

# ENTREPRENEURSHIP

## Panel



### **BRENDA SPRINGER '99**

**Founder and CEO, Reveille Inc.**

Brenda has spent more than 20 years waking up brands, the media and consumers. Her globe-trotting adventures in communication leadership started at Skid Row, where she helped Los Angeles Mission use young Hollywood to raise awareness about homelessness. She crossed the pond and rambled east to rouse action sports fans in Europe and the Pacific Rim. She swung through South America to kick off Etnies' global give-back program for youth and launched product collections in New York, Paris, London and beyond. Never one to hit snooze, Brenda founded Reveille in 2010, establishing Costa Mesa as the company's headquarters to ensure the agency is in the cross section of culture, commerce and conversation for emerging brands, local leaders and international powerhouses.



### **DONOVAN MCREYNOLDS '99**

**President, Systems Waterproofing**

Business Administration graduate and former Southern California College baseball player Donovan McReynolds co-founded Systems Waterproofing in 2008 with a desire to develop a company from the ground up. Today, Systems Waterproofing is a growing company working in 3 states with 75+ employees. He works with clients by understanding each project's unique requirements and needs while providing fair and competitive pricing. Systems Waterproofing is a corporate sponsor of Vanguard's athletic department and Donovan currently serves on the Vanguard Foundation Board and is Chairman of the Vanguard Athletic Board. Donovan and his wife Christina (Chambers '98) reside in Newport Beach, CA.



### **JEFF MOTSKE '88**

**President and Owner, Trilogy Financial**

Jeff Motske is an author, an accomplished executive, radio personality and financial advisor. More importantly, though, he is a believer in the power of the everyday American and is committed to helping them reach financial independence. Raised in California with Midwestern roots, Jeff attended Vanguard University on a baseball scholarship, where he majored in business administration. He got a job straight out of college with a small mutual fund company doing retirement planning. As he watched the landscape of financial services, Jeff saw how disconnected most of his industry was from the real-life, everyday issues of Americans. In partnership with Kevin Mackintosh, they created Trilogy Financial in 1999 to bring together resources on financial, tax and estate planning for middle-class Americans.

