

HIGH ROLLERS

12 MEN AND WOMEN UNDER 30 WHO ARE DEFINING SAN DIEGO

944's got the skinny on 12 young, hot, ambitious who-toknows in San Diego. They're not only making their mark on the local scene, but on the nation ... and even the world. Remember these names — they're just a few of this sunny, Southern California city's cultural and business elite. They're rolling in success, seeing dollar signs and on their game. If you haven't yet been introduced ... you might want to be.

BY REBECCA WAER, KERIANN GREANEY AND CARLY HARRILL • OCEANFRONT

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Francisco Javier Bautista (AKA Frankie J)

Age 27

Profession Musician

Ladies, those sweaty palms and hot flashes aren't being caused by any musician, but from a bonafide San Diego local. Latin-turned-American pop sensation Frankie J has taken the world by storm in the last four years with his debut album, *What's A Man To Do?* in 2003, followed by his 2005 chart-topping record, *The One*. Not familiar with it? We highly doubt that. The catchy single "Obsession" produced by Happy Perez, re-introduces his remarkable high falsetto to audiences, and has been continuously played on local radio stations like it's going out of style ... but, it hasn't, and shows no signs of.

Although Frankie was born in Tijuana, Mexico, he crossed over the border with his family at 2 to grow up in San Diego listening to the traditional Mexican favorites reminiscent of his heritage, and the R&B, soul music that he couldn't get away from. The product: A heartthrob who followed his dreams to bring Justin Timberlake-meets-Enrique Iglesias soothing vocals to the music industry.

While the title track on his first album "Don't Wanna Try" enjoyed heavy rotation on MTV's *TRL* and was a Top 40 radio staple, his newest album has already hit number three on Billboard's Top 100 Chart. He was also recently named as one of *People en Español's* "50 Most Beautiful People."

Frankie does explain why he escaped to Houston for the time being, "Being able to get away from my family and friends is good, because when you're with your friends all the time, you always want to go out." But, his condo in San Diego keeps him returning to his roots. He recently returned to San Diego for the 2006 Your Show presented by Clear Channel 93.3 and is busy touring with Baby Bash and Natalie on the Latin World Tour.



2. Drew Brees

Age 26

Profession Quarterback for San Diego Chargers

After a humiliating losing streak, the San Diego Chargers celebrated an undeniable victory last year becoming the AFC West Champions and finishing with a 12-4 season. They owe a big thank you to hotshot Drew Brees.

A second-round draft pick in 2001, his dead-on arm and a true passion for the game have been a breath of fresh air for Charger fans. Come on, how could you not be swept away by this *breeze*? He ranks fourth in the NCAA record books for total offense, completions and attempts, was named Associated Press 2004 "Comeback Player of the Year" for last year's outstanding season and was selected for Pro Bowl 2004. After signing a whopping \$8 million franchise contract for a year this past February, he now stands as one of the highest-paid quarterbacks in the NFL.

Before gaining super stardom and a mindblowing paycheck, Brees attended Purdue University in West Lafayette, Ind. as a management/manufacturing major. He earned several academic honors and maintained a 3.41 GPA all while shattering passing records and leading his team to its first Rose Bowl since 1967. He left Purdue as the Big Ten Conference's and school's all-time leader in passing yards (11,792), touchdown passes (90), total offensive yards (12,693), completion percentage (.611), completions (1,026) and attempts (1,678).

Nicknamed "Cool Brees" by his teammates at Purdue, aka the Boilermakers, he has also been called "Hurricane Drew" for obvious reasons.

Not only is he a dynamite football player, but he is also a philanthropist. He has teamed with the American Lung Association in their anti-smoking campaign called "Enjoy the Brees, Don't Smoke." More recently, he and his wife Brittany started the Brees Dream Foundation in 2003 with the desire to one day find a cure for cancer while improving the quality of life for cancer patients.

If you haven't been following the Chargers, we suggest you keep an eye on this talented lightning bolt as he continues to electrify fans with his impeccable aim and good-hearted nature.

3. and 4. Kelly and Summer Felix

Ages Kelly, 26; Summer, 27

Profession Owners and creators of www.guesswhatiheard.com

At the early age of 21, Kelly Felix was standing at a fork in the road. His acting career was successful, but still unknown, and dreams of pursuing his own company loomed in his subconscious. Knowing that he couldn't work under someone else, Kelly moved forward with his business venture. In the midst of becoming a self-made entrepreneur, Kelly met his eventual wife-to-be Summer Singagliese in commercial acting classes.

While Summer worked a 9-to-5er at a local boutique in Malibu to support the duo, Kelly was busy creating the humble beginnings of CreditPro, Inc., a boutique Internet marketing firm started out of his Sherman Oaks apartment. Still not satisfied, the self-taught couple agreed that interactive communication tools like MySpace and Friendster had the right idea,

but were missing the essential tools to real success. So, along came guesswhatiheard.com — an online community that allows old friends to reconnect with one another, and Web surfers to rate and comment on their colleagues, partners, old flames and past dates for the general public to view.

Serving as a popular resource among the young, trendy hipsters, the one-year-old Web site now plays host to thousands of subscribers. Outsiders are describing it as the "juiciest site to hit the Web in years," with a strong celebrity following and national publicity. Guesswhatiheard.com sponsored the MTV Movie Awards Hollywood party in May and teamed up with *Star Magazine* for the Pre-Grammy party, which attracted stars like Andy Dick (*The Andy Dick Show*), Scott Kirkland (Crystal Method) and Eliza Dushku (*Bring It On*). Pretty good for a local, 10-person company in a small 2,000-square-foot Carlsbad office.

5. Sarah Znerold

Age 27

Profession Owner and creator of SZPR, a marketing and public relations boutique

Originally from Durango, Colo., Sarah Znerold graduated summa cum laude with a degree in communications and marketing from the University of Denver, packed up her U-Haul and drove to San Diego and she hasn't looked back since. Znerold landed a job at a large PR firm in town, where she worked for a couple of years. After two years, however, the economy dropped. The agency where she worked downsized, and Znerold was faced with a decision about where to go next. So she followed her passion for PR, took a leap of faith, and in 2002, opened SZPR, a full-service marketing and PR firm.

Now with more than 20 clients, and satellite offices in Hawaii and Boston, Znerold isn't doing too badly. Oh, and did we mention she is a nominee for 2005 "Entrepreneur of the Year" for *Inc. Magazine*? She was also recently honored by the YWCA with the Tribute to Women and Industry Award. Not too shabby.

The boutique firm currently works with beauty companies, independent designers and performing artists, including bands like Yovee, This Holiday Life and The Northstar Session. SZPR has also partnered with companies including Apple, Palm, Adobe, Roxy, the San Diego Zoo and the Monterey Bay Aquarium. And with only a handful of employees, SZPR provides ultra-wide coverage thanks to Znerold's strategic, media-savvy satellite office placement.

The firm also landed accounts with events including Bravo San Diego, a festival with 1,600 local performing artists; Keep Abreast, a nonprofit event to raise breast cancer awareness; and Macbeth Shoe Company and Attica Clothing, owned by Blink 182's Tom Delong.

Her piece of advice? "Take a risk. Go out on a limb. Put yourself out there. Come up with something creative and trust your instincts. Taking risks is the scary part, but it's the only way to make your dreams come true."





6. Lawrence "Larry" Fagan

Age 24

Profession Owner/cofounder of eXair Communications, Ethos Imports and Fagan Consulting

Lawrence Fagan's friends and some co-workers call him "Larry," but no one calls him lazy. At 24, this Vegas-native has his hand in not one, but four companies (one which is still unnamed). Fagan first hung his hat in San Diego at 19 when he moved here to attend SDSU armed with a bachelor's of science in computer engineering, and he's all business.

His biggest hit is his role as director of engineering for eXair Communications, a computer software provider to government contractors. EXair supplies cost-accounting software, electronic monitoring systems and other technical products. Fagan also owns Fagan Consulting, a technology consulting company. Untethered to one particular business genre, Fagan is also president and owner of Ethos Imports, an overseas import company which focuses on designer clothing — a venture he calls "a unique departure from what I usually do." Fagan says they'll soon start branching into plasma TV and "all those toys people like." Additionally, Fagan owns a company (as yet unnamed) he says is "on the technical side," which mainly serves as a data service for Wall Street brokerage firms.

The bottom line: This guy's got chops.

The son of a construction-industry entrepreneur, Fagan considers his father his "number one mentor," and says owning his own business is the only thing he's known as a career. "I was born into an entrepreneurial family — my father was always actively in charge of at least three companies at the same time. He helped me start my first company."

His first company came together when Fagan was 15. With four simultaneous business ventures, the guy shows no sign of slowing down. But, if you are one of the lucky ones to catch him during a rare break in his schedule, Fagan says you can find him soaking up good jazz in "the dingiest, darkest jazz club in any major downtown city."



7. and 8. Dan Fleishman and Edon Moyal

Ages 23

Profession President and CEO of Who's Your Daddy, Inc.

The phrase "Who's Your Daddy" has not appeared in Webster's Dictionary yet, but the three words are universally understood. Two young San Diegans have transformed the expression from a single urban catchphrase to an international, multi-million dollar success story. "Who's Your Daddy?" you ask? Well ... apparently Edon Moyal and Dan Fleishman.

The creation of Who's Your Daddy, Inc. began in the hallways of San Diego's Patrick Henry High School. At 17, Fleishman was working three jobs and writing essays for fellow students on the side. Moyal, whose entrance into any room was accompanied by an authoritative "Who's Your Daddy," was his best client. In the hours spent writing school reports, Fleishman and Moyal discovered that they shared a creativity and drive for success, and in their junior year, the two began brainstorming business ideas.

The "Who's Your Daddy" phrase rapidly evolved from Moyal's signature greeting to an idea for T-shirts bearing the statement. Dozens of samples were made and Moyal and Fleishman were amazed at how quickly the gear sold out to friends and schoolmates. A second round of T-shirts sold equally fast, and the two friends knew that they were on to something big.

Fast forward six years, and you'll find Moyal and Fleishman in the penthouse office at a San Diego high-rise. At 23, the two are the youngest CEO and president of a publicly traded licensing company in the world. Their company, Who's Your Daddy, Inc., recently received \$3.75 million in funding and owns the licensing rights to the "Who's Your Daddy" phrase. The trademark royalty prospects are staggering. Immediate plans for products include a Who's Your Daddy energy drink and hangover remedy. Future plans encompass everything from a clothing line to sports accessories. Fleishman and Moyal spend most of their days here in San Diego. Home away from home is the recently opened Wynn in Las Vegas.



9. Prem Advani

Age 29

Profession Owner of Advani Realty

Prem Advani doesn't do much ... other than run his own patent law practice, and buy and sell residential properties as a realtor.

Oh, did we mention he's only 29? Meet one of San Diego's most laid-back go-getters. Advani owns Advani Realty and works with both investors and first-time home buyers. Additionally, his company buys and sells property as well. Advani, whose parents are both realtors as well, took the long way to selling real estate. Originally from the San Francisco Bay Area, he earned his bachelor's of science in environmental engineering at UC Riverside, worked for Southern California Edison for three years and "hated it." Then, he came to San Diego where he earned his law degree from the USD.

Advani says he thought he wanted to become a patent attorney, but quickly changed his



sights after spending time in law school where he studied intellectual property. Advani says he decided to pursue the real estate industry after working for a few realtors; he married his knowledge of real estate and law, and came up with a winning combination. Advani's plan is to soon earn his broker's license, then set up his own real estate brokerage firm as a one-stop shop for customers with a real estate firm and law firm under the same umbrella.

But to Advani, it's not all about money. "I think money's important, but you have to be happy with your life and with what you do. You can make a lot of money, but if you're not doing what you love, it's not worth it."

Traveling, snowboarding, spending time with friends or driving his brand-new BMW 545 are things Advani loves to do, but he said he loves something more — his family.

10. Lance Larson

Age 23

Profession CEO/owner of OC Hosting, Inc.

When Lance Larson was born, Billy Idol was rockin' the cradle of love. Now, 23-year-old Larson's Web hosting company makes sure you have access to the aging rock star on www.billyidol.com, as well as 50,000 other Web sites you might need to see. The \$1 million-grossing OC Hosting, Inc., hosts Web sites for 3,000 individuals and 50,000 other clients. Larson started the company in 1995 on one computer in his parent's house ... He was only a freshman in high school.

Business went well, and in 2001 (when he was 19) the company incorporated, opened their first office and hired an employee. Larson is currently working on his master's of science in homeland security with a specialization in computer security at SDSU, one of three programs in the United States for homeland security. He also earned his bachelor's of science in information and decision systems.

His hope for the company is to perhaps merge with another, larger company. Currently, though, he looks forward to the continued growth of OC Hosting, Inc. Although he lives in two of the sunniest cities in the nation, Larson leaves no time for the surf and sand to sift through his toes. Larson's feet are kept busy while covering his police beat. During weekends, Larson has served as a volunteer police officer for the city of Laguna Beach for three years. Yes, that's correct — he's also a philanthropist.

Million dollar business owner, graduate student, volunteer police officer and full-time do-gooder, Larson says his ultimate goal is to be a professional student. "I want to complete my PhD. My aspiration is to be a professional student ... and fight crime on the weekends. That's actually my real job — I want to be a superhero."

11. Bill Lyons

Age 27

Profession Owner/president of LEI Financial

He's the golden boy with the Midas touch. Meet Bill Lyons, Coronado native and entrepreneur extraordinaire. The boy who was once known for his water polo skills at Coronado High School and nominated as "biggest flirt" by his senior class is now the man behind \$6 million LEI Financial, a San Diego-based real estate and mortgage firm.

Lyons, who worked through college at Arizona State University selling long distance, got into the mortgage business through a friend, and just a few units shy of graduation, he said goodbye to college and hello to the

money business. His drive for owning his own business happened during childhood, when his family fell on hard times.

"Until I was about 11, my dad drove Ferraris and limos, and had three-story houses. Then the market crashed. My parents got divorced, and I was forced to work at 13. I had to lie about my age as a dishwasher at the Charthouse. Things were tough. I promised I'd never put myself in that position."

So, Lyons works. And works. And it's paying off. According to Lyons, LEI does \$7 million per year in revenue, with a loan volume of \$25 million per month, and is currently the 20th largest lead mortgage purchaser in the nation.

"I'm always working, but I incorporate stuff into it. I love to travel. I was recently in the Bahamas, writing new ideas for my business while on the beach."

Lyons' number one goal? "To become a billionaire and to not stop until I do that."

12. Anoushka Shankar

Age 23

Profession Musician (Sitar)

Daughter of world-famous sitar player Ravi Shankar, Anoushka Shankar continues her father's legacy as one of the most creative and influential musicians in the world. Not only does she have her father's natural talent, but this Indian blossom ventured out to create a style and sound all her own. Music just runs in her family ... after all, she is Norah Jones' half-sister.

Born in London, Shankar grew up traveling between London and New Delhi before moving to Encinitas, where she graduated from high school in 1999 with honors. She made her performing debut in New Delhi, India, where she made her first recording on her father's album, *In Celebration*. Just two years later, she worked with her father and former Beatle, the late George Harrison, as a conductor on the 1997 release, *Chants of India*. After that she landed a contract with Angel/EMI Classics, producing her first solo recording in 1998.

Since this first album, Shankar has released two more albums and even played her sitar on Sting's album, *Sacred Love*. Her *Live At Carnegie Hall* album was nominated for a Grammy in the "Best World Music Album" category, making her the youngest nominee ever. Branching out to other forms of artistry, Shankar is also an author and an actress, playing a supporting role in the 2004 film, *Dance Like A Man*, for which she was nominated as "Best Supporting Actress" in India's National Film Awards.

