

BEHIND THE SCENES

Patti Payne's take on business beyond the headlines



An 18-year-old's surprising birthday wish

Priyanka Jain asked for an event that raised money for girls in Third World countries

So what did you do on your 18th birthday? High school senior Priyanka Jain essentially gave hers to charity. From a family of means, raised by parents Naveen and Anu Jain to value volunteerism, young Jain has high goals when it comes to giving back. She and her two brothers have grown up valuing philanthropy, valuing making a difference and valuing people.

As a junior in high school, Priyanka Jain founded a nonprofit called iCAREweCARE, which she describes as a global network of high school and college students who believe in their abilities to make a difference for social good. Jain believes

in helping and empowering adolescent girls, with an emphasis on Third World countries. When she was a freshman, she started the first high school chapter of Circle of Women, harnessing the power of girls helping girls.

So for her 18th birthday, Sunday, Jan. 22, Jain came up with the idea of putting together a tea at the Bellevue Westin and inviting 200 of her friends and their moth-



COLIN FROINES PHOTO

SOME BIRTHDAY: For her 18th birthday, Priyanka Jain (center) invited 200 people to a fundraising tea in Bellevue with prominent speakers, including Gina Reiss-Wilchins (left), director of Girl Up, and Tamsin Smith, former president of the Red Campaign.

ers and acquaintances. About 150 people showed up and listened as the ebullient teen shared her passion for helping girls and asked others to give as well. Also speaking were Gina Reiss-Wilchins, director of Girl Up; Nancy Conrad, founder of the Conrad Foundation; and Tamsin Smith, former president of the Red Campaign. Jain had reached out to these national speakers and all agreed. At the

end, Jain's parents came up on stage along with a vocal group from her school, and the whole room broke into "Happy Birthday" as a birthday cake was rolled out.

"We raised \$25,000 for Girl Up," says a thrilled Jain, who gives her parents credit for her desire to help. "It was amazing. The money will go far, and will go directly to help empower girls in Ethiopia, Liberia, Guatemala and Malawi. That kind of money can send thousands of girls to school for a year," she says.

"When I was turning 18, all I could think of was the dreams of my childhood and did I reach those goals. Then, making my goals for the next 18 years, I know that the end of my childhood will be marked by giving many girls a childhood they have always deserved. I am so grateful," she says, explaining adamantly that teens are not just people who want to watch the TV show "Glee" and go to proms. "We are people who can make very good things happen."

Coffee talk

— Hollywood stars Diane Keaton and Susan Sarandon spotted around town, you say? Yes, they were part of the recent annual, three-day personal improvement seminar called Epic, put on by Redmond-based Aegis Living, a senior living company, for its company execs, about 100 of them. Included in this group are a few top vendors and some visiting CEOs who are curious about how this event, now in its seventh year, impacts the company. (Word is that this year there are two unnamed CEOs from Fortune 100 companies sitting in on the event, one local, one not.) Aegis founder, chairman and CEO Dwayne Clark says Epic, held at the Grand Hyatt on Pine Street, in Seattle, creates change. "The reason we do this is to try to help guide people toward their life passion. This

even means inviting staff to leave the company. In the end, people love the company even more for doing this and become more fiercely loyal and passionate about what they do. It allows people to be who they are and get their junk on the table without corporate judgment. Consequently, our staff are more productive, our profits the highest in the industry... Year over year we are up over 50 percent of profitability," he says. Five new Aegis developments are in the works, worth \$150 million. This year's motivational speakers are Diane Keaton, Susan Sarandon, mountaineer survivor Aron Ralston, a 75-year-old hippie peace activist

named Wavy Gravy, retired LA Laker Jerry West, former Marine W Mitchell, who is a paraplegic, and author Jeanette Walls. It costs Clark hundreds of thousands of dollars to hire these kinds of speakers each year. "We're trying to increase value to our employees," he says, "and this meeting is nothing less than life-changing for people. It's an investment in them. We're trying to get everyone to develop their own recipe for life." Clark says the attendees then go on to motivate the rest of the 2,000 Aegis employees. It translates to more caring in every way, says Clark, who, according to Inc. magazine, uses Oprah as his leadership role model.

— If any of these celebs wanted their hair done while they were here, they could just walk a few steps down Pine Street to Mane, a new chi-chi blow-dry bar in town. An article in The Wall Street Journal indicates that blow-dry bars are all the rage in cities from coast to coast — salons that don't cut or color, but just wash, dry and style hair. You're in and out for one price — \$35 — in 45 minutes. Mane, sleek and modern and bright, stays true to that concept and was opened by a dynamic mother-daughter duo: Mom Judith Winquist was an Eastern Airlines flight attendant and has worked in design. Daughter Kate Winquist has the dual degree of JD and MBA, and has practiced corporate and entertainment law. The two always wanted

to open a business together, and this concept seemed like the perfect thing to introduce to Seattle in its purest form. It's catching on. In just six weeks, clients are coming in before a meeting, after work, before a party — they've even booked a wedding party. Some are booking in advance online. Others are just walking in. I tried it. Loved it. It's fast and the stylists know what they are doing. All the products, from shampoo to conditioners and sprays, are high-end organic — even the bottles are biodegradable. The Italian jewelry they brought back from a trip and the handmade fascinators are spot on in trend and affordability.

— Procurement is in overdrive as the JDRF Seattle Guild gets ready for its 23rd annual gala, slated March 10 at the Sheraton Seattle. Most unusual item so far — a trip to Brussels with Ludovic Morlot, the new maestro at Seattle Symphony. Tickets should sell themselves, with uber-comedian Dana Carvey signed up as entertainment.



JIM BERRY PHOTO

CELEB SPEAKERS: Aegis Living founder, chairman and CEO Dwayne Clark (left) again brought in nationally prominent speakers for his annual conference for the company's executives. One of the speakers this year is Aron Rolston (right), a mountain climber who was forced to amputate his own right arm after he was pinned by a fallen boulder.

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