



## **ALLIANCE OF CHIEF EXECUTIVES**

**May 13, 2016 San Francisco Regional Meeting**

### **Alliance Voices Agenda**

**Peter Koshland, Founder, Koshland Pharm**

#### ***"Why Zebras Don't Get Ulcers"***

*Peter tells us how our bodies are not designed to handle chronic stress*

**Chris Mittelstaedt, CEO, The FruitGuys**

#### ***"5 R's Customer Promise"***

*Chris shares how having a unifying theory of doing business is important*

**Cat Lincoln, Founder & CEO, Clever Girls Collective**

#### ***"How to Go Viral in Three Easy Steps"***

*Cat explains how to maximize the reach of your social media content*

**James Kilpatrick, President, NAI Northern California**

#### ***"Motion and Emotion"***

*James shares his view of their connection and how you can benefit*

**Ebbe Altberg, CEO, Linden Lab**

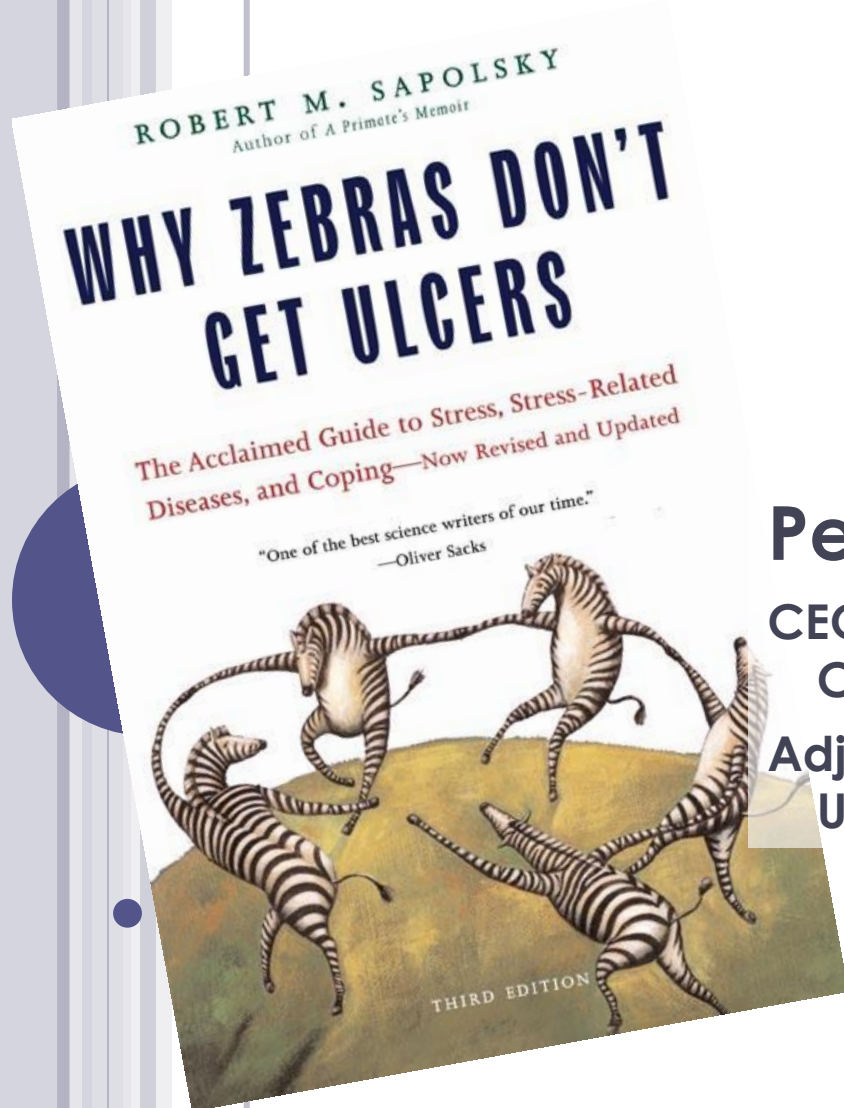
#### ***"Future of Virtual Reality"***

*Ebbe tells us how this technology will influence our lives*

**Lisa Dyson, CEO, Kiverdi**

#### ***"The New Carbon Currency"***

*Lisa shares what that might mean for the future of our planet*



## Peter Koshland, Pharm.D

CEO: Koshland Pharm: Custom  
Compounding Pharmacy

Adjunct Professor of Clinical Pharmacy,  
UCSF School of Pharmacy

# SHORT BURSTS OF STRESS FOLLOWED BY LONG PERIODS OF REST



# OUR LIVES



# DOES STRESS HAVE PHYSICAL CONSEQUENCES?





# SOME DISEASES LINKED TO STRESS:

- Heart Attack
- Stroke
- Cancer
- Depression
- Diabetes
- Rheumatoid arthritis
- Chronic Infections
- Ulcers
- And more...



# SOME SYMPTOMS RELATED TO STRESS

- Fatigue
- Energy Crashes
- Anxiety
- Brain Fog
- Insomnia
- Chronic Pain
- Headaches
- Low blood pressure
- Susceptibility to infections
- Allergies



# WHAT CAN WE DO?

- Avoid refined sugar



# WHAT CAN WE DO?

- Daily no-stress/low-stress activity



# WHAT CAN WE DO?

- 7-8 hours sleep per night





**Koshland Pharm**  
Custom Compounding Pharmacy  
301 Folsom St. Suite B, San Francisco  
(p) 415-344-0600 (f) 415-344-0607  
www.koshlandpharm.com

## Your Checklist For Healthy Living

Being healthy doesn't happen by accident. There are many steps you can take to feel great and prevent disease. Here are proven ways to optimize your health.

- Exercise**  
Cardiovascular (3 times a week)  
*(Get your heart rate up - to find your target heart rate use this formula:  
220 - [your age] x 0.8)*
- Create Time For Relaxation**  
Yoga, meditation, or other relaxation technique  
(10-15 minutes a day)
- Sleep**  
7-9 hours a night

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## Eat Well

- Limit intake of refined sugar**  
(no more than 40 grams a day)
- Protein** (15-25 grams 3 times a day)
- Whole Grains**  
*Replace breads and pasta from refined flour with products containing whole grains*
- Fiber** (25-35 grams a day)  
*Fruits, vegetables, beans, brown rice, whole wheat bread and pasta*
- Cruciferous Vegetables**  
(3 servings a week)  
*Foods like broccoli, cauliflower, and kale*
- Antioxidants** (5 servings a day)  
*Foods like blueberries, cranberries, red grapes, walnuts, spinach, carrots, potatoes, and green tea*
- Limit caffeine intake**  
(no more than 2 servings a day)

## Select High-Quality Vitamins

- Multivitamin
- Omega-3 Fatty Acid (fish oil)
- Vitamin D
- Probiotic



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Developed by

Koshland Pharm: Custom Compounding Pharmacy  
*As a reminder, always consult your doctor for medical advice and treatment before starting any program.*



# HOW TO GO VIRAL IN 3 EASY STEPS

CAT LINCOLN, Founder & CEO  
cat@clevergirlscollective.com  
clevergirlscollective.com



Gotham City Chronicle

# BATKID SAVES CITY

*Hooded hero nabs Riddler,  
rescues damsel in distress*

Clever Girls®



Hooray for Batkid!



Worldwide Trends · Change

#DollarMenu & More  Promoted

#SFBatKid

#WhatNow

#BuenFin

Doug Ford

#TakibeGeldik

#weekend

Children in Need

The Tribes

BarzaniyeZiyaret Turkiyeyelhanet

**GREAT STORIES  
LEAVE LASTING IMPRESSIONS**

**#SFBATKID GENERATED 2 BILLION**

Clever Girls®



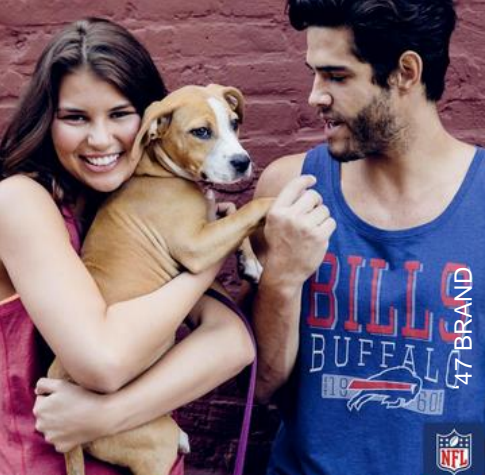
# 1. TELL AN EMOTIONAL STORY

**Family**  
**Sports**  
**Food**  
**Politics**



Clever Girls®





PINK PEPPERMINT DESIGN



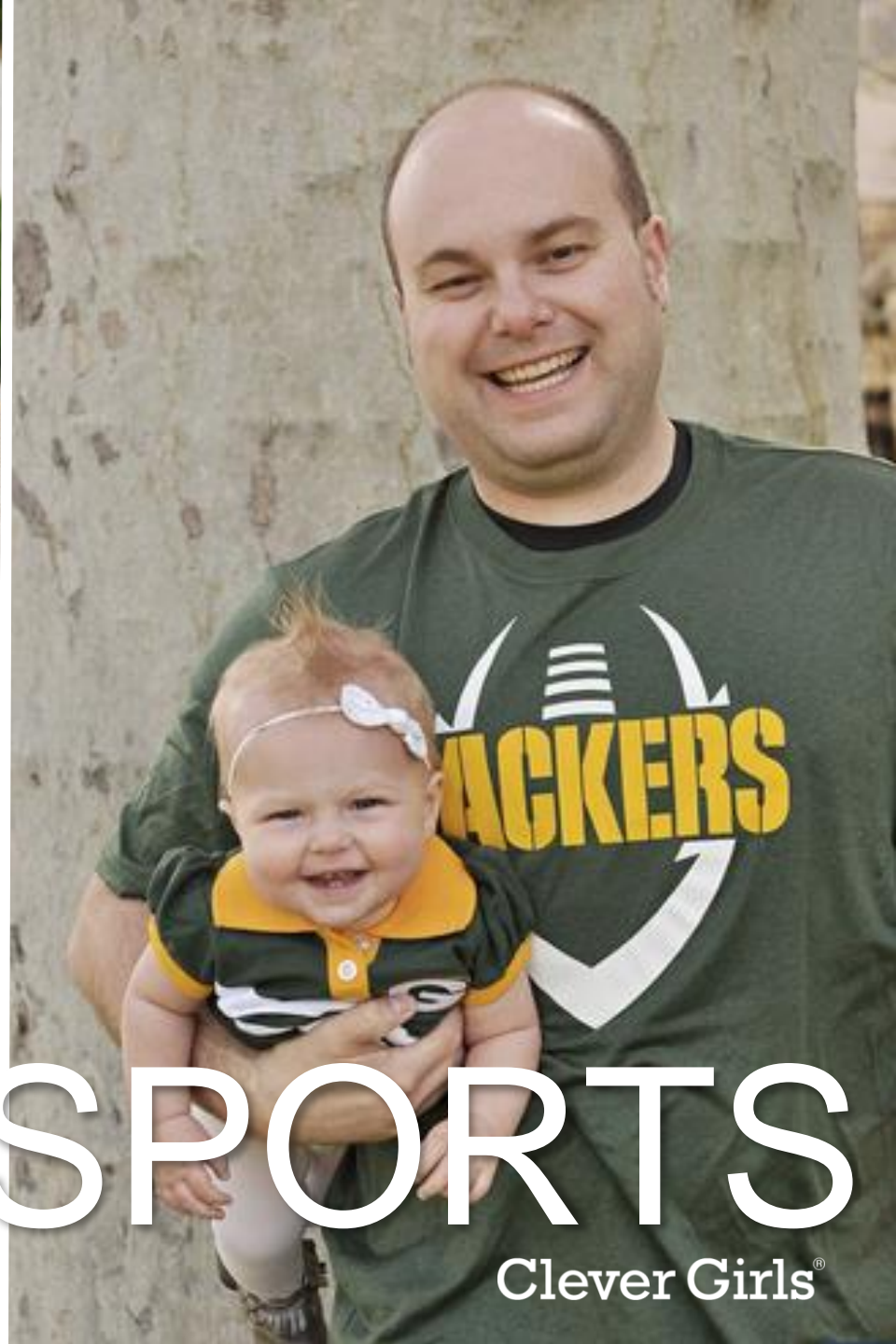
THE CLOTHES HORSE



SOIREE EVENT DESIGN

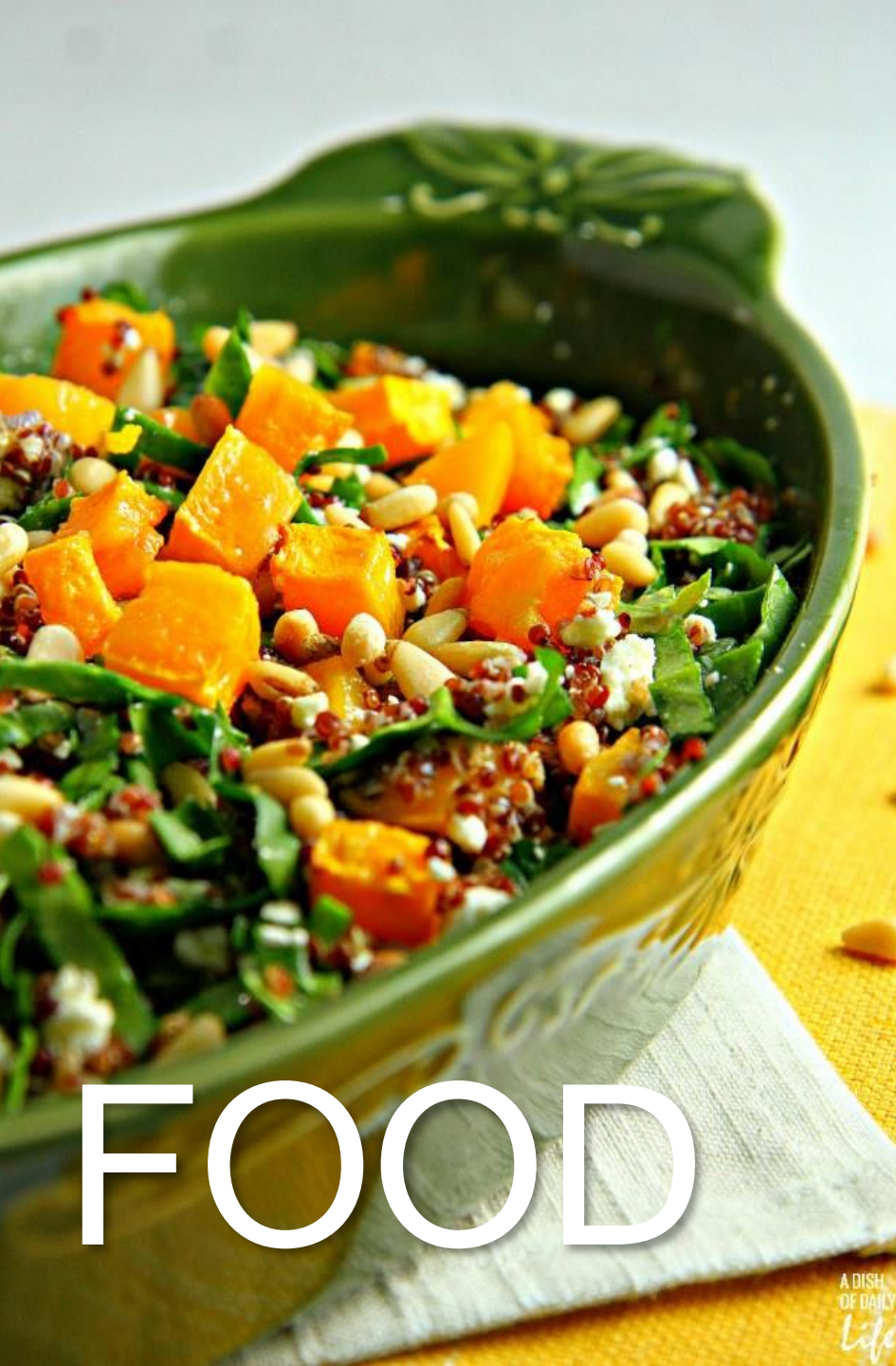


A SIMPLE PANTRY



# SPORTS

Clever Girls®



# FOOD

A DISH  
OF DAILY  
Life



Clever Girls®



# POLITICS

Clever Girls<sup>®</sup>



2.

MAKE IT  
EASY TO  
FIND

**#hashtag = “address  
of your party”**



**The White House** @WhiteHouse Follow

President Obama's message to #SFBatKid -> [vine.co/v/htbdjZAPrAX](http://vine.co/v/htbdjZAPrAX)

Reply Retweet Favorite More

Vine



White House Video's post on Vine  
President Obama has a message for #SFBatKid -


[View on web](#)

7,164 RETWEETS 4,568 FAVORITES

**Gavin Newsom** @GavinNewsom Follow

Great work today #SFBatKid! You made the city a safer place. You are truly an inspiration @SFWish [pic.twitter.com/oef5Upzuss](http://pic.twitter.com/oef5Upzuss)

Reply Retweet Favorite More



260 RETWEETS 255 FAVORITES

3:02 PM - 15 Nov 13 Flag media

**Ben Affleck** @BenAffleck Follow

Batkid. Best Batman ever. #SFBatKid #MakeAWish @SFWish

Reply Retweet Favorite More

5,467 RETWEETS 4,814 FAVORITES

2:02 PM - 16 Nov 13

# 3. GIVE PEOPLE WAYS TO PARTICIPATE

Everyone wants to be a hero



LUCK  
HAPPENS





GO  
GET  
LUCKY!

CAT LINCOLN, Founder & CEO  
cat@clevergirlscollective.com  
clevergirlscollective.com

Clever Girls®

May 13<sup>th</sup>, 2016

# Emotion and Motion

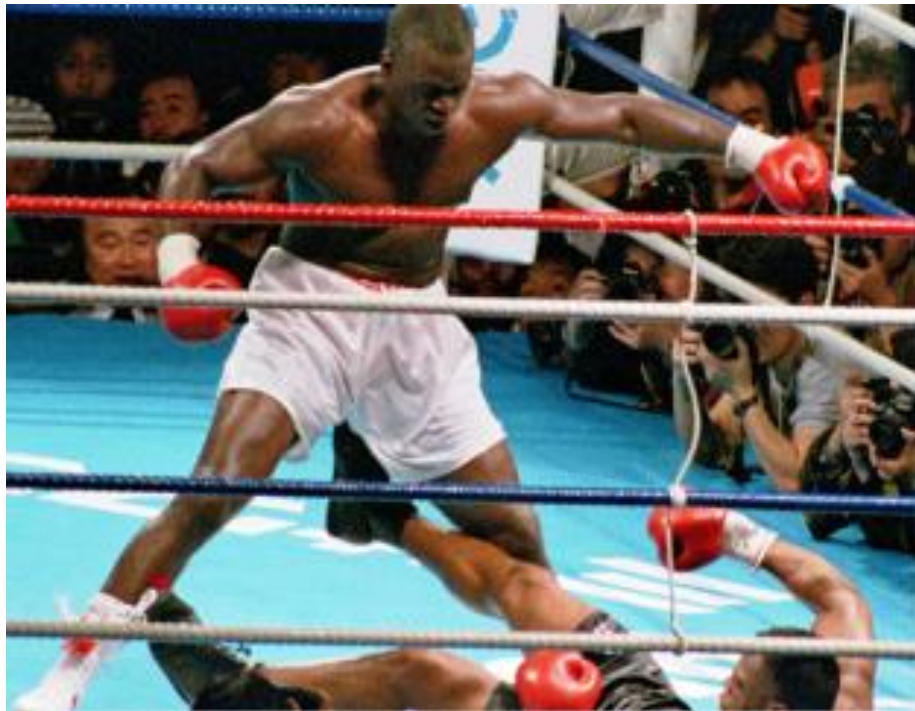
James Kilpatrick













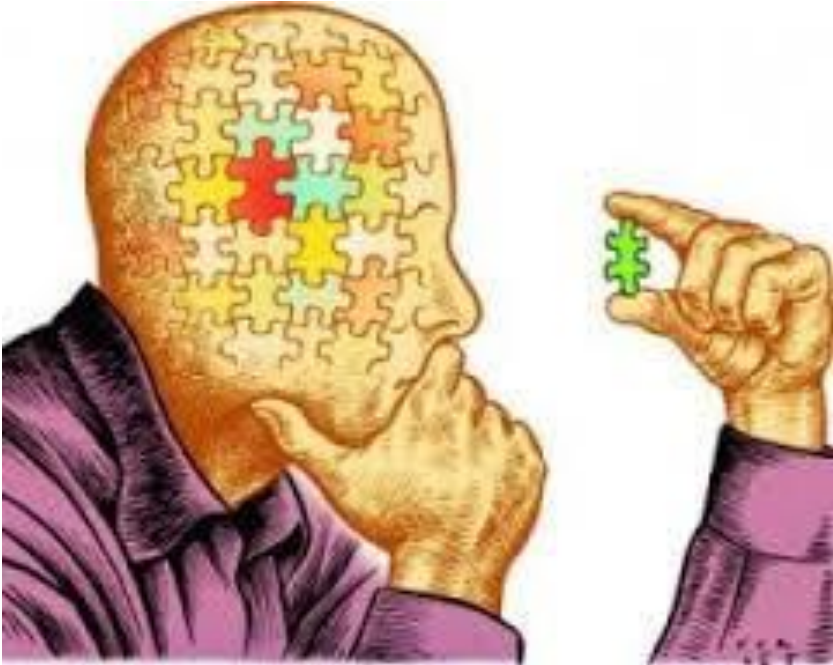


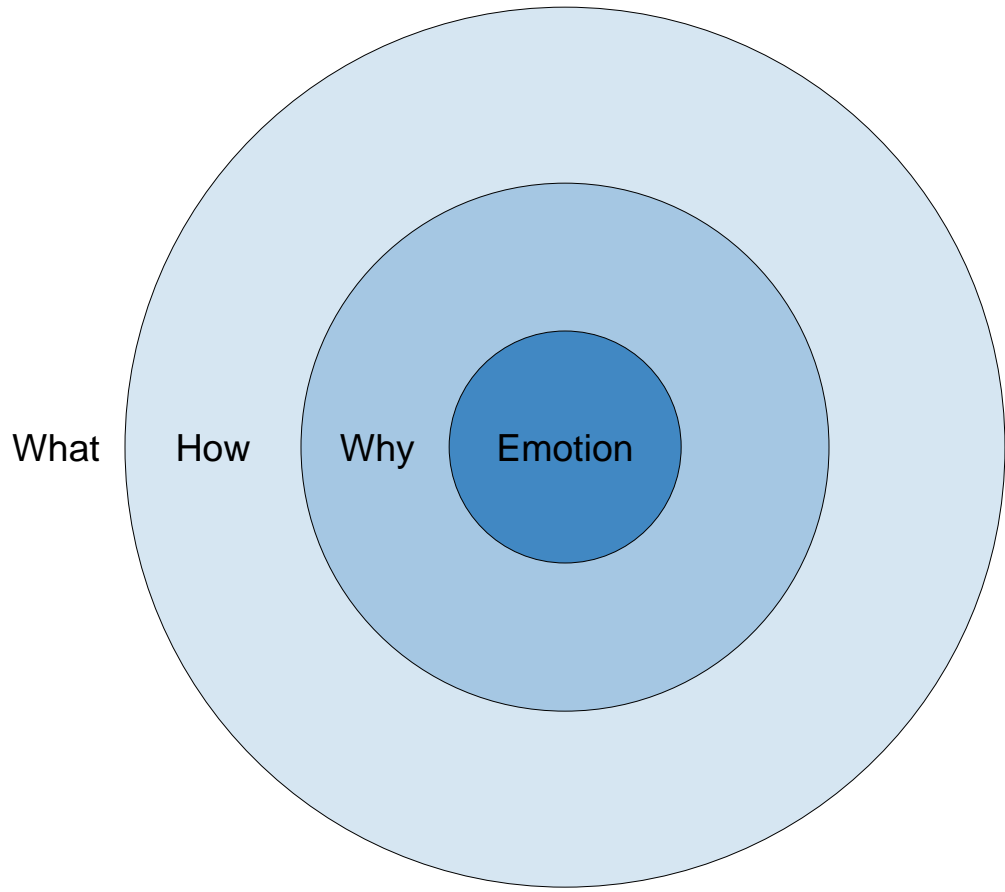


# Become more aware of your emotions

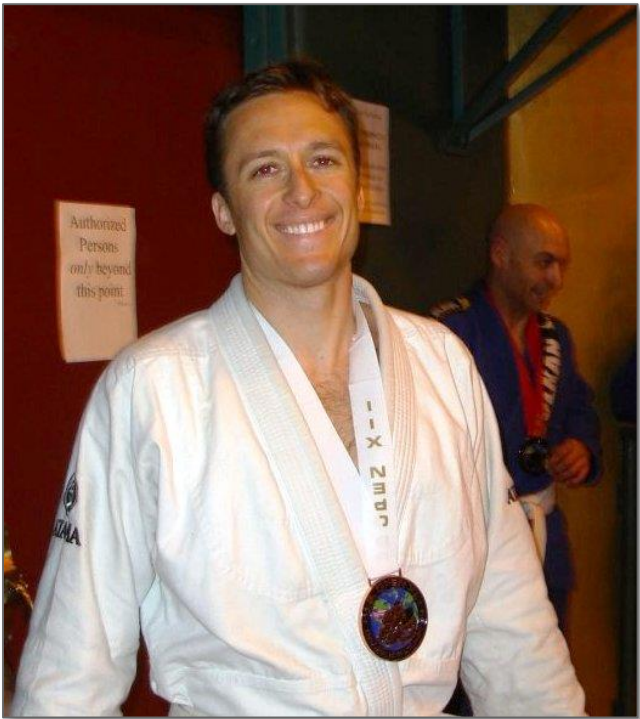


# Choose your emotions



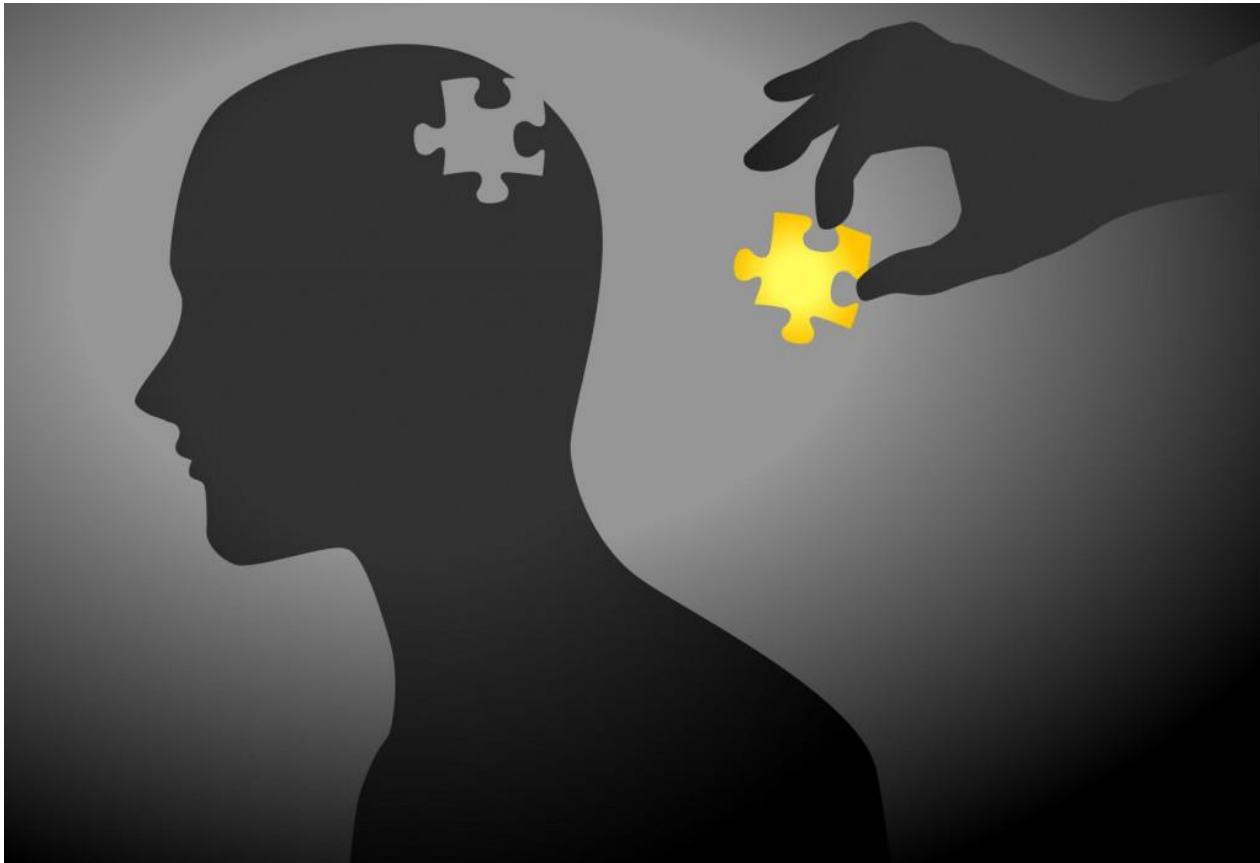


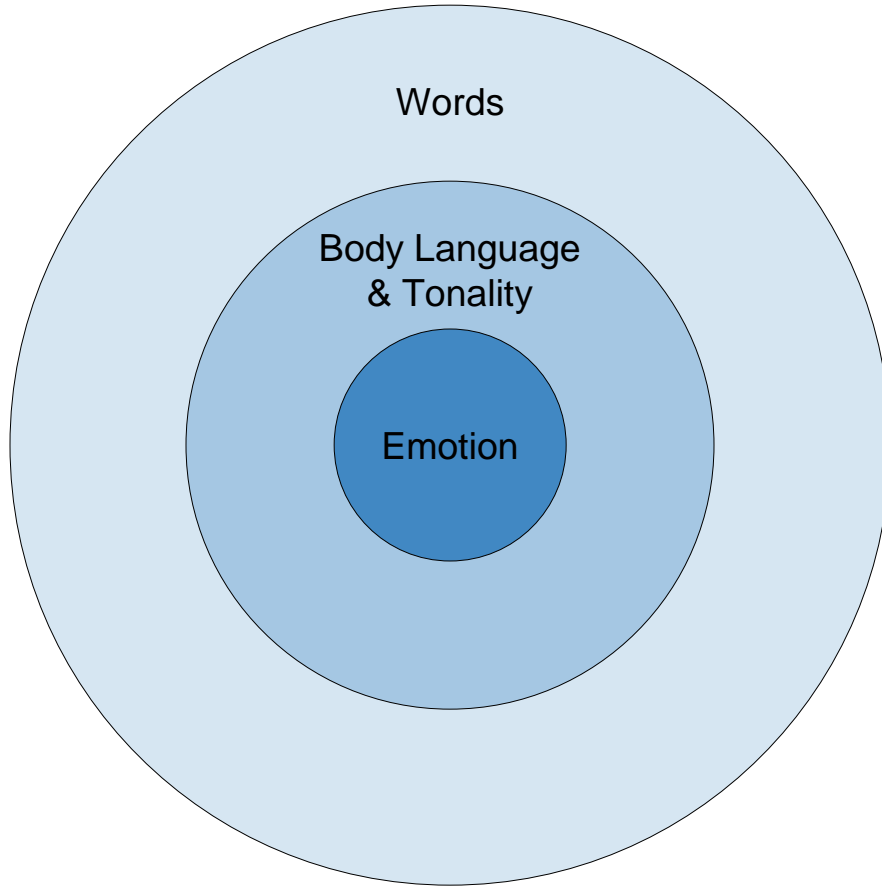
# Emotion Management Strategy



# Communicating Emotions Authentically







# Q & A



# THE FUTURE OF VIRTUAL REALITY

**Ebbe Altberg**  
CEO, Linden Lab



**CONSUMER VR  
IS HAPPENING**

# THE POWER OF VR





**VR WILL IMPACT  
NEARLY EVERYTHING**



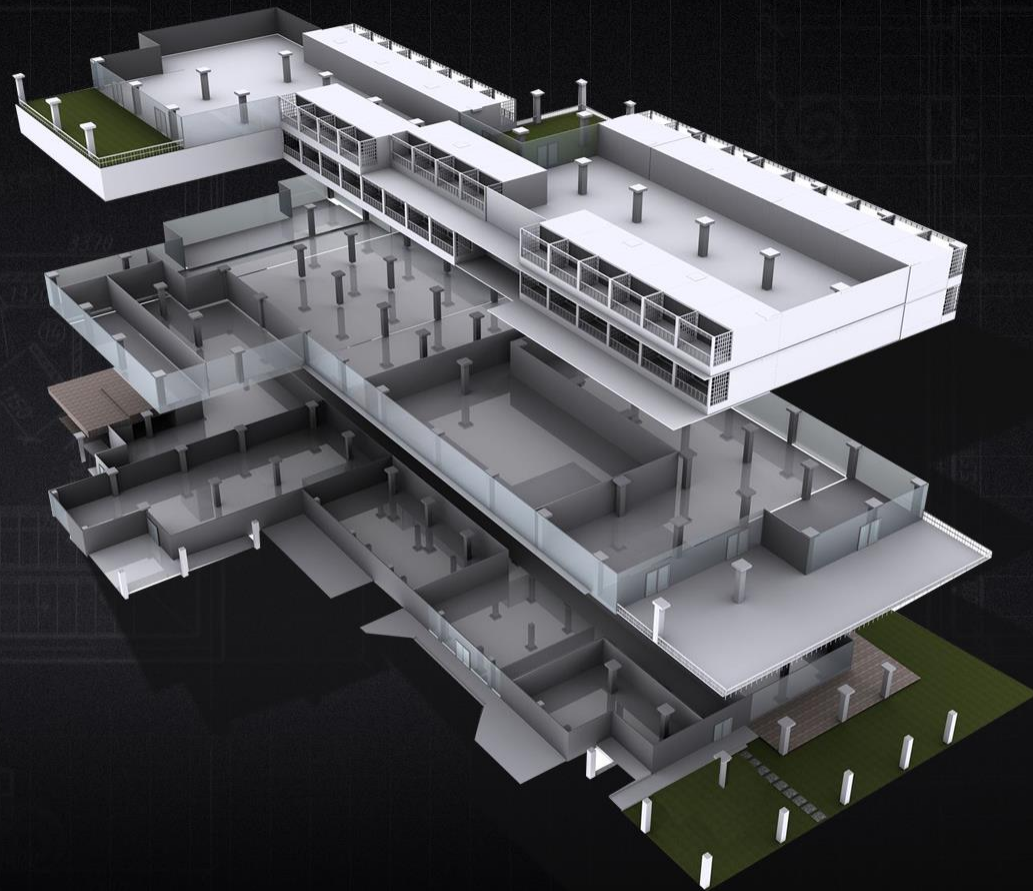
# HEALTH & WELLNESS



**TEACHING & LEARNING**



**COMMERCE**



**BUSINESS**

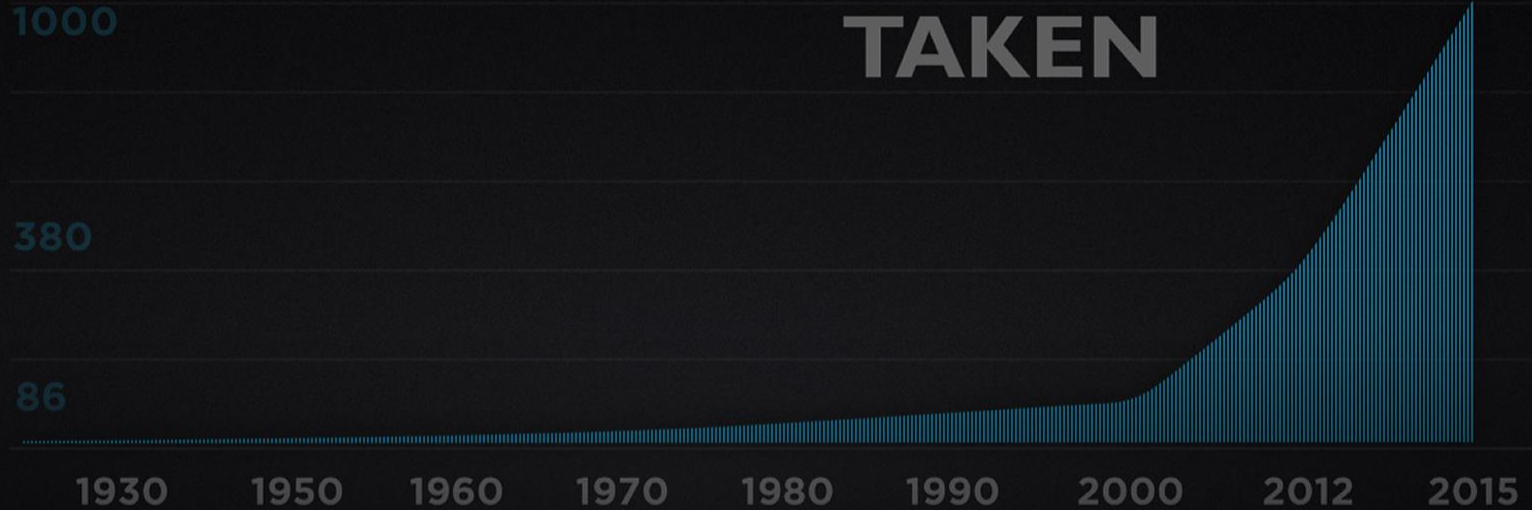


**COMMUNICATION**



**SOCIALIZING  
& PLAYING**

# BILLIONS OF PHOTOS TAKEN



**WE WILL ALL  
BE PARTICIPANTS**



**WHAT WILL  
YOU CREATE?**





Astronauts  
Breathe Out  
CO<sub>2</sub>

CO<sub>2</sub> is  
Recycled

# The "Closed Loop" Cycle

Into Protein  
for  
Astronauts  
to Eat



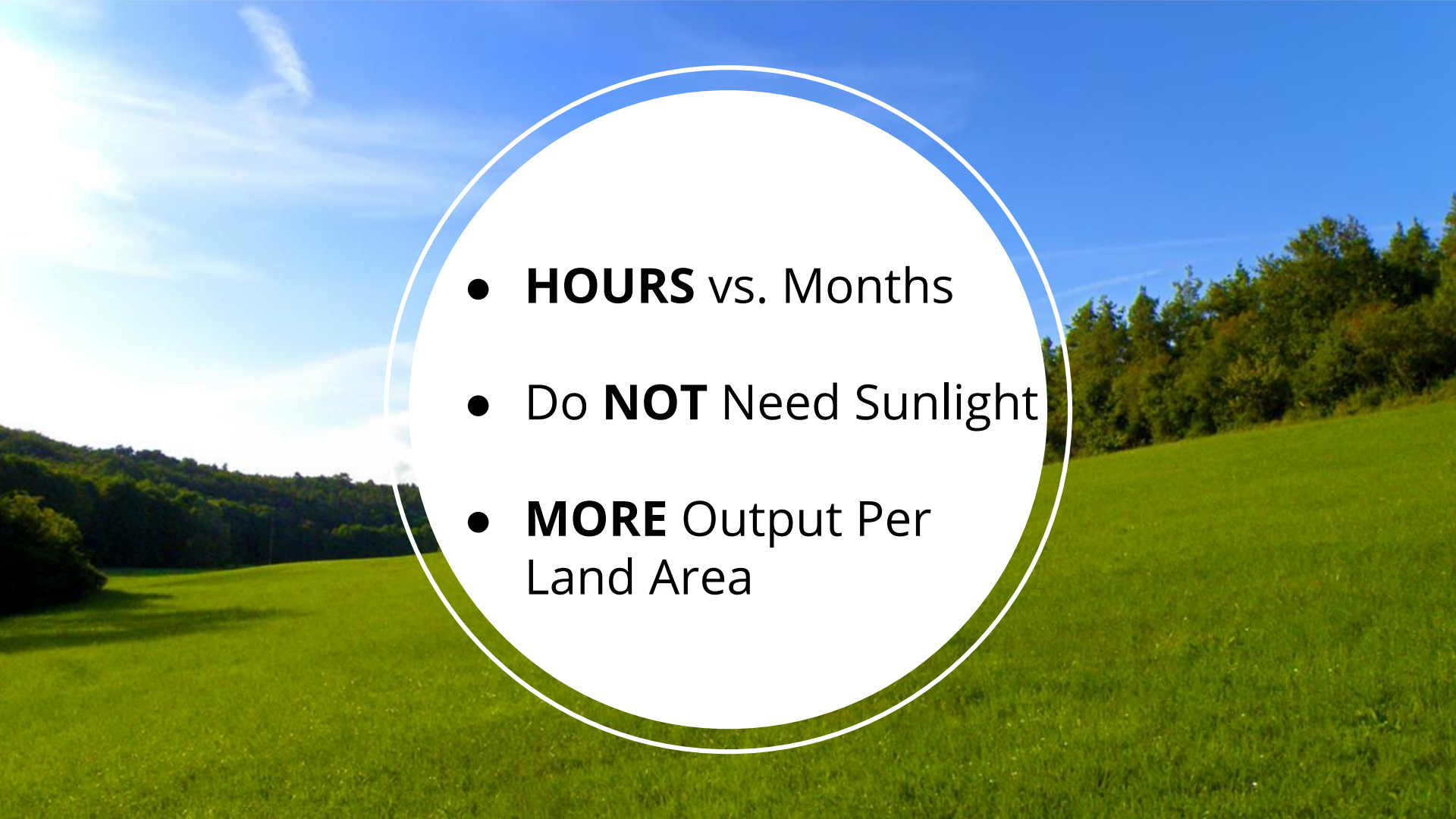


**10 Billion  
People**

By 2050





- 
- **HOURS** vs. Months
  - Do **NOT** Need Sunlight
  - **MORE** Output Per Land Area





