



Up & Comers

40 under 40 Rising Stars



TONI CASTEL
THE CASTEL LAW FIRM · 4B



CELENA EVANS
HEATCRAFT REFRIGERATION · 6B



ELISABETH REMY JOHNSON
ATLANTA SYMPHONY ORCHESTRA · 8B



SOREN LOFFLER
SOREN SALON · 9B



TANIA NARULA
SUNTRUST BANKS INC. · 10B



LAIN SHAKESPEARE
THE WREN'S NEST · 10B



Matthew Eads

age 38

Eads & Heald
Investment Counsel

Matthew Eads believes that if our youth are taught good financial skills early in life, the entire economy stands to benefit in the long run.

An accomplished portfolio manager for

Eads & Heald Investment Counsel, Eads has chosen to focus his skills on helping schoolchildren learn to develop healthy financial habits early on in their lives. Through his work with the firm, Eads has built community partnerships with local schools with the aim of educating Atlanta's youth about sound financial practices that can be put into place now.

He may be quiet about his accomplishments, but his professional and personal track record for success speaks volumes. He has given lectures and demonstrations to students of all ages at several local schools, teaching his audiences how to become financially smart citizens — and he does so at no charge.

Eads also serves on the Community Council of the Fulton County School System. In this role, he further solidifies his work outside the office for the benefit of local schools. He also serves as a legislative liaison at Heards Ferry Elementary School. This role, combined with his seat on the Superintendent's Community Council there, has allowed him to be an important conduit between county and state education and local school systems.

Eads also remains active in the Boy Scouts. An Eagle Scout himself, he supports his son's involvement with the Scouts.

The father of three also serves as a youth sports league coach.



Gabriel Eckert

age 32

Building Owners and Managers
of Atlanta (BOMA)

During the worst of times for the commercial real estate industry, Gabriel Eckert has forged ahead, leading a new charge for growth for **Building Owners and Managers of Atlanta (BOMA)** — a nonprofit organization focused

on enhancing the success of real estate professionals.

During the past three years Eckert has led the organization to a 21 percent increase in membership and increased event participation by 65 percent.

And, in an industry where percentages count, Eckert also has increased total annual education program attendance by 110 percent.

With an eye on new training programs for members, Eckert has worked with volunteers and BOMA staff to create a new Leadership Academy, a human resource management certificate program and has developed first-ever comprehensive training program for entry-level commercial real estate building engineers.

Eckert's efforts also have led to the launch of the national "Foundations of Commercial Real Estate" course, designed for property professionals.

But his new passion has been turning members green. Eckert helped to create a new education program focused on sustainable, or "green," building management and has led BOMA to establish a comprehensive education effort in this area, aimed directly at new, young professionals.

Outside of BOMA, Eckert has served as a founding board member and vice chair of a new nonprofit organization called the **Green Chamber of the South**.

Eckert's green works don't stop there; he is also an advisory council member for the GreenBusiness Works Expo, and on the steering committee for the Georgia Environmental Conference.



Jeremy Ellis

age 35

Genesis Capital LLC

Jeremy Ellis believes in helping his neighbors.

As the past president of the Peachtree Park Civic Association, Ellis was instrumental in the founding of the Buckhead Council of Neighborhoods, a nonprofit organization focused on representing the needs of the 70,000 residents of Buckhead, who represent 46 percent of the city of Atlanta's tax base.

And that's in addition to his role as a co-founder of **Genesis Capital LLC**, a merchant and investment bank. As a principal with Genesis, he has advised numerous Atlanta clients through more than 70 transactions for an aggregate transaction value in excess of \$6 billion.

Ellis has also reached out to a downtown Atlanta neighbor, the **Georgia Aquarium**. This year, he became one of the founding members of the Next Wave Society, which is the Aquarium's circle of young professional supporters. The organization's signature event, Aqua Vino, is expected to raise more than \$100,000 for the Aquarium's veterinary department.

As an underwater photography buff, Ellis is right at home at the Aquarium, having logged more than 1,000 volunteer hours and more than 200 dives throughout the various exhibits.

Celena Evans

age 35

Heatcraft Refrigeration

Celena Evans is a true advocate when it comes to the academic advancement of women and minorities.

A major force behind the **Executive Women of Goizueta (EWG)** and its annual conference, she is slated to become the organization's new vice president for 2010.

Emory University's Goizueta Business School and its prestigious Executive Women of Goizueta group work to provide a forum for executive-level businesswomen to interact and support each other. EWG provides the environment in which to share experiences, learn about recent business trends and motivate one another to be successful leaders at work, at home and in our communities.

Evans ideas and contributions have brought a new perspective to EWG and she has served not only as a mentor chair and four-time mentor within the organization, but also a member of the conference programming committee and the 2009 strategy committee.

Perhaps it is her unique background that makes her such an important contributor when it comes to promoting women and minorities in the business world.

Evans holds three degrees, a BS in mechanical engineering from Rochester University, an MS in mechanical engineering from Georgia Tech and an MBA from Emory's Goizueta Business School. She is



JOANN VITELLI

also a certified Project Management Professional.

At **Heatcraft Refrigeration**, she is a group manager, leading a team of product managers that develop new products and conduct market research with the aim of increasing revenues and profits. In her role, she has led a recovery effort for a top division product initiative that was launched ahead of schedule. As a result of her team's work, she was chosen by her company's CEO to receive an innovation award.

The mother of two future women leaders, Evans is also a board member of the Economic Empowerment Initiative, which helps students on high school and college campuses understand how to manage financial resources, and is a 2009 graduate of the Pathbuilders Achieva program.

Earl Fagan

age 38

KPMG LLP

Earl Fagan shines a light on financial reporting and securities fraud, using his skills globally to investigate corporate misconduct.

But he also shines his own light on diversity initiatives, working to advance the cause of minorities in his field.

As a director of forensic services at accounting firm **KPMG LLP**, Fagan specializes in financial reporting and securities investigation, general fraud and misconduct investigations, and fraud risk analysis, backed by 12 years of experience in the field.

He currently serves on two steering committees at KPMG, the National Forensic Steering Committee for Consumer Markets and the Southeast Advisory Steering Committee. He also serves as a member of the Corporate Investigations Work Group and has a lead role in coordinating global investigations in the U.S., Asia-Pacific, Europe, the Middle East and Africa. He also has assisted in client delivery and training in India, Mexico, the Czech Republic, the Netherlands and Brazil.

Fagan also serves as vice president of the National Association of Black Accountants and is a key contributor with Hosea Feed the Hungry. He is also the immediate past chair of the Atlanta African-American and Latino Network and participates in numerous diversity initiatives at KPMG.

He still finds time to volunteer, working with the Empty Stocking Fund, the Avon Foundation Walk for Breast Cancer and Aids Walk. He also was recently elected to the board of ToolBank USA.



Michael Feldberg

age 26

The Color Spot

Michael Feldberg is coloring Atlanta with innovative graphic design products and a flourish for the arts.

It all started at **Repro Products Inc.**, when Feldberg was appointed to aid in the start of a new division of the printing company called The Color Spot.

Now a popular digital graphics print company, **The Color Spot** has grown so quickly that it just completed its second move in the last three years to a new 35,000-square-foot facility.

Not stopping there, Feldberg also established **ItsNotPainted.com** as well as **SST Clothing**, a line of retail and custom T-shirts, sweatshirts, hats and bags.

Feldberg has worked diligently to promote arts in the community, chairing the first annual College of the Arts Flourish Luncheon at **Kennesaw State University** in 2008, an event that raised more than \$110,000 for KSU. This year, he also created The Color Spot Endowment Fund for the College of the Arts at Kennesaw State.

Feldberg was selected to participate in the Leadership Cobb program, where he was the youngest graduate of the program in 2006. Currently he is co-chair of the 2010 Cobb Youth Leadership Program.

