



SPRING 2014

# U.S. VETERANS M A G A Z I N E

Providing Business & Career Opportunities

**MEMORIAL DAY 2014  
REMEMBERING  
WWI HEROES**

**100,000 JOBS  
MISSION  
EXCEEDS GOALS**

**TOP  
VET-FRIENDLY  
FRANCHISES**

**EFFECTIVE  
RÉSUMÉ  
WRITING  
FOR VETS**

**MILITARY  
SPOUSES  
PROMOTE  
VETERAN-OWNED  
BUSINESSES**

**STEM:  
EDUCATION  
FOR GLOBAL  
LEADERSHIP**

**ENTREPRENEURIAL  
BOOTCAMP FOR  
VETERANS WITH  
DISABILITIES**



**STILL 'WEARING THE UNIFORM'  
AND MOVING MOUNTAINS**

## Larry Broughton: Warrior in the Boardroom



# THE FIVE PHYSICAL AILMENTS OF SUCCESS

**Although entrepreneurs might be great at creating jobs and taking care of business, they're lousy when it comes to taking care of themselves**

**E**ntrepreneurs and business owners are strange and wonderful creatures: equal parts pioneer, clairvoyant, rebel, warrior, superhero and nut job. Fueled by buckets of high-octane caffeine drinks, we seem to share a common gene with the Energizer Bunny as we continue to function on little sleep, bad food and limited amounts of water.

Creating, building and launching a business is exciting, hard "work." So, where do entrepreneurs go to play hard? Where do you go to find the

largest gathering of entrepreneurs away from the office? Head on over to your local Walgreens, CVS or neighborhood pharmacy—that's where!

Huh?

Tons of anecdotal evidence I've gathered over the years from talking to fellow "treds" (shorthand for "entrepreneurs"), combined with several articles I've come across recently, have confirmed what I've experienced personally for years: When we entrepreneurs aren't hauling around

a briefcase or computer bag, we're lugging around a bag full of skin creams, migraine medicine, Nyquil®, Roloids®, ice packs and heating pads—because, as it turns out, although we might be great at creating jobs and taking care of business, we're lousy when it comes to taking care of ourselves.

## Have You Made it to the Pinnacle?—An Ailment Checklist

Here's my light-hearted, top-five list of common entrepreneurial physical ailments to let you know whether you've made it to the pinnacle of your industry—these are Kryptonite to our Superman. If you've not experienced all these ailments, you're living the soft life and not pushing yourself hard enough.

### Number 5: Lingering Colds

You run on little sleep and tons of stress and fall victim to every microscopic creepy crawler out there. You're constantly greeting people, opening doors and sharing phones and office equipment with those Petri dishes you call hands.

Rental cars, public bathrooms and airports only add to the germ-spreading part of your daily life. So, when a cold or flu bug comes calling, it brings with it enough bags to stay awhile.

### Number 4: Funky Skin Conditions

Rashes, fungus, pimples, shingles, blemishes ... sound attractive, don't they? Why do you think so many business people wear long sleeves and buttoned up collars? It's not to wear a tie; it's to cover up those unsightly rashes. Sure, you can convince yourself that you've contracted some rare jungle disease, but your doctor's right: "Stress is a bitch."

### Number 3: Back Problems

We sit in our car or on the train or plane. We lean over our laptops. We sit some more. Stress tightens the muscles. We neglect stretching and workouts, because it takes up too much time. We slouch and avoid the abdominal work because we're just too tired, and soon, we can barely stand up straight. Sound familiar? Bring on the Icy Hot® and Bengay®!

### Number 2: Killer Migraines

I'm not talking about wimpy headaches. I'm talking about the can't-stand-the-light, seeing-stars, nausea-inducing whoppers that can only be soothed in total darkness and silence. They're stealthy, they come on fast and attack as swiftly as a SEAL team—and can feel just as debilitating. These are often brought on by stress and dehydration.

### Number 1: Kidney Stones

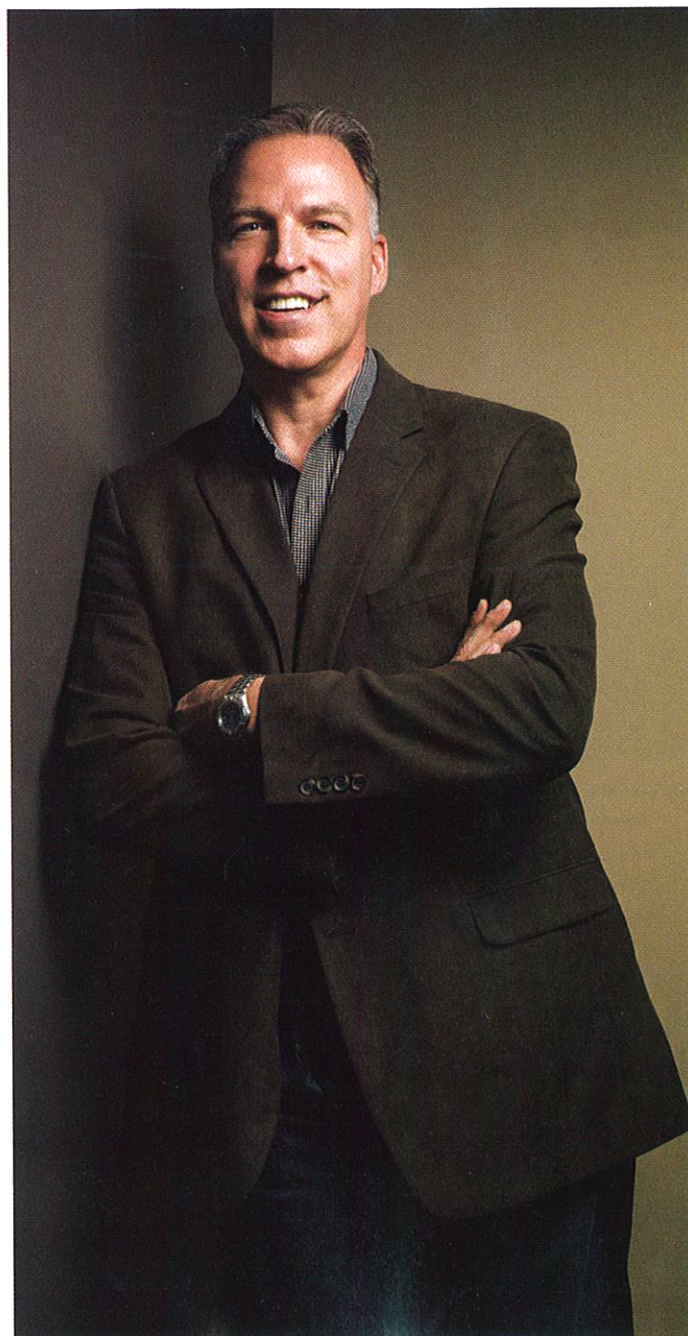
Ouch! My personal favorite! This is one of the dirty, little secrets shared among many entrepreneurs. Too much caffeine and alcohol, too many hours at the office, and not enough water together comprise the perfect combination to bring on these bad boys.

These razor-sharp, little stones can force the most hardened of

warriors to their knees. I've had a few bouts of kidney stones and can tell you that the pain level has been off the freaking charts with a couple of them.

I know women who have experienced both childbirth and kidney stones and claim that they would rather give birth than pass a kidney stone again. Kidney stones—it's what champions are made of.

Oh, come on. Keep your chin up. These ailments aren't so bad—the good news is that this, too, shall pass. Now, go drink a glass of water and get some sleep!



Have a question you'd like Larry to answer? Log on to [www.usveteransmagazine.com](http://www.usveteransmagazine.com) and click the "Ask Larry" link to submit your question, or send it directly to Larry at [larryb@usveteransmagazine.com](mailto:larryb@usveteransmagazine.com).