactly that.

2. Instagram

Mostly good and mostly harmless. People might delight in sharing

bad news, but on the flip side of the coin is a funny truth: no one wants to take a bad picture. Whether it's a gym selfie or a shot of someone's lunch, people mostly want to share an idealized image. Prolonged exposure to idealized images is a separate issue that could give rise to FOMO, or fear of missing out, and depress you in a roundabout way, but it's less likely than Twitter or Facebook to give you an instant headache.

1. LinkedIn

This is the only social media site I'll probably never give up—if it can maintain its current trajectory as a vessel for mostly positive content. If people on Instagram don't want to share bad pictures, the outlook on LinkedIn is even rosier. This is a professional networking site, so your chances of seeing posts where people scream at the rafters about things they hate or espouse fringe political beliefs are slim. I have more LinkedIn

connections (about 700) than Facebook friends (about 500) and those 700 people are much more well-behaved than their Facebook counterparts. That's because they all know a potential employer could be recruiting them on LinkedIn at any moment. Hence everyone puts their best foot forward, sharing inspirational quotes and stories about increasing productivity. In short, it's one of the only social platforms where you'll find stuff you can actually use to make your life better. That's what all of these platforms were supposed to do, wasn't it?

RELATED STORY [The Robert Irvine Power 20 List: Social Media Leaders Who Inform & Inspire](#)

Matt Tuthill is the General Manager of Robert Irvine Magazine, and with the publication of this column, is now a purveyor of cranky old man takes. You can make fun of this column and call him names on Twitter: [@MCTuthill](#).



SPRING CLEANING

Recipes packed with clean
energy so you can get
the most out of life.

SPRING CLEANING



Orange-Scented Yogurt with Strawberry Compote

SERVES 3

YOU'LL NEED

3 cups non-fat plain Greek yogurt
2 oranges zest and juice
 $\frac{1}{2}$ cup hemp seeds
 $\frac{1}{2}$ cup chia seeds
10 strawberries quartered
 $\frac{1}{4}$ cup agave nectar
Juice of 1 lemon

MAKE IT

1. In a large mixing bowl add yogurt, orange zest, and juice and mix.
2. In a medium 2 quart sauce pot add quartered strawberries, agave nectar, and lemon juice.
3. Place 1 cup of yogurt in a bowl top with hemp seeds, chia seeds, and strawberry compote.

THE MACROS

CALORIES: 243
PROTEIN: 15 g
FAT: 1 g
CARBS: 45 g

SPRING CLEANING

Bulletproof Coffee with Cocoa



SERVES 2

YOU'LL NEED

2 cups coffee
1 tbsp MCT (medium-chain tri-glyceride) oil, such as coconut oil
1 tbsp coconut milk
2 tsp grass fed butter
1 tsp cocoa powder

MAKE IT

1. Brew coffee using whatever method you usually make coffee.
2. Place hot coffee in a blender, add MCT oil, butter, and coconut milk.
3. Blend on high, for approximately 45 seconds.
4. Garnish with cocoa powder.

THE MACROS

CALORIES: 113
PROTEIN: 1 g
FAT: 13 g
CARBS: 0 g

SPRING CLEANING

Crispy Buffalo Cauliflower

SERVES 6

YOU'LL NEED

1 head cauliflower, cut into florets
2 cups buttermilk
1 cup cornstarch
1 cup all Purpose flour
1 tbsp cayenne pepper
1 tbsp onion powder
1 tbsp garlic powder
2 cups Frank's hot sauce
1 stick butter
2 tbsp gorgonzola crumble

MAKE IT

1. In a large bowl add cornstarch, flour, cayenne pepper, onion powder, and garlic powder and mix together.
2. Place cauliflower in buttermilk 1 hour prior to cooking.
3. In a 2-quart sauce pot add franks red hot and whisk in butter.
4. Place cauliflower in the flour mixture, and place on a baking sheet and bake at 400 degrees for approximately 8 to 10 minutes.
5. Finish by tossing cauliflower with hot sauce. Top with gorgonzola and serve.

THE MACROS

CALORIES: 415
PROTEIN: 8 g
FAT: 24 g
CARBS: 44 g



SPRING CLEANING



Mushroom, Leek, Barley, and Quinoa Risotto

SERVES 6

YOU'LL NEED

1 cup quinoa, cooked according to package
2 cups barley
2 tbsp grapeseed oil
3 tbsp grass-fed butter
1 Spanish onion small diced
1 leek, cleaned, cut into 1" pieces
8 oz oyster mushrooms, medium diced
4 oz shitake mushrooms, medium diced
5 cups vegetable broth
½ stick butter
3 oz gruyere cheese, grated
2 tbsp chives, chopped
2 tbsp tarragon, chopped

MAKE IT

1. In a large pot, add grapeseed oil over medium heat.
2. Add leeks and Spanish onion and cook for approximately 3 minutes.
3. Add 2 tbsp butter add all mushrooms and allow to cook for approximately 5 minutes.
4. Add barley and slowly add vegetable broth, 2 ounces at a time while stirring constantly, until all liquid is absorbed.
5. Finish with chives, tarragon, gruyere cheese, and butter.

THE MACROS

CALORIES: 489
PROTEIN: 14 g
FAT: 25 g
CARBS: 55 g

THE MAYOR OF FLAVORTOWN



It's hard to watch *Diners, Drive-ins, and Dives* and not get hungry. It's also hard not to smile. Guy Fieri knows it, too. We sat down to chat about what makes the show tick, Guy's pop culture presence, and how to find success in doing what you love.

BY MATT TUTHILL
COVER IMAGE COURTESY OF CAESAR'S PALACE

GUY FIERI

Robert Irvine Magazine: First off, congratulations on having your very own cult. FieriCon is amazing. How does it feel to have a phenomenon like that built around your personality?

Guy Fieri: [Laughs] You know, my son just asked me if I ever thought I would be famous. He's 12. I said, "No. That's not what I ever went out to do. I just went out to be a good person and be a good member of society and be a good dad." I always wanted to be a great dad like my dad is and I wanted to be successful in whatever I chose to do. My goals are very simple and very, I don't know, grounded.

I haven't moved from that, and so what happens with all of this craziness—all the emojis and FieriCon and people selling bathroom curtains with my face on them and stuff, I mean all I do is just smile and say, "As long as I'm making somebody happy and I'm entertaining somebody and they're having fun and they feel good about it, then I'm doing something right."

I'm adding to it, visiting kids in the hospital and the fact that that brightens somebody's day and takes their mind off of what they're going through, and you can't be any more excited than that. You can't be any more appreciative of your opportunity.

RI: You're not affiliated with this convention in any way, are you?

GF: No. I hope to make it one day. I heard a lot about it and I've had a lot of people send me pictures of it and all that kind of stuff. I was



Fieri's infectious passion for Americana and the mom-and-pop eateries that represent it bleeds through in every minute of *Diners, Drive-ins, and Dives*. We see a man truly enjoying himself and in turn it's hard not to enjoy ourselves. Joy, Fieri fully understands, is the show's secret ingredient, and he says it's what gets him out of bed in the morning. Learn about Guy's charity, Cooking With Kids, and make a donation by clicking [HERE](#).



just having a laugh about it. I said, "What happens if I show up to it and just act like I'm one of the greatest impersonators?"

RI: That video would get around.

GF: Could you imagine? Tell them they better watch out. They'll never know.

RI: Food Network airs an incredible amount of *Diners, Drive-ins, and Dives*. It's like you

GUY FIERI

have your own television network on most nights. What are your thoughts about how much they air that show?

GF: Well, as long as people aren't getting sick of it, I'm fine with whatever they choose to do. The show brings a lot of happiness to a lot of people. I get letters and e-mails all the time and that's the beauty of it. This isn't about me anymore. What it does for the mom and pop restaurants is amazing. The restaurant climate is so difficult. It's so difficult to make money. Prices of everything are going up. You name it, there's another price hike on something. So these mom and pop restaurants don't have money to market themselves or advertise. When they get a chance to be featured on the Food Network, be it Triple-D or Restaurant: Impossible with Robert, that has a huge impact.

So as much as people will watch it and as many people as we can help with it, I'll do it until that stops.

RI: Do you ever come across it late at night and get hungry yourself? Because that's what happens to me. I'm sitting there and I'm fine, then I watch two minutes of your show and I'm starving. It's dangerous.

GF: Years ago I didn't understand that. Then maybe three or four years into doing it, I flew into Salt Lake City late one night and I was waiting for my film crew to show up and I was sitting in the bar at the hotel and they had it on and I'm sitting there and I'm going,



"Oh, I remember that place. Oh boy... Oh God, that was good." Finally I said to the bartender, "Hey, you guys serving food?" He says, "No." I'm like, "Is there anybody around here serving food?" He said, "No. There's a vending machine on the second floor." I'm like, "Oh my God! I'm going to be sitting here eating potato chips and corn nuts as my meal tonight."

It was funny, because that was the first time it ever really struck me. So I feel the pain, brother. I feel bad. I've heard the stories like, "My husband made me get up in the middle of the night and drive to the 24-hour supermarket because he wanted to make those Asian noodles you ate at some place," or, "We went and bought a smoker barbecue 300 miles from our house be-

GUY FIERI

cause we had to make the smoked brisket you made."

The beauty of the show is that it's all-American. It's who we are. It's the melting pot. Food's a common denominator of everybody. You might not like the same music, you might not like the same sports, you might not like the same politics, but you all love food.

RI: What is the best piece of cooking advice you ever got, and who gave it to you?

GF: I think that the best advice that I ever got was from my dad. My dad's not a chef, but he's a really good cook. He said, "Don't be scared. Don't make everything crazy, don't cook everything off the radar, but be willing to take chances. Be willing to try new stuff."

I tell people this all the time with their kids. Don't sit there and build your kids up to it with, "Okay now listen. We're going to make something different tonight, and if you don't like it, well, we can order a pizza if you don't like it." Bullshit!

I remember the first time I fed my little kid, my little guy Ryder, and he must have been eight or nine at the time, I fed him curry. Curry's a pretty distinct, pretty unique, pretty out there flavor. I told my wife before everybody sat down to dinner, "Don't say a thing about this. Don't say a word about what he's getting ready to eat. Just let him go." He ate it, and now this kid's the biggest curry fan in the world. We had curry last night.

We've got to eat without prejudice.

We've got to listen to music without prejudice. We got to listen to stories without prejudice. We got to cook without prejudice. Stand outside of your comfort zone a little bit, take some chances, and experiment a little bit. It doesn't mean you do the whole dinner that way. There were enough times that my dad made something crazy and we just figured out how to eat the rice and the green beans and the salad. But I think that people get so nervous and so tight that they only cook their same traditional dishes and that kind of puts them into that position where they keep playing the same record.

That's the advice that I've kind of followed, and I think it served me really well. I touch almost every ethnicity of food, and it's really helped with my vision and my ability. It's like in Triple-D. I have to talk about and have to have so much insight and awareness on so many different types of food, and I think that that's one of the reasons that I've been able to do that is because I never cooked with any regulation.

RI: Shane Torres is a comedian who went on Conan and offered this defense of you against anyone who would tease your look. Then he lists every philanthropic endeavor that you've ever been involved in, and it's a staggering amount of stuff. It's also a hilarious bit. Do you know this guy?

GF: Well let me first give a big shout out to Shane. I haven't met him yet, but I'm looking forward

to it, and you got to love a guy that speaks his mind and does his thing his way. We've had a blast with all of the energy that Shane's brought to the game.

When it comes to charity, I grew up in a small town in northern California and my parents were always, and still are, always about helping others. We're really blessed. If you're up and you're walking around today and you can experience and embrace and appreciate all the things that are going on around you, you're a very lucky person because those simple things that we all take for granted, a lot of folks don't have. Be it the freedom, be it the ability, be it the environment. We're just blessed.

Whenever you have a chance to, as soon as you get a chance to recognize how lucky you are, now is the time to start to recognize how unfortunate a lot of other folks are and it's time to help. I don't devote my entire world to it. I've got a family and a business and these things, but there's so many opportunities to help folks that need the love and support. Our military, all of our civil services, police departments, and our fire departments.

Then you have kids who should be dreaming of having a pony and becoming a basketball star and not worrying about where their next meal is coming from or worried about the cancer they have. It's just heartbreaking.

I've had a great opportunity and a great life and I've got a little bit of a spotlight that people will listen to

GUY FIERI



some of what I say, and if I can shed light on any of it or help fundraise, then that's my responsibility to do as a member of the community and as an American. There's a million reasons we all should be doing this. All I say to people is just do what you can. Not everybody gets to do what Robert Irvine does. I mean, he's amazing, he's over the top. I don't think Robert takes a personal day. That type of enthusiasm is contagious.

RI: Very true. So you like Shane Torres. How about Bobby Moynihan (who played Guy on Saturday

Night Live.)

GF: Bobby's the best. When Bobby left Saturday Night Live, I was really bummed. I had always hoped that I would make it on to Saturday Night Live with Bobby and have Bobby imitating me and me imitating Bobby imitating me. I always thought it would happen, and it didn't. I texted him on his farewell and he's just a great dude and he's an incredible, incredible talent. I remember when my son turned 16, Bobby sent him a video wishing him a happy birthday.

You got to be able to laugh at yourself and you got to be able to

take it and realize how funny life is. Man, you sure are doing good when somebody can put a skit about you on Saturday Night Live. Getting a skit on that show is really difficult. I know quite a few people that have gone through the process and what goes on there. For Bobby to come up with it and to work it and to get it through and to air it, that dude, he was on his game.

RI: If you were to think of all the menu items you've tried on Triple D, if you had to go to a desert island and take one menu item with you from all those restaurants, are you able to pin it down to one item?

GF: That's like saying, "What is your favorite song?"

RI: Yeah.

GF: I don't have a good, clean answer and I always want to be able to give it. I mean, I'm a huge fan of Asian food. I love soy sauce, I love ginger, I love garlic, I love spice, I love fresh vegetables. I'm a huge vegetable junkie. That's one of the things people don't even know about me. I'll make six different types of vegetables for dinner. I would say that it would be in the Asian culture... but then again, that tiptoes right over into taking the noodles over into Italian, and then that Italian could go into French.

So do I have a good clear-cut answer for you? No. I don't. Do I wish I did? Yes. I'll say whatever I picked, I would be on the island eating and happy for the first month and then

GUY FIERI

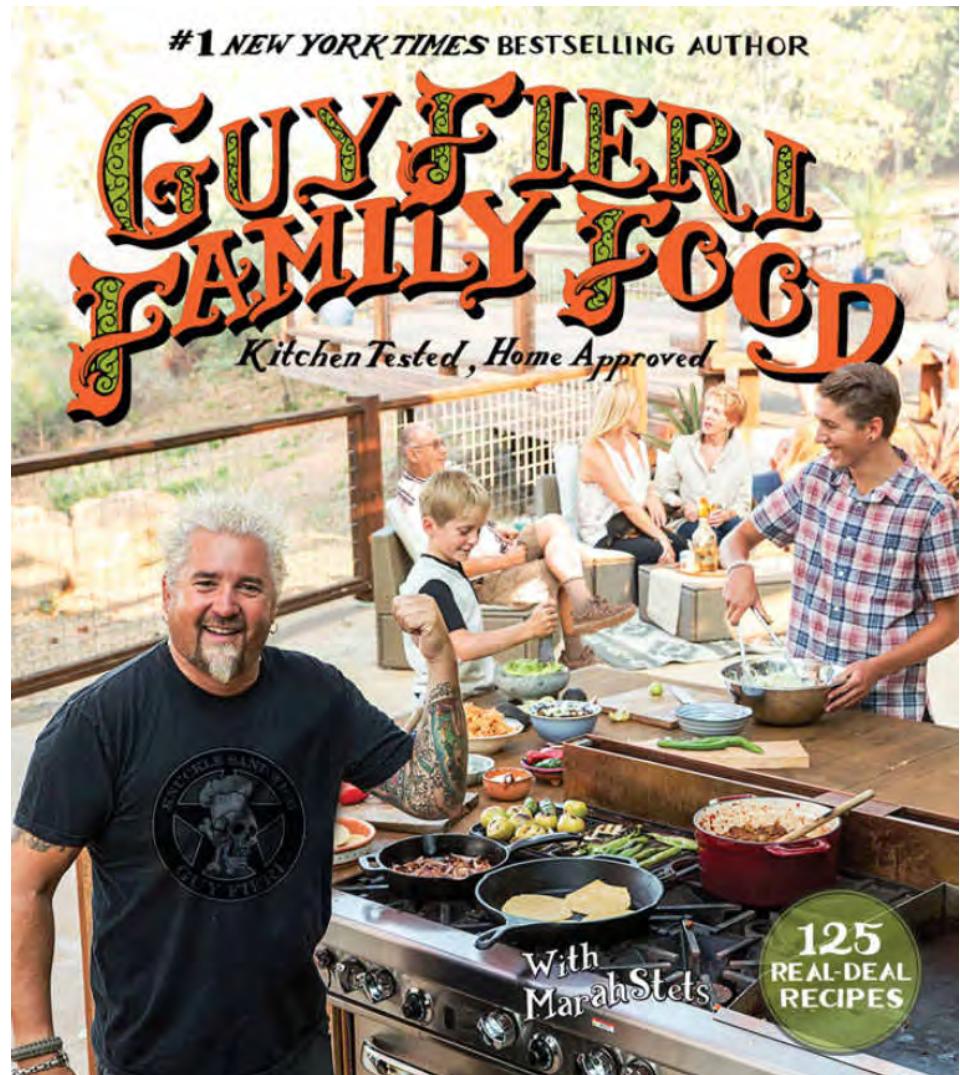
trying to figure out how to incorporate sand and coconut into diversifying the dish into something else.

RI: You've followed your passions and it has paid off handsomely. What advice would you give to a fellow traveler who is struggling to get to where they want to go?

GF: Well, I said it to my son today. He asked me about being successful. He said, "Do you think I'm going to be successful?" I said, "You know what, Ryder? I think that the question is the beginning of the journey." Because once you can recognize some of the things that you're looking for in your life, then you have your own definition of what success is and you can start to work towards that path. Not everybody's success is the same success. I don't want to live in a big city, and I don't want to have an apartment on the 58th floor and be able to go out to all the restaurants and the clubs in the city. That isn't my definition of success, but for a lot of people that's the definition.

I don't have a house that is in the mountains that I can only get to by horseback, but that's somebody else's version of success. Everybody has their own personal definition of success, so all I say is set your goals at what you want to be. Set your goals at how you want to live. Set your goals of what you're going to stand for. Once you form those opinions or set those parameters, then I think the path is much more clear.

Then remember nothing is free. Nothing I've ever seen worth having is for free. Everything takes time,



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energy, effort, respect, love. It takes all of that. It's like doing television. It's like doing the restaurant business. It's tough work, but if you really love it, 12-hour days aren't as bad. If it's something you didn't love, 12-hour days would be impossible.

But what a lot of people do is they chase somebody else's version of success. They keep up with the Joneses. They use a roadmap that's not their map, and when they get to the end of it, and they worked their ass off and they've gone through all these trials and tribulations, they

get there and it's not where they want to be. They say, "Well I'm not happy. I make a ton of money, I live in a big-ass house, I've got this, this, and this, but I'm not happy." So then they're 50 and they have to quit everything, move to the mountains and go, "Oh, this is what I'm happy about." Well, shit, too bad you couldn't have done that when you were 20 and spent the last 30 years in bliss.

First you have to define what success is for you, then you can start to move toward it.

GETTING FIT IN TIME FOR SUMMER, AND BEYOND

Don't fall for the fads and temporary fixes.

The small changes are what add up for lifelong results.

BY SARA-JANE McSHANE



It's that time of year again; seasonal weight-loss ads are flooding social media, the latest summer cleanses and detoxes are filling the pages of magazines, and the pressure of having your "summer body" ready by June is setting in. Setting fitness goals is a great thing, but arbitrary season deadlines are set by a fitness industry that feeds on fads.

We become accustomed to these concepts—because they bombard us—rather than creating a healthy lifestyle.

According to the Boston Medical Center, an estimated 45 million Americans go on a diet each year, spending \$33 billion on weight loss products. And while a majority of these diets presumably meet with

failure—obesity rates, after all, are still on the rise—the good news is that getting in shape and staying in shape, just might be easier than you think. You don't even need to go out and buy anything. With a few simple lifestyle changes, you can be on your way to life-long fitness success.

Before we get started, it's import-

THE BALANCED LIFE

ant to know the difference between dieting and creating a healthy lifestyle. Dieting consists of temporarily changing your eating habits to promote a certain outcome, such as weight loss, before returning to your previous habits. On the other hand, a lifestyle change consists of adopting healthy habits that promote long-term weight control and health; actions that become second nature.

Here's how to create a lifestyle change that can help you reach your goals for the summer—and beyond.

SET REALISTIC GOALS

With taglines like "Lose weight fast" or "Get Fit Today" it's no wonder why we are hard on ourselves when results don't come overnight. Ditching that mindset altogether will help ease your mind as you work on a better self. So, if your goal is to lose fat, give it time. Weight loss varies from person to person for many reasons, especially if you're slowly adopting a healthier lifestyle. The same goes for getting fit; strength will not come overnight, nor will that six pack. The best results are the ones that take time because it means you they will



Treat life as an athletic event. Don't confine exercise to workouts; fill your days with walks, stretches, and bite-size pieces of activity to fill otherwise sedentary moments. None of this activity needs to be intense; if it's frequent enough it will add up quickly.

be much easier to maintain for the long haul.

STOP RESTRICTIVE DIETING

Start off on the right foot this time by creating new, healthy nutritional habits vs. extreme and restrictive dieting. Just because someone on the internet told you to eat 1,000 calories a day doesn't mean you should. Just because someone told you to have zero carbs doesn't mean that's the key to your success. There isn't a one-size-fits-all approach when it comes to nutrition. Restrictive dieting can leave you feeling deprived and miserable which can then lead to binge eating. Instead, adopt a clean eating lifestyle that focuses on real, whole, and mostly organic foods. Think fruits, veggies, lean protein, nuts, whole grains and seeds that are in their natural state.

Believe it or not, 80% of your fitness success will depend on what foods you eat. So instead of giving up everything you love, start by introducing foods that will nourish your body and over time, naturally slim your waistline. Food should be enjoyed, not feared. Yes, some restrictions need to be made—less processed junk, less refined sugar—but overall, you want to introduce healthy foods that you will enjoy for life, not just for beach season.

USE PORTION CONTROL

This is one of the simplest, yet most effective changes you can make that will produce results without stress. Something as simple as eating smaller portions can shave off hundreds of extra calories per day while leaving you feeling satisfied. The advantage of practicing portion control is that you

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do not have to cut out entire food groups to get results, and you get to indulge in your favorite treat every now and then. No dieting and no deprivation, a simple formation of creating a new healthy habit.

A few ways to cut portions: use a smaller plate, fill half of your dinner plate with vegetables or salad, chew more thoroughly, and drink water before meals. If you're used to grabbing food out of the bag or box, start paying attention to serving sizes and just take one.

MEAL PREP

The saying goes "By failing to prepare, you are preparing to fail." The process of meal prepping may take an hour or two each time, but once it's done, you will have fully prepared meals and snacks for the rest of the week! Think of how many times you ended up eating something not-so-good because you were starving and ate the fastest thing you could get your hands on. Meal prepping will help you avoid situations like this and also save you money! Whether you travel to work or you're a stay-at-home mother or father, having food ready and on hand will ease the stress of a hectic daily schedule. Prepping is a way of life that can help you succeed in your health and fitness journey, and once you get used to it, it won't feel like work.

KEEP IT MOVING

You don't have to spend hours in the gym—unless you want to, of

course—to get in great shape. The key to adopting a simple, effective fitness routine is start doing more things that you enjoy. From boxing to tennis, dance class to weight-lifting, it's all about keeping your activity levels high by making it a daily habit. Chances are, if you enjoy what you're doing, you will stick to it! Working out shouldn't feel complicated when it's meant to give you energy and boost your

you drink: if you tend to indulge in sugary drinks, swap them out for a lighter beverage or just drink water. Even if this is the only change you make, you are heading in the right direction. Slow and steady wins the race.

PRACTICE BALANCE

Eat the cake! That might sound contradictory, but getting healthy isn't about total deprivation. It's about finding a healthy balance that is both beneficial to the body, mind, and soul. This goes back to practicing portion control; have a piece of cake, just don't eat the whole thing. Enjoy a dinner out with loved ones, but don't continue to eat out all the time. Make this a part of life. Work out, eat clean, enjoy a treat from time to time, and celebrate and live in the moment. Health is a good relationship between your body and your mind.

So you've hit your goal. What's different this time?

The difference should be that you've made changes which have turned into lifelong habits, and you will not be gaining the weight back just because you hit your goal. Experiment with healthier living and see what works for you. Keep in mind, persistence will get you the results and being consistent will keep them. Cheers to a healthier, stronger you!

Follow fitness author SJ McShane on [Twitter](#), [Instagram](#), and [Facebook](#). and visit her [website](#).

You don't have to spend hours in the gym, but you do need to find activities you enjoy—and incorporate them into your daily life.

feel-good hormones. Something as simple as skipping rope for 5 minutes a day can burn fat, boost heart health, and increase your cardiovascular capacity.

USE THE SWAP SYSTEM

A lifestyle change can be challenging at first. Ease any anxiety by slowly swapping out a few snacks or meals that don't support your desired goals. If you tend to eat snacks at work that aren't so clean, swap one of them out for something healthier. Also look at what

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features a family style, seven-course meal prepared by local and celebrity chefs with live music performances from both established and emerging artists between each course. Proceeds from the event benefit the Robert Irvine Foundation. Sponsored by Live Nation and Comcast Business. Get your tickets today at BeatsNEats.co

FITCRUNCH SNACK SIZES
By popular demand, FitCrunch snack sized bars have arrived, and are now available at FitCrunchBars.com. Available in the same flavors you've come to love, snack size bars pack 15 grams of protein and only 190 calories per bar, as opposed to the standard 380 calorie meal replacement bar.

WORDS TO LIVE BY

*“Ridicule is the tribute paid to the
genius by the mediocrities.”*

- Oscar Wilde

