

# The Future is Female

Written by Melissa Larsen

Wednesday, 27 December 2017 15:09 - Last Updated Monday, 08 January 2018 15:24

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## **Melissa Pruett, Owner and Aesthetician at MELT by Melissa**

*A self-described "brow magician," Pruett is now working to start a foundation to provide confidence-boosting microblading to chemo patients.*

Age: 28

@meltbymelissa; @melissapruett24

*I have chosen to make health and beauty my career because I thrive on positively transforming the way women perceive themselves. Humans who genuinely feel healthy and beautiful can better influence the world. We definitely need more of that!*

*I am most proud that I've achieved so many of my dreams and of the woman I've grown to be in the process. It's not really about the goal in mind; it's whom I've become with the mindset to reach any goal.*

*Connecting and building deep, meaningful relationships is the most rewarding part of what I do, while juggling two phones and a never-ending to-do list is the most challenging.*

*I give back to the community by supporting other small businesses, donating beauty services to local charities and currently working on a MELT Foundation to provide microblading to women who have undergone chemo/radiation or traumatic hair loss, and my greatest impact is saving the world one brow at a time!*

*My greatest advice to share with young girls is to just be you. You're absolutely stunning and beautiful just the way you are. No filter needed.*

*My hope for the future of Arizona is more MELT locations!*

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## Coley Arnold and Lindsey Holt, Co-Owners of Junk in the Trunk Vintage Market

*What started as a market in a friend's backyard is now a three-day event in both Scottsdale and San Diego.*

Ages: 33 and 34

@junkinthetrunkvintagemarket; @coleyarnold; @\_lindseyholt

### CA:

I have chosen to make Junk in the Trunk Vintage Market my career because *I love the community we have created and love supporting so many local small businesses.*

I am most proud that *we have built a community that supports and encourages each other's successes.*

*Seeing so many shoppers and vendors enjoying the market is the most rewarding part of what I do, while the balance between [being a] mom and a business owner is the most challenging.*

*We give back to the community at each market. We collect items for different local charities and have expanded our efforts into Africa.*

*My greatest advice to share with young girls is to find out who you are, love yourself and support and love other girls.*

*My hope for the future of Arizona is that it continues to grow its creative community!*

### LH:

I have chosen to make Junk in the Trunk Vintage Market my career because *it allows me to connect with amazing creatives and talented artisans from across our beautiful state.*

I am most proud that *what started as a small backyard event has now grown to encompass an amazing community of attendees and artisans who we've inspired to incorporate vintage into their daily life.*

*The deep-rooted friendships and partnerships that I've developed is the most rewarding part of what I do, while balancing running a small business with being a wife and a mom is the most challenging.*

*I give back to the community as we have made it part of our mission to invest in the community by partnering with local organizations during each of our events to raise awareness and provide items such as school supplies, toiletries, blankets and shoes, and my greatest impact is seeing others who have been able to pursue their creative endeavors full-time as a result of our events.*

*My greatest advice to share with young girls is to never be afraid to take the first step toward something that inspires you, gives you life or that you are passionate about.*

*My hope for the future of Arizona is that it will continue to be a place where entrepreneurship and small businesses flourish.*

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### Jacynda Smith, CEO and Inventor of TYME

*After following her passion, Smith's hair-styling tool has manifested a \$20 million grossing revenue over the past five years.*

Age: 40

@TYMESTyle

I have chosen to make beauty my career because *I love helping people realize that the beauty industry should make your life easier, not harder.*

I am most proud *that women have had such amazing results. We get testimonials that make it all worth it!*

*Seeing people grow* is the most rewarding part of what I do, while *remembering no frustration, just clarification is the most challenging.*

I give back to the community by *providing personal time and resources to make a difference. It's very important for me to have a hands-on experience and make everyone feel beautiful in their own way, and my greatest impact is to help people learn to follow their excitement!*

My greatest advice to share with young girls is *learn to remove judgment from your life, both [of] yourself and others.*

My hope for the future of Arizona is *that it will flourish with start-ups and new technology, especially Cryptocurrency, one of my passions.*

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### Nikki Metzger, Owner of BODI

*BODI, which recently expanded to a larger location in Scottsdale, is one of the area's leading gyms, with new mom Metzger being named Women's Health's "Next Fitness Star."*

Age: 32

@nikkimetzger; @scottsdalebodi

I have chosen to make fitness my career because *I believe health is wealth. I love inspiring and motivating others to live an active lifestyle.*

I am most proud *that I took a risk to open up my own gym, by far the scariest yet most rewarding thing I have ever done.*

*Being a positive change in someone's life* is the most rewarding part of what I do, while, as an owner, *finding the separation between work and personal time is the most challenging.*

I give back to the community by *inspiring and motivating others to live a more positive healthy lifestyle, and my greatest impact is using the*

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*community we built at BODI to help support local charities, food drives and adopting families for the holidays.*

*My greatest advice to share with young girls is don't be afraid to take a risk! Ignore the people that try and bring you down and doubt you. If you believe in yourself and your vision, that's all that matters!*

*My hope for the future of Arizona is that we continue to see small businesses and entrepreneurs thriving!*

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**Lauren Bailey, CEO of Upward Projects**

*Part of the highly successful team behind Postino Winecafe, Joyride Taco House, Windsor, Churn and other beloved dining destinations.*

Age: 37

@laurenbaileylb; @upwardprojects

*I have chosen to make Upward Projects my career because I love people, creativity, unpredictability, food and wine.*

*I am most proud that we have fiercely protected our culture while scaling.*

*Helping others reach their potential is the most rewarding part of what I do, while patience is the most challenging.*

*I give back to the community by contributing to Big Brothers Big Sisters, Phoenix Children's Hospital and Local First Arizona, and my greatest impact is creatively figuring out ways to collaborate with these amazing organizations.*

*My greatest advice to share with young girls is quantify what the worst thing that can happen is, decide if you can handle that and then get after it!*

*My hope for the future of Arizona is to continue on the trajectory that we have been experiencing building amazing culture and a sense of place for our community.*

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**Leah Huss, Co-Founder of Huss Brewing Co.**

*A pioneer in the local, male-dominated craft beer community. (Plus, her brewery just announced an expansion.)*

Age: 42

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@hussbrewing

I chose to make craft beer my career *almost by accident after I graduated from Scottsdale Culinary Institute with plans to cook professionally.*

I am most proud of *my 16-year career in a field that is famously male-dominated.*

*Seeing people enjoy our beer is the most rewarding part, while juggling a normal family life is the most challenging.*

I love giving back to the community *in many ways. Plus, we just developed our own Huss Brewing Family Foundation so stay tuned.*

My greatest advice to share with young girls is *to be awesome, do whatever it is you want, and there always has to be a leader so it may as well be you!*

My hope for the future of Arizona is *more love of our community. Talk to neighbors, host a block party. There's so much good out there, we just need to be more involved with one another.*

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**Julia Meyerson, Founder and Executive Director of Vista College Preparatory**

*Meyerson's school offers a tuition-free, public charter education to hundreds of kindergarten through fifth graders in Phoenix.*

Age: 34

@jsmeyerson; @VCP\_AZ

I have chosen to make education my career because *I firmly believe that all students, no matter where they live, should have access to a quality education.*

I am most proud that *Vista College Preparatory is a great place to work.*

*Supporting our teachers and staff to close the academic achievement gap for our students is the most rewarding part of what I do, while teacher recruitment is the most challenging.*

I give back to the community by *leading a school that is proving demographics do not determine destiny, and my greatest impact is having a voice in meaningful education reform efforts.*

My greatest advice to share with young girls is *that there will be high highs and low lows. Don't get distracted by either.*

My hope for the future of Arizona is *to redefine what is possible in urban education.*

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### **Mandy Tripoli, Director of Community-Engaged Practice at Mesa Arts Center**

*In Tripoli's six years at Mesa Arts Center, she has impacted thousands of students, teachers, and community members and has created a community that comes together to celebrate arts and culture.*

Age: 38

@mesaartscenter

I have chosen to make the arts my career because *I fell in love with art history and the stories artists tell through their mediums.*

I am most proud that *my profession allows me the opportunity to impact the city I grew up in—Mesa.*

*Creating authentic connections between artists and community is the most rewarding part of what I do, while managing our engagement capacity is the most challenging.*

I give back to the community *by volunteering, and feel my greatest contribution to date was playing a part in the founding of Mesa Urban Garden.*

My greatest advice to share with young girls is *to embrace your voice.*

My hope for the future of Arizona is *that we cultivate a culture that celebrates all its diversity.*

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### **Bella Weems Lambert, Founder of Origami Owl**

*As a 14-year-old, Weems Lambert started a custom jewelry company and, now, more than 45,000 independent entrepreneurs sell Origami Owl across the U.S. and Canada.*

Age: 21

@bella\_\_weems; @Origamiowl

I have chosen to make Origami Owl my career because *I started [the company] when I was 14 years old so I could earn some money for a car!*

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*It has become so much more than I ever could have expected, and now we are able to help touch the lives of many by providing an incredible business opportunity, encourage a pay-it-forward mindset and be a global force for good.*

*I am most proud that Origami Owl has been able to become one of the fastest-growing social-selling companies in the world!*

*Inspiring other young girls is the most rewarding part of what I do, while trying to balance business and my personal life seems to be the most challenging at times.*

*My company gives back to the community by providing jobs to our employees, donating 100 percent of the profits from our Force For Good charm collection to various charities each year and donating money from our monthly Force For Good promotions each month.*

*My greatest impact is being able to speak at various events around the country, sharing my story and hoping to inspire others to go after their dreams.*

*My greatest advice to share with young girls is always believe in yourself and your dreams. You are never too young or too old to reach your dreams.*

*My hope for the future of Arizona is we continue to grow and find a way to stay connected as a community. We must be willing to step out of our comfort zone and make time to care about each other. I would also love to see us continue to be a safe and happy community full of families that make a difference together.*

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## Devon Rentas, Founder and Executive Director of Birthday Presence

*Via her organization, Rentas teaches foster children their importance through birthday parties.*

Age: 30

@birthday.presence

*I have chosen to make Birthday Presence my career because I truly believe that every child deserves to be celebrated. It is my belief that many foster children are just another statistic and are often overlooked and not acknowledged for the special individuals that they are. By providing foster children with a birthday party, we can provide a presence in a child's life that allows them to be recognized and illustrates their importance in the world by simply being born.*

*I am most proud that the "idea" of a birthday party making a difference in the life of a child has made such an impact on all 323 foster children we have celebrated thus far—although some, including the state, may not consider a birthday party a basic necessity in a child's life.*

*The hugs, the smiles, the laughter, the cards from all the children is the most rewarding part of what I do, while the business aspect of needing to explain that a birthday party is necessary, and although may be hard to measure, makes a huge difference in a child's life is the most challenging.*

*I give back to the community by celebrating life as well as allowing others to be a part of the celebration and birthday magic.*

*My greatest advice to share with young girls is to dream big and, instead of allowing others to doubt you, execute a plan, make goals and then work hard to make it all happen. Follow your heart always.*

*My hope for the future of Arizona is that our community will learn about Birthday Presence, believe a birthday party is a basic necessity for a child's sense of self-worth and comes together to create a magical celebration for all 18,000 foster children currently in the state system.*

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**Jessie Hilgenberg, CEO of [JessieFitness.com](https://jessiefitness.com)**

*Via her Jessie's Girls program, Hilgenberg shows women everywhere that you can and should love your body at every stage of life.*

Age: 36

@jesshilgenberg

I have chosen to make fitness my career because *I am passionate about women loving their workouts and their fitness journeys.*

I am most proud *that my two daughters will grow up watching a strong, independent mama.*

*Changing women's lives is the most rewarding part of what I do, while juggling it all with motherhood is the most challenging.*

I give back to the community by *giving women badass workouts and a sense of community (girl-tribe vibes rock!), and my greatest impact is women loving their bodies in every stage of life.*

My greatest advice to share with young girls is *that by women lifting each other up—instead of tearing each other down—we can change the world.*

My hope for the future of Arizona is *that each woman will become a Jessie's Girl, and we will take over the weight room!*

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**Samantha Sanz, Chef at Talavera at Four Seasons Resort Scottsdale at Troon North**

*At the age of 28, Sanz is the youngest female chef within the Four Seasons brand.*

Age: 28

@fsscottsdale

I have chosen to make the culinary field my career because *I love art and, by cooking, I get to express myself.*

I am most proud that *I have overcome my fears, obstacles, self-doubts and have fought for my goals.*

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*Cooking and feeding people's souls is the most rewarding part of what I do, while missing family reunions and friend gatherings is the most challenging.*

I give back to the community by *donating my time for culinary events, and my greatest impact is spreading empowerment and positivity.*

My greatest advice to share with young girls is *to follow your dreams and believe in yourself.*

My hope for the future of Arizona is *that our culinary scene continues growing and that we become one of the best culinary cities in the U.S.*

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### Leiah Scheibel and Alexandra Bradberry, Co- Founders of The Sparkle Bar

*With a belief that all women deserve to sparkle, Scheibel and Bradberry founded one of the Valley's most popular beauty businesses.*

Ages: 34 and 31

@thesparklebar; @leiahscheibel; @alexbradberry

#### LS:

I have chosen to make beauty my career because *every woman deserves to feel beautiful and confident.*

I am most proud *that we embrace uniqueness.*

Hearing women say they have never felt so beautiful is *the most rewarding part of what I do*, while *self-doubt is the most challenging.*

I give back to the community by *volunteering at Ryan House and The Cancer Support Community Center*, and my greatest impact is *participating in Make-A-Wish.*

My greatest advice to share with young girls is *find your passion.*

My hope for the future of Arizona is *that acceptance will eradicate discrimination.*

#### AB:

I have chosen to make beauty my career *because makeup is fun.*

I am most proud *that we're here and what we've accomplished to get here and the vibe we've created at The Sparkle Bar.*

*Making a woman feel confident is the most rewarding part of what I do*, while *the long hours, long days and "girlbossing" in general is the most challenging.*

I give back to the community by *supporting organizations and giving back with time*, and my greatest impact is *helping to add a little sparkle to someone's life because every woman deserves to sparkle.*

My greatest advice to share with young girls is *if you can dream it, you can achieve it.*

My hope for the future of Arizona is *to continue to build the community that we desire for our kids.*

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## Sarah Pendrick, Founder of GirlTalk Network

*Self-love is Pendrick's main message to women across the country via her powerful organization, GirlTalk Network.*

Age: 32

@girltalknetwork

*I have chosen to make GirlTalk my career because of my passion surrounding women supporting each other and self-love. I wanted to create a place that any woman could go to feel empowered, supported and know that they are not alone.*

*I am most proud that GirlTalk is making a huge impact, and I am able to travel the country to help women.*

*Inspiring and being there for women is the most rewarding part of what I do, while finding every resource to go everywhere is the most challenging.*

*I give back to the community by being there for women in all walks of life, and my greatest impact is what I'm creating for women.*

*My greatest advice to share with young girls is what you believe, you become.*

*My hope for the future of Arizona is we keep making this community and world a place full of love.*



## Drena Kusari Berisha, General Manager, Southwest Region, of Lyft

*Under Kusari Berisha's leadership, Lyft has added more than \$40 million in economic value in Phoenix this past year alone.*

Age: 35

@drenakusari

*I have chosen to make transportation my career because it is an essential part of our everyday lives. Accessible transportation can change lives and create opportunity.*

*I am most proud that Lyft has become a beloved brand; beloved by people and beloved by cities.*

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*Providing access to safe, reliable and affordable transportation is the most rewarding part of what I do, while finding enough time to "do it all" is the most challenging.*

*I give back to the community by committing my time to causes I care about, and my greatest impact is through mentorship.*

*My greatest advice to share with young girls is don't be afraid of failure. Work hard. Become resilient. Rely on mentors. Nurture strong relationships.*

*My hope for the future of Arizona is that it will continue to be one of the most innovative and forward-looking states in the country.*

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### **Amber Eilers, Real Estate Developer and Owner of The Strawberry Inn and Arizona Vacation Company**

*With the beautiful overhaul of The Strawberry Inn, Eilers has helped put its namesake small town on the map.*

Age: 32

@thestrawberryinn; @arizonavacationcompany

*I have chosen to make real estate my career because I can't keep buying and selling homes and moving or redecorating every month!*

*I am most proud of the positive impact our Strawberry Inn project has had on the community there.*

*Working with my husband and family is the most rewarding part of what I do, while working with my husband and family is (also) the most challenging.*

*I give back to the community by collaborating with other business owners to create community, and my greatest impact is mentoring and discipling other women.*

*My greatest advice to share with young girls is to encourage one another and build each other up!*

*My hope for the future of Arizona is that its residents and visitors would fall more in love with the charming small towns and natural beauty our state has to offer.*

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### **Sakura Considine and Lorena Garcia, Co-Founders of Bloguettes**

*In a world of online brands and social media, Bloguettes use their design and consulting know-how to make entrepreneurial dreams come true*

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*for others.*

Ages: 27 and 32

@bloguettes; @sakuraconsidine; @callmelore

### SC:

I have chosen to make Bloguettes my career *because we knew that there was a need for help in this entrepreneurial age.*

I am most proud that *we help others make their small-business idea into creating a strong brand that reflects their quality of work and service.*

*Creating a successful brand* is the most rewarding part of what I do, while *the discovery of it can be the most challenging.*

I give back to the community by *sharing my resources whether that's with my knowledge or with my personal connections, and my greatest impact is happiness and success.*

My greatest advice to share with young girls is *to work hard for what you want and make as many connections as possible.*

My hope for the future of Arizona is *keeping the great and small community it currently has but bigger and cooler!*

### LG:

I have chosen to make Bloguettes my career because *I am passionate about what we do. I love helping other entrepreneurs succeed on the digital space. It's amazing to see someone come in with an idea and helping them turn it into a reality.*

I am most proud *we have always kept going. [It] doesn't matter what gets on our way.*

*Helping other entrepreneurs* is the most rewarding part of what I do, while *a constantly changing and over-competitive industry is the most challenging.*

I give back to the community *by giving people that can't afford our services education to help them succeed, and my greatest impact is showing other moms that we can do it all.*

My greatest advice to share with young girls is *always follow your dreams and don't let others discourage you from your dreams.*

My hope for the future of Arizona is *that we all take action to create a better future.*