

FINDING THE LIGHT

How we transformed our fears into
renewed hope during the pandemic



CREATED BY

Alli Mang



JOURNEY’S END

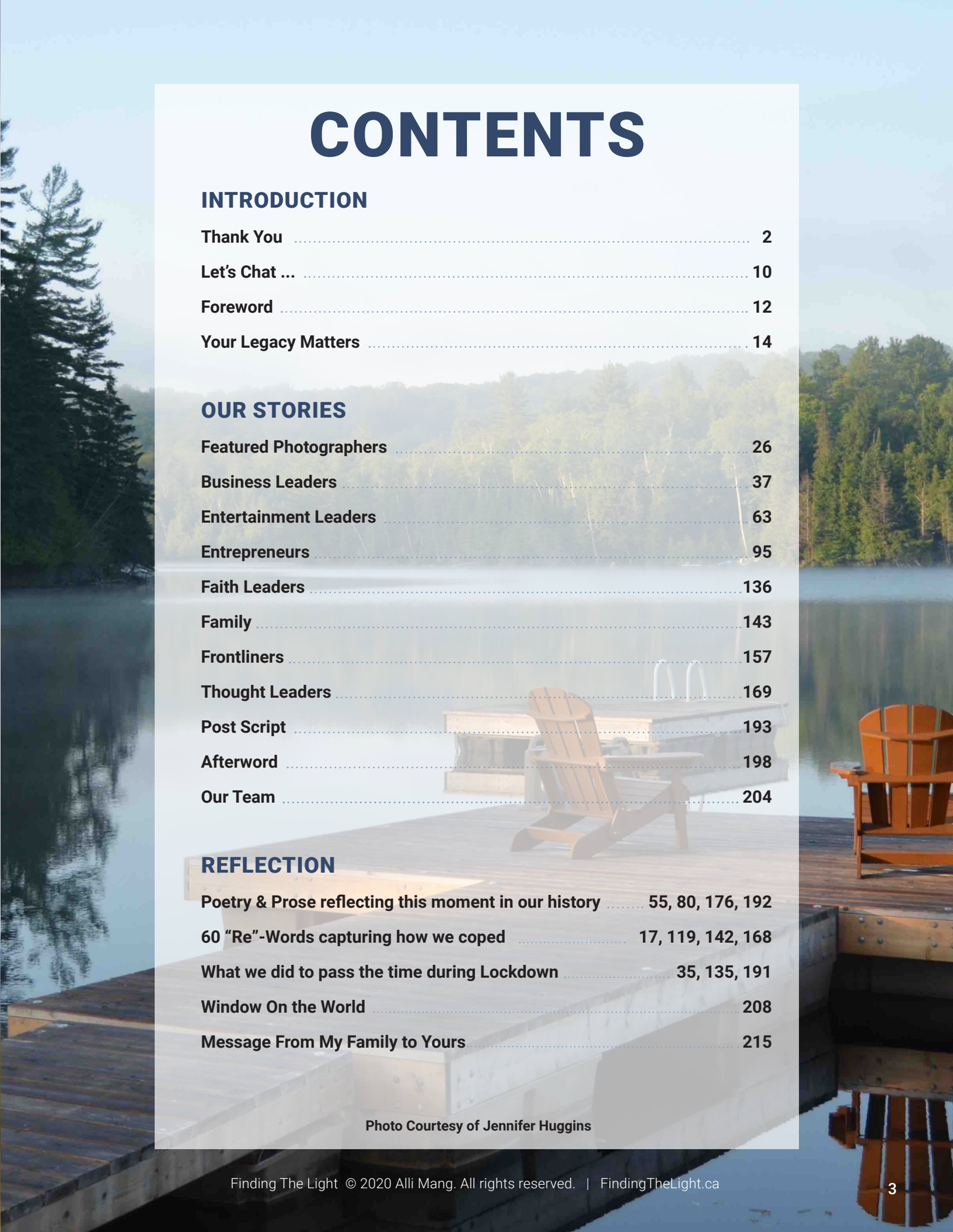
Alone on parallel paths, we voyage through life
arriving ultimately at the threshold.
Some stand close while others hold their distance
Some plagued by weakness, others driven by strength
Those willing to leap and those reticent of stepping into darkness
beyond the chasm of doubt, through corridors of the unknown
toward the final crescendo of light,
the truth of journey’s end.

-Elizabeth Grandbois

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Elizabeth who was also a Registered Nurse has been living with ALS for many years - against all odds.
In the fall of 2006, Elizabeth’s *Concert of Hope* raised millions of dollars for ALS research.

Thank you to Matt Barbeau for allowing us to use his
exquisite photo for the *Finding the Light* book cover.



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Photo Courtesy of Jennifer Huggins

LET'S CHAT ...

In the summer of 1999, I lost my mom to cancer. Seven years later I lost my only sister to suicide. I remember during those times, observing that every moment was filled to capacity with the need to connect with people I never imagined I would - or would on any ordinary day. Our conversations, and especially our silence (as we took in what we had lost) ran on a different stream of consciousness. We all supported each other, forever linked by our grief, and to some degree, linked by the fear of not knowing what was going to happen next. It was as if we were all part of a secret club where one look or shoulder squeeze said everything that needed to be said.

I am noticing a similar connection now with perfect strangers. The first months of our lockdown I found I'd wake up many nights - gasping for air. I was so afraid of what was happening but didn't want to tell anyone nor did I have the words to describe the immensity of my concerns. I kept on having to remind myself to not give into the fear of wondering what will happen tomorrow. And to know that "this" moment is the only moment that I can actually control. Experience has taught me this, but now and again I have to be reminded. Last week, I was reminded of that and was awakened to so much more.

I was sitting at a stoplight watching a man cross the street with his Labradoodle. "How are you doing today?", I asked. He laughed and said, "He's fine," (meaning the dog). "But to be honest, I'm scared ____less." His honesty took me by surprise. This perfect stranger shone a light on what I was too afraid to say out loud - that I was scared of what this pandemic was going to do to our world, my family and community. The next morning, I woke to hear this voice in my head:

"Free yourself Elevate And Rise". It was a new way to look at my fear. At that moment, *Finding the Light* was



"Finding the Light is a beacon of light and a positive resource for those struggling to get through. We wanted to uncover how this pandemic affected everyone from school kids to the elderly from North America, Germany and Australia."

born. I knew that others had to be feeling the same way and were perhaps as tongue tied as I was. I decided to turn the page of my fears to connect to my family, friends and colleagues throughout the years of being an entrepreneur. I wanted to know how they were coping and finding new ways to live their lives.

When the pandemic first hit late 2019, for a time, the entire world was 'in on' the same conversation. We, as the human race, were all part of the same club, bound by our fragile biology, where vulnerability, empathy and kindness were the only labels that mattered. Thousands of people and organizations came together to help in any way they could - many times without a price tag attached. Their acts of kindness and selflessness gave us hope that the best of humanity is still intact. It inspired me to create this legacy, time capsule.

Finding the Light is a beacon of light and a positive resource for those struggling to get through. We

LET'S CHAT ...

wanted to uncover how this pandemic affected everyone from school kids to the elderly from North America, Germany and Australia. Participants include a recovered COVID-19 patient, a frontline worker (who volunteered at a hospital in the "hot-bed" of NYC for two months), fitness instructors, entertainment leaders (including many Broadway actors), CEO's, artistic directors, talent managers and many others. It is made up of 70+ "bite sized" stand alone essays, photography and poetry, revealing the real and relatable thoughts and fears, with a hopeful outlook from all walks of life. Photos from around the globe, plus six featured professional photographers spotlight how mother nature shone brightly during COVID-19. We have brought together the community by sharing stories from everyday people, those who may have never had a moment of mental distress in their lives until now. This book proves that the thread of love and humanity binds us all to give us strength and inspiration to show us the way no matter what challenges we face.

We started our interviews on April 18, 2020. For 20 days, entrepreneur and friend Louise Camilleri joined me to do many of the interviews. During our chats we were laughing and crying all at the same time. To break the ice at the beginning of the conversations, we would ask our guests questions like, "What are you doing to relieve stress, to stay in shape and fill your extra time up during the lockdown?" People shared some of the funniest COVID-19 "memes", but they also shared some surprising activities (that kept them sane). Things like, Zoom Tango dancing with people from around the globe, or baking homemade N.Y pretzels kept people "together". One of our guests sheepishly confessed that she had just watched, for quite some time, on YouTube, a squirrel navigate the security features of a bird feeder. A favorite stress relieving activity came from an L.A. comedian who shared, "juicing" with Pinot Noir!

As we worked towards our formal interview questions, we noted that almost every single guest referred to this unprecedented time in our lives as a giant "reset". Some referred to it as a regrouping, restructuring, and a recalibration of priorities. We documented sixty "Re" words that were repeated over and over again throughout the days of conversations. You will see a through line of our conversations captured in various ways throughout this book.

The essays were based on four main questions:

1. How do you view this PAUSE in life?
2. What are your insights and/or advice to the next generation on how to deal with change?
3. What are your hopes and wishes for a post COVID-19 world?
4. What one or two words represent the COVID-19 experience for you?

(As a matter of interest, out of all of the 70+ people we interviewed, only two words were repeated).

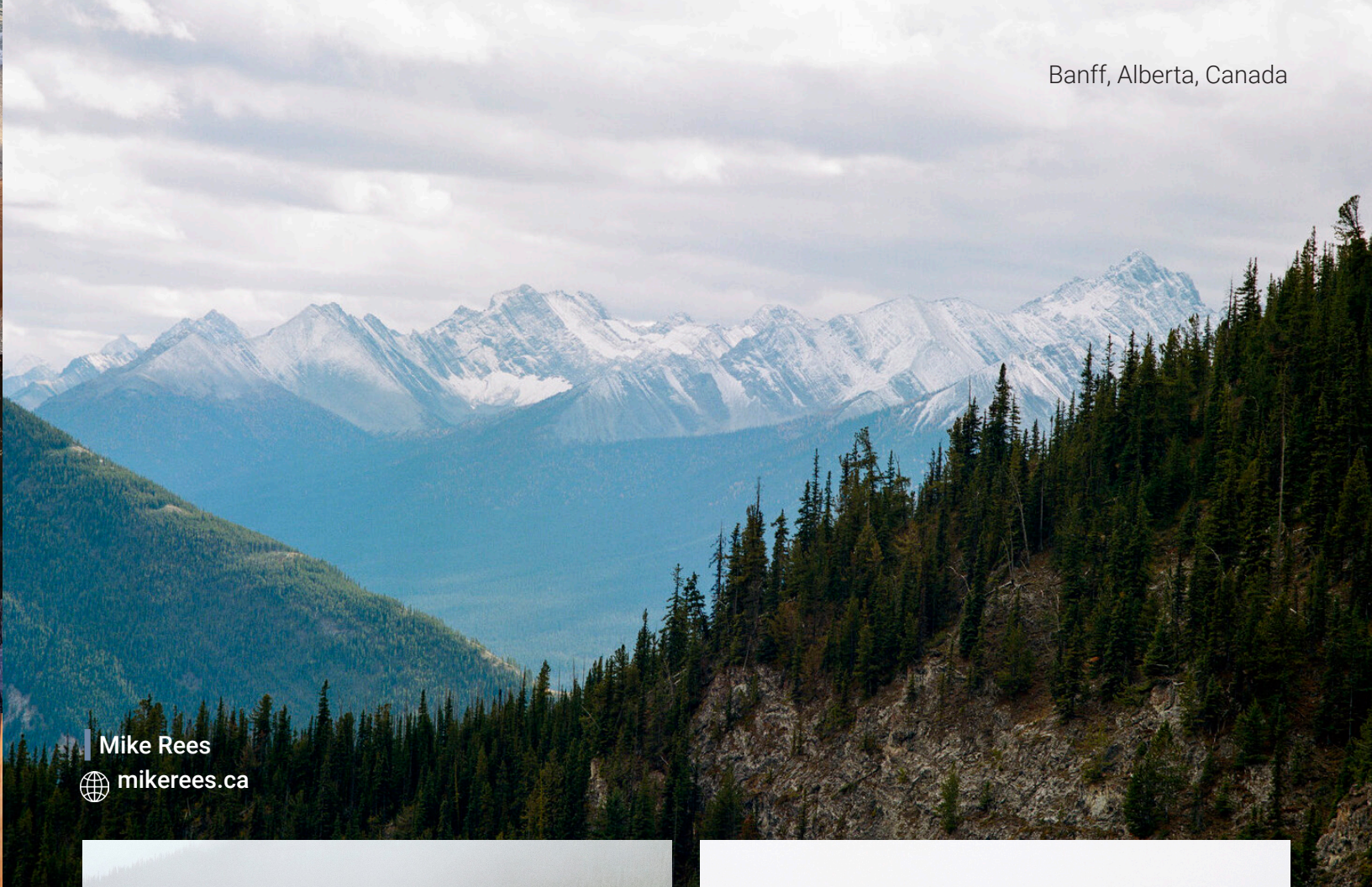
My father and mother taught me - what blesses one, blesses all. By connecting and helping each other through this time of our lives, my hope is that you are moved to share this book of hope, humanity and our history with everyone you know and love including your children and their children too.



day one

too freaked out to be embarrassed that i just bought \$242 worth of toilet paper!

Reactive REPAIR **Remember** Reflect
Reduce REALLOCATE
Reinvest Retrospect Rediscover
REBOOT Reawaken
Respond Reclaim RECOVER
RECHARGE Reconnect Rebrand
Resilience REJUVENATE **Realign**
Remodel RELATE **Rebalance** Rebuild
Recline RESONANCE
Reiterate Reposition Reminder
RETURN Respond Relearn
Reinvent Rejoice REGROW
REDEFINE Rehabilitate
Recognize RESPIRATION **Restart**



Mike Rees
mikerees.ca



"I usually shoot both 35mm and medium format film, on a Canon EOS 1N and a Bronica ETRS. I prefer to shoot on Kodak film, usually Portra 400 or Kodak Gold 200. Most of my photos were shot with a 50mm lens (or equivalent), but occasionally I use a 150mm lens on the Bronica for landscapes. Alli Mang is a positive force in this world and there needs to be more people like her. I am honored to have been asked to participate in this project!" – **Mike Rees**

PASTA
Cannabis
POPCORN AND WINE
Homemade NY style pretzels
Sour Cream and Onion Chips
CHOCOLATE, CHOCOLATE AND MORE CHOCOLATE
ANY KIND OF POTATO 4 O'clock sangrias
BURNT TOAST WITH MARMALADE Margarita's
I swim every day in the ocean at Bondi Beach
Champagne Sweet and sour jelly beans
INDIE 80S ROCK, 70S, AND PART OF 60S
You Tube videos of squirrels in bird feeders
"Walking in the evening - rain or shine"
My Roommates Butter Tarts
TRADER JOE'S LICORICE
PB & jelly sandwiches
TUNING PINO NOIR
Run DMC
Gum

Photo Courtesy of Gary Hershorn

FRONTLINERS



"Many times in medicine it's wise to stay in our lane of expertise for all kinds of good reasons. In this COVID-19 situation, we filled in anywhere and everywhere. We were just a big team who pulled together to get through what we had to do."

- Jeff Goldstein PA-C

VISION & OPPORTUNITY

Marquel Russell

Interviewed May 5, 2020

Who you become in the pursuit of your goal is more important than the goal!

I grew up in a drug infested environment in Atlanta. My mom raised me and my two sisters. After a few stints in jail after selling drugs with my cousins, I made some huge changes in my life. I wanted to have a family and I wanted to make a lasting impact on my family and the world. This is what being given another chance at life is for me. We are all creators. This laptop I'm overusing right now, this was created by a human being. Technology was created by a human being. Everything that we use every day was created by us. Because there was a need, creators used the resources at hand to fulfill that need.

This pandemic has created massive opportunities; more than I've ever seen. We've just got to choose which lens to look through. This is our job to do, no one else's. I believe, right now, is the best time in the history of the world to be alive. We're seeing the entire world go fully digital right before our eyes, and it's helping us all become more efficient.

For example, I was challenging my brother with this thought: Why is it important now for kids to go to school from eight in the morning to 2:30? My kids and other kids are organically finding ways to become more efficient with their time and how they use it. They're getting their school work done in an hour or two. At an early age, they are already learning that. Because



“Don’t entertain gossip, foolishness or compare yourself to others. Just show up and prove it! If a kid from crime, who had nothing to look forward to, can get up and out of a world that had no hope, then you will get out of this pandemic too.”

they're kids, they go out and play but think about how incredible this is? They never have to feel like they are missing out on anything because they are learning how to compartmentalize while doing more things that they love to do. Already in the world, after months of this pandemic affecting business, we're seeing how companies are becoming more efficient too. They are using less employees - which is obviously a tough blow for some people, but companies are become more efficient too. Which was going to happen at some point anyway. The pandemic has just pushed us in that direction sooner than we were ready for.

No one is ready for change until they don't have a choice not to be ready. Not everyone who has had children was ready to have a child when they

VISION AND OPPORTUNITY | Marquel Russell

got pregnant – but still became great parents! All I'm saying is that full readiness is not always the prerequisite to make lasting change. We can't grow without challenge. If everything is always comfortable, you can't grow. As entrepreneurs, we thrive on the challenge. Just because you can run a mile, doesn't mean that you can run ten. You have to train, have a vision and a plan to follow. If you want to run a marathon, unless you're already a trained long-distance runner, it will take at least seventeen weeks to train to run a marathon.

“Create a crystal-clear vision of how you want to succeed moving forward. Do your research and never let up until your vision is turning into real opportunities. No matter how challenging things get, your vision will pull you through.”

Whatever you focus on expands. So, if you focus on the obstacles, then all you'll see are the obstacles. If you focus on finding and seeing opportunities, then you will see more and more opportunities. Whatever you focus on, that's what you're going to see. The news is geared to make you continue to pay attention to it. That's their job, right? That's what they do to keep going and to keep paying their employees. So, they hype it up like its entertainment.

There is no better time than ever to create your own platform. I'll give you an example – there is a guy named DJ DMax. He has had a huge following on Instagram but now he can't do clubs or any kind of event - and probably won't be able to for a long time. So, he threw a virtual party via Instagram Live. Hundreds of thousands of people tuned in to enjoy his show in

their own homes. They partied safely at their homes still being led by his expertise. He inspired other DJs to do the same. They started their spin and began attracting advertisers for product placement. Was it easy to make the change? No. Was it what the DJ's wanted to be doing? No, not at all. But because we are creators, we find new ways to express our expertise. Is it like it was? No, of course it isn't. But we can't just dig our heels in when things aren't going in the direction it used to be. Entrepreneurs are creators. We're wired to find new ways to keep expressing our art and our skills.



Don't entertain gossip, foolishness or compare yourself to others. Just show up and prove it! If a kid from crime, who had nothing to look forward to, can get up and out of a world that had no hope, then you will get out of this pandemic too. Create a crystal-clear vision of how you want to succeed moving forward. Do your research and never let up until your vision is turning into real opportunities. No matter how challenging things get, your vision will pull you through.

MESSAGE FROM MY FAMILY TO YOURS



On behalf of the nearly 100 participants in this book, We Thank You For Joining Us. I hope this collection of essays, photographs, poetry and reflections, inspires continued dialogue with your family and loved ones to keep on sharing how we are coping, re-building and discovering new ways to thrive as we all move forward.

Our Mission is to Share Stories of Regular People who are Thinking and Acting in Extraordinary Ways through:
Broadcasting on public platforms;
Attracting a community of like-minded individuals and corporations who are impelled to join and share;
Building Messages of Hope, Inspiration and Abundance;
Entertaining, Inspiring and **Reaching** One Heart and Soul at a time.

My very best to you all,

Alli XO
October 22, 2020



FindingTheLight.ca



The unprecedented experience of living through the pandemic has made us all acutely aware of how tied to each other we truly are. *Finding the Light* is a collection of personal stories from people around the globe who came together with one purpose - to help each other find their light through this dark time in history. It is proof of what happens when humanity comes together for a common good. *Finding the Light* will help you get the comfort, the direction and the answers you need to move forward through this new normal.

"We have a very short period of time in our lives. I believe this pandemic is making that clear to everyone. Now is the best time to make a shift – no matter what seems to be stopping you. Thank you for including me in this incredible book of enlightenment Alli."
-Steve Hopper, CEO Steve Hopper International

"*Finding the Light* is a healing journey. It could very well be the pathway into helping you blast into the greatest part of your life."
-Larry Beacham, CEO Champion Builder

"*Finding the Light* is a global movement of good news! I am so proud to be a part of Alli's vision."
-Darris Love, COO AZ Foothills

"Alli Mang captured my story with utter perfection. As I read the written words from our interview together, I had tears in my eyes. It's wonderful seeing my personal story captured so eloquently on the page. Thank you for including me in this monumental chain letter of hope and humanity called, *Finding the Light*."
-Donald A. Joe, CEO One World Stage and Screen

"Pick yourself up and try something new - or vary the way you did things before. Decide to start 'today' because tomorrow is not promised. *Finding the Light* is the book you need to keep you focused."
-Pam Goodwin, CEO Goodwin Commercial

"No matter how challenging things get, your vision will pull you through. Alli Mang is a visionary and leader for creating this book. *Finding the Light* was an honor to have been a part of."
-Marquel Russell, CEO and Founder, King of Client Attraction

I bow my head in humility as I think about the number of hearts and souls who said yes and came together to make *Finding the Light* a reality. This is my 4th book which is a downloadable e-book. It represents over 100 people from all over the world who care about lifting and supporting their fellow man. I guarantee that there will



be at least one story and one photograph that will speak directly to you! I invite you to share it with everyone you care about. No matter what we face, we must find the light through our challenges, so that we can keep moving forward.

4-time author, Alli Mang has been telling stories in her entrepreneurial life for more than 35 years. She was Canada's first *Ivory Girl* when campaigns started celebrating the beauty of Moms. She was part of the grand launch of a home and lifestyle line selling more than \$40 million LIVE on the worldwide shopping channel platform.

Alli and her team of screen writers and creative directors, consult and teach professionals how to illuminate their unique stories of business and personal experience to create a lasting impact online, on camera and on the page.