

# POWERED UP

40  
UNDER  
40  
CLASS OF 2012

**40 UNDER 40  
BRING SUPERHERO STATUS  
TO WORK, COMMUNITY**



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# Cartoons pay off

As I sat and watched the hours and hours — and let's be honest here, it was more like days — of cartoons when I was growing up, I'm pretty sure one of my parents said I wasn't going to learn anything from them.

Well, 30 years or so on, it turns out I did pick up a few things from the cartoons and comic books that littered my youth. For starters, they taught me how a bill becomes a law and all about conjunctions.



**Patrick O'Grady**  
Project Editor

Apparently, I wasn't alone. For this year's "40 Under 40," we decided to delve deep into the brightly colored world of Superman, Bugs Bunny, Batman, and

even Ren & Stimpy to find out if there were some lessons businesses could draw from the animated world — and indeed there were.

This year's 40 did an amazing job of bringing together those lessons of childhood. Let's see if some of these strike a chord:

- It wasn't a mistake that superheroes always seemed to band together into groups. There's more power in a team working together, each benefiting from the other's strength and hopefully compensating for their weaknesses. Businesses have been trying to do this for years.

- Sometimes the simplest of characters, toiling away at the same job for years, can change the world. Prime example: Wall-E.

- Perseverance is the key to everything. What if Wile E. Coyote just gave up on chasing the Road Runner? There may not be a lot of entrepreneurs who want to admit they're like the coyote, but that's the kind of dogged pursuit that's helping to rebuild a lot of Arizona's economy.

- The answer to any problem often is the simplest. If something's scaring the townspeople, odds are it's someone among them rather than a 50-foot-tall ghostly statue of Montezuma.

- Check your position from time to time. Know where you're going, and be prepared to recalculate if discover you missed that left turn at Albuquerque.

This class of up-and-coming leaders in the Valley also offer yet another fine example of people using what seem like superhuman abilities to improve their businesses and communities.

They've accomplished a lot of things that are worthy of mention, and they likely will continue to do so. All have already had an effect on the people around them.

And, fortunately for the rest of us, they don't hide behind masks and capes.

## INSIDE

**Staying super**  
A business leader who tries to be Superman or Wonder Woman can face pitfalls. **24**

**Utility belts**  
Being a business superhero often means heavily relying on high-tech gadgets. **25**

**To Be Continued...**  
For a look at other answers from our 40 Under 40 class, check online at [bit.ly/M09e6m](http://bit.ly/M09e6m) and [bit.ly/McNAdq](http://bit.ly/McNAdq)

## 40 UNDER 40

- |                                |                                 |                                    |
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JIM POULIN | PHOENIX BUSINESS JOURNAL

**ON THE COVER:** This year's 40 Under 40 class includes many business and community superheroes. On the cover, from left, are Kate Thoene, Colin Tetreault, Jason Coochwytewa and Reginald Bolding.

Project editor: Patrick O'Grady  
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Sincerely,

*Brian Mueller*

Brian Mueller, CEO  
Grand Canyon University



Everyone at MidFirst Bank would like to congratulate the 2012 Forty Under 40 honorees. As a Forty Under 40 member, I truly understand the dedication involved in achieving such an honor.

It goes without saying that hard work should be rewarded. With that sentiment, we're pleased to recognize the honorees for their determination and commitment to making Phoenix a better and stronger community. These young leaders are proof that the future of business in the Greater Phoenix Area looks bright. Together there's no limit to what we can accomplish.

Once again it's a great pleasure to congratulate the honorees. I'm sure I speak for everyone in the community when I say, "Bravo!"

Sincerely,

*Jeffrey D. Lowe*



**Jeffrey D. Lowe**  
MidFirst Bank  
Arizona Market President  
Forty Under 40 Class of 2003



# Working as 'Superman' has pros, cons

BY CHRISTINA ESTES  
Contributing Writer

**J**ose Ochoa is a lot like Peter Parker: He comes across as quiet, some might say shy or even a little nerdy — but he has hidden super abilities.

Ochoa's powers do not include crawling up walls or slinging webs like Spider-Man. Instead, he juggles multiple projects under daily deadlines as executive producer of on-air promotions at KNXV-TV Channel 15, the Phoenix ABC affiliate. He does it all while staying calm and maintaining a positive work environment.

It's a tall order in the television news business, where the drive to attract viewers includes more avenues — as well as potential roadblocks — than ever before.

"Five years ago, we would just produce promos to air on the station," he said. "Now it's a lot of social media promotion, and you have to find new ways to engage the viewers."

The business world requires a lot more superhero attitude to get the job done these days. Budgets in private- and public-sector jobs have been stretched thin, and many people are asked to do more with less.

This year's class of 40 Under 40 typifies what some in the Phoenix area are doing to rise above and become superheroes. There always are perks, but being a superhero is not without its challenges of long hours and, sometimes, little recognition.

Ochoa supervises four producers at KNXV. During the past few years, their duties have changed. The station, like many others across the state and the country, no longer hires separate photographers, writer-producers and editors; today, one person does it all.

"The deadlines are still there, but the work load has increased dramatically," said Ochoa, 39. "I get tired, but one of the main things that help is loving what you do. If you like what you do, you're going to have the optimism, the drive to continue to do your job and do it better, and look for new and creative ways to accomplish ev-



PHOTO ILLUSTRATION BY JIM POULIN | PHOENIX BUSINESS JOURNAL

Ryan Suchala, president of Bank of Arizona, demonstrates his ability to perform superhuman multitasking efforts. He said he has seen many of the bank's clients have to do more as the economy continues to recover from the Great Recession.

erything that's expected of you."

Chip Coffey, director of therapy services at St. Luke's Behavioral Health Center, said while many workers are rising to the occasion every day, he sees a heavy toll among those trying to be superheroes.

"When we are in a state of constantly feeling overwhelmed, we can just shut down," he said. "You are no longer able to think things through and prioritize tasks."

That creates challenges for those who feel the demands are getting beyond even superhuman abilities. Worker stress can

impact the employer's bottom line. Staff may show up late, be unable to function well at work or become physically ill, which can drive up insurance costs.

Coffey puts as much responsibility on managers as the employees themselves to recognize when potential kryptonite is lying around. He recalls an axiom he heard many years ago that supervisors have two purposes: They set the professional tone and the emotional tone of the staff.

Ochoa, whose staff produces numerous promotional spots each week to attract viewers to KNXV's various newscasts, said his work involves a constant barrage of shifting tasks to the most immediate priority. "Yes, I'm a multitasker," he said.

Tami Nealy, a 2010 alumna of 40 Under 40 and senior director of corporate communications for LifeLock Inc. in Tempe, considers herself a master multitasker.

"I consider my work style to be controlled chaos," she said. "I love having a lot of projects being executed simultaneously. I am always on, reading and responding to emails, texts and phone calls."

Nealy has an affinity for Elastigirl, the superhero mom in "The Incredibles." But, like Elastigirl, even Nealy has limits to which she can be stretched.

"There was a time when I felt I needed to be everything to everyone all the time," she said. "I realized those closest to me — my husband and son — were receiving the short end of the deal. Since then, I have refocused and reprioritized to ensure my work life and family life are in balance."

Ryan Suchala, a member of the 2011 class of 40 Under 40 and president of Bank of Arizona, said he relies on advisers and teammates, as many superheroes do, to keep focused and challenged and to avoid burnout.

"The recession has forced customers, employees and competitors to do more with less and added significant stress," he said. "I have had to work harder in my role to make sure our customers and my employees have the necessary resources to adapt to the recession."

Suzanne Kinney, a 2009 alumna of 40 Under 40 and senior vice president of public policy for the Arizona Chamber of Commerce & Industry, is another believer in teamwork bolstering the working superhero. She said she relies on her staff's super powers to do what few could imagine.

During the worst recession since the Great Depression, she said, the Arizona Chamber increased its membership.

"We demonstrate our value on a daily basis and differentiate ourselves from the competition," she said. "We have to be an investment that the company feels it cannot live without."



Nealy



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Jose Ochoa, executive producer at KNXV-TV in Phoenix, has seen his industry go through many changes. As a result, he wears many hats in helping to produce the news.



Kinney

# 40 members keep utility belt packed with tech

BY TIM GALLEN  
Contributing Writer

**B**atman has his utility belt. Captain America has his shield. Nate Anderson has his iPhone.

Anderson, founder and executive director of Ear Candy Charity, turns to his Apple Inc. product when he needs a little super power.

“My iPhone is quintessential,” he said. “It allows me to get everything I need all the time.”



Anderson

Just as superheroes have their favorite tech to help them save the world, alumni of the *Phoenix Business Journal's* 40 Under 40 have specific gadgets and technology services they rely

on to get the job done on a daily basis.

“Being a public relations professional, my laptop and smartphone are my success gadgets,” said Cynde Cerf, director of communications and marketing with Planned Parenthood Arizona. “They may not be advanced, but they certainly do the job every day.”

Being on call 24/7, the always-on connectivity of her gadgets helps her keep in communication no matter where she is, Cerf said.

“Remote access and Web-based tools are a great addition to these gadgets, making me more nimble,” she said.

With the ubiquity of Apple tools, Anderson is not the only one who reaches for the iPhone to get some work done. Kiel

Klaphake, co-founder and executive producer of Arizona Broadway Theatre, also relies heavily on it.

“With the iPhone, I have direct access to all my contacts, emails, can access various Internet sites I frequent, (and) have specific apps that are critical to my job,” he said.

In addition, Klaphake uses an iPad.

“With the iPad, I can take detailed notes, access my email and contacts like the iPhone, but also use other apps to connect to my office computers, networking devices, and operational technology in the theater,” he said.

While Apple’s iPhone and iPad seem to be the de facto mobile devices for the Valley’s 40 Under 40 set, Pete Griffin, president and CEO of Big Brothers Big Sisters of Central Arizona, is a fan of another tech titan.

“In terms of technology, there are two things I’m a fan of: Apple and Google,” he said. “Their intuitiveness and compatibility with each other help make my crazy life more manageable.”

Two years ago, Griffin converted the entire Big Brothers Big Sisters infrastructure to Google Apps to streamline the organization’s mail, calendars and documents.

“Google Apps allows people to share information seamlessly no matter where they are,” he said. That is important because Big Brothers Big Sisters has people who work at the office, at home and in the community.



Griffin

**‘I am very passionate about my role, so I do not feel like a device prevents me from leaving work.’**

Shelly Hodges  
University of Phoenix



One drawback of being always connected is the idea that gadgets make it difficult to leave the office. But 2011 40 Under 40 alumna Shelly Hodges has a different perspective.

“I am very passionate about my role, so I do not feel like a device prevents me from leaving work,” said Hodges, a University of Phoenix vice president. “If you find something you love, it never feels like work.”

Her iPhone and iPad provide flexibility, she said, allowing her to maximize her time between appointments.

“If I am traveling or have an appointment, I can still be answering questions, attending a Web meeting and researching,” Hodges said.

While those using technology believe it gives them a little super power, that boost in productivity has little to do with the technology itself, said Brad



Cerf

Allenby, Lincoln professor of engineering and ethics at Arizona State University.

“Technology is an artifact. A smartphone, for example, can’t make anything more or less productive,” he said. “It is the way the technology integrates into the culture — the business culture generally and the organizational culture specifically — that enables a new technology to increase productivity.”

Allenby agreed that younger professionals have a leg up on their older colleagues when it comes to adopting and implementing new technologies. But he added it’s more a result of one’s background.

“It would be more accurate to say people who have grown up in a particular technological environment — social networking, for example — are culturally, psychologically and neurologically integrated with their technologies in a way that others are not,” Allenby said. “Humans integrate with their technologies; so if you grow up with a particular technological framework, you will be adept with it in ways that older generations are not.”

This should not provide an excuse for what he calls an “employment technological determinism,” however.

“It is not just technology, or being adept with technology, that makes a good employee,” he said. “It is the ability to turn all of the organization’s capabilities into productivity.”



Klaphake



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## ELIZABETH MARIBITO

**AGE:** 29  
**ORGANIZATION:** Cancer Treatment Centers of America  
**TITLE:** Assistant vice president, oncology patient services

Elizabeth Maribito has known her life's purpose was to help others since she volunteered as a teenager at the Salvation Army and in shelters for teenage mothers in abusive relationships.

She has participated in numerous events, including the American Cancer Society's Jewel Ball as auction chair in 2010 and the West Valley Arts Council Diamond Ball as co-chair in 2010 and as auction chair in 2009. In addition, she and her husband were

selected as one of Arizona's Finest Couples by the Cystic Fibrosis Foundation last year.

Maribito's generosity extends to the patients at Cancer Treatment Centers of America.

**Favorite cartoon character/superhero, and why?** She-Ra. It always struck me in an era where most superheroes were male that She-Ra started as a superhero by saving her brother, He-Man. In addition, her first impulse was never to overtake her enemies by brute force; instead, she focused on outsmarting them.

**If you could have one ability from cartoons or superheroes, what would it be and why?** Flying. I would love to soar through the sky and enjoy the view — not to mention it would give me the ability to avoid traffic.

## REGINALD BOLDING

**AGE:** 25  
**TITLES:** President, Future Leaders of Arizona; clinical instructor, Arizona State University

Reginald Bolding is seeking ways to connect business with students from underserved communities.

Bolding teaches at Arizona State University, and his Future Leaders of Arizona works to bring opportunities to students who may be extremely skilled or talented, but lack networking connections. He also has been involved with numerous civic groups, earning him fellowships from the Leadership for Educational Equity and the Center for Progressive Leadership.

Bolding is now turning his sights on public office, seeking the District 27 House seat in the Arizona Legislature.

**Favorite cartoon character/superhero, and why?**

My favorite superhero is Captain Planet. He is

formed by a collection of strong individuals in the community coming together to form a greater power. I believe my success has been a result of learning from other leaders in the community and using their experience and skills to help me become an effective leader.

**If you could have one ability from cartoons or superheroes, what would it be and why?** I would want the ability to self-heal, similar to Wolverine of the X-Men. This would allow me to be more adventuresome and try things that I typically wouldn't engage in, such as bungee jumping and skydiving.

**What lessons did you learn from cartoons that you think are applicable to your business?** Through "Captain Planet," I learned that community outreach and collaboration are key to creating a dynamic team. The concept that two heads are better than one is very evident in this cartoon.



## CHEY CASTRO

**AGE:** 33  
**ORGANIZATION:** Russ Lyon Sotheby's International Realty  
**TITLE:** Realtor, Private Client Group

On Chey Castro's first day of high school, his brother — who had dropped out of school — told him to work hard, listen to his teachers and be the most diligent student possible.

Today, Castro is an active mentor with the Be a Leader Foundation, where the mission is to increase the number of college-bound students.

**Favorite cartoon character/superhero, and why?** Superman, because he was the first superhero I saw as a child, and he fought evil with a strong sense of justice, morality and righteousness.

**What lessons did you learn from cartoons that you think are applicable to your business?** That no matter how many times you fail, you keep trying. Like the way Wile E. Coyote keeps on going after the Road Runner, even when he keeps failing to catch him.



## KRISTIN PARRACK

**AGE:** 35  
**ORGANIZATION:** St. Francis Xavier Parish and School  
**TITLE:** Capital campaign stewardship director

Kristin Parrack spent the past year as capital campaign stewardship director at St. Francis Xavier Parish and School. She is a 1995 graduate of Xavier College Preparatory. Since taking the position, she has raised more than \$1 million. A teacher for nine years, Parrack founded and ran the Growth Improvement for Female Teens until it closed in 2007. She remains involved in charitable work.

**Favorite cartoon character/superhero, and why?**

Wonder Woman, because she was the only girl superhero I can think of. I loved my Wonder Woman Underoos more than anything, but they only made them up to a size 6. When I outgrew them and was crying my eyes out in Smitty's, my mom informed me that "Wonder Woman Underoos don't make you Wonder Woman, your heart does."



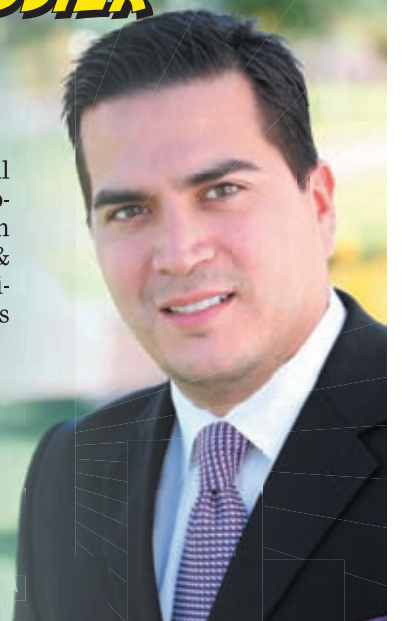
## MILTON DELLOSSIER

**AGE:** 36  
**ORGANIZATION:** Wells Fargo & Co.  
**TITLE:** Regional diverse segments manager

Milton Dellossier uses his bicultural and bilingual background to develop programs for minority communities with low to moderate income at Wells Fargo & Co. Dellossier also is the region's charitable contributions manager for the Wells Fargo Housing Foundation.

**Favorite cartoon character/superhero, and why?**

I like Superman because he is the iconic American superhero. The Clark Kent persona allows him to be a servant leader, letting him blend in with everyone else, but underneath lies a strong desire to help improve people's lives and his community.





## TAMIKA CURRY SMITH

**AGE:** 38  
**ORGANIZATION:** The TCS Group Inc.  
**TITLE:** President

Tamika Curry Smith is passionate about young people and education. She has volunteered to tutor and read books to children at libraries across the nation, and she has been a mentor at Alternatives for Girls, a nonprofit for at-risk young women.

Smith also is a member of Mocha Moms and the Black Board of Directors Project, a 28-year-old advanced leadership organization based in Phoenix focused on economic advancement, political empowerment, institutional change and civic involvement.

As president of the TCS Group, Smith works to provide human

resources and diversity solutions to corporate and nonprofit clients.

**Favorite cartoon character/superhero, and why?** Wonder Woman. She is a well-rounded superhero and one of the few female characters that has stood the test of time. She possesses many of the typical superhero abilities, but she operates in a way that is true to her roots as a woman and Warrior Princess by focusing on love, peace, truth and equality.

**If you could have one ability from cartoons or superheroes, what would it be and why?** The one superhero ability I would like to have is time travel. Horrible things happen in the world every day, and I would love to be able to go back in time to try to prevent some of those tragedies. Even from a business and community perspective, being able to travel through time would enable me to help change past business decisions and notify people of the looming economic crisis.

## CHAD CAMPBELL

**AGE:** 39  
**ORGANIZATION:** Arizona House of Representatives  
**TITLE:** House Democratic leader

Chad Campbell is used to tilting at windmills at the Arizona Capitol. The Phoenix Democrat is House minority leader at the Republican-controlled Legislature.

He touts economic development, the need to attract high-wage and high-tech jobs, and business-backed investments in education and transportation.

**Favorite cartoon character/superhero, and why?** As a kid, my favorite superhero was always Spider-Man. He was always a bit of an underdog, and I've always rooted for the underdog. Additionally, he was a character who had flaws and struggled with his decisions, just like real people, but ultimately always ended up doing the right thing even if it didn't work out.




## STEFANIE FRANCIS

**AGE:** 38  
**ORGANIZATION:** Navigate Research  
**TITLE:** Co-founder and senior vice president

Stefanie Francis is co-founder and managing director of Scottsdale-based Navigate Research, which specializes in sports marketing and other business research. She's also president of the Phoenix Women's Sports Association and has an MBA from Arizona State University.

**Favorite cartoon character/superhero, and why?** I was always enamored with "The Jetsons." When watching "The Jetsons," Rosie, Astro and Elroy helped me start thinking outside what I saw around me every day and begin considering what could be if there were no rules or constraints.





40 UNDER 40 PROGRAM




PHOENIX Business Journal

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Thank you for all you do in fighting the good fight!

Your superhero team at GPEC



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Humana congratulates **Michael Franks** for being one of the Phoenix Business Journal's "40 Under 40."

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## AMBER COX

**AGE:** 37  
**ORGANIZATION:** Phoenix Mercury  
**TITLE:** President and chief operating officer

Amber Cox worked her way up through the Phoenix Mercury organization, the Women's National Basketball Association team owned by Robert Sarver after starting as marketing and promotions director at the Phoenix Suns' sibling. Before that, she handled marketing efforts for the Phoenix Road Runners, a now-defunct minor-league hockey team.

She also is involved in a girls mentoring program with the Downtown Phoenix Partnership and the Leukemia & Lymphoma Society. She also has been named an honoree of ONE Community's Spotlight on Success.

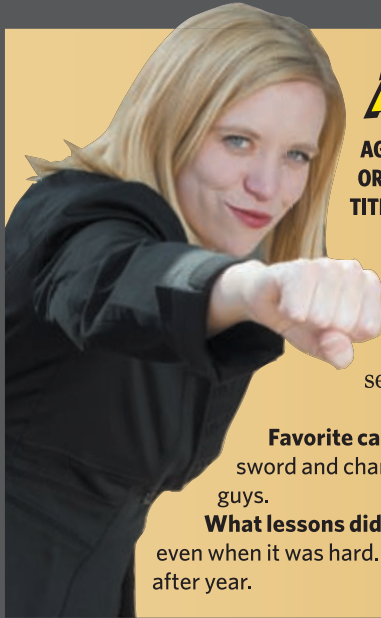


**Favorite cartoon character/superhero, and why?**

Winnie the Pooh, who is always the ultimate teammate, ready to lend a hand or share his jar of honey with any of his neighbors in the Hundred Acre Wood. Though he describes himself as "a bear of very little brain," the simple lessons he offers are some of the most important. He sees positives in every situation, appreciates the little things and always puts others first.

## RACHEL BENNETT YANOF

**AGE:** 30  
**ORGANIZATION:** Phoenix Collegiate Academy  
**TITLE:** Founder and executive director



As a member of the Teach for America corps, Rachel Bennett Yanof saw five principals, four superintendents and four teachers quit. She realized the students were not the problem.

Yanof created the Phoenix Collegiate Academy, a school to address the severe academic underperformance in the South Mountain area.

**Favorite cartoon character/superhero, and why?** He-Man. Every time he held up his sword and changed into his superhuman self, I would emulate this and fight imaginary bad guys.

**What lessons did you think are applicable to your business?** He-Man always did the right thing, even when it was hard. He never took the easy way out. And he continued to fight the good fight, year after year.

## MICHELLE DAVIDSON

**AGE:** 35  
**ORGANIZATION:** UMOM New Day Centers  
**TITLE:** Public relations manager

Michelle Davidson has been at the UMOM New Day Centers for the past two years, but politics will always be in her blood. Davidson was active in the Young Democrats at ASU and worked on the Bill Clinton-Al Gore 1996 campaign, Janet Napolitano's campaign in 2002 and state races in 2006, 2008 and 2010.

**Favorite cartoon character/superhero, and why?** Wonder Woman. Who doesn't want a lasso of truth and an invisible plane?

**What lessons did you think are applicable to your business?** Fighting for justice and truth may not be easy, but with persistence and energy you can prevail. Oh, and a great outfit and fabulous hair never hurt.



Bryan Cave Congratulates  
Megan Lennox on her  
40 Under 40 Recognition.





## MEGAN LENNOX

**AGE:** 37  
**ORGANIZATION:** Bryan Cave LLP  
**TITLE:** Environmental attorney

Lennox is an environmental attorney in the Phoenix law offices of Bryan Cave LLP. The former civil engineer has field expertise in the environment and hydrology.

The University of Arizona law school grad also serves on the boards of Valley Forward and the Maricopa County Bar Foundation.

**Favorite cartoon character/superhero, and why?** The Bionic Woman. That lady was strong, could hear things from a mile away, and could run up to 60 mph. Pretty impressive.

**What lessons did you think are applicable to your business?** That the superheroes who worked in teams — the Avengers, X-Men, Fantastic Four — seemed to have a whole lot more fun and did a whole lot more conquering of the universe than those who worked alone or just with a sidekick.



## JASON COOCHWYTEWA

**AGE:** 38  
**ORGANIZATION:** Red Note Inc.  
**TITLE:** Owner and president

Jason Coochwytewa, has helped produced events ranging from the VIP party at the 2008 Native American Village at Super Bowl XLII to the 2011 and 2012 Reservation Economic Summits at Mandalay Bay in Las Vegas.

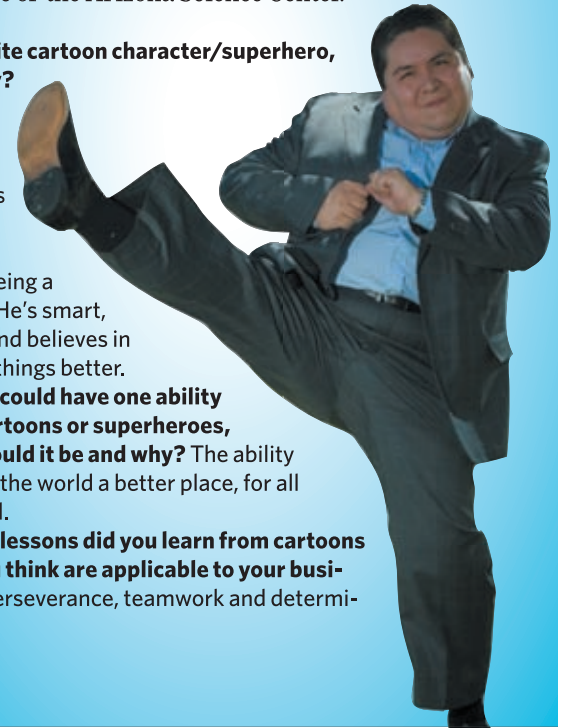
Coochwytewa also is the 2012 chairman of the American Indian Chamber of Commerce of Arizona and a trustee of the Arizona Science Center.

**Favorite cartoon character/superhero, and why?**

Mighty Mouse, because he breaks the stereotype of just being a mouse. He's smart, strong and believes in making things better.

**If you could have one ability from cartoons or superheroes, what would it be and why?** The ability to make the world a better place, for all mankind.

**What lessons did you learn from cartoons that you think are applicable to your business?** Perseverance, teamwork and determination.



## DANIEL VALENZUELA

**AGE:** 37  
**ORGANIZATION:** Phoenix City Council  
**TITLE:** Councilman, District 5

Daniel Valenzuela is a fourth-generation Phoenician who started his freshman term on the Phoenix City Council in January representing District 5.

Valenzuela is a firefighter and serves as the Glendale Fire Department's public information officer, represents Phoenix in Westmarc and is a founding member of Glendale's Hope, which aids cancer research.

**Favorite cartoon character/superhero, and why?** Mighty Mouse was a guardian of the people. He was always protecting those in trouble and stepping in when he was needed. The thing that was great about Mighty Mouse is that he packed all the passion, drive and power of Superman into a more compact package.



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Jody Ryan*



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The patients, caregivers and employees at Cancer Treatment Centers of America® congratulate Liz Maribito on being named among the 40 Under 40.



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**ROSA KRAJMALNIK-BROWN**

Since earning her doctoral degree in 2005, Krajmalnik-Brown has mentored 31 young people.

**AGE:** 39**ORGANIZATION:** Biodesign Institute at Arizona State University**TITLE:** Assistant professor, Swette Center for Environmental Biotechnology

Rosa Krajmalnik-Brown's career is focused on micro-organisms, but her goals are to improve human health and the environment.

She studies obesity, autism, constipation, and methods to clean water and create renewable energy. All have to do with harnessing the potential of bacteria and other microbes for new treatments and solutions.

**Favorite cartoon character/superhero, and why?** I like "The Flintstones." Fred and Wilma Flintstone and their neighbors, Barney and Betty Rubble, draw on animals and their natural environment to create everything they need. They live a sustainable life. It is very creative.

**What lessons did you learn from cartoons that you think are applicable to your business?** I take the Flintstones' ability to draw from nature to solve technological problems seriously. We are creating technologies that rely on micro-organisms to make water contaminants harmless, to modify waste into energy, and to understand human health — especially the differences of the micro-organisms to better understand obesity and autism.

**KATE THOENE****AGE:** 36**ORGANIZATION:** St. Mary's Food Bank Alliance**TITLE:** Director of community kitchen programs

Kate Thoene runs a chef training program that gives ex-felons and victims of spousal or substance abuse a second chance at life, and she has an excellent track record: Graduates of her program have a 94 percent job placement rate.

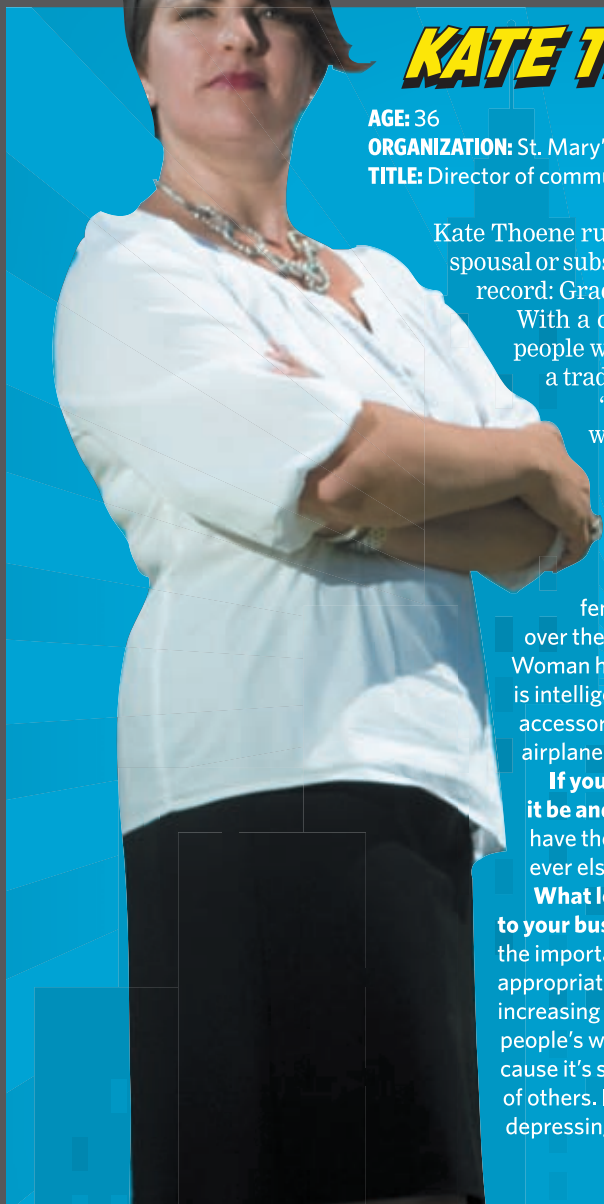
With a classic tough-love attitude, she is creating sustainable lives for people who previously relied on government assistance. While hope isn't a traditional leadership quality, in Thoene's world, it is everything.

"The root of our program is all about creating hope for individuals who may have lost it," she said. "And at the end of the day, my job is about changing lives."

**Favorite cartoon character/superhero, and why?** Ever since I was a toddler, my favorite superhero has been the amazing Wonder Woman. She represents female empowerment and reflects positive female traits such as honesty and kindness, and she has inspired women over the years to believe in themselves. Besides being beautiful, Wonder Woman has super strength, stamina and agility — but, most important, she is intelligent and kind. She fights for justice and has some pretty awesome accessories such as bullet-stopping bracelets, a magic lasso and an invisible airplane.

**If you could have one ability from cartoons or superheroes, what would it be and why?** It would have to be the ability to heal. It would be amazing to have the power to heal others from injury, illness, disease, addiction or whatever else might cause pain and suffering.

**What lessons did you learn from cartoons that you think are applicable to your business?** The lesson that I incorporate into my business every day is the importance of having fun — not the "Looney Tunes" kind, but workplace-appropriate fun. Incorporating fun into work has many business benefits such as increasing creativity, improving communication, easing tension and increasing people's willingness to help others. Social service can be depressing work because it's so easy for staff members to take on the difficult issues and situations of others. It is critical that the environment and culture be the exact opposite of depressing — not only for staff, but for our students as well.

**JENNY WEAVER****AGE:** 38**ORGANIZATION:** Verizon Wireless**TITLE:** Public relations manager

Jenny Weaver has spent much of her public relations career in the Phoenix area. The native Arizonan started with the American Red Cross Grand Canyon Chapter before branching into corporate communications.

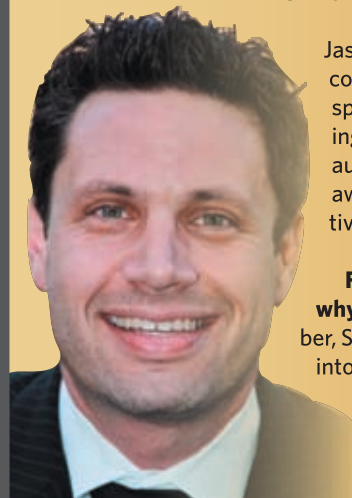
She continues to volunteer with the Red Cross and serves on the board of Chrysalis, a group that helps domestic violence victims. Weaver's leadership goals are designed around integrity, trust, communication and accountability.

**Favorite cartoon character/superhero, and why?** Dory from "Finding Nemo" is my favorite cartoon character because she's kind, funny and a faithful companion, the kind of friend you'd want to have along life's journey.

**JASON HERSH****AGE:** 36**ORGANIZATION:** Dynamic Sound Systems**TITLE:** Owner

Jason Hersh got into the audio business just so he could have a car stereo. That Web-based venture spun into something much larger with the founding of Dynamic Sound Systems. The custom home audio-video installation company has won several awards. Hersh spends time working with the Active Scottsdale 20/30 Club.

**Favorite cartoon character/superhero, and why?** Scooby Doo. The 20 to 30 episodes I remember, Scooby enjoyed great meals and always stumbled into the answer that solved the case. In my business, the answer is not always clear. But with a good team and patience, the answer always seems to present itself.

**J.P. DAHDAAH****AGE:** 36**ORGANIZATION:** Vantage Self-Directed Retirement Plans**TITLE:** Founder and CEO

J.P. Dahdah says one of the most pivotal moments of his professional career occurred in 2004, when he learned that stock market-based investments were not the only permissible options within retirement plans. That led him to start the Entrust Group in 2004. He works to educate investors about using self-directed retirement plans to invest in property, gold and silver.

**Favorite cartoon character/superhero, and why?**

Pepe Le Pew is my favorite because of his charm and self-confidence. Regardless of his obstacles, he is 100 percent focused on his goal: the beautiful pussycat Penelope. Pepe is a perfect example of someone whose mind-set is "failure is not an option." His determination, passion and relentlessness are admirable.



## CHRIS CAMACHO

**AGE:** 31  
**ORGANIZATION:** Greater Phoenix Economic Council  
**TITLE:** Executive vice president

First at the Greater Yuma Economic Development Corp. and now at the Greater Phoenix Economic Council, Camacho has used his knack for luring big companies to Arizona. In the Valley, he has taken the lead in electronics and renewable energy as emerging sectors that have seen growth

**Favorite cartoon character/superhero, and why?** I was much more into sports than cartoons or superheroes. One of my favorites, Michael Jordan. I also liked Mike Tyson. I was inspired by their motivation and instincts relative to their respective sports. I try to approach my job, and the economic development industry, the same way.



## BRAD JANNENGA

**AGE:** 37  
**ORGANIZATION:** WebPT Inc.  
**TITLE:** President and chief technology officer

Brad Jannenga started WebPT to help Heidi, who's now his wife, in her physical therapy practice, and it has evolved into a Phoenix company that helps therapists with everything from scheduling to billing. Jannenga has volunteered as a snowboard instructor for Special Olympics and taught archery for the Boy Scouts of America.

**Favorite cartoon character/superhero, and why?** Ren and Stimpy, because what's better than the adventures of an excitable, sarcastic, mentally disturbed Chihuahua and a dim-witted cat?



## GENEVRA RICHARDSON

**AGE:** 36  
**ORGANIZATION:** GovGroup  
**TITLE:** President

Genevra Richardson leads GovGroup, a Phoenix consulting and lobbying firm, but also has played a role in bringing the Cincinnati Reds to Goodyear and working on solar tax incentives. She serves on the boards of the Leukemia & Lymphoma Society and Central Arizona Shelter Services.

**Favorite cartoon character/superhero, and why?** You are expecting me to say Wonder Woman, but I could never get past that you can see her inside the "invisible jet." I would go with Elastigirl from "The Incredibles." She's a mom. She's flexible and feminine, but can be total badass when the situation calls for it.



## JOSE HERRERA

**AGE:** 37  
**ORGANIZATION:** Arizona Society of CPAs  
**TITLE:** Senior manager of member services

Herrera is a first-generation American who earned a degree from Northern Arizona University. He later developed a program at the W.P. Carey School of Business at Arizona State University aimed at educating minority and high-risk students about careers in business.

**Favorite cartoon character/superhero, and why?** The ones that stand out for me are the Green Lantern and El Dorado. The Green Lantern was an ordinary guy who possessed a ring and power lantern that gave him extraordinary powers. With very few superheroes of color, I admired the little-known El Dorado. Although his powers were vague and he was somewhat stereotypical, he was the only hero of Latin descent I had as a child. He was a good role model for me.



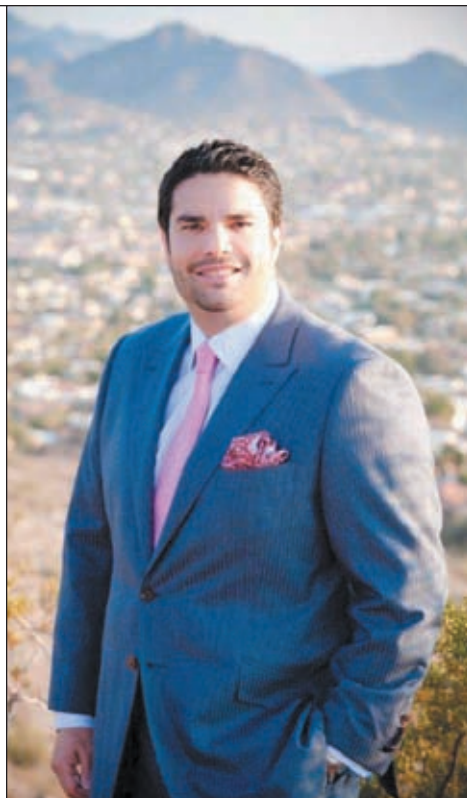
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## IXCHEL DEL CASTILLO

**AGE:** 33

**ORGANIZATION:** Cox Communications Inc.

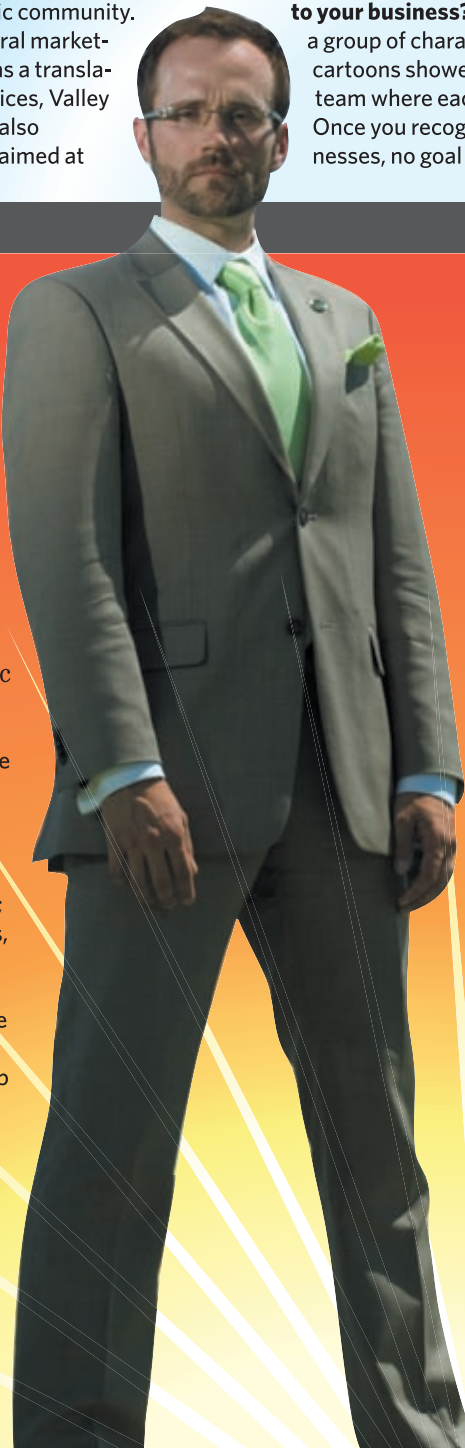
**TITLE:** Multicultural marketing specialist

Ixchel del Castillo immigrated to the U.S. 10 years ago from Mexico and has developed a career of reaching out to the Hispanic community. At Cox Communications Inc., she works in multicultural marketing. In the community, she has volunteered her time as a translator for Chicanos por la Causa, Home Base Youth Services, Valley of the Sun United Way and Planned Parenthood. She also co-founded My Latino Vote AZ, a nonpartisan group aimed at

getting Hispanics more involved in the voting process.

**Favorite cartoon character/superhero, and why?** Batman is one of my favorite superheroes. I always thought he was the best, because unlike most superheroes, he had no supernatural powers. All his strength came from within. He was just a man who endured a very painful experience, but trained physically and intellectually to fight for justice.

**What lessons did you learn from cartoons that you think are applicable to your business?** Growing up, most of my favorite cartoons were those with a group of characters who worked together for a common goal. All these cartoons showed me the importance of surrounding yourself with a strong team where each individual brings to the table unique skills and abilities. Once you recognize and embrace your own and others' strengths and weaknesses, no goal is unattainable.



## COLIN TETREAULT

**AGE:** 30

**ORGANIZATION:** Phoenix Mayor's Office

**TITLE:** Senior policy adviser, sustainability

Colin Tetreault has found it's pretty easy being green these days. He has consulted with several local and national groups on becoming more sustainable. He's also been involved with Valley Forward Association and the Green Chamber of Greater Phoenix, and he now advises Phoenix Mayor Greg Stanton on green policy.

In leadership, he values collaboration, humility, and being systematic and tactical.

**Favorite cartoon character/superhero, and why?** You'd think I would choose something eco-chic like "Captain Planet" given my line of work, but I just love Lion-O from the Thundercats. Lion-O gets points because he wields a magical sword that not only vanquishes the forces of evil, but also plays really groovy music when he wants to look into the future; he has a crack team of friends that help illustrate nothing is impossible when you work together to solve problems; just look at his amazing hair; and who doesn't feel like exclaiming "Thundercats, Ho!" from time to time?

**If you could have one ability from cartoons or superheroes, what would it be and why?** I really think I would enjoy the ability of enhanced intelligence. The ability to think through things and provide substantive solutions to problems is important. Muscles get stuff done in the short term, but using your mind sets up long-term success. This is also something you can share with others. Invulnerability isn't easily transferable, but educating, enabling, and elevating others is always a "super" thing to do.

**What lessons did you learn from cartoons that you think are applicable to your business?** Leadership is not an easy path. It is one of difficulty that requires great fortitude, perseverance and tenacity, even in the face of seemingly insurmountable odds. However, by striving to be service-oriented and humble in all aspects, leaders can help elevate others to levels of greatness and enable them with their own form of "super powers." Setting others up for success, even before yourself, always wins the day.



## PEARL CHANG ESAU

**AGE:** 30

**ORGANIZATION:** Expect More Arizona

**TITLE:** President and CEO

The daughter of a decorated professor at the University of California at Los Angeles, Pearl Chang Esau is president and CEO of Expect More Arizona. Esau began her career with Teach for America in 2003, teaching in Los Angeles. In 2008 she was named executive director of TFA's Phoenix region.

**Favorite cartoon character/superhero, and why?** Lately, it has been Elmo from "Sesame Street." He is my favorite because he has a magical ability to captivate my 1-year-old daughter. I'm not sure how he does it, but it's pretty amazing.



## JASON FUNK

**AGE:** 35

**ORGANIZATION:** Western Window Systems

**TITLE:** President

When Jason Funk was hired as human resources director of Phoenix-based Western Window Systems, he promptly told his boss and the company's owner that he wanted to run the business someday. The Phoenix native overcame a rough childhood that included divorce, frequent moves and substance abuse, and took over Western Window Systems as president in 2006 at age 29.

**Favorite cartoon character/superhero, and why?** My favorite superhero growing up was Daredevil. Whether he was battling powerful villains or simply working to avenge the murder of his father, Daredevil utilizes his heightened senses as well as tremendous courage to always save the day. The concept of a man hindered by blindness being powerful enough to overcome that weakness and save the world has always resonated with me.

## JODY RYAN

**AGE:** 36

**ORGANIZATION:** Greater Phoenix Chamber of Commerce

**TITLE:** Marketing communications director

By the time Jody Ryan was 26, she was fed up with working on Capitol Hill. She ended up with a position with the Maricopa Workforce Connections Center in Peoria. Four years ago she joined the Greater Phoenix Chamber of Commerce, but remains politically active.

**Favorite cartoon character/superhero, and why?** I've never been much of a cartoon fan, but I do have admiration for Princess Fiona in the Shrek films. I like her because she's a down-to-earth, independent ogre who prides herself on being a loyal friend. Plus, she's skilled in the martial arts, which I think could be handy.



**CHAD OLSEN****AGE:** 37**ORGANIZATION:** Camelback Moving Inc.**TITLE:** President

Chad Olsen's business experience showed him the moving industry was not a reputable one. So he decided to do something about it.

Olsen founded Camelback Moving Inc. with a commitment to make it the most ethical company in the Valley. It started out as a one-man operation, and he now has more than 40 full-time employees.

As the housing market began to crumble in 2008, his company received an abundance of abandoned items. After the auction process, he made it a habit to donate items to Homeward Bound and other charity groups.

**Favorite cartoon character/superhero, and why?** My very favorite hero, who was also a cartoon character later on, would be Yoda. First off, who isn't in awe of his mastery of the Force? Yoda teaches that walking the line of the dark side is something we internally fight every day. He teaches that battles within attract battles without. His teachings drip of Eastern philosophy. He sees weakness and strength in others, and dedicates himself to raising the strength and showing the student the right path. Then comes his complete dedication, loyalty, truthfulness, wisdom, strength and gentleness. "Do or do not. There is no try." Those are personal and professional words to live by every day.

**If you could have one ability from cartoons or superheroes, what would it be and why?** The ability to have unfaltering faith in a supernatural power within yourself; and the more faith, the stronger the power. Being able to harness the Force for good. And fighting with the light saber would be awesome.

**EILEEN SULLIVAN****AGE:** 39**ORGANIZATION:** Sullivan Law Firm PC**TITLE:** Owner

Eileen Sullivan has made a career of advocating for others.

As owner and managing partner of the Sullivan Law Firm, she specializes in criminal and family law. Prior to that, she was a Maricopa County deputy public defender and worked in the county Legal Advocate's Office for juveniles.

She is on the Arizona Asian American Bar Association board and is active in the Arizona Women Lawyers Association.

**Favorite cartoon character/superhero, and why?** The Little Mermaid. Ariel was fun-loving, headstrong and mischievous.

**If you could have one ability from cartoons or superheroes, what would it be and why?** Ariel had the courage and the determination to make her dreams come true.

**VALENCIA HOPE ENGERMANN****AGE:** 29**ORGANIZATION:** Kahala Corp.**TITLE:** International project manager

Valencia Hope Engermann serves on the steering committee for the Diversity Leadership Alliance, a Phoenix nonprofit focused on community inclusion and preparing youth for higher education, high school and the workplace. She also serves as a director at the Herberger Theater Center.

**Favorite cartoon character/superhero, and why?**

Speedy Gonzales. He was willing to help his fellow mice by using his speed and wit to feed and save the lives of the less fortunate.



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**MARIBEL BARRIOS****AGE:** 37**ORGANIZATION:** Blue Cross Blue Shield of Arizona**TITLE:** Senior manager of community and multicultural relations

Maribel Barrios has made an investment in the community, serving on the Fresh Start Women's Auxiliary board and co-chairing one of the Catholic Community Foundation's Crozier Gala's committees. She's worked with Phoenix Children's Hospital and the Arizona State University Cesar Chavez Leadership Institute among others.

**Favorite cartoon character/superhero, and why?** My favorite cartoon character would be the Pink Panther, for his witty personality and clever sense of humor.

**BRIAN BOGERT****AGE:** 26**ORGANIZATION:** Lockton Cos.**TITLE:** Partner

Brian Bogert has never let his personal health issues slow him down. At age 7, he was run over by a truck, which severed his left arm between his shoulder and his elbow. During the next six years, he went through 21 reconstructive surgeries and intensive therapy at Phoenix Children's Hospital. Today, he is the founder of the Patient and Family Alumni Leadership Group at PCH. Its mission is to empower patients, their families and future generations with the knowledge and resources that promote philanthropy.

**Favorite cartoon character/superhero, and why?**

My favorite superhero is Superman. He is the only one who was born with all of his powers. He is just himself.

**What lessons did you learn from cartoons that you think are applicable to your business?** I have learned from superheroes to put the needs of others before myself. To whom much is given, much is expected. Focus on the greater good, do the right thing, and good things will happen.

**ANN-MARIE DONALDSON ALAMEDDIN****AGE:** 37**ORGANIZATION:** John C. Lincoln Health Network**TITLE:** In-house counsel and government relations officer

When she volunteered at a hospital during high school, Ann-Marie Donaldson Alameddin knew she wanted to work in health care. While a law student at Arizona State University, she volunteered with the Homeless Legal Assistance Project and the Advocacy Program for Battered Women. She started legal clinics at St. Vincent de Paul and Mountain Park Health Center.

Today, she serves as in-house counsel and director of government relations for John C. Lincoln Health Network.

**Favorite cartoon character/superhero, and why?**

What girl growing up in the '70s and '80s didn't love Wonder Woman? She had it all: super powers, beauty, muscle, signature style, an invisible airplane, and was always on the right side of justice. However, as a mom who gets a fair dose of cartoons, I love Cindy Lou Who from "The Grinch" because of her big heart, her focus on what really matters and her inclusiveness of others.

**LAURA FRANCO FRENCH****AGE:** 38**ORGANIZATION:** Arizona Office of Tourism**TITLE:** Director of community relations

Laura Franco French is involved in both local and international organizations. Arizona Sen. Robert Meza, D-Phoenix, called French the "New Wave Leader," pointing out her grandparents Jesus and Josefina Franco started the annual Fiestas Patrias celebration for Mexican Independence Day in Phoenix.

**Favorite cartoon character/superhero, and why?**

Wonder Woman has always been my favorite superhero. Wonder Woman's strength was her own and not derived from anyone else. She had tremendous power, but did not abuse it. I appreciated her strong morals and loved that she could stop the bad guys. Wonder Woman is classy, stylish and beautiful and got her work done, saving the world with grace and compassion. What I loved most is my mom told me she was a Latina from Arizona, so I grew up thinking that she was Latina, like me.

**SARAH FINECEY-KRAHENBUHL****AGE:** 35**TITLES:** Director of community relations and fan development, Phoenix Coyotes; executive director, Coyotes Charities

Sarah Finecey-Krahenbuhl has had the task of drawing people into Phoenix Coyotes games during a tumultuous time in the franchise's history. She also is charged with using the team's resources to give money to local nonprofits in her role at Coyotes Charities. Her involvement includes work with nonprofits, from Valley Leadership to Special Olympics.

**Favorite cartoon character/superhero, and why?** My favorite cartoon character is Tigger, who always has a positive attitude and keeps an infectious outlook on life. As a leader, I strive to always have enthusiasm and encouragement. I believe that our best leaders are motivators and positive thinkers. Tigger holds these qualities, bringing out the best in his friends and encouraging them to accomplish their goals with positive support. Tigger never lets circumstances affect how he approaches life.

**VINCENT VANVLEET****AGE:** 38**ORGANIZATION:** Phoenix Theatre**TITLE:** Managing director

Vincent VanVleet says his love of acting doesn't stop when the curtain goes down. He worked as a consultant for the Boys and Girls Clubs' annual fundraiser as well as Childhelp's "Drive the Dream" event at the Barrett-Jackson car auction.

**Favorite cartoon character/superhero, and why?**

Tigger is my favorite cartoon character. Tigger loves life, is optimistic, attacks situations head on and rushes in to help his friends, albeit a bit clumsily at times. I can certainly relate to all of those qualities.





## MICHAEL FRANKS

**AGE:** 37  
**ORGANIZATION:** Humana  
**TITLE:** West region president, senior products

After his father, a surgeon, invited him to watch an operation, Michael Franks never imagined he would find himself working in health care. Instead, he chose to become a certified public accountant working for financial companies.

Today, he oversees all market operations for Humana Inc.'s Western region, which comprises Arizona, California, Hawaii and Alaska. Since moving to Arizona last year, Franks has co-chaired the Humana Communities Benefit, which provide a \$100,000 grant

to a Valley nonprofit organization.

**Favorite cartoon character/superhero, and why?** When I look back at the cartoons I watched as a kid, I really like Wile E. Coyote. While he was always outsmarted by the Road Runner, you have to admire his persistence and his tenacity. No matter how many times he fell down a cliff or had an anvil dropped on him, he always got back up and tried again. He also was very smart, because he would think of new and interesting ways to catch the Road Runner.

**What lessons did you learn from cartoons that you think are applicable to your business?** Cartoons have taught me that you can't take yourself too seriously. There will always be work to do, but at some point you have to have fun. I've also learned that there's a downside to every super power. The same holds true in the business world: Every business has a weakness. That's why it's important to analyze weaknesses in order to develop strategies to make organizations better and stronger.




## ALANA CHAVEZ-LANGDON

**AGE:** 36  
**ORGANIZATION:** Ecotality Inc.  
**TITLE:** Vice president, government relations and public/regulatory affairs

Alana Chavez-Langdon developed her public policy skills over the years through internships at the city of Tempe and the U.S. Department of State, and work with the Republican National Committee and the city of Phoenix. Now, she's crafting public policy for Ecotality regarding its effort to install an electric vehicle infrastructure in the U.S.

**Favorite cartoon character/superhero, and why?** Wonder Woman was always my favorite. She was beautiful on the outside and inside, presented the epitome of a strong and alluring woman with multiple talents (powers) who sought to better the world torn by division.




## CANDICE NULSEN


**AGE:** 39  
**ORGANIZATION:** Translational Genomics Research Institute  
**TITLE:** Director of education and community outreach

Candice Nulsen's colleagues refer to her as "Mother Theresa" because of her desire to tackle projects that benefit others. At TGen, she built programs to educate, train and inspire future scientists.

**Favorite cartoon character/superhero, and why?** Lisa Simpson is a favorite cartoon character of mine because she is smart and a little sassy, but maintains a wide-eyed optimism about the world. She is always trying new things and has diverse interests. She's serious and knows her priorities.



The Phoenix Coyotes congratulate Sarah Finecey Krahenbuhl for being selected to the 40 under 40 Class of 2012.



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