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MARCH 2025

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Partner Spotlight:

Beth Elbert
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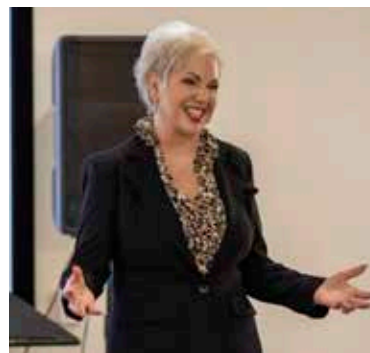
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If you are interested in nominating people for certain stories, please email us at: Cherika.Johnson@n2co.com

Meet The Team



Cherika Johnson
Owner/Publisher



Derrick Taylor
Photographer



Dawn Sims
Writer



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Ginnie Baldrige
Escrow Officer-Tyler
ginnie@tarrytitle.com

Jennifer Ramirez
Escrow Officer-Tyler
jennifer@tarrytitle.com

Miguel Cabrera
Escrow Officer-Tyler
miguel@tarrytitle.com

Carol Walker
Sr. Escrow Officer-Mineola
carol@tarrytitle.com

Natalie Lowry
Escrow Officer-Mineola
natalie@tarrytitle.com

Misty Sportsman
Escrow Officer-Longview
misty@tarrytitle.com

Amber Davis
Escrow Officer-Athens
amber@tarrytitle.com

Karisu Cagle
Escrow Assistant-Tyler
karisu@tarrytitle.com

Kelly Winn
Escrow Assistant-Tyler
kelly@tarrytitle.com

Roxana Lara
Escrow Assistant-Tyler
roxana@tarrytitle.com

Ashley Hukill
Escrow Assistant-Mineola
ashley@tarrytitle.com

Laura West
Accounting-Mineola
laura@tarrytitle.com

Keri Henderson
Admin. Assistant-Longview
keri@tarrytitle.com

Kendall Rooker
Curative Specialist-Athens
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WHAT IS REAL PRODUCERS?

Welcome to *East Texas Real Producers!*

Providing a platform to celebrate and unite the top real estate professionals across East Texas

BY CHERIKA JOHNSON

It's my honor to bring this community to our East Texas area and to celebrate everything that makes you all an outstanding part of the East Texas Real Estate Community. I look forward to highlighting your accomplishments, encouraging your dreams, and recognizing you for your continued excellence in serving your clients.

Real Producers started as a simple idea in 2015 in Indianapolis and has spread across the nation like wildfire. The Real Producers community is now available in 130 locations and is changing the way the real estate community interacts across America. As we embark on this journey, I promise to create platforms to connect this community and forums to recognize and celebrate what makes each one of you iconic. In years to come, I hope to interview every one of you so that I can share your success stories in future issues. I also look forward to celebrating you at our events, providing tools and connections to help you grow your business and representing your passion for this industry that we all share.

Here are some quick facts about Real Producers:

DISTRIBUTION: This magazine will arrive in the mailboxes of the TOP 300 agents in East Texas each month. These 300 agents are determined through compiled MLS data from 2024. If you are receiving a hard copy of the publication, it is because you belong to the elite group of the top 10%.

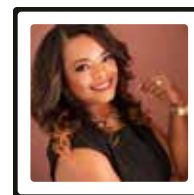
CONTENT: This publication is all about YOU, the East Texas real estate community. We will be writing personal and unique stories on members of this community, giving you a platform to inspire greatness in others. As we grow, we will continue to add fresh content focused entirely on the top 10% and our Preferred Partners. We have NOTHING to sell to real estate agents as it is absolutely FREE to be featured in this publication. To be featured, the agents must be nominated by a peer, leader or influencer in the East Texas real estate market. We always encourage nominations and love to hear about agents that are making a huge impact in our market.

PREFERRED PARTNERS: Anyone listed as a "Preferred Partner" in the index of this publication will also be a part of this exclusive community. You will see them advertised in every issue, attending our private events and being a part of our online community. We do not cold call businesses off the street to join us, nor do we allow any business that approaches us to be a part. One or many of you have recommended every single one of these Preferred Partners that you see in this publication. Our goal is to give you as many resources as possible to add to your arsenal so that you always remain that trusted referral source to your clients and customers.

EVENTS: Along with our monthly publication, we will be hosting various social and educational events throughout the year. Our goal is to

bring the best of the best together while supporting our local communities. And we fully intend to have a good time doing it! We will be communicating information on upcoming events through the publication, monthly emailed newsletter and social media.

CONTRIBUTION: If you are interested in contributing, nominating REALTORS for certain features, know of additional top-notch affiliate partners who would be a great fit for our community, or would simply like to learn more, please reach out to me anytime. I look forward to meeting with every one of you in the future. I would also like to give a HUGE THANK YOU to the Preferred Partners who jumped on board with us so that we could bring *East Texas Real Producers* to life. Also, a huge shout-out to my team that pulled this together without much guidance. You all are incredible, and this first issue is dedicated to you!



I appreciate you all and look forward to seeing you all at our networking events soon!

Cherika Johnson

CHERIKA JOHNSON
Owner/Publisher
East Texas Real Producers
Cherika.Johnson@n2co.com



FAQ

ALL ABOUT EAST TEXAS REAL PRODUCERS

Q: Who receives this magazine?

A: The top 300 agents in East Texas based on volume for the previous year and our Preferred Partners. There are thousands of agents in the region and you, in this elite group, are the cream of the crop. Just to be included in this group is an accomplishment that testifies to your hard work, dedication, and proficiency.

Q: Do real estate agents have to pay for magazines or events?

A: NO! The magazine and events are FREE to agents and funded by the partners who advertise.

Q: What kind of content will be featured?

A: This is all about you. We'll do personal and unique stories on members in the community, providing you with a platform to inspire others. As we grow, we'll add fresh content focused entirely

on you. It costs absolutely nothing for a REALTOR® to be featured. We are not a pay to play model; we write real stories, about Real Producers, and we're always accepting nominations. We will consider anyone brought to our attention-- we don't know everyone's story so we need your help to learn about them!

Q: Who are our partners?

A: Anyone listed as a "Preferred Partner" in the front of the magazine is funding and fueling this community and is an essential part of it. They are the top professionals in their industry. They will have an ad in every issue of the magazine and attend our events. One or many of you have recommended every single Preferred Partner you see in this publication. Our goal is to create a powerhouse network, not only for the best REALTORS® in the area, but the best affiliates as well, so we can grow stronger together.

Q: Does real producers have events?

A: Yes! Along with the magazine, we will host quarterly events exclusive to this community, where you--the best of the best--get together at local venues to socialize, mastermind, deepen our connections, and better our businesses. We will communicate about events through the magazine and on social media. Stay tuned for info on our launch party this Fall!

Q: How can i recommend a business or feature story?

A: If you are interested in contributing, nominating REALTORS® to be featured, know of top-notch affiliate partners who you believe should be a part of our community, or would simply like to network; email or call us. I look forward to hearing from you!

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The Passion
and Purpose of

BETH ELBERT

A Trailblazer in Home
Warranty Services

WRITTEN BY CHERIKA JOHNSON

In the ever-changing world of real estate, where relationships and expertise are the cornerstones of success, few individuals stand out as distinctly as Beth Elbert. With a career spanning 36 years in the industry, Elbert has carved a reputation as a trusted advisor, a passionate educator, and a beacon of unwavering dedication. Her journey from the medical field to the title industry, and ultimately to her current role as Assistant Vice President and Sales Executive at Fidelity National Home Warranty, is as inspiring as it is exceptional.

A Leap of Faith

Elbert's story begins in 1988 when she transitioned from a career in nursing and the medical field to the title industry. Over the next three decades, she immersed herself in nearly every facet of the business, from escrow and management to marketing and overseeing foreclosed hedge funds. In 2021, she took a leap of faith and embraced a new challenge: joining Fidelity National Home Warranty as a sales executive. "I'm fortunate that I can use my previous years of industry knowledge to help navigate through the home warranty industry," she reflects. Her ability to seamlessly adapt to new roles while leveraging her

wealth of experience speaks volumes about her resilience and expertise. At the heart of Elbert's career is a profound passion for people. "Home warranties are vital for the protection of homeowners and their realtors," she says. "The best benefit of this job is its power to save homeowners money and the relationships I have built during the process." This commitment to helping others is the driving force behind her work, shaping her approach to customer service and setting her apart from the competition. "In industries like home warranties, where products and services are often similar, the differentiating factor is customer service," she explains. "Each

client has access to my email and personal cell phone number. I'm available to them throughout the years of their coverage."

Elbert's dedication to excellence has not gone unnoticed. Over the years, she has received numerous accolades, including Affiliate of the Year, Rookie of the Year, and Top Producer awards. Yet, these achievements are not merely milestones; they are reflections of her tireless work ethic and commitment to building meaningful relationships. For Elbert, success is not measured in accolades alone. "Success is about

“

Success is about
developing relationships
and trust with clients
and homeowners.”





developing relationships and trust with clients and homeowners," she emphasizes.

Overcoming Life's Valleys

Her journey has not been without its challenges. The tragic loss of her 15-year-old son, J. Brandon, in 2003 was a defining moment that forever changed her perspective on life. "A loss like that changes you forever," she shares candidly. "It really spoke to me about what is important in life." This profound experience has fueled her drive to find purpose and meaning in her work, inspiring her to become a better version of herself each day.

As a seasoned professional, Elbert's expertise extends beyond the technical aspects of her role. She is a passionate educator who has held an instructor's license with the Texas Real Estate Commission (TREC) for over a decade. She has written more than 25 continuing education courses for TREC, reinforcing her belief that "education and knowledge are the keys to success." Helping realtors broaden their understanding of industry-related topics is one of her greatest passions, and she views it as a win for everyone involved. Outside of work, Elbert's life is rich with family, hobbies, and personal pursuits. She loves visiting her son, JR, in Nashville, where he works in the music industry. Every November, she travels to the city for the Country Music

Association (CMA) Awards, immersing herself in his world and cherishing the shared experiences. Cooking, gardening, reading, and traveling also bring her immense joy, and she's an active member of a book club that she joined several years ago.

Balancing Passion and Profession

Despite her many responsibilities, Elbert maintains a harmonious work-life balance by intertwining her passion for her career with her personal life. "When work is a passion, it's easy to balance it with life," she notes. Being available to her clients, even after hours or on weekends, is a testament to her unwavering commitment to serving others. Of course, not every day is without its hurdles. Elbert admits that one of the most challenging aspects of her role is delivering difficult news to homeowners when a policy does not cover a particular issue. "It doesn't happen often, but when it does, it's heartbreaking," she says. She attributes these moments to the importance of educating homeowners and realtors about selecting the right coverage options. "Home warranties were created to save homeowners money," she explains. "This is why I stress the importance of allowing me to help them with their decisions."

The Joy of Making a Difference

For Elbert, the most rewarding moments in her career come from hearing

gratitude from clients and homeowners. "It's such relief and peace of mind for everyone involved to know they can rely on our products," she says with a smile. It is this ability to make a tangible difference in people's lives that fuels her passion for the industry. Gratitude is a central theme in Elbert's life. She is thankful for her family, her health, and her ability to help others. She also draws inspiration from the strong, courageous individuals around her, continually seeking to learn and grow from their wisdom. As she reflects on her legacy, her goal is simple yet profound: "My daily goal is to give a smile to everyone, even if they don't smile back. Those are the ones that need it the most."

A Leader Who Knows, Goes, and Shows the Way

Describing herself as passionate, driven, and confident, Elbert lives by the words of leadership expert John Maxwell: "A leader is one who knows the way, goes the way, and shows the way." This philosophy is evident in every aspect of her work, from guiding homeowners through the intricacies of home warranties to mentoring realtors through education.

Beth Elbert's story is a testament to the power of resilience, passion, and a deep commitment to serving others. Her journey serves as an inspiration to anyone navigating the complexities of the real estate industry, proving that success is not only about professional accomplishments but also about the relationships we build and the lives we touch along the way.



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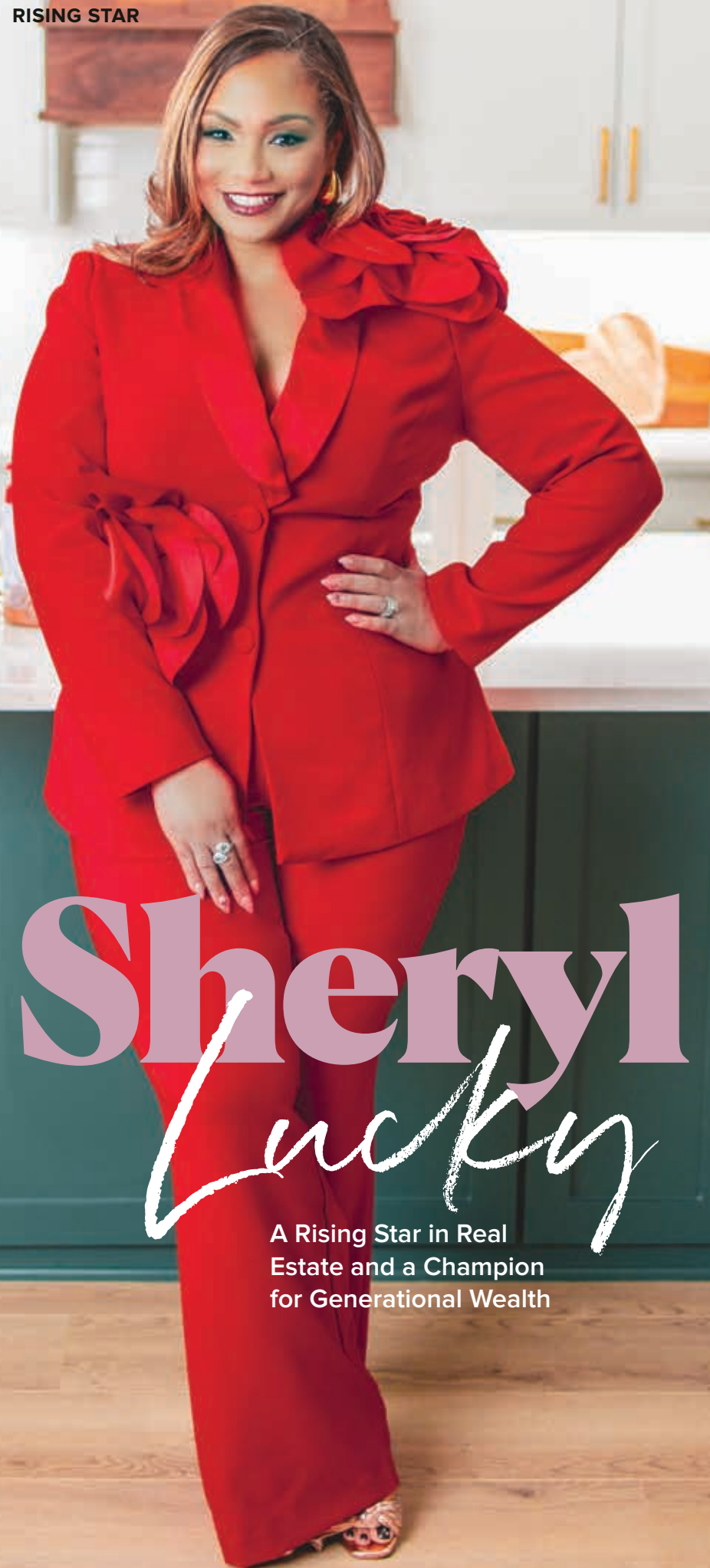
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Mike Smith



Sheryl Lucky

A Rising Star in Real Estate and a Champion for Generational Wealth

WRITTEN BY DAWN SIMS
PHOTOGRAPHY BY DERRICK TAYLOR

In the world of real estate, certain professionals stand out not just for their success, but for the drive and devotion they bring to their work. Sheryl Lucky, a dedicated real estate agent with Johnson Realty, is one such individual. When I met with this precious lady, the first thing I noticed was her kind smile and glowing presence. I have no doubt anyone who has come across Sheryl would not agree. She lit up as we spoke about her journey into real estate. It was not merely a career shift but a calling—one that has allowed her to align her professional life with her personal values of service, education, and empowerment. In just 1.5 years in the industry, she has already made waves, earning recognition as the 2024 Rookie of the Year by the Longview Area Association of Realtors. But her story goes far beyond accolades—it's a tale of fortitude, faith, and an unshakable commitment to building generational wealth.

Before entering the real estate industry, Sheryl's career spanned multiple roles, including Relationship Banker, Operations Manager, and Entrepreneur. It was during a pivotal moment in her life that she realized she needed a career that provided flexibility and a deeper sense of fulfillment. "It was at a crucial point in my life where I needed to make a professional change that would better align with my family's needs, allowing me to be more present, available, and flexible," Sheryl explains. A conversation with her now-Broker, Cherika Johnson, was the turning point. That conversation didn't just open a door—it solidified Sheryl's belief that she was meant to help individuals and families navigate their path to financial success. They first met when moving to Longview from Shreveport, Louisiana to put down roots with her husband, Labrandon. She only meant to engage in some ideas on networking in East Texas, unsure of what career path she may pursue. But Cherika knew this was not a chance meeting. She saw something in Sheryl and simply said, "you're going



to sell real estate and work right here with me." Sheryl quickly embraced the role of a real estate professional, not just as a job but as a mission to educate and empower her clients.

Despite being relatively new to the industry, Sheryl's work has not gone unnoticed. Her dedication and hard work have earned her multiple awards and recognitions throughout her career. In addition to being named the Longview Area Association of Realtors 2024 Rookie of the Year, she was also honored with the Influencer Award from Capital One Bank, is a Magellan Leadership Alumni, and a Leadership Longview Alumni. Her commitment to community service was further recognized with the Community Spotlight Award from Capital One Bank. Sheryl is also a Certified Money Coach and has participated in the Branch Ambassador Symposium for Capital One Bank. These honors reflect not only

her expertise in real estate but also, her leadership, community engagement, and ability to inspire others.

Sheryl attributes much of her success to the unwavering support of the people around her. "First and foremost, I owe everything to my parents. They embody the true meaning of unconditional love, support, guidance, correction, and faith," she shares. Her circle of friends serves as accountability partners and prayer warriors, always encouraging her to stay grounded. Furthermore, as a proud member of Delta Sigma Theta Sorority, Inc., Sheryl upholds the values of education, service, and sisterhood.

Her husband and daughter are also driving forces in her life. "My husband is my rock—he's the backbone of everything I do. With his devoted support, I know there's nothing I can't achieve. And my little Ruby is my ultimate 'why.' She fuels my drive to

“KEEP CALM, AND GET LUCKY!”

live fully, conquer challenges, overcome obstacles, and succeed in everything I set out to do." It was evident in this moment that her daughter is a sparkling gem in her world. Ruby Jewel is quite fitting, as she was named after Labrandon's grandmother. With a name like that and fueled by Sheryl's guidance, she is surely destined for greatness.

For Sheryl, real estate is more than transactions and commissions—it's about transforming lives.

“Building generational wealth is incredibly important, and real estate is one of the most reliable ways to achieve it,”

she says. She is committed to ensuring her clients understand not only how to buy or sell property, but also how to use real estate as a tool for financial stability, growth, and freedom. Whether working with first-time homebuyers, seasoned investors, or families looking to transition into new homes, Sheryl takes pride in educating her clients on long-term wealth-building strategies.

Outside of real estate, Sheryl is deeply invested in empowering young women to pursue their dreams. She serves on the board of My Passion My Purpose, a philanthropic initiative focused on exposing young women to non-traditional career paths. She mentors young girls and women, helping them see beyond their immediate circumstances and build confidence through education and self-branding. This passion for mentorship stems from her own experiences and the people who have guided her. She understands firsthand the power of having strong role models and a support system and is dedicated to being that influence for others.



With this mindset, she remains active in the community, continuously building her reputation and positioning herself for long-term success.

Despite all her professional success, Sheryl remains grounded in gratitude.

“I am most grateful for the life, health, and strength of my family and friends. Nothing is more important than the people you love,”

she says. Her deep appreciation for her parents, husband, and daughter is apparent in everything she does. They are not just her support system but her motivation for striving to be the best in both her personal and professional life.

When I asked Sheryl to describe herself in three words, she smiled and

put her hands together confidently responding, **“Ingenuity, Nostalgia, and Class.”** “I’m not afraid to blaze new trails—on the contrary, I actively seek out ways to innovate and try fresh approaches. I draw wisdom from the past, learning from others’ hard-earned lessons instead of having to experience them myself. Above all, I believe in approaching everything with a spirit of excellence, doing it as if I am doing it for God.”

Sheryl shared her favorite quote by Maya Angelou: **“When someone shows you who they are, believe them the first time.”** Sheryl Lucky is so much more than a real estate professional—she is a wife, a mother, a daughter, a friend, a leader, a mentor, and a proponent for financial freedom. A woman with a strong foundation of faith, family, and fearlessness, she is poised to make an even greater impact in the industry and her community for years to come. After meeting her...I believe it.

Like any career, real estate comes with its challenges. For Sheryl, the most difficult aspect has been navigating the slow movement of the market. As a fellow realtor, I could relate to her as we further spoke of the ups and downs our industry faces. “Entering the field with eagerness, only to face a market that wasn’t as responsive, proved to be a real test,” she admits. However, instead of becoming discouraged, she used the time to sharpen her skills. She focused on marketing herself, expanding her network, and furthering her education in contracts, ethics, and lending. I was inspired as I listened to Sheryl enthusiastically speak on how the inconsistent times in real estate have actually helped her grow spiritually. She’s learned to let go and let God, feeling the power of her deeply rooted faith. So, it was no surprise to learn that Sheryl has always followed the guidance of her beliefs, having a pastor as a father. She said it is his very words of wisdom that keeps her motivated:

“Never let grass grow under your feet.”



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Erika

MAYA GONZALEZ



From Humble Beginnings to Real Estate Success

WRITTEN BY DAWN SIMS • PHOTOGRAPHY BY DERRICK TAYLOR

Erika Maya Gonzalez's story is one of perseverance and transformation. As the co-owner of Maya Properties in Tyler, Texas, she has risen through personal and financial challenges to build a successful career in real estate. But her journey to success was not without obstacles, and it was shaped by her commitment to helping others achieve their dreams. On a chilly February afternoon, I met Erika at a cute little coffee shop in Kilgore, TX, and found much more than a real producer in East Texas real estate. I found a person with a huge heart for serving others.

Erika's story in real estate started from a place of necessity. She lovingly shared how she and her husband, Gus, married young and found themselves in the throes of financial difficulties, balancing the responsibilities of early marriage and raising children. Despite both working hard, they struggled to stay afloat, and a conversation with their lender about potential foreclosure was a wake-up call for Erika. It was in this

moment of uncertainty that she realized she needed to take charge of her future.

Seeking a stable career, Erika initially entered the medical field, working at a private practice in Tyler. Although she found success in her role, the position didn't align with her long-term vision for herself or her family. During this time, she crossed paths with Russell Patterson, a real estate broker who saw something in her that she hadn't yet recognized. Russell, recognizing her potential, encouraged her to consider a career in real estate. At first, Erika dismissed the suggestion—after all, she had a steady job that allowed her to provide for her family. But after a year of feeling unfulfilled and reaching a career ceiling, she decided to take a leap of faith. With the support of her loved ones, Erika passed her real estate exam in September 2015, marking the start of a new chapter.

Erika's real estate career has been a testament to her dedication and

drive. By 2024, she had closed 71 transactions, generating nearly \$19 million in sales. While these numbers are a testament to her hard work, Erika is quick to point out that success in real estate is about more than just numbers—it's about building meaningful relationships and helping her clients realize their dreams. "Real estate for me is more than just closing deals," she says. "It's about being there for my clients, supporting them, and walking them through one of the most important decisions of their lives. That's what really fulfills me." Her deep commitment to her clients has earned her recognition in the industry. In addition to her impressive sales record, Erika was honored with the **Philanthropic Legacy Leader Award in 2024**, acknowledging her dedication to giving back to the community. She was also recognized as one of the **Top 250 Latino Real Estate Agents**, which served as a testament to her excellence in the field. But for Erika, the most rewarding part of her career remains





“
**REAL ESTATE HAS GIVEN
 ME THE PLATFORM TO
 MAKE A REAL DIFFERENCE
 IN PEOPLE’S LIVES.”**

the joy of seeing her clients’ dreams come true.

“I didn’t get into this business to be a top producer,” Erika reflects. “I just wanted to provide for my family and help people along the way. To see someone’s eyes light up when they close on their home—that’s the real success.”

Mentorship is a cornerstone of Erika’s career. As a team leader for 11 agents, she is dedicated to helping others grow and succeed in the industry. She believes in leading by example, offering support, guidance, and insight to her team, and encouraging them to build their own businesses. “I want to see my agents thrive,” Erika says. “When they succeed, it’s not just a win for them—it’s a win for all of us. I love being a part of their journey and helping them build the life they envision.” For Erika, leadership is about more than just overseeing transactions; it’s about fostering an environment of growth, trust, and collaboration. She takes pride in the relationships she’s built with her agents and is always looking for ways to uplift those around her.

Community involvement is an essential part of Erika’s life. She has always felt a deep sense of responsibility to give back, whether through supporting local businesses, participating in charity events, or simply offering a helping hand to those in need. For Erika, real estate is just as much about the relationships you build as it is about the homes you sell. **“Real estate has given me the platform to make a real difference in people’s lives,”** she says. “I’m passionate about giving back to my community, and I do that in whatever way I can.” Through her work, Erika has become a trusted advisor in the Tyler area, and her commitment to service is reflected in the relationships she’s built with clients and partners alike. She’s a firm believer in the power of collaboration, and it’s this spirit of teamwork that has helped her create a lasting impact on the community.

Despite her success, Erika has faced her fair share of challenges. The market slowdown in 2024 was one of the most difficult periods in her career, and it forced her to reassess not just her professional strategies but also

her personal priorities. She learned that no matter how hard you work, not everyone will see things the way you do—and that’s okay. “I’ve learned to focus on what truly matters,” she shares. “It’s not about pleasing everyone or chasing after recognition. It’s about staying true to my values and doing what’s right for my clients and my family.” Erika’s faith has been a constant source of strength throughout these challenges. “I’ve always believed that God has a plan for me,” she says. “When things get tough, I turn to Him for guidance. He’s been with me every step of the way.”

Like many working mothers, Erika has faced the challenge of balancing a demanding career with her family life. When she first started in real estate, she was juggling part-time work while raising young children. It was a delicate balance, and it required her to make sacrifices to build her business. However, over time, Erika learned to set boundaries and prioritize her family. “My family is my foundation,” Erika says. “They are my ‘why’—the reason I work so hard and strive to be the best



version of myself every day. I’ve learned that taking time for them is just as important as my career.” I took a break to call Erika’s sons, Damian (18) and Gavin (15) to ask them what it’s like to have such a successful mom and how she has impacted them. “I like her job and the way she impacts the community. I see how she’s loyal and honest with

everyone she works with. Some days we may only see each other at dinner but that’s ok. My mom is always there when I need her. I know that when I call her, she will answer”, said a heartfelt, Damian. Gavin was full of pride for his mom, stating “She works very hard and what she does for others can take her away from home a lot. But she has

taught me how important working hard for your family is. When I become an adult, I will know how to work hard for my family, too.” With her husband Gus by her side, Erika has found a way to maintain balance, ensuring she can be both a dedicated professional and a present mother. Today, she ensures that Sundays are reserved for family, giving her a chance to recharge and focus on what matters most.

Looking ahead, Erika hopes to leave a legacy that’s defined by integrity, compassion, and dedication. “I want to be remembered as someone who truly cared about her clients and worked hard to make their dreams a reality,” she says. **“Success is not about what you achieve for yourself—it’s about the positive impact you have on others.”**

Through her faith, hard work, and dedication to service, Erika has already begun to leave that legacy. Her story is a reminder that real success is not measured by the transactions you close, but by the difference you make in the lives of others. From inside the walls of her own home and beyond, Erika Maya Gonzalez is doing just that.



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