

# NOW

## IS THE TIME!

**RONNIE "RONALDO" NEEDHAM**

CREATOR OF RONALDO DESIGNER JEWELRY



*This book is dedicated to my best friend who saved my life, Myla.*



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## **Dear Reader,**

My name is Ronnie Needham. I am the founder of Ronaldo Designer Jewelry, a company that sold over \$174 million in retail business over the last 15 years. I have headlined in Las Vegas, and my products were in the gift bags for the Oscars, the Grammys, and onstage with the pope at the Vatican. Mine is a true American rags-to-riches dream come true.

What follows is my personal story. I will reveal to you my life philosophy, and all about how money flows, where this knowledge came from, and how I gained the critical traits that led to my success. I'll show how those instincts were always living inside me. I will give you the secrets of success that made me a multi-millionaire, all while unfolding the compelling memoir of my rocky road to fame, fortune, and most of all, love.

In short, this is the story of how I lit the fires to my Burning Desires

With warm personal regards,  
Ronnie "Ronaldo" Needham

## CHAPTER 1

# The Superbowl

Around the stands everyone was going crazy. The New England Patriots' Malcomb Butler had just intercepted the ball at the one-yard line and New England has held off the Seattle Seahawks to win Super Bowl XLIX in Glendale, Arizona. It was the first of February 2015, and confetti was coming down like snow.

I looked around the stadium at all the wealthy people in the stands. I said to myself, how in the world did a regular guy from Pleasure Ridge Park, a middle-class neighborhood in Louisville, Kentucky, who only went to high school, ever afford to spend \$35,000 to come to the Super Bowl?

I had spent \$20,000 on Super Bowl tickets, not counting the airfare for four people plus all the expenses. I'd paid for everyone. What was weird, I'd really thought nothing of dropping \$35,000 on the week. No big deal. After all, I had just spent \$550,000 cash to remodel my 8,200 square foot home.

My friend, David Kazar, had come over in October the year before to sell me \$88,000 worth of Persian rugs. We were watching a Sunday football game on TV, and during the halftime show the analyst was talking about the upcoming Super Bowl. I mentioned to David that I'd always wanted to go to the Super Bowl. David smiled and said, "Ronnie, just go! You can afford it, my friend."

After David left, I called around and found four Super Bowl tickets at the forty-yard line. It would take place in February, only three months away. I had no clue which teams would be playing, but I hoped it would be my Green Bay Packers. I owned a share of stock in the Packers, and I thought how nice it would be to see the Packers win! Would they make the playoffs? Would they make it all the way to the Super Bowl? Time would tell.

A few months after I'd bought the tickets, it was the playoffs, Green Bay was up by a score of 19-7 over Seattle, with four minutes to go in the game. It looked like the Super

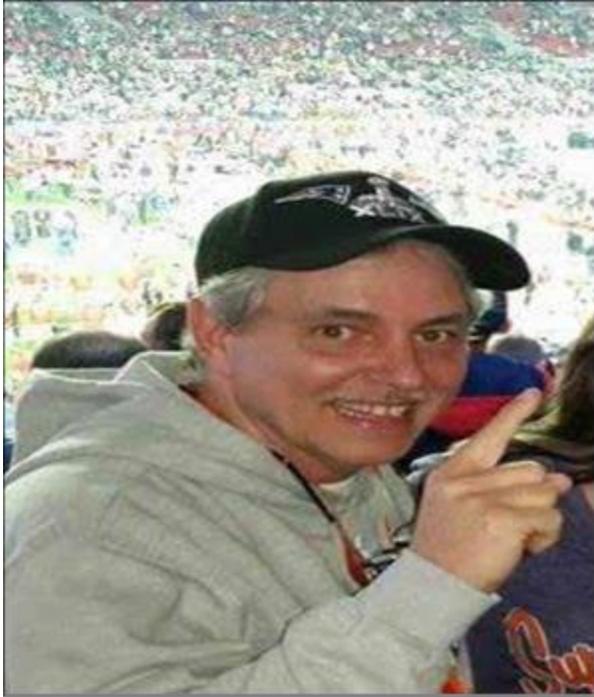
Bowl was in reach for Green Bay... only for them to lose to Seattle in one of the greatest comebacks in playoff history.

On the flight back to Kentucky, I said, "Oh well. I'll just go again next year."

Watching the Super Bowl in person was amazing, even if it wasn't Green Bay playing. I decided maybe I would go to the Super Bowl every year until Green Bay won. Next year I figured I'd charter a private plane as I had done in the past for a previous Green Bay Packers game. I'd had flown up to Green Bay, watched the game, then flown home all in the same day. Much nicer going in style.

From giving away Rolex watches to friends and employees, to having a custom-built circular wine cellar that was ten feet tall and held over 400 bottles of wine, I lived a life so extravagant it was hard to understand how all of it was even possible. My friends would come from all over the country to attend my famous parties.

And yet, all I truly enjoyed was my jewelry work. All I did was work. Over the years, I had become a workaholic. Nothing else made me feel alive other than my passion, my jewelry business. I do not think a person starts out to be a workaholic, it just happens. I was looking for my significance in life. I was not getting it from my wife, so, I had dived even deeper into my work to block out the pain of that relationship. Because I was in a dead-end marriage.



Ronnie attended Superbowl XLIX on Feb 1<sup>st</sup>, 2015, in Glendale Arizona won by New England over Seattle 28-24 Ronnie and Hall of fame football superstar Mel Blount in 2015 March 9<sup>th</sup> 2015  
.....Column Break.....  
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