



PHOENIX  
**Business Journal**

**FORTY**  
U N D E R  
**40**



CLASS OF 2009



# Selecting 40 of the Valley's best and brightest

Welcome to the 2009 edition of the *Phoenix Business Journal's* "Forty Under 40." This annual publication takes a look at the best of the Valley's up-and-coming leaders in a variety of industries.

Narrowing the list from the scores of applications to just 40 has become increasingly difficult year after year, as both the number and quality of applicants has increased.

What you'll find in the following pages is a little bit about each of the Forty, what they do and how they ended up where they are. We also asked them for a little information about themselves, which we've compiled on this page to give an overall portrait to the Class of 2009.

*Patrick O'Grady*  
Project editor



## STAFF

Patrick O'Grady	Project editor
Kat Bryant	Copy editor
Amy Morrison	Page designer
Jim Poulin	Photo editor

# FORTY BY THE NUMBERS

Along with questions about their careers and how they were involved in the community, we asked the Forty Under 40 class of 2009 a little about their personal lives. About 34 of them responded to the extra questions, offering a group portrait with some interesting facts:



## TIED A KNOT OR NOT

Of those responding, 17 reported they were single and 16 said they were married.

## WITH CHILDREN

The majority of the Forty have children, with 17 saying they had one or two, while 13 told us they had none. One each said they had three, four and five, with no one reaching "Brady Bunch" numbers.

## DOG LOVERS

The Forty as a group are canine aficionados, with 22 dogs among them. Other pets fell far behind: There were two cats, three fish, one parrot and one guinea pig in the group. One jokingly asked if her kid sister counted as a pet.



## ON THE DOLE

The vast majority of our respondents, 25, said they'd never been fired from a job. Five said they had, with three "maybes" and one "almost."

## EDUCATED

This year's Forty are an achieving bunch on the education scale. With one reporting a high school diploma and one an associate degree, 12 said they had bachelor's degrees, another 12 had master's, and seven had earned doctorates.



## BLACKBERRY OR IPHONE

The BlackBerry was the hands-down favorite among the Forty, with 23 of them carrying devices from Research in Motion. Five use Apple's smartphone, and six went in completely different directions, using Palms and other devices.



## TECHNOLOGY

The Forty are a tech-savvy group, with 25 having Facebook profiles. Not so many are on Twitter: Only six said they had accounts there.



## FIRST JOBS

They ran the gamut of teenage employment, from store clerks to cashiers and pizza makers. One was a deckhand on a fishing boat along the Washington and Oregon coasts. Another was a "selective size engineer," which is a great title for a person who walks behind a road grader, throwing large rocks off to the side of the road.



## MARKETING. SIMPLIFIED.

At **PRstore**, there's no additional legwork, no juggling of vendors, no hidden costs and absolutely no surprises. Just everything you need for effective marketing, under one roof.

WE START RELATIONSHIPS - NOT RETAINERS.  
That's why we're the agency-of-choice for Small Business America.

LET'S GET STARTED TODAY.



742 E. Glendale Ave.  
Phoenix, AZ 85020  
p: 602.595.4377  
prstore172@prstore.com

learn more at [prstore.com](http://prstore.com)

More readers than ever before are looking to the **Phoenix Business Journal** for information, outlook and analysis.

**Steady growth** stands the test of time.

The Audit Bureau of Circulations shows the number of our subscribers has **grown 13 percent since 2003.**

PHOENIX Business Journal  
phoenix.bizjournals.com

# FORTY under 40



JIM POULIN | PHOENIX BUSINESS JOURNAL

**KERRY PATTERSON**



**AGE:** 37  
**COMPANY:** Fennemore Craig PC  
**TITLE:** Attorney  
**E-MAIL:** kpatters@fclaw.com

**What are your career highlights?** “Working with clients on complex, multimillion-dollar development projects. Forming the Native American Bar Association of Arizona and working on issues related to the professional development of Native American attorneys. Serving as a prosecutor for the Gila River Indian Community while in law school and never losing a trial. Working with clients on office, business and restaurant leases, real estate development, and zoning and land-use issues.”

**How are you involved in the community?** “My philosophy on community service is to find a cause that you believe in and are passionate about and work to make a difference. I recently organized a food and toy drive to benefit Native Health, an organization committed to serving urban Native Americans. I serve on the Indian Law Program Advisory Committee at the ASU Sandra Day O’Connor School of Law. I assist in fundraising activities to raise scholarship funds for Native American law students. I have served as chairwoman of the Indian Law Section (2007-08), a pro-bono administrative law judge in the Fort McDowell Yavapai Nation, an Election Protection volunteer (2008) and a volunteer attorney with the Volunteer Lawyers Program.”

**Was there a moment in your career that defined your professional path?** “Law school is so theoretical that it really hits you when you start working with clients with real-life problems you are expected to solve. I learned quickly the value of recognizing your role in the transaction, making your client’s issues your issues, and providing the best possible service to clients.”

**If you could do anything else for a career, what would it be?** “I’d open a thrift store and try to find ways to encourage people to reuse, recycle and repurpose items they no longer need.”

## BOB ADLHOCH

**AGE:** 39  
**COMPANY:** Phoenix Suns  
**TITLE:** Television producer/director  
**E-MAIL:** badlhoch@suns.com

**What are your career highlights?** “Since I work in the sports world, many of my great career highlights and memories have to do with the events I’ve covered. I’ve produced and directed broadcasts of many memorable Suns games over the past 12 years: Cliff Robinson’s and Amare Stoudemire’s 50-point games, the playoff-clinching Game 6 against Dallas in the 2005 playoffs, Tim Thomas’ huge 3-pointer to tie Game 6 against the Lakers in the 2006 playoffs, the 15- and 17-game winning streaks of 2006-07 — too many to count, but all very memorable.

“I’ve built many great friendships over the years with a lot of tremendous people. Hav-

ing grown up in Arizona, it is a great thrill to have worked with the likes of Al McCoy, Gary Bender, Cotton Fitzsimmons and many others I remember listening to and watching in my youth. Also, I’ve been fortunate enough to have some of my work recognized with eight Emmy awards. All of the projects that led to those are near and dear to my heart.”


**How are you involved in the community?** “I began working last spring on a capital campaign for my high school alma mater, Seton Catholic High School in Chandler, to build a larger campus to better accommodate the growing desire for quality private education in the East Valley. From the late 1980s to mid-1990s, I worked with the high school and junior high youth groups in my parish, Resurrection Church in Tempe. The highlight was taking a group of 25 high school students to Mexico during spring break in 1995 to build two houses for families that could not afford homes. “In addition, I am serving my second term on the board of trustees of the National Academy of Television Arts and Sciences. I also have served two terms as president of

the organization’s Rocky Mountain Southwest Chapter in Phoenix.”

**Was there a moment in your career that defined your professional path?** “One huge moment for me was the internship I worked during the summer of 1990. I had known since I was about 12 that I wanted to cover sporting events for a living, but I had no idea how many people worked behind the scenes to make it all happen. Once I worked that internship with ASPN, covering Phoenix Firebirds baseball games, I realized what I really wanted to do was tell the stories of the game through pictures instead of words. Every job I have ever had in the television industry has ties to that summer and that internship.”

**If you could do anything else for a career, what would it be?** “I think I’d eventually like to teach and help along the next generation of broadcasters. I have always enjoyed speaking in front of groups, and the interaction with younger generations would keep me on my toes. Or, I wouldn’t mind trading places with Tiger Woods and see how that works out.”

## ERNESTO FONSECA



**AGE:** 38  
**COMPANY:** Arizona State University Stardust Center and Elemental Architecture  
**TITLE:** Architect  
**E-MAIL:** ernesto.fonseca@yahoo.com

**What are your career highlights?** “I have had the opportunity to develop unique sustainable projects and get involve with the community in many different levels. In 2005,

for example, our team at the Stardust Center was approached by a group of enthusiastic students to remodel a Navajo house. When we visited the house, the unit was not in a condition to be remodeled; so we took the house down and built a new house for an elderly couple.

“In the Valley, I have worked on a 46-unit green community for Chicanos por la Causa, and in 2007 I built a second demonstration home in the town of Guadalupe. This experience was great, building with troubled high school dropouts, helping them to get their general equivalency diploma while acquiring new skills. I also had ASU students learning some of the construction process. In 2007 and 2008, I was part of a team that led a group of 24 families to self-build their dream home in the town.”

**How are you involved in the community?** “I have been an active member of the community in different levels, from participating in town hall meetings to advocate for more affordable housing projects, to the development and promotion of new strategies and policies to create healthier environments and communities assisting different cities including the city of Phoenix. I am a strong supporter of YouthBuild and other organizations across the Valley. I work with many grassroots community organizations such as CPLC, the Sierra Club, the Southwest Energy Efficient Project and more. The extent of our success yields from the community we live in.”

**Was there a moment in your career that defined your professional path?** “Before I came from Wisconsin to ASU to complete my

second master’s degree, I met the person who became my spouse and great friend. While I was working for the state of Wisconsin, she said I should do something more with my architectural skills. She helped me understand the U.S. educational system and then apply. Housing, sustainable development, community participation and research became defining elements of my career.”

**If you could do anything else for a career, what would it be?** “Maybe medicine. When I was younger, I did one year of medicine in Mexico. It was great but I was not very sure of what I wanted to do. I had always been interested in bringing change through education and health services. Medical services are a worldwide need, one that many people do not have access to.”



**What are your career highlights?** "I was born in San Juan, Puerto Rico. I relocated to Tucson in 1995 to attend the University of Arizona College of Law. In October 1997, I was admitted to the practice of law in the state of Arizona. That same month, I joined Stender & Larkin. During my time at that firm, I had the privilege to host two weekly radio shows.

"I joined the Maricopa County Public Defender's Office in 1998 and was promoted to a team leader three years later. In 2002, I left to join the Arizona Attorney General's Office as an Assistant Attorney General in the Drug Unit. I returned to the Public Defender's Office the following year. In 2005, I was promoted to senior attorney.

"Simultaneously, from 2003 to 2006, I was commissioned as a first lieutenant Army Judge Advocate by the U.S. Army Reserve. I provided legal support in administrative law, criminal justice, legal assistance and pre-deployment counseling services to members of the U.S. Army and their dependents. I was honorably discharged in September 2006. I also have been an adjunct faculty member in the Legal Studies Department at Phoenix College since spring 2001. I am currently teaching "Introduction to Law" to students pursuing an associate's degree in paralegal studies. I am currently

a member of Class XXX of Valley Leadership."

**How are you involved in the community?** "In October 2007, I was appointed by Mayor Phil Gordon to the Phoenix Human Relations Commission. In addition, I was recently appointed to the Phoenix 2010 Census Complete Count Committee. I am an active board member with Aunt Rita's Foundation, Concilio Latino de Salud (the Latino Council of Health), Southwest Center for HIV and AIDS, Actor's Theater and Teatro Bravo.

"Over the past couple of years, I have volunteered with several projects that provided services to indigent clients, including Project Restore, Restoration of Civil Rights for Juveniles, and the Fugitive Self-Surrender Program at Pilgrim's Rest Church. In addition, I volunteered for the Kids to Court Program at the Sandra Day O'Connor Federal District Court, mentoring eighth-grade students during a mock trial. I was also a speaker for Arizona for Children Inc. in the Juveniles for Justice Program, where I advised the juveniles regarding their rights in juvenile court."

**Was there a moment in your career that defined your professional path?** "In August 2005, I moved from Puerto Rico to Tucson. The challenges I had to overcome, including the cultural differences, ethnicity and language barriers, helped determine the man and lawyer I became."

**If you could do anything else for a career, what would it be?** "I would like to serve the diverse population of Maricopa County as a judge. I believe my personal experience as an attorney, educator and military officer and my involvement with several community organizations that promote art, culture, education and health advocacy has provided me with a diversity of backgrounds and experiences that would enrich the bench."



**What are your career highlights?** "Providing programs or opportunities to children and women in crisis that unveil impact or transformation for oneself. Children come innocently into the world, and no matter their situation they all deserve to be cared for and nurtured physically, intellectually and emotionally through a variety of educational, social and artistic experiences. Helping to develop the whole child is helping to develop healthier and more stable adults for our communities.

"I strive to give back when I see or hear about someone's transformation from an addiction, behavior or life situation. When one has the ability to accept and make changes, taking responsibility for their actions, they can evolve and blossom into a better person for themselves, their families and society."

**Was there a moment in your career that defined your professional path?** "The defining moment was becoming a manager of a department. I encountered an understanding of the difference between being viewed as a leader and just managing people. The leadership I needed to provide was the ability to influence and impact the individuals who worked on the team, rallying together to serve a greater audience. From a business perspective, when people see you as leader, you have the ability to be the change agent for an organization, group or cause, moving forward its mission and vision beyond everyone's wildest dreams."

**If you could do anything else for a career, what would it be?** "A food critic. I like eating at nice restaurants and critiquing the menu selection, the service of the wait staff, and the taste and texture of the food."



**What are your career highlights?** "My first was accepting Ryley Carlock & Applewhite's offer to join the firm after graduating from law school. It has been a great experience working at one of Arizona's largest and most prestigious law firms. I have assisted a number of both large and small financial institutions, and being on the front lines in the current economic environment with these great companies has been very rewarding.

"This year, I was selected as one of the Best of Arizona Attorneys by Arizona Business magazine. In 2007, I was selected as one of Arizona's Top 50 Pro Bono Attorneys of the Year by the Arizona Foundation for Legal Services & Education. In addition, I have been asked to co-chair Ryley's summer law clerk program and assist with the firm's at-

torney recruiting for the past several years."

**How are you involved in the community?** "I am a member of the Central District board of directors for Junior Achievement of Arizona. I serve as secretary of the St. Mary's High School Scholarship and Benefit Fund. I also continue to serve as a pro bono attorney for the Volunteer Lawyers Program of Maricopa County. I am a member of the University of Arizona Wildcat Club Ambassador program, which assists the athletic program with fundraising. It is truly satisfying to be able to use my given skill sets to try to help others in our community."

**Was there a moment in your career that defined your professional path?** "I learned quickly practicing law that there are those who make excuses when things do not go their way, and those who work on how to make things right. I decided early on that I would be the latter."

**If you could do anything else for a career, what would it be?** "My interests seem to change from time to time depending on the type of case I am working on, but that is the benefit of my litigation practice. I do find the banking industry to be really interesting and enjoy working with the firm's banking clients, especially during the current economic climate."

Congratulations to our distinguished colleague

**DANIELLE JANITCH**

for being selected as one of Phoenix's

**TOP 40 LEADERS UNDER 40**

by *The Business Journal*



*Danielle's practice focuses on intellectual property, administrative and regulatory counseling, and general counsel services.*

PHONE: (602) 640-9381  
FAX: (602) 640-6062  
EMAIL: djanitch@omlaw.com

OSBORN MALEDON, P.A.  
2929 N. Central Ave, 21st floor  
Phoenix, AZ 85012-2793

(602) 640-9000  
www.omlaw.com

**OSBORN  
MALEDON**

A PROFESSIONAL ASSOCIATION  
ATTORNEYS AT LAW

► Delivering Solutions For Our Clients

*Congratulations*

*Jodi Amendola*

For being selected as one of Phoenix's  
**Top 40 Leaders under 40**  
by *The Phoenix Business Journal*



Jodi Amendola  
CEO, Amendola Communications  
jamendola@acmarketingpr.com

**AC** | AMENDOLA  
COMMUNICATIONS  
public relations • marketing • advertising • branding

**480.664.8412**  
www.acmarketingpr.com

## ADAM DRAIZIN



**AGE:** 39  
**COMPANY:** American Traffic Solutions Inc.  
**TITLE:** Executive vice president, America Traffic Solutions; president, ATS Commercial Services  
**E-MAIL:** adam.draizin@atsol.com

**What are your career highlights?**

"Working for my family's fuels distribution business in metro New York after business school, I began as our controller and worked my way into the CEO position by the age of 30. In the oil industry, I became the youngest national board member elected by the Society of Independent Gasoline Marketers of America. After the sale of our family business in 2001, I had the opportunity to spend 18 months in Chicago as senior adviser to the president of British Petroleum's downstream fuels business. I also had the opportunity to spend a year on a financial restructuring project, taking the largest U.S.-owned school bus contractor successfully through bankruptcy in the wake of 9/11 and keeping the equity sponsor in control. After that, I was asked to serve on its corporate board. "Moving to Arizona to join American Traffic Solutions continues to be a career highlight. We have rapidly taken the company from 10 to 500 employees with 30 percent U.S. market share. Working for a market-leading company in a hyper-growth environment as an industry starts to take off is extremely exciting and challenging. I am fortunate to have a diversity of work experience that has enabled me to make a difference."

**How are you involved in the community?**

"Last semester, I taught 'Careers With a Purpose' to students at Scottsdale's Coronado High School through Junior Achievement. Volunteering through educational programs has always been a focal point of my community service efforts. I also am becoming involved with Arizona State University's W.P. Carey School's Spirit of the Enterprise. In the coming school year, I will be teaching another class to high school students."

**Was there a moment in your career that defined your professional path?**

"Dealing with failure has created the moments in time that have had a significant impact on my business perspective. I recall in college feeling shame when my astronomy professor sat me down and told me I had failed the final exam and would have to retake the course the following semester. Learning from my mistake, I received an 'A' the following semester. I created success out of failure not because I had all the tests, but because I made changes in my behavior to create a different and better outcome. Realizing that failures will occur, especially when it comes to taking risks in business, I try to learn from my mistakes, change my behaviors and make lemonade out of lemons."

**If you could do anything else for a career, what would it be?** "This is a big question that I am not ready to answer. The grass might be greener elsewhere, but right now I am doing what I love, and I am not ready to let that genie out of the bottle."

## PAM GATES



**AGE:** 37  
**COMPANY:** Bryan Cave LLP  
**TITLE:** Partner  
**E-MAIL:** pgates@bryancave.com

**What are your career highlights?**

"Transitioning from a small-town farm girl, where a quarter of the town's population was housed in the local penitentiary, to a partner at one of the country's largest international law firms. Building a strong

environmental practice and striving to maintain the balance between protecting our environment and ensuring the success of our local, national and international business community. Organizing Bryan Cave's International Women's Forum, which hosted more than 35 marketing, networking and professional development events for Bryan Cave lawyers and clients.

"Receiving the Mark Santana Law-Related Education Award, which recognizes exceptional contributions of Arizona attorneys in furthering education and understanding the role of the law in our democratic society. Being promoted to partner while working flex-time and loving every moment as a mommy to two beautiful little girls. Working with my husband, Bill, to chair Bryan Cave's Mother's Day Gala in 2007, which raised more than \$250,000 for U MOM New Day Center."

**How are you involved in the community?**

"Although I serve on boards of nonprofits and organize events to raise money for various groups, I equally enjoy helping our 5- and 8-year-old daughters paint the walls of a homeless shelter or set up a lemonade stand to raise money for breast cancer. When we open our eyes, we can see the needs of others. It is our duty to see those needs and help whenever and however we can."

**Was there a moment in your career that defined your professional path?** "I have been fortunate to work with amazing local, national and international businesses that demonstrate financial success and corporate stewardship are not mutually exclusive. I have high expectations of my clients, and they exceed them."

**If you could do anything else for a career, what would it be?** "Pediatric oncologist."

**DELTA DENTAL**

**Individual & Family  
Dental Insurance from  
Delta Dental of Arizona**

**I smile because...**

**"I finally have a quality individual dental plan that fits into my budget."**

With plans starting as low as \$25 a month\*, everyone in your family can enjoy the benefits of a healthy smile from the state's No. 1\*\* dental plan with the largest network. Enroll on-line today at [www.deltadentalaz.com/individual](http://www.deltadentalaz.com/individual) and we'll waive the \$15 processing fee. Offer Code: BJOURNAL.

**Arizona's Insurance Leader for over 37 years.  
Leadership. Reliability. Excellence.**

\* Price is for single individual coverage, on Orange Plan. Other individual and family plans are higher. Waiting periods for major services may apply. See website for full details. \*\* Number 1 according to the 2009 Business Journal Book of Lists and Ranking Arizona.

## SARAH FISHER

**AGE:** 33  
**COMPANY:** CB Richard Ellis  
**TITLE:** National senior manager of Web marketing  
**E-MAIL:** sarah.fisher@cbre.com



**What are your career highlights?** "I joined CB Richard Ellis eight years ago and am responsible for oversight of the company's Web platform, which receives more than 1 million visitors a month. Starting as a graphic designer with CBRE, I created a variety of print materials for commercial real estate properties. Within a year I was promoted to design team leader, where I managed 11 graphic and Web designers and maintained the company's brand identity. Just over a year later I was offered the Western Division Web marketing manager position. Last year I was promoted to the position of national senior web manager.

"During my career with CBRE, I have received numerous accolades for superior job performance, including Web Publisher of the Month-Western Division in October 2002 and November 2003; Extra Mile Award in 2001; Team Excellence Award-Graphics in 2001; Above & Beyond Award, second-quarter 2002; Positive Contribution Award in 2002; Positive Influence Award in 2002; and Above & Beyond Employee of the Year in 2002."

**How are you involved in the community?** "In the past year, I faced a battle with cancer that required invasive surgery. During my in-hospital recovery period, I had a roommate named Deborah who had been diagnosed with terminal cancer. Midway through my stay, one of her colleagues hired a beautician from a local salon to come in and cut and style her hair, along with a manicure and pedicure. That's when I decided to start my own nonprofit organization, Deb's Day. The objective is to build a network of salons and beauticians to provide these services free to local hospital patients with serious conditions."

**Was there a moment in your career that defined your professional path?** "While in college, I trained to become a wild animal handler, because that was my dream. I worked with lions, tigers, leopards, wolves, bears and other wildlife. Over time, I found that I wanted to do more, but my career with wildlife was limiting my ability because of the time required. I then decided to follow my second passion, art."

**If you could do anything else for a career, what would it be?** "I wouldn't change a thing. I have become the person I am today because of the choices I've made in my life. When I look back over my life, I have no regrets. I followed my dreams, and this is where they have taken me."

## GREG ENSELL

**AGE:** 30  
**COMPANY:** Cox Communications Inc.  
**TITLE:** Manager, government and public affairs  
**E-MAIL:** gregory.ensell@cox.com

**What are your career highlights?** "I've been fortunate to be part of several remarkable teams throughout my career. Among the most emotional was my role as senior staff on the 2002 Arizona Democratic Party Coordinated Campaign, the effort that helped elect Gov. Janet Napolitano and Attorney General Terry Goddard. Perhaps most memorable was participating in state budget negotiations from 2005 to 2007 as a policy adviser for the Senate Democratic Caucus. While the state's balance sheet was less volatile, the political conflict between Napolitano and the Republican Legislature was not. I was fortunate to be on stage and occasionally have a small speaking part in the bipartisan drama that resulted in full-day kindergarten and tax relief.

"Most recently, I joined other leaders at Cox Communications in successful efforts to obtain SuperPAC status for the Cox political action committee and re-envision the use of the Internet."

**How are you involved in the community?** "My family moved frequently when I was growing up. In many ways, I always felt like an outsider. That changed when I moved to downtown Phoenix. I've had front-row



JIM POULIN | PHOENIX BUSINESS JOURNAL

seats to watch the community grow in both population and depth. I've found it rewarding to give back in whatever way I can. I was a member of Valley Leadership Class 26; on the boards of the Valley Citizens League and the Nucleus Club of Maricopa County; and a participant in Big Brothers Big Sisters."

**Was there a moment in your career that defined your professional path?** "On the morning of June 7, 2002, while returning from Flagstaff on a campaign trip, the left rear tire of my MGB blew out, sending me and the car careening off Interstate 17. Although I was severely injured in the accident, I regard this moment as overwhelmingly positive. In retrospect it is clear my life to that point

had been focused on accomplishment for accomplishment's sake, resulting in empty goals and taking for granted those closest to me. However, the bedside presence of my friends and family and their help throughout my recovery made reprioritizing easy."

**If you could do anything else for a career, what would it be?** "Warren Miller Ski Bum. As an avid snowboarder, my heart begins to beat faster as days shorten and temperatures drop below 100. Part of the excitement is a tradition my friends have of going to see the newest Warren Miller film each fall. Few things inspire the level of anticipation as Warren's light-hearted narration and beautiful slow-motion shots of deep, back-country powder."

## DAVE RICHINS

**AGE:** 39  
**TITLES:** Sun Corridor policy director, Sonoran Institute; member, Mesa City Council  
**E-MAIL:** drichins@sonoran.org or councilmember.richins@mesaaz.gov



**What are your career highlights?** "Led a neighborhood planning effort to focus a revitalization strategy in west Mesa. Started first neighborhood-based community development corporation in Mesa. Elected to Mesa City Council in March 2008."

**How are you involved in the community?** "When I was a kid, our extended

family would get together to discuss religion and politics. We always discussed a variety of opinions, and we always respected each opinion. Sometimes it was hard to not be offended, but we learned to be thick-skinned. I learned how to discuss issues rationally. I have also volunteered with my church and the Boy Scouts. But most of all, it is fun and I love the different people I meet along the way."

**Was there a moment in your career that defined your professional path?** "Going to finish a degree in sustainable community development in my 30s really helped define where I am in my career. Finishing college as an adult requires balance. I learned to work hard and better understand the connection between the built and natural environments."

**If you could do anything else for a career, what would it be?** "Professional baseball player, specifically a pitcher. I wish I could pitch an inning with the Arizona Diamondbacks."

## TOM GARFINKEL

**AGE:** 39  
**COMPANY:** San Diego Padres, formerly with the Arizona Diamondbacks  
**TITLE:** President and COO



**What are your career highlights?** "I'm most proud of the relationships that I've built, and that I'm regarded as trustworthy and respected among my peers."

**How are you involved in the community?** "I'm a Phoenix Youth at Risk board member and an honorary commander at Luke Air Force Base. I have been very fortunate in my life to have great mentors and people who have supported me, and it's an honor to be able to provide the same for others."

**Was there a moment in your career that defined your professional path?** "There have been many, but when I was about 23 years old, I was given the advice to 'always be learning and growing.' It has been a core principle that has guided my career decision making above money, geography or anything else."

**If you could do anything else for a career, what would it be?** "There are a lot of things I think I'd enjoy. High school football coach would be fantastic — being able to teach and impact people's lives in a setting that is competitive and team-oriented. I'd love to be an artist, too — spend my days creating things."

## DARCY OLSEN

**AGE:** 37  
**COMPANY:** Goldwater Institute  
**TITLE:** President and CEO  
**E-MAIL:** dolsen@goldwaterinstitute.org



**What are your career highlights?** "Among the most rewarding moments was when the Arizona Legislature adopted the nation's first education vouchers for students in the foster care system, designed by one of our senior fellows. We knew this program would give thousands of children a great education and important stability in teachers and friendships. Whether we're leading the way to universal school choice or defending entrepreneurs against bureaucratic overreach, the greatest satisfaction is safeguarding our freedoms and securing justice."

**How are you involved in the community?** "I love running for charity, raising money for cancer research, hospice, the Make a Wish Foundation, you name it. Runs are a great way to help some of the amazing organizations that are doing so much for so many in our community, and they're a great opportunity to get friends and family involved, too."

**If you could do anything else for a career, what would it be?** "I'd love to host 'Globe Trekker' — lots of adventure, and no high heels required!"

# Lower your health care costs without lowering your expectations.

With Aetna, you don't have to sacrifice the quality of your employees' health care benefits in order to save. Aetna can help you with both, without compromising either.

As a pioneer of consumer-driven health plans, Aetna has proven ways to drive down costs and drive up member engagement, while maintaining quality of benefits.

Combined with Aetna's helpful tools and award-winning customer service, you have the right formula to give your employees the quality health benefits they deserve, at a cost you can live with. For more information [go to aetna.com](http://go.to/aetna.com)

In a 6-year study Aetna HealthFund® has been shown to lower costs and improve member health care behavior.

## Recent awards include:

■ **#1 for Consumer Driven Health Plan design flexibility and experience**

*UBS Benefit Consultants Survey, 2008*

■ **Leader in customer service for both members and clients**

*UBS Benefit Consultants Survey, 2006, 2007, 2008*

■ **Most admired health care insurer**

*Fortune® Magazine, 2008 and 2009*

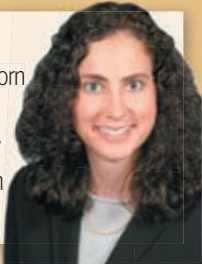


We want you to know®  

**Aetna**®

## DANIELLE JANITCH

AGE: 36  
COMPANY: Osborn  
Maledon PA  
TITLE: Attorney  
E-MAIL: djanitch@omlaw.com

**What are your career highlights?**

"The creative, talented and just plain interesting individuals I have been privileged to work with over the years are the highlights of my career. As an attorney specializing in helping growth-oriented and entrepreneurial clients on intellectual property, technology and regulatory matters such as licensing, distribution, procurement, regulatory compliance and trademark prosecution, I work daily with individuals whose varied backgrounds and experiences keep my work always new and exciting. Further, my colleagues at the firm are among the best mentors and lawyers around.

"Prior to joining Osborn Maledon PA, I served in Phoenix as a judicial clerk for U.S. District Court Judge Roslyn Silver. This experience gave me deeper understanding and appreciation for our country's legal system. And way back before law school, in my first career as a U.S. Army officer, my experiences with the outstanding soldiers and leaders with whom I served still shape very much who I am today."

**How are you involved in the community?** "I focus my community service activities on working with young people. This way, I enjoy regular, meaningful contact with unique kids whose energy recharges me, so I may better cope with my everyday job and family obligations."



JIM POULIN | PHOENIX BUSINESS JOURNAL

JENNY  
HOLSMAN

AGE: 31  
COMPANY: Arizona  
State University  
Alumni Association  
TITLE: Executive  
director  
E-MAIL: jholzman@asu.edu

**What are your career highlights?** "From 2003 through 2007, I worked full time as a litigation associate in the municipal liability group at Jones, Skelton & Hochuli PLC. I now am of counsel at the firm and practice constitutional and civil rights litigation in Washington. Since 2007, I also have served as executive director of the ASU Alumni Association. In this role, I oversee all engagement and outreach efforts to 300,000 alumni, 11,000 faculty and staff, and 67,000 current students. I also serve as one of the direct liaisons to the association's board of directors and National Alumni Council, the ASU Foundation, Intercollegiate Athletics and University Student Initiatives."

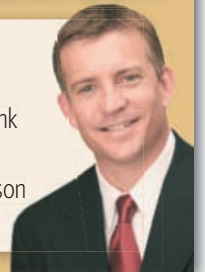
**How are you involved in the community?** "Since 2003, I have served on the boards of several community organizations, including Valley Youth Theatre, Chandler/Gilbert YMCA, Big Brothers/Big Sisters Association, Arizona Women Lawyers Association, Maricopa County Bar Association Young Lawyers, Arizona State Bar Association Young Lawyers and Red Cross. Beyond my board service, I have volunteered with the Arizona Foundation for Legal Services & Education, ASU Advocacy Program for Battered Women, Arizona Red Cross, Chrysalis, Women Living Free, Junior League, Crisis Nursery, St. Vincent de Paul, Alpha Phi Fraternity and Foundation, and United Way."

**Was there a moment in your career that defined your professional path?** "During the past several years, I have taken multiple trips abroad as a way to see the world, experience new cultures and reflect on my life. During one trip to Indonesia, I participated in a cultural and community experience that changed my professional goals and outlook on life. By experiencing and observing that the world has much to offer, I became committed to making the world a better place in any way I can. During that trip, I also made a life-changing decision to enter the business world as a nonprofit executive, to enhance my community involvement and to live my life to the fullest each day."

**If you could do anything else for a career, what would it be?** "Foreign affairs and international development are two areas I study as a doctoral student at ASU. If I were doing anything else for a career, I would like to conduct research on these topics while working for the U.S. government, a nonprofit or nongovernment organization overseas. Or, I would own a surfing and yoga shop while living in Bali, Costa Rica, South Africa or somewhere else with a beach."

## DAN THOMPSON

AGE: 39  
COMPANY: First  
Western Trust Bank  
TITLE: President  
E-MAIL: dthompson@fwtb.com

**What are your career highlights?**

"My greatest civic career highlight was founding the associate board of directors for the Boys & Girls Clubs of Metro Denver, which has raised more than \$1 million for the organization since its inception. My greatest professional career highlights both came in the past five years: first, becoming one of the founding members of First Western Trust Bank in Colorado; and second, having the courage to do it all over again by moving to Arizona to start First Western Trust Bank Arizona."

**How are you involved in the community?** "I serve on the boards of the Boys & Girls Clubs of Greater Scottsdale and the University of Arizona Alumni Association in Phoenix. Many of the kids I help can accomplish so much in life if just given the opportunity."

**Was there a moment in your career, either positive or negative, that defined your professional path?** "When I was in college, I worked as a caddy at a prestigious resort golf course. I got the opportunity to caddy for many of the most successful people in the country, including movie stars, athletes and businesspeople. Many would envy the opportunity to spend 5 minutes with these people, much less four hours. In my years with these successful individuals, I learned these people were just like other people I knew. For the most part, they were very nice, enjoyed life and, at one point or another, they got a little lucky and were willing to admit it — although I did find they had worked very hard to create those lucky moments, and then had the courage to take advantage of them when they presented themselves."

**If you could do anything else for a career, what would it be?** "I would start a nonprofit that would focus on helping kids and young families with financial responsibility. If given the opportunity to properly plan at an early age, financial freedom could be a reality for everyone with the desire to have it."

## BILL ROGERS

AGE: 37  
COMPANY: Homeowners  
Financial Group USA LLC  
TITLE: President and CEO  
E-MAIL: bill@homeownersfg.com



**What are your career highlights?** "Besides being honored among the Best Places to Work for the past four years, most recently I helped to

create a Homeowners Benefits Program, which is designed to help local companies and their employees navigate through the real estate and mortgage downturn. On top of that, I was able to negotiate substantial discounts on behalf of employees for many real estate-related services."

**How are you involved in the community?** "First, children hold a dear place in my heart and I've engaged our company to participate and support the Thomas J. Pappas School/Children's First Academy. Just seeing the smiles on the kids' faces and knowing you're making a positive difference in their future is very gratifying. I also coordinate water drives in conjunction with the St. Mary's Food Bank called 'Water 4 Life' during the hot summer months. Recently,

I've helped to form a special committee with Dan Williams of The Williams Group Realty to raise money for Phoenix Children's Hospital."

**Was there a moment in your career that defined your professional path?** "About six years ago, I couldn't ignore how saturated, and sometimes unprofessional, my industry had become. I wanted to separate myself from this stereotype, and that's when my partners and I decided to create Homeowners Financial Group, which would be a different type of mortgage company."

**If you could do anything else for a career, what would it be?** "I would be a meteorologist. The weather has always fascinated me."



## KIMBERLY SCOTT

AGE: 39  
TITLES: Associate professor, Arizona State University's Mary Lou Fulton College of Education; executive director, Compugirls; program director, "State of Black Arizona" report, Vol. 2  
E-MAIL: kimbescott@gmail.com

**What are your career highlights?** "Earning my doctorate before I was 30; establishing Compugirls; serving as principal investigator for Innovative Technology Experiences for Students and Teachers grants from the National Science Foundation, which will support Compugirls and its expansion for the next two years; co-authoring a book about sociology of children and childhoods; and leading a statewide initiative on Arizona's African American population."

**How are you involved in the community?** "I actively work to wed theory to practice and

integrate my research within a community context. The results of these efforts have led me to serve as program director for *State of Black Arizona*. I also am executive director of Compugirls. Both of these experiences reflect my continued dedication to build stronger and more meaningful coalitions between university work and community needs."

**Was there a moment in your career that defined your professional path?** "I began working in African art. During the slower months, I would reflect upon my future. Although I had a relatively successful two

years, working in notable places in the Washington and New York areas, I began to feel rather narcissistic. Who was benefiting from my work? What sustained impact was I having? How would my dreams of becoming a gallery owner assist people in need? These queries forced me to recall my most fulfilling professional moments: when I was teaching in high-needs areas. This epiphany caused me to direct my path toward education and community work."

**If you could do anything else for a career, what would it be?** "I actually love what I do."



**KRISTY KEVITT**



**AGE:** 35  
**COMPANY:** SmithGroup  
**TITLE:** Principal  
**E-MAIL:** kristy.kevitt@smithgroup.com

**What are your career highlights?** "I oversee SmithGroup's marketing department and direct business development efforts for the Southwest region. I was elected principal in 2005 at age 31, the first woman to achieve this distinction in the Arizona office. In September 2006, I became the first marketing professional companywide to attain U.S. Green Building Council professional accreditation in Leadership in Energy and Environmental Design. I am pioneering the implementation of a new business development model across the firm's 10 national offices.

"In addition to my role at SmithGroup, I am a national leader of Society for Marketing Professional Services. I served as Phoenix Chapter president from 1999 to 2000 and a committee chair for the 2006-07 SMPS Chapter Awards. In 2005, I was named the chapter's Marketer of the Year. I also was appointed to SMPS' Business Development Institute. Other professional affiliations include the Phoenix Community Alliance, Urban Land Institute and Greater Phoenix Economic Council."

**How are you involved in the community?** "I have been active in the Arizona community since 1996. My longest tenure is with the Junior League of Phoenix, where I completed my final active year on the board as fundraising director. I recently accepted a three-year appointment to the board of the Foundation for Blind Children, an organization established in 1952 to help blind and visually impaired children, adults and their families. As part of this, I was charged with raising \$500,000 to support eight blind hikers, with sighted guides, in their quest to reach the 19,340-foot summit of Mt. Kilimanjaro in June. I recently raised more than \$15,000 for See Kili Our Way by organizing a half-day workshop."

**Was there a moment in your career that defined your professional path?** "The true turning point came on the community service side of my career. It was the day I met Tom Hicks, the 42-year-old blind man I will be guiding to summit Mt. Kilimanjaro, that I saw the fruits of my labor. Tom was diagnosed as legally blind 11 years ago. As a captain in the U.S. Army and father of seven, Tom saw his 13-year career come to an abrupt end when he was medically discharged. I have had the pleasure of hiking with Tom over several mountains in Phoenix. I knew this experience would be life-changing for all those involved, but little did I realize the full extent of its impact."

**If you could do anything else for a career, what would it be?** "If I could choose a different path, it would definitely be working with athletes to improve their performance. Whether that is by performing various tests to define their current fitness level and project their potential capacity, or helping them implement a training and nutrition program to complement their program, it would allow me to live my passion in life, which stems from an active lifestyle."

**MICHAEL MEDORO**



**AGE:** 32  
**COMPANY:** Project CURE  
**TITLE:** Executive director  
**E-MAIL:** michaelmedoro@projectcure.org

**What are your career highlights?** "My significant career highlights and accomplishments would include program management of a children's home in Guatemala, earning my MBA in global management, developing more than \$5 million in contracts and grant funding

for services for individuals with disabilities throughout Arizona, and successfully hosting the first lady of Belize raising funds to distribute \$1.6 million worth of medical relief to damaged and impoverished hospitals and clinics."

**How are you involved in the community?** "I am preparing to volunteer-teach microfinance business principles in Cote d'Ivoire, Africa, and locally I am an active member of the Tempe South Rotary, where I will serve this upcoming year as the public relations chairman. In tough economic times like these, community service is important because it extends to each of us an opportunity to use our gifts and our talents, our resources and our time to impact and change the lives of many."

**Was there a moment in your career that defined your professional path?** "The moment that defined my career path was the time

I spent working with orphanages throughout Kenya and Uganda in Africa. At the end of those four months, I knew I wanted the impact of my career to stretch beyond borders. That opportunity led to my program management of a children's home in Guatemala, encouraged my pursuit of an MBA and led me to my current position, helping to raise awareness and funds in bringing life-saving medical supplies and equipment to more than 125 countries around the world."

**If you could do anything else for a career, what would it be?** "I could not see my career void of developing business and community relationships. So if I could do anything else, I would want to work in business development, public policy/foreign affairs or community relations with a company that placed strong value on social responsibility and global relationships."

# HOW TO LIVE UNITED JOIN HANDS.

JOIN GENERATION UNITED. GET INSPIRED. CONNECT WITH OTHERS. BE THE CHANGE IN YOUR COMMUNITY. THINK OF WE BEFORE ME. REACH OUT A HAND TO ONE AND INFLUENCE THE CONDITION OF ALL.

## GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™

Join GENERATION UNITED and connect with your community through Valley of the Sun United Way. It's a great way for young Valley professionals to find and create opportunities for change. Make a difference at [GENUNITED.ORG](http://GENUNITED.ORG).





Valley of the Sun United Way



MARISEL HERRERA  
ANDERSON

AGE: 38  
 COMPANY: Arizona  
 State University  
 TITLE: Director, Nina Mason Pulliam  
 Legacy Scholars Program  
 E-MAIL: marisel.herrera  
 @asu.edu



**What are your career highlights?** "The opportunity to work with such resilient, exceptional students in the dynamic downtown campus setting of Arizona State University. Coming to work each day brings a measure of hope and possibility, and the opportunity to witness the power of the human spirit at its best."

"Creating the ASU Apples program — Academic Program Promoting Leadership, Enrichment and Service — was an opportunity to create a unique, five-week academic program that addressed multiculturalism and servant leadership with incoming freshmen. Receiving the city of Tempe's Diversity 2001 award and having it presented to me by Mahatma Gandhi's grandson, Arun Gandhi, shortly after 9/11 was highly impactful. Selection into the National Hispana Leadership Institute program in 2005 as one of 22 chosen nationally also was a highlight."

**How are you involved in the community?**

"I have been involved in extensive volunteerism and public speaking in the community for 14 years. I serve and have served on the boards of nonprofit organizations committed to the empowerment of young girls in Arizona; have volunteered for numerous community events focused on youth, educational outreach, Latinos and foster care; have facilitated several youth retreats; and speak extensively at the local and national levels."

**Was there a moment in your career that defined your professional path?** "I have learned from several examples of extraordinary leadership. From my mother and early teachers to several current mentors at ASU and in the community, I have witnessed leaders who are powerful not because of their title or position, but because they lead by example."

**If you could do anything else for a career, what would it be?** "I would spend more time speaking publicly and writing more books. I desire to encourage so many more people, and I see these two career paths as natural and impactful outgrowths of my current activities."

**What are your career highlights?**

"At Cramer-Krasselt, I manage our agency's public relations effort for numerous University of Phoenix campuses nationwide. In this role, I am responsible for leading a strategic approach to communications, issues management and media relations. As a former TV news producer, I have covered my fair share of news, critical issues, crises and disasters. Following my newsroom experience at network affiliates in the Southwest and Midwest, I gained public relations experience by working as a crisis communications trainer and public relations manager for corporate and not-for-profit employers."

**How are you involved in the community?**

"I strive to be a role model for young people by sharing the type of encouragement I received as a child. In the evenings and on weekends, I volunteer as a Girl Scout troop leader for the Arizona-Cactus Pine Council and mentor a foster child for the Aid to Adoption of Special Kids. I also I foster and transport golden retrievers as part of Rescue a Golden of Arizona. And through the Companion Animal Association of Arizona, I take my rescued golden retriever, Rusty, to Huger Mercy Living Center, an assisted-living facility, for bimonthly pet therapy visits. It's rewarding to help others. In fact, sometimes I wonder who gets more out of making a difference in someone's life."

**Was there a moment in your career that defined your professional path?**

"The Girl Scouts played a pivotal role in helping me discover my career path. When I was 7 years old, Brownie Troop 79 took a field trip to a Phoenix TV news station. There I met Mary Jo West, the city's first anchorwoman, who inspired me to pursue a journalism career. Because she took the time to tell me I had potential, I began to see what I could be and stretched myself to pursue a meaningful life."

**If you could do anything else for a career, what would it be?**

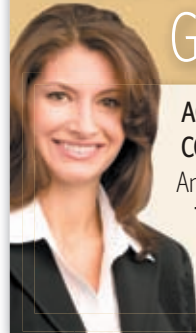
"My life would go to the dogs. I have a passion for helping homeless pets and could see myself devoting my professional life to making a bigger difference in their lives, whether it's through my own business or a nonprofit, shelter or foundation. Dogs keep me grounded. They remind me of what's most important in life: unconditional love, paying attention to family and friends, play time, and even sleep."

NANCY  
NEWTON

AGE: 34  
 COMPANY:  
 Cramer-Krasselt  
 Public Relations  
 TITLE: Vice president  
 E-MAIL: nnewton  
 @ckpr.biz



JIM POULIN | PHOENIX BUSINESS JOURNAL

ROXANN STROZZI  
GALLAGHER

AGE: 36  
 COMPANY: Ballard Spahr  
 Andrews & Ingersoll LLP  
 TITLE: Attorney  
 E-MAIL: gallagherr@  
 ballardspahr.com

**What are your career highlights?** "I practice primarily in the area of public finance, where I help finance Arizona schools, hospitals, universities, infrastructure and various nonprofit facilities. I also am one of a handful of attorneys nationwide who specialize in tribal finance. Highlights of my career include helping a tribe reacquire 23,000 acres of their

aboriginal homeland and serving as seller's special counsel for Indian law issues in the \$965 million sale of the Hard Rock assets to the Seminole Tribe of Florida — the largest tribal transaction ever completed."

**How are you involved in the community?** "I am involved in efforts to increase the hiring, retention and promotion of women and minority attorneys. I co-chaired the 2008 Minority Bar Convention and was a fundraising co-chair for the 2007 Minority Bar Convention, and I am a member of the State Bar Committee on Minorities and Women in the Law. I also am a mentor to female law students through the Arizona Women Lawyer's Association, and I recently developed and hosted an interview workshop for the Indian Legal Program students at Arizona State University. I am involved with the Fresh Start Women's Foundation."

"My husband and I were honored as one of the 2007 AZ's Finest Couples in the Cystic Fibrosis Foundation's program. I co-chaired the event programming subcommittee for

the 2008 program and will continue my involvement in 2009. I also support numerous charitable endeavors and provide pro bono legal services to the homeless and the poor through the Volunteer Legal Program, the Homeless Legal Assistance Program and the Navajo Nation Bar Association."

**Was there a moment in your career that defined your professional path?** "I have wanted to be a lawyer since junior high. I worked a number of lousy jobs to pay for my education. I learned skills in each of those jobs that translated well into the practice of law — and made me appreciate how blessed I am to do something I love for a living."

**If you could do anything else for a career, what would it be?** "I can't honestly imagine doing anything else. That being said, I would love to be a stay-at-home mom to my endlessly fascinating 18-month-old, or a ballroom dancer. I lack the resources for the former and the coordination for the latter."

## BRENT MEKOSH

AGE: 35  
 COMPANY: Mekosh  
 Financial Services of  
 Raymond James  
 TITLE: President, branch principal  
 E-MAIL: brent.mekosh@  
 mekosshfinancial.com



**What are your career highlights?** "There are a few significant accomplishments that altered my path in life. To begin, I was the first in

my family to leave the East Coast when I went to get my undergraduate degree at the University of Colorado at Boulder. This launched a love affair with the West that ultimately led me to Arizona. My professional career began on Wall Street, where I became a member of the New York Stock Exchange as a specialist trader for Bear Wagner Specialists. Achieving my MBA at night school after some very hectic days of trading also was a highlight. Finally, earning my airman's certificate has always had a special meaning for me. I really love to fly."

**How are you involved in the community?**

"In Arizona, I sat on the board of Make-a-Wish in 2008, and in 2009 I will be sitting on the board of Arizona Autism United. In addition, I

volunteer my time and offer financial assistance to Sharon India Foundation. I made a journey to India in 2008 with this organization. I plan to return to India in 2009 to expand the relationships I have built on the subcontinent. All of these efforts are important to me because they connect me in a meaningful way with the world around me."

**Was there a moment in your career that defined your professional path?** "When I quit my job in New York to travel, everyone around me thought I was a bit mad to give up my career. But my travels in Africa and India changed my life. I learned more about myself, the world and God than I can describe here. And following my gut by making the decision

to leave New York turned out to be a great business decision as well."

**If you could do anything else for a career, what would it be?** "I will always be engaged in financial services. My clients are like family to me, and each day offers us a new set of possibilities and probabilities. In the future, I would like to dovetail Mekosh Financial Services with another vocation as a part-time rancher in the Pine Ridge region of Western Nebraska. Also, I would love to finish a book I have been working on about the culture I experienced during my years as a member of the New York Stock Exchange. Once the book is finished, I plan to read it aloud to my cows and anyone else who will listen."

**FORTY**  
U N D E R  
**40**  
A L U M N I



**LISA BARNARD**  
**BRAIN LAB**  
**CLASS OF 2001**

After more than 15 years in the advertising industry, Lisa Barnard founded Brain Lab in 2007 to combine her expertise in branding with a growing passion for sustainability. Brain Lab believes businesses can “do well, by doing good” and seeks to partner with businesses that are passionate about embracing sustainable practices and implementing a clear, concise brand to their stakeholders. Brain Lab’s mission is to help clients build brands through sustainable practices. To contact Lisa, call her at 602.578.7930.

[www.brain-lab.com](http://www.brain-lab.com)



**JODY KENT**  
**CERES STRATEGIC COMMUNICATIONS**  
**CLASS OF 2002**

After seven years as principal of the Kent Company, Jody Kent co-founded Ceres Strategic Communications in fall 2008. Her partner, Lynne Boschee, is the former VP of communications at PetSmart. Ceres offers senior-level counsel in reputation and perception management, strategic marketing, public relations, crisis communications, issues management and corporate communications. Clients include PetSmart, CityNorth, Interstate Brands Corp. (Hostess and Wonder Bread) and the Arizona School Boards Association. To contact Jody, call her at 602.460.1770 or e-mail [jkent@ceresresults.com](mailto:jkent@ceresresults.com).

[www.ceresresults.com](http://www.ceresresults.com)



**MARIANNE COX**  
**APEX NATIONAL DECORATORS INC.**  
**CLASS OF 2007**

I continue on as a board member at the Scottsdale-Paradise Valley YMCA, working on the community image committee. Professionally, my opinions were sought by Fox News regarding immigration, and I wrote an article about faux finishing for Arizona New Home and Lifestyle. The designer finishes segment at Apex National continues to expand its presence in the commercial market and offers many new challenges and opportunities for me. Apex National has also experienced substantial growth, both financially and in market share. To contact Marianne, call her at 602.573.7768 or e-mail [Marianne@apexnational.com](mailto:Marianne@apexnational.com).

[www.apexnational.com](http://www.apexnational.com)



**JEFFREY C. DOLLARHIDE**  
**THE DOLLARHIDE FINANCIAL GROUP LLC**  
**CLASS OF 2004**

Since Jeffrey C. Dollarhide became president and CEO of The Dollarhide Financial Group LLC/Mass Mutual, the firm has grown at an extraordinary rate. Jeff’s commitment to building an exceptional insurance and financial services operation in Arizona has fueled that growth by using the sound principle that “our clients come first.” He plans to continue strong expansion with multiple locations across Arizona. He also believes it is important to give back to the community and does so through numerous charitable organizations, scholarship programs, donations, internships for students at Arizona State University, and other organizations. To contact Jeffrey, call him at 480.538.2900.

[www.dollarhidefinancial.com](http://www.dollarhidefinancial.com)



**MARK EL-TAWIL**  
**HUMANA**  
**CLASS OF 2003**

Mark El-Tawil was named Humana’s Arizona president in 2008. Since joining Humana, Mark has been named to the board of directors of Greater Phoenix Leadership, the Greater Phoenix Economic Council and the Arizona Chamber of Commerce & Industry. Under his leadership, Humana was named 2009 Corporation of the Year by the Arizona Hispanic Chamber of Commerce. For fun, Mark recently started dabbling in making wine with family and friends.

[www.humana.com](http://www.humana.com) • [www.ankhwines.com](http://www.ankhwines.com)



**PAUL LOPEZ**  
**PHOENIX INTERNATIONAL CONSULTANTS**  
**CLASS OF 2003**

Paul Lopez continues to add to his client roster and his non stop work schedule as an adviser to Bombardier Transportation, Clear Channel Communications, Aetna Healthcare, Southwest Airlines and Wal-Mart, among others. Lopez continues to focus his deal-making efforts on health care, transportation, technology, U.S. homeland security and capital ventures. Lopez specializes in offering his clients critical guidance to make the most of business development opportunities, corporate consultation and improving project outcomes.

[www.phxic.com](http://www.phxic.com)



**CLATE MASK**  
**INFUSIONSOFT**  
**CLASS OF 2008**

Clate Mask joined Infusionsoft as president in 2002. Currently CEO, Clate is regarded as a leading authority on small business and marketing with a career in technology and entrepreneurship that spans more than a decade. Under his leadership, Infusionsoft has grown into a dominant force in the market, doubling in revenue the past three consecutive years, attracting venture capital and becoming the leading marketing automation software for small businesses and entrepreneurs. To contact Clate, call him at 866.800.0004.

[www.infusionsoft.com](http://www.infusionsoft.com)



**JENNIFER SCHOENNAGEL**  
**BUSINESS PARTNERS 360**  
**CLASS OF 2008**

Jennifer Schoennagel has a bachelor’s degree in psychology from Arizona State University and a master’s in organizational management from the University of Phoenix. She held a variety of positions at Insight Enterprises in Tempe (a technology solutions provider), and she has experience in software development, international acquisitions, project management, change management, sales and marketing strategies. She is the CEO and founder of Business Partners 360, a recruiting and technology contracting firm in Phoenix. To contact Jennifer, call her at 602.795.2779 or e-mail [jennifer@businesspartners360.com](mailto:jennifer@businesspartners360.com).

[www.businesspartners360.com](http://www.businesspartners360.com)

SALUTING THE VALLEY'S CURRENT AND FUTURE LEADERS



**What are your career highlights?** "They include being the NAIOP Industrial Broker of the Year in 2007; *Arizona Commercial Real Estate* magazine's Broker of the Year in 2006; the youngest executive director at Cushman & Wakefield in Phoenix and one of the youngest in the company; ProLogis Listing Broker of the Year for 2004; and winner of the Cushman & Wakefield Service Excellence Award for Customer Satisfaction. I have brokered more than \$1.2 billion in sale and lease transactions totaling more than 13 million square feet leased and sold. I brokered the largest industrial sale of 2006 and represented the largest industrial tenant to do a deal in 2007 and 2008. Also, I'm one of only 13 brokers in Phoenix to hold both the CCIM and SIOR professional designations."

**How are you involved in the community?** "I am on the board of NAIOP and sit as the membership chair, having grown the organization from 500 members to the 800 we have now. NAIOP has raised hundreds of thousands of dollars for organizations such as the Boys & Girls Clubs, autism research and the Foundation for the Blind. I also am chairman of the Society of Industrial and Office Realtors. One of the most rewarding things I've done was being a Valley Big Brother for eight years. I also am part of the Barrows Young Leaders Organization."

**Was there a moment in your career that defined your professional path?** "I was in college interning at Merrill Lynch, cold-calling people from a box of bad leads in a windowless room. I realized at that point that, whatever I did, I wanted to be dealing with tangible assets that I could relate to and interact with people while providing a service and adding value. My clients are either making something or distributing a product."

**If you could do anything else for a career, what would it be?** "If I had to pick something else, it would be doing one of two completely different careers. Working for the Bill Gates Foundation would be the most rewarding job I can imagine. The other would be to own a series of hip, high-end hotels scattered around the world in exotic and metropolitan locations. My favorite thing to do is to travel. If I could travel to the locations I love while getting paid very well for it, I would be very happy."

**What are your career highlights?** "I would say my biggest accomplishment so far was helping to build the University of Phoenix Stadium. I hope someday to supplant that with the eventual build-out of cbd101, my family's project across the street from the stadium."

**How are you involved in the community?** "I volunteer with HandsOn Greater Phoenix during their serve-a-thons. And we are able to do great things through Cardinals Charities and the NFL. Helping to serve others is a by-product of my Jesuit education."

**Was there a moment in your career that defined your professional path?** "Not specifically. My professional path has evolved slowly over the past decade or so. There may have been speed bumps along the way, namely during the stadium project, but perseverance paid off."

**If you could do anything else for a career, what would it be?** "If I had a lot more talent, I'd love to be a professional golfer. I can say that because I'm single and have no children. Otherwise, I would enjoy being a civil engineer. I've found that I really enjoy building things and understanding how things really work."



closely with the club members and leaders at Arizona State University and the University of Arizona."

**Was there a moment in your career that defined your professional path?** "A moment before my career began set me on a desired path when I had just turned 17 and was living in Texas with my parents. My father had to make a career move to Detroit, and he needed to move quickly. I told him I wasn't leaving, but my parents put the house up for sale and it sold the next day. Two weeks later, the house was packed and my parents and the dogs left me with a hotel room prepaid for three days. Most people threaten to move out on their parents when they are young, but in my case, mine actually moved out on me. My decision and my path were forever changed as I suddenly realized I was responsible for all my choices."

**If you could do anything else for a career, what would it be?** "Although early in my life I dreaded school. Today I am virtually the opposite. I am absolutely fascinated with history and risk. To be able to understand the evolution of statistics and impact on how lives have been improved through the calculating of probability seems farfetched, but it impacts every single human every day. So what would be my ideal job? It would be a combination of an economist, historian and story teller, enjoying and sharing life."

## LATRICIA HARPER WOODS

AGE: 38  
COMPANY: City of Scottsdale  
TITLE: Assistant to the city manager  
E-MAIL: lharper@scottsdaleaz.gov

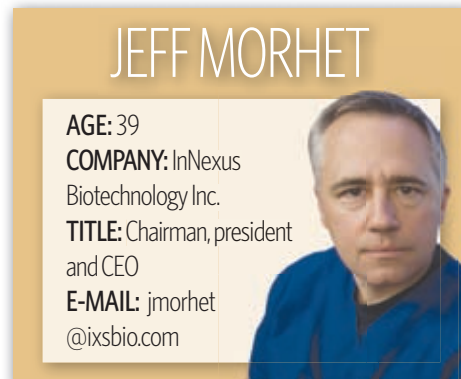


**What are your career highlights?** "I think one of my most valued accomplishments was being named Public Relations Professional of the Year. I was selected by my peers, and being honored by such a tremendous group of professionals really meant a lot to me. I was honored to be selected for Valley Leadership and AZ's Finest within my first two years of relocating to the Valley. Being a part of those two classes helped me accelerate my acclimation to the community."

**How are you involved in the community?** "I am a president of the Greater Phoenix Urban League Young Professionals and a member of the boards of the Greater Phoenix Urban League, the Mountain Park Health Foundation, the National Forum for Black Public Administrators-Central Arizona Chapter and the Public Relations Society of America, Phoenix Chapter. I chair the Greater Phoenix Black Chamber of Commerce Corporate Advisory Council and am a member of Alpha Kappa Alpha Sorority Inc., Business Volunteers for the Arts (for the Arts and Business Council of Greater Phoenix) and the Junior League of Phoenix."

**Was there a moment in your career that defined your professional path?** "When I was public information officer for the city of Wichita, Kan., I handled media relations and crisis communications for an organization of more than 3,000 employees. We went through a difficult leadership transition that lasted almost 10 months. During that time, we were the subject of investigations and had several changes in our top leadership, including the resignation of the city manager. That experience taught me two things: First, when you place your information in the hands of someone else, you have placed control over how you are perceived in their hands as well. And second, do the best you can at all times; give it your all, and at the end of the day, lay it down and pick it up tomorrow."

**If you could do anything else for a career, what would it be?** "I would be a political strategist. I like being part of the dance. The political scene is a continuously evolving body, and it would be exciting to have my finger on its pulse."



**What are your career highlights?** "One of my greatest career achievements has been the assembly and reassembly of the InNexus Biotechnology team over the past two years. These individuals have led the world stage in their own careers, some with 40 years of experience, and they lend their expertise to a focused strategy that has been successfully executed already. I'm honored to work with them and excited to call them my team."

**How are you involved in the community?** "I am involved in multiple roles as a coach and as a helper for my children's school and church, and I most certainly am excited to have founded and remain actively involved with the ThirdBiotech organization. Helping to establish biotechnology clubs within the state universities has always been a goal, and it is now a reality. I'm glad to be working

**What are your career highlights?** "Early in my professional career, I worked in retail banking, rising from branch teller to branch manager. In the late 1990s, I caught the technology bug and joined two large technology companies in the Valley: MicroAge Inc. and Microchip Technology Inc. In my current role with the Apollo Group, I oversee the internal technical support of more than 18,000 employees worldwide."

**How are you involved in the community?** "Most of my community involvement centers on education and mentoring. I volunteer with

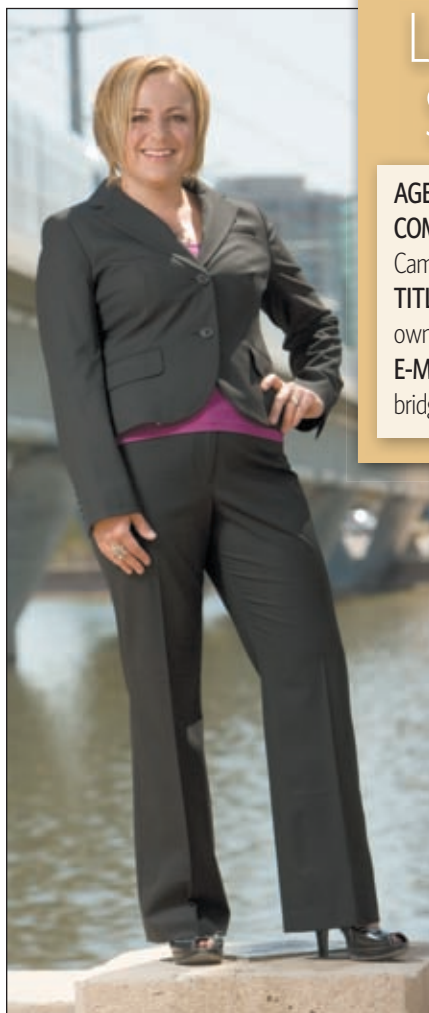
organizations such as Junior Achievement, Be a Leader Foundation and the National Society of Hispanic MBAs. Growing up in Maryvale, I was fortunate to have someone take me under his wing and mentor me about the importance of an education. I see this as a way to pay it forward, and hopefully I can reach someone who, in return, will help someone else."

**Was there a moment in your career that defined your professional path?** "I have been fortunate to have worked for some exceptional leaders in my career, and each one has taught me some

valuable lessons. Early in my career, I was advised that it is not always about you. In other words, as a manager or leader, you must consider your actions or decisions based on the betterment of the whole rather than yourself. Promotions, recognition and success will result if I make solid choices with their impact on the entire team in mind."

**If you could do anything else for a career, what would it be?** "I am not a policy brainiac, but I do follow politics and enjoy debating ideas on how to better our communities. So, I could see myself as an elected official."



LAURIE  
SLIVA

AGE: 32  
COMPANY: Bridges  
Camp for Girls  
TITLE: Founder,  
owner and director  
E-MAIL: laurie@  
bridgescamp.com

facilitation trainer. My most meaningful accomplishment is that I followed my passion, realized my dream and founded Bridges Camp for Girls."

**How are you involved in the community?**

"I volunteer with Girls for a Change, coaching inner-city high school girls through the creation and execution of a social change project. I have volunteered with Casa de los Ninos, a foster home for abused and neglected children in Tucson, and Habitat for Humanity. I also have volunteered as a child life pal at University Medical Center Pediatrics in Tucson and participate in the annual MS Walks and Climb for Cancer. "One of my favorite quotes is from Margaret Mead: 'Never doubt that a small, committed group can change the world; indeed, it is the

**What are your career highlights?** "As an organizational sales leader with The Southwestern Co., I managed an organization of 50 students at the University of Arizona who placed No. 1 companywide. I was blessed to join a startup, Ignite for Schools. I began as a salesperson and facilitator for programs in schools, continued as a grant writer and staff trainer, and eventually was lead curriculum coordinator and national

only thing that ever has.' The capstone project for the campers at Bridges is finding their passion and beginning the process of paying it forward to make social change. When they are able to see themselves as change agents and capable of making a difference, their self-esteem grows."

**Was there a moment in your career that defined your professional path?**

"I had an epiphany as I was driving to Prescott to facilitate a middle-school leadership workshop. With the birth of my boy, I knew I wanted to travel less for work. My thoughts went to the camp facilities in Prescott, where I had been to student council or cheer camp in high school and, in my career, led the Arizona Learn & Serve Camp. I recalled the thesis I wrote in college on the design of a prevention camp for adolescent girls called Bridges: Building Relationships Involving the Development of Girls' Empowering Selves. I always thought starting a camp would happen someday. In my 10 years of working with youth, I had gained the skills, confidence and experience necessary for me to be successful on my own. I made the decision that day, in my car along Arizona State Route 69, to start my own business."

**If you could do anything else for a career, what would it be?**

"I love to cook and entertain. I would love to own a restaurant that specializes in healthy food in a hip, comfortable environment that feels like eating at your friends' house."

JIM POULIN | PHOENIX BUSINESS JOURNAL

CHARLENE  
TARVER

AGE: 37  
COMPANY: Phoenix  
Children's Hospital  
TITLE: Director of  
planned giving  
E-MAIL: ctarver@  
phoenixchildrens.com

**What are your career highlights?** "The brightest moments come while walking the halls of Phoenix Children's Hospital. I have served as president and vice president of the Planned Giving Round Table of Arizona. In 2008, I also served on the National Committee on Planned Giving's Gift Planner Task Force and later was nominated to serve on the council's national board of directors. I have traveled abroad while doing charitable planning with an international organization that raised funds for HIV/AIDS pediatric

patients and children living in orphanages in Third World and developing nations."

**How are you involved in the community?**

"Much of my community involvement has centered around children. This goes back to my college days, when I volunteered with Court Appointed Special Advocates, Covenant House Legal Services and the Homeless Research Project at New York University. My charitable work today includes the Arizona Foundation for Women, where I chair the Scholarship Committee for the annual Sandra Day O'Connor luncheon; the Governor's Commission on African American Affairs, where I co-chair the Economic Development Committee; and the Parent Advisory Council for the Scottsdale Boys & Girls Club. I am also a former vice president and active member of the Scottsdale Chapter of Sigma Gamma Rho Sorority Inc., and serve as chair of both protocol and fundraising for the Phoenix Chapter of Jack and Jill of America Inc."

**Was there a moment in your career that defined your professional path?** "My epiphany came when my twin daughters

were just 2 years old. I looked into their eyes and decided that, although I was a single mother, my daughters deserved better, and it was my job to give it to them. A few months later, I quit my job and enrolled full time at Georgetown University Law Center to work on my master of laws in tax. I had just gone through a divorce, and it was a very humbling experience — no money, no job, a big mortgage and two children. It's funny how when you hit rock bottom, if you're strong, you sprout wings and learn to soar. That's what I did, and somehow it landed me in Arizona."

**If you could do anything else for a career, what would it be?**

"I'd be a philanthropist. After spending a year traveling to Third World countries fundraising for Friends of the Orphans, I developed a profound appreciation for pediatric health care and the true meaning of 'quality of life.' When you see children dying from diarrhea, malaria and AIDS, it truly humbles you. That one year broadened the purpose of my life. And to this day, I am truly amazed that there are children in America who still don't have access to quality health care."

DENISE  
MCCLAIN

AGE: 37  
COMPANY: Lowry Hill  
TITLE: Financial principal  
E-MAIL: dmcclain  
@lowryhill.com

**What are your career highlights?** "Since I was in elementary school, I knew I wanted to be a lawyer. After receiving my bachelor's degree in accountancy and graduating from law

school, I became licensed as an attorney and a CPA. I joined law firm Stinson Morrison Hecker LLP and later moved to Quarles & Brady LLP. I thoroughly enjoyed being an estate planning attorney. Then Lowry Hill called me. I joined the firm and love being a financial principal, where I get to use the skills I honed during my legal career as I provide estate planning, charitable gifting and tax planning advice to our high-net-worth clients while I partner with their attorneys, CPAs and other professionals."

**How are you involved in the community?** "I am just completing a two-year term as board president of the Susan G. Komen for the Cure Phoenix Affiliate. When my mom was diagnosed with breast cancer, I promised her I would

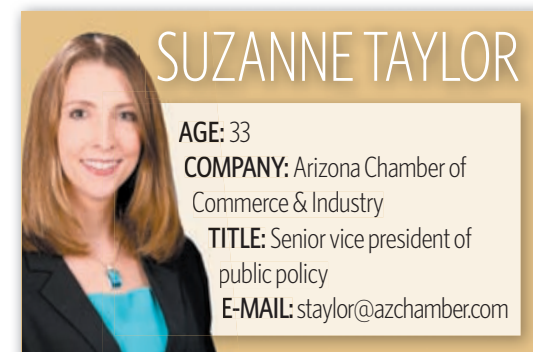
do everything in my power to help eradicate this horrible disease and find a cure. At that point in life, my world turned pink. My passion to fight breast cancer became even more intense when my mom lost her battle and died last year.

"Whether it is a person getting chemotherapy treatment because of a Komen grant or a family having food on the table because they were able to visit Tempe Community Action Agency, or a first responder getting his estate plan completed through the Wills for Heroes program, it is a blessing to see how my volunteer time really can make a difference."

**Was there a moment in your career that defined your professional path?** "There wasn't

really a particular moment. Instead, it's been a continuous journey. As my career advanced from being a private practice estate planning attorney at two law firms prior to joining Lowry Hill and becoming a financial principal, I also ramped up my community commitment. I always tell my daughters: The more successful you are, the more generous you need to be. My family, career at Lowry Hill, and my charity work are my passions."

**If you could do anything else for a career, what would it be?** "I'd likely either be a teacher, because I love explaining things to people, or a wedding photographer, because I enjoy taking pictures of people during their happy moments in life."

SUZANNE  
TAYLOR

AGE: 33  
COMPANY: Arizona Chamber of  
Commerce & Industry  
TITLE: Senior vice president of  
public policy  
E-MAIL: staylor@azchamber.com

**What are your career highlights?** "I am proud of the role I have played over the past several years in transforming the Arizona Chamber of Commerce & Industry into a leading public policy advocate at the state Capitol. I have re-engineered the chamber's policy development process as well as the endorsement process for political candidates. I also am in charge of constructing the chamber's business agenda. I have strengthened cooperation among local chambers throughout the state.

"I created an educational foundation to conduct objective research on public policy topics that impact Arizona's economy and to identify solutions that have promise to improve quality of life. As the Arizona Chamber Foundation's executive director, I am responsible for all aspects of its management, including raising funds, identifying projects and selecting consultants."

**How are you involved in the community?** "I am a member of Red Mountain United Methodist Church in Mesa, where I volunteer to teach Sunday school and serve on several committees related to church administration. I serve on two task forces of the Arizona Department of Education's Adjunct Teachers Initiative and on the Performance-Based Compensation Task Force. Additionally, I am involved in the Arizona Business and Education Coalition, and I was the treasurer and a spokeswoman for the 2008 school district unification campaign."

**Was there a moment in your career that defined your professional path?** "After completing my master's degree at the University of Chicago, I joined a small management consulting firm in Chicago. Less than a year into this position, the small firm was acquired by a much larger, international consulting firm. The new firm required me to travel every week. One of my client assignments was at a Phoenix-based company. Through this project, I met my future husband and ultimately decided to relocate to Phoenix.

"This relocation provided the opportunity for me to redirect my career to public policy. After volunteering for several campaigns during the 2002 elections, I took a position as a senior research analyst at the Morrison Institute for Public Policy, where I expanded my knowledge of Arizona politics and public policy."

**If you could do anything else for a career, what would it be?** "I would probably be a neuroscientist. It would be rewarding to discover new ways for people, such as stroke or trauma victims, to use different neural pathways to recover from their injuries."



## BRYANT COLMAN

AGE: 39  
COMPANY: Incentives Advisors  
TITLE: President  
E-MAIL: bryant.colman@incentivesadvisors.com

JIM POULIN | PHOENIX BUSINESS JOURNAL

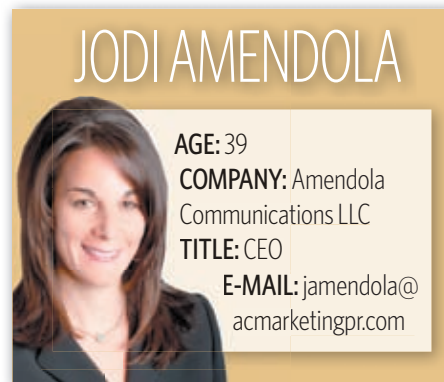
**What are your career highlights?** "So far, I have started four business ventures; worked on commercial real estate projects in 36 states and three countries; created a personal real estate portfolio of commercial and residential real estate in Washington, Idaho, Arizona and Texas; developed a marquee development on the University of Texas campus; and teamed with motivated, ethical, talented and exemplary people."

**How are you involved in the community?** "I have served on the boards of Esperanca, a worldwide health organization; the Cajun Foundation, for blind children; and the University of Arizona Alumni Association."

I also fund two annual scholarships for graduating seniors at my alma mater, Arcadia High School. The funds go to an honor student with outstanding sports performance and student government involvement, and an honor student with a parent serving in the U.S. military."

**Was there a moment in your career that defined your professional path?** "I've been very fortunate to have worked with some extraordinary professionals throughout my career. A common denominator among them is that no task was beneath them. They are willing to roll up their sleeves and do whatever it takes to be successful."

**If you could do anything else for a career, what would it be?** "I love what I do."



## JODI AMENDOLA

AGE: 39  
COMPANY: Amendola Communications LLC  
TITLE: CEO  
E-MAIL: jamendola@acmarketingpr.com

**What are your career highlights?** "According to my parents, I was born an entrepreneur. At age 18, I took a commission-only summer job and broke sales records within the first month. The next summer, I launched a student summer storage company and realized a profit of \$8,000 in just a few months. After five internships in public relations, I landed a job at a national marketing and public relations firm straight out of college. I launched the company's business development division and was promoted to vice president of corporate development at age 25."

"At 27, I moved to Arizona and opened the company's first regional office. At 29, I co-founded an investor relations firm, which later was sold for profit. At 32, I left the company and launched my own public relations agency, Amendola Communications. Today, with a staff of 15 and more than two dozen national and local PR retainer clients, AC has a national reputation as one of the best health care/health care IT public relations firms in the U.S."

**How are you involved in the community?** "In my mid-20s, I served as a board trustee of the Community Resource Council of Bergen County, N.J., and was responsible for creating and managing a fundraising initiative that became

the second-largest source of donations. I served on CRC's PR and Expo committees, as well as the PR committee of the New Jersey chapter of DARE. I also served on the board of Arizona Friends of Foster Children Foundation and volunteered with the American Cancer Society.

"In 2007, I became a founding member of X2 Health Network, a not-for-profit executive women's health network to improve health care leadership, policy and delivery. I also serve as a student recruiter for the Boston University admissions program. I am a member of the Public Relations Society of America and the Arizona Chapter of the Healthcare Information and Management Systems Society. I volunteer at Laguna Elementary School and support its fundraising initiatives. I am a member of Health2.0, Pharmaceutical Marketing, Health Informatics Technology, Healthcare-IT/HER/HIS, HlStalk Fan Club and PRSA Health Academy & Friends."

**Was there a moment in your career that defined your professional path?** "I didn't experience the Southwest until I was 25, when my husband and I first visited Arizona. We saw a model home sign, and our fate was sealed. This decision, based on a gut feel, enabled me to achieve everything I've dreamed of: launching and developing my own PR agency into a successful, highly respected firm nationwide while successfully balancing my work, family life and community service."

**If you could do anything else for a career, what would it be?** "I love what I do. I thrive on the adrenaline rush of the fast-paced business world and view each day as a new challenge. But the reality is that even enjoyable stress has a price. For the past three years, I have volunteered in my daughter's elementary classes. I often wonder what it would be like working with children instead of CEOs."

Invest in you and your organization.  
**Become a member**  
of the *Arizona Society of CPAs.*

## Would you like to ...

- Climb the ladder at your organization?
- Help your organization grow and stay competitive in these tough economic times?
- Get advice from other CPAs?
- Keep updated on the latest news in the profession?
- Participate in the ASCPA's online networking groups on LinkedIn and Facebook?
- Share your passion for your career with students?
- Get huge discounts on continuing education that will make you a top performer at your organization?

This is one investment that won't lose its value.

Join or learn more at [www.ascpa.com](http://www.ascpa.com)  
or call José Herrera at (602) 324-4741.



Arizona Society of CPAs  
4801 E. Washington St. Suite 225-B  
Phoenix, AZ 85034-2021  
[www.ascpa.com](http://www.ascpa.com)



## BAHAR SCHIPPEL

AGE: 39  
COMPANY: Snell & Wilmer LLP  
TITLE: Partner  
E-MAIL: bschippel@swlaw.com

**What are your career highlights?** "I am the Tax Practice Group leader at Snell & Wilmer and a co-chair of the firm's Attorney Development Committee, devoted to the retention, mentoring and training of attorneys. The firm named me to its Mentor Hall of Fame in recognition of my successful mentoring of up-and-coming attorneys."

"At a local level, I chair both the Tax Section and the Tax Advisory Commission of the State Bar of Arizona. On a national level, I recently was selected as an officer of the governing council of the Tax Section of the American Bar Association, an organization that serves more than 20,000 tax lawyers. I currently serve as a vice chair of its Partnership Committee. I was honored by the Tax Section of the American Bar Association as a Nolan Fellow in 2006-07. This distinction is awarded to lawyers who are actively involved in the Tax Section and have shown leadership qualities. I often am invited to speak at national and regional conferences and contribute articles to top-tier publications."

**How are you involved in the community?** "I am on the board of trustees of the Arizona Op-

era. I believe a thriving arts community is important to the well-being of any metropolitan area, and I have been involved in the organization's efforts to promote opera to young professionals. I also give back to my alma mater, Arizona State University, as a member of the Executive Committee of Arizona Women Lawyers Honoring Justice Sandra Day O'Connor. I regularly provide pro bono assistance to those in need, including helping organizations that provide low-income housing to the poor, and I assist schools that provide education to underprivileged American Indian children."

**Was there a moment in your career that defined your professional path?** "After I finished law school, I practiced at a small real estate law firm. During that time, I came to dread the practice of law. I'm not sure whether it was because I didn't enjoy real estate litigation or because that particular firm wasn't a good fit. I was worried that after all the years of schooling and tens of thousands of dollars in student loans, I had gotten myself into a profession for which I didn't much care. I decided to go back to school for a master of laws in taxation. It was not easy, but I have never regretted that decision. Practicing tax law at Snell & Wilmer has turned my career around."

**If you could do anything else for a career, what would it be?** "Because I enjoy what I do, I don't often contemplate another career. But I do love to cook and entertain, so I wonder once in awhile what it would be like to be a chef. I wonder whether the attraction is due to the fact that cooking provides me a creative outlet given the technical nature of my work. For now, I am not quitting my day job!"

**What are your career highlights?** "I believe my most significant career accomplishments to date have been building and directing the campaign effort to achieve a 15-15 balance between Democrats and Republicans in the Arizona Senate in 2000, and playing a key role in the election of Janet Napolitano to the Governor's Office as the Arizona Democratic Party's coordinated campaign director in 2002. My work as strategic initiatives director for the Arizona Department of Economic Security was personally fulfilling, as it allowed me to dedicate myself to educating others about the issues of poverty reduction and the need to include economic mobility strategies for families in sustainable development planning."

**How are you involved in the community?** "Since having a child, I strive to be a good role model for her in understanding her responsibility to be aware of and involved in addressing our community's challenges. Fortunately, I have a job that gives me the opportunity to work every day to address Arizona's most pressing social and economic issues. In my personal time, I am

## KEELY VARVEL HARTSELL

AGE: 39  
COMPANY: Arizona House of Representatives, Democratic staff  
TITLE: Chief of staff  
E-MAIL: kvarvel@azleg.gov



JIM POULIN | PHOENIX BUSINESS JOURNAL

active in the Khalsa Montessori School's Parent-Teacher Organization and with various Phoenix arts and cultural museums and institutions, as well as efforts and organizations to reduce and prevent poverty and promote development of downtown Phoenix."

**Was there a moment in your career that defined your professional path?** "There have been a few specific events in my career where I have been reminded it is best for me to constantly re-evaluate and maintain the sense of purpose behind my work, and to ensure that my professional motivation continues to be that sense of purpose. Glamour, prestige and getting credit are all nice things to have as a result of your professional achievements. But what is truly fulfilling at the end of the day is knowing you are doing the right thing for the right reasons, and you are pursuing those goals with integrity. If you have that, I believe you will always be proud of what you do."

**If you could do anything else for a career, what would it be?** "Travel writer. I would love to travel the world — at someone else's expense — and have the time to record all the amazing things I would see and experience by writing them down. I look forward to traveling extensively with my daughter when she is a little older to expose her to all the wonders this world has to offer."

## RHETT WILSON

AGE: 29  
COMPANY: W.P. Carey School of Business at Arizona State University  
TITLE: Director, corporate relations  
E-MAIL: rhett.wilson@asu.edu



**What are your career highlights?** "I am the first in my family to earn a college degree, and it was the people I met during my college experience who helped me build a career in higher education. At 18, I was elected to serve on the Kearny Town Council. During my service on the council, I helped shape a van transportation program for senior citizens, a program that remains in service nearly 12 years later."

"In my first role at ASU, I was a career coach in the business school. While in that position, I developed a program that aided students who sought a career on Wall Street. The program, Investment Banking Industry Scholars, has helped a number of students obtain careers in corporate finance and investment banking. The online edition of BusinessWeek recognized the program in 2006."

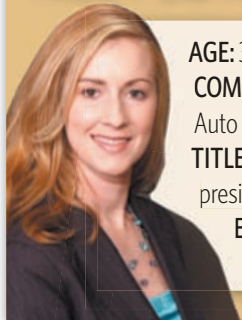
"Following the career coaching role, I was hired to join the team that implemented the University as Entrepreneur initiative. In my first six months, I developed the Entrepreneur Advantage program, which provides prototype funding to student startups, and the Sun Devil Entrepreneurship Network. Last June, I joined the staff of Dean Robert Mittelstaedt as the business school's director of corporate relations. My primary responsibilities include the stewardship and development of corporate donors, staffing the Dean's Council of 100 and co-administering the Economic Club of Phoenix."

**How are you involved in the community?** "I am involved locally as a participant in the city of Tempe's Economic and Community Development Committee. I serve as a mentor to a freshman in ASU's Maroon and Gold program. The majority of my community service is through my role as president of the Arizona Chapter of Hugh O'Brian Youth Leadership. HOBY Arizona selects one sophomore from each Arizona high school for its annual leadership seminar, which brings together journalists, business leaders, entrepreneurs, athletes, motivational speakers and politicians over three days to interact with Arizona's outstanding sophomores. As the board president, I work to bring together talented and passionate individuals who can plan and coordinate our leadership seminars, steward our alumni, and raise the tens of thousands of dollars it takes to host these seminars."

**Was there a moment in your career that defined your professional path?** "About 10 years ago, I was given the opportunity to work as the business liaison for Mesa Community College. It was that job that made me realize higher education is at the intersection of so many communities and business sectors. Because of that experience, I chose to pursue a career in higher education."

**If you could do anything else for a career, what would it be?** "Someday I would like to be the CEO of a large nonprofit enterprise."

## RISSY SUTHERLAND



AGE: 32  
COMPANY: Honest-1 Auto Care LLC  
TITLE: Senior vice president of operations  
E-MAIL: rsutherland@honest-1.com

**What are your career highlights?** "Graduating with my master's while working a full-time job. Becoming the vice president of operations and training after working for Moran Industries Inc. for only two years — a major accomplishment because I was one of the only females on the operational side of the business, and one of the youngest people in the entire company. Becoming senior vice president of operations

for Honest-1. Again, I am the only female and the youngest in the company."

**How are you involved in the community?** "My main three philanthropies are the Susan G. Komen Foundation, adopting children during Christmas through Salvation Army, and Habitat for Humanity. Susan G. Komen has so many ways people who have been affected by breast cancer can get involved. Habitat for Humanity is an amazing addition to any community. I have in the past been able to donate my time to working on a house, but my favorite thing is to donate actual things for the homes. Finally, instead of giving presents to each other many of my friends every year, my family and I 'adopt' children to buy Christmas gifts for each year."

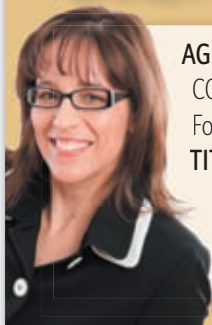
"The other new thing I'm excited about is that my friends and I have started a new monthly 'girls night.' Each month one of us will host the night at her house, and she gets to pick the charity for the month. It is her job to educate everyone in the group about that cause and how we can help or get involved. From

there, we either volunteer, take donations or do whatever is appropriate to that cause."

**Was there a moment in your career that defined your professional path?** "When I was the training director for Moran Industries, I was asked to go visit a store in Kansas City to see if I could help them turn their business around before they went under and lost everything. At the time, I was only in my early 20s, and I really wasn't sure what I was going to do to help them. However, after I met the owner and his team, I just knew I couldn't let them fail. Over the course of a week, we worked 12-hour days and went over every aspect of his business. That week, we did more than \$18,000, which had never happened for him before. When I left Kansas City, I knew I had just found what I wanted to do forever."

**If you could do anything else for a career, what would it be?** "I would own a business focusing on fitness and nutrition, which are two of my other passions."

## LANETTE VERES



AGE: 38  
COMPANY: Gray Matters Foundation  
TITLE: President  
E-MAIL: lanette@graymattersfoundation.org

**What are your career highlights?** "During my career at Bank of America, I started as a teller and advanced to an assistant vice president within five years. I did all this before having to leave because I was diagnosed with brain cancer. The highlight of my career was serving as an account executive for the bank's most valuable clients. This required managing a portfolio of 600 to 800 clients and maintaining sales of \$4

million each quarter. I did that and more, averaging \$6 million in new funds for the bank each quarter and helping my clients make the most of their banking relationship. I was awarded Gold Club for third-quarter 1997."

**How are you involved in the community?** "I am involved in the community as a speaker for the American Cancer Society and a volunteer chaplain, and I volunteer on several brain tumor fundraiser committees. I help facilitate the local Phoenix brain tumor support group. My primary community involvement is with Gray Matters. My grandma was diagnosed with a brain tumor six years before I was, and after her death I became involved in hospice, never dreaming I would soon walk the walk of a brain cancer patient. When I was diagnosed, I realized so many were given the statistics and little support. This part of community service is important to me because it is not just one person. It is the patient to the family member, even children. Gray Matters can help them feel supported, and at the same time I feel I am a

voice for those who can't be."

**Was there a moment in your career that defined your professional path?** "When I was diagnosed with brain cancer, I thought I would get through the surgery and be back to work. I was not able to do that. I chose to turn a tragedy into triumph. I took all the things I learned at the bank, and I use that to help run the nonprofit I formed to give back. I never dreamed I would go from a good income to Social Security, but funny — the change from surgery has not stopped me."

**If you could do anything else for a career, what would it be?** "I have been given such a gift of life — five brain surgeries, radiation and chemo directly to the brain. I can't say I would do anything different, because what I do today helps a lot of people and gives them hope. I consider myself blessed. I believe my story shows a person can beat the odds and can live after a baseball-size malignant brain tumor is removed. I would be very selfish to want anything more than to help those in need."

## The Attorneys and Staff of Ryley Carlock & Applewhite Salute

W. SCOTT JENKINS, JR.,  
Who Joins the Phoenix Business Journal's Esteemed  
2009 Class of Forty Under 40



W. Scott Jenkins, Jr.

Scott epitomizes Ryley Carlock's commitment to superior service, community involvement and being a resource clients can rely on.



Ryley Carlock & Applewhite  
A PROFESSIONAL ASSOCIATION  
ATTORNEYS