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# It's a WORKING MOM'S WORLD



This month in honor of Mother's Day, I thought I'd confess something to you all. When I first began this job with Real Producers, I felt like I had to hide the fact that I have FIVE kids and that I'd basically been out of the 'full time working world' for the last decade or so. I could spend a looong time dissecting the why behind that feeling: All the internal insecurities and subconscious messages floating around our culture that made me feel like being a mom was going to cause people to question my dedication to this new job, my ability to get it done, or to put in the hours required to successfully launch our Sacramento market. But the bottom line is that I was worried I wouldn't be taken seriously.

Most of my Publisher Colleagues in other markets across the country are 30-something and single, or they are married men with wives who stay home with their kids. And so when I first began to introduce myself and the Real Producers platform to you all, I felt the strong instinct to downplay how big a part of my life my kids are. It's a hard thing to balance loving and being proud of your crazy, kid-wrangling mom life AND still having career goals and dreams that you fully intend to pour your heart and soul into.

I share this with you now because this community of Real Estate professionals has given me a tremendous gift. For the past two years now, in interview after interview with you all, I have watched the way you do business and build your networks, and it has given me so much freedom. So many of you are uniquely and authentically genuine about your real lives behind the scenes. You DO share the details of your life, you ARE so completely yourselves that it actually BECOMES your recipe to success. Your clients connect to you because you share your real lives with them, and for many of you that includes your kids! I have been inspired by how many of you (and not just moms!) are simultaneously amazingly involved parents AND incredible business owners. About six months into getting to know this community, I realized that I didn't have to

hide that part of my life either. That in Real Estate, maybe even more than other industries, blending the personal and professional is actually really important!

This shouldn't have been a surprise to me considering it is the actual objective of Real Producers to do this through our content and events. But for whatever reason, early on I was afraid that this very goal would not apply to me personally. Last month I took (what felt to me like) a big risk in allowing my 16-year-old to work our registration table at our April 8th SRP Event. She has been so interested in what I do and in all of you, and has been begging me to let her participate in some way, that I finally agreed to this small step of letting her be at our event for awhile. You all were so wonderful to her! She left inspired, and I left feeling incredibly grateful for this community that has affirmed to me that both my business owner AND my mom hats are welcome in your world. I can not tell you what this means to me.

So this month, I suppose I just wanted to say, "Thank you and Happy Mother's Day" to all the moms out there. Whether you are a mother biologically or through a mentoring and modeling relationship, your investment in other lives matters, and the way you balance it alongside chasing your own dreams and building your own businesses makes you absolute Super Heroes in my eyes.

Cheers to YOU,



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My favorite pic of her



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# We Ask, You Tell

## In honor of Mother's Day, share a photo of you with your Mom, Mentor or Inspiration!



**PEGGY URIEFF:** "Maxine Feil was my very first manager. I was new to the area and seven months pregnant with my first child when she hired me in 2005. Real estate can be a heartbreaking industry. Maxine was always there to lift me up and advocate for my success. In that first year of business with a newborn, Max let me take my newborn to office meetings and trainings. As my business grew, so did my family with the births of five children. Maxine was instrumental in teaching me how to balance the demands of family and business."



**MELANIE PRESCOTT, PLATINUM TC SERVICES:** "Oh, so many wonderful women have helped me grow in my career. But Melissa ShROUT not only has been professionally but personally. Even taking the role of surrogate mother after my mom passed. She has listened to me vent, cry and worry, whether good or bad. She has been so supportive in my life. On top of that, she is an a-mazing human being and REALTOR® who always has a smile on her face. This is the last picture with my mom (who always went by wow), who I miss dearly every day. She definitely was my mentor!"



**HEATHER MCKAY:** "Dina Stockwell was my mentor at Realty ONE! She taught me everything I know about real estate."



**NICOLE RUNKLE, PREMIERE HOME STAGING:** "My mother and mentor."



**CHRISTA PROCTOR:** "This is me with my mother (who passed away in 2020) and my sister, who is an award-winning detective. My female heroes for sure."



**TORI BARKER, CREATIVE MARKETING:** "My mom and I. XOXO."



**ANTONIO CARDENAS** and his mother.



**BRI MILANI, SKY INSURANCE BROKERS:** "My mom and Grammy. Two most important women in my life. They're both such inspirations."



**KELLY PLEASANT** and his mom/family.



**ERIN STUMPF:** "My mom passed away two years ago (March 26, 2019). Her death left a gaping hole in my heart."



**ANDREW VIERRA, WEALTHWISE MORTGAGE PLANNING:** "Almost three years since Mom was called home. Sweetest lady you'd ever know. Never a mean word about anyone. Sure miss her."



**TAD THOMPSON** and his mom and fellow real estate agent, Judy Thompson.



**KIANA RODRIGUES:** The mom to Snap A Prop and Olani Properties!



**AMANDA CAMACHO, CAMACHO'S CUSTOM PAINTING:** "Throwing it back. #That80sHair."



**SHELBY RYBURN** and her parents.



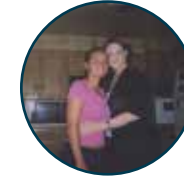
**TANYA CURRY:** "My MOM! Love her! I can't wait for her to travel again from Florida to be with us. We have missed her during this year of Covid."



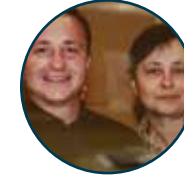
**SAMANTHA TOV:** "My forever angel. She risked her life to give us a better life. She was a selfless person to all. She had a heart of gold. She donated back to the community. She taught me selflessness to think and help others, she worked multiple jobs to put food on the table, she was a great friend always helping whoever asked. She's my forever role model and forever angel. She lost her life protecting her family."



**MARGUERITE CRESPILO:** "Me, my mom, grandma, and great-grandmother - all amazing role models."



**DESTINY SLOTHOWER:** "My mom. Lost her when I was only 21. She's been gone almost 14 years already. She was so strong and greatly missed."



**DMITRIY TUPIKOV, GOOD LIFE CONSTRUCTION, INC.** and his mom.



**PARMIS POURARIAN:** "The classiest, most kind-hearted, patient, loyal, pure, honest human I know. Love my mamma!"



**KENDRA BISHOP:** "Blessed to live, work and love with my mom on the daily! Not a kinder, more generous, giving person on this earth. But don't cross her girls, lol... There is another spitfire side! Love my mom with all my heart!"





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# DAYNA SUMMERS



profile ◀◀

By Selena Boyts

Photos by Rachel Lesiw, Indulge Beauty Studio



## BOUTIQUE REAL ESTATE INC.



### LEGACY MAKER

Dayna Summers has persevered through her fair share of ups and downs in life. She could have laid down, given up, tapped out – and she would have had great reasons to do so. Instead, she bounced back. She has taken the lessons learned from those tough years and is building a legacy of empowerment and positivity.

“Too many people are looking in the rearview mirror instead of focusing on what is in front of them,” Dayna said. “I live my life looking through the windshield. I want to see what’s coming my way and focus on the journey ahead of me.”

Early on, Dayna knew she wanted to build a company and be her own boss – but more than that she wanted to create an inviting experience for those within the company and her clients. “I only take clients who are interested in joining the journey with me,” she said. “During our intake process, we really get to know our potential clients. We make it clear that we’re not here for a one-time transaction. We are here to help them build a legacy of financial freedom for their families and become a part of the community.”

Dayna’s reputation for being energetic is an understatement. Talking with her is like watching a ball of energy

trying to sit still – you can tell she is itching to get out of her seat. With that said, you also feel like you are the most interesting person in the room. When she looks at you, she is looking at you. Dayna’s bright smile and outgoing personality make you want to be her friend.

She is also a well of knowledge, and if she doesn’t know the answer, she will find it or knows who can. “Everyone says they provide great customer service, but we go deeper. Yes, we put together a financial plan for them but we also connect them with every industry possible: CPA, doctors, schools, grocery stores, everything. We love on our clients, and our clients love on us,” Dayna said smiling.

So many of her clients have come back to tell her how she changed their lives. Stories of going from foreclosure into financial freedom. “We’re the fairy dust,” Dayna said without blinking. “We have a fairy dust bucket here at the office and just keep shoveling it out to help make dreams come true.”

Her team will tell you, “We don’t just sell homes.” They use it as the Ferrari that helps them get where they want to be: starting a 501(c) to give back to their community and surrounding area.



...

### WOMEN LEADING WOMEN

Dayna Summers has lived her life in the realm of women leading women. As she talked about her mom and the amazing role model she was, her eyes glistened and she choked up. “My mom started her own company called Skinny Haven when I was young, and I fell in love with seeing a woman – my baller mom – kick ass, take names and run a successful company.”

Since then it has been Dayna’s mission to be an example of successful female leadership to her children and grandbabies. Her daughter, Amanda, popped in for a quick “hello” and described her mom as “driven.”

Dayna has dedicated the last decade to serving the real estate industry and supporting women in leadership. As a director for the California Association of Realtors, she is an active member of WomanUp! where she is a Wavemaker. She previously served as the president of Placer County Association of REALTORS® and is now serving on the board of directors. She believes in personal growth and development for herself and others, and actively participates in mastermind and women CEO groups. Dayna is also involved in the Masters Club of Placer County Association and has consistently placed in the top 10% of producers her entire career.

“There is no end to the amount of passion I have for this type of empowerment,” Dayna said. “I want to teach young women how to be a baller, break the ceiling, make a name for themselves, and then turn around and do it for someone else. I love real estate, but it is my journey to create a bigger vision of how to lead women into leadership roles.”

On the rare occasion that Dayna isn’t in the office or doing volunteer work, she can be found spending time with her kids and four grandbabies or at the track watching her husband, Brad, motocross at reckless speeds. She is an avid reader and has a goal to read a book a month every year. She is empowered by books that instigate change and move us forward.

She might also be found in the gym lifting weights. Dayna has admitted to being “addicted to iron” and is a former competitive bodybuilder. “Being strong all-around is important to me,” she said.

Dayna has been through some of the most difficult things a human being can experience, and yet, she is still standing. With her husband by her side, her family’s support, and a staff of superstars, not only has she built a successful business, but she is also winning at life.



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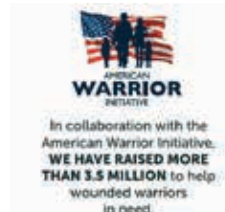
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# Angie Counts



eXp Realty

Meet Angie Counts of eXp Realty. Following a 20-year career working in a dental office, she transitioned to a successful career as a REALTOR® four years ago. She and her husband, Bob, a fire chief for Cal Fire, have two boys: Joey, who just graduated from high school and wants to be a firefighter, and Jacob, who keeps them busy with school and sports. The family also loves to travel and spend time together at their cabin in Tahoe. Angie attributes her rapid success in real estate to never giving up, and powering through when times get hard.

**What has been your biggest challenge as a REALTOR®? In entering the industry?**

When you are new to the industry, it can be hard to gain respect and to be taken seriously. You have to prove yourself to other professionals. Let them know how hard-working and serious you are. Once they know this, you can start to build your network. A network of other realtors is so helpful. Personal relationships take you a long way.

**Did you see yourself becoming this successful when you first began your career?**

I was hopeful. I was very lucky to have a wonderful mentor. Without her, this would not have been possible. She gave me the knowledge, confidence and connections to become successful.



**What's your favorite part of being a REALTOR®?**

Home design. I love seeing different homes and styles. It is really fun to see how my clients transform spaces to their unique styles.

**What has been the most rewarding aspect of your business?**

Getting to know my clients and their needs. Relationships are very important to me. Whether it is a first-time buyer, an investment property, a travel home, or an upgrade to your dream home, I love getting to know my clients personally and understanding what they are looking for and why.

**What are you most passionate about right now in your business?**

Educating my clients about the market. Homes are selling so quickly and far above listing prices. This can be very discouraging for buyers. It has been very helpful for my clients to set expectations and know what to expect.

**What sets you apart as a REALTOR®?** Relationships. Whether it is another broker, REALTOR®, or client, I like to get to know people on a personal level. Real estate is so much more than a transaction. I truly care about doing the right thing for my clients. I go above and beyond to make the process as smooth as possible for all parties.

**What advice or recommendations would you give to agents just starting out?**

Find a team and mentor that has similar goals and values. Don't give up!



Angie, her husband, Bob, and their two boys





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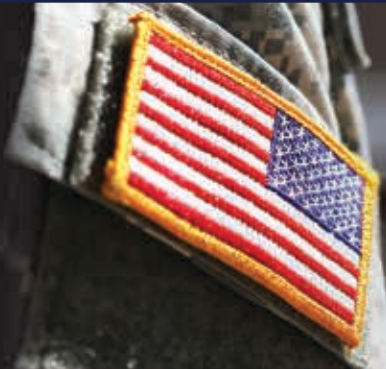
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By Chris Menezes  
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# keoua medeiros

## SNAP A PROP



When it comes to real estate photography and cinematography, there are few who have both the talent and understanding of the real estate business more than Keoua Medeiros with Snap A Prop. While Keoua shoots all types of real estate listings, he specializes in luxury real estate.

Keoua comes from a long line of real estate agents in the Bay Area and Hawaii. In fact, his sister is Kiana Rodrigues, owner of Olani Properties (and recent *Sacramento Real Producers* feature).







•••

“Growing up around my dad, I learned how demanding this industry is, so from day one I have always guaranteed same-day delivery on photos to my clients,” Keoua says. “I’m always willing to stay up all night to complete a project for a client so they have it in their inbox when they wake up.”

“I also understand that my business is a direct reflection of their business,” he continues. “Their success is my success, period.”

Keoua built his photography business the same way many top-producing agents build their business – by bending over backwards for his clients and being the hardest worker in the room. Perhaps the best example of this occurred not too long ago when he arrived at a \$300,000 listing to shoot photos and video, but the elderly homeowners were not ready.

“The wife had a broken arm, and they had quite a bit of landscaping, cleaning and various items needing to be picked up before they were comfortable with photos. They also still needed to install their front door,” Keoua explains.

Rather than leaving and coming back, however, Keoua rolled up his sleeves and helped put on their front door, cleaned inside, and finished spreading rocks in their front yard. “It was important that the client felt taken care of in their time of need,” he says.

Keoua’s talent for photography and videography has been apparent to REALTORS® since the first presentation he ever gave at a large brokerage where his sister used to work in 2013. After debuting the photo/video presentation he made for one of Kiana’s listings, the agents there were so impressed by his dedication, creative eye, and attention to detail that he added 35 new clients that day.

Keoua first got into photography in 2009, when his best friend purchased a camera, which then inspired Keoua to do the same. They began doing day trips together, traveling around the Bay Area and taking landscape photos, such as driving to Santa Cruz to capture a sunrise or San Francisco to capture various angles of the Golden Gate Bridge.

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“ Success to me is giving it my all at all times ... It’s setting goals and achieving them. And it’s knowing my family is taken care of and protected. ”



When his friend would upgrade his equipment, Keoua would also upgrade his, until one day he found himself having purchased a \$3,000 professional camera. Wanting to put his investment to use, he began doing portrait photography and soon started getting requests to do weddings.

Keoua built his business by doing weddings on the weekends while working full time at Fry’s corporate office as a buyer. He finally had enough of corporate life when one day, his director took out his frustration on him in a negative and demeaning manner.

Keoua was so upset that he immediately left the building and went to lunch with Kiana, where he vented to his sister for a good 30 minutes. During the conversation, Kiana encouraged him to take a leap of faith, as she had recently done, and pursue his photography and videography business full time.

“I decided right then and there I was going to quit and give my business my all. I gave my notice to Fry’s the next day and never looked back,” Keoua explains.

•••



...

Keoua definitely gives his all. In fact, he is so protective over the quality of his work and the service he gives to his clients that he remains a one-man operation. While he would like to find like-minded people to expand his business, he knows the importance of building his business with the right people first.

Although Keoua's hands are in every aspect of his business, he says he couldn't do what he does without his wife, Desiree. "She takes care of everything else at home so I can give my all to my clients. She inspires me to be better every day," he says.

Keoua and Desiree have two kids, Kylea (6) and Demi (2), and are expecting another baby girl in August. "I do all of this for them," Keoua says. "Time is our currency. I trade my time so that my family can enjoy theirs."

While balancing his time between work and family is a struggle, he tries to overcome it by setting a strict schedule and following it.

In his free time, Keoua loves escaping reality playing his grand piano. He also plays guitar and has a love for all music, from classical to metal. When he's not playing music or spending time with his family, he enjoys working out in the yard.

"Success to me is giving it my all at all times," he says. "It's setting goals and achieving them. And it's knowing my family is taken care of and protected."

To contact Keoua and Snap A Prop for your next listing, or to check out his work, visit:  
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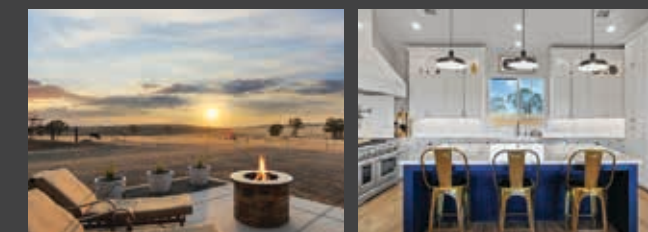


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## ▶▶ celebrating leaders

By **Dave Danielson**

Photos by **Olha Melokhina Photography**

### Answering the Call

There are some things that seem like they were made for each other.

A prime example of that is Bill Sadek and the fulfillment he gains from his real estate career.

As Licensed Partner and Broker with Engel and Völkers, Bill takes pride in being there when his clients and team members need him... It's a call he's been answering since he first entered the real estate business in 1989.

"I look forward to getting up every morning and answering my phone," Bill smiles. "You're always meeting new people, and nothing is predictable in this business. It's definitely not boring, with each transaction being absolutely different from one another."

### A Head Start

Bill was exposed to the business at a very young age.

"I grew up with it. My father was a developer as I was growing up overseas. He was involved with putting together high-rise building developments," Bill recalls.

"When he moved to the U.S., he was very involved in buying pieces of property and then subdividing them. Throughout time, he was always involved with real estate. As a result of that exposure, I was very intrigued by it."

Bill followed his interest in real estate fully. In fact, it has been the only industry he has worked in. After getting his start in the business in 1989, Bill soon earned his broker's license in 1991.

Each step of the journey has been a rewarding one for Bill.

...





“I truly enjoy the opportunity to work with people, and to help them find or sell their homes so that they can move on to the next step in their life journey,” he emphasizes.

**New Opportunity**

Through time, Bill continued to build his business and his team. In 2020, Engel and Völkers reached out with an interesting offer.

“I remember receiving a letter from them with a hand-stamped wax seal on it, expressing interest in talking with me about working together,” Bill recalls. “I set the letter aside at first, but that was soon followed up by them calling me.”

Before long, Engel and Völkers flew Bill to the East Coast to learn more about the company.

“In the process, I fell in love with their brand and what they had to offer,” Bill explains. “I had thought about growth plans for my business and knew that if I took that step, that I would want to do it with a company that had a strong name recognition worldwide. This will allow us to have a local presence with a global reach. This definitely describes Engel & Völkers.”

**Moving Forward**

Bill signed the agreement in January, only to face the uncertainty of COVID and the shutdown that came soon after in March. He and his team continued moving forward during that time, and by the end of 2020, they had recorded their best year ever. This spring is marked by his team’s move into high-end office space in The Fountains.

“We’re excited about the move. It will give us a very nice, upscale presence and will allow for a good amount of walk-in traffic, as well. It’s like doing an open house every day,” Bill explains.

Today, Bill’s team stands at nearly 30 agents who are dedicated to delivering a luxury experience.

“When we talk about luxury in terms of how we work with clients, what we’re really talking about is the level of luxury service that we provide,” he says. “It’s not reserved only for high-end homes. That level of service is something we’re committed to providing at every price point.”

**Family First**

Away from work, Bill cherishes time spent with his wife, Souna. They were married in 1993 and share a rich path in life together.

“Souna is a tremendous support for me. She has always helped me, and she has a great eye for interior design,” Bill smiles. “In fact, I sometimes bring her in to give advice to sellers for decorating tips.”

Bill and Souna have two children – their daughter, Tima, who earned her MBA and works with Bill in real estate as a licensed agent; and their son, Ramzi, who recently graduated from Granite Bay High School and is pursuing his engineering degree as well as his real estate license.

In their free time, Bill and his family enjoy exploring different trails around their home.

Bill also has a heart for giving back. He appreciates that similarity he shares with Engel and Völkers, an organization that is a big supporter of Special Olympics.



**Dedicated Drive**

Dedication is key to success. It’s a principle that Bill lives out in his own life and approach to his work.

“One thing I say to new agents is that they have to eat, drink and sleep real estate. It’s a full-time job. People can’t really do this

job well on a part-time basis when it comes to serving their clients. It’s a fast-moving business.”

Those who work with Bill, see that drive up close and personal. They appreciate his caring, thorough nature and the way he’s always there to answer the call when they need him.





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# Debbie

# AUSTIN

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## Opening New Opportunities

We all need support sometimes ... someone who can come alongside and guide our next steps.

That's exactly what Debbie Austin does.

As a REALTOR® with the Debbie Austin Group as part of Keller Williams Roseville, Debbie is there each step of the way for her clients — opening new opportunities for them in the world of real estate.

“When I think about what I like about real estate, I love being with people and finding unique opportunities for them,” Debbie says with a smile. “There’s nothing like the feeling I get in helping secure a buyer’s dream home or selling a seller’s home for a great price. I feel that in helping people achieve their real estate goals, I also help them achieve some of their life goals. This is why I find the work so fulfilling.”

## First Steps Ahead

As Debbie came of age and completed high school, she set her sights on continuing her education and graduated from Chico State University.

“From there, I didn’t really have a specific career path in mind,” Debbie recalls. “But sales came naturally to me, so I decided to progress my career in that direction.”

For a time, Debbie worked in broadcast sales. She then worked with a dot-com in San Francisco. After the dot-com, Debbie rounded out her background with advertising and marketing by working for a global advertising brokerage, where she picked up extensive experience in the pharmaceutical sector.

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There's nothing like the feeling I get in helping secure a buyer's dream home or selling a seller's home for a great price.

**I FEEL THAT IN HELPING PEOPLE ACHIEVE THEIR REAL ESTATE GOALS, I ALSO HELP THEM ACHIEVE SOME OF THEIR LIFE GOALS. THIS IS WHY I FIND THE WORK SO FULFILLING.**



“While I was at the ad firm, I thought I’d invest in real estate on the side. So, I started looking out of state and started investing in properties that interested me sight unseen,” she says. “I would close on them and rent them out to people I’d never met. I had multiple properties out of state. As that went on, I thought I should take it to another level and get licensed.”

**Learning and Growing**

As Debbie transitioned into residential real estate 17 years ago, she initially hung her license with the company she had used in making online property purchases. She continued in that role for a few years. Eventually, she made a change.

“I had started doing a lot of business with friends and family ... and my husband said he thought I should consider shifting the way I was thinking about the business and taking more ownership in what I was doing,” Debbie remembers. “I followed that advice, changed my broker to Keller Williams, and the business began to take off.”

**Making the Pieces Fit**

Debbie has a knack and love for finding the right pieces that fit together in each transaction.

“I love matchmaking. It’s like a puzzle for me,” she smiles. “I have a passion for bringing things and people together. Real estate is the same way for me ... where I have the opportunity to work with people ... finding *their* needs and then matching them.”

Debbie and real estate are like two interlocking pieces that seem to have been made for each other. And the results prove that out. In fact, in 2020, she recorded an astonishing total of \$60 million in sales, including both on- and off-market deals. Even more incredibly, she does it all herself with “an amazing full-time assistant.”



...

"I absolutely love what I do and often work seven days a week," she says.

**What Matters Most**

While real estate is indeed a passion for Debbie, her top priorities are her faith and her family, including her husband, Richard, and their children — Haley (along with her husband, Clint, and their three children), Michael, Hannah, as well as her parents and in-laws.

Making it all work requires a black belt in multi-tasking, which Debbie clearly has.

"My youngest child is a sophomore in high school. As the kids get older, being very present in the lives of my family is very important to me," she emphasizes.

Away from work, Debbie enjoys maintaining an active pace, as well.

"We love to travel and take trips as often as possible. We enjoy downhill skiing and hiking. **Any** opportunity to

spend time as a family is extremely valuable!" Debbie says. Another fun, relaxing activity that my youngest daughter and I do together is taking short road trips. It's a great way to talk and connect."

Debbie lives her faith with Richard. Together, they lead small group sessions through their church. They are also actively involved with Hannah's school and recreational activities.

**Reputation for Results**

As she continues to build on her reputation for results, Debbie offers advice for others who may be thinking about getting into the business or looking for a way to take their career to the next level.

"For those who are considering real estate, I would say, dive right in! There's nothing you can really learn from a textbook. It's really about gaining experience and aligning yourself with those who have experience," she points out. "It's a fun and rewarding career. I love it!"

Day by day, Debbie is making a difference for others by opening new opportunities.



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