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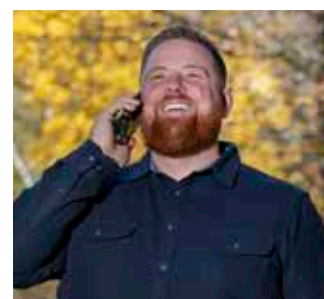


24 Cy Gilbert



16 Christina Ward
COVER STORY

PROFILES



26 Tyler Oram

IN THIS ISSUE

- 6 Preferred Partners
- 8 Meet The Team
- 10 Coaches Corner: Why New Year Resolutions don't work!
- 14 Local Events: Boise Real Producers Holiday Mingle
- 16 Cover Story: Christina Ward
- 22 Cupids For A Cause
- 24 Partner Spotlight: Syringa Media Co.
- 28 Rising Star: Tyler Oram



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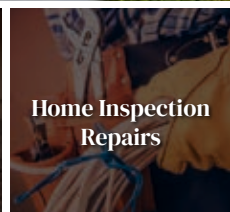
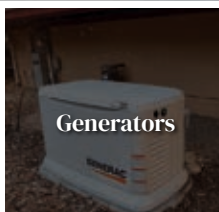
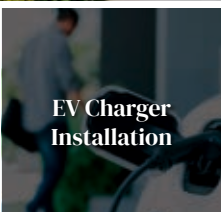
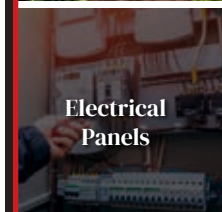
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Why New Year Resolutions don't work!



Every year, millions set resolutions only to abandon them weeks later. Why? Because lasting change doesn't come from surface-level

goals—it starts in the unconscious mind, which drives most of our behaviors.

In this article, we'll explore why resolutions often fail and how tools like self-affirmations can help you reprogram your mindset for real, lasting transformation. Ready to make a change that sticks? Let's dive in..

If you don't take the time to change how your unconscious mind thinks, it will continue to dominate your actions. This is why we often hear the saying that doing the same thing repeatedly while expecting different results is a form of madness. To change your current situation, goals, and beliefs, you must reprogram your unconscious mind.

One of the most effective ways I've found to achieve this is through repetition, particularly through self-affirmations. It may sound cheesy, but it genuinely works.

When you start telling yourself something, your mind begins to search for it, thanks to the Reticular Activating System (RAS) in your brain.

For instance, let's say you want a new vehicle—perhaps a yellow Jeep Wrangler. Before you focused on it, you rarely noticed yellow Jeep Wranglers around. However, once you start thinking about it, your brain begins to pay attention, and suddenly, you start seeing them everywhere.

This phenomenon illustrates how self-affirmations interact with the RAS. When you consistently affirm positive statements to yourself and show up for your own needs, your brain responds by enhancing your awareness of opportunities aligned with your goals.

By harnessing the power of your unconscious mind through repetition

“OUR GOAL IS TO HELP THE BRAIN SET INTENTIONS FOR WHAT THEY GENUINELY WANT TO CREATE IN THEIR LIVES.”

and self-affirmation, you can create meaningful, lasting change in your life.

In my first coaching session with each new client, we focus on creating 10 self-affirmations. It's common for clients to struggle initially with believing these affirmations about themselves. However, this challenge is part of their transformational journey. Our goal is to help the brain set intentions for what they genuinely want to create in their lives.

Here are some examples of self-affirmations that we can use:

1. I trust myself.
2. Whatever comes my way, I am ready for it.
3. I am worthy.
4. I like me.
5. I take care of my body, and my body takes care of me.
6. I am capable.
7. I approve of myself.

By consistently repeating these affirmations, clients begin to shift their mindset and foster a deeper sense of self-acceptance and empowerment.



To help your brain and unconscious mind fully grasp the affirmations you're trying to instill, it's crucial to follow a simple yet powerful routine:

- 1 /** Read your affirmations out loud in front of a mirror every morning. This practice sets your “intention” for the day ahead.
- 2 /** Recite them again every night before going to bed. This reinforces the “reprogramming” of your unconscious mind while you sleep.
- 3 /** Handwrite your affirmations every single day for a minimum of 30 days. Writing by hand engages your brain differently, enhancing the impact of the affirmations.

By putting these actions into practice, you'll start to witness significant changes in your life. Don't just take my word for it—try it for yourself!

If you're seeking more information on how to change your mindset and transform your results, consider attending my **MINDSET SEMINAR**. January 25th 9am-12pm at Riverside Country Club. You'll receive detailed insights and tools to help you make meaningful changes in your life.



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Christina Ward

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Very few names convey the warmth, strength, and dedication quite like Christina Moore Ward. Nearly three decades into her real estate career, Christina's work has become a legacy founded on far more than sales—it's a story of toughness, generosity, and leadership that has left a deep-rooted mark on her clients, colleagues, and community. As the founder of Christina & Company at Keller Williams Realty Boise, she has built a unique combination of

empowerment and compassion to create something truly impactful.

While playing volleyball at Boise State University as a full-time student-athlete, Christina developed a strong sense of dedication and commitment—qualities that would later define her professional life. During those college years, she babysat for Jim and Jennifer Moortgat, experienced real estate professionals who immediately saw her potential. A mentorship was born, and she began as a transaction coordinator, quickly learning the ins and outs of the business while discovering the importance of integrity and hard work. "They taught me to negotiate with heart, advocate for clients with everything I had, and always do the right thing," she recalls. Those early lessons cemented a client-first philosophy that carried her through challenging times, like the Great Recession—a period she and her husband, Lane, refer to as their "rice and beans" era. "That time taught me resilience," she reflects. "I learned to stay strong, even when it felt impossible."

By her 30s, Christina had formed a team that reflected her high standard of excellence—a standard she calls "Love." "I care so much for my clients, like I do for my own children," she explains, "and I protect them to make sure they don't end up in harm's way." In 2015, her team achieved a major milestone, reaching 100 sales in a single year—a standard they've upheld ever since. "Watching our team grow together has been one of my greatest joys," she says. "We're like a close-knit, passionate group—a small Navy SEAL



“

Be patient, give generously, and approach each day with an open heart. Success will follow, and the rewards are incredible.

“

They taught me to negotiate with heart, advocate for clients with everything I had, and always do the right thing.”



team dedicated to creating the best client experience.” This dedication has fostered a thriving business built almost entirely by referral and repeat business, with nearly 2,000 homes sold.

Today, Christina balances her thriving business with a sense of purpose that extends beyond real estate. Inspired by her team’s success and her own family’s growth, she founded two philanthropic initiatives: the Home Makeover Project, an annual effort to renovate the home of a family in need, and the 100th Commission Donation, where proceeds from their 100th sale each year go to local nonprofits. “Last year, we donated \$45,000 to several local worthy causes,”

she shares. “Giving back is our way of thanking the community that’s supported us.”

Reflecting on her journey, Christina is quick to acknowledge those who helped shape her path. The Moortgats taught her to love real estate, while mentors like Mike and Mary Jane Swope shared insights on negotiation and wealth-building. Her transition to Keller Williams opened doors to work alongside inspirational women like Erica Hill and Stacie States, whose examples of servant leadership have left a lasting impact.

At the heart of Christina’s inspiration is her family. Her husband, Lane, and

her children, Spencer and Emma, are her biggest motivators. “They are my reason,” she says. “Every day, they remind me to bring my best.” She recalls the early days of motherhood as a time of learning to balance career and family. With her family’s support, Christina found a way to prioritize what mattered most while building a career centered on impact. “With the right systems and people in place, I can focus on what’s important— my family, client relationships, problem-solving, and being present.”

Her mentor, Gary Keller, whose vision helped shape her approach to leadership and community, has also



been a source of inspiration. “Gary leads with generosity and care that goes far beyond business,” she notes. “He’s a constant reminder that we’re here to help others, not just to make a living.”

Christina’s leadership approach centers on gratitude and unlocking her team’s potential. “Success isn’t about me; it’s about creating an environment where my team can thrive,” she explains. Christina sets minimum standards but lets her team set their own goals, whether personal or professional. “I’m here to support them in reaching their aspirations,” she says. This empowerment-focused approach has fostered a culture of trust, collaboration, and respect within her team.

Although she’s always enjoyed advocating for clients, her negotiation style has evolved. “I used to want to win at all costs, but now I see it as a way to listen and find a solution that works for everyone,” she shares. “Great negotiators are calm, collaborative, and make everyone feel heard.”

As a true expert in efficiency, Christina has designed her business to focus on what’s truly important. Through delegating tasks and hiring exceptional individuals, she has created

the freedom to focus on what she excels at and enjoys most: building relationships, mentoring others, and leading her team. With the confidence that her business is running smoothly in trusted hands, she’s able to carve out quality time for her family, a priority she holds close to her heart.

Christina hopes to be remembered as a teacher, a helper, and a connector. “Real estate has been a gift, allowing me to meet people, solve problems, and make a difference in ways I hadn’t imagined,” she reflects. Her advice to new agents is simple: “Be patient, give generously, and approach each day with an open heart. Success will follow, and the rewards are incredible.”

Her favorite quote, John Wooden’s “You can’t live a perfect day without doing something for someone who will never be able to repay you,” embodies her life and work philosophy. This belief has guided Christina to lead with purpose, compassion, and gratitude, creating a legacy of generosity that impacts everyone around her. Christina Moore Ward is much more than a successful real estate agent—she’s a positive force, a caring leader, and an inspiration to all who know her.



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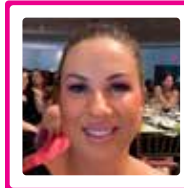
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Cupids For a Cause



About Cupids For a Cause

Cupids For a Cause is more than just a charitable event—it's a community-driven mission to provide relief and hope to cancer patients burdened by the cost of life-saving treatments. Each year, this organization will rally the Boise community to stand alongside someone facing this incredible challenge, offering both financial and emotional support. This year, *Cupids For a Cause* is honored to support Christina Lequerica, a Boise native whose story has touched countless hearts.

Celebrating Christina Lequerica: 2025 Recipient

Christina Lequerica is a familiar face and beloved member of the Boise community. Born and raised in Boise's North End, she has always held strong ties to the local Basque community, often participating in traditional Basque dance and cultural events. A mother of two, a wife of 19 years, and a long-time retail professional, Christina has been deeply involved in making Boise a better place, always offering her time and resources to support those in need. From donating Coach handbags as silent auction items to help other nonprofits raise money to volunteering at local events such as Stamped For a Cause, Christina's life has been marked by generosity and a commitment to her community.

A Journey of Spirit

In August 2022, Christina's life changed dramatically with a diagnosis of stage 3 colon cancer. She fought bravely through surgeries and treatments, and by April, she celebrated a clean bill of health. But her journey took another turn when she learned that her cancer had metastasized, spreading to her lymph nodes. With conventional treatments unable to provide a cure, Christina turned to alternative, naturopathic therapies, moving to Arizona for specialized care that offered hope and a new path forward. While these treatments began to show positive results, they also placed a significant financial burden on her family, as insurance offered no coverage for her chosen course of care.

In light of her journey, Cupids For a Cause has selected Christina as this year's recipient. The organization and the Boise community are coming together to support her in her ongoing fight—ensuring that financial barriers do not stand in the way of her hope and healing.



February 8th: A Night of Hope, Support, and Community

On February 8th, Cupids For a Cause will host an evening filled with hope and unity at The River Club in Boise. This special event will rally around Christina, celebrating her courage and showing her that she is not alone. With auctions, community stories, and opportunities to connect, it's an evening that will leave no one untouched by the power of Boise's support for its own.

While this year's event focuses on Christina's battle, Cupids For a Cause is dedicated to paying forward this generosity in future years, supporting others in their own battles with cancer. Christina's story reminds us that the strength of a community can provide light in even the darkest times, offering real, tangible help to those who need it most.

Join Us to Be Part of Something Powerful

Together, we can make a difference in Christina's journey, and in the journeys of others like her in years to come. Join us on February 8th for a night of community, compassion, and hope. With Cupids For a Cause, you're not only helping to fund critical medical care—you're helping create a legacy of support that will uplift cancer warriors for years to come.




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Syringa Media Co.

Capturing Idaho's Finest Homes with Heart and Artistry



In the world of high-end real estate photography in the Treasure Valley, Cy Gilbert stands unrivaled, setting the gold standard for excellence and artistry.

The Artist Behind the Lens

Mr. Gilbert didn't start life with a camera in his hands; his journey began as a classically trained flutist with 32 years dedicated to music. Playing since the age of seven, Cy mastered the flute and earned a Bachelor of Flute Performance. He then apprenticed with Verne Q. Powell Flutes in Boston, famous for crafting fine instruments played by musicians worldwide.

"I've always loved the arts, and my training taught me patience, precision, and attention to detail—qualities that continue to influence my photography," Cy shares. When the Great Recession impacted his career as a musician, Cy transitioned to photography, finding new passion in capturing homes and architecture with his gift for conveying spaces in a simultaneously breathable-yet-intimate style.

An Eye for Real Estate

Cy Gilbert launched his photography business in 2010 and quickly became aware of a passion for real estate and crystal clear business headshots, with 95% of its business coming from the real estate sector. Cy's work has gained the attention of local and national magazines: Eagle Magazine, Atomic Ranch Magazine, Boise Real Producers, and even The New York Times.

"I want to be remembered as someone who brought class, deep care, and warm humanity to this field"

Known for his classical yet modern style, Cy's photos showcase properties in a way that tells their unique story. He credits real estate professional Lysi Bishop for sparking his understanding of how to convey a home's personality through imagery.

"Every home has its own character," Cy explains. "Whether it's a cozy bungalow or a grand estate, I want to bring out its essence in a way that feels authentic and inviting."

What Sets Syringa Media Co. Apart

In a competitive marketplace, Mr. Gilbert's 11 years of experience stand out. "There's a lot of talent in Boise, but what sets the team apart is consistency and communication," he says. "I've worked really hard to build a reputation whereupon clients know what to expect: high-quality work, reliability, and a willingness to go the extra mile."

Cy's philosophy is that "the right people" gravitate to Syringa Media Co. because they value artistry, dependability, and professionalism. He also believes in treating each client with kindness and respect. "I never want this to feel purely transactional. My goal is to remind people that we're all human, and we're all in this together."

Passion Projects and Personal Touches

Cy is one of the Treasure Valley's leading luxury real estate photographers because his truest passion is making every property look its absolute best. He is committed to creating images, "It doesn't matter if it's a small cottage or a high-end mansion; I approach every project with the same care and artistry," he says. Cy believes in creating images that stir emotion and make viewers feel connected to the space.

Cy's personal life also reflects his appreciation and fascinations with the finer things in life: a bit of a wine collector, he is a connoisseur of Pinot Noir and enjoys Boise's culinary scene. When he's not behind the camera, you might find him at a local wine tasting or enjoying a chocolate croissant at Janjou Bakery. "Boise has a lot to offer, and I'm always up for exploring it," he says.

Balancing Work and Life

As a business owner, Cy has learned the importance of balance. "I used to work 15-hour days when I started, but now I have a nice rhythm," he shares. With the support of a full-time editing assistant, Cy can focus on clients without sacrificing personal time. He enjoys biking along the Boise Greenbelt, paddle boarding at Payette Lake, and spending time with likeminded culinary aficionados at hot spots such as Alavita, Saltbrush, and Percy.

Gratitude and Family

Mr. Gilbert is grateful and proud of his amazing health habits, including the ability to connect with people from all walks of



life. Family is central to his life as well; his parents, former teachers, have been married for nearly 60 years, and his sister, Tavia Gilbert, is an award-winning audiobook narrator and podcast producer. "Family is everything," Cy says. "They've been a huge source of support and inspiration for me."

The Legacy He Wants to Leave

Looking forward, Mr. Gilbert hopes to leave a legacy of high integrity and cutting-edge artistry in Boise's business community. "I want to be remembered as someone who brought class, deep care, and warm humanity to this field," he says. He aims to build relationships, capture beautiful images, and show that business can be about more than just profit.

A Lasting Impression

In a world where real estate photography can feel purely transactional, Cy Gilbert of Syringa Media Co. brings a breath of fresh air. His passion for capturing images that truly connect with people and his genuine care for each project have made him a respected part of Boise's real estate scene. For Cy, photography is more than just a job—it's a reflection of his journey, values, and dedication to doing things right.

As he continues to showcase the beauty of Idaho, Cy's legacy will be about more than just stunning photos. It's about pushing himself to an ever-higher standard, leaving a valuable contribution to the community. He's leaving his mark not only on the Treasure Valley, but reminds us that he photographs but also on the community he loves, reminding us all that behind every business is a person—and behind every photograph, a story worth telling.

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PHOTOS BY SYRINGA MEDIA, CY GILBERT

Q: How long have you been in real estate, and what led you to this career?

A: I've been in real estate for five years. After ten years as a special education teacher, I was ready for a career with more flexibility and autonomy. Real estate allows me to set my own hours and create a better work-life balance. I love the freedom to shape my own career path and the ability to use my problem-solving skills daily, whether it's helping clients find the right property or navigating challenging negotiations.

Q: Tell us about your background and the experiences that have shaped who you are.

A: My Christian faith has been a cornerstone of my life. Growing up in a Christian household taught me the importance of compassion, integrity, and resilience. I also have a large, supportive family here locally, which has been a blessing. Life has its storms, but having a strong faith and a support system has always helped me navigate challenges.

Q: What life events inspired you to become a real estate agent?

A: Family is my greatest asset, and real estate has given me the opportunity to prioritize what matters most. The flexibility of this career allows me to be present for every important moment in my kids' lives—whether it's a sporting event, choir concert, or performance. It's empowering to have the freedom to create a balance that works for my family and me.

Q: Tell us about your family.

A: My wife Natalie is our rock and my greatest support. Together, we have a blended family with four kids—Ella, Adeline, Charlotte, and Brady. We're incredibly close and love supporting each other in every way. Family is everything to us, and I'm so grateful for the bond we share.

Q: What sets you apart from other agents in the industry?

A: My background as a special education teacher taught me how to think creatively and find solutions tailored to individual needs. In real estate, that translates into finding innovative solutions for my clients, whether it's identifying a property that meets unique needs or handling tough negotiations. I'm always looking for the best path forward, even when obstacles arise.

Q: What are you most passionate about in real estate?

A: I'm passionate about building lasting relationships with my clients. For me, it's not just about closing a deal—it's about being a trusted resource even after the transaction is complete. Whether they need advice on home maintenance or help deciding their next move, I want to be there for them through every life change.

I also love educating my clients. With my teaching background, I enjoy breaking down complex real estate concepts and empowering clients with the knowledge they need to make informed decisions. Helping clients feel confident in their choices is incredibly rewarding.

Q: What challenges have you faced in this industry, and how have you overcome them?

A: Transitioning from education to the fast-paced, ever-changing world of real estate was a challenge. The structured environment of teaching is very different from the dynamic nature of real estate, where market trends, client needs, and technology are constantly evolving. The learning curve was steep at first, but I leaned on my patience and persistence, embraced the learning process, and took a methodical approach to building my knowledge and skills. Over time, I've gained confidence and now enjoy the constant growth that comes with this career.



“MY BACKGROUND AS A SPECIAL EDUCATION TEACHER TAUGHT ME HOW TO THINK CREATIVELY AND FIND SOLUTIONS TAILORED TO INDIVIDUAL NEEDS.”

Q: What do you enjoy doing outside of work?

A: I'm passionate about staying active and competitive. I play city-league basketball, tennis, and pickleball—anything that keeps me moving and engaged. I'm also a huge Boise State fan and love cheering them on. When I'm not on the court or at a game, I enjoy hunting and fishing to connect with nature and recharge.

Q: Is there something surprising about you that most people don't know?

A: I was a three-time state tennis champion at Centennial High School and went on to play college tennis at Lewis-Clark State College. I also run a supported living agency called Hope Services, which helps adults with disabilities live independently. It's been an incredible opportunity to combine my teaching background with my passion for helping others.

Q: What kind of legacy do you hope to leave in real estate?

A: I want to be known as an agent who genuinely cares about people, someone who listens, educates, and guides with integrity and transparency. My goal is to build trust and create lasting relationships with my clients. I also hope to inspire others in the industry to approach real estate with a commitment to service and compassion. For me, it's about making a positive impact and showing how the work we do as agents can truly change lives.

With a commitment to integrity, problem-solving, and building lasting connections, Tyler Oram exemplifies what it means to be an agent on the rise. He's not just creating a successful real estate career—he's making a meaningful impact on his clients, family, and community.



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