GENIUS NETWORK ANNUAL EVENT 2026

Better Your BEST

Return on **Genius** Competition

MEET THE FIVE FINALISTS

GENIUS NETWORK®

YOUR VOTE COUNTS

Five finalists. One champion. You help decide.

Read their stories. During the finals, our team will hand you a ballot card. Mark ONE box and drop it in the ballot box.

Your vote is anonymous.



BETTER YOUR BEST 2026 FINALIST

MIKE DIMICK

Owner of Hopper Disposal in Shoshoni, Wyoming, serving his neighbors for 16 years in the waste business.

At 41 years old, I ran my first half marathon.

I never considered myself a runner since a short race in 2003. In fact, running a half was the impossible goal. So, February 2026, 13.1 miles sounded more like a punishment than a goal. But somewhere between the first painful mile and the finish line, I learned something.

You don't run a half all at once.

You run one mile. Then another. Then another.

One foot in front of the other, even when you don't feel like it.

That became my anthem: "better my best".

For years, I measured success by the traditional scoreboards: profit, customers, and growth.

This year, I started asking a different question:

Who am I doing all this for?

That question changed the way I led my company.

In the waste business, it is easy to think of people as just numbers.

But OUR customers are more. They are our NEIGHBORS. And they trust us to do something as ordinary as taking care of their garbage.

So, we began working harder to be FOR our customers, to make them feel seen, appreciated, and valued.

One of those neighbors is 92-year-old Mrs. Day. She is widowed and lives in a rural stone brick home that her husband built by hand. Each month when I pick up her trash, I bring her flowers.

More than 300 new customers signed up this year. But Mrs. Day is a bigger accomplishment than 300 customers.

Our cancellation rate was less than .001%.

That number tells me people aren't simply signing up. They are choosing to stay.

And that has been one of the greatest transformations of my 16 years in the trash business: realizing that business becomes more enjoyable when you stop asking, "what can I get?" and start asking, "what's in it for them?"

That lesson started spilling into the rest of my life.

I took 15 days away from the business to spend with my kids. One of those trips was a 4-day family vacation to Seattle for my niece's wedding. It was an old cathedral, gorgeous sunset, dancing, laughter, and family.

Those days accomplished nothing on a spreadsheet, but the trash truck didn't win those days. At the yurt, around campfires, at the dinner table, and in those moments that disappear so quickly, I realized those may have been some of the most productive days of my year.

I read over 30 books. Bought over 130.

I changed what I put into my body, significantly reducing sugar, gluten, and soda pop.

My average daily steps topped 14,000.

And I kept running.

I finished second in a half marathon and won two different 10k races.

Those finishes were exciting. But the medals aren't what I will remember most.

I'll remember my daughter extending a high five. It was mile 8, uphill and windy, rain drops starting and all she knew was daddy was running his race.

I'll remember efforts and results are not always the same thing. Sometimes you simply have to take the next step. And the next. And the next.

The same is true in leadership. In parenting. In business. In life.

One customer. One employee. One family member. One mile. One decision at a time.

I realize this year wasn't really about accomplishing more.

It was about becoming more intentional about who I was running for.

A better company, NEIGHBORS who felt like they mattered, kids who had memories with me. A healthier body, finding my unique ability. A better version of myself!

I wanted to better my best.

And somewhere along the line, something unexpected happened.

I found fun.

Business, running and life became more fun when I stopped treating every accomplishment as another finish line: only a line painted on pavement.

The real destination is the person you become getting there.

Because the finish line matters.

But so does who you're running with, running for, and if you're having fun along the way.

I'm grateful to the many GN authors, mentors, and podcasts that taught me to give first, run my own race, and remove what's useless.



BETTER YOUR BEST 2026 FINALIST

EMILY GANG

Founder of The Medicare Coach and former Goldman Sachs risk manager, guiding Americans 64+ through Medicare.

Last year at this time, I was working past midnight, not seeing friends and overall exhausted. (and at the spring GN meeting, I was in a dark place and didn't know if I would keep the business going much longer) Yesterday, mid-season, I went to the gym, got a massage, and had friends over for Mahjong.

Where I started

My company, The Medicare Coach, is a Medicare advocate. We guide clients year-round through our Concierge service and every fall through Medicare's annual review. Each review took about an hour, and last year we barely finished 1,946. At the last two Genius Network annual meetings, I left early to do annual review quality checks from my hotel room.

My 2026 wealth goal was $500,000 in profit. Then Meta hit us in March. Our cost per webinar registrant jumped more than 25%, which hit our concierge service hard. I knew I had to pivot to our money-saving annual reviews. But past marketing pushes had always outrun our capacity, so past years I sent 3 emails total before we maxed out.

We moved to a new town in June 2025. I had one good friend nearby and hadn't seen her in a year.

The Genius Network moment

At last year's annual meeting, I was sitting outside after lunch when Parth, a fellow member, mentioned that ChatGPT was starting to handle real automation. Back in my hotel room, I tested a few simple cases for automated annual reviews. It worked. Had I not been sitting there, I would never have seen it.

What I did

Parth helped us ask the right questions to build our first automation. Peter, another member, helped us move it to a sustainable platform. I found the right who's I needed to unlock our business

Today, a review and presentation take about 2 minutes instead of an hour. Our team is now the human in the loop: checking the AI's work, doing medication reviews, helping with enrollments, and answering client questions. Genius Network has stressed human connection at many of our in-person meetings. AI gave us more time for exactly that.

Gwen, another member, encouraged me to have hobbies, which is how I leaned into tennis and Mahjong. Ellen handed me a handwritten list for self-care and friendship. One line stuck: "Who do I know that can invite me to the club?" Her best advice: your best friend is one other friend away. That turned making friends into a game.

What didn't go as planned

Facebooks ad logic changed. New Medicare systems blocked our usual access to client accounts.

Our AI broke several times with endpoint changes; we fixed it each time. We built a process for clients to confirm their current Part D plan and kept people ready to do enrollments manually.

The numbers (as of October 1)

- AEP revenue: $223K last year, $405K this year (+82%)
- AEP profit: about $163K last year, about $285K so far (+75%), season still running
- Reviews: about 2,000 last year, 3,000+ expected
- Time per review: about 60 minutes, now about 2 (roughly 30X faster)
- Friends: 1, now 14 (an 8-person Mahjong group and a 6-person tennis group)

Our annual review team grew from 7 to 14, but the work changed. AI does the paperwork. People do the connecting. With Randi's mailers going out soon, we're on track for our $500K profit goal. We'll know by mid-November.

The ripple effect

Last year, we saved our clients over $2 million. Many are older and likely on fixed incomes. Beyond savings, we help them avoid surprises and stay covered for whatever the year holds. With this year's Medicare changes and more clients, that ripple is even bigger.

What I learned

There's so much opportunity, and I have to make room for me alongside being a business owner, a mom, and a wife. I never put energy into having fun in my business. This year I did, and I'm growing faster with more free time. (My son's extra preschool day helps too.)

For other entrepreneurs

Live full out. I didn't think I had time for myself. By finding my balance and the right who's, I'm reaching my dreams faster and having more fun doing it. Go to the meetings. Stay after lunch. Embrace the random connections, and sometimes the fastest way to reach our goal is through the connection and not the tactics.



BETTER YOUR BEST 2026 FINALIST

MIKE MALLOY

Founder of Malloy Industries, matching growth-stage B2B founders with 450+ vetted fractional executives.

From Workhorse To $1,000,000 Racehorse

I followed Joe Polish for ten years before I joined Genius Network. In November 2025, Malloy Industries crossed $1,000,000 in revenue for the first time. When Joe's ELF coaching program ended after 2.5 years in there, I decided within a month to bet on being in a better room at Genius Network.

I put the $30,000 on credit cards.

Then our three biggest clients ended. Revenue fell from $112,762 in January to $68,168 in March, and March lost -$49,099. I paid myself nothing in February. My knees, feet, and wrists hurt. My sleep score bottomed out at 67 in May. The voice in my head said, "What is wrong with you, Mike? Work harder." So I did. More meetings, later nights, and $43,000 on sales hires and a cold-calling program that closed zero deals.

Joe kept asking a question I could not unhear. Are you as fit as you were in the best shape of your life? [No…] Are you doing what you did then? [No…] Joe also kept telling us that we are a $1,000,000 racehorse.

I was running myself like a workhorse. Cheapest feed, longest hours, last to get paid.

So I started betting on myself first.

HEALTH. In June I played ultimate frisbee for the first time in 7 years. This fall I coach the UNH men's team and my son Max's pre-K soccer team. I hired a physical therapist at $100 a session and a trainer at $75, and I feed myself like a racehorse after each one. Adam Bliss got my walking pad out from under the bed. Workouts went from 3 in May to 18 in August. My goblet squat doubled from 20 to 40 pounds in four weeks. My knee pain, plantar fasciitis, and foot pain are gone. Oura shows my lowest resting heart rate in two and a half years and my two best activity months ever.

WEALTH. Ellen Long taught me high-ticket buyers want one monthly price, so our $95 hourly offer became 4k/month. Dean Jackson's nine-word email, "Are you still interested in a fractional executive?", got 56 replies, our best marketing result ever. Dana Bonander, Perry Gladstone, and Randi Brill helped me reset the company around one North Star. Gross margin climbed from 8.43% in March to 56.5% in September, beating my 50% goal. September net income was $33,822, more than I invested in Genius Network all year. Perry's advice to refinance turned $51,038 of 25% to 30% CC debt into a five-year term loan, and today my cards are at zero. My paycheck went from $0 to $2,500, with $5,000 planned this month.

ELF. A workhorse pulls every cart himself, but not anymore after hiring Hanna as CSM. Mel now runs our matchmaking in NotebookLM, which I learned from Mike Koenigs, and don't do anymore. I got out of contracts, QuickBooks, and ActiveCampaign. In May, John Kissell told me to stop typing to AI, and I have dictated 331,400 words through Wispr Flow. In March I helped John with nothing to gain.

Five months later he emailed, "I need a fractional COO. Let's talk." My late nights fell from 20 in August to 13 in September, and I took 10 days off for my 7th wedding anniversary and 40th birthday.

What did not go as planned? I still average 6 hours 49 minutes of sleep against a 7.5-hour goal, and new leads still depend on me. So we are leaning into referrals, the way Genius Network members found me.

What I learned came from Kyle Bickham's talk, "Holy shit, I'm alive." Now when Max stops to study ants, I stop with him. My 80-year-old dad has that phrase on his fridge. This month Max asked me to hold him like a baby porcupine and rock him to sleep. He weighs 40 pounds. In February, my legs gave out after 60 seconds. This time I held him until he fell asleep. Joe and Dan Sullivan call it healthspan. My goal is 129 years, long enough to pick up Max's grandkids.

My advice for entrepreneurs:

You're not a workhorse. You're a $1,000,000 racehorse, and everyone you love is betting on you. Bet on yourself first.



BETTER YOUR BEST 2026 FINALIST

JEREMY WEISER

CEO of Nuvo Health, a nationwide Medicare agency serving 60,000+ clients in all 50 states.

Last year, I was building my company, providing for my family, and growing as a leader. But this contest is called "Better Your Best", and that's exactly what I set out to do. My best still had room to grow. Last year, I traveled about 30 to 40 nights. I exercised maybe 30 to 40 times all year. My body fat was 27 percent, I weighed about 184 pounds, and my triglycerides and other lab work was not great.

The turning point came through someone I met at Genius Network: Ashley Garcia, a health and fitness coach. Ashley built me a complete system, including a workout plan and nutrition plan that set me on the right path. I started in February, and I have not stopped (I even worked out the morning that I'm writing this).

I put workouts on my calendar and treated that time as sacred. When I'm exercising, I put my phone on DND to ensure nothing gets in the way. I made a decision to prioritize my health and not let anything get in the way of that. I know that taking care of myself is my most important priority.

To summarize, what's changed for me:

Health

Workouts: 30 to 40 last year, closing in on 130 this year, and that's only what my app tracked.

Body fat: 27 percent to 22 percent by DEXA scan in May. Down 12 pounds of fat, up 3 pounds of muscle.

Weight: 184 to 169, down 15 pounds.

Triglycerides: 146 to 79, almost cut in half. My best labs since high school, actually.

Pant size: back to what I wore in high school.

This year I finished a 16 mile, 10 hour hike to the summit of Mt Charleston, one of the highest peaks in Nevada.

Wealth

Personal investing: about $50,000 last year, over $100,000 this year, double my goal.

Real estate: bought a rental property with a partner, added about $30,000 in equity, and it cash flowed from day one.

Company: record EBITDA, almost three times last year. Our gross revenue will hit 8 figures for the first time.

So often in Genius Network, we talk about AI, and I've picked up so many tips and tricks that I've applied to our business and my personal life over the last year to help us. We applied those ideas across the company: using AI tools to speed up work, cutting waste and unnecessary expenses, building a new website, and launching a company YouTube channel. We didn't necessarily increase our sales this year, but we cut out a lot of waste and positioned ourselves for major growth next year.

E.L.F.

I cut overnight work trips from 30 to 40 down to 20 to 25 by switching to day trips: out in the morning, home at night. Those nights were spent with my family. We've had movie nights and lots of playing outside, including nearly 500 miles on my ebike, riding with my two boys. Great date nights with my wife. This is what I'm most proud of over this past year.

Not everything went to plan. I set a goal of 200 workouts this year, and I'm behind that pace with three months left. I believe I've reached my 20 percent body fat target, but I haven't rescanned to prove it yet. Either way, I'll finish the year strong, rescan, and cut travel even further in 2027.

What I learned about myself: I can still do hard things, and I'm not too "old" or out of shape. More than that, I learned that my time only becomes sacred when I decide it is.

If you're an entrepreneur reading this, here's what I'd do differently. Stop treating your health and your family as what's left after the business. Put them on the calendar first and protect that time like your most important meeting. Secondly, I would say, ask for help. There are so many incredible people in the Genius Network, and even though everyone has different experiences, everyone is willing to help each other. The answer to your problem or to your next big opportunity may already be sitting next to you.



BETTER YOUR BEST 2026 FINALIST

GUFFY WRIGHT

Partner and National Sales Leader at The Mahoney Group, and bestselling author of Attach High.

Genius Member Since October 2025

I joined Genius Network for one reason: to win more new business. Two months later, Joe asked me, "Guffy, what can you contribute to Genius Network?" My first thought was, "I just contributed $35,000, what else do you want?" I don't remember what I said. But in that fumbled answer Joe learned I lived in consultative sales and invited me to Influence Unleashed with Dr. Robert Cialdini. That event, along with the Genius Network Annual Event, changed everything for me.

Wealth

I had spent years refining a sales process. Genius gave me confidence to finally install it across my company. I trained seventy salespeople using principles from the events.

Results:

- Best new-business year ever as a company, up 14.5% totaling $7,044,000 (on pace for 23% annualized)
- Roughly $1 million in revenue traces directly back to shifts made after joining
- One 10-minute talk on the Genius stage already produced a speaking engagement
- Raised minimum account size for me and the company, my income is up 18%

I also sent six team members to Cialdini events, hired Joel Weldon to coach our ten-minute talks internally, built a monthly sales event, sent two people to Strategic Coach from my company, hosted Genius Network Youth at our headquarters, and put five Genius members on my podcast.

But my Wealth goal went deeper than the numbers. My dad died in 2025. Losing someone who loved me unconditionally was 10X harder than I expected. There was something I had never told anyone about, not even my wife. Something I didn't even think was possible. I wanted to write a book. Now I had a purpose: put velocity behind my dad's legacy and take our sales force from transactional to transformational.

Genius gave me the courage and the room to finally do it. I even found my publisher with Joe's AI clone. Attach High: How Elite Advisors Remove Friction from High-Stakes Decisions launched September 1, 2026. One of my Wealth goals was to become a bestselling author. That happened in five Amazon categories.

Would I have written it without Genius? No. 100% no. It exists because of Genius Network and the Better Your Best competition.

Health

Better Your Best pushed me to make improving my relationship with my daughter Hallie part of my health goal as well as the metrics below:

Results:

- 202 lbs → 186 lbs
- 18% body fat → 12%
- Working out six days a week since February 1
- Stronger than I've been in years, bench press from 275 lbs to 335 lbs

But the real win happened hiking in Hawaii. My daughter Hallie had her feet blistered badly. She told me to go ahead or turn around. I thought about stopping for three seconds. Then it hit me: I don't know how to quit. Put her on my back. Two miles to the waterfall and on and off for the five miles out. Later she told me she had never felt so supported, and that she learned her dad doesn't know how to quit. Our relationship has improved dramatically since that experience, and we would not have planned the hike without Better Your Best and my health goal.

ELF

I raised my minimum client from $25,000 to $100,000. Fewer, better clients who value what I bring to the table. That wasn't a pricing decision. It was an identity decision.

You can't raise a ceiling. Ceilings belong to rooms. I raised the floor. Genius changed the rooms I was in. And the ceiling had nowhere to go but up!

My Return on Genius

I came looking for more business, but the greatest return isn't what you take from the room. It's the value you contribute and share in other rooms after you leave Genius.

Speaking of rooms, I've built out an RV garage, and I have nothing in there yet…

If Joe asks me again what I can contribute, I already know the answer:

Value. "All that is not given is lost."

Maybe, just maybe, I'll get to expound on that stage at the annual event where it all started.

Guffy Wright