

"UP CLOSE"

DAWNA STONE

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>> THE FOLLOWING IS A SPECIAL PRESENTATION OF WEDU, TAMPA, ST. PETERSBURG, SARASOTA.

>>Cathy Unruh: FOR SOME PEOPLE, GETTING AHEAD IN LIFE MEANS DOING ANYTHING AND EVERYTHING TO ACHIEVE THEIR GOAL.

WHAT'S YOUR DEFINITION OF SUCCESS?

AND HOW DO YOU REACH YOUR GOALS?

WE'LL TALK TO THE WINNER OF "THE APPRENTICE: MARTHA STEWART" WHO SAYS IT ALL STARTS BY BEING NICE.

>>Cathy Unruh: WELCOME TO "UP CLOSE."

I'M CATHY UNRUH.

YOU'VE HEARD THE PHRASE, "NICE PEOPLE ALWAYS FINISH LAST."

BUT OUR GUEST TODAY HIGHLY DISAGREES WITH THAT CONVENTIONAL WISDOM.

SHE BELIEVES THAT BEING NICE CAN HELP YOU GET AHEAD IN YOUR CAREER THAT IT CAN OPEN DOORS THAT MAY HAVE PREVIOUSLY BEEN SHUT AND MAY CREATE NEW OPPORTUNITIES.

DAWNA STONE HAS WRITTEN A BOOK, "WINNING NICE: HOW TO

UNEDITED REALTIME CLOSED CAPTIONING

SUCCEED IN BUSINESS AND LIFE WITHOUT WAGING WAR."

WELCOME TO UP-CLOSE.

>>Dawna Stone: THANK YOU.

>>Cathy Unruh: VERY NICE TO HAVE YOU HERE.

>>Dawna Stone: THANK YOU FOR HAVING ME, CATHY.

>>Cathy Unruh: YOU'VE HAD A VARIED CAREER.

YOU'VE BEEN AN INVESTMENT BANKER, MANAGEMENT CONSULTANT.

YOU ARE NOW THE PRESIDENT OF YOUR OWN COMPANY, DID YOU PLAY

NICE ALL ALONG THE WAY?

>>Dawna Stone: I DID.

I MEAN, I THINK IT'S REALLY IMPORTANT.

I THINK IT'S HARD.

THERE'S A MISCONCEPTION OUT THERE THAT, YOU KNOW, IF YOU'RE

NICE, YOU FINISH LAST.

AND I THINK THAT YOU CAN BE NICE AND BE VERY SUCCESSFUL.

YOU CAN BE NICE AND VERY STRONG.

YOU CAN BE NICE AND BE A TOUGH NEGOTIATOR.

SO, YOU KNOW, IN THE BOOK, WE TALK ABOUT ALL THE THINGS THAT

YOU CAN DO TO GET AHEAD AND BY DOING IT THE RIGHT WAY.

>>Cathy Unruh: LET'S TALK ABOUT WHERE THAT PERCEPTION THAT

BEING NICE MEANS YOU FINISH LAST.

WHERE DO YOU THINK THAT COMES FROM?

>>Dawna Stone: I THINK A LOT OF PEOPLE SEE THAT, YOU KNOW,

THERE ARE PEOPLE OUT THERE THAT HAVE BEEN SUCCESSFUL THAT

BY, YOU KNOW, BEING TOUGH AND MEAN AND BEING CUTTHROAT IS

UNEDITED REALTIME CLOSED CAPTIONING

THE WAY THAT THEY GOT THERE.

I THINK THEY FORGET ABOUT ALL THE PEOPLE THAT HAVE ALSO, YOU KNOW, BEEN ABLE TO REACH THAT LEVEL OF SUCCESS BY DOING THINGS THE RIGHT WAY.

AND SO WHEN I WAS WRITING THE BOOK, I WENT OUT AND I DID A TON OF DIFFERENT INTERVIEWS WITH VERY, VERY SUCCESSFUL PEOPLE.

PEOPLE YOU EITHER KNOW THEIR NAME, YOU HEARD IT BEFORE OR YOU AT LEAST KNOW THE COMPANIES THEY ARE RUNNING, AND FOUND A LOT OF PEOPLE OUT THERE THAT HAVE REALLY DONE BUSINESS THE RIGHT WAY, FOLLOWED THE WINNING NICE PHILOSOPHY AND ARE REALLY SUCCESSFUL.

THOSE FOLLOWING THE WINNING NICE PHILOSOPHY ARE USUALLY HAPPY IN THEIR PERSONAL LIVES AS WELL.

WHEREAS A LOT OF PEOPLE THAT ARE REALLY CUTTHROAT THAT AREN'T FOLLOWING THE NICE WAY PHILOSOPHY, THEY AREN'T REALLY HAPPY IN THEIR CAREER OR PERSONAL LIFE.

>>Cathy Unruh: BECAUSE IT WOULD BE VERY HARD TO BE CUTTHROAT AT WORK AND THEN COME HOME AND BE NICE.

>>Dawna Stone: IT'S TRUE.

IT REALLY CARRIES THROUGH, IT DOES.

>>Cathy Unruh: YOUR NICENESS, WERE YOU RAISED WITH THAT? WAS THAT INGRAINED IN YOU AS A CHILD?

>>Dawna Stone: I THINK SO.

I ALSO THINK IT'S SOMETHING YOU LEARN FROM OTHER PEOPLE.

I WAS VERY FORTUNATE IN A FEW OF MY VERY FIRST JOBS OUT OF COLLEGE, I HAD SOME MENTORS THAT WERE ABSOLUTELY AMAZING, PEOPLE THAT REALLY WANTED TO SEE ME SUCCEED AND DID EVERYTHING TO HELP ME SUCCEED.

AND THAT I THINK KIND OF RUBS OFF ON YOU.

AND I'VE TRIED THROUGHOUT MY CAREER TO HELP OTHER PEOPLE, BUILD OTHER PEOPLE UP.

I TRULY BELIEVES IT MAKES ME MORE SUCCESSFUL IF I CAN HELP OTHER PEOPLE BE SUCCESSFUL.

>>Cathy Unruh: ONE OF YOUR BIG SUCCESSES WAS BEING NAMED THE WINNER OF "THE APPRENTICE: MARTHA STEWART."

TELL US ABOUT THAT EXPERIENCE.

>>Dawna Stone: IT WAS AN ABSOLUTELY INCREDIBLE EXPERIENCE.

LITTLE CRAZY EXPERIENCE AS WELL, AS YOU CAN IMAGINE.

I REALLY NEVER THOUGHT ABOUT GOING ON A REALITY SHOW.

I HAD A FRIEND THAT DID THE DONALD TRUMP APPRENTICE, AND HE WON.

WE ACTUALLY HAD GONE TO GRADUATE SCHOOL TOGETHER.

HE CALLED ME UP AND SAID, DAWNA, YOU HAVE TO DO THIS.

JUST LIKE GOING TO BUSINESS SCHOOL.

>>Cathy Unruh: GOT TO INTERRUPT.

WAS HE NICE?

DID HE WIN BY BEING NICE?

>>Dawna Stone: HE WAS ONE OF THE NICE ONES.

HE CALLED ME UP.

UNEDITED REALTIME CLOSED CAPTIONING

SAID YOU HAVE TO GO ON THE SHOW.

YOU WOULD BE GREAT.

LIKE BUSINESS SCHOOL.

I WASN'T INTERESTED ON THE DONALD TRUMP APPRENTICE BECAUSE I
WASN'T REALLY INTERESTED IN REAL ESTATE.

I OWN A WOMEN'S SPORTS AND FITNESS MAGAZINE.

I'M INTO PUBLISHING.

WHEN I FOUND OUT MARTHA WAS DOING THE SHOW, THAT'S WHEN I
DECIDED TO TRY OUT.

>>Cathy Unruh: AND YOU TRIED OUT.

WERE YOU SURPRISED YOU MADE IT?

>>Dawna Stone: I WAS VERY SURPRISED.

YOU PROBABLY HEARD ABOUT IT.

THE NUMBER OF PEOPLE THAT SHOW OUT FOR THE APPRENTICE OR
MOST OF THE REALITY SHOWS OUT THERE, THE NUMBERS ARE
ASTOUNDING.

I KEPT MAKING IT FROM ONE INTERVIEW TO THE NEXT ONE TO THE
NEXT ONE, BEFORE YOU KNEW IT, I WAS IN LOS ANGELES FOR THE
FINAL ROUND OF INTERVIEWS.

THEY PUT YOU UP FOR A WEEK.

I GOT MY HUSBAND ON THE PHONE AND SAID, YOU KNOW WHAT, I MAY
MAKE THE SHOW.

WHAT ARE WE GOING TO DO?

I'M RUNNING A MAGAZINE, HOW WILL WE DO THIS.

AND HE SAID JUST MAKE THE SHOW AND WE'LL WORRY ABOUT IT

THEN.

>>Cathy Unruh: FIRST OF ALL, WERE YOU THE ONLY PERSON NICE
IN THE PROCESS ON THE SHOW?

>>Dawna Stone: NO, NO.

THERE WERE OTHER PEOPLE NICE AS WELL.

THERE WERE ALL DIFFERENT TYPES OF PERSONALITIES.

I THINK THERE WERE SOME PEOPLE ON THE SHOW THAT, YOU KNOW,
THEY DIDN'T REALLY WANT TO WORK WITH MARTHA.

THEY JUST WANTED TO BE ON THE SHOW.

I THINK THERE WERE PEOPLE ON THE SHOW THAT LOVED MARTHA AND
REALLY WANTED TO WORK FOR HER.

I THINK FOR ME IT WAS ABOUT LEARNING FROM SOMEBODY THAT IS
JUST SO AMAZING IN THE FIELD THAT I WANT TO LEARN ABOUT.

BUT THERE WERE OTHER PEOPLE THAT WERE NICE AS WELL.

I'VE MADE SOME GREAT FRIENDSHIPS FROM THE SHOW.

>>Cathy Unruh: AND AFTER YOU WON, YOU WORKED WITH MARTHA FOR
A WHILE.

>>Dawna Stone: I DID.

I SPENT A YEAR WITH HER.

I HAD A RADIO SHOW ON SIRIUS SATELLITE RADIO CALLED HEALTH
AND FITNESS TALK WITH DAWNA STONE, WHICH WAS REALLY
INTERESTING FOR ME.

I DID HER TV SHOW WITH HER SEVERAL TIMES.

I DID SOME GREAT PROJECTS.

I REALLY LEARNED A LOT.

UNEDITED REALTIME CLOSED CAPTIONING

THAT YEAR, PROBABLY WOULD HAVE TAKEN ME FIVE YEARS TO LEARN
AS MUCH ON MY OWN.

>>Cathy Unruh: DOES SHE PRACTICE MARTHA STEWART?

DOES SHE PRACTICE WINNING NICE?

>>Dawna Stone: WITH ME SHE DID.

I KNOW THERE ARE A LOT OF THINGS IN THE NEWS ABOUT HER BEING
REALLY TOUGH AND MEAN.

HONESTLY, SHE WAS SO GREAT TO ME.

SHE WAS SO NICE TO ME.

SO THE ONLY THING I CAN SAY ABOUT HER WAS HOW WONDERFUL SHE
WAS.

SHE TOOK ME UNDER HER WING AND TAUGHT ME A LOT.

>>Cathy Unruh: YOU SAY WITH YOU, BUT AS A GENERAL CORPORATE
PHILOSOPHY, WHAT WAS YOUR SENSE IN THE MARTHA STEWART?

>>Dawna Stone: AGAIN, WHEN I WAS AROUND, ALL I SAW WAS HER
BEING GREAT.

USUALLY THE FIRST QUESTION I GET IS, YOU KNOW, WELL, YOU
WROTE A BOOK CALLED "WINNING NICE" AND YOU WORKED WITH
MARTHA STEWART.

WAIT A MINUTE, THERE'S A LITTLE DISCONNECT HERE.

THERE ISN'T A DISCONNECT.

ALL I SAW WAS HER BEING REALLY GRACIOUS AND JUST BEING
WONDERFUL TO ME.

BUT, AGAIN, YOU KNOW, I SEE SOMEBODY THAT SHE IS REALLY
TOUGH.

YOU KNOW, SHE IS REALLY STRONG, AND SHE IS REALLY A POWERFUL WOMAN.

AND SO SOMETIMES THOSE THINGS GET MISCONSTRUED.

IS IT THAT IF SHE WERE A MAN, WOULD WE SAY, WOW, LOOK HOW POWERFUL AND SUCCESSFUL SHE IS.

AND BECAUSE SHE'S A WOMAN, DO WE EXPECT HER TO BE LESS POWERFUL, LESS AGGRESSIVE?

>>Cathy Unruh: YOU MENTIONED A RADIO SHOW AND SOME OF THE OTHER THINGS THAT HAPPENED FOR YOU AS A RESULT OF WINNING, BUT ALSO THAT WAS PROBABLY VERY INSTRUMENTAL IN GETTING YOUR BOOK PUBLISHED.

>>Dawna Stone: OH, ABSOLUTELY.

I THINK HAVING WON THE SHOW DEFINITELY OPENED DOORS FOR ME IN A LOT OF DIFFERENT AREAS, AND THE BOOK IS DEFINITELY ONE OF THOSE AREAS.

I'M SURE THAT IT HELPED GET THE BOOK PUBLISHED.

>>Cathy Unruh: ON A PERSONAL LEVEL, IS IT TRUE SHE EVEN DECORATED YOUR NEW YORK APARTMENT?

>>Dawna Stone: SHE DID.

IT'S BEAUTIFUL.

I'M HOPING SHE WILL COME HERE AND DECORATE THE HOUSE BECAUSE THE APARTMENT WAS ABSOLUTELY GORGEOUS.

>>Cathy Unruh: DID SHE HAVE IT DECORATED FOR THE WINNER OF THE APPRENTICE WOULD LIVE HERE OR DID YOU WIN AND SHE DID IT TO YOUR TASTE?

>>Dawna Stone: I ACTUALLY WON THE SHOW AND WAS LOOKING FOR AN APARTMENT AND HAD GONE ON HER TV SHOW.

I THINK THE WEEK I WAS LOOKING FOR AN IMPACT IN NEW YORK AND SHE ASKED ME HOW IT WAS GOING AND FINDING AN APARTMENT IN NEW YORK IS NOT THE EASIEST THING.

I HAD NO FURNITURE BECAUSE, OF COURSE, I'M STILL LIVING HERE AS WELL IN TAMPA BAY.

SO WE STARTED TALKING ABOUT IT, AND SHE SAID, WHY DON'T WE DECORATE YOUR APARTMENT, WE'LL DO IT ON AIR?

SO IT WAS WONDERFUL.

IT WAS ALL DECORATED IN MARTHA STEWART, EVERYTHING.

AND IT WAS BEAUTIFUL.

>>Cathy Unruh: SOUNDS LIKE A FAIRY TALE YEAR YOU HAD THERE.

>>Dawna Stone: ABSOLUTELY.

>>Cathy Unruh: DURING THAT YEAR, WERE YOU WORKING ON THE BOOK?

>>Dawna Stone: I WAS.

YOU KNOW, I FEEL LIKE THE YEAR WENT BY SO QUICKLY BECAUSE I WAS SO BUSY.

DURING THE DAY, I WAS WORKING AT MARTHA STEWART LIVING ON THE MEDIA.

AT NIGHT, I WOULD COME HOME AND I WOULD WORK ON MY MAGAZINE.

YOU KNOW, I WOULD MAKE SOME CALLS TO THE WEST COAST, IF IT WAS STILL, YOU KNOW, ENOUGH TIME TO DO SO.

CATCH UP ON MY PERSONAL E-MAIL WITH THE MAGAZINE.

UNEDITED REALTIME CLOSED CAPTIONING

AND THEN ALSO ON THE WEEKENDS, I WOULD FLY BACK HERE AND WORK ON THE BOOK WITH MY HUSBAND.

>>Cathy Unruh: AND IS THE MARTHA STEWART EXPERIENCE, DOES THAT HAVE A DIRECT IMPACT ON THE BOOK?

>>Dawna Stone: YOU KNOW, THE BOOK REALLY ISN'T ABOUT THE EXPERIENCE I HAD WITH MARTHA.

IT ISN'T ABOUT THE REALITY SHOW WITH MARTHA.

IT REALLY IS ABOUT, YOU KNOW, MY CAREER AS WORKING FOR MORGAN STANLEY AS AN INVESTMENT BANKER, WORKING FOR DELOITTE CONSULTING AS A CONSULTANT.

I WAS PRESIDENT OF A SPORTS NUTRITION COMPANY.

ALL THE DIFFERENT THINGS I'VE DONE.

ALSO, I WENT OUT AND INTERVIEWED A TON OF BUSINESS PEOPLE OUT THERE, BOTH MEN AND WOMEN THAT ARE EXTREMELY SUCCESSFUL THAT ARE FOLLOWING THE WINNING NICE PHILOSOPHY.

IT REALLY IS A BOOK IN GENERAL ABOUT FOLLOWING THIS PHILOSOPHY AND HOW IT CAN GET YOU AHEAD NOT ONLY IN YOUR CAREER BUT IN YOUR PERSONAL LIFE AS WELL.

>>Cathy Unruh: LET'S GET SPECIFIC ABOUT THE PHILOSOPHY.

IT'S NOT JUST A SET OF RULES.

YOU SAY IF YOU FOLLOW THIS, YOU'LL LIVE YOUR WHOLE LIFE, AS YOU MENTIONED, PERSONAL AND BUSINESS ON A WHOLE NEW LEVEL.

>>Dawna Stone: YEAH, ONE OF THE THINGS I WAS SO PROUD OF, IT'S A BUSINESS BOOK, YOU CAN FIND IT IN THE BUSINESS SECTION OF ALL THE BOOK STORES.

BUT WHEN IT FIRST LAUNCHED, IT CAME OUT AND HIT THE TOP 100 ON AMAZON, NOT ONLY FOR BUSINESS, BUT ALSO FOR COMMUNICATION AND ALSO FOR MOTIVATION.

AND THAT FOR ME WAS REALLY EXCITING TO SEE THAT PEOPLE ARE REALIZING, OKAY, YEAH, IT'S A BUSINESS BOOK BUT AT THE SAME TIME IT CAN REALLY HELP YOU IN YOUR PERSONAL LIFE.

DOESN'T MATTER IF YOU'RE TAKING A BREAK FROM WORK, IF YOU'RE A STAY-AT-HOME MOM, YOU DON'T HAVE TO BE IN BUSINESS TO GET SOMETHING OUT OF THE BOOK.

AND IT REALLY IS MOTIVATIONAL, HOW TO LIVE YOUR LIFE A BETTER WAY AND SO EVERYBODY AROUND YOU ALSO CAN HAVE A BETTER LIFE.

>>Cathy Unruh: SOME OF THE WAYS WE WIN AND LIVE NICE ARE?

>>Dawna Stone: JUST THE WAY YOU COMMUNICATE WITH OTHERS. GIVING RECOGNITION TO PEOPLE.

IT'S THE LITTLE THINGS REALLY IN THE END THAT MATTER.

THE WHOLE BOOK STARTS OFF WITH, I WOULD SAY THE TWO MOST IMPORTANT CHAPTERS TO MAY ARE JUST THE BELIEVING IN YOURSELF AND FINDING YOUR PASSION, BECAUSE I TRULY BELIEVE IF YOU FEEL LIKE YOU CAN GET AHEAD AND YOU BELIEVE IN YOURSELF AND YOU KNOW ANYTHING IS POSSIBLE, THEN YOU'RE GOING TO BE ABLE TO HAVE THAT STARTING POINT FOR EVERYTHING ELSE.

BUT A LOT OF THE BOOK IS ABOUT HOW TO TREAT OTHERS, AND JUST TO TREAT OTHERS THE WAY YOU WOULD LIKE TO BE TREATED.

>>Cathy Unruh: WELL, LET'S START WITH WHAT YOU THOUGHT WERE

THE IMPORTANT THINGS, FINDING YOUR OWN SELF-CONFIDENCE IN
YOUR OWN PASSION.

NOT EVERYONE IS RAISED, NOT EVERYONE INNATELY HAS THAT SORT
OF SELF-CONFIDENCE.

HOW DO YOU GET IT IF YOU DON'T HAVE IT?

AND HOW DID YOU FIND YOUR PASSION?

>>Dawna Stone: NOT ALL OF US, LIKE YOU SAID, GO OUT THE
DOOR, OH, I BELIEVE IN MYSELF, I CAN DO ANYTHING.

BUT IT'S ABOUT GETTING RID OF THE NEGATIVE SELF-TALK.

THERE ARE MORE THINGS YOU CAN DO TO BE MORE SELF-CONFIDENT
AND START BELIEVING THINGS ARE POSSIBLE.

AND START OFF SLOW AND MAYBE DO SOME OF THE THINGS YOU'RE
FEARFUL OF AND TAKE LITTLE BABY STEPS UNTIL YOU GET THERE.

SO YOU CAN INCREASE YOUR SELF-CONFIDENCE IN THAT WAY.

FINDING YOUR PASSION IS ALL ABOUT -- IF YOU'RE WAKING UP IN
THE MORNING AND YOU ARE NOT HAPPY GOING TO WORK, GETTING IN
THE CAR, DRIVING THERE, THEN SOMETHING NEEDS TO CHANGE.

IT DOESN'T MEAN YOU'RE GOING TO SAY, OKAY, YOU KNOW WHAT,
I'M NOT HAPPY AND TOMORROW I'M GOING TO FIND MY PASSION.

A LOT OF TIMES IT TAKES A LONG PROCESS TO FIND IT.

BUT YOU HAVE TO START, IF YOU'RE NOT HAPPY IN WHAT YOU'RE
DOING NOW, I ALWAYS TELL PEOPLE, YOU NEED TO FIND THAT NEXT
STEP TO FIND WHAT YOU'RE PASSIONATE ABOUT, AND IT MIGHT TAKE
YOU TEN STEPS TO FINDING IT.

>>Cathy Unruh: WHAT'S THE FIRST STEP TOWARD FINDING YOUR

PASSION?

>>Dawna Stone: MAKING A CHANGE.

I THINK PEOPLE ARE REALLY FEARFUL OF CHANGE.

I DON'T TELL PEOPLE TO QUIT YOUR JOB TODAY AND START LOOKING FOR SOMETHING ELSE.

BUT START LOOKING.

YOU CAN CONTINUE TO DO A GREAT JOB AT YOUR WORK, BUT AT THE SAME TIME, LOOK FOR SOMETHING ELSE IF YOU'RE NOT HAPPY.

TALK TO PEOPLE OUT THERE.

GET RECOMMENDATIONS FROM PEOPLE.

FIND OUT, THINK ABOUT THE THINGS THAT YOU WANT TO DO.

MAKE A LIST OF ALL THE THINGS THAT YOU WANT OUT OF YOUR LIFE.

NOT ONLY ABOUT YOUR JOB AND YOUR CAREER, BUT JUST EVERYTHING, AND START MAKING CHANGES, SLOWLY.

>>Cathy Unruh: AND THEN TOWARDS THE WAY WE TREAT PEOPLE, I TOLD YOU BEFORE WE WENT ON THE AIR THAT AS I READ THE BOOK, SOME OF IT JUST FELT LIKE COMMON SENSE, RESPECT, BE NICE TO OTHER PEOPLE.

>>Dawna Stone: YES.

>>Cathy Unruh: LISTEN TO OTHER PEOPLE, BUT THAT'S SOMETHING WE NEED TO BE REMINDED OF IN OUR CULTURE TODAY.

>>Dawna Stone: IT IS.

IT'S SAD THAT WE HAVE TO BE REMINDED OF THAT, BUT WE DO.

AND AGAIN, SOMETIMES IT'S JUST THE LITTLE THINGS WHERE YOU

GET YOUR COFFEE IN THE MORNING AND YOU SAY HELLO TO THE PERSON SERVING YOU YOUR COFFEE.

I KNOW IT SOUNDS LIKE THE LITTLEST THING YOU COULD IMAGINE, BUT JUST SOMETIMES SMILING AT PEOPLE AND IF YOU SMILE, THEY SMILE BACK, AND EVERYTHING JUST FEELS SO MUCH BETTER.

SO, YOU KNOW, THOSE ARE THE THINGS THAT ARE NONBUSINESS, I WOULD SAY, BUT THEY ARE LITTLE THINGS EASY TO DO.

GOING AROUND ASKING PEOPLE HOW YOU CAN HELP THEM.

WHAT DO YOU NEED FROM ME?

BE A MENTOR TO SOMEBODY.

EVERYBODY OUT THERE CAN BE A MENTOR TO SOMEONE.

>>Cathy Unruh: YOU MENTION YOU QUOTE SEVERAL SUCCESSFUL PEOPLE.

MARY KAY ASH WHO STARTED MARY KAY COSMETICS WAS QUOTED SAYING, "THERE ARE TWO THINGS PEOPLE WANT MORE THAN SEX AND MONEY, RECOGNITION AND PRAISE."

WHAT'S THE RIGHT AMOUNT OF POSITIVE REINFORCEMENT?

>>Dawna Stone: I DON'T THINK THERE'S REALLY A TIME YOU CAN GIVE TOO MUCH, AS LONG AS IT'S GENUINE.

IF YOU START GIVING PRAISE THAT'S NOT REALLY GENUINE THAT REALLY ISN'T SOMETHING THAT SOMEBODY DESERVED, THAT'S THE DIFFERENCE.

IF SOMEBODY TRULY DESERVES TO BE PRAISED, YOU SHOULD PRAISE THEM.

SOMETIMES WE HEAR IT'S THE LITTLE WAYS PEOPLE COMMUNICATE.

LIKE I HEARD PEOPLE GIVE PRAISE BEFORE IN A NEGATIVE TONE,
WHERE THEY SAID, YOU KNOW, HEY, JOE, I CAN'T BELIEVE YOU DID
A GREAT JOB ON THAT PRESENTATION.

I NEVER THOUGHT YOU COULD DO IT.

OKAY, WAIT A MINUTE.

NOW YOU'RE PRAISING THE PERSON, BUT LOOK HOW YOU'RE DOING
IT.

INSTEAD, SAY, JOE, GREAT JOB ON THE PRESENTATION.

I KNEW YOU COULD DO IT.

KEEP UP THE GOOD WORK.

SLIGHT DIFFERENCES BUT MAKES A HUGE DIFFERENCE IN HOW THE
PERSON FEELS.

>>Cathy Unruh: AND YOU GIVE A LOT OF THOSE CONCRETE TIPS IN
YOUR BOOK.

DON'T SAY IT THIS WAY, SAY IT THIS WAY.

ANOTHER THING YOU POINT OUT AND SOMETHING I THINK IS MISSING
IN OUR CULTURE, LISTENING.

IF YOU CAN LISTEN, YOU CAN HAVE A MUCH BETTER RELATIONSHIP.

>>Dawna Stone: THERE'S THAT SAYING YOU HAVE TWO EARS AND ONE
MOUTH FOR A REASON.

BUT WE ARE ALL GOING SO FAST NOWADAYS, IT SEEMS LIKE.

THERE'S SO MUCH GOING ON IN ALL OF OUR LIVES, THAT SOMETIMES
PEOPLE ARE TALKING TO US, AND WE'RE NOT REALLY HEARING WHAT
THEY ARE SAYING.

AND SO WHEN PEOPLE TALK TO YOU, YOU KNOW, LOOK AT THEM.

LISTEN TO WHAT THEY ARE SAYING.

YOU KNOW, GIVE REACTION TO WHAT THEY ARE SAYING.

YOU KNOW, ASK QUESTIONS.

IT'S REALLY IMPORTANT.

YOU CAN BUILD REALLY STRONG RELATIONSHIPS THAT WAY AS WELL.

>>Cathy Unruh: AND IT'S ALSO PART OF THE REASON THAT WE'RE NOT NICE ALL THE TIME BECAUSE WE'RE IN SUCH A RUSH.

OKAY, I'M SUPPOSED TO BE NICE TO THE PERSON WHO GAVE ME MY COFFEE, I ONLY HAVE THREE MINUTES TO GET MY COFFEE!

HOW DO YOU IN THE MIDST OF THAT CULTURE, MMMHH, HOW DO YOU TAKE THE TIME TO SLOW DOWN?

>>Dawna Stone: YOU HAVE TO TAKE A STEP BACK.

IT'S NOT GOING TO TAKE YOU ANY LONGER TO SMILE AND THANK THE PERSON GIVING YOU THE COFFEE.

IT'S TRUE.

I'M THE SAME WAY AT TIMES.

YOU'RE SITTING AT THE RED LIGHT GOING, COME ON, GO, GO, I HAVE TO GET TO WORK, GET TO THE NEXT PLACE, I HAVE THINGS TO DO.

JUST SLOW DOWN A LITTLE BIT AND YOU'LL BE AMAZED HOW MUCH MORE YOU CAN GET DOWN IN THE DAY JUST BY ACTUALLY SLOWING DOWN FOR A SECOND.

>>Cathy Unruh: NOW, OF ALL THE BUSINESS PEOPLE YOU'VE WORKED WITH, MET, READ, INTERVIEWED, IF YOU HAD TO PICK ONE BUSINESS PERSON YOU MOST ADMIRE, WHO WOULD THAT BE?

>>Dawna Stone: I WOULD SAY STEVE FORBES.
I ACTUALLY MET HIM AND INTERVIEWED HIM FOR MY BOOK.
HE ACTUALLY WROTE THE FORWARD OF THE BOOK.
HERE'S ONE OF THE THINGS THAT STANDS OUT, EVERYBODY KNOWS
HOW BUSY STEVE FORBES IS.
HE HONES FORBES MAGAZINE.
-- HE OWNS FORBES MAGAZINE.
DOESN'T HAVE A LOT OF TIME.
I WENT TO INTERVIEW HIM.
WENT TO HIS OFFICE.
CHECKED IN WITH THE SECURITY GUARD.
THEY SAID SOMEBODY WOULD BE DOWN TO GET ME.
I THOUGHT IT WOULD BE AN ASSISTANT.
LO AND BEHOLD, HERE COMES STEVE FORBES DOWN THE STAIRS TO
GET ME.
LITTLE THINGS ABOUT THAT.
IMAGINE, HOW OFTEN DOES THAT HAPPEN?
VERY RARELY WOULD THE CEO OF A COMPANY WALK DOWN TO THE
LOBBY AND PICK SOMEBODY UP.
IT'S LITTLE THINGS LIKE THAT THAT MAKES A DIFFERENCE.
>>Cathy Unruh: THAT'S JUST HIS WAY OF BEING.
>>Dawna Stone: THAT'S HIS WAY OF BEING.
HE DOES HAVE THAT WINNING NICE PHILOSOPHY.
I TALKED TO HIM A GREAT DEAL ABOUT HOW HE FEELS, HOW HIS
GRANDFATHER, YOU KNOW, DID BUSINESS.

UNEDITED REALTIME CLOSED CAPTIONING

AND WE JUST HIT IT OFF.

AND ALL THE THINGS THAT I TALKED ABOUT IN THE BOOK, HE JUST SEEMED TO AGREE WITH, WHICH IS WHY HE WROTE THE FORWARD OF THE BOOK.

>>Cathy Unruh: HE WOULD BE AN EXAMPLE OF WHAT YOU SAY THAT BEING NICE DOESN'T MEAN THAT YOU ARE A PUSHOVER OR THAT YOU'RE WEAK.

>>Dawna Stone: ABSOLUTELY.

I MEAN, HE WAS THE ONE WHO EVEN SAID TO ME, IT'S FUNNY, IF YOU'RE NICE PEOPLE THINK YOU ARE WEAK, BUT IT DOESN'T HAVE TO BE THAT NICE.

HE IS EXTREMELY NICE, BUT NO ONE WOULD THINK OF HIM BEING A PUSHOVER OR BEING WEAK.

OF COURSE, HE'S EXTREMELY SUCCESSFUL, AND HE'S DONE IT THE RIGHT WAY.

>>Cathy Unruh: MAKE THE ARGUMENT THAT BEING NICE ACTUALLY MEANS YOU HAVE MORE STRENGTH, IF YOU'RE STRONG ENOUGH TO BE NICE.

>>Dawna Stone: IF YOU'RE STRONG ENOUGH TO BE NICE AND DO THE THINGS THE RIGHT WAY, THEN, YES, YOU ARE PROBABLY A STRONGER PERSON.

>>Cathy Unruh: OUR SOCIETY HAS GONE FROM BEING THE BRADY BUNCH ERA OF BEING NICE TO EACH OTHER TO THE SOPRANOS ERA OF KILL OR BE KILLED.

>>Dawna Stone: I THINK IN BUSINESS, A LOT OF PEOPLE THINK

THAT WAY.

I DO THINK IT'S A MISCONCEPTION.

I THINK PEOPLE FEEL THAT THE ONLY WAY THEY CAN GET AHEAD IS IF THEY STEP ON OTHER PEOPLE.

I'VE BEEN IN SO MANY JOBS WHERE I HEARD PEOPLE TALK ABOUT THEY DIDN'T WANT TO HIRE SOMEBODY REALLY GOOD BECAUSE THAT PERSON MIGHT BE BETTER THAN THEM AND THEN TAKE THEIR JOB.

THE WAY I THOUGHT OF IT, I WANT TO HIRE PEOPLE THAT ARE BETTER OF ME IN EVERY ASPECT, BECAUSE IT WILL MAKE ME LOOK THAT MUCH BETTER IF I HAVE THIS PHENOMENAL TEAM AROUND ME. THAT'S WHAT I DO AT MY MAGAZINE.

IF SOMEBODY COMES IN AND THEY ARE JUST, YOU KNOW, CREAM OF THE CROP, I WANT THEM WORKING FOR ME.

AND IT WAS THE SAME WAY WHEN I WORKED FOR BIG BUSINESS.

I NEVER THOUGHT ABOUT, WELL, THIS PERSON IS GOING TO TAKE MY JOB.

NO, THIS PERSON WILL BE A GREAT ADDITION TO THE TEAM AND MAKE EVERYBODY MORE SUCCESSFUL.

>>Cathy Unruh: AND THAT ALL COMES BACK TO, OF COURSE, SELF-CONFIDENCE AND SECURITY, AND YOU HAVE TO HAVE ALL THOSE THINGS IN ORDER TO BE ABLE TO HAVE THAT PHILOSOPHY AND OPERATE BY THAT PHILOSOPHY.

>>Dawna Stone: YEAH, AND I THINK YOU HAVE TO REALIZE IT HELPS EVERYBODY BY HAVING THAT PHILOSOPHY.

>>Cathy Unruh: WE TALKED ABOUT THE RUSH, RUSH, RUSH.

NOW LET'S TALK ABOUT THE TECHNOLOGY THAT CAN GET IN THE WAY OF OUR RELATIONSHIPS.

YOU TRY I TO TALK SOMEBODY AND THEY ARE ON THEIR BLACKBERRY OR THEIR CELL PHONE IS RINGING OR IPOD IN THE EAR, HOW DO YOU GET AROUND THOSE OBSTACLES, TECHNOLOGICAL OBSTACLES TO COMMUNICATION?

>>Dawna Stone: AGAIN, SO MANY CHANGES, RIGHT, WHAT WE HAVE NOW VERSUS 20 YEARS AGO.

I TELL PEOPLE WHEN YOU'RE COMMUNICATING, THERE'S A LOT IN THE BOOK ABOUT HOW TO COMMUNICATE, HOW TO BE POSITIVE.

IT'S ALSO THE SAME WAY WHETHER YOU'RE ON YOUR PDA OR CELL PHONE, YOU KNOW, WE SOMETIMES FORGET WHEN WE'RE TYPING OUT AN E-MAIL, WELL, WAIT A MINUTE, WHAT'S THE TONE OF MY E-MAIL, WHAT AM I GETTING ACROSS HERE?

AM I BEING TOO QUICK AND TOO SHORT WITH THE PERSON OR NOT? SO BE CAREFUL ABOUT THOSE THINGS.

BUT ALSO JUST ON A WHOLE OTHER LEVEL, YOU KNOW, THERE ARE SO MANY PEOPLE ON THEIR CELL PHONES OUT THERE, WE SEE IT ALL

THE TIME WHETHER YOU'RE IN THE GROCERY STORE, IN A

RESTAURANT, JUST REALIZE THERE ARE OTHER PEOPLE AROUND YOU.

ONE, THEY PROBABLY DON'T WANT TO HEAR YOUR CONVERSATION.

YOU PROBABLY DON'T WANT THEM TO HEAR YOUR CONVERSATION, AND

JUST REALIZE THAT AND BE COGNIZANT OF IT.

>>Cathy Unruh: WHEN I WAS IN THE DEPARTMENT STORE AND I HEARD THE WOMAN DISCUSSING HER HYSTERECTOMY OF TOMORROW,

THAT WAS MY MOMENT.

WE ALL HAVE ONE OF THOSE.

A CONVERSATION I OVERHEARD.

TEAMWORK IS A HUGE PART.

YOU MENTIONED THAT.

HIRING PEOPLE BETTER THAN YOU, YOU ALL WORK AS ONE.

>>Dawna Stone: I THINK THE ONLY WAY TO BE SUCCESSFUL IN

TODAY'S ENVIRONMENT IS IF YOU CAN WORK IN A TEAM.

IT USED TO BE 20, 30 YEARS AGO, YOU COULD GO INTO YOUR

OFFICE, SIT AT YOUR DESK AND REALLY NOT INTERACT WITH VERY

MANY PEOPLE.

JUST DO YOUR JOB.

I THINK IT'S VERY DIFFERENT TODAY, NO MATTER WHAT KIND OF

BUSINESS YOU'RE IN, TYPICALLY YOU'RE WORKING WITH A LOT OF

OTHER PEOPLE TO MAKE IT SUCCESSFUL.

SO IT'S REALLY IMPORTANT.

>>Cathy Unruh: AND IN THE COMMUNICATION AND WORKING WITH

OTHER PEOPLE, YOU'RE A FAN OF WHAT'S BECOMING A LOST START

IN SOME AREAS -- LOST ART IN SOME AREAS, THE PERSONAL

HAND-WRITTEN NOTE.

>>Dawna Stone: IT MAKES A BIG DIFFERENCE, IT REALLY DOES.

E-MAIL IS GREAT.

YOU CAN SEND A QUICK E-MAIL, BUT GETTING ON THE PHONE WITH

SOMEBODY IS SO IMPORTANT, WRITING A HAND-WRITTEN NOTE.

IF YOU MET SOMEBODY AND YOU REALLY FELT LIKE YOU CONNECTED

WITH THEM OR SOMEBODY HELPED YOU OUT IN SOME WAY, PICK UP THAT NOTE CARD, WRITE THREE SENTENCES AND POP IT IN THE MAIL.

IT REALLY DOES MAKE A BIG DIFFERENCE.

>>Cathy Unruh: IT'S A LITTLE BIT OF POSITIVE REINFORCEMENT ONCE AGAIN.

>>Dawna Stone: IT REALLY IS.

>>Cathy Unruh: THAT CONNECTION BETWEEN PEOPLE. ALL RIGHT.

WE'LL GET PERSONAL NOW.

YOU JUST HAD A BABY THREE WEEKS AGO.

>>Dawna Stone: YES.

>>Cathy Unruh: WHEN THE SHOW AIRS, IT WILL BE A LITTLE BIT LONGER THAN THREE WEEKS AGO.

THE POINT IS, LOOK AT YOU, SITTING HERE LOOKING WONDERFUL THREE WEEKS AFTER HAVING A BABY.

HOW IS IT GOING WITH KAILEE?

>>Dawna Stone: IT'S GREAT.

IT'S THE BEST THING THAT EVER HAPPENED TO ME.

I LOVE IT.

I'M NOT GETTING MUCH SLEEP, BUT I HEAR THAT ALL CHANGES DOWN THE ROAD.

BUT I LOVE BEING A MOM.

AMAZING.

>>Cathy Unruh: WAS THAT ALWAYS IN YOUR PERSONAL FUTURE?

DID YOU ALWAYS KNOW YOU WANTED TO BE A MOM WITH ALL THESE
MANY, MANY THINGS THAT YOU'VE DONE ALONG THE WAY?

>>Dawna Stone: YEAH, I'VE ALWAYS WANTED TO BE A MOM.

I THINK WE WAITED A WHILE AND DID THE CAREER THING.

BUT MY HUSBAND AND I TRIED FOR A LONG TIME.

AND IT FINALLY JUST HAPPENED.

SO I KNOW, YOU KNOW, PEOPLE AS WE WAIT AND WE GET OLDER, IT
TAKES A LOT LONGER SOMETIMES.

SO I FEEL LIKE SHE WAS A BLESSING.

>>Cathy Unruh: AND YOU SAID THAT YOUR DREAMS AND YOUR OWN
PERSONAL LIFE USED TO TAKE A BACKSEAT.

YOU PUT THEM AWAY.

THEN YOU GOT TO THE POINT WHERE YOU REALIZE THAT YOUR
PERSONAL DREAMS HAD TO BECOME A PRIORITY.

WHEN DID THAT HAPPEN FOR YOU?

>>Dawna Stone: YOU KNOW, I THINK THAT, YOU KNOW, WE HAVE ALL
THESE DIFFERENT GOALS IN OUR LIVES.

WHAT I'M TALKING ABOUT, I WROTE A LETTER IN THE MAGAZINE
RECENTLY IN MY PUBLISHER'S LETTER ABOUT NOT WRITING A BOOK
FOR A LONG TIME.

I HAD BEEN WANTING TO WRITE A BOOK FOR, I MEAN, PROBABLY TEN
YEARS.

IT ALWAYS GOT PUSHED ASIDE BECAUSE IT'S A LOT OF WORK TO
WRITE A BOOK.

I DID OTHER THINGS.

SO I HAD OTHER GOALS, BUT SMALLER GOALS, LITTLE THINGS.
WHETHER IT WAS WANTING TO KEEP COMPETING IN TRIATHLON,
WANTING TO START MY OWN BUSINESS, ALL THESE THINGS.
I THINK FOR ME IT WAS ABOUT SITTING DOWN GOING OKAY, I'M
GETTING OLDER.
THERE ARE STILL THINGS ON THIS LIST I WANT TO DO.
WELL, WHEN AM I GOING TO DO THEM?
IF I DON'T DO THEM NOW, AM I GOING TO DO THEM IN FIVE YEARS,
TEN YEARS?
IT'S IMPORTANT FOR EVERYBODY TO SIT DOWN AND SAY, OKAY, WHAT
ARE THE THINGS THAT I'VE ALWAYS SAID I WANT TO DO AND NOW
HOW DO I TAKE THOSE STEPS TO MAKE THEM HAPPEN?
>>Cathy Unruh: IN DOING THAT, YOU HAVE TO CONFRONT YOUR OWN
LACK OF SELF-MOTIVATION MAYBE.
YOU HAVE TO MOTIVATE YOURSELF.
>>Dawna Stone: YOU HAVE TO MOTIVATE YOURSELF.
YOU HAVE TO FIND THE TIME.
AGAIN, WE'RE ALL REALLY BUSY.
WELL, HOW DO I FIND THE TIME WRITING A BOOK WHEN I ALREADY
HAVE A FULL-TIME JOB AND DOING ALL THESE OTHER THINGS?
IT'S A MATTER OF SITTING DOWN AND PRIORITIZING, YOU KNOW
WHAT, WRITING THIS BOOK IS REALLY IMPORTANT TO ME.
YES, IT WILL TAKE A LOT OF TIME AND IT WILL TAKE A LOT OF
WORK, BUT I REALLY WANT TO DO IT.
NOW THAT I'VE WRITTEN THE BOOK AND IT'S DONE, I MEAN, WHAT A

UNEDITED REALTIME CLOSED CAPTIONING

GREAT FEELING.

I'M WAITING NOW TO WRITE THE NEXT ONE.

YEAH, WRITE DOWN THE LIST OF THINGS THAT YOU ALWAYS WANTED TO DO AND ASK YOURSELF, DO I STILL WANT TO DO IT? SOMETIMES YOUR PRIORITIES CHANGE.

IF I STILL WANT TO DO THESE FIVE THINGS, WHEN AM I GOING TO DO THEM AND HOW WILL I MAKE THEM HAPPEN?

>>Cathy Unruh: ONE OF THE THINGS THAT KEEPS YOU MOTIVATED HAS ALWAYS BEEN HEALTH AND FITNESS, CORRECT?

>>Dawna Stone: ABSOLUTELY.

>>Cathy Unruh: PERSONAL HEALTH, PERSONAL TRAINING.

>>Dawna Stone: I THINK IT'S SO IMPORTANT.

I THINK THAT IF YOU ARE NOT PHYSICALLY HEALTHY, IT'S HARD TO DO ANYTHING ELSE.

AND SO I THINK THAT, YOU KNOW, WHEN YOU'RE HEALTHY AND YOU'RE FIT, YOU HAVE MORE ENERGY, YOU HAVE MORE CONFIDENCE, AND I THINK THE NUMBER ONE THING TO GO AND HELP YOU DO EVERYTHING ELSE THAT YOU WANT TO DO.

>>Cathy Unruh: AND YOU ROLLED THAT INTO BECOMING A FOUNDER AND PUBLISH OF "HER SPORTS" AND FITNESS MAGAZINE.

WHEN DID THAT HAPPEN IN YOUR LIFE AND WHAT MOTIVATED YOU TO DO THAT?

>>Dawna Stone: I'VE ALWAYS BEEN REALLY INVOLVED IN HEALTH AND FITNESS.

I'VE BEEN AN ATHLETE MY WHOLE LIFE.

I GREW UP SWIMMING IN COLLEGE AND RUNNING, AND I DO TRIATHLONS.

I WAS ACTUALLY WORKING IN A CORPORATE JOB.

I WAS THE CHIEF MARKETING OFFICER FOR A BILLION DOLLAR COMPANY, AND MY FAVORITE MAGAZINE AT THE TIME, WHICH WAS SPORTS ILLUSTRATED FOR WOMEN, HAD DECIDED THEY WERE GOING TO CEASE PUBLICATION.

AT THAT POINT, I SAID, YOU KNOW WHAT, I WANT THERE TO BE A MAGAZINE OUT THERE FOR WOMEN LIKE ME, THAT WE'RE TIRED OF READING ABOUT THE QUICK FIXES, GET RID OF YOUR CELLULITE IN FIVE EASY STEPS.

I WANTED SOMETHING MORE, I WANTED IT TO BE ABOUT REAL WOMEN, REAL THINGS, WOMEN THAT HAVE FULL-TIME JOBS AND FAMILIES.

I WENT HOME AND TOLD MY HUSBAND, I'M GOING TO START A WOMEN'S SPORTS AND FITNESS MAGAZINE.

YOU'RE GOING TO DO WHAT?

IT WASN'T OVERNIGHT.

IT WASN'T LIKE I QUITTED MY JOB THE NEXT DAY.

I DECIDED I WOULD DO IT.

DID RESEARCH ABOUT SIX MONTHS.

I INTERVIEWED PEOPLE.

I FLEW TO NEW YORK AND MET WITH OTHER MAGAZINE PUBLISHERS.

IT WASN'T UNTIL SIX MONTHS THAT I ACTUALLY LEFT MY JOB AND STARTED THE MAGAZINE.

>>Cathy Unruh: AND THAT WAS HOW MANY YEARS AGO?

>>Dawna Stone: THAT WAS A LITTLE OVER FOUR YEARS AGO.

>>Cathy Unruh: AND THE CIRCULATION NOW, THE SUCCESS OF THE
MAGAZINE?

>>Dawna Stone: WE'RE AT 85,000 CIRC.

WE'RE IN PRETTY MUCH EVERY BOOKSTORE, BARNES & NOBLE, REI --
WE'RE OUT THERE.

NEWS STAND JUST TRIPLED.

WE'RE CONSTANTLY GROWING.

WE ON A WHOLE BUNCH OF AWARDS.

BEST NEW MAGAZINE, BEST-WRITTEN MAGAZINE.

IT'S BEEN AN AMAZING RIDE.

>>Cathy Unruh: WHAT IS NEXT FOR YOU?

>>Dawna Stone: OH, MY GOODNESS.

DO YOU WANT MY LIST?

>>Cathy Unruh: YES, YES.

IT'S AN INTERESTING QUESTION.

HOW MANY THINGS ARE ON YOUR LIST?

>>Dawna Stone: I HAVE PROBABLY ABOUT FIVE THINGS ON MY LIST.

I DEFINITELY WANT TO WRITE ANOTHER BOOK.

AND THERE'S ALREADY TALK ABOUT WRITING ANOTHER BOOK.

>>Cathy Unruh: AND IT WILL BE ABOUT?

>>Dawna Stone: IT WILL BE ANOTHER BUSINESS BOOK.

DOWN THE ROAD I'LL PROBABLY ALSO WRITE A HEALTH AND FITNESS
BOOK.

I'M DOING A LOT MORE SPEAKING ENGAGEMENTS.

I LOVE BEING ABLE TO MOTIVATE PEOPLE AND INSPIRE PEOPLE, SO JUST CONTINUING TO DO LARGER AND LARGER SPEAKING ENGAGEMENTS.

AND POSSIBLY TELEVISION AS WELL.

YOU KNOW, GETTING OUT THERE AND HELPING PEOPLE GET HEALTHY AND GET FIT AND BELIEVE IN THEMSELVES.

>>Cathy Unruh: NATIONAL TELEVISION SHOW IS SOMETHING YOU WOULD REALLY LIKE TO DO.

>>Dawna Stone: I WOULD ABSOLUTELY LOVE TO DO THAT AND AM WORKING ON THAT NOW.

JUST A NATIONAL SHOW THAT REALLY TALKS TO PEOPLE ABOUT, YOU KNOW, JUST FEELING GOOD ABOUT THEMSELVES AND INSPIRING THEM TO BE BETTER AND TO DO ALL THE THINGS THAT THEY WANT TO DO, BOTH IN HEALTH AND FITNESS AND JUST IN THEIR GENERAL LIFE.

>>Cathy Unruh: WHAT'S THE DIFFERENCE BETWEEN HEALTH AND FITNESS?

>>Dawna Stone: THEY GO HAND IN HAND.

I THINK THAT, YOU KNOW, WHEN PEOPLE TALK ABOUT HEALTH, YOU CANNOT BE EXERCISING AT ALL AND STILL BE CONCERNED ABOUT YOUR HEALTH.

YOU KNOW, HEALTH AND EATING RIGHT AND TAKING CARE OF YOURSELF, AND, YOU KNOW, FIGHTING OFF DISEASE AND THOSE KIND OF THINGS.

IN TERMS OF FITNESS, I THINK ABOUT WORKING OUT YOUR BODY, YOU KNOW, SO GETTING TO THE GYM OR GOING FOR WALKS OR

RUNNING OR ANY OF THOSE THINGS THAT MAKE YOU FEEL STRONGER,
YOU KNOW, BUILD YOUR BONES, BUILD YOUR MUSCLES.

I THINK THEY ARE IMPORTANT TO DO HAND IN HAND.

I DON'T THINK YOU CAN REALLY HAVE ONE WITHOUT THE OTHER.

>>Cathy Unruh: AND I THINK IT'S IMPORTANT TO POINT OUT THAT
FINDING YOUR PASSION AND REALIZING YOUR DREAMS DOESN'T MEAN
YOU DON'T HAVE TO PUBLISH A BOOK, YOU DON'T HAVE TO FOUND A
MAGAZINE.

YOU, IN FACT, SUM IT ALL UP BY SAYING THAT WHEN YOU CAN SAY
YOU TRULY LOVE LIFE, YOU CAN SAY YOU HAVE WON.

THAT'S NOT A MEASUREMENT OF HOW MUCH MONEY YOU'RE MAKING OR
WHAT OFFICE YOU'RE SITTING IN.

>>Dawna Stone: NO, NOT AT ALL.

I THINK IT'S ABOUT HOW YOU FEEL WITH YOUR LIFE.

ARE YOU HAPPY WITH WHAT YOU'RE DOING?

YOU KNOW, ARE YOU AT LEAST TAKING THOSE STEPS TO GET
EVERYWHERE YOU WANT TO GO?

>>Cathy Unruh: AND IF YOU'RE HOME WITH YOUR BABY RIGHT NOW
AND THAT'S WHAT YOU'RE DOING AND YOU ARE FULFILLED IN THAT,
THEN YOU'VE WON.

>>Dawna Stone: THEN YOU'VE WON.

>>Cathy Unruh: THANK YOU VERY MUCH, DAWNA.

YOU'RE AN INSPIRATION TO ALL OF US.

THANK YOU FOR JOINING US TODAY.

DAWNA'S BOOK, "WINNING NICE: HOW TO SUCCEED IN BUSINESS AND

LIFE WITHOUT WAGING WAR" IS AVAILABLE IN BOOK STORES NOW.

THANKS FOR JOINING ME FOR "UP CLOSE."

I'LL SEE YOU NEXT TIME.

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