

Preface:

I've always appreciated the *underdog* – a person or a team facing adversity or challenging odds for success. As a kid, I would root for athletes considered to be short or undersized compared to larger opponents. As an adult, I noted that short men could similarly take on the underdog label given the emphasis society places on height. Although I knew the reasons in part, as a short guy I still I wondered why society favors taller guys.

Outside of sports, obstacles for short males come in two forms. The first is society's *height bias*. The second and typically larger obstacle comes in the form of *self-limiting beliefs*. In the age of social media and digital profiles, we are increasingly measured, compared and judged. Bullies and naysayers are everywhere. False cognitive biases and height discrimination run rampant. As I continued my quest for self-improvement, I thought *wouldn't it be great if there was content to address the specific challenges for short guys*. I found a few resources but nothing comprehensive.

This book educates, motivates and provides action items for the short guy fraternity. It examines height data from different professions (not just sports) and discusses research from experts in genetics and behavioral psychology. It seeks to motivate readers by sharing uplifting stories of short men who've accomplished amazing heights in life. In addition to these U.S. heroes, global media icons, and high-flying entrepreneurs, there are anecdotes from my travels and experiences to keep things real and relatable while adding a dash of comic relief.

Writing *Amazing Heights* was like going back to school. The process expanded my understanding across a wide array of subjects, including science, history, psychology, and physiology. It also allowed me to revisit challenges and setbacks in my life, and the learnings that made me a stronger person, both mentally and physically. The book's content largely focuses on the individual, rather than society. It encourages the reader to be open to new ways of thinking and to take responsibility for their actions, providing tools to help them along the way.

Acknowledgments

I would like to thank my mom for showing me that even small and soft-spoken people can be world-class athletes who inspire others. I would like to thank my dad for giving me an appreciation for the outdoors and hiking. I would like to thank my sister, Britt, for believing in me and always referring to me as "big bro." You've each helped me become the person I am today.

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Author Bio:

Seth Ulinski is a native of New Hampshire and resides in Dover, NH. He graduated from Clemson University, South Carolina, with a B.A. in Spanish and International Trade (Viva los tigres!). While attending Clemson, Seth became a member of Pi Kappa Phi, a national social fraternity. At 5'7", he is also a member of the short guy fraternity.

Since he was a kid, Seth has been fascinated with sports. Seth played basketball, baseball, and football until a car accident in his sophomore year of high school. Multiple surgeries and a long recovery process gave him a stronger appreciation for seatbelts and good health. As an adult, Seth was diagnosed with rare autoimmune disorders, requiring thyroid and eye surgery. While educating himself on how to manage these life-altering events, Seth realized the value of self-care. Today, he's grateful for these setbacks, drawing strength, courage, and wisdom from them as part of his wider self-improvement work.

His professional background includes two decades of work in digital advertising and market research. As a salesman, Seth experienced the ad industry's transition from *Mad Men* to math men, where martini lunches gave way to big data and software. As an IT analyst, he built financial models and authored reports analyzing a business landscape of old-school titans, such as Oracle, Microsoft, and SAP and new juggernauts, such as Facebook, Google, and Amazon.

Seth combines an appreciation for fitness, travel and the outdoors through running, hiking, yoga, skiing, and obstacle course racing. He is a member of SIX03 Endurance, Portsmouth Toastmasters, and Seacoast Martial Arts. When he isn't training for a race, practicing his next speech, or learning submission holds, Seth enjoys spending time with family and friends. This includes playing *Star Wars* with his nephew and niece (the Force is strong in each) and attending Clemson football games with fraternity brothers.

In addition to being vertically challenged, some may say Seth is directionally challenged. He insists he isn't lost but prefers the scenic view and the adventure that comes with it.