

Sun Devil **100** CLASS OF 2018

Sun Devil 100 celebrates the achievements of businesses owned and led by Sun Devils across the globe. Continuing an incredible legacy of entrepreneurship and leadership, the majority of alums selected for this honor are graduates of the W. P. Carey School of Business. Join us in congratulating our Class of 2018 winners, many of whom are repeat Sun Devil 100 honorees — we can't wait to see what they do next! Learn more: [alumni.asu.edu/events/sun-devil-100](http://alumni.asu.edu/events/sun-devil-100)

**100** — Indicates membership in the Sun Devil 100 Class of 2018.

**1970s**

**Fred Deleeuw** (BS Finance '72, MBA '74) joined the executive team of MNX Global Logistics in Orange County, Calif. As the chief financial officer (CFO) of the expedited transportation and logistics company, he contributes to MNX's growth initiatives given his experience leading high-performing teams and in mergers and acquisitions.

**Calvin C. Goode** (BS Business Administration '72) celebrated his 90th birthday in January while working to preserve and restore the Carver Museum and Cultural Center in Phoenix, site of his alma mater, Phoenix Union Color High School. Elected to the Phoenix City Council in 1972, Goode served for 22 years, longer than any other council member in history.

**Steven E. Adams** (BS Accountancy '74) has been selected Mesa, Ariz., "Man of the Year" by the Mesa Citizen of the Year Association. A well-known civic leader, community volunteer, and businessman, he has served on a wide variety of community nonprofit boards, assuming leadership roles and helping to raise hundreds of thousands of dollars in scholarship and facilities support at Mesa Community College.



**100 Susan Bitter-Smith** (BS Business Administration '77, MBA '82) is vice president of family-based public affairs firm Technical Solutions in Phoenix.

**100 Michael Hawksworth** (BS Computer Information Systems '79) is president and CEO of management consulting firm MSS Technologies in Phoenix.

**1980s**

**Drew Donnelly** (BS Business Administration '80) is the president and CEO of the State Bank of Wheaton in Wheaton, Minn. He's also celebrating his 30th anniversary of becoming the owner, president, and CEO of Donnelly Insurance Agency. More important, he says, "I'm extremely proud to have my son, Max, follow in my footsteps, as he is a Sun Devil!"

**James Woys** (BS Accountancy '80) is the executive vice president of health plan services at Molina Healthcare in Long Beach, Calif. The *Fortune* 500 company provides managed health care services under the Medicaid and Medicare programs and through the state insurance marketplaces.

**100 John Gray** (BS Management '81) is the owner of Arizona highway contractor Five G Inc., which specializes in freeway guard rail, interstate signs, safety systems, and all-steel fencing.



**Trish Gulbranson** (BS Accountancy '88) and her sister **Lisa VanBockern** (BS Accountancy/Computer Information Systems '98) pose with Sparky at the Sun Devil 100 Class of 2018 event at Old Main on ASU's Tempe campus.

# Sister act

Graduating from Arizona State University with degrees in accounting isn't the only thing **Trish Gulbranson** (BS Accountancy '88) and her sister **Lisa VanBockern** (BS Accountancy/Computer Information Systems '98) have in common. Both women took a leap of faith and left their corporate careers to pursue a shared passion for health and beauty. Each has since launched her own skin care company, successes that have earned these entrepreneurs elite recognition as Sun Devil 100 winners for three years apiece.

VanBockern attributes the life-changing opportunities that have forged her professional path to her sister who pioneered their journey out of the corporate arena and into two new business ventures.

"She is very inspirational and a great mentor to me," VanBockern says.

When she graduated from

ASU, Gulbranson was recruited by PricewaterhouseCoopers (PwC) and worked in public accounting for a decade before she accepted an offer to be the chief financial officer of a growing software company.

"It was the ride of a lifetime," she says. "It was when the internet first came out and it was like the wild, wild west." Inspired by the rapid growth of the business, Gulbranson rose to eventually become the president and CEO of the software company.

Meanwhile, her sister put her newly earned accounting degree to work as a consultant at Ernst & Young where she created software databases. After a few years, however, she realized it might not be the right fit.

"I wasn't crazy about programming databases," VanBockern says. "It was so much fun in school, but when I got into the real world, I realized it wasn't what I thought it would be."

While her corporate background from

**100 Rick Dircks** (BS Accountancy '82) is vice president of Dircks Moving & Logistics in Phoenix.

**Todd Ibe** (BS Business Administration '82) is managing partner at property development firm The Paragon Group in Boise, Idaho.

**Kirk Meighan** (BS Finance '82) recently joined Barclays Investment Bank as a managing director in the Global Industrials Group in Boise, Idaho. He is responsible for raising capital and providing strategic advice to clients in the capital goods sector. He also serves on the W. P. Carey Department of Finance Advisory Board.

**Timothy VanHecke** (BS Insurance '82) retired from State Farm after a 32-year career in homeowner, business, and farm field claims.

**Denny Shupe** (MBA '83) has been selected to receive the Jeffrey A. Errico

Award of the Pennsylvania Bar Association. He's being recognized for his service as an excellent model for leadership in pro bono and public interest legal service.

**Mike Vaughn** (BS Accountancy '83) is mayor of the city of Rancho Santa Margarita, Calif. He's been practicing law as a business and corporate transactional attorney in Orange Country since 1987.



**100 Mark Feldman** (BS Accountancy '84) is CEO and managing partner of investment advisor firm MRA Associates in Phoenix.

**100 Thomas Connelly** (MBA '85) is president and chief investment officer of Versant Capital Management in Phoenix.

**100 Greg McMillan** (BS Finance '85) is founder and president of Armstrong

McCall (DGM Ventures Inc.), which provides beauty supplies to licensed professionals in the salon and spa industry. His business advice: "Don't get caught up in trying to invent the next great product. Find a proven industry where demand exists and outperform the competition."

**Mitch Polon** (MBA '85) serves on the advisory board of Encore Cardservice, an integrated provider of merchant payment processing services and a provider of various digital marketing solutions.

**100 Leroy Breinholt** (BS Finance '86) is president and designated broker at J & J Commercial Properties in Tempe, Ariz. He says, "Work as smart as you work hard. Wake up every morning and ask yourself how you can create more powerfully than you already do in the processes, products, and people you surround yourself with. Be around people just as good, if not better than you, and success will follow."

**100 Kathleen Culver** (BS General Business Administration '87) is secretary and treasurer of Phoenix-based Culver Equipment, a full-service warehouse equipment supplier in Phoenix.

**Scott Powers** (BS Finance '87, MBA '93) is the new president and chief operations officer of Alignment Healthcare, a population health management company in Orange, Calif.

**100 Trish Gulbranson** (BS Accountancy '88) is president and CEO of Derma Health Institute. See her story below.

## 1990s

**Bill Karnes** (BS Finance '90) was appointed chairman of the board for Boise, Idaho-based Kordata, the leading platform for intelligent and secure mobile forms and flexible data collection workflow.

PwC sharpened her financial skills, Gulbranson credits the owner of the software company as a mentor who sparked her entrepreneurial spirit. "She was spending money and going into new markets and I was like, 'You can't do this!' She taught me to take risks. That's what it takes. You have to go for it."

And that's exactly what she did. When the company was sold and she was riding out her final contract, Gulbranson began digging deeply to figure out the best industry in which to launch a future venture.

"One of my passions has always been health and fitness," she says, an interest that her mother encouraged in the siblings, always emphasizing good nutrition and health.

"I live in Phoenix and everyone's moving here to retire. This is an aging demographic. What do they want?"

She began researching industries and then one day, she saw a presentation about med spa franchises and knew it was the perfect match.

She asked her sister if she wanted to jump aboard. Ready for a change, VanBockern happily accepted the

invitation. She even went to school to become a certified aesthetician so she could work directly with clients, providing skincare treatments.

The sisters worked closely building the med spa business from the ground up. As a treatment specialist, VanBockern took a keen interest in the makings of skincare products.

"I got passionate about the ingredients I was using on people to change their skin to work on pigmentation, acne, and aging," she says. She started experimenting with lemon zest enzyme and other natural blends. A chemist helped her develop a new and natural skincare line that would best meet the needs of her clients and the demands of the med spa business. Recognizing that it would streamline operations, Gulbranson supported the endeavor along with VanBockern's idea to market it nationally later on.

What started with a dream and a single med spa franchise eventually led Gulbranson to open the doors to Derma Health Institute, a thriving business that, 14 years later, has expanded to include five clinic

locations throughout the Phoenix metropolitan area and a corporate office, all run by 59 employees. Her sister's skincare line, Skin Script, was so well-received that VanBockern built it into a separate business.

"I dreamed of having fun with some great skincare products," VanBockern says, "but I never dreamed of growing it into something so big I have to hire executives to help manage it."

Though their businesses operate independently, Gulbranson continues to carry the Skin Script line in her clinics. The sisters also share the same corporate address in Tempe, Arizona, each business occupying separate floors. Both remain committed to good health and the industry they invested in as fledgling entrepreneurs.

"People want to age gracefully, they want natural medicine, not drugs, and they want to enjoy their life," Gulbranson says. "Beauty starts from the inside out. That's what our mission is: to uplift, inspire, and encourage people to be healthier."

The sisters agree that their experiences in the corporate world provided the foundations for where

their careers have taken them and credit their education at ASU for instilling discipline, hard work, and confidence. As for their entrepreneurial spirit, VanBockern points to her older sister whose footsteps she has followed all her life.

"We drove matching cars since high school," VanBockern says, laughing. "She moved to Arizona, so I moved to Arizona. She went to ASU and got an accounting degree, so I went to ASU and got an accounting degree. She got into the med spa industry, and I followed along. We've always been pretty close."

Originally from South Dakota, Gulbranson and VanBockern are two of seven siblings. Gulbranson says their older brother — a CPA-turned-cable-company executive who is now retired — was her inspiration, along with their father, who owned a department store and a farm.

"People sometimes can't believe that siblings can get along so well and help each other," VanBockern says. "But families can work together. I always thank Trish for letting me come along on her journey."