

# E. TANNER MILNE

**Definition of success:** Helping someone else become a better version of themselves.

**What makes an effective business leader?** Humility and drive

**Mentor:** Patience, empathy, selflessness

**Something about you that would surprise other people:** My wife and I speak Portuguese in our home daily. Mainly to talk about our kids without them knowing.

**Favorite band:** Mana

**Trapped on a desert island, what's the one album you need to have?** Paul Cardall, "New Life"

**Favorite instrument:** Piano

**Favorite hobby:** Reading

**What you thought you'd be doing 10 years ago:** Transacting commercial real estate, not growing a firm.

**First job:** Cleanup on construction job sites.

**What's the best part of living and working in Phoenix?** Sun shines almost every day.

**Favorite book:** "Think and Grow Rich," by Napoleon Hill

**Favorite movie:** "Tommy Boy"

**Advice you would give to your teenage self:** Find subjects you enjoy learning about in order to develop a love of learning.

**AGE:** 38  
**TITLE:** President  
**COMPANY:** Menlo Group Commercial Real Estate  
**HOMETOWN:** Spokane, Washington  
**EDUCATION:** Bachelor's degree, Brigham Young University; MBA, Arizona State University



# STEPHANIE VASQUEZ

**Definition of success:** To live your purposeful life creating positive change and awareness.

**What makes an effective business leader?** Seeing things from all angles.

**Mentor:** Life

**Something about you that would surprise other people:** I've had braces three times.

**Favorite band:** Any 1990s hip-hop

**Trapped on a desert island, what's the one album you need to have?** It would have to be a mix including Mary J Blige, Dr. Dre, Erykah Badu, Jay Z, and of course Beyoncé

**Favorite instrument:** Saxophone

**First job:** Retail at Fashion 1

**You've won the lottery, what's the first charity you give to and why?** Aguila Youth Leadership, because they are locally grounded and impact our youth and create future community leaders.

**What's the best part of living and working in Phoenix?** The people of Phoenix make it an incredible city, the diverse businesses and overall culture. I absolutely love the small-town feeling this big city offers.

**Favorite movie:** "Black Panther"

**Advice you would give to your teenage self:** Live loud, live bold, live with no regrets.

**AGE:** 39  
**TITLE:** Owner, founder, Jeffa, Patrona  
**COMPANY:** The Fair Trade Café  
**HOMETOWN:** Phoenix  
**EDUCATION:** Bachelor's degree in education



# YASER ALI

**Definition of success:** Knowing that you've made a positive impact on every person you met that day.

**What makes an effective business leader?** The ability to inspire confidence in others and make those around you better.

**Mentor:** Larry Hammond

**Something about you that would surprise other people:** Memorized the entire Quran, a 600-page Muslim scripture in Arabic

**Trapped on a desert island, what's the one album you need to have?** Abdul Basit Abdus Samad's Quranic recitation

**What you want to be doing in 10 years:** Trying to balance a growing family and a thriving law practice that contributes meaningfully to the local community.

**First job:** Director of at-risk youth center in Gainesville, Florida

**Favorite book:** "The Autobiography of Malcolm X"

**Favorite movie:** "Lion King"

**Advice you would give to your teenage self:** Always stretch before you step on the court.

**AGE:** 31  
**TITLE:** Estate and business planning attorney  
**COMPANY:** Yaser Ali Law  
**HOMETOWN:** Palm Bay, Florida  
**EDUCATION:** Bachelor's degree, University of Florida; master's degree, Harvard University; law degree, University of California, Berkeley

Downtown Phoenix Inc. and its family of city building affiliate organizations congratulate Devney Preuss, Phoenix Community Alliance Executive Director and DPI Senior Vice President, on being honored as one of Phoenix Business Journal's "40 Under 40" for 2018. Under Devney's leadership, PCA has grown its diverse membership and strengthened its position as the preeminent business advocacy organization in Arizona. Her work in Downtown Phoenix is helping to transform our city into a dynamic urban center where an increasing number of people want to live, work, learn and play.




Snell & Wilmer congratulates Marian Zapata-Rossa and all of the 2018 Phoenix Business Journal 40 Under 40 honorees.



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40 under 40  
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