

40



UNDER



40

FEATURING
OUR LOCAL
EMERGING
LEADERS

HELLO SAN SAN DIEGO!

**JOE
MUSGROVE**



We welcome our newest team member to The Premier Automotive Group: Joe Musgrove! The Premier Automotive group expands with two new stores in Carlsbad: Premier Chevrolet of Carlsbad and Premier KIA of Carlsbad! We're proud to serve the Carlsbad and surrounding communities. We bring the Premier Promise to San Diego. With over 25 dealerships nationwide, the Premier Carlsbad stores are some of the most exciting yet! We're open, stocked with tons of new and pre-owned inventory! Premier Chevrolet and Premier KIA will actively partner with Giving Hope, a charity that serves it's communities with groceries to the needy, hungry and food insecure.

Giving
HOPE



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Celebrating our Emerging Leaders

The quality of life we enjoy in Carlsbad, along with a vibrancy in our business culture, is crucial in attracting talent to our area -- and the talent is truly amazing here. In this issue of the Carlsbad Business Journal, we are pleased to highlight our Emerging Leaders.



FROM THE CHAIR

CATHERINE MAGAÑA
CHAIR OF THE BOARD
 CARLSBAD CHAMBER OF COMMERCE

Carlsbad is blessed to have such an energetic and spirited business community. We are home to headquarters for some large corporate entities, small manufacturing, diverse business services,

top-tier hospitality facilities, elegant and convenient restaurants, and small boutique retail shops. This eclectic make-up sets Carlsbad apart from the rest of our neighbors in San Diego County and collectively they make this a great place to live, locate a business, shop, dine and vacation.

These emerging leaders who are being highlighted are not just the leaders of the "future," they are, in fact, already making a major impact in our community today! This leadership comes from all walks of life.

Today we are showcasing and honoring emerging leaders in business, government, education, public safety, nonprofits and more. To keep our community thriving, it takes all of us working together across all these community building blocks.

I hope you enjoy learning about these leaders in the community as we focus on Carlsbad's Top 40 Under 40. As you read about these emerging leaders, I think you will agree with me that our future is brighter than ever.



OUR VERY OWN EMERGING LEADER



"The only thing we humans have complete control over is our attitude. Challenging times may seem pointless, but it is our attitude which makes it the most valuable in our lives."

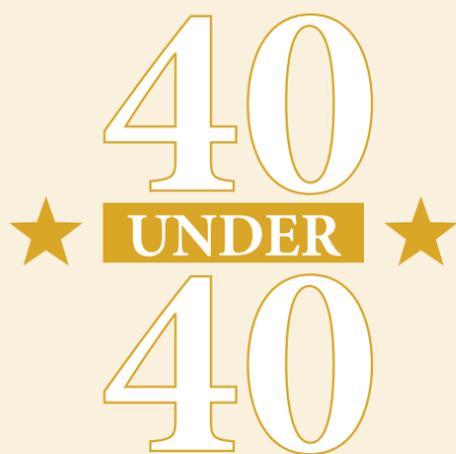
Kathleen McNary
 VP of Member Relations
 Carlsbad Chamber of Commerce

Seven years ago, Kathleen was working at a local company (**LendSpark**) when her boss asked her to help them join the Carlsbad Chamber of Commerce. Though she was an International Business graduate and had no idea what a Chamber was, she instantly became fascinated with the organization. Within a few months of joining as a member, she was hired to work for the Chamber in membership sales. And, as with any small organization, she developed into doing quite a bit of everything.

Kathleen's drive is unmatched. Simply put, knowing that if she does not work, she will be extremely bored and then overloaded, keeps her on her toes. As she will often tell you, "every minute counts!" Kathleen is a natural at connecting with others and building relations and that is why she knows she is at the right place. "I love people, I love to help others, and being able to do that in countless ways is my dream job."

And if you asked her who has been her biggest mentor or someone she looks up to, she will not hesitate to say it's her mother. "She was a lawyer and then a judge before she retired, so a very different career, but she has had chronic illness and cancer that she never let stop her dedication and passion for her work to help others in the community."

Last year, Kathleen was diagnosed with brain cancer, but she has not let that stop her from helping this organization and the community she adores. Needless to say, Kathleen is an Emerging Leader in every way, and we are so glad she is ours.



EMERGING



Aaron Gobidas
CEO
GoBeRewarded

"Get good at sales, you can always hire technical staff in the beginning, but you can't outsource your vision."



Aaron Nelson
Principal
Magnolia Elementary School

"Ego undermines success. Don't worry about being the smartest person in the room. Instead, find the person who knows more than you and learn all that you can from them."



Dr. Aaron Yung
Interventional & Structural Cardiology
Tri-City Medical Center

"Be capable but humble. Take the time to be introspective. Strive for never-ending improvement. Don't be afraid of new ventures in unfamiliar territory, it becomes an opportunity for personal growth."



Adam Jacobs
Owner
Fortis Fitness & YOGALUX

"Don't just follow your dreams, chase them and make them happen! Also remember the people who help you along the way and do the same for others!"



Alex Goodman
Executive Director
New Village Arts

"When you surround yourself with people you enjoy collaborating with, the work will always be easier. When you work for a mission you believe in, the work will be satisfying."



Alexandra Renée Poelstra
CEO
ALL MAVEN

"Don't worry about what everyone else is doing. You do you the way God intended. There's a time to be the difference, the exception and the rule. Freedom is choice."



Anne Middleton
Executive Director
ECOLIFE Conservation

"A fair, equitable, profitable and sustainable future is possible and critical. The environment cannot be an afterthought—sustainability must be woven into every strategy. Our way of life depends on it."



Ashley Heiser
Controller
Calsense

"A person may only have one or two true mentors in their lifetime. Find them. Learn from them. Be that person for someone else."



Asia Moore
Program Director
Kids for Peace

"Am I on track to live my dream life? If the answer is no, find your passion and be uncompromising in pursuing it. Skills, success and ultimately life happiness will follow."



Bryce Carrier
Realtor
Phillips + CO

"Become invested in your community, know your community, be the very best at what you do. Put it to work for others and help as many as you can...the financial rewards will take care of themselves."



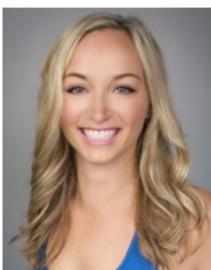
Christie Calderwood
Police Lieutenant
City of Carlsbad, Police Department

"Having a growth mindset isn't about forging ahead without mistakes. It's having the awareness that with failure, what truly sets you apart, is standing back up and trying once again."



Darrin Campbell
Owner/Operator
Le Papagayo

"Remember, you're only the youngest and least experienced person in the room if that's who you believe yourself to be. Above all, be true to yourself."



Erin Scheriff
General Manager
Fortis Fitness & YOGALUX

"Working hard doesn't mean ignoring your own well-being. Drink water, exercise, get enough sleep, and find activities that help you destress. You'll work harder and smarter, while feeling happier and more balanced!"



Ethan Segovia
Dean of Academics
Army and Navy Academy

"Be bold. Be open-minded. Listen. Listen. Listen. Collaborate. Don't be afraid to fail."



Gaby Alvarado
Director of Sales and Marketing
La Marea Senior Living

"Hard work, honesty, dedication, and selflessness are key fundamentals to success. When you give of yourself in the service of others you will accomplish much more than you can imagine and success will follow you anywhere."



George Keriakes
General Sales Manager
Premier Chevrolet of Carlsbad

"If you're trying to achieve a certain career goal or get to a certain position, these three things will be key to your success: strong work ethic, willingness to always learn, and being a team player."

OF COMMERCE

LEADERS



Haley Wonsley
Intesa Communications Group
Senior Account Manager

"If someone has a different opinion - ask questions, find out why. Embrace the uncomfortable and figure out how to come together to initiate change."



Jackie Mazur
President
Guide My Finances

"A genuine smile and positive attitude cannot be ignored. Combine these two qualities with hard work, and you are sure to go far in life and in your career!"



Justin Frank
Head Cheese (Owner)
Bread and Cheese Eatery

"Take on more than you think you can handle, take on mentors and do your best!"



Kandice Roth
Marketing & Communications Manager
Tri-City Medical Center

"Always ask yourself—how could this be better. Put 110% effort into everything you do. And most importantly, as the great Tim McGraw sang, 'always stay humble and kind.'"



Katie Scanlan
Regulatory Policy Manager
SDG&E

"Never underestimate the power of education, a strong work ethic and a robust network. Trust your gut, take risks, and push yourself out of your comfort zone to continue growing as a leader!"



Keasha Lee Ince
Founder & CEO
Striking Statements, LLC

"Let your vision and your intuition guide you. Your dreams and your story matter. Your life is your message. Let it be Striking."



Kimberly Fuentes
Principal
Calavera Hills Elementary

"Don't go it alone! Surround yourself with people who will support you, challenge you, and inspire you. Build a team, share a vision, and value one another."



Laura Fontana
Owner/Veterinarian
Signature Veterinary Services

"Take risks, seek challenges, and embrace change. Learn something from everyone, empower and inspire by example, and be deliberate and transparent with your words and actions."



Lauren Smith
Director of Development
Army and Navy Academy

"Always take advantage of opportunities that may come your way and do something new and exciting. Don't be afraid to take risks, and step out of your comfort zone to accomplish something great."



Luis Canseco
Community Resource Development
Domestic Violence Education and Prevention Specialist

"We have the responsibility to use our privilege as males to speak up against sexism and gender-based violence. Speak what you believe in and challenge the status quo."



Matt Sanford
Economic Development Manager
City of Carlsbad

"The future will be what we make it. Crafting it is not always easy, but it is worth it to be active in its creation!"



Nicole Haffner-Yergeau
CFO
HIMG® Surface Repair™

"Hold space - for yourself; for the experience; for others. The impact and education from doing so is likely to be significant."



Niveesha Hill
General Manager
Carlsbad by the Sea Hotel

"Do many things with the intention to be happy and you will find your purpose. We spend a third of our lives working, find an occupation that brings you joy."



Pouria Malihi
Area Director -
San Diego County
Panini Kabob Grill

"Stay in school! You can learn by working on the job or by learning in school but you need a combination of the two for true success."



Priya Bhat-Patel
Council Member
City of Carlsbad

"Change the game, don't let the game change you,' is my mantra. Leading with integrity allows for transparency. And collaboration, especially with varying viewpoints, helps create innovative solutions."



Samantha Richter
Chief Operations Officer
Agua Hedionda Lagoon Foundation ~ Discovery Center

"Say yes to anything and everything. You learn the most when put into a new position or situation, especially if it is out of your comfort zone."



Sandra Appling
Director of Customer Experience
Girl Scouts San Diego

"Raise your hand, both to volunteer to take on projects or responsibilities and to ask questions. This provides you challenges and opportunities to define and elevate yourself as a leader."



Shanwtá Fleming
General Manager
Handel's Homemade Ice Cream

"Work hard, be humble, do what needs to be done and NEVER GIVE UP. Don't give up on dreaming, make the community your focus. Work like you need the job no matter how high up you go."



Shoshannah Hart
Associate Attorney
Tresp Law, APC

"As a millennial estate planning attorney, my goal is to educate my clients and ultimately, my community, regarding the importance of protecting their families."



Starr Edwards
Founder and Chairman
Bitchin' Sauce

"The heart of leadership is service. Not that you try to do someone's work for them, but rather, the goal is to enable people to use their gifts purposefully."



Stephanie San Antonio
President
SSA Insurance Services

"Come up with an outside of the box approach. How can you stand out to your current clientele, and in what ways can you be proactive?"



Vanessa Barber
Chief of Operations
Moradi MD

"Never stop educating yourself, learning from others and seeking innovation. Education combined with passion and hard work are key to a successful and fulfilling career."



Viktoriia Aksakovska
Head of Strategy and Business Development
Amsety

"Develop an open-hearted connection with the world and always maintain your curiosity towards life and yourself. Avoid the 'win or lose' mindset and look for projects that nourish your soul."



Zachary Miller
Attorney
Miller & Steele Law Firm

"Constantly strive to grow your network and proactively engage with your existing network. Never stop working on your craft or learning new ways to add value and support your network."



“If someone has a different opinion - ask questions, find out why. Embrace the uncomfortable and figure out how to come together to initiate change.”

Haley Wonsley

Intesa Communications Group
Senior Account Manager

As a government relations professional, I feel lucky to live in the same region I also work in because our advocacy at **Intesa** has helped produce results which I get to see every day! Ten years ago, I would not have seen myself immersed in the world of politics and local lobbying, but it has taught me to appreciate being involved – which actually came from my mother-in-law, who I still seek guidance from today.

Right out of college I interned at the County of San Diego and realized that I was passionate about local organizations, the people in the community and the way policy is formed which shapes how we live our daily lives. This has continued to inspire me to keep a pulse on what is going on in Carlsbad and across North County.

Our company, Intesa Communications Group makes it a priority to be a part of the communities we serve, which is why I love what I do because Intesa encourages a spirit of volunteerism, in addition to building community support for projects and delivering strategic communications counsel. I proudly serve as the Chair of the Government Affairs Committee at the Carlsbad Chamber, and I am part of the Carlsbad Young Professionals Group. Our goal is to not only inform, but also encourage people to understand their voice has value. I am grateful for the many mentors who have believed in me. I look forward to the day when I have enough experience to pay it forward for the next generation.



“Hold space - for yourself; for the experience; for others. The impact and education from doing so is likely to be significant.”

Nicole Haffner-Yargeau

CFO
HIMG® Surface Repair™

Nicole Haffner-Yargeau serves as CFO of HIMG® Surface Repair™, an innovative consumer product company providing do-it-yourself repair kits for defects to natural and composite stone surfaces. Driven by her love of international travel and cultures, she earned an International MBA from the University of San Diego, then joined the sister company to HIMG® Inc., EBI Ltd., founded by her father over 30 years ago to provide the leading post-production repair solutions for the sanitary ceramics industry through the globally-recognized brand CeramiCure®. She began her career as Marketing Manager serving the Latin American market, and later took on increasing responsibilities, motivated by her goal to become involved with every aspect of the business. She has since moved into serving as President and CFO of EBI Ltd., in addition to her role within HIMG® Surface Repair™.

HIMG® Surface Repair™ experienced a significant breakthrough in brand visibility and global sales after launching on 11 international Amazon platforms and continues to experience exceptional year-over-year growth. Haffner-Yargeau attributes the company's success in large part to HIMG® team members' abilities to adapt and respond to the challenges presented by the ever-changing international business environment, coupled with the focus on providing innovative, environmentally-friendly repair solutions directly to consumers. She is motivated in her specific role by the determination to show her daughters, just as her parents modeled for her, the value of hard work and the importance of not only focusing on one's own strengths, but supporting others in cultivating their impact within the company as well.



Congratulations!

Haley Wonsley

Senior Account Manager,
Intesa Communications Group

ON BEING NAMED ONE OF THE
40 UNDER 40 EMERGING LEADERS
BY THE CARLSBAD CHAMBER OF COMMERCE

intesa Coordinating strategic solutions throughout our region to achieve results for clients we believe in!

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“Be bold. Be open-minded. Listen. Listen. Listen. Collaborate. Don’t be afraid to fail.”

Ethan Segovia

Dean of Academics
Army and Navy Academy

I began as a history teacher at the Academy about 15 years ago, and worked my way up to Department Chair of Social Science.

After seven years of teaching, I eventually became the Assistant Dean of Academics, then was blessed to move into the role of Dean of Academics about four years ago.

There are many aspects of working in a school that drive me, however I am primarily driven by a passion for working with young people that I have had since coaching basketball at age 17. I truly enjoy working to mold our young men into positive and educated members of our global world.

One of my favorite things about the Academy is watching the growth of our young men from when they arrive on our campus as boys to the transition of becoming top leaders as seniors, and eventually going to a great college. I also enjoy working and collaborating with a diverse group of educators and staff whose main goal is preparing our Cadets for the next steps in their lives.

I am very fortunate to have had an incredible boss for the past seven years at the Academy. Our President MG Arthur Bartell has helped me become a better administrator and a better leader, and for that I am truly grateful.

I was also blessed to have three very different yet very special Academy Administrators mentor me, including Dr. Lisa Basista, Col. Russ Hanthorn, General Steve Bliss, and Mr. Dennis Anderson. It is because of them that I am a Dean today.



“Always take advantage of opportunities that may come your way and do something new and exciting. Don’t be afraid to take risks, and step out of your comfort zone to accomplish something great.”

Lauren Smith

Director of Development
Army and Navy Academy

Lauren Smith began her career planning and working non-profit events during college. It was then she realized she wanted to make a difference in the lives of others. Lauren began her career doing non-profit events and hosting auctions for the Humane Society of Naples in Florida, she quickly realized she wanted to learn and do more. She decided to dedicate her career to assisting nonprofits in raising funds for their causes. In her current position as the Director of Development for the **Army and Navy Academy**, she has assisted the Academy in growing their fundraising efforts significantly over the last several years. This year alone she hosted the Academy’s first ever Virtual Auction raising the most money from this event in the Academy’s history.

The part she enjoys most is knowing that what she is doing every day makes a difference in her community and in the lives of the Cadets at the Academy. Nonprofits make a significant impact in the communities they serve and she loves knowing that she is a part of the bigger picture. Lauren attributes her work ethic and has always looked up to her mother who has dedicated her life to the legal field back in Florida. She showed her how to be hardworking, dedicated and passionate about what she does everyday. Lauren also said she recognizes the leadership of Janet Pullen, Vice President at the Academy, for mentoring her and always pushing her to the next level in her career.



ETHAN SEGOVIA



**ARMY & NAVY
ACADEMY**

BE BOLD. BE BRILLIANT. BE YOU.



LAUREN SMITH

Congratulations

CARLSBAD’S 40 UNDER 40

YOUR PROFESSIONALISM AND DEDICATION IS AN
INSPIRATION TO US ALL



“Say yes to anything and everything. You learn the most when put into a new position or situation, especially if it is your of your comfort zone.”

Samantha Richter

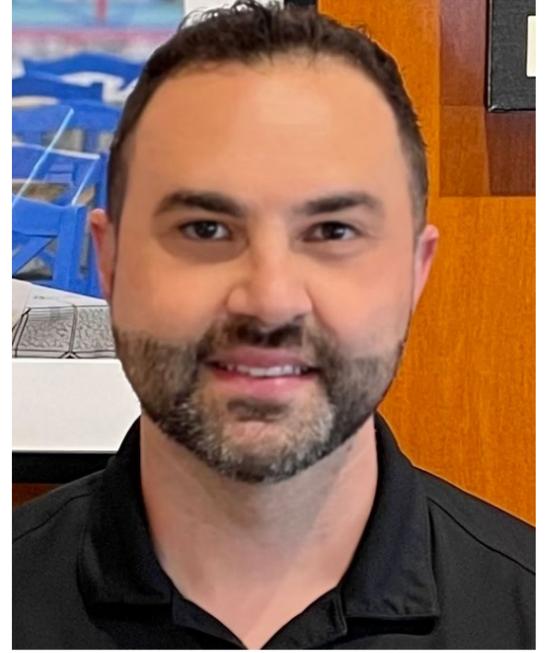
Chief Operations Officer

Agua Hedionda Lagoon Foundation ~ Discovery Center

Samantha has been with the **Agua Hedionda Lagoon Foundation**, (AHLF) for almost eight years, where she originally began as a volunteer. After a short time volunteering, she was offered a part time administration/coordination position, moved into the Director of Education role, and is now the Chief Operations Officer. Her hard-work, determination, passion and commitment have gotten her to the place she is today.

Samantha is very passionate about the environment having grown up in Vista with trails and open space to explore at her leisure. Early on she developed a love for all wildlife. Her interest in the environment (and a family friend) took her to the University of Alabama~ Roll Tide, where she graduated with a Bachelor’s of Science in Biology and Marine Science and cum laude honors. This passion for the environment, and stewarding it into the future so that the next generation can enjoy the experiences she had, is what drives her. Her upbringing and strong work ethic, imprinted on by her parents pushes her to each and every level.

Samantha often gets asked, what her favorite part of the job is? Her answer is always the community. Carlsbad is very community oriented, and very community forward, meaning many companies, organizations, and people work together for the betterment of North County, which she enjoys. Her constant advisor, friend, and the reason she has been at the lagoon for eight years is Lisa Rodman. Lisa mentors her, and pushes her to be the best version of herself.



“Stay in school! You can learn by working on the job or by learning in school but you need a combination of the two for true success.”

Pouria Malihi

Area Director - San Diego County

Panini Kabob Grill (PKG)

Pouria Malihi got his start in the hospitality industry by accident. At sixteen years old, Malihi was driving around his hometown of Scottsdale, Arizona when the “Now Hiring” sign at the Phoenician, a 5-star luxury resort, caught his eye. He joined as a host, quickly learning the facets that embody a great service experience, resulting in a lifelong career in the hospitality industry. He tirelessly worked his way up at various concepts from busser, food runner, host, server, and eventually as management where he oversaw ten successful restaurant openings, including those he managed himself in Carlsbad and Mission Valley as PKG’s Area Director.

To this day, Malihi attributes his success to his parents, who inspire him with their sacrifices to give him everything. He constantly studies coaches’ philosophies on teamwork to improve as a leader since a sports team’s roster always changes with new faces, just like a restaurant’s staff. Phil Jackson (a favorite coach of his) said, “The strength of the team is each individual member. The strength of each member is the team.” This mentality drives Malihi to lead his team to perform at their best and grow.

“I fell into this by accident but fell in love with it and stayed in [the industry] since then. You get to interact with people from all around the world because food brings us together. What drives me is that instant gratification of satisfying guests, helping others grow and advance in their career paths, and developing my team,” Malihi said.



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View Menu



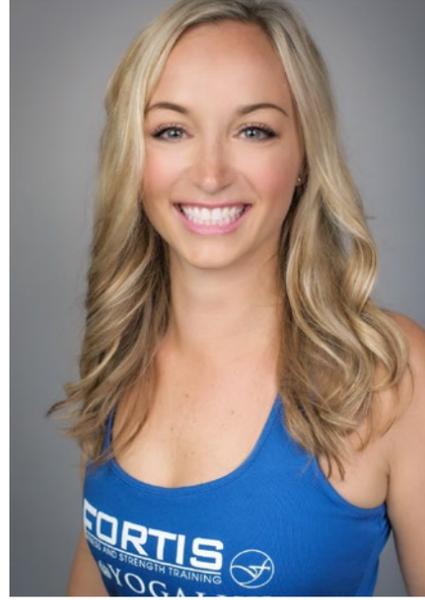
“Don’t just follow your dreams, chase them and make them happen! Also remember the people who help you along the way and do the same for others!”

Adam Jacobs

Owner

Fortis Fitness & YOGALUX

Having played collegiate and professional baseball and earning his BS in Applied Economics and Management from Cornell University; Adam combined his passion for athletics and his business acumen to create **Fortis Fitness & YOGALUX**. Adam believes that living a full and well-rounded life is important; that is why at Fortis Fitness & YOGALUX they offer everything from Yoga to Boot Camps to Indoor Cycling to Personal Training, and even have childcare so you can get that hour back for yourself. Additionally, Adam serves as the Chair of the *Carlsbad Young Professionals* where he helps promote and connect the future leaders of our region. He also serves on the **Carlsbad Chamber of Commerce’s** Board of Directors and Executive Board. Adam believes it is important to give back to your community which is why he sits on many non-profit boards including as one of the Vice-Chairs on the JCC Board. Adam is a co-chair of the JCC Maccabi Games and Artsfest which will bring Jewish teens from all over the world together here in San Diego for a week-long celebration of sports, art, culture, and community service. Adam is driven by the idea that you can make a difference in someone’s life by even the smallest act of service. He also believes that building a strong team around yourself and learning to play as a team helps to push you to be your best and will bring you the success in the most rewarding way.



“Working hard doesn’t mean ignoring your own well-being. Drink water, exercise, get enough sleep, and find activities that help you destress. You’ll work harder and smarter, while feeling happier and more balanced!”

Erin Scheriff

General Manager

Fortis Fitness & YOGALUX

Originally from the East Coast, Erin moved to San Diego in search of warmer weather and sunshine in 2006 after graduating college. She worked in the biotech field for over five years, but eventually felt that working in a lab was creating a void in her life and felt drawn to help people in a more direct way. After becoming certified as a Yoga and Sculpt Instructor, Nutritionist, and Herbalist she was ready to make her career change. Erin’s passion is helping people lead healthier and happier lives in any way she can. Working together to create what became **Fortis Fitness & YOGALUX** was the way for her to fulfill that goal. It has been extremely rewarding to Erin to be part of a safe and fun space where people can not only workout and improve their lives physically, but where they can form lasting friendships in a community that enhances their quality of lives both mentally and emotionally as well. Erin’s biggest motivation is her three children ages 10, 8, and almost 1. Setting a healthy example for them is her number one priority and working in an environment that supports that is key. Erin credits her determination and work ethic to the hard working, influential women in her life, and strives to live up to them as best she can. Her goal is to show her children that you can balance being a mom and having a career, as long as you take care of yourself along the way.



“If you’re trying to achieve a certain career goal or get to a certain position, these three things will be key to your success: strong work ethic, willingness to always learn, and being a team player.”

George Keriakes

General Sales Manager

Premier Chevrolet of Carlsbad

My first job out of college was with Lexus as a technology specialist. I then transitioned into sales and worked my way up into management.

I’m driven and excited to come into work every day to lead a team to success and help mentor and coach other professionals. Furthermore, helping our community via our Charity: Giving Hope, allows me to give back to those who are most important - the families that make up this wonderful community.

The most enjoyable part of my job is helping our clients get into the right vehicle for their needs. My customers have become friends and colleagues over the years and it always puts a smile on my face when I see them again, out and about in Carlsbad!

I look up to our General Manager: Tommy Morgan. Tommy took me under his wing when I was starting in this business and taught me the most important principles in business: compassion for our customers and hard work.



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"Become invested in your community, know your community, be the very best at what you do. Put it to work for others and help as many as you can...the financial rewards will take care of themselves."

Bryce Carrier

Realtor
Phillips + CO

I learned from setbacks early on that the road to success is paved with trial & error. I am eager to learn and improve my craft by surrounding myself with the best mentors along the way. I'm never one to turn down an opportunity.

My passion for family and helping others fuels why I do what I do. This excitement breeds successful relationships personally and professionally which is very important to me. Building a healthy, client-realtor relationship allows the opportunity to earn trust and respect from my clients.

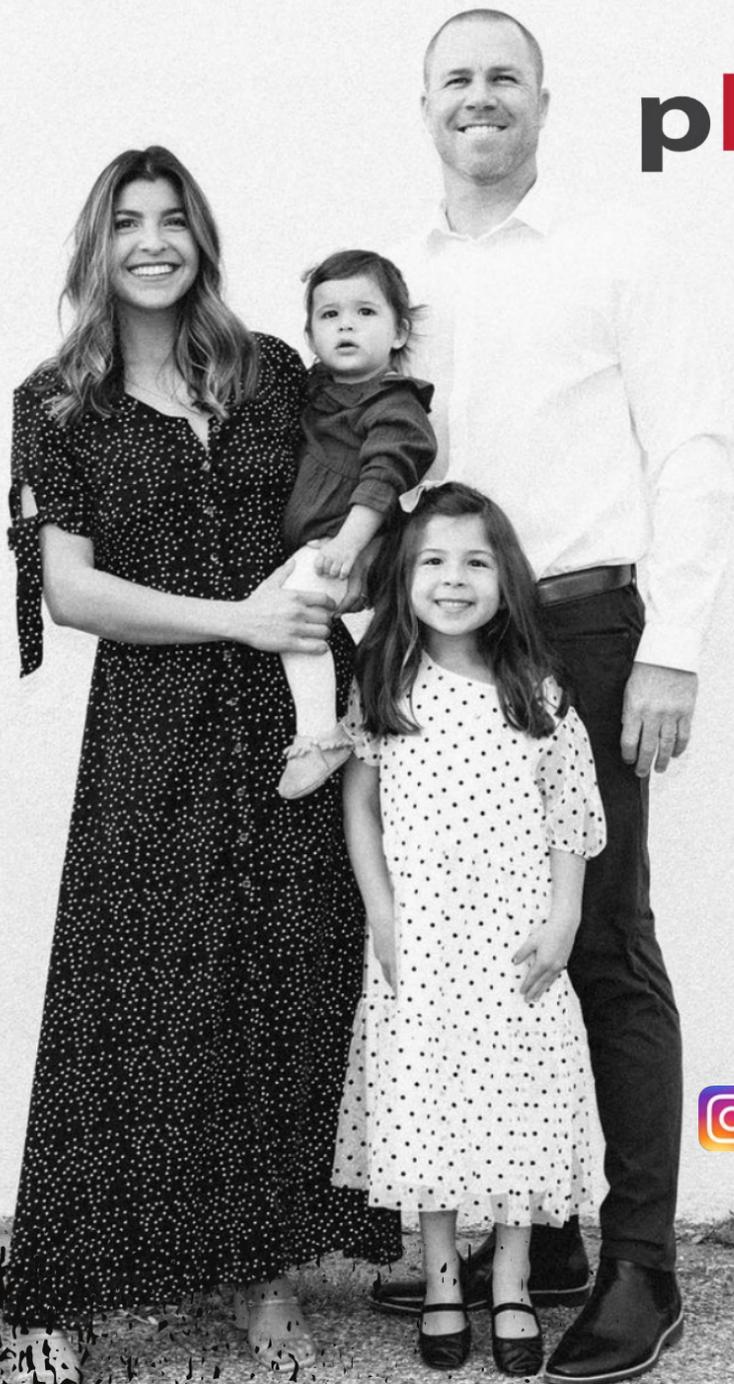
My joy comes from being strategic in the unique search for my client's dream home. It's truly one of the most gratifying aspects of what I do. Every client being different, every transaction being different, and every home having its own story to tell, is what makes it all so enjoyable. My team at **Phillips + Co** allows me to focus on being the best for each and every client which is key to a happy and healthy career.

From my first client with a dirt lot to my most recent selling a home on the coast, I am incredibly indebted for the trust given. This along with some great mentors and teammates fills my heart with gratitude and a commitment to keep learning and getting better for both MY FAMILY and MY CLIENTS!



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“Don’t worry about what everyone else is doing. You do you the way God intended. There’s a time to be the difference, the exception and the rule. Freedom is choice.”

Alexandra Renée Poelstra

CEO

ALL MAVEN

As CEO and THE MAVEN of **ALL MAVEN**, Alexandra Renée Poelstra built a reputation for helping individuals and businesses break down barriers to success through her digital agency. As a master problem solver and woman of many hats, 2020 brought her greatest challenge yet: her health. While she’ll quip about having her butt handed to her in 2020, this girl bounced back better than ever.

Today, you’ll find THE MAVEN running her enterprise in tandem with speaking, teaching, and serving across various organizations like SCORE, **Carlsbad Chamber of Commerce** as a 2021 Board Member and Co-Chair of the Technology Advisory Committee, and Events Task Force Lead of the DEI Committee at the Colorado Springs Chamber.

Through her nonprofit, **NEATT**, she provides free and low-cost services to nonprofits so they can do what they do best: serve others.

As the Director of Startup Grind Carlsbad & Colorado Springs, powered by Google for Entrepreneurs, she has the pleasure of connecting the startup community to innovative experiences, fresh insight, and helpful wisdom. She also enjoys being a part of special communities like the ParentPreneur Foundation, SistahBiz Network, and Webflow.

This summer, her company debuts key brands at their inaugural ALL MAVEN Showcase, like new creative agency, Lex Jameson, men’s underwear company Jackhammer, and HINS & Co., a Consulting Firm focused on Business Development, Startups, SaaS, Human Capital, and Diversity, Equity, and Inclusion.

Through harrowing journeys that take their toll mentally, physically and spiritually, she counts her blessings and continues the path of being a “monsterpreneur”.



“Hard work, honesty, dedication, and selflessness are key fundamentals to success. When you give of yourself in the service of others you’ll accomplish much more than you can imagine and success will follow you anywhere.”

Gaby Alvarado

Director of Sales and Marketing

La Marea Senior Living

I started my career as a concierge in assisted living 18 years ago and fell in love with serving seniors. I was fortunate to work for wonderful people that saw potential in me and were ready to coach me to further my career. I love coming to work every day knowing I can make a difference in someone’s lives and that no two days are the same. I have had the opportunity to work with a lot of great mentors, but the one who stands out among the rest is John Murphey. He has been my friend and mentor for the last nine years. His innovation, creativity, leadership skills and passion for helping others is contagious and are qualities I strive to reach every day.



“Never stop educating yourself, learning from others and seeking innovation. Education combined with passion and hard work are key to a successful and fulfilling career.”

Vanessa Barber

Moradi MD

Chief of Operations

As Chief of Operations at **Moradi MD**, Barber brings her background in business management and influencer marketing to the aesthetics industry in full force. Do what you love and you’ll never work a day in your life, Vanessa Barber’s career in the aesthetics industry all goes back to this well known sentiment. She credits her success to her passion for all things aesthetic and is driven by improving the lives of patients. At Moradi MD she heads marketing and operations with the main goal always being providing the most optimal patient care.

She finds enhancing the self-esteem and confidence of people through positive body image to be one of the most gratifying things possible. Her career has been fueled by her beloved mentors Dr. Amir Moradi and Julie Moradi. “These two have taught me education and growth is the key to not just a successful career, but a fulfilling life.” She believes having someone to look up to is critical to professional achievement. She never stays stagnant and is always striving to evolve, innovate and learn. Moradi MD, opened their second Carlsbad location in 2021, which doubled their capacity to provide the highest quality science, research, innovation, technical skill, and customer care.

ALL MAVEN SHOWCASE

JULY 31 // 5-8PM @ 

If you're looking to grow your business, brand, or community, reserve your seat to learn about the company and brands shaking up industries and helping others to do the same.

 ALLMAVEN.AGENCY/SHOWCASE



THE MAVEN
Alexandra Renée Poelstra

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LEX JAMESON

NEATT

JACKHAMMER

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MORE INFO?

THE MAVEN: www.findTHEMAVEN.com

ALL MAVEN: www.allmaven.agency

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COOL GIFTS & OFFERS. On top of the amazing brands you'll hear about, we're giving away virtual swag bags valued **over \$300** for each attendee, including free workshop tickets to grow your business, discounts on top-tier digital products, and more. You'll get the chance to shop our mini marketplace and VIPs will also walk away with some sweet free merch.

FABULOUS CONNECTIONS. Network with some very interesting people, enjoy great food with full cash bar, and seize the opportunity to support a growing, women-owned and diverse enterprise that's leaving its mark everywhere it goes.

GET INVOLVED. See partnership, collaboration, investment and career opportunities available with ALL MAVEN and Subsidiaries of ALL MAVEN Enterprise you just won't find anywhere else. We'll also be featuring some of our nonprofits from our extraordinary NEATT Program.

INSIDER ACCESS. We've got over a dozen other companies and projects in the works across industries like software, tech, retail, hospitality and more. **VCs and investors, you might want a peek... who knows, some of you may even want to run one of these companies :)**

Grab your ticket, it's going to be a sexy good time :)

If ya wanna know what that's all about, reserve your spot :) A portion of the proceeds from this event will also benefit VANC, so grab a seat, gift a ticket or make a donation. Special thanks to JohnSanders.com for sponsoring this monumental event!

For details, visit www.allmaven.agency/showcase



TICKETS



SCAN ME BABY



For those who know the name, ALL MAVEN has been known as a digital agency serving businesses of all shapes and sizes in the realm of branding, design, marketing and development. But through hard work and a series of unfortunate events, ALL MAVEN underwent some much needed and exciting changes to evolve into what is now ALL MAVEN Enterprise. While I spent much of 2020 fighting for my mental, emotional and physical health, I'm blessed to have risen up and reached a place of peace that allowed me and my business to move forward in a way that was aligned with my shape, my passion and God's vision for my life. I'd love for you to come out and see what we've busted our buns on over here. It would really mean the world to me personally to have your support. - THE MAVEN

EMERGING LEADERS - HONORABLE MENTIONS

Alex Jacobs
CEO
Anchor Audio

Andrew Wilson
Utilities Supervisor
City of Carlsbad

Ashley Rossiter
Principal
Hope Elementary School

Austin Irwin
Director of Sales and Marketing
La Marea Senior Living

Bradley Northup
Fleet Superintendent
City of Carlsbad

Briana Cardoza
Chief Business Development Officer
TrueCare

Caitlin McLain
Marketing Coordinator
Anchor Studio

Chad Kantne
Management Analyst
City of Carlsbad

Cindy Anderson
Senior Management Analyst / Crime Analysis Unit
City of Carlsbad Police Department

Eddie Lopez
Chevy Sales Manager
Premier Chevy Kia

Elena Saco
Park Operations Manager
Staff Pro Workers Solution

Faviola Medina
City Clerk Services Manager
City of Carlsbad

Giovanna Castro
Municipal Administrator
Republic Services

Katie Byrnes
Financial Advisor and
Senior Portfolio Advisor
Merrill Lynch

Shannon Harrington, M. SpEd
Assistant Principal
Sage Creek High School

Valerie Airey
Municipal Projects Manager
City of Carlsbad

Vanessa Ruiz
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JULY 22, 2021 @ 4PM



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Offering memory care and assisted living in Carlsbad, California, La Marea Senior Living provides residents a unique lifestyle that is coupled with exceptional, personalized and supportive care. Our community is designed to provide a lifestyle that enhances your life as you age, bringing you a new level of care.

La Marea Senior Living embraces an innovative approach to the dining experience. Enjoy a warm and comfortable dining room with the attention of an experienced culinary team. Our Elevate[®] dining program is an enhanced culinary experience, integrating California Fresh culinary traditions with our residents' favorite home-style meals.

Our residents will take part in Vibrant Life[®], an innovative program allowing residents to create their own schedules. Thoughtfully designed to connect you with family, friends and the community, it challenges – even dares you to be adventurous.

At La Marea Senior Living, the health and safety of our residents will be our top priority. Our community is equipped with an on-site emergency generator so that our residents will never go without power. We will also feature touchless common areas, personal split HVAC systems for all apartments, the iWave system that destroys bacteria and viruses, and a PHI system, which utilizes a powerful UV light to kill viruses and bacteria as air is circulated throughout the system.

THERE ARE SO MANY AMAZING DETAILS ABOUT OUR COMMUNITY!

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