

Food. Fashion. Fitness. Meet this year's annual Women Who Move the Valley honorees—10 leading local ladies who are making these and many other aspects of the Valley the absolute best they can be. Learn about these incredible movers and shakers—all who have a passion for philanthropy and giving back to the community—from the people who know them best, from their moms to their mentors.

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### **Ann Siner**

*Founder and CEO of My Sister's Closet, Well Suited and My Sister's Attic*

"It is an amazing accomplishment to create a successful and eco-chic business in the city you love and call home. It is quite another thing to operate that business for 22 years, with your family, over 200 employees, to have a driven desire to be the best in your industry, possess a Zen-like ability to deal with the daily ups and downs and still have time to give back to your community. My sister, Ann Siner, does all of that with the determination of 300 gladiators. She is founder and CEO of her brand, My Sister's Closet, Well Suited and My Sister's Attic. She is a brilliant business woman with a heart full of compassion for those in the Valley of the Sun that do not always have a voice of their own. Of course, I am speaking of all the animals she helps to rescue and save through her love and constant giving back to the Arizona Humane Society, FACES and Halo. Another passion of Ann's is Defenders of Wildlife, where she hopes to help as many wolves as humanly possible. She also assists thousands of women each year with her work with Fresh Start, where Fresh Start women learn to stand again in their power and reclaim their voices. She believes in the Phoenix Art Museum and helps create culture for those of us living and thriving in Phoenix. Then there are the other of innumerable projects, events and charities she supports by attending, promoting and believing in. Ann is a woman of action." —Tess Loo, Siner's sister and head stylist for Eco-Chic Consignments, My Sister's Closet, Well Suited and My Sister's Attic

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**Renee Parsons**

*Co-Founder of The Bob & Renee Parsons Foundation*

“Renee is a woman on the move, moving everyone she meets along the way with her infectious, positive energy. Game for almost anything worthwhile or fun, she takes on every day as an opportunity. She lives with a fitness and health focus that empowers her to give her all to the precious people, dogs and causes in her life. Her benevolent spirit and inner beauty radiate through her smile while her effortlessly elegant style turns heads everywhere she goes. There's a special magic in all of her moves that comes from her light, fun and grateful heart. She creates a spark that inspires those around her to be and do their very best. This magic enables her to move others to take positive action with her. Whether it be in a conversation with a friend, spinning away in the gym, getting down on the dance floor or fighting for one of the many charitable causes that she and her husband, Bob, focus on in their full-time efforts at the Bob and Renee Parsons Foundation, Renee is fully present and passionate with every move she makes.” —*Kristin Newman, Parsons' friend and owner of Kristin Newman Designs*



**Michelle De Blasi**

*Shareholder at Greenberg Traurig*

“Mother, wife, attorney and passionate community thought leader, Michelle De Blasi inspires the Valley’s business community to strive for a better future for Arizona. After starting her legal career in Seattle, Michelle returned to Arizona in 2002: Arizona’s energy and environmental sectors offer many opportunities and I’m proud to be a part of shaping our future, she says. Michelle is a shareholder at the international law firm of Greenberg Traurig and focuses her practice on environmental and energy law. She is co-chair of the Arizona Energy Consortium, a committee of the Arizona Technology Council, and has worked on numerous community programs and initiatives.

Written by Melissa Larsen

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During the last year, the Arizona Energy Consortium released the Arizona Energy Roadmap, a dynamic plan developed to help direct Arizona's energy future. Her involvement with the Consortium, the Green Chamber, Gov. Brewer's Master Energy Plan and Arizona Forward demonstrate the value effective leaders can bring to the community." —*Jolene Eder, law student who interned for De Blasi*

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**Heidi Powell**

*Trainer and Transformation Specialist on "Extreme Weight Loss"*

"In the last year, you may have seen Heidi Powell on the television show "Extreme Weight Loss" with her husband and host, Chris Powell. What many people don't know is that Heidi has been helping people improve their lives long before she was ever featured on the show. At first glance, you may think Heidi's passion is health and fitness, which is a big part of her life, but her true passion is people. On a daily basis, Heidi goes above and beyond for each person she helps transform. Many times Heidi is introduced to people at a dark time in their lives when they are trying to fight for their health. She not only helps them fight to get their life and bodies back, but she also rolls up her sleeves and fights in the trenches with them. Each person is met with such compassion and positivity; you can't help but believe anything is possible. It is impossible to walk away from working with Heidi unchanged for the better. The incredible part is that this dedicated wife and mother leaves behind her a trail of inspiration that has created a ripple effect across the globe. So many of the people she has helped are helping others, teaching them what they have learned from her. Heidi is one of those rare, amazing women who leaves each person and place better than when she found it." —*Jacqui McCoy, former "Extreme Weight Loss" participant*

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**Katherine Cecala**

*COO of Valley of the Sun United Way*

"Katherine Cecala's energy, passion for volunteerism and commitment to improving lives in our community is admirable. She is a brilliant and dynamic professional, one who many rely on to move complex projects forward. When Katherine's on your team, great things happen. Recently, I described Katherine as 'my friend, my mentor

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and an inspiration to many, and the woman I am lucky enough to call boss before a crowd of 500 business executives. These words represent the voice of many of my colleagues at Valley of the Sun United Way and many individuals she has mentored around the Valley. She is an advocate for professional development and encourages women to discover their potential and realize their dreams. Her enthusiasm and business know-how continue to inspire me to excel.” —*Tanya Muñiz, Valley of the Sun United Way CFO*

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### **Amy Binkley**

*Co-Owner of Binkley's Restaurant, Bink's Midtown, Bink's Scottsdale and Café Bink*

“When you're the wife and business partner of Kevin Binkley, one of the Valley's most celebrated chefs, you learn early on that the spotlight won't be focused on you, a situation that suits modest miracle-worker Amy Binkley just fine. As the glue that holds the couple's burgeoning empire together, she's the efficiency expert who handles staff training, payroll and many other day-to-day activities, including creating stellar wine lists that reflect the tenor of each location — whether it's elegant Binkley's, casual Café Bink or veggie-driven Bink's Midtown. Nowadays, she's also dashing off to a fourth location in Scottsdale, slated to open in December. But don't expect to see this former chef, whose resume includes stints at the prestigious Inn at Little Washington (where she outranked Kevin) and Taylor's Refresher ever break a sweat. She may be quiet, but she's as tough as her famous husband, which is why he calls her 'bad ass.'”

—*Nikki Buchanan, Binkley's friend, writer and co-member of Les Dames d'Escoffier*

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### **Carrie Severson**

*President and CEO of Severson Sisters*

“Carrie Severson's passionate commitment to empower young girls inspires us to step up, cape up and fly higher. As the CEO of Severson Sisters, Carrie is an extraordinary visionary with a powerful sense of clarity to see the big picture. She understands hurt people and teaches girls to be strong, yet hold a space of compassion in their hearts. Carrie has a tenacious spirit. She walks her talk and refuses to be bullied professionally or personally. Try to knock her down once and she will stand up three times, each time more powerful than the next. She is the perfect mix of graceful, soulful and scrappy. She holds her boundaries yet sends kindness, positive energy and

love to all. Carrie is a guardian of goodness. With her invisible cape and super-powered up heart, she is a hero for kindness and born to lead Super Girls of today to become Wonder Women of tomorrow.” — *Angie Krause, Severson’s friend, coach and owner of Moments that Matter*

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**Shayna H. Balch**

*Senior Associate at Fisher & Phillips LLP*

“Ever since she was a child, Shayna was always a go-getter. From helping me set up a mobile library for incarcerated youth to being a standout in her high school debate class, our family knew that she was going to be successful, no matter what career path. Now, as an accomplished attorney and highly involved member of her community, Shayna takes great pride in working hard while supporting those in need. She volunteers for community groups, committees, high-risk kids and serves on the boards of two professional organizations. If that isn’t enough, Shayna still makes time for her family by hosting several gatherings each year and cooking dinner for more than 20 of us at one time. Even though she is very busy career woman, no task is too big for her. She’s a consummate professional, community leader and definitely someone who continues to move the Valley in a positive direction.” —*Rochelle Balch, CEO and owner of RB Balch & Associates, Inc. and Shayna’s mom*

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**Kerri O'Brien**

*COO of the Valley of the Sun YMCA*

“Looking for Kerri O'Brien, COO of the Valley of the Sun YMCA? Well you won't find her sitting behind a desk pushing paper. Her approach to her job and her life is one of zest and abounding energy. If you need Kerri, chances are you'll find her working at one of the Y branches. She's a hands-on leader that believes in empowering those around her and leading by example. With the YMCA since 2011, Kerri has played a key role in efforts to build healthier communities throughout the Valley, Flagstaff and Yuma. Kerri is a Sun Devil alum, having earned a B.S. in Exercise Science and a B.S. in nutrition. She also holds an MBA and a Doctorate of Education. Kerri isn't all about work. An avid sports fan, she also holds world records in power lifting—yes power lifting—proving both personally and professionally there's no obstacle too heavy.” —*Jim Diaz, vice president of marketing for Valley of the Sun YMCA*

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**Lovey Borenstein**

*Founder and Owner of Chompie's, Arizona's N.Y. Deli*

"If there's one thing that my mother, Lovey Borenstein, is passionate about, it's family. Lovey grew up in Brooklyn, N.Y., where she met my father Lou. They moved with our whole family to Phoenix in 1978. At the time, Phoenix didn't have a 'good New York bagel.' So on Feb. 14, 1979, having never owned a business before, Lovey and her family started baking bagels and Chompie's was born. The people who came into the restaurant and bakery quickly became her second family. She got to know them and she was with them to celebrate good times and mourn bad times. Through Chompie's, she's been able to help countless families. My mom has watched her customers' families grow up and gets much joy seeing her customers come back to Chompie's with their families. She didn't know she'd be running Chompie's for 35 years, but as she says, 'It's all because of family.'" —*Wendy Borenstein-Tucker, Lovey's daughter*

*Story compiled by Melissa Larsen*