

# CONTENTS

|  |    |
|--|----|
| Shelly Weldio Red Bike Properties  | 7  |
| Dr. Gary Braunstein Brings FirstFit® to San Diego  | 9  |
| Dr. Diane Forbes Berthoud  | 10 |
| Kristy Valdivia  | 13 |
| RESCUED FOR A SECOND LIFE  | 14 |
| Together, Philanthropy, Business and Government<br>Can Meet San Diego's Affordable Housing Challenge | 15 |
| Kiko Salazar   | 16 |
| TiE San Diego brings Global Entrepreneurship<br>to Our Youth   | 19 |
| Deval "Dev" Zaveri   | 20 |
| Manisha Phadnis  | 21 |
| Merrin Muxlow  | 22 |
| Pelin Thorogood  | 23 |
| Y'vonne Ormond   | 26 |
| Dr. Katerina Gallus  | 28 |
| Ruth Young-Loezaao Never Give Up Your Dream  | 32 |
| Shawannah Monterrey  | 34 |
| Angelica (Andie) Monet   | 36 |
| Helping women business owners create a roadmap to<br>profitable growth                               | 36 |
| Whitney Drechsler, Esq., LL.M., CFP®   | 38 |
| Kristine Daugherty, PA-C, MPAS, MIM, MBA   | 41 |
| Anasuya Morill Strasner  | 44 |
| My Woman of Distinction  | 47 |
| A Father's Memories  | 48 |
| Music to Speak To Me   | 53 |
| Exploring Mérida, Yucatán, Mexico  | 64 |
| #Now you know  | 66 |



49



## Fabulous Finds

54-63





Photos by Dawn Nicolli / Nicolli Productions

## Marcheski

It is not often that a weekend retreat can change the trajectory of our life, but for Pam Marcheski this was the impetus for her new direction.

Working in retail for most of her professional career, Pam had the opportunity to work as a senior leader with some of the largest retailers in the country. Her retail career started back in college while she was studying political science and law. "Retail was something fun I was doing to support myself while going to school, but wasn't what I had planned to take on as a career." Often our lives take new trajectories than originally planned. "I fell in love with retail, and all the aspects of the business, merchandising, leading teams, the operational elements, and how many different opportunities it offered every day to be challenged" and Pam shares "my personal life took on a new journey". Pam became a single parent when her son was young and in that moment she knew that her

most vital decisions must center on how to support and raise her son. "The blessing was that I had a foundation in a career that I really loved and that I had many that supported and encouraged me from the very beginning".

Quickly Pam's retail career grew, but it took real agility and openness to lots of different opportunities in many different places. Pam started in Northern Idaho but like most growing a retail career where you start is rarely where you finish. "I had to be willing to move it was that simple" Pam says. The opportunities being offered were many, but each one came with the decision to move herself and her son. Each new place and role brought new learnings and challenges, but the most important and biggest challenge was making sure that her son would be in a good place through the process.

"Moving to Alaska was probably the most difficult but best decision I made in my early retail

career growth". It is one thing to move within, what in Alaska we would refer to as the "lower 48," and another to move to a state where you can't simply jump in a car and go home to visit family or friends when you need to. Pam said she knew many including her parents thought she was crazy and wrong in taking her son so far away, but she just knew that if they did this adventure together that it could be a real step in moving her career to a place where she would finally feel she could support her son in the way she felt he deserved.

The great news for Pam and her son was not only did it prove to be a great career decision they truly loved the three years being there. Pam shares that during her three years her son experienced things he never would in the lower 48, and it was within just a short period of time she was able to move into a District Manager position.

After being moved back to the lower 48 and landing in San Diego, Pam was quickly moved again to Sacramento, California. This was the final stop for moving for Pam and her son so that she could allow her son to stay in one place throughout his high school years. "I don't regret the moves we made and the opportunities myself and my son had to experience but I also knew that my continuing to move for my career would not be in the best interest for my son".

While in Sacramento Pam was offered an opportunity to transition to a new company moving from Sears to Kohls and eventually JC Penney's. These transitions allowed Pam to grow her skills and understanding of the retail business while staying in one place as she had promised her son they would while he attended high school.

As soon as Pam's son graduated her moves began again taking her to Salt Lake City, Seattle, Chicago, and eventually back to Seattle to begin what would be her last role in corporate retail as a Vice President. "I loved being back in Seattle" she shares, "I was living close to my best friend and her family, my son was doing well in San Diego where he had been for several years, and I had the role I had been working toward for years."

Pam loved her new role and the team she was leading, but her life was being lived in airplanes, hotels, and stores and there was little time for anything else. "My region was large, from Seattle all the way to Kansas City and all that fell in-between, I was living life through a suitcase." Pam wasn't seeing her family as often as she wanted, the leadership within her company was making changes that had put the financial viability of the company at risk, and Pam admits she was finding moments where she wasn't showing up her best self as a leader. "Don't get me wrong, I felt very blessed with my role, I had an amazing team that drove great results, and a large supportive personal network, but I just knew during this time something was out of alignment for me and all the tools I had pulled out were no longer working."

That's when Pam started hearing and reading more about mindfulness. She started practicing some mindfulness techniques during these last years of her retail journey and stumbled upon the book "Ten Percent Happier" by Dan Harris. "I loved the book because I could relate to the realness of Dan and how he used mindfulness to not fix everything, but to start to see how his mind worked, sit with his discomfort, and move forward with a response rather than a painful reaction". Pam shared that studying and putting to practice mindfulness in her everyday life worked. It gave her a new tool to pull out for herself to work through the stress and demands of the job, communicate and empower her team at a much higher level, and slow down and see she had more control for what decisions she was making than she was giving herself credit.

Deciding to move in a different direction and start a new career didn't come from just suddenly studying mindfulness, there were several factors that built over time but mindfulness Pam says "absolutely gave me greater clarity on how to be intentional about my next step. As I was transitioning out of retail, I had been taking some personal time for myself while also looking at what my next career

move would be". Pam found a three-day intensive Mindfulness performance program called mPEAK that was developed and being taught at UCSD, and so she enrolled. "I went for myself, loved it, and left knowing this was a program that could really help others in their personal and professional lives." The mPEAK program she explains is mindfulness plus taking the foundations of mindfulness, using the neuroscience to support the learning, and experiential practices along the way in order to get to a higher level of performance.

During the three-day retreat Pam decided to stay and continue with the coaches training and chose this direction in her career transition journey. While making the move to California Pam started the coach's certification training for the mPEAK program through UCSD.

Today Pam couples her years of coaching employees to be their best, along with the essential elements of mindfulness, to run Intentions to Action Leadership, her extremely successful Executive and Organizational Leadership Coaching firm.

I asked Pam to give us a quick primer on what mindfulness is all about and how it works in her coaching business. "What I work on with clients and organizations is, how do you bring mindfulness in so that you have a higher level of performance. How do you use it so that you move from instantly reacting to a situation, to understanding what is being said and responding normally to it? I do a lot of training on what is showing up. How to allow some space for what's showing up and how you can move from being reactive to a more responsive level of leadership."

In essence her clients come away understanding themselves better and paying more attention to what's going on around them and others' reactions and feelings. Pam doesn't change their mindset, but she gives them the tools and understanding to change their own mindset. "I think the big differentiator is that you really have to do the work. You have to do the practice, you have to take the time to see it, and then you have to put it into play. I teach the basic understanding, and I guide my clients

through the process, but they have to put it into practice."

"When I started Intention to Action Leadership, I didn't want it to be just mindfulness. I bring it into my coaching as much as possible, because I think it's so powerful and I think it's a differentiator today, because there is so much coming at us and we are a very global, there is more diversity at work. You can't just be a boss anymore, you've got everybody watching you, you've got social media, your employees, and society watching you. You have everything coming at you, and so how do you show up for yourself? How do you show up for others better?"

With Pam's 25-year foundation of executive leadership and her knowledge of mindfulness, she has the perfect mix to help correct some rudimentary problems that management executives face daily. The tools she gets from mindfulness are the tools that really make a difference in today's world.

Pam works with small and large businesses and is relatable to both because of her extensive experience in executive Management. "I can be relatable to those larger companies that have hundreds to thousands of employees and how they show up right for them. Working as a leader today in business has extensive pressures, considerable demands, and in many cases fewer resources. I get those pressures since I can utilize my past experiences, while including my training in mindfulness. It gives more depth insight and relatability to the coaching process that I offer."

Has bringing the mindfulness piece into her coaching increased her success. "Yes, mindfulness probably has the worst PR campaign in the world. Some people think mindfulness is just meditating and they relate it to the many pictures you see out there with people sitting in this Lotus position with their thumbs in the air on a desk somewhere. Often when I introduce it from a basic standpoint of gaining insight into how your brain works, you can learn to successfully use these tools. We talked a lot about what to do when you're having a hard conversation and you're looking at them and you don't

want to react, we discuss how you ground yourself so that you can be present in the moment and you don't just react. Many people are not good at this. They want to jump in, and they want to interrupt, or they want to solve the problem. I teach my clients how to ground and how to sit with discomfort. Not a painless process for most people."

Sometimes when she introduces these concepts to an executive, they ask Pam to share the concepts with the entire organization. "It just varies based on what the needs are. I think that there are a lot of mindful leadership programs right now that over promise, and I'm very cautious about that. To me, if you want to bring mindfulness into an organization, it can be part of your wellness plan, but it should not be forced."

It is an incredibly powerful tool that you can offer to your leadership and to your associates. But it's not a panacea. In the organizations where it starts at the highest levels and its foundation continues through the entire leadership team, it has the potential of producing substantial results. The results are not only in increased productivity, better collaboration, and reduction in turnover. It is by far one of the greatest wellness benefits that an organization can offer to their employees.

Since we had an opportunity to speak with one of the top Executive Leadership and Mindfulness coaches in the area, I had to see if she could inspire us all to pay more attention when it came to reacting to those around us. Pam offered the following, "I would say awareness, space and grace. Be aware of what is happening. Allow space to absorb it and give yourself some grace. One thing that we really try to emphasize in mindfulness is that we must be open, non-judgmental, and be in the moment. Pam shares how our phones are a real example of how challenging this can be today "I think we have all experienced the impact that our phones have on us. No matter what we are in the middle of, you get a text, or an email and you immediately feel the need to respond. Instead, you need to realize that you can take a minute to pause, take five deep

breaths, create that space and then decide how to respond. Often you don't even realize how much you do that. It is a habit that you need to consciously be aware of so you can break this habit. It takes time and I think it's recognizing what your relationship is to your phone. For most of us it is a pretty intimate one."

One of the little tricks Pam mentioned in breaking the phone habit is to remove most programs from your phone and just make things a little harder to do on your phone. For instance, everything doesn't have to be an automatic login or face scan. If you have to stop to enter a username and password, you will wait until you are at your computer to check those sites. I can see this being a great way to cut down screen time.

"As a leader, you need to set parameters regarding your phone. If an employee texts, and you immediately respond, regardless of the time of day or night, it becomes a habit and they expect you to always react that quickly. Another good rule is to remove all notification sounds from your phone, so the temptation is not there to immediately respond. Remember that you teach people how you want to be treated. So, you need to be the one to set the rules."

Having spent some time with Pam, it is obvious that she really loves working with people who want to develop a better way for themselves to be more intentional. "I think anybody, whether you're a leader of your own life, your family, or in an organization, can use mindfulness in their lives. I often get introduced to people in their professional lives, but they find that what they learn has such incredible implications for their personal lives as well."

Thank you, Pam, for being an inspiration to us all and showing us how important it is to live in the moment with intention and mindfulness. For more information or to begin working with Pam, contact her today.

Email: [Pam@intentact.com](mailto:Pam@intentact.com)  
Mobile: 916-626-2419  
<https://intentact.com/>  
<https://www.linkedin.com/company/intentions-to-actions-leadership/about/>