

2015

40

UNDER?

40

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Please join MassMutual Arizona in congratulating the 2015 Class of 40 Under 40. As a proud supporter of the community, we know the importance of recognizing people who accomplish something that truly matters.

MassMutual Arizona is a proud sponsor of the  
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40 UNDER 40

40 UNDER 40 CLASS OF 2015

<b>Nick Goodman</b> , MomDoc.....	<b>22</b>	<b>Mark Hong</b> , Urologist Phoenix.....	<b>36</b>
<b>Kelsey Haake</b> , First Western Trust.....	<b>22</b>	<b>Scott Kaufmann</b> , Lucid Agency.....	<b>36</b>
<b>Kimberly Hall</b> , Goodwill of Central Arizona.....	<b>23</b>	<b>Mary Hebert</b> , Greater Phoenix Economic Council.....	<b>37</b>
<b>Scott Harkey</b> , Owens Harkey Advertising.....	<b>23</b>	<b>Kim Ho</b> , TeleVox Software.....	<b>38</b>
<b>Ivana Dzeletovic</b> , Banner MD Anderson Cancer Center.....	<b>24</b>	<b>Kelly Kaysonepheth</b> , HDR Engineering.....	<b>38</b>
<b>Eric Gere</b> , Jennings, Strouss & Salmon PLC.....	<b>24</b>	<b>Heather Macre</b> , Aiken Schenk Hawkins & Ricciardi PC.....	<b>39</b>
<b>Miguel Bravo</b> , Arizona Public Service Co.....	<b>25</b>	<b>Julia Meyerson</b> , Vista College Prep.....	<b>40</b>
<b>Kevin Classen</b> , FirstBank.....	<b>26</b>	<b>Tivon Moffitt</b> , Colliers International.....	<b>40</b>
<b>Jaime Daddona</b> , Squire Patton Boggs (US) LLP.....	<b>26</b>	<b>James Murphy</b> , Willmeng Construction Inc.....	<b>41</b>
<b>Mario Aniles</b> , Housing Authority of Maricopa County.....	<b>28</b>	<b>Maureen O'Brien</b> , Musical Instrument Museum.....	<b>42</b>
<b>Jennifer Bare</b> , GetCrocked.com.....	<b>29</b>	<b>Graham Rossini</b> , Arizona Diamondbacks.....	<b>42</b>
<b>Brandon Bell</b> , Bell Steel Inc.....	<b>28</b>	<b>Jathan Segur</b> , National Bank of Arizona.....	<b>43</b>
<b>Sam Chang</b> , Lewis Roca Rothgerber LLP.....	<b>30</b>	<b>Courtney Ophaug</b> , Banner Estrella Medical Center.....	<b>44</b>
<b>Justin Chase</b> , Crisis Response Network.....	<b>30</b>	<b>Joshua Simon</b> , SimonCRE.....	<b>44</b>
<b>Marion Donaldson</b> , Arizona School for the Arts.....	<b>31</b>	<b>Danny Swancey</b> , ViaWest Group.....	<b>45</b>
<b>Gabe Cooper</b> , Brushfire and Virtuous Software.....	<b>32</b>	<b>Benjamin Taylor</b> , Law Office of Benjamin Taylor.....	<b>46</b>
<b>Brigitte Dayton</b> , Catholic Community Foundation.....	<b>32</b>	<b>Tanya Wheeless</b> , Tanya Wheeless Executive Leadership... ..	<b>46</b>
<b>Brett Heising</b> , BrettApproved.....	<b>34</b>	<b>Kristen Torres</b> , Pima Medical Institute.....	<b>47</b>
<b>Michelle Hess</b> , City of Buckeye.....	<b>34</b>	<b>Brian Wilder</b> , Lovitt & Touche.....	<b>48</b>
<b>Jarrett Haskovec</b> , Lubin & Enoch PC.....	<b>35</b>	<b>Steve Zandpour</b> , BMO Harris Bank.....	<b>48</b>
<b>Adam Lang</b> , Snell & Wilmer.....	<b>35</b>		



CASSIDY TROWBRIDGE  
PHOENIX BUSINESS JOURNAL

Photo Editor Jim Poulin, left, shows pictures to honoree Tivon Moffitt.

BEHIND THE SCENES

This year, we handed each honoree a small chalkboard and markers to write a single word that's important to them. Photo Editor Jim Poulin and Editorial Assistant Cassidy Trowbridge offer a peek at what it took to put it all together. **49**

STAFF

- Kat Bryant**, project editor
- Joel Chadwick**, lead designer
- Jim Poulin**, photo editor
- Larissa Garza and Cassidy Trowbridge**, editorial contributors

**M**assMutual Arizona congratulates the 2015 honorees of the 40 Under 40 award. We commend your commitment on pursuing outstanding leadership in your industry and your dedication to service in your community. As an honoree of the Class of 2004, I welcome you into this elite group of successful business leaders. MassMutual Arizona is proud to sponsor the 40 Under 40 event honoring such an exemplary group of growing business leaders.

MassMutual Arizona has been serving and providing financial security in Arizona since 1958. We recognize the importance our role plays in helping individuals and business owners create financial security. Our experienced team of financial services representatives are here to help you meet your personal and business goals.



Sincerely,

**Jeffrey Dollarhide**, CFP, CLU, CLTC  
President, CEO & Managing Partner  
MassMutual Arizona



## 40 UNDER 40

## Nick Goodman

CHIEF EXECUTIVE OFFICER • MOMDOC

**WHY WE'RE WATCHING:**

Goodman left college 15 years ago to take a leadership role at MomDoc. He turned the business around and has revolutionized customer service in the health care industry. He has been active with organizations including Boy Scouts of America, the March of Dimes, ICAN: Positive Programs for Youth, and the Arizona Chamber of Commerce & Industry.

**Age:** 39

**What gets you out of bed in the morning:** I enjoy the surprises that come any given day. It is wonderful to see how well yesterday's plans turned out, or how much we can learn from the failures of yesterday's choices.

**What keeps you up at night:** My wife, Shelly, because she prefers to go to bed late. I prefer to go to bed early and wake up early.

*"I really believe that if you have something positive to say, it should be said. I have seen a simple compliment change the mood in a room. Fostering a culture of compliments at MomDoc has helped us be more positive and encouraging to our patients and co-workers."*

**Besides food and water, three things you'd want to have with you on a deserted island:** My family; sunscreen, because my family has little to no pigment; and Settlers of Catan, because we enjoy playing board games together.

**Where you'd most likely be on a Saturday:** With my family. We enjoy spending our Saturdays traveling or going to sporting or community events.

**Your favorite Phoenix-area restaurant:** Oregano's, because it clearly has a culture of appreciation. As soon as you enter the establishment, employees express gratitude that you came in. When you leave, every employee you pass says, "Thank you." It is wonderful to go to a place where I feel appreciated for my patronage.

**Your favorite mobile app:** Anki Drive, which is connected to a game our family enjoys together. The game comes with a racetrack mat and cars that are controlled with the app.

**I know it's a good day when:** I go to bed exhausted and happy. I rest easy knowing I have worn myself out in positive pursuits.

**I am always fascinated by:** people who smile while talking. It seems to be a trait that is ingrained from childhood. It is a simple habit that creates an easy and comfortable exchange.

**Nothing annoys me more than:** someone attacking the person rather than the idea during a disagreement. If I disagree with someone, that does not mean that we are enemies, and being disrespectful in a discussion could make us enemies.

**Nothing makes me happier than:** watching other people progress. It is rewarding to share in the excitement as they learn, grow and become successful.

## Kelsey Haake

RELATIONSHIP MANAGER • FIRST WESTERN TRUST

**WHY WE'RE WATCHING:** In addition to her work at First Western helping clients save money for their children's college education, Haake created Native Nations Financial Foundations, an effort to teach critical financial skills to the Phoenix area's Native American communities.

**Age:** 24

**What gets you out of bed in the morning:** Every morning, like clockwork, my almost-2-year-old son wakes me up at 6:10. He is a great alarm clock that greets me with a smile and a hug each and every morning.

**What keeps you up at night:** The rare nights that I am not able to fall sleep, I lie awake thinking of the possibilities and dreams of helping Native American tribes reach their full financial potential.

**Besides food and water, three things you'd want to have with you on a deserted island:** Family, because I am nothing without them; a phone with Internet capabilities, because it will not only allow us to potentially get off the island, but also will allow for us to keep a wealth of treasured information close (everything from books, to the news, to our Scriptures); and a shelter to keep us safe from the weather, animals, bugs (I don't like bugs), etc.

**Where you'd most likely be on a Saturday:** After my son's lesson at Hubbard Swim School, we usually get burritos from a "hole in the wall" restaurant and then make our way home to relax and catch up on chores before going to my parents' house. (My dad is a fantastic cook!)

**Your favorite Phoenix-area restaurant:** Two Hippies Beach House on Seventh Street and Camelback. They have great service and fantastic tacos. They have the best fish and shrimp tacos I have ever had — and that is a big deal since I was born and raised in Alaska, eating seafood regularly.

**Your favorite mobile app:** Facetime is the best app ever invented. My husband travels for work 50 to 75 percent of the time. Facetime has allowed him to talk with me about his day and visit with our son every night he is away from home.

**I know it's a good day when:** my husband is not traveling and my son eats his breakfast without making too big of a mess.

**I am always fascinated by:** the intricacies of Native American politics. Having my Aaka (grandma) on the council for our tribe opened my eyes to the complex policymaking, and I continue to learn more.



**Nothing annoys me more than:** when professionals disagree with an idea, but do not bring another alternative to the table.

**Nothing makes me happier than:** watching my son continue to grow and learn. When he is shown something new that he has never seen before, it is almost like a mini light bulb goes off in his head. This joy radiates from him to me.

*"I always cherished my family and moments with them. We may never have had the money, but we had a lot of love for each other. Now that I have my own family, this love and commitment of time has carried on to them. A very important person in life told me that my career isn't going to be visiting me in 50 years when I retire; it'll be our children."*

40 UNDER 40

# Kimberly Hall

DIRECTOR OF CAREER SERVICES • GOODWILL OF CENTRAL ARIZONA



**WHY WE'RE WATCHING:** Hall has helped the Central Arizona unit become the No. 1 Goodwill location for job placements. She also volunteers with other local organizations, including the Salvation Army and the Maricopa Workforce Connection.

**Age:** 36

**What gets you out of bed in the morning:** Hope and the possibility of doing life-changing work — work that can help people reach their greatest potential or give someone a new lease on life.

**What keeps you up at night:** Knowing there are still many people in our communities that struggle financially and emotionally because their needs aren't met. What allows me to have peace is knowing I am part of the solution. Whether through volunteer work or my career with Goodwill, I work earnestly to maximize every moment and give myself to serving others.

**Besides food and water, three things you'd want to have with you on a deserted island:** My family, although I wouldn't want any of us to be stranded; board games, to keep us entertained; and wood to make a hut for shelter.

**Where you'd most likely be on a Saturday:** At the movies. My family and I love to go see the latest movie. It's relaxing. All you have to do is watch and enjoy.

**Your favorite Phoenix-area restaurant:** Seasons 52. Everything is under 475 calories and tastes great.

**Your favorite mobile app:** Amazon Prime — easy access to shop for just about anything you could ever want.

**I know it's a good day when:** I'm accomplishing goals based on strategy.

**I am always fascinated by:** someone's will to be successful despite their past failures or challenges.

**Nothing annoys me more than:** someone who has so many gifts, but chooses not to pursue greatness.

**Nothing makes me happier than:** mentoring and being a part of someone's path to success.

*"It is imperative that we steward our time, resources and relationships. The investment of time, resources and building relationships is paramount to me as a community leader. As a leader I have such a great opportunity to encourage, uplift and engage others. Stewardship allows me to learn, grow and give to others."*

# Scott Harkey

PRESIDENT • OWENS HARKEY ADVERTISING

**WHY WE'RE WATCHING:** Harkey's 7-year-old ad agency has appeared on the *Inc.* 5,000 list of fastest-growing companies for each of the past three years. He also is a strong advocate for charity, dedicating 10 percent of the agency's profits to support causes including Special Olympics Arizona, Local 20-30 clubs and Big Brothers Big Sisters.

**Age:** 33

**What gets you out of bed in the morning:** Well, aside from my kids and wife, it would be passion for what I do, the people I work with, and the agency we're constantly building upon. It's totally cheesy and cliché, but it's true: When you do what you love, you never work a day in your life.

**What keeps you up at night:** The prospect of coming up with the next big creative idea. There is opportunity around every corner, and you never know when inspiration will strike.

**Besides food and water, three things you'd want to have with you on a deserted island:** A plane, a pilot and Wi-Fi, so the deserted island can double as an OH satellite office.

**Where you'd most likely be on a Saturday:** Hanging out in the backyard, teaching my 3-year-old how to putt. Either that or rooting on ASU football. I would love to take management lessons from Coach Todd Graham.

**Your favorite Phoenix-area restaurant:** Raising Cane's, because who can resist that secret sauce?

**Your favorite mobile app:** JackThreads, because it's the most convenient way for me to shop.

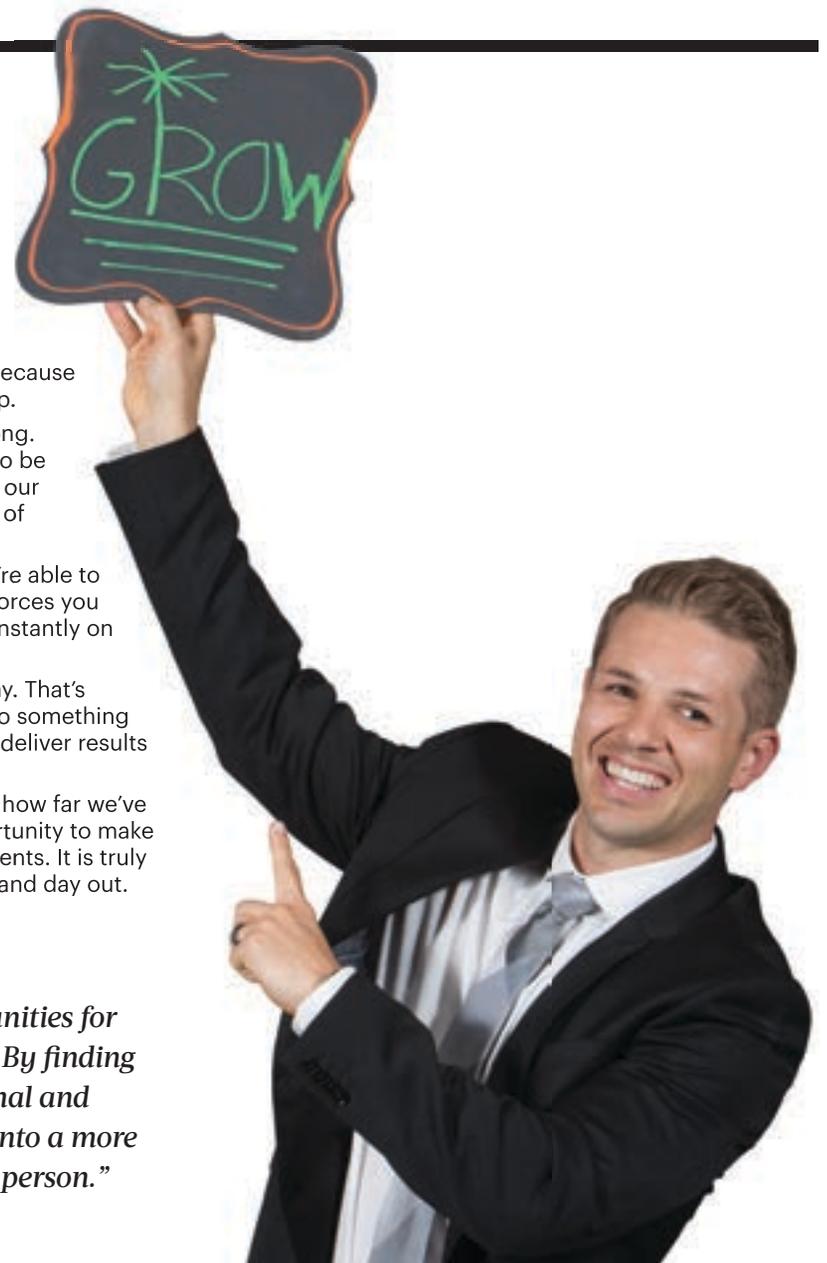
**I know it's a good day when:** the day is long. I operate on the sole belief that it's better to be busy, with a purpose, than bored. Some of our biggest wins have come outside the hours of 9 to 5.

**I am always fascinated by:** the things we're able to accomplish every day. In an industry that forces you to embrace changes and trends, you're constantly on your toes.

**Nothing annoys me more than:** monotony. That's why I love this job. Having the chance to do something different every day, meet new people, and deliver results keeps me grounded and motivated.

**Nothing makes me happier than:** seeing how far we've come and knowing that we have the opportunity to make a difference in the lives of our team and clients. It is truly rewarding and keeps me coming in day in and day out.

*"This means creating opportunities for yourself to progress and learn. By finding educational value in personal and business ventures, you evolve into a more knowledgeable and stronger person."*



## 40 UNDER 40

## Eric Gere

CHAIRMAN, COMMERCIAL LITIGATION DEPARTMENT  
JENNINGS, STROUSS & SALMON PLC



*“Don Quixote put the ideals he valued in front of his own interests and then tirelessly pursued them because he deemed them most meaningful. I believe we all should live life in this manner – but hopefully with a bit more success.”*

**WHY WE'RE WATCHING:** Gere is one of the youngest attorneys at Jennings, Strouss & Salmon to hold a leadership position. He's best known in the legal community for a case in which he helped keep a veteran's family operation from being driven out of business. Gere also volunteers and provides free legal advice at the legal clinic operated by the Society of St. Vincent De Paul.

**Age:** 38

**What gets you out of bed in the morning:** My family. I have always believed that family comes first. There is nothing more important.

**What keeps you up at night:** There is not much that keeps me awake. I'm usually in bed by 9 p.m. Whatever it is, I prefer to get a good night's rest and deal with it early the next morning.

**Besides food and water, three things you'd want to have with you on a deserted island:** A boat (self-explanatory), a fishing pole (I love to fish), and a TV with the NFL Sunday Package (to watch the Seattle Seahawks).

**Where you'd most likely be on a Saturday:** I used to golf on Saturdays before my son was born. Now, I am most likely to be at the splash pad, the Phoenix Children's Museum, the Phoenix Zoo or the Phoenix Science Center. Luckily, there are so many great activities available for families in this community.

**Your favorite Phoenix-area restaurant:** Different Pointe of View at the Pointe Hilton Tapatio Cliffs. The food is amazing, and the view is even better. My wife and I have celebrated many special occasions there.

**Your favorite mobile app:** Google Maps. I never liked having to ask for directions. Now there's an app for that.

**I know it's a good day when:** I stick to the pursuit of my goals; maybe even achieving one or two.

**I am always fascinated by:** the number of people who are routinely giving so much to better this community.

**Nothing annoys me more than:** when people forget just how lucky we are to live in this city, this state and this country.

**Nothing makes me happier than:** helping others, especially those who can really use some help.

## Dr. Ivana Dzeletovic

CHIEF OF ENDOSCOPY • BANNER MD ANDERSON CANCER CENTER

**WHY WE'RE WATCHING:**

Dzeletovic is one of the few female gastrointestinal cancer experts in the world. She speaks Serbian, Bosnian, Russian, Slovenian, Macedonian and Bulgarian, which also helps her bring GI care to Third World countries.

**Age:** 37

**What gets you out of bed in the morning:** Alarm clock! I am just not a morning person.

**What keeps you up at night:** Ideally, nothing. Sleeping is paramount for one's overall health; it services all aspects of our mental and physical being.

**Besides food and water, three things you'd want to have with you on a deserted island:** I would bring my husband and our iPod to enjoy a day on the beach. I would also bring a helicopter so we could return home.

**Where you'd most likely be on a Saturday:** If I am not on call, I usually Skype with friends and family all over the world. In the evening, I am most likely to watch a movie with my husband. My favorite genre is action — good guys or girls always win at the end.

**Your favorite Phoenix-area restaurant:** Virtu Honest Craft in downtown Scottsdale. It is a very charming and intimate restaurant that serves Mediterranean-style food. They

have a dessert that instantly transports me back to my grandma's kitchen. It is a hidden gem.

**Your favorite mobile app:** Skyview. It is an app that names the stars, planets and constellations one is looking at. I truly enjoy gazing at the stars and thinking about the infinite knowledge and experience behind them. One of the best things about living in Arizona is the clarity of the night sky.

**I know it's a good day when:** my team and I finish an intricate endoscopic procedure successfully by way of an extra-super-cool idea; when I have a "eureka moment"; when, at the end of the day, this world has at least one less problem to worry about.

**I am always fascinated by:** Greek philosophy — "philo" (love) plus "sophia" (wisdom). Although it began such a long time ago, it is simply remarkable how

essential and applicable its wisdom is in this day and age. When I struggle with a concept, I always ask myself if the Greeks addressed it already.

**Nothing annoys me more than:** when people treat each other without respect

and benefit of the doubt.

**Nothing makes me happier than:** when I am smiling in the same fashion as I did when I was 5.



*“Love presents the magical glasses through which I view the world as a fairytale/dream. No matter how hard a situation may appear at the time, no matter how far away goals seem to be, if one is guided by a heart filled with love and goodness, any dream is only a step away from reality. I moved to this incredible country when I was 18. With love and hard work, I have been able to experience the American Dream.”*



40 UNDER 40

# Miguel Bravo

MANAGER • ARIZONA PUBLIC SERVICE CO.

**WHY WE'RE WATCHING:** Bravo joined APS in 2006 in the economic development department, and was recently promoted to manager of strategic partnerships. He also serves on boards including Jobs for Arizona's Graduates, the Arizona Hispanic Chamber of Commerce, Boys Hope Girls Hope, the Latino Center at the Morrison Institute, and the Raul H. Castro Institute at Phoenix College.

**Age:** 34

**What gets you out of bed in the morning:** The opportunity to build a better future for my family.

**What keeps you up at night:** Not much keeps me up at night, but I am concerned about the future socio-economic consequences of the Latino student-achievement gap in Arizona. Real progress cannot be made when the largest segment of the state's student population lags academically. We must leverage our influence to improve the state's overall educational achievement through advocacy, and engage youth through internships, mentorships, scholarships or by sponsoring programs that put students on a path to success.

**Besides food and water, three things you'd want to have with you on a deserted island:** An iPad, to stay in touch with my family, friends and the outside world; a machete, a versatile weapon and tool; and a sailboat, to try to get back to civilization as soon as I gather supplies.

**Where you'd most likely be on a Saturday:** At Little League rooting for my kids' teams or enjoying a round of golf with friends. I do my best to accommodate both.

**Your favorite Phoenix-area restaurant:** El Bravo Restaurant (no relation). The family that owns it has put their heart and soul into the food for three generations, and they are wonderful people.

**Your favorite mobile app:** GolfNow. It allows me to easily schedule tee times and find good deals.

**I know it's a good day when:** I am alive.

**I am always fascinated by:** the curiosity, imagination and nobility of young children.



**Nothing annoys me more than:** the use of divisive, inflammatory rhetoric to vilify immigrants.

**Nothing makes me happier than:** traveling and discovering new experiences with my family.

*"This is the common theme throughout my professional career. I have been able to serve while working for a nonprofit organization that recruited industry to Yuma County, while leading economic development projects for state government, and in my current role at APS. Serving the community, customers and stakeholders is tremendously gratifying. My goal is to build upon a career that connects my passion to my profession, where I can continue to make a positive difference in the community."*



BRIAN D. WILDER, MBA, CRIS  
Sales Executive

## Ensuring community by insuring business.

At Lovitt and Touché people come first. Whether it's anticipating a client's needs, taking care of our employees, or giving back to the communities where we do business, it's always about the people. We are proud to recognize our Sales Executive Brian Wilder who was recently named one of Phoenix Business Journal's 40 Under 40.



Business minded. Community focused.

LOVITT-TOUCHE.COM

## 40 UNDER 40

## Jaime Daddona

PARTNER • SQUIRE PATTON BOGGS (U.S.) LLP

**WHY WE'RE WATCHING:** Daddona has played a lead role in more than \$1 billion worth of business deals and serves on boards including the Phoenix Symphony Association, the Greater Phoenix Economic Council's International Leadership Council and MyHelpButton, a nonprofit dedicated to suicide prevention and education.

**Age:** 39

**What gets you out of bed in the morning:** My bulldog, Stella, and boxer, Sophia. They're so happy and adorable, it's impossible not to join in the morning revelry.

**What keeps you up at night:** Wondering what I could have done better or differently to help a client, my parents, a friend, a stranger, a colleague or a cause.

**Besides food and water, three things you'd want to have with you on a deserted island:** A hammock, for obvious

reasons; my favorite books, so I could reread all of them with no distractions; and my iPhone (with spare battery packs). It has all the photos of the people I cherish and would miss; it has all the music I love to dance to and be motivated by; and it has the Uber app, so I could try to catch a ride back to civilization. (I've tested their limits before and they've always come through!)

**Where you'd most likely be on a Saturday:** During the day, depending on

the season, I'd most likely be catching up on unread issues of the *New Yorker* poolside, hiking the Phoenix Mountains, playing tennis, catching a Diamondbacks game, or rooting for Arizona State University football. At night I'd be out to dinner with friends or having a quiet night in, watching movies and eating popcorn.

**Your favorite Phoenix-area restaurant:** Durant's. It was the first restaurant my friends and I saved up to dine at when we were in college, and it's still the place I gravitate to for any celebration. (Their martinis are the best in town.)

**Your favorite mobile app:** WhatsApp. Being able to text your family, friends, and clients free when you're abroad is terrific.

**I know it's a good day when:** I get in a workout, get quality time with my friends and/or family, and make a client happy.

**I am always fascinated by:** air travel. I get the science behind flight, but it's still amazing to see how many people (and how much baggage and cargo) can get to places all over the world in a matter of hours.

**Nothing annoys me more than:** people who litter, people who don't use their turn signals, and mayonnaise.

**Nothing makes me happier than:** fresh air; winning (at tennis, Scrabble, you name it); quality time with friends and family; and a job well-done.



*"It's behind everything I do. From work, to friendship, to the causes I support like music and the arts, suicide prevention, feeding and supporting the homeless and working poor, and animal welfare, it's the driving force that moves me to want to do, and be, the best I possibly can each and every day."*

## Kevin Classen

PRESIDENT-WEST VALLEY • FIRSTBANK

**WHY WE'RE WATCHING:**

Classen joined FirstBank in 1998 and quickly climbed the ladder to become one of the youngest market presidents in the bank's 52-year history. He also supports

FirstBank's annual sponsorship of Arizona Gives Day, a massive fundraising effort. He serves on the boards of Habitat for Humanity of Central Arizona, Local Initiatives Support Corp., West Valley Arts Council and the Scottsdale Charros, and he is an honorary commander at Luke Air Force Base.

**Age:** 39

**What gets you out of bed in the morning:** Curiosity — knowing that every day has potential and great things could happen.

**What keeps you up at night:** Uncertainty.

I often wonder if my children and future generations of Americans will have great career and economic opportunities available to them.

**Besides food and water, three things you'd want to have with you on a deserted island:** My family, because I would not last long without them; an iPhone, for selfies; and a boat, because we may want to leave.

**Where you'd most likely be on a Saturday:** Swimming with my kids in our backyard pool.

**Your favorite Phoenix-area restaurant:** LW's Hideaway. It is a fun neighborhood place run by local proprietors and happy employees.

**Your favorite mobile app:** Uber — they deliver!

**I know it's a good day when:** I wake up.

**I am always fascinated by:** people of great accomplishment who are humble.

**Nothing annoys me more than:** people who don't know the rules, but boo the referee.

**Nothing makes me happier than:** watching another human being realize they are achieving success.

*"This word means hope, moving forward, possibilities, excitement, future and what could be attainable. Every person has potential. Every day has potential. People who focus on what could be in their lives are generally happier than those that focus on what isn't."*

# BUILDING THE FUTURE

**LEAD BY EXAMPLE**

Congratulations!

40 under 40

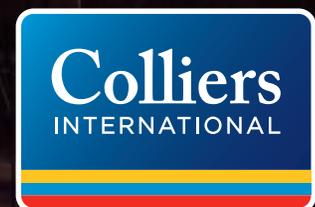
Colliers International of Greater Phoenix is proud of its forward-thinking leaders who are setting the standard for innovation and excellence. By expanding horizons in every corner of the industry and at every level of the company, they create a culture of success, drive measurable results and inspire others. They're building the future by winning the present. That's bold, visionary leadership worth celebrating at any age.



**Tivon Moffitt**

Vice President

*Phoenix Business Journal's* 2015  
40 Under 40 Award



Accelerating success.

## 40 UNDER 40

# Brandon Bell

CHIEF EXECUTIVE OFFICER • BELL STEEL INC.



**WHY WE'RE WATCHING:**

Bell worked his way through the ranks at his father's steel company and became CEO in 2012. He also is part of a global group called the Young Presidents Organization, where he is in charge of a program that inspires young students to see past the present and inspire them to plan for their future.

**Age:** 34

**What gets you out of bed in the morning:** My son. He's 16 months old, and every day I'm excited to get up and start the day with him.

**What keeps you up at night:** Thinking about work. I'm continually thinking about how I can improve my business to become the leader in the industry.

**Besides food and water, three things you'd want to have with you on a**

**deserted island:** My family, my mountain bike and something to play music.

**Where you'd most likely**

**be on a Saturday:** I love the outdoors. Most of my Saturdays involve working in my garage, boating, riding my mountain bike or working in

the vegetable garden.

**Your favorite Phoenix-area restaurant:** Los Dos Molinos. I like spicy Mexican food.

**Your favorite mobile app:** Uber. I love how easy it is to grab a car anywhere, anytime.

**I know it's a good day when:** I start it off with a workout. It makes me feel more energized throughout the day. I enjoy yoga, running, swimming and mountain biking.

**I am always fascinated by:** the Navy Seals. I love to research how they work as a team and suffer through anything to overcome the challenges they face.

**Nothing annoys me more than:** people who complain about something, but never take action to solve their problem.

**Nothing makes me happier than:** hearing and seeing my son's laughter.

*"I feel grateful for the humble childhood that made me who I am today; my good health; my wife, who has been a big part of my success; and my perfect son, who is teaching me about unconditional love and how special the simple things in life can be."*

# Mario Aniles

FINANCE DIRECTOR

HOUSING AUTHORITY OF MARICOPA COUNTY

**WHY WE'RE WATCHING:**

Aniles is part of the team that's financing and redeveloping more than 1,200 public housing units to modernize and improve living conditions. He a Valley Leadership alumnus and sits on the boards of the Phoenix Center for the Arts and Local First of Arizona. He also has served on boards of groups that help with investments and children with autism.

**Age:** 30

**What gets you out of bed in the morning:** The opportunity to lead and have a positive impact on society. I feel the most accomplished when I feel I am contributing to our progress and setting in motion or supporting and impactful objective.

**What keeps you up at night:** The scarcity of time we have on this Earth, and the limitation to have to pick and choose one's life priorities.

**Besides food and water, three things you'd want to have with you on a**

**deserted island:** Music to set the ambience, and ink and paper to leave a history and hopefully a legacy for the next lucky traveler or settler to carry forward.

**Where you'd most likely be on a**

**Saturday:** Hiking a mountain, riding a bike, driving a motorcycle or having a movie marathon at home.

**Your favorite Phoenix-area restaurant:** Avanti. My mother and father have been chefs at this restaurant for over 35 years, so I not only enjoy the great food my parents make, but value deeply the passion they have for their art. I have been fortunate to benefit from their talents

from the first time I remember tasting food.

**Your favorite mobile app:** Pandora. Music allows me to look inward and process or reflect when chaos is around, which may otherwise get the best of me.

**I know it's a good day when:** I wake up to a cloudy morning and see a smile on the faces of the people I love.

**I am always fascinated by:** the purity, intense devotion and loyalty of dogs.

**Nothing annoys me more than:** discrimination and ignorance.

**Nothing makes me happier than:** a healthy, happy family.

*"I am privileged to serve and hope to empower and support those around me to excel. I believe servant leadership is a discipline that promotes community development through mentorship, support, and leading by example, and is a means to elevate the status of our community. Servant leadership signifies, to me, the willingness and intent to look outward and lead with benevolence."*



40 UNDER 40

# Jennifer Bare

FOUNDER AND OWNER • GETCROCKED.COM

**WHY WE'RE WATCHING:** Bare's company, an online resource for slow cooking, has more than 1 million Facebook followers and a popular mobile app. In addition, she published an e-book and hosts a weekly local TV segment. She is involved with numerous organizations, including Scottsdale Leadership, Fresh Start Women's Foundation, Hopi Fit Club and Habitat for Humanity.

**Age:** 38

**What gets you out of bed in the morning:** Family (in one way or another) is what gets me going every day. I'm passionate about helping families spend quality time together, and that starts at home with my own family.

**What keeps you up at night:** I've been known to experiment in the kitchen in the middle of the night. If I have an "aha" idea, I'll get up, whip it together, put it in my slow cooker and go back to bed. It sometimes makes for an interesting breakfast.

**Besides food and water, three things you'd want to have with you on a deserted island:** Family, a sailboat and a solar-powered slow cooker, which would allow me to enjoy the island all day while

my food cooked back at camp.

**Where you'd most likely be on a Saturday:** Sipping a Cafe Americano with steamed breve from Black Cat Coffee and reading the paper on my patio. I always make brunch for my family on Saturdays. On Saturday nights, I'm usually checking out a new restaurant with my husband or having a "dive-in" movie at the house with the kiddos.

**Your favorite Phoenix-area restaurant:** Lately I am loving Sumomaya because it perfectly executes two of my favorite cuisines: Mexican and sushi/Asian.

**Your favorite mobile app:** Facebook, so I can stay in touch with my nearly 1.5 million followers.

**I know it's a good day when:** it's Monday at 11:20. It's the day I get to see my friends at ABC15 for my weekly TV segment, "Mom Monday." Sometimes my daughter joins me, which makes it a doubly good day.

**I am always fascinated by:** how things work. I was the kid who asked "why?" a million times because I always wanted to figure out how something worked. Today I am especially curious about advances in tech and communication.



**Nothing annoys me more than:** Hmm. I focus on the positive and not letting little things get to me or interrupt my day. I guess you could say I don't sweat the small stuff, so nothing is really so annoying that I let it bother me.

**Nothing makes me happier than:** a big hug or kiss from my kids or husband. At the end of the day the love of family and having someone special to share this journey of life with is what it's all about.

*"Family embodies everything that I do – from taking care of my own family and watching them develop and grow, to helping others spend more time with their families. Families are bonding every day through slow cooking. Knowing this keeps me motivated."*



**Jathan Segur**  
Executive Vice President  
Director of Wealth Strategies & Marketing

## CONGRATULATIONS!

National Bank of Arizona is proud to congratulate Jathan Segur for being named a member of the Phoenix Business Journal's 40 Under 40 Class of 2015.

An active volunteer and community leader, Jathan is admired for his outstanding vision, high energy and unique perspective that helps to elevate community collaboration.



## 40 UNDER 40

## Justin Chase

PRESIDENT AND CEO • CRISIS RESPONSE NETWORK

**WHY WE'RE WATCHING:** Through his organization, Chase assists in community-based crisis services to individuals and families through a variety of critical support services. He also volunteers with other programs that aid homeless people and veterans.

**Age:** 33

**What gets you out of bed in the morning:** The belief that I can bring innovative solutions to address long-standing inefficiencies, disparities and inconsistencies across the behavioral health and primary health care continuum. There are plenty of people on the sidelines complaining about the conditions and circumstances of the behavioral health care industry, but few are willing to get into the game and make it happen.

**What keeps you up at night:** The stigma, marginalization and criminalization of individuals with mental health or

substance abuse challenges. Mental illness does not discriminate; it does not care who you are or how much money you make. There has been a lack of meaningful dialogue regarding the long-standing health disparities of mental health challenges relative to traditional medical conditions.

**Besides food and water, three things you'd want to have with you on a deserted island:** Bear Grylls, because this guy can not only survive himself, he can make sure people without an

ounce of survivor skill (like me) survive; a satellite phone, my best chance to get off the island quickly; and a magnesium fire starter — I like my food cooked.

**Where you'd most likely be on a Saturday:** At

an Arizona State University football game, rooting on

the Sun Devils from the top of Section 8 with my family.

**Your favorite Phoenix-area restaurant:** Red Devil, at 31st Street and McDowell Road in Phoenix. The food is amazing, the staff are friendly and the atmosphere is relaxed.

**Your favorite mobile app:** Pics HD for Reddit. Reddit is my guilty pleasure. I love hunting for funny pictures or quotes that will make my wife laugh and send them to her throughout the day.

**I know it's a good day when:** I had the courage to show up and let my genuine self be seen. I strive to keep my faith and family first and apply the same love, commitment, transparency and trust in all facets of my life.

**I am always fascinated by:** seeing a situation from various perspectives. I strive to learn continuously whenever I can. I grow the most when I read or interact with someone with a drastically different perspective than mine.

**Nothing annoys me more than:** people who will walk on others as long as it supports their goal of superiority.

**Nothing makes me happier than:** getting to experience life with my kids as they grow. I strive to balance work and home life, but always wish I had more time with my wife and kids.

*"To be a catalyst, or change agent, requires a clear and simple vision; an ability to create enthusiasm in others; and the skill to connect the dots as an idea transforms into a product or outcome. My success thus far in my career has been built on my ability to serve as a connector, promoter and maven in my diverse industry."*



## Sam Chang

PARTNER • LEWIS ROCA ROTHGERBER LLP

**WHY WE'RE WATCHING:** Chang came to the United States as a toddler when his family fled North Korea during the Red Scare in the 1950s. As an adult, that experience prompted him to join the Welcome to America Project, where he now is the longest-serving board member. In his law practice, he focuses on real estate, equity financing, sales, acquisitions and commercial lending.

**Age:** 35

**What gets you out of bed in the morning:** Literally, our German shepherd, Duke. But what really gets me out of bed is knowing that I get to start off each day with my wonderful wife, Molly, as we go for our daily morning walks. (Our dogs get to come along, too.)

**What keeps you up at night:** The excitement of knowing the University of Arizona Wildcat football season is just around the corner.

**Besides food and water, three things you'd want to have with you on a deserted island:** An iPad preloaded

with my favorite music and books, but absolutely no Internet (there's nothing like disconnecting from the world and sitting on the beach, listening to some great tunes while enjoying a good book); a flashlight (I'm sure there will be fun things that I'll want to do at night); and an international satellite phone, because my mom gives me the biggest guilt trips if I don't call her once a week. (Also, so I can call the *Phoenix Business Journal* to let them know when I'm ready to leave the deserted island.)

**Where you'd most likely be on a Saturday:** Exploring the town with my

wife — riding our bikes in Old Town Scottsdale, hitting one of the trails at the

Phoenix Mountain Preserve, visiting local attractions like the Musical Instrument Museum or the Botanical Garden, or shopping at one of the great farmers markets. We love this town and visiting new places each weekend.

**Your favorite Phoenix-area restaurant:** Definitely Chelsea's Kitchen. The food is fantastic, and there's nothing like spending time with good friends on their amazing patio.

**Your favorite mobile app:** GolfLogix, because I need all the help I can get to shave some strokes from my 30+ handicap.

**I know it's a good day when:** I get to spend quality time with good friends and family.

**I am always fascinated by:** people who overcome extreme adversity.

**Nothing annoys me more than:** traffic.

**Nothing makes me happier than:** my pups and my family, especially my beautiful, loving wife.

*"I chose this word because of all the blessings in my life. As children, my parents were given a gift in life when their families emigrated from North Korea to South Korea. And my parents gave my brother and me such a wonderful opportunity when they emigrated to the U.S. I am forever grateful to my parents for their sacrifices and for the life they gave me here."*



40 UNDER 40

# Marion Donaldson

DEVELOPMENT DIRECTOR • ARIZONA SCHOOL FOR THE ARTS



**WHY WE'RE WATCHING:**

Donaldson is an advocate for the youth and arts, volunteering at Free Arts for Abused Children of Arizona and recently joining the Arizona School for the Arts. She also has served with the Suns Charities 88, the Phoenix Art Museum Contemporary Forum, the Monarch Council at the Desert Botanical Garden, and Valley Leadership's Man & Woman of the Year Committee.

**Age:** 37

**What gets you out of bed in the morning:** Passion of purpose — creating meaningful connections, developing resources and working with our dedicated team to provide our students all they need to succeed through creative expression and education.

**What keeps you up at night:** The continued decline in state funding and the lack of focus on quality education and teacher retention, as well as access to and support for the arts.

**Besides food and water, three things you'd want to have with you on a deserted island, and why:** An iPod, because music feeds my soul; art and journaling supplies, because I love to journal and doodle to stay centered; and a suitcase of clothing, jewelry and hats. (I would not want to wear the same thing all the time; accessories make me happy; and hats are necessary for my pale skin. Plus, if

a cute guy came to rescue me, I would want to look my best).

**Where you'd most likely be on a Saturday:** The Crescent Ballroom or Valley Bar. Live music, friends, dancing and cocktails = heaven.

**Your favorite Phoenix-area restaurant:** Cibo — It's in a historic home with a breathtaking patio, and you can taste the love in every dish. Chef Guido Saccone is incredibly talented and the food quality is top-notch, as he insists on importing from Italy and sourcing only the finest ingredients. He is married to one of my dear friends, as well. Feels like home when I go there.

**Your favorite mobile app:** Pandora — it helps me expand my musical horizons. But I keep it local, buying the records and CDs I like from Stinkweeds.

**I know it's a good day when:** I can wake up with good health, a roof over my head, transportation, and food in my refrigerator.

**I am always fascinated by:** kids — they are often smarter than adults and keep you in check.

**Nothing annoys me more than:** people at concerts holding up their smartphones the entire time, blocking my view of what is in the present moment.

**Nothing makes me happier than:** getting lost in music.

*"Life is music, and everybody has her or his own beat. We are united in hearing our mother's heartbeat in utero. I love to find patterns and create connections to amplify the human experience, which is always better shared. Also, I am an '80s kid — and, like Janet said, we are a part of the Rhythm Nation."*

GOOD WORK,  
**Nick Goodman!**  
 40 UNDER 40

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40 UNDER 40

CLASS OF 2015

## 40 UNDER 40

## Gabe Cooper

CHIEF EXECUTIVE OFFICER • BRUSHFIRE AND VIRTUOUS SOFTWARE

**WHY WE'RE WATCHING:** Cooper and his team previously founded Shotzoom Software and created a top-selling app called Golfshot GPS, which gives golfers key distances, tracks their status and recommends game improvements. Cooper also has helped nonprofits launch new programs and found innovative ways for them to raise more money and inspire more action.

**Age:** 39

**What gets you out of bed in the morning:** Usually my family, literally and figuratively. I have five kids, and they are early risers. Also, I'm driven to build products that create good in the world. I'm not always a perfect example, but I'm driven to leave my kids with a legacy they are proud of.

**What keeps you up at night:**

Building great software is hard work. Our industry changes so quickly that it's almost impossible to keep up with the current best practices, much less

predict the future. I'm constantly trying to make sure my team has the tools they need to be successful.

**Besides food and water, three things you'd want to have with you on a deserted island:**

The Bible, because it's a great source of hope when you are stuck in rough situations (e.g., stranded on an deserted island);

Johnny Cash's two-volume Greatest Hits (assuming my island came with a music player); and a pair of running shoes — I love the endorphin rush from exercise, and I might as well explore the island while I'm there.

**Where you'd most likely be on a Saturday:**

My Saturdays usually start by watching English Premier League soccer (go on you Blues!). When the weather is nice,

we typically barbecue a little bit as well. I particularly like to smoke Texas-style brisket. My wife and I love having friends over for dinner, and the brisket is great way to feed 20 friends and kids at the end of a busy day.

**Your favorite Phoenix-area restaurant:**

Arizona Wilderness Brewing. The waffle-battered onion rings, Good Morning Burger and Big Gye Rye IPA can change your life. In the fall, the outside picnic tables are a great way meet a few new friends.

**Your favorite mobile app:** Audible.com — I'm a book junkie, and this app helps me get the most of out my commute downtown. I recently got a little burned out with all the startup books I'd been reading, so I listened to the entire "Maze Runner" series on 2X speed.

**I know it's a good day when:** we launch a new product. Nothing beats the adrenaline rush of going live.

**I am always fascinated by:** predictive data analytics. New ways of thinking about these analytics and unstructured data will be the keys to unlocking a new generation of great human-centered software.

**Nothing annoys me more than:** business leaders who knowingly make deals that exploit others. I'm a big proponent of high-trust, high-transparency business practices.

**Nothing makes me happier than:** holding a cup of coffee and watching my kids play outside on a cool Arizona day.



*"I have an amazing wife, a stellar team at work, and a group of friends who are committed to my growth. In my line of work, you can accomplish very little as a Lone Ranger. My career success is largely defined by the quality of my community and relationships."*

## Brigitte Dayton

VICE PRESIDENT OF OPERATIONS • CATHOLIC COMMUNITY FOUNDATION

**WHY WE'RE WATCHING:** At the foundation, Dayton leads the Catholic Leadership Circle, which provides vision-testing equipment for children; and the Youth Ambassador Association, which educates students on philanthropy. She also helps connect people with resources they may need.

**Age:** 39

**What gets you out of bed in the morning:**

Sunshine, the privilege of another day and the opportunity for a new adventure.

**What keeps you up at night:** Details, metrics, matrixes, algorithms, outcomes and consequences.

**Besides food and water, three things you'd want to have with you on a deserted island:**

A volleyball, preferably of the Wilson brand (they are good listeners); someone to do the dishes after my hunting, gathering and cooking; and music, to be prepared in case guests drop in.

**Where you'd most likely be on a Saturday:**

Depending on the season, hiking one of our great mountains, at an

indie concert at Valley Bar or the Crescent Ballroom, wakeboarding on Lake Pleasant, or at a great restaurant patio.

**Your favorite Phoenix-area restaurant:**

I like burgers at the Vig, Parlor pizza, sushi or French dip at Hillstone, the Forbidden Rice Bowl at St. Francis, enchiladas at Dick's Hideaway and Chilaquiles at Chelsea's Kitchen.

**Your favorite mobile app:** Dropbox — having access to documents and photos from anywhere gives me the ability to work remotely and respond quickly.

**I know it's a good day when:** I wake up in another country.

**I am always fascinated by:** flight, one of the greatest inventions of all time. Bill Gates called it "the single greatest cultural force since the invention of writing. The airplane became the first World Wide Web, bringing people, languages, ideas, and values together." Also, I understand the theory of flight — but still! Some of those planes are beasts, carrying aboard massive amounts of cargo. I just feel like there can't possibly be enough lift and thrust in the world to keep that puppy in the air!

**Nothing annoys me more than:** people who don't do what they say they are going to do. It is a great way to lose credibility.

**Nothing makes me happier than:** connecting people and having fresh flowers every Sunday.



*"Aside from the obvious (it is always more blessed to give than to receive), this simple word is the basis of my work and my life. It is a gift to be instilled in others."*

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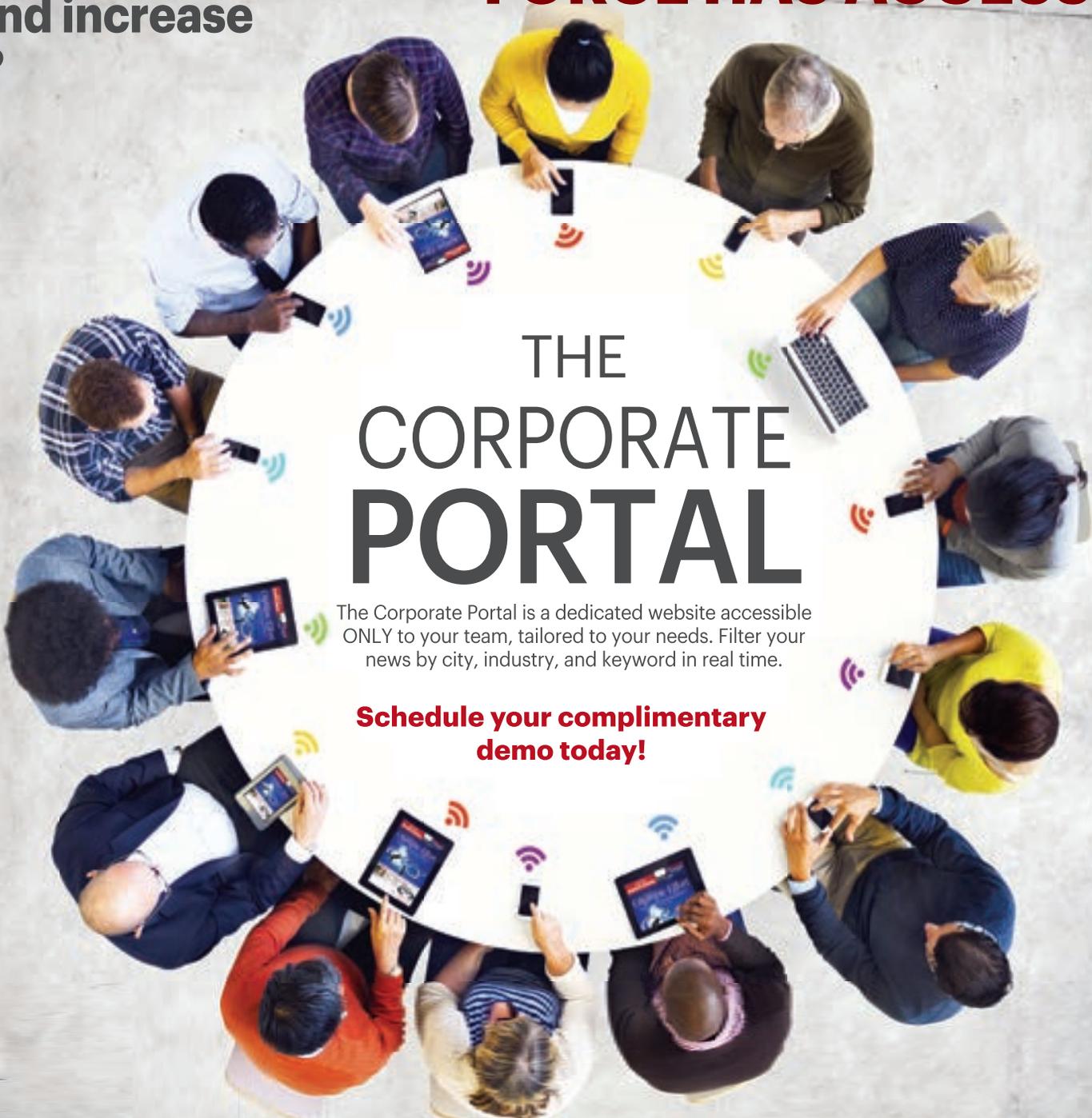
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## 40 UNDER 40

## Michelle Hess

COUNCIL MEMBER • CITY OF BUCKEYE

**WHY WE'RE WATCHING:** Hess launched the Buckeye Read On program to encourage and teach parents how to help their young children reach literacy goals before entering school. She also started Turkeyfest, which feeds hundreds of families in need at Thanksgiving; and is looking to create a co-working space in Buckeye. She is active in numerous organizations, including service on the National League of Cities' Human Services Coordinating Committee.

**Age:** 38

**What gets you out of bed in the morning:** Vision. As part of the council of a growing city, we have great opportunity to cast vision, manage and create a city where people want to live. I desire Buckeye to be a place my children are proud of and desire to remain a part of.

**What keeps you up at night:** Fiscal responsibility. It is a great duty to be responsible for citizens' monies. There have been several difficult decisions to be made during and since the recession. Each meeting, I must keep a balance of spending money and make sure it is what I believe the citizens desire, as well as what is needed.

**Besides food and water, three things you'd want to have with you on a deserted island:** I would need to have my family, because I couldn't even imagine life without my husband and three kids; a guitar, because I love music and it is one of my greatest avenues to de-stress; and a good book, because I would definitely need a good distraction with limited company.

**Where you'd most likely be on a Saturday:** Cheering on one of my three children in a sporting event. My kids swim and play volleyball, basketball, football and baseball. There is no such thing as an off-season. When I am not doing that, I am

at a city event such as the farmer's market or dog days.

**Your favorite Phoenix-area restaurant:** The Phoenix Public Market Cafe is one of my favorite places downtown. I enjoy their breakfast items, especially the chick pea pancakes and coffee. Not only is the food fantastic, I love the environment. I can work and enjoy a great cup of coffee.

**Your favorite mobile app:** Evernote. I have many notes from different areas of life, and it helps me manage all of them. I can access this from my laptop or phone, depending on the need. I love being able to share notes with others.

**I know it's a good day when:** I get my exercise in at the start of the day.

**I am always fascinated by:** new technology.

**Nothing annoys me more than:** being stereotyped as a politician.

**Nothing makes me happier than:** watching my children grow in their leadership abilities.



*"I don't think you can live life well without community, because everyone desires a sense of belonging. Much of what I focus on is how to create and maintain community in Buckeye, and the personal community I have surrounded myself with has helped me grow and achieve things I could not do alone. Life is hard and boring without others in it. I am so grateful for the people who have helped me along the way."*

## Brett Heising

FOUNDER AND CEO • BRETAPPROVED

**WHY WE'RE WATCHING:**

Heising created a website that reviews restaurants, hotels and entertainment venues based on their accessibility to those with physical disabilities. He also serves on the Phoenix Mayor's Commission for Disability Issues and is active with Arizona Bridge to Independent Living and United Cerebral Palsy of Central Arizona.

**Age:** 40

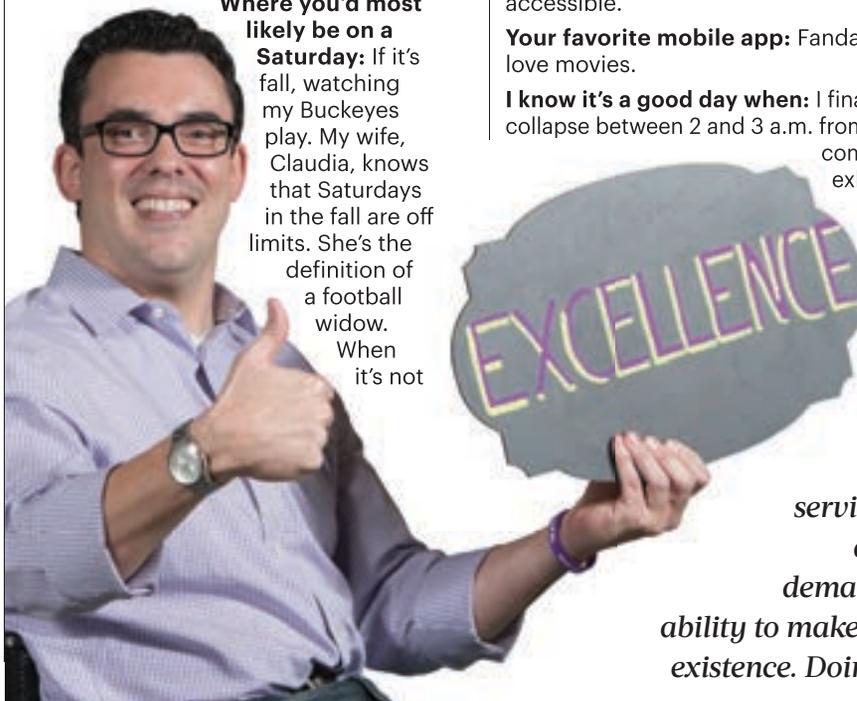
**What gets you out of bed in the morning:** I'm not a morning person — so most days it's a combination of NPR and my iPhone alarm. In all seriousness, what gets me out of bed is thinking about all the possibilities each day presents. Complete strangers may become acquaintances and in time those acquaintances may become friends. How cool is that?

**What keeps you up at night:** Making sure I remain true to the community my company serves (anyone with a physical disability or mobility challenge), and that I act in their best interest.

**Besides food and water, three things**

**you'd want to have with you on a deserted island:** I'd need my family; the ability to watch Ohio State Buckeye football; and an endless supply of Lagavulin Scotch, because everything is better with Scotch!

**Where you'd most likely be on a Saturday:** If it's fall, watching my Buckeyes play. My wife, Claudia, knows that Saturdays in the fall are off limits. She's the definition of a football widow. When it's not



football season, you'll find me out with family and friends enjoying a good meal.

**Your favorite Phoenix-area restaurant:** Crudo. The seasonal menu always consists of fresh, locally sourced, artfully prepared dishes. The staff is wonderful, and it's very accessible.

**Your favorite mobile app:** Fandango. I love movies.

**I know it's a good day when:** I finally collapse between 2 and 3 a.m. from complete exhaustion after a

productive day of moving our business forward. There will always be people or companies who have things you don't. But in my experience, effort is the great equalizer.

**I am always fascinated by:** raw carrots. Odd, I know. But think about it: When you eat a raw carrot, are you entirely convinced it's OK to stop chewing it? Am I the only one who feels like I could chew the same raw carrot forever? No, that's silly. I can't be.

**Nothing annoys me more than:** people who only engage in a conversation, regardless of topic, to speak. Conversations, by their very nature, are give-and-take interactions.

**Nothing makes me happier than:** watching a great movie by a roaring fire on a rare rainy February day in Phoenix when there's a chill in the air.

*"My parents live purpose-driven lives of service. Through their actions, they established a culture of excellence within our family. I demand excellence of myself because I have the ability to make a difference in the world beyond my own existence. Doing so is the greatest gift I could give them."*

40 UNDER 40

# Jarrett Haskovec

SHAREHOLDER • LUBIN & ENOCH PC



**WHY WE'RE WATCHING:** Haskovec has been named a Super Lawyer for the past three years. In addition to his work, he volunteers with the Arizona Employment Lawyers Association, the Leukemia & Lymphoma Society and its Arizona Chapter's Patient Services Committee.

**Age:** 36

**What gets you out of bed in the morning:** An appreciation for the value of living and experiencing each day we are given, and the attendant opportunities to spend time with loved ones and make a difference. As a cancer survivor, I have learned to be thankful for the gift of life and other blessings, and to live with a sense of purpose and urgency.

**What keeps you up at night:** On a literal level, our dog. Just as I'm about to go to sleep, he invariably demands yet another final trip outside.

**Besides food and water, three things you'd want to have with you on a deserted island:** Rope (for building a shelter and many other uses, including making shoes); a hatchet or knife with sharpening kits (for cutting and gathering food and building materials); and a gigantic lighter with huge fuel reserves (I frankly don't know how to make a fire on my own and may be on the island for a while). I am neither Robinson Crusoe nor Bear Grylls, and I could use all the help I can get.

**Where you'd most likely be on a Saturday:** Depending on the time of year, my wife, Angie, and I would most likely be at a baseball, football or soccer game, or another kids' activity of some kind.

**Your favorite Phoenix-area restaurant:** Cibo (Urban Pizzeria). I've been going

there for years, it's close to my office, the food is excellent, and it offers live music.

**Your favorite mobile app:** The Economist. It's perfect for catching up quickly on world events, politics and economics while walking our dog or enjoying a little downtime.

**I know it's a good day when:** I get to spend some quality family time, some time outside, some time exercising, and some time reading a good book.

**I am always fascinated by:** the generosity, kindness and willingness to help shown by others, particularly during difficult times when it is most needed.

**Nothing annoys me more than:** an inability to recognize our own mistakes, to own up to them or to learn from them.

**Nothing makes me happier than:** spending a day with Angie and our children.

*"Often, people feel compelled to make a snap decision when there is no real urgency, and it would have been better to mull it over – or, as a law school professor used to say, 'let it marinate' – before passing judgment. I find this increases the probability of making a good decision that takes into account all of the circumstances and probable consequences. This leads to better outcomes and fewer messes to clean up later."*

# Adam Lang

PARTNER • SNELL & WILMER LLP

**WHY WE'RE WATCHING:** Lang helps oversee hiring activities for the global law firm's nine offices and speaks with law students about transitioning from school into the legal profession. He also is an active volunteer and fundraiser for the Cystic Fibrosis Foundation and the National Brain Tumor Society, and is a past chairman of New Pathways for Youth.

**Age:** 38

**What gets you out of bed in the morning:** The crashing sound of the doggie door being busted in as my two 8-month-old Mastiff-mix puppies dash in from a crazy early-morning chase.

**What keeps you up at night:** My 5-year-old son deciding our master bathroom (down a long, dark hallway) is better than his well-lit bathroom three feet away from his bed.

**Besides food and water, three things you'd want to have with you on a deserted island:** My wife, my daughter and my son; when they are around, I couldn't ask for any more.

**Where you'd most likely be on a Saturday:** Playing tennis, coaching and cheering on the kids at their basketball games, and going to the movies with my wife, Mindy.

**Your favorite Phoenix-area restaurant:** Barrio Cafe on Thomas Road and 16th Street. Order the signature margarita, tableside guacamole and the churros. You are welcome.

**Your favorite mobile app:** Most people spend 12 hours at Disneyland pulling their hair out while waiting in line. I spend two hours in the hotel pulling my hair out while planning the night before. Disneyland day is virtually hair-pulling free thanks to my favorite app: Disneyland Lines from TouringPlans.com.

**I know it's a good day when:** I spend time with friends and family watching football on a Sunday.

**I am always fascinated by:** how much Chris Harrison gets paid for saying "This is the final rose for the evening."

**Nothing annoys me more than:** double-faulting.

**Nothing makes me happier than:** hearing my wife laugh.



*"I live my life motivated by the notion that I don't want to leave anything on the table, meaning I never want to hold back in what I am doing or how I am feeling or what I am thinking with the people I care about. I do not want to have regrets, and I do not want those who mean the most to me to have any doubt that they do."*

## 40 UNDER 40

## Dr. Mark Hong

UROLOGIST • UROLOGIST PHOENIX

**WHY WE'RE WATCHING:** Hong developed a new technique for treating BPH, or urinary symptoms caused by an enlarged prostate. He also mentors students and residents as a clinical assistant professor with Creighton University of Phoenix. He serves on the boards of Physicians for the Phoenix Symphony and the Derrick Hall Pro-State Foundation.

**Age:** 39

**What gets you out of bed in the morning:** The sun. I have stopped waking to an alarm. We all unknowingly give up our natural rhythm when we become reliant on artificial sleep and wake methods. With practice, you can cultivate a gentle, natural wake, which lets you start the day with peace and acceptance rather than annoyance and time pressure.

**What keeps you up at night:** Regular exercise with mindfulness meditation is the best sleep aid on the market. Still, a trauma patient with a gunshot wound to the private parts will keep me up at night — but fortunately, that doesn't happen often.

**Besides food and water, three things you'd want to have with you on a deserted island:** I would like to think being on this deserted island is my choice rather than being marooned against my will. If so, I'd like to make it as pleasant a stay as possible. I would want my wife there for wisdom and love; my knife, for utility and safety; and my journal, for transcendence — and in case my wife and I start living on opposite sides of the island.

**Where you'd most likely be on a Saturday:** At the Phoenix Symphony.

**Your favorite Phoenix-area restaurant:** Chanpen Thai. This no-frills, family-run spot is the closest to Bangkok you can get in Phoenix.

**Your favorite mobile app:** Headspace, an app for mindfulness meditation. Perfect for the top-of-a-mountain trail run or early-morning quiet time.

**I know it's a good day when:** you hit every green light on the way to work.

**I am always fascinated by:** creative people. Thinking outside the box isn't a goal, it's a state of being.

**Nothing annoys me more than:** weak coffee.

**Nothing makes me happier than:** living and working with a sense of purpose.



*“Yin-Yang symbolizes balance and harmony and represents fundamental elements of our health, which is why the symbol is so important to me.”*

## Scott Kaufmann

PRESIDENT • LUCID AGENCY

**WHY WE'RE WATCHING:**

Kaufmann founded the Lucid Agency with Ken Bonham in 2006 as a digital marketing agency. He also volunteers with Celebrate Autism, the Mens Arts Council and Arizona Vision & Hearing. He has served as a Seed Spot mentor for four years and earned a “Mentor of the Year” award from the business incubator.

**Age:** 35

**What gets you out of bed in the morning:** I have an incredible wife and a great business partner, and I get to go to work at a company that I truly love every day. The

personal and professional growth of everyone at Lucid is really amazing to see.

**What keeps you up at night:** I feel tremendous responsibility to continue to build a sustainable, high-growth company that offers a challenging and rewarding work environment.

**Besides food and water, three things you'd want to have with you on a deserted island:** My wife, a laptop and a satellite Internet connection.

**Where you'd most likely be on a Saturday:** Yoga in the morning, and dinner with friends at night.

**Your favorite Phoenix-area restaurant:** Roaring Fork. The happy hour is excellent, and I'm a huge fan

of almost everything on the menu.

**Your favorite mobile app:** Uber. I can't even remember how life was before Uber, nor would I want to go back.

**I know it's a good day when:** I wake up and get out of bed before my alarm goes off.

**I am always fascinated by:** new technology. I've been a technology nerd my whole life.

**Nothing annoys me more than:** excessive traffic.

**Nothing makes me happier than:** a little fine bourbon while watching “Game of Thrones.”

*“This is one of the core tenets of our company constitution. We strive to push for, and embrace, continual change. I personally embrace it in some areas of life and struggle with it in others, but am always working to try to reach a place of solace with change in all areas of my life. I think most of us are pre-programmed to be somewhat averse to continual change, but good change is the foundation for societal advancement and betterment in the world, and one of the most exciting parts of life.”*

**40 UNDER 40**

# Mary Foote Hebert

VICE PRESIDENT OF STRATEGIC INITIATIVES AND PERFORMANCE MANAGEMENT

GREATER PHOENIX ECONOMIC COUNCIL

**WHY WE'RE WATCHING:** Hebert has risen through the ranks at GPEC from a junior-level associate to leading the group's international strategy. A graduate of Valley Leadership, she lectures at area schools about investment finance and the importance of economic development.

**Age:** 33

**What gets you out of bed in the morning:** Currently, it's my work. My curiosity is an advantage. Working in economic development allows me to learn about the varied topics — technology, policy, international business and more. I appreciate the unique opportunity I have to support the community through efforts to grow the regional economy.

**What keeps you up at night:** I'm actually a really great sleeper. I try to remind myself that it's a lot easier to accomplish things on a full night's rest than it is to agonize over them at 4 a.m.

**Besides food and water, three things you'd want to have with you on a deserted island:** My husband, Josh, of course (and not just because he would keep me from starving); a Swiss army knife, for practical reasons; and the "Harry Potter" series. I never got around to reading them, and I'm completely lost when people make references to it.

**Where you'd most likely be on a Saturday:** Recently, it's been a lot of late dinners. Anyplace in Scottsdale that serves food past 9 p.m.

**Your favorite Phoenix-area restaurant:** Posh, of course! But if choosing my husband's restaurant isn't fair, I would have to go with Crudo. The bar and the dining room there are my favorite spots in Phoenix.

**Your favorite mobile app:** Podcasts. I download them for flights, cleaning the house, hikes and just walking the dog around the neighborhood. I pretty much only listen to music when I'm running.

**I know it's a good day when:** there's some rain. Nothing beats a cloudy day in the desert.

**I am always fascinated by:** cities. I love that each city has its own personality. It's another reason I pursued economic development. Cities and metro regions are driving transformation.

**Nothing annoys me more than:** intentional ignorance.

**Nothing makes me happier than:** cheese. I read somewhere that it releases the same endorphins as chocolate, which makes complete sense to me.



*"I read an article once that compared life to a stove. You have four burners: career, family, health and friends. You can't have all four burners turned up high at the same time. It's not about having it all; it's about managing your priorities."*



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FORTY UNDER 40

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## 40 UNDER 40

## Kelly Kaysonepheth

SENIOR MARKETING COORDINATOR • HDR ENGINEERING

**WHY WE'RE WATCHING:**

Kaysonepheth is a longtime advocate for transportation improvement and seeks opportunities to volunteer with professional associations, panel discussions and conferences. She is actively involved with the Junior League of Phoenix, where she has served as communications team leader and won two large grants for the nonprofit organization.

**Age:** 31**What gets you out of bed in the morning:**

Deadlines. I love the thrill of meeting a deadline. To be honest, I'm not much of a morning person. I challenge the traditional 9-to-5 schedule. Unless I am needed somewhere, I'm lucky to be leaving the house by 9 a.m.

**What keeps you up at night:** Inspiration. My brain turns on in the evening, and it's when I get some of my best and most creative work done.

**Besides food and water, three things you'd want to have with you on a deserted island, and why:** Sunscreen, a beach towel and my significant other. I'll let someone else panic because I'm more apt to laugh at the situation and enjoy the moment. Plus, it'd be a most welcome vacation from real life.

**Where you'd most likely be on a Saturday:**

Volunteering with the Junior League. Whether it's a fundraiser or community project, I'm proud to be a member of this legacy organization. It has afforded me many leadership opportunities and given me a way to give back to the community that has given so much to me.

**Your favorite Phoenix-area restaurant:**

Coup des Tartes. Even though it's no longer BYOB, there's lots of charm and amazing food that keeps me going back.

**Your favorite mobile app:**

WhatTheFont. I am a font nerd. I love scanning documents, looking at billboards, flipping through a magazine or whatever, and wondering how and why they used the font they did. The app helps to identify the names of those fonts, and I download my favorites for future use.

**I know it's a good day when:** I have a completed to-do list. I'm a visual person, and there's no better feeling than seeing all my tasks crossed off.

**I am always fascinated by:** the idea of work-life balance. Someone once told me that you can have it all, just not at the same time. I want to have it all, but I know there's give and take in all of my life decisions.

**Nothing annoys me more than:** when I have a word on the tip of my tongue and it just won't come to me. The older I get, the more frequently this seems to happen.



*"Reading leads people to build knowledge about their worlds and to think more deeply and critically; and the actual skill of reading is important in any future profession. So let's all turn off our devices (even for 30 minutes), pick up a book and read to a child."*



## Kim Ho

SOUTHWEST REGION MEDICAL SALES EXECUTIVE • TELEVOX SOFTWARE



*"Both of my parents left Vietnam, the only home they knew, to find a better life and opportunity. I am so grateful and proud of them and what they have accomplished, as well as how much they have provided to me and my brother. We all have our tough days, but I have learned to appreciate and notice the little things."*

**WHY WE'RE WATCHING:** Ho is actively involved in the community serving as vice president of Asian Corporate and Entrepreneur Leaders as well as attending Toastmaster and kung fu classes, where she is a black belt.

**Age:** 32**What gets you out of bed in the morning:**

Literally, my pup-son Boodley gets me out of bed, typically by sitting on my head and whining. He is a 2-year-old cockapoo. Also, thinking about a great cup of coffee. I just recently started making my own cold brew, and it makes me happy just thinking about it.

**What keeps you up at night:** Recently, making sure I have things in place for my upcoming wedding and honeymoon. I have had a couple of dreams lately where it's the day of and not everything has not been planned — scary stuff.

**Besides food and water, three things you'd want to have with you on a deserted island:** John, my fiance; Boodley; and a chef. Now, that sounds pretty much like vacation. Sign me up!

**Where you'd most likely be on a**

**Saturday:** If I can squeeze in a workout early in the morning, it's a good day. Next comes brunch, coffee and pastries at a new spot, and maybe some grocery shopping. I love a good farmer's market like my neighborhood spot, Singh Farms. Fresh local veggies make my eyes light up and my heart happy.

**Your favorite Phoenix-area restaurant:**

I am a pretty passionate food enthusiast. One of my favorite local haunts is Posh on a Tuesday night — ramen night, when they offer various ramen soups and other Japanese appetizers. The ramen is oh so savory and delicious!

**Your favorite mobile app:** Because I eat, read and take pictures of food, Yelp is my go-to.

**I know it's a good day when:** I am present, I am connecting with my customers and I have time to snuggle with John.

**I am always fascinated by:** people's stories, lives and experiences.

**Nothing annoys me more than:** people on their cellphones all day long, especially while eating. Live in the moment, people!

**Nothing makes me happier than:** a just-out-of-the-oven chocolate-chip cookie and the company of those I love.

40 UNDER 40



# Heather Macre

SHAREHOLDER • AIKEN SCHENK HAWKINS & RICCIARDI PC

**WHY WE'RE WATCHING:** Macre's practice largely involves bankruptcies and civil litigation, but her biggest case to date (handled pro bono) was *Connolly v. Jeanes*, which ultimately brought marriage equality to Arizona. She also is an elected official of the Central Arizona Project and a member of the Phoenix Environmental Quality Commission and the Phoenix Suns Charities 88.

**Age:** 35  
**What gets you out of bed in the morning:** Fear! I am always

afraid of failing to live life to the fullest and failing to give back as much as I have been given. I love that my job as a lawyer and as a board member with CAP allows me to creatively solve problems and really help people, but you have to take risks and do things that scare you to accomplish that. So, I use my fear — of failing myself and others, of not making a difference, of not doing it all — to motivate myself every day.

**What keeps you up at night:** My to-do list. It is never-ending and gives my treadmill brain-monkey plenty of fodder. I am typically up at night, figuring out how I can solve problems at work or how I can make all the parts of my life — work, community, family and friends — balance.

**Besides food and water, three things you'd want to have with you on a deserted island:** A boat, of course; my iPhone, because I would never be bored and can order coffee from my Starbucks app; and lipstick, because you always need it for something.

**Where you'd most likely be on a Saturday:** At home with my husband, baby and two rescue Chihuahuas catching up on DVR'd episodes of "Real Housewives" or similar intellectual fare, glass of wine in hand.

**Your favorite Phoenix-area restaurant:** Chelsea's Kitchen. I love the food, the patio bordering the canal and the wine list.

**Your favorite mobile app:** Starbucks, because it keeps me going — and with my job, elected position, community work and family, I need a boost.

**I know it's a good day when:** I am ready to get up and do it all over again the next day.

**I am always fascinated by:** the cool and inspiring things done by members of the Phoenix community.

**Nothing annoys me more than:** things that waste my time.

**Nothing makes me happier than:** seeing my daughter, Dorothy, smile and giggle.

*"A nod to my heritage, chutzpah is more than simply outspokenness; it is the courage to go forward without being limited by traditional boundaries. For good and bad, it's the trait that has gotten me where I am. My audacity may get me in trouble sometimes, but more often than not I am rewarded for speaking out. In fact, it is my job to stand up for others."*

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The international law firm Squire Patton Boggs is proud to congratulate partner Jaime R. Daddona on being named among the 2015 "40 Under 40" by the *Phoenix Business Journal*.

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## 40 UNDER 40

## Julia Meyerson

EXECUTIVE DIRECTOR • VISTA COLLEGE PREP

**WHY WE'RE WATCHING:**

Meyerson was determined to create a high-performing school through the Building Excellent Schools Foundation. After just three years, Vista College Prep has led in literacy growth while educating its minority and low-income student population.



*“Vista College Prep is founded on the belief of what is possible. We are proving every single day that demographics do not determine destiny.”*

**Age:** 32

**What gets you out of bed in the morning:** I work with an incredible team committed to executing the mission and vision of Vista College Prep on a daily basis. Working with a group of people who are uniformly committed to closing the achievement gap is inspiring.

**What keeps you up at night:** I am constantly thinking about what is next for our school. We have new students who are coming to us in third grade at a pre-K reading level. How do we help them achieve proficiency faster? What other strategies can we employ? And how can we keep finding incredible talent to achieve the high expectations we have set for our scholars and ourselves?

**Besides food and water, three things you'd want to have with you on a deserted island:** My husband, my phone and Chapstick.

**Where you'd most likely be on a Saturday:** Brunch at Postino Central. We are usually the first to arrive.

**Your favorite Phoenix-area restaurant:** Nobuo at Teeter House. Not only do I love the food — best Japanese food in Phoenix — but I have also celebrated many special occasions here.

**Your favorite mobile app:** We just purchased our first home, so Pinterest is my go-to for all things design and landscaping.

**I know it's a good day when:** I walk into the school right at 7:40 and listen to each classroom sing their class chants. Each one is named after a college and includes a line about their year of college graduation — some in 2032! A coffee from Lux doesn't hurt, either.

**I am always fascinated by:** the sharks on “Shark Tank.” I love guessing which shark is going to invest in each company.

**Nothing annoys me more than:** a lack of urgency when trying to solve an important problem.

**Nothing makes me happier than:** a student coming into my office after they have moved up a level on their reading assessment. We do these assessments every six weeks, and our teachers bring scholars into my office to share how proud they are when they pass a level. It is amazing.

## Tivon Moffitt

VICE PRESIDENT  
COLLIERS INTERNATIONAL

**WHY WE'RE WATCHING:** Moffitt joined Colliers International in 2011 and leads a growing investment team that focuses on institutional investment sales. He also serves as a volunteer emergency medical technician with the Maricopa County Sheriff's Office and is active in Valley Leadership, ONE Community's Multicultural Advisory Board and the Jewish Federation of Greater Phoenix.

**Age:** 39

**What gets you out of bed in the morning:** The joy of playing with my daughters (Rachel, 1, and Ellie, 3) before an exciting day at the office.

**What keeps you up at night:** All of the opportunities to capture in life with family, work and the community.

**Besides food and water, three things you'd want to have with you on a deserted island:** Family, friends and sushi.

**Where you'd most likely be on a Saturday:** Getting an early start with grocery shopping for the week. We need to arrive early so my girls can ride in the “car” shopping cart at Fry's. Then we are off to the Phoenix Zoo. From there, we're off to a neighborhood park or our pool for some afternoon fun. The day would

be wrapped up by grilling for dinner.

**Your favorite Phoenix-area restaurant:** Maizie's — wonderful food and atmosphere at this locally owned business. The Sonoran chicken sandwich is too good to pass up, and they have the best fries.

**Your favorite mobile app:** Pandora, because music is so relaxing.

**I know it's a good day when:** I am surrounded by love and laughter.

**I am always fascinated by:** thinking about the next place to explore internationally.

**Nothing annoys me more than:** incompetence.

**Nothing makes me happier than:** closing a market-setting real estate transaction and all parties are happy.



*“As I work to achieve my goals, I do not let setbacks get in the way of my vision.”*

**40 UNDER 40**

# James Murphy

OWNER AND PRESIDENT  
WILLMENG CONSTRUCTION INC.

**WHY WE'RE WATCHING:** Murphy joined Willmeng in 1999 and became its owner in 2006. Under his leadership, the company has deepened its Valley roots and won numerous industry awards. Murphy also is involved in myriad nonprofit organizations including Habitat for Humanity, West Valley Commercial Real Estate Group and AZ Builders Alliance.

**Age:** 39

**What gets you out of bed in the morning:** Family and faith are what life is all about. For me, family extends well beyond those with my last name; and my faith is what defines the priorities and makes the toils meaningful.

**What keeps you up at night:** Nothing. I have slept through a tornado, or close to it. If it makes for a better answer, I'll admit to a recurring dream in which I arrive late to class and unprepared for the test. I've had that dream off and on for the greater part of three decades.

**Besides food and water, three things you'd want to have with you on a deserted island:** My family, a Kierland villa and a Don Williams CD. If you've ever listened to a Don Williams song, you know the lyrics take you back to a slower time with simpler needs.

**Where you'd most likely be on a Saturday:** Anywhere outdoors. Hunting and fishing top the list, but there's also golf, ASU football, coaching, mountain-biking the trails behind my house and grilling with friends.

**Your favorite Phoenix-area restaurant:** The Salt Cellar. It is a unique and long-standing Valley restaurant. It has been my go-to place for special celebrations for years. It is the benchmark for fresh seafood in town.

**Your favorite mobile app:** iSnipe. It helps me when I am enjoying some of those "outdoor" pastimes. Plus, now I don't have to worry about all of my handwritten index cards and laminated tables going through the wash.

**I know it's a good day when:** coffee starts and ends my day. When I leave the house in the morning with a cup of coffee, it's usually because my wife made it for me. And when coffee at 9 p.m. seems to make sense, then I know for certain I have done good work.

**I am always fascinated by:** the sky on a clear, moonless night. There's a peace and humility to be gained by seeing the night sky full of stars without intrusion from everything else.

**Nothing annoys me more than:** people who know everything about everything. I prefer to leave them alone so they can figure it out and agree or argue with themselves.

**Nothing makes me happier than:** Christmas morning. It goes back to life's meaning being rooted in family and faith.



*"True altruism has to come from within a person's makeup; it is impulsive and consistent, driving all decisions for the project, clients and organization."*



## Congratulations Justin Chase!

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## 40 UNDER 40

## Maureen O'Brien

DIRECTOR OF INSTITUTIONAL ADVANCEMENT • MUSICAL INSTRUMENT MUSEUM

**WHY WE'RE WATCHING:** O'Brien, a founding team member of MIM, is a strong advocate for public arts funding, serving as a legislative liaison and board member for Arizona Citizens for the Arts. She also is a business partner for the Arizona School for the Arts, a co-founder of the Classic Revolution PHX and a core team member of Emerging Arts Leaders Phoenix.

**Age:** 33

**What gets you out of bed in the morning:** Working for an organization that has a mission which resonates with me personally and professionally. There has been many a night when I have thought to myself, "I get paid to do this! Lucky girl!"

**What keeps you up at night:** Suddenly remembering that a good friend has reached out to me and I haven't yet responded. We are so bombarded with work email that I find I sometimes accidentally take the longest to respond to the people I care most about.

**Besides food and water, three things you'd want to have with you on a deserted island:** Some kind of music-delivery device; another human, preferably whose company I enjoyed; and my tango shoes (this assumes my aforementioned island buddy is a milonguero).

**Where you'd most likely be on a Saturday:** The last Saturday of the month, you'll find me at my favorite local milonga (Argentine

tango social event), dancing the night away.

**Your favorite Phoenix-area restaurant:** I love the bar at Crudo. Their bartenders not only mix great cocktails, but they're super friendly and have a nice selection of bourbons (my favorite).

**Your favorite mobile app:** Monarq. My dear friends from New York are launching it to connect women for friendship. They've chosen Phoenix as one of their first launch cities.

**I know it's a good day when:** I get to spend time with people who replenish my energy. I have found the more you can maximize your time with those people, and consciously minimize the time you give to "energy vampires," the healthier and happier you will be.

**I am always fascinated by:** the Radio Lab podcast. My life is wonderfully filled to the brim with the arts, so it helps me bring a little science into the mix.

**Nothing annoys me more than:** our fellow countrymen who embody the stereotype of the obnoxious and egotistical American overseas traveler who thinks everyone should speak English and that "if I just talk



a little LOUDER, surely this shopkeeper/waiter/taxi driver will understand me!"

**Nothing makes me happier than:** bringing people together. I am a connector, and I feel most useful when I can facilitate an introduction for a friend or contact and they report back that a spark happened.

*"By following my personal passion for music, I've had the opportunity to work for several music education organizations, for an orchestra, and now for a music museum. And apparently I can't get enough, because I also perform with a local woodwind quintet and with a group called the 'sight-reading' orchestra, where our only goal is to try to get from start to finish of major orchestral works without crashing and burning. It's fantastically enjoyable."*



## Graham Rossini

VICE PRESIDENT-SPECIAL PROJECTS • ARIZONA DIAMONDBACKS

**WHY WE'RE WATCHING:**

After joining the Diamondbacks organization in 2009, Rossini was instrumental in the development and planning of the Salt River Fields spring training complex and in developing the team's bid to host Major League Baseball's All-Star Game in 2011. He was promoted to his executive-level position in 2012.

**Age:** 35

**What gets you out of bed in the morning:** Baseball has been important to me since I was a little kid. Working for the D-backs and combining a personal passion with a way to make a living is a pretty good way to jump-start my day.

**What keeps you up at night:** Nothing — I sleep great! We have long days at the ballpark, so by the time my head hits the pillow, it's lights out.

**Besides food and water, three things you'd want to have with you on a deserted island:** I'm bound to find some good things to cook, so a grill is a must; I am a feverish note-taker, so I'll need a

notebook to document the journey; and some fireworks. Let's be real: Ending up on a deserted island probably did not happen by design. Time to get noticed and get back home!

**Where you'd most likely be on a Saturday:** I spend most summer Saturdays at Chase Field, but on those rare off days I am likely to be house-hunting in downtown Phoenix. The energy downtown is exciting, so we are trying to find that historic gem of our own.

**Your favorite Phoenix-area restaurant:** Asi es la Vida, at 24th Street and Osborn Road — some of the best Mexico City-style cuisine in Phoenix.

**Your favorite mobile app:** eBay. You can find anything.

**I know it's a good day when:** the D-backs win.

**I am always fascinated by:** the insight and perspective of successful business leaders.

**Nothing annoys me more than:** lazy communicators and unorganized people.

**Nothing makes me happier than:** enjoying this incredible journey with the woman I love.

*"Despite the defined schedule we operate by in baseball, no two days are ever the same. No two years or projects are, either, for that matter. The opportunities for me and my talented staff to contribute to the D-backs are countless, and our ability to react and adapt is key."*



40 UNDER 40



# Jathan Segur

EXECUTIVE VICE PRESIDENT AND DIRECTOR OF WEALTH STRATEGIES AND MARKETING NATIONAL BANK OF ARIZONA

**WHY WE'RE WATCHING:** Segur was instrumental in creating the Nonprofit Banking Division at National Bank of Arizona and is active in the Arizona Leadership Initiative of NBAZ Charities. He also is involved in nonprofits outside his profession, serving on the boards of Ballet Arizona and the Center for the Future of Arizona.

**Age:** 36

**What gets you out of bed in the morning:** That last glass of water

before bed. All kidding aside, the possibilities of a new day are energizing to me. After the loss of my father earlier this year, I have a renewed appreciation for even the most mundane of days. Life is a gift, and I strive to make the most of each day.

**What keeps you up at night:** Never-ending emails and Jimmy Fallon's antics.

**Where would you most likely be on a Saturday:** Each year I challenge myself to do something that scares me. Last year, it was scuba diving. This year, I bought a motorcycle, got my license and took up riding. There's nothing quite like the freedom of a Saturday on

the open road.

**Your favorite Phoenix-area restaurant:** Dominick's Steakhouse. Their happy hour is amazing. Filet tips with a dirty martini — what more could a man want?

**I know it's a good day when:** I've had the opportunity to stretch boundaries and create something new. Seeing my vision become a reality is deeply gratifying.

**I am always fascinated by:** ancient architecture. I have planned lots of trips around historic sites like the pyramids of Egypt, the Treasury Building in Petra, Angkor Wat in Cambodia and the Temple Complex in Jerusalem.

**Nothing annoys me more than:** excuses. I'm a huge believer in taking responsibility, correcting the mistake to the extent possible, taking steps to ensure it does not happen again, and then moving on.

**Nothing makes me happier than:** traveling. Even spending time in airports is exciting to me because I am filled with anticipation for what lies ahead.

*"It is important to have a clear view of the entire landscape. Elevating your perspective allows you to discover and leverage opportunities while navigating challenges. It is also important to commit yourself to consistently elevating your game. Finally, it is important to elevate your visibility in the community. A known personal brand gives you access and a voice. It is critical to claiming your place at the table of influencers."*



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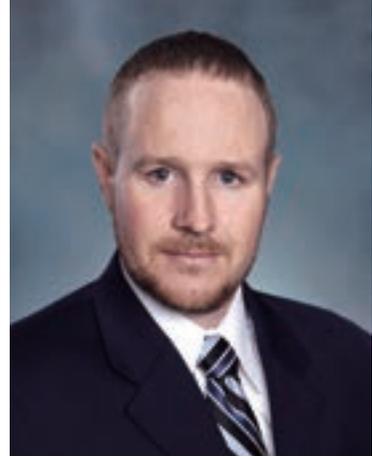


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CLASS OF 2015 



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**ERIC D. GERE**  
on his recognition as one of the Valley's 40 Under 40.

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## 40 UNDER 40

# Courtney Ophaug

CHIEF EXECUTIVE OFFICER • BANNER ESTRELLA MEDICAL CENTER

## WHY WE'RE WATCHING:

Ophaug started at Banner Health as a process engineer in 2001 and worked her way up the ladder to become CEO of Banner Estrella this year. She serves on the board of the Peoria Chamber of Commerce and is a member of the Glendale Community College Health and Wellness Community. She also is a lead examiner and mentor in the Performance Excellence Award Program of the Southwest Alliance for Excellence.

## Age: 37

**What gets you out of bed in the morning:** Knowing I get to help someone. That someone can be anyone, really.

**What keeps you up at night:** Reflection. As I think through the day's events, part of that has to be the role I play and how I can further develop myself to be a better leader.

**Besides food and water, three things you'd want to have with you on a deserted island:** My family, because we'd find a way to make the best out of the situation; my phone, because I talk to my mom every day (and she'd work on helping get us out of that situation); and music, because it can change the tone of any situation.

## Where you'd most likely be on a Saturday:

At home with my family, typically watching sports or some sort of cartoon or kids' movie.

**Your favorite Phoenix-area restaurant:** Mesquite Grill. They have live music a couple times a week. We can sit outside at any time of year, and the kids can play on the putting green. So, it blends all of our favorite things.

**Your favorite mobile app:** iTunes. Music embraces creativity, is stimulating, and usually is energizing. It also can bring a smile, start some singing and dancing, and reshape perspective.

**I know it's a good day when:** I get to interact with a patient, or see an individual be courageous and push themselves. Interacting with patients grounds me in my role and helps remind me why we are here.

**I am always fascinated by:** the power of a team. When you involve more people in creating solutions, the number and quality of those solutions enhances greatly.

**Nothing annoys me more than:** failing to honor a commitment — to myself or someone else.

**Nothing makes me happier than:** coming home at night and putting the kids to bed. It's time when we get to be in the moment with one another.

*"Curiosity is essential as a leader and an individual. If you don't know where you are, it is hard to figure out how to improve. If you don't ask and explore possibilities, then you will live in the status quo. So, if you aren't inquisitive, or seek to understand more, then others will excel further or faster than you. So I will continue to be a learner, because nothing is constant."*

# Joshua Simon

PRESIDENT • SIMONCRE

**WHY WE'RE WATCHING:** This year, Simon will participate in more than \$100 million worth of real estate transactions. But he knows leadership doesn't end at 5 p.m. and that being a valued voice within the community is essential; so he also is active with the International Council of Shopping Centers, Urban Land Institute, Arizona Technology Council and Entrepreneurs' Organization.

## Age: 30

**What gets you out of bed in the morning:** Having a true passion for my business. Every day I thrive on learning something new and teaching someone something new, and I take great pride in knowing every project we work on creates thousands of jobs every year.

**What keeps you up at night:** Thinking about what we can do better. I love being innovative and creative, and I strongly believe everyone and everything grows with change.

**Besides food and water, three things you'd want to have with you on a deserted island:** A cellphone (with service), my dog and my girlfriend.

**Where you'd most likely be on a Saturday:** During the summer, I spend time at my cabin in Northern Arizona escaping the summer heat. Nothing beats working a long weekend from the deck of that home, where it's 75 degrees versus 110. It helps me focus and decompress.

**Your favorite Phoenix-area restaurant:** Haji Baba — I love their hummus and gyros.

**Your favorite mobile app:** FlightAware. I fly at least one round-trip a week for business, so knowing where my plane is and if we are on time is extremely important.

**I know it's a good day when:** I wake up on my second alarm. Running your own business means you don't get a lot of uninterrupted sleep.

**I am always fascinated by:** our civilization. I love to explore new countries and learn about the incredible history each has to offer. I recently returned from a trip to Turkey, Romania, Croatia, Montenegro and Italy. Seeing thousands of years of history is pretty incredible. The architecture fascinates me, as it was constructed without any machines or cranes.

**Nothing annoys me more than:** tardiness. If you're early, you're on time. If you're on time, you're late.

**Nothing makes me happier than:** spending time with my family and running a reputable, admirable and successful business.

*"It means to do the right thing, no matter the circumstances. Sticking by this moral will bring limitless opportunities and endless possibilities, both professionally and personally."*



40 UNDER 40

# Danny Swancey

DIRECTOR • VIAWEST GROUP

**WHY WE'RE WATCHING:** Swancey is a veteran of the U.S. Army Finance Corps, where he spent some time as a senior finance liaison for NATO. In his two years with ViaWest, he has helped increase the company's profitability by 300 percent. He is active on the boards of the Men's Art Council, Wild Canyon Games and Yale Alumni, as well as NAIOP's Education Committee.

**Age:** 40

**What gets you out of bed in the morning:** My teammates. Whether family, friends or colleagues, I'm surrounded by amazing people who inspire me, and I want to "show up" for them. My time at West Point and in the Army instilled a sense of duty to never fail my comrades.

**What keeps you up at night:** Catching up on emails, processing the day's events, planning for the days ahead, and occasionally the overwhelming desire to watch SportsCenter's "Top 10 plays of the day."

**Besides food and water, three things you'd want to have with you on a deserted island:** My wife, Danielle, because she's my best friend, trusted adviser and someone who can find humor in almost

any situation (yes, even a deserted island); a Nespresso machine (if you've ever tried one, you'd know why); and a satellite phone (the practical side of me couldn't help myself).

**Where you'd most likely be on a Saturday:** Hiking Camelback Mountain. There's no better therapy for me than to start the day with a hike and a panoramic view of our amazing city.

**Your favorite Phoenix-area restaurant:** I could easily name 10, but right now my three favorites are D'Lish for a "breakfast buzz," the Henry for breakfast/coffee meetings with friends and colleagues, and Citizen Public House for a consistently top-notch dinner experience.

**Your favorite mobile app:** Podcast Republic. Yes, I'm an Android guy, so this is where I get all my favorite podcasts. It may be sacrilegious for a Yale guy to say this, but HBR IdeaCast is my favorite right now.



*"I believe that if your circumstances always dictate your happiness, you'll spend most of your life on an emotional roller coaster. Yes, some days you're the bug and some days you're the windshield, but there are rarely days where I can't come up with something for which to be thankful."*

**I know it's a good day when:** someone around me has an "aha" moment. Even if it's seemingly small on the surface, these breakthroughs can forever alter the way people see and interface with the world. It's also a pretty good day around our house anytime Army beats Navy!

**I am always fascinated by:** the degree to which we underestimate how much incentives drive behavior and the world.

**Nothing annoys me more than:** a monsoon (or haboob) rolling through right after I washed my car.

**Nothing makes me happier than:** win-win outcomes. There are inevitably situations that are zero-sum, but I love it when circumstances unfold in a way where everyone benefits.

# Congrats to Phoenix's

**40**  
**UNDER**  
**40**

*Our sympathies go out to number 41.*

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## 40 UNDER 40

## Tanya Wheelless

PRESIDENT • TANYA WHEELLESS EXECUTIVE LEADERSHIP

**WHY WE'RE WATCHING:** With a career that has included serving as head of the Arizona Bankers Association and senior vice president of the Phoenix Suns, Wheelless founded her executive leadership company a year ago. She also is on the board of the Greater Phoenix Chamber of Commerce, Girl Scouts—Arizona Cactus-Pine Council and ASU Women and Philanthropy.

**Age:** 38

**What gets you out of bed in the morning:** Getting to work with daring, motivated clients who want to succeed in a big way and who are willing to dig deep to do it.

**What keeps you up at night:** I worry that we aren't teaching our kids the value of perseverance and the sweetness of working your tail off to earn something. We want our kids to have it easier than we did, but

without struggle we rob them of the chance to show themselves what they're made of.

**Besides food and water, three things you'd want to have with you on a deserted island:** Sturdy shoes to explore; a solar-powered iPod, because I don't want to live in a world without music; and a knife, because my husband says it will be super-handy.

**Where you'd most likely be on a Saturday:** On a sports field watching my son compete

and my husband coach — and praying that our volunteer remembered snacks. After that, something active. And in the evening, at home with friends eating the food I slaved over ordering and watching a game on TV. Go Devils! Go Suns!

**Your favorite Phoenix-area restaurant:** I love to eat, but atmosphere is equally important to me, so I favor relaxed places with a chill vibe. Culinary Dropout in Tempe is my current fave. The pretzels and fondue are sinfully

good, and I like to pretend I'm back in college — just with more money and better taste in wine.

**Your favorite mobile app:** Evernote, for sure. I love having all of my ideas, inspiration and random notes in one, organized place. And it's searchable.

**I know it's a good day when:** I hear my favorite song on the radio, get front-row parking and get to tuck my son safely into bed. It's the little things.

**I am always fascinated by:** people who make something out of nothing. One minute there's just empty space and the next they've filled it with art or a product that never existed before, but makes the world a better place. It's modern magic.

**Nothing annoys me more than:** people who think they're too cool for school. Last I checked, we all need air to live; so drop the 'tude, smile and say hi to people when you make eye contact.

**Nothing makes me happier than:** an adventure. I love visiting new places and taking in the sights, sounds, smells and beauty. Iceland is my current obsession.



*"I owe just about every good thing in my life to my daring spirit. Taking risks isn't easy, but I find that the possibility of what could go right usually outweighs the potential regret of wondering 'what if.' I'll die a content woman if I can say I followed my heart, tried my best and had fun along the way."*

## Benjamin Taylor

OWNER • LAW OFFICE OF BENJAMIN TAYLOR

**WHY WE'RE WATCHING:** Taylor is an attorney who enjoys taking on challenging and controversial cases, including the Buddhist Temple murders and Baby Gabriel. He is an appointed judge pro tempore for the Maricopa Superior Court. He is also a strong supporter of the annual Veterans StandDown event, mentors at-risk youth, and is an active member of the NAACP and the Arizona State Bar.

**Age:** 36

**What gets you out of bed in the morning:** My law practice. I usually have to go to court and represent clients in front of a judge.

**What keeps you up at night:** Making sure I have completed all necessary work for my clients and

my volunteer assignments. I do not want to miss anything.

**Besides food and water, three things you'd want to have with you on a deserted island:** The Bible, so I can pray and find a way off the island; a picture of my family to give me inspiration to get off the island; and a supercharged cellphone to call for help.

**Where you'd most likely be on a Saturday:** At home relaxing from a long week.

**Your favorite Phoenix-area restaurant:** I don't eat out very often.

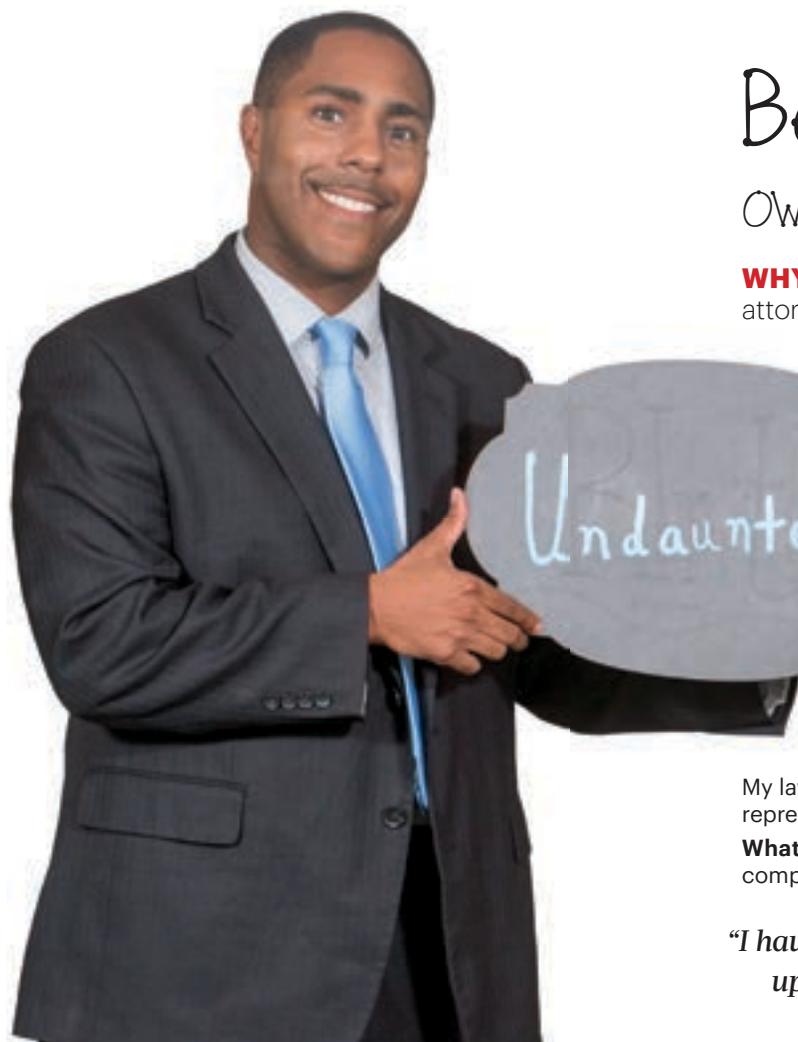
**Your favorite mobile app:** FaceTime, because it allows me to interact with my little niece on the East Coast as she grows up.

**I know it's a good day when:** I wake up.

**I am always fascinated by:** people who are able to be exceptionally generous and willing to sacrifice their own comfort for others.

**Nothing annoys me more than:** people who are charming on the surface, but deceitful underneath.

**Nothing makes me happier than:** mentoring young people and later learning about how they applied the information I gave them to their lives in a positive way.



*"I have been able to survive a few ups and downs in my life."*

40 UNDER 40

# Kristen Torres

CAMPUS DIRECTOR • PIMA MEDICAL INSTITUTE

**WHY WE'RE WATCHING:** In addition to her work at Pima Medical Institute, Torres is president of the Arizona Private School Association and serves on the boards of Chandler's Cultural Foundation Board and the American Lung Association. She also launched two successful community initiatives through Valley Leadership.

**Age:** 36

**What gets you out of bed in the morning:** The opportunity and possibility of what the day holds — and multiple cups of coffee.

**What keeps you up at night:** If it's not the thoughts running through my mind of all I want to accomplish the next day, it would be my two snoring French bulldogs.

**Besides food and water, three things you'd want to have with you on a deserted island:** My family, my friends and a well-stocked bar.

**Where you'd most likely be on a Saturday:** There's always various morning and afternoon lessons, errands, and activities with the kids, but Saturday evenings are typically reserved for gatherings with family and friends. We love entertaining and cooking up a great meal.

**Your favorite Phoenix-area restaurant:** We dine out a lot and love trying new places. Vincent's, Lon's, the Strand, Zinc Bistro, DC Steakhouse, and pretty much all of the Fox restaurants and Upward Projects (Postino, Joyride, etc.) are frequent watering holes for us.

**Your favorite mobile app:** Pandora for awesome

music wherever I roam, and Pinterest is my most recent obsession (read: addiction) for decorating and design ideas.

**I know it's a good day when:** I can handle any challenge thrown at me, help someone out, and knock seven of 10 things off my "to do" list. But even if the day has thrown some curve balls, I can still come home to kisses and hugs from the most important people in my life.

**I am always fascinated by:** maps. I collect antique maps of favorite places around the world. I love comparing how maps change over time and how the science and artistry of cartography has evolved.

**Nothing annoys me more than:** not having my questions answered directly and completely, or being stuck in a stalemate with no progress in sight.

**Nothing makes me happier than:** being on a white sand beach with my family. A day of water sports, sand castles, searching for shells, and sea air — perfection.



*"I have an insatiable curiosity to explore everything. Those who work with me know I always want to explore all possibilities and be as informed as possible. My family and friends know I am highly passionate about exploring the world, experiencing and savoring all it has to offer — foods, music, arts, culture, cities and nature."*



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JW Marriott



**Oct 29th**  
JW Marriott

**ACE** ARIZONA CORPORATE EXCELLENCE AWARDS 2015

**Nov 4th**  
Scottsdale Center for the Performing Arts



**Nov 6th** SkySong



**Dec 3rd**  
JW Marriott

# EVENTS

PHOENIX BUSINESS JOURNAL

## 40 UNDER 40



*“This is a statement that has resonated with me ever since I read Stephen Covey’s ‘7 Habits of Highly Effective People.’ I like that it centers on accountability and being proactive, and it reminds me not to dwell on factors that I can’t control.”*

## Brian Wilder

SALES EXECUTIVE • LOVITT & TOUCHE

**WHY WE’RE WATCHING:** Wilder was in the military around the time of 9/11 and served as an F-16 pilot on a series of deployments. He now is a major in the U.S. Air Force Reserve and a sales executive at Lovitt & Touche. He is active on the Suns Charities 88 board, the Fiesta Bowl Committee and the FBI Citizens Academy Alumni Association.

**Age:** 38

**What gets you out of bed in the morning:** My kids, because toddlers are persistent. After that, it’s looking forward to whatever challenge or opportunity I have on my calendar that day.

**What keeps you up at night:** On the rare nights that I can’t seem to sleep, it’s usually because I’m thinking about my kids.

**Besides food and water, three things you’d want to have with you on a deserted island:** I only need one: a boat.

**Where you’d most likely be on a Saturday:** My Saturdays are usually composed of soccer and T-ball games, kids’ birthday parties and hanging out by

the pool. This is my favorite time of the week.

**Your favorite Phoenix-area restaurant:** Arrogant Butcher. The food is amazing, and so is the atmosphere. You can’t beat the location, right next to the homes of the Phoenix Suns and Arizona Diamondbacks. I’ve really enjoyed watching the downtown revival and hope more restaurants choose downtown Phoenix.

**Your favorite mobile app:** Twitter. It’s my one-stop shop for news. I use Twitter throughout the day to get up to speed on news, sports, etc. I’ve never really been one to watch the news for any length of time, and Twitter gives me the information I need very quickly.

**I know it’s a good day when:** it goes by in a blur. Fast days are productive days.

**I am always fascinated by:** people who serve a cause greater than themselves. And my wife. What good is this profile if it can’t earn me any brownie points?

**Nothing annoys me more than:** people using hands-free devices in public (barely beating out people wearing socks with sandals).

**Nothing makes me happier than:** seeing my children’s faces when I get home at night.

## Steven Zandpour

REGIONAL PRESIDENT • BMO HARRIS BANK

**WHY WE’RE WATCHING:**

Zandpour leads a 79-branch network for BMO Harris. Under his direction, its retail team moved from fifth in the company in loans, deposits and revenue to No. 1 this year. He serves on the Valley of the Sun United Way Campaign Cabinet and the Arizona Science Center Learning Committee, and is active in Greater Phoenix Leadership.

**Age:** 39

**What gets you out of bed in the morning:** Motivating and inspiring others to achieve their best is one of the most rewarding parts of my career. Supporting team members on their journey through leadership development is a very gratifying aspect of what I do, and I learn a good deal about myself during the process.

**What keeps you up at night:** The fear of not delivering on my commitments. I also lie awake reflecting on what I could do differently in the future to get better results. That time often inspires new ideas, puts things in perspective and energizes me to meet the next day’s challenges head on.

**Besides food and water, three things you’d want to have with you on a deserted island:** My wife and the kids (for obvious reasons); my smartphone (what

can I say? I like to stay connected); and an e-reader full of books on business strategy and leadership — plus a few survival how-to guides, since I’m not much of an outdoorsman.

**Where you’d most likely be on a Saturday:** First, a daddy-daughter Starbucks date, followed by my wife and I walking the kids to the park. We selter there in the shade (if any exists) while watching the kids run through the splash pad. The evening ends pretty early with dinner at our favorite pizza place.

**Your favorite Phoenix-area restaurant:** Cowboy Ciao. It holds a lot of sentimental value since it’s the first place my wife and I went to dinner after reaching the decision to make Scottsdale our new hometown. Plus, it doesn’t hurt that they have an amazing chopped salad and bread pudding.

**Your favorite mobile app:** I always check out the ESPN app to follow all my favorite Phoenix and Chicago sports teams.

**I know it’s a good day when:** I’ve been out in the field coaching, mentoring and making an impact with the team; and then I get home, read or play with the kids, and

I find I’ve had the same positive influence doing the “little things” with my family. I go to bed with a real sense of fulfillment.

**I am always fascinated by:** new and innovative ideas. I believe banking is an industry that will undergo a great deal of change over the next ten years, and there is a lot of exciting technology on the horizon that will simplify and add convenience to banking.

**Nothing annoys me more than:** when people commit to something and don’t deliver. I hold myself to a high standard in that regard, and when I don’t get that in return I’m disappointed.

**Nothing makes me happier than:** having the opportunity to make a meaningful impact in someone else’s career and in my family life.

*“It’s the thing that matters most to me in business and my personal life. So often we make idealistic commitments, but delivering an executable plan makes the difference between a daydream and reality.”*





# BEHIND THE SCENES

Photo Editor  
Jim Poulin

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## Young leaders offer potential

My favorite part of being a photojournalist is meeting people. This year, I was asked to shoot the entire 40 Under 40 class, and I completed this project feeling like I'd made 41 new friends. Each honoree was given a chalkboard and asked to write a single word that meant something to them. While some found that a daunting task, it was an opportunity to learn from each of them.

This week's photos were taken by Cassidy Trowbridge, who shadowed me as I did my work.

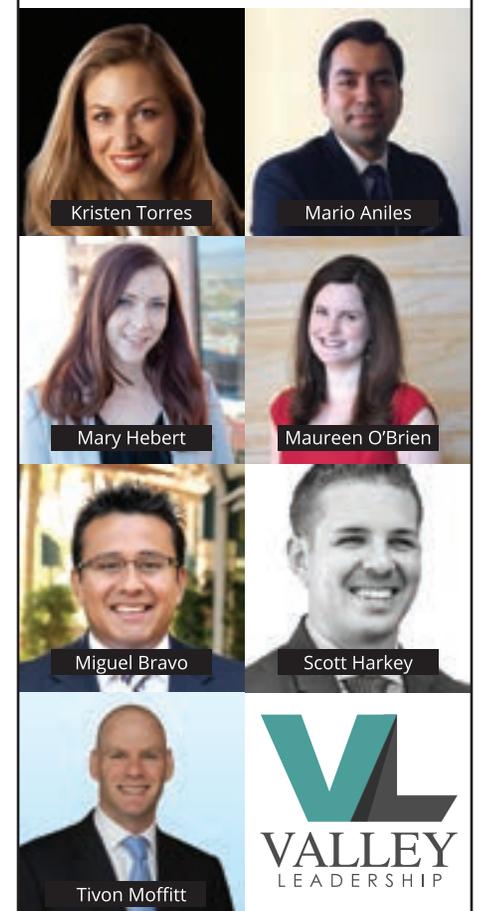
This week's photos were taken by Cassidy Trowbridge, who shadowed me as I did my work.

1. Jennifer Bare (page 29) poses for her photo.
2. Tivon Moffitt, left (page 40), writes his word as Jathan Segur (page 43) watches.
3. Tanya Wheeless (page 46) says cheese.
4. I confer with Brigitte Dayton (Page 32) on her photos.



## CONGRATULATIONS 40 UNDER 40 HONOREES!

VL is honored to help advance your passions and accelerate your pursuits.



CONGRATULATIONS

Snell & Wilmer congratulates Adam Lang and all of the Phoenix Business Journal's 2015 40 Under 40 honorees.

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