

YBA GUEST  
SPEAKER:  
Bailey Cuzner



# INTRODUCTION

- “ My name is Bailey Cuzner and I am 27 years old.
- “ I work for, and own Abel Impact.
- “ Abel Impact is a consulting firm that helps businesses create plans around giving back to the community.
- “ My role at Abel Impact is as the Founder and President.
- “ I do everything from accounting to sales, and client management.
- “ What I love to do the most is create strategies that will really help companies do good in the world.



# The Early Yearsõ

I was born and raised in Sebastopol, California by a cowboy and cowgirl, on a small family ranch.



- 2 years old -



- 4 years old -

# More Early Yearsõ

A little about my family...



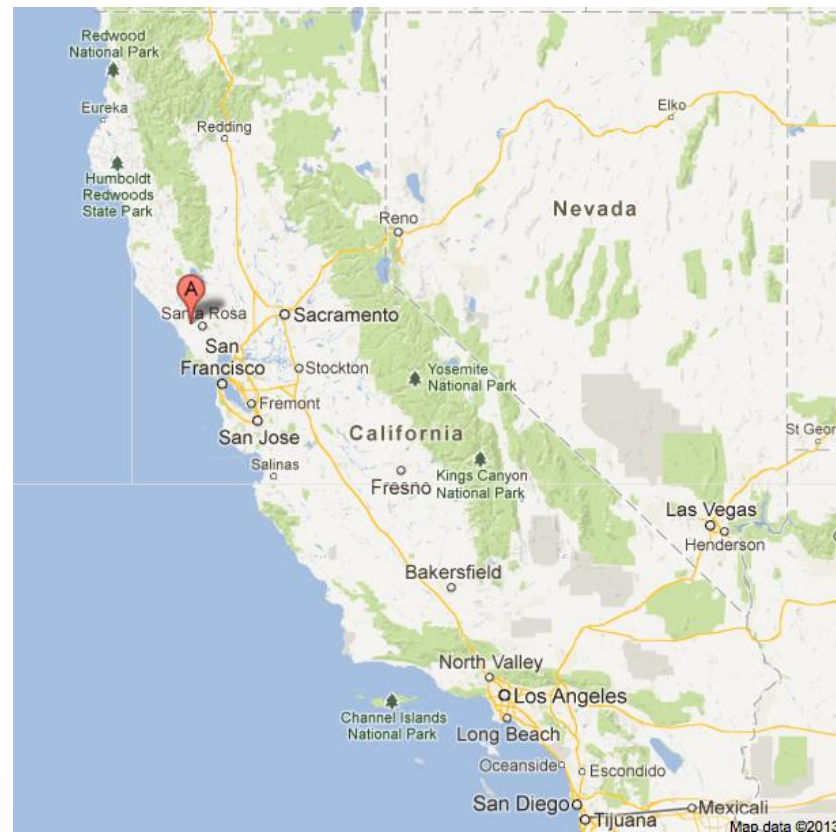
This is a picture of me and my dad and the dog, Rosie. I was only 4 weeks old!



This is a picture of me and my mom. This was back when the Spice Girls were cool...see my hair?!

# HIGH SCHOOL

“ I attended El Molino high school in Forestville, California





# HIGH SCHOOL

- “ As a HS student I was involved in ballet, volleyball, and the school newspaper.
- “ As a HS student I was nerdy, and unpopular. I worked while going to school, and floated around between different groups of friends. There was the “cool tree”, where I didn’t belong; the “hick tree” with all the kids from the country, and the “geek tree”. I could be found doing my homework at either of the later two.



● Here is a shot of me as a Freshman



Me as a senior ●

# HIGH SCHOOL

Things I enjoyed in HS

“ English, writing, reading, art class, dance, volleyball, french, and boys.

Things I did not enjoy in HS

“ Science, math, economics, and gossip.



# HIGH SCHOOL

## Activities/Athletics in HS

- “ Volleyball
- “ Ballet

## Jobs I worked while in HS

- “ I was a hostess, and a receptionist while in high school. I started working at 14 years old, and loved to use my extra cash for going to the movies, Abercrombie clothes, and Starbucks – even though I hated coffee – I thought it looked cool.





# HIGH SCHOOL

## Fondest memories from HS

- “ After school sports
- “ Getting good grades
- “ Getting my driver’s license

## Obstacles/Adversity you had to overcome in HS

- “ I dealt with being a misfit in high school, and it made me so much more resilient and strong today. Gossip and dishonesty is toxic- I learned at a young age to be non-judgmental of others and try to understand everyone equally.
- “ I also learned that working hard pays off – and gets you into college. No one remembers high school, and once you are done, you get to be exactly who you want to be.



# College

“ I attended college at San Diego State University in San Diego, CA

## California



My 2<sup>nd</sup> year of college

# College

## Activities/Athletics in College

- ” Pi Beta Phi Sorority
- ” SDSU AS President  
Campaign Manager
- ” Hospitality Club Vice  
President
- ” College Republicans
- ” Sigma Chi Fraternity  
Sweetheart

## Jobs I worked while in College

- ” Hotel front desk, waitress,  
bartender



# College

## Favorite classes

- “ Comparative literature
- “ Art history
- “ World governments
- “ French

## Least favorite classes

- “ Statistics
- “ Economics

# College

## Fondest memories

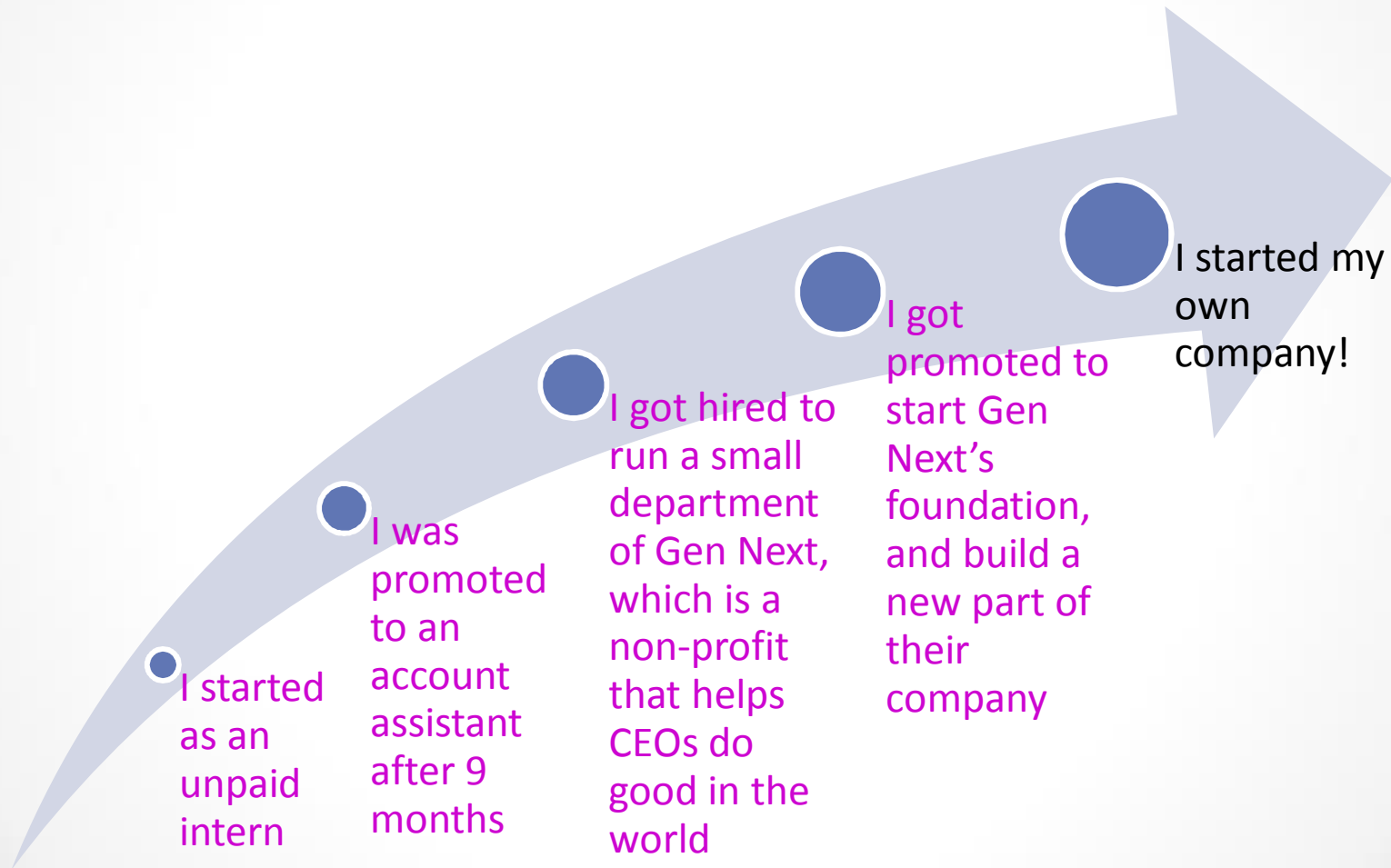
- “ Playing capture the flag at midnight on campus with my sorority sisters and fraternity boys
- “ Library all nighters with my favorite classmates
- “ Making friends that I still see everyday
- “ Impromptu dance parties - anywhere

## Obstacles or adversity that you had to overcome

- “ College was about learning who I was, and the kind of person I wanted to be. Making mistakes and being on your own is part of the fun!
- “ I had to pay for school, and work two jobs to make it happen. But I made it work, and have so much pride for being able to do that.



# Career Path





# Career

GEN  NEXT



Working with Google on a project



In China studying the future of business



Meeting with Congressman in Washington DC

# Career

## My first Job

- “ Hostessing at a restaurant. I quickly learned about how important service is, and how attention to detail really pays off. I also had to really work hard at being on top of my game, so that I could be a server and make the big bucks!

## My worst Job

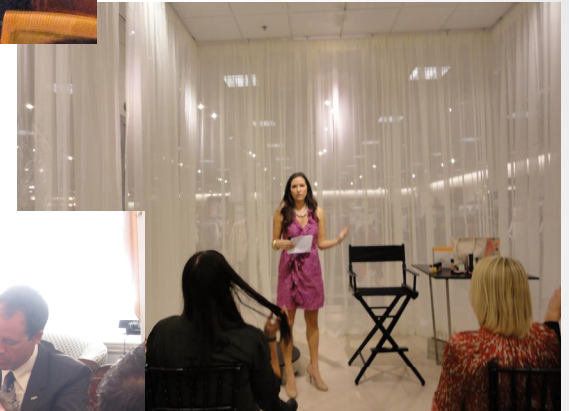
- “ Cleaning classrooms at the local middle school. I was desperate for money to buy a car!
- “ I learned that I do not like to take out the trash.



# Career

Some challenges I had to overcome in my career

- “ Being a young woman in business can mean having to work extra hard to prove yourself. Learning to take the high-road and always work with your best self in mind has been invaluable as a result.
- “ I find that exceeding people’s low expectations is a fun challenge, and motivates me to work harder.



# CURRENT ROLE

## History

- Abel Impact is a brand new company – I just started it three months ago!

## Size

- There is only one staff member now – me.
- I will be growing soon to handle the new clients I am bringing in, so will have at least two employees total.

## Location

- Newport Beach, CA

## Products

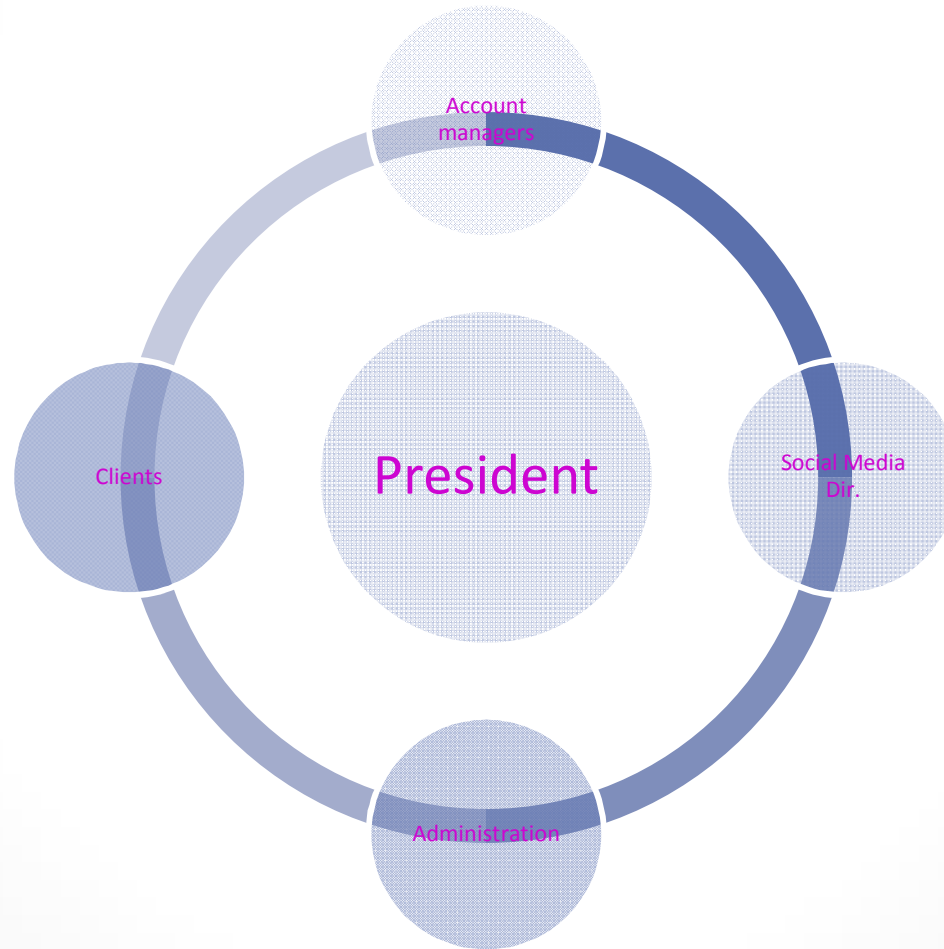
- We create strategies, so often my work is either just a booklet that explains the plan of what we will do, or it's my hands-on work with their team.

## Services

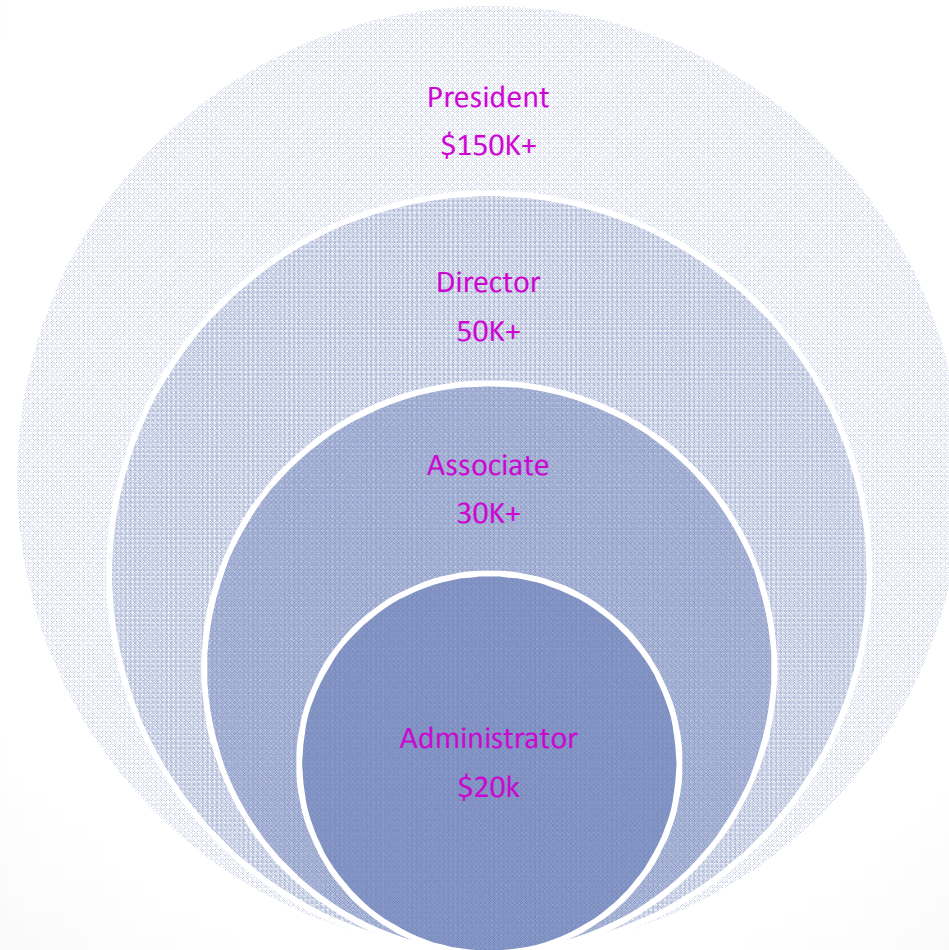
- Consulting and advisement on how the business can do good in the world, then marketing that to their customers.
- Creation of employee plans so that employees can give back while at work
- Creation of strategies for individuals on how to give back in a more meaningful way



# Current Role



# Career Compensation





# ACADEMIC EXERCISE

“ We will now spend several minutes discussing the day’s academic module and how it is relevant in the ‘real world’



# QUESTION AND ANSWER

