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Ryan Farrelly
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Anthony Ferry
Autumn Strier Ari Benowitz
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UNDER 40

Our annual list of hot, young professionals is finally here!
(And you'll never guess who's featured on Page 40.)

Jim Doti's latest
adventure - on the
dance floor

Commercial real estate
update: It may not be as
bad as you think

40 never looked this
good! See the video
@ ocmetro.com

President of Bergin Meeting Design ■ berginmeetingdesign.com

Taite Bergin plans conferences, meetings and events for a variety of corporations and nonprofit organizations. And before becoming an entrepreneur, she served as senior associate for former Secretary of Defense William Cohen, in Washington, D.C. All that, and she's only 32.

YOUR GREATEST INSPIRATION: My family – I come from a long line of entrepreneurs. My mother owned and operated a catering and interior design business that provided her the freedom to stay home with her kids and provide for her family, all while finishing her education. I am also fortunate to have had several successful women mentors throughout my life who taught me I could do anything.

MOST SIGNIFICANT CHALLENGE: Riddled with debt following my graduate education, I tenaciously tackled each bill until I was debt free. I educated myself, negotiated with creditors and eventually regained control. It was a painful time, and I relied heavily on my family, for whom I'm immensely grateful. The feeling of accomplishment when I purchased my first home several years later was as if I had just climbed the highest mountain.



Founder of CorpGen Counsel ■ carrollpc.com

Michael Carroll is not only an accomplished corporate attorney who saves Orange County companies significant amounts of money, he is also a best-selling author. Carroll created CorpGen Counsel, which is innovating new ways for companies to provide in-house legal counsel without adding staff. At the same time, his book "Lab 257," published by HarperCollins, has made its way to the New York Times best-seller list.

YOUR GREATEST INSPIRATION: My greatest inspiration, and blessing, comes each day from my wife and 2-year-old daughter. Before them, I was a single guy – motivated and driven, but unclear on my purpose. They focus me on why I do what I do.

MOST SIGNIFICANT CHALLENGE: Transformation from a reactive corporate attorney to a proactive business adviser. It wasn't easy. Attorneys are schooled on how to respond to legal problems but aren't trained on implementing real-world business solutions. I overcame it the hard way – through many years of working alongside management teams as an in-house general counsel, literally "embedded" with the client. It's given me a sixth sense on how to add business value. In my field, that comes with experiences that test your mettle, and I've been fortunate to have opportunities to meet those challenges.



President and CEO of Brand Affinity Technologies ■ brandaffinity.net

Ryan Steelberg has earned a reputation as one of the leading experts in digital and online media, and his company matches an impressive number of athletes and other celebrities with advertisers. The company has signed more than 1,400 athletes – including Rajon Rondo, Deion Sanders and Emmitt Smith – in just more than a year's time. Since 1996, Steelberg has raised more than \$150 million in equity financing while managing more than 400 employees and creating in excess of \$3 billion in shareholder value.

YOUR GREATEST INSPIRATION: My immediate and extended family – we have a large but very close family, the majority of whom are still living in Southern California. They are a daily reminder of perspective and what is important in life.

MOST SIGNIFICANT CHALLENGE: I am in the middle of it. Check back in 24 months. Managing and financing two startups during this economic climate will challenge the best models and management teams.

