

Artists Among Us—Brian Long Finds Life Balance for Mind, Body, and Spirit through Work, Play, and Creative Outlets

by Christopher Cussat

Despite the obvious connotations that the name of his band, *Midlife Crisis*, brings to mind, Brian Long never seems to have really had one. In fact, this well-rounded professional has ‘long’ been able to perfectly balance his creative interests in music and writing alongside being president of Seubert & Associates (Seubert).



Midlife Crisis performs at a recent concert.

Seubert is a regional, insurance broker that helps businesses manage risks to protect and grow their business and personal assets—including their people, which for any business, are the most important asset. For years, Long and Seubert have been huge advocates of both health and creative outlets.

For example, Seubert provides health insurance (major medical, vision, life, disability, etc.), workers compensation insurance, and captive insurance programs to businesses. “Our clients range in size from 25-2,500 employees in Pittsburgh and the surrounding areas. Seubert is a firm believer in employee health programs and has had one in place for several years now,” Long notes. In addition, the company recently launched SHAPE: Seubert’s Health and Wellness Enterprise and it is actively working with several clients to change employee behaviors in order to reduce health risks and health costs.

Raised in Southern California, Long moved to Pittsburgh to attend Washington & Jefferson College, along with his high school sweetheart. “We graduated, married, and have made Pittsburgh our home for the last 26 years,” he adds.

Long has always had a creative spirit, but it really came into tangible being just several years ago. He explains, “I took up music later in life at the age of 40 and now play in a band called *Midlife Crisis*. I play the guitar, the harp, and am now learning the keyboard. The band consists of a group of guys who hit middle-age and decided to use it as an opportunity to challenge ourselves.” *Midlife Crisis* only plays for charitable organizations, and in the past six years the band has raised over \$250,000 for various charities and public schools.

He also recently co-wrote a book with his wife, who is a professional writer. Entitled, “Fat, Dumb and Lazy,” the book suggests a workable solution to the national healthcare and workers comp crises. “It is a parable that focuses on self accountability and challenges business leaders to take that first step towards

change in order to move their company from good to great,” Long adds.

Long has no idea why he is drawn to these artistic endeavors—perhaps he is just now tapping into a part of the creative aspect of being human that exists within all of us, but which often lies dormant. “I just enjoy the journey—I never participated in music as a child and felt that I missed something because of it,” he notes.

In addition to music and writing, Long believes that his practice of mixed martial arts (MMA) and Jiu-Jitsu are also creative outlets that help him achieve complete balance in life professionally, artistically, spiritually, and physically. To him, these are all equally important. He explains, “I have always enjoyed sports and self-improvement and believe that working the body, as well as the mind, is the key to healthy living. On January 1, 2011 we will open the Life Center in Penn Hills, Pa., which is a school for self improvement of the mind, body, and spirit.” Initially the Life Center will offer personal fitness, Jiu-Jitsu, and MMA training, as well as music instruction, a recording studio, and pottery classes.

Long offers a quote from author, James A. Michener, that he believes perfectly expresses the importance of balancing all of the aspects and pursuits of life. “The master in the art of living makes little distinction between his work and his play, his labor and his leisure, his mind and his body, his information and his recreation, his love and his religion. He hardly knows which is which. He simply pursues his vision of excellence at whatever he does, leaving others to decide whether he is working or playing. To him he is always doing both.”

Although Long says there is no way he would consider a career in music or MMA because he does not feel that he possess the talent to get paid for either of these activities—he remains very passionate about both and strongly adheres to the philosophy of well-roundedness. “I believe that a person should work harder on themselves than they do on their jobs—a Dr. Wayne Dyer concept. If you push yourself daily outside your comfort zone, you develop as a human being and become a better person and employee.”

Midlife Crisis will be performing on August 7, 2011 at Blueberry Hill Park in Sewickley to benefit the Spina Bifida Association of Western Pennsylvania. For upcoming and updated band performance dates visit <http://midlife-crisis-band.com/the-band>. For more information on Seubert & Associates please visit www.seubert.com. †



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