

BRANDALIVE

Q4 2025

A Letter from Pete

In this newsletter, I'm excited to share a few highlights from this quarter. I hope these moments spark ideas and encouragement for your own path forward as we look ahead into 2026.

Whether you've been with BrandAlive for years or just joined recently, thank you for being part of this journey. Your support continues to inspire everything I do.

If you'd like to stay connected beyond this platform, feel free to visit my [LinkTree](#). And if you find value in what I share, I'd be honored if you passed it along. New subscribers are always welcome—just [follow this link](#) to join us.

Happy Holidays and Happy New Year!



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UPDATES TO THRIVEALIVE.AI

We've just launched the [LinkedIn page for ThriveAlive.Ai](#), an AI-powered platform designed to help you discover the values, aspirations, and motivations that shape your life. Our team has been working quietly on this the past several years and we are excited to see it come to life. We hope you will be as well.

Whether you're pursuing personal, professional, or organizational goals, the platform is built to help you chart your course with greater clarity and confidence. If you haven't heard me talk about ThriveAlive before, we believe in the following:

PURPOSE

Our purpose is to democratize access to experts by providing a user-friendly platform to obtain unique outcomes. This removes the barriers of capacity, availability, affordability and reach. We aim to empower individuals and businesses to achieve their goals and thrive with purpose.

VISION

Our vision is a world where obtaining a unique outcome is as simple as answering a few questions. We want to revolutionize the way experts interact with their clients by making them accessible to all and enabling them to scale without limit. We believe that everyone deserves access to the expertise they need to achieve their goals.

MISSION

Our mission is to empower individuals and businesses to achieve the outcomes they desire by accessing the right experts anytime and anywhere through the transformation of expert knowledge into AI-powered digital twins, creating a scalable marketplace for personalized guidance.

ThriveAlive.Ai brings together years of work in brand strategy, personal development, and technology — all with one mission: to help people thrive with purpose.

If this resonates with you, I'd love for you to follow our new LinkedIn page where we'll be sharing tools, insights, and updates as we grow. Your support in these early days truly makes a difference.

🔗 [Follow ThriveAlive.Ai on LinkedIn](#)

🔗 Visit thrivealive.ai to learn more about our platform

THE RISE OF AI WITH TOTALFORCE+

In October, I was honored to join an incredible lineup of leaders — Elizabeth O'Brien, Dr. Keith Castille, Beau Higgins, and Stephen Hudson — at the TotalForce+ Brunch and Learn to discuss how AI can support career transitions. We discussed the fast-moving developments in AI that not only power productivity in the workforce, but also can help veterans and transitioning servicemembers take their next professional steps.

The work we're doing at [ThriveAlive.Ai](#) combines the power of AI with the wisdom of human insight to help service members, veterans, and their spouses uncover their purpose, vision, mission and values. By gaining this clarity, they're better equipped to identify fulfilling career paths and navigate their next chapter with confidence.

We'll be continuing the TotalForce+ conversation on January 13 with another innovative and informative panel session designed to equip attendees with the tools, resources, and guidance they need to navigate the AI transformation.

If you're transitioning from military service or just seeking new opportunities, this event is sure to foster meaningful connections and practical takeaways to support your next career move.

Get all of the information on how to register for the event on the [MOAA website](#). I hope to see you there!

[REGISTER HERE!](#)



THE POWER OF STORIES

Great marketers tell stories that people want to believe. Brands cannot simply go to market today with a narrative that's just about features, benefits and price and be sustainable.

Over the past few months, I have been leading a series of webinars with Licensing Executives Society (LES) covering Brand Expansion & Licensing. In January, we will host Part 6 of my series on Brand Expansion. I will explain the third element of the LASSO Module, "Storied". In this webinar, I will go over why having a brand with a story is so relevant and powerful. In addition, I will share case studies that exemplify the importance of a strong narrative and offer insights into how better to build and tell your story to grow your brand.

Every brand owner and organization has the right to expand, grow and ultimately thrive. That is why I have made it my mission to develop tools, talks and training designed to inspire, educate and empower you to achieve all that is possible.

If you have been following along with this series over the past few months, you won't want to miss this one! If you missed the first 5 parts in this series, you can find them on the [LES On Demand webinars page](#)!

I'd love for you to join me for Part 6 and let me support you in making your brand the best it can be!



ONLINE WEBINAR

BRAND EXPANSION & LICENSING PART 6: THE POWER OF STORIES

With Pete Canalichio

Wednesday, January 14, 2026

12:00-1:00pm ET

FREE - Members
\$69 - Non-Members

REGISTER NOW

hosted by the LES Brands as a Business Sector

[REGISTER FOR PART 6: THE POWER OF STORIES](#)

SHIPPING UP TO BOSTON WITH LES

Hosting my webinar series with LES is just one of the many aspects of the organization I enjoy. Another is attending their annual meetings.

In October, I had the opportunity to participate in a panel at the LES Annual Meeting in Boston, and I'm grateful for such a full and inspiring experience.

The event began with the Mentor Session, which is always a highlight. It was a terrific opportunity to connect with mentees eager to learn more about this exciting and ever-evolving industry. I had the chance to speak in depth with three motivated individuals, each bringing great questions and energy to the conversation.

During our panel discussion on *Harnessing Brands as Unique Assets*, we had a group of members who were thoroughly engaged in our presentation. We dove into examples like the LEGO Group, Westinghouse Electric Corporation, Sony, and Michael Jordan, exploring how each brand has created value for consumers, retailers, licensees, and licensors alike. The discussion and Q&A that followed were fantastic!



Afterward, I had the pleasure of being interviewed by Dafna Bearson, a Harvard PhD student studying how brands expand and are commercialized. It was rewarding to share insights and contribute to her research.

Events like this remind me how much passion and curiosity exist in our field and how much we can learn from one another. It's always inspiring to connect with others who are passionate about learning, leading, and building stronger brands.

DAV (DISABLED AMERICAN VETERANS) PATRIOT BOOT CAMP FALL COHORT

I was honored to once again mentor at the DAV Patriot Boot Camp Fall Cohort in October. DAV continues to do excellent work in finding motivated veterans who have started businesses that are making a difference. The participants come ready to learn, grow, and improve — and their appreciation for the resources DAV provides is inspiring.

This time, I had the opportunity to speak with eight veterans, each with a unique story and mission — from general contracting to programs that match dogs with veterans to improve the lives of both. I thoroughly enjoyed mentoring this group. Every conversation reminded me why this work matters so much.

