

Sand stories

"Can something extraordinary come out of something common?

Can a new idea spring from an old, overused and tired way of doing things?" **Joe Castillo** asked attendees at the close of Main Platform.

Throughout the three days of Main Platform, artist and storyteller Castillo would take to the stage to perform sand stories representing the messages of each day's speakers. Using sand as his medium, Castillo created beautiful images while music scored his performance. At the conclusion of the final day of Main Platform, Castillo stepped to the speaking platform to share his story

with attendees.

Using his life as an example, Castillo related how he ended up taking a chance on building his sand art career. Raised in a family of artists, Castillo told attendees, he was always drawn toward the arts. As an adult, Castillo opened an ad agency, as he enjoyed the creative and storytelling side of the business. After nearly two decades of operation, however, his business had grown too large, and Castillo was an administrator more than anything else, he said.

So he decided to leave his business and find something to fulfill his creative urges again. As chance would have it, while shopping at his local hardware store one day, he stumbled across sand spilled along the dark concrete of the store.

"Shoppers had scuffed through

the sand, leaving lines and patterns," Castillo told attendees. "As an artist, you see images anywhere."

Inspired, Castillo bought the supplies he needed to create his sand stories. After some time perfecting his performance, interest in Castillo's art began to grow, culminating in a request to appear on the television show "America's Got Talent." Castillo was asked three times before finally agreeing to appear on the show, which he attributed to fear of the unknown.

In his closing remarks, Castillo encouraged members to take that bold step into the unknown, like he did when he left his ad agency. He cautioned attendees that if they don't take a risk every once in awhile, they may miss out on true happiness.

"Now' never happens again," Castillo said. "Life doesn't go backward. Adventures don't come to the faint-hearted. Put in the work. Take a deep breath; embrace the risk, and then jump." ■



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#MDRT2013 Been a member for 40 years. 2013 one of best meetings ever.