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# ADDISON

THE  
MAGAZINE  
*of the* NORTH  
DALLAS  
CORRIDOR

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## THE BIZ ISSUE

An inside look  
at some of the  
most notable  
businesses in  
the Corridor

**BOTTLE ROCKET  
FOUNDER AND CEO  
CALVIN CARTER**

LATEST  
BUSINESS  
FASHIONS

BEST PLACES  
FOR A  
BUSINESS  
RETREAT

COCKTAIL  
CONTEST  
WINNERS  
REVEALED

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**2016 Top  
Female  
Executive  
Awards  
Nominees**

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**Brenda Stoner**  
 Founder/Chief Good Guy  
**PICKUP, LLC**



Brenda Stoner is the founder and chief good guy at PICKUP, LLC, which sends a vetted local driver with a pickup truck to help customers move items too large for their car. Stoner is an experienced executive with more than 20 years starting, building and growing companies in technology and life sciences. A strong background in manufacturing and marketing has created a leader who understands the devil in the details and can manage and build teams to operational and financial success. She believes in giving veterans, firefighters and other good guys the opportunity for part-time or full-time employment through PICKUP. Stoner is also active in the North Texas District Export Council, Wipe Out Kids' Cancer and the North Texas Food Bank.

**Cheryl Zapata**  
 Chief Development Officer  
**Texas Back Institute**



Cheryl Zapata is currently working for the Texas Back Institute as chief development officer, where she oversees all of Texas Back Institute's sales, marketing and IT efforts. Zapata came to Texas Back Institute with a wealth of knowledge and expertise in many aspects of

business. She began her career working as a legal assistant in a law firm and has founded many businesses over the years. Some of those businesses include The AMRAS Corporation, which served as medical records custodian for over 285 clinics and hospitals, a BMX bike shop, Mexican food restaurant, x-ray digitization company, HIPAA compliance firm, a real estate investment firm and several others. In Zapata's personal life, she enjoys giving back and investing in mentorship personally and professionally. She is very involved in ministry, has worked with several nonprofit organizations and charities, and enjoys reaching out through prison ministry. Zapata and her husband have used their resources over the years to reach out to many people, including utilizing their Texas ranch where over the past 10 years they have frequently hosted groups for ministry, youth outreach and Boy Scouts. Zapata has been married for 33 years to her high school sweetheart, has three sons, two daughters-in-law and two beautiful grandchildren.

**Andi Jennings**  
 President and CEO  
**Lucas Group**



Andi Jennings was appointed president and chief executive officer of Lucas Group in 2009 and has adeptly built upon the firm's solid foundation to enhance the company's brand and strengthen its leadership position in the recruiting industry. She

has brought in a dynamic leadership team, emphasized unparalleled customer service and invested in an outreach program designed to bring new talent, new clients and new energy to Lucas Group.

As the first female recruiter in the sales and marketing group, Jennings also became a member of the President's Club by the age of 21. She later became the general manager for Lucas Group's accounting and finance unit and grew the practice from one person to what is now the largest revenue-generating unit in the company. She has been an integral part of the expansion of Lucas Group, opening branches in major markets, leading acquisition teams and managing strategic partnerships.

But her financial and managerial success has not changed her belief in the importance of the individual. She reminds everyone in the company that recruiting is uniquely focused on human capital. She believes in full disclosure, the golden rule and the importance of exceeding — not simply meeting — expectations.

**Dana Winans**  
 Director of Relocation Services and Co-owner  
**Better Homes and Gardens Real Estate**



Dana Winans has been active in the Dallas/Fort Worth real estate market for more than 30 years. In 1999, while running and managing the residential real estate brokerage, she was introduced to the growing world of relocation and quickly fell in love with the relocation side of residential brokerage. Winans holds memberships and leadership roles with the Worldwide Employee Relocation Council, Relocation Directors Council, North Texas Relocation Professionals, Texas Relocation Network and the USAA Advisory Council.

Through her company and personally, she supports numerous charities inside and beyond the borders of Dallas/Fort Worth. Rebuilding Together and Patrick's Parade of Toys are two special groups Winans chooses to support; however, the cause most near and dear to her heart is the Juvenile Diabetes Research Foundation (JDRF). Since her son was diagnosed as a child, Winans has personally helped JDRF raise over \$10,000 per year. She lives in Dallas with her husband and enjoys spending time with her four children and five grandchildren.