

the ripple

REPORT 2019



SOMETHING NEW ENCORE

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the ripple effect

"when we focus our energy
towards constructing
a passionate, meaningful
life, we are tossing
a pebble into the
world creating a
beautiful ripple
effect of
inspiration."



christine mason miller

GRATITUDE

In February, 2015 SomethingNew was born to fix a very broken and dysfunctional recruiting/talent industry and to create a platform to give back.

Almost 5 years later, we help hundreds of clients, including dozens internationally, to find great talent and teach them how to build a rock-solid foundation in talent acquisition, onboarding and retention.

The better mousetrap has been built and validated through winning 4 consecutive American Business Awards for innovation.

Nothing, however makes me more proud than what we have done through our social mission that we call SomethingGood.

The goal from day one was to have our North Star be to inspire and, in doing so, be the first ring in a ripple to change people's lives.

We are still a small company, but our impact can be significant.

If we inspire just one company to say, "We can do that too", we've created the ripple effect we talk about every day.

In The Ripple Report, you will see some of the unique things our amazing team has dreamed up to #DoSomethingGood and give back.

Organizations dedicated to making our world a better place are not just looking for a big check. You can give them your time, your treasure or your talent, all of which help them to further their mission.

Thank you from the bottom of my heart to the incredible team at SomethingNew and our kick-ass friends who have helped us stay true to "our why".

We are incredibly grateful and excited for what the future holds.

The best is yet to come!

Gratefully,

Scott MacGregor
Founder & CEO of SomethingNew, LLC
#DoSomethingGood



S
N

"I ALONE
CANNOT
CHANGE
THE
WORLD,
BUT
I CAN
CAST A
STONE
ACROSS
THE
WATERS
TO
CREATE
MANY
RIPPLES."

MOTHER TERESA



WHO WE SUPPORT

A glass sphere sits on a surface of water, creating concentric ripples that spread outwards. The sphere is partially submerged, with its reflection visible in the water below it. The background is a soft, out-of-focus blue and white gradient.

We love supporting small but impactful organizations that are working hard to change the world but are flying under the radar. Our goal is to raise awareness and funds to help them further their mission.

ELEVATE

ELEVATENEWYORK.ORG



"ORGANIZATIONS LIKE SOMETHINGNEW MAKE IT POSSIBLE FOR CHARITIES LIKE OURS TO THRIVE & EXPAND.

BECAUSE OF THE SOMETHINGNEW TEAM & THEIR SOMETHINGGOOD MISSION, WE HAVE BEEN EXPOSED TO PEOPLE WE NEVER WOULD HAVE KNOWN.

THESE NEW CONTACTS HAVE SINCE SHARED THEIR TIME, TALENT & TREASURE WITH ELEVATE NY & HELPED US HAVE A GREATER IMPACT IN THE COMMUNITY WE SERVE."

KEVIN SINGLETON
FOUNDER & CHIEF MENTOR
ELEVATE NEW YORK

STAFF WHO REPRESENT THE COMMUNITY
CROSS-AGE MENTORING
COLLABORATIVE
FUND A STUDENT
FUND A CLASSROOM
FUND A TEACHER/MENTOR
COMPREHENSIVE PROGRAM
YOUR CONTRIBUTION
MAKES A DIFFERENCE

GIVING TO ELEVATE NEW YORK HELPS SUPPORT OUR MISSION AND BRING OUR PROGRAMMING TO MORE STUDENTS IN MORE SCHOOLS THROUGHOUT.



THE KEEP ON PLAYING FOUNDATION

**WHOSE MISSION IS TO GIVE UNDERPRIVILEGED
CHILDREN THE OPPORTUNITY TO LEARN
CONFIDENCE, LEADERSHIP, AND THE IMPORTANCE
OF TEAMWORK THROUGH SPORTS.**

**'SCOTT & THE ENTIRE SOMETHINGNEW TEAM ARE STARS THAT CONTINUALLY
SHINE BRIGHTLY REMINDING US TO KEEP ON PLAYING & MAKE A BIG DIFFERENCE
FOR THE RONALD MCDONALD HOUSE, ALZHEIMER'S AWARENESS & HELPING
COMMUNITIES PLAY SPORTS THROUGH A LEVEL PLAYING FIELD!'**

**MARNIE SCHNEIDER
FOUNDER OF KEEP ON PLAYING & FOOTBALL FREDDIE**



FOOTBALLFREDDIE.COM



Build a Happy School Climate in Just 10 Days



"As soon as SomethingNew started spreading the word about the Look for the Good Project, miracles started happening.

Within a week of the Standing O! Encore book launch, an anonymous donor contributed \$100,000!

We were able to sponsor another 6 schools with our Gratitude Campaign program & we began a partnership to help us scale into hundreds of schools in 2020.

I am so relieved to have a company who cares enough to share our message of kindness and demonstrate this by raising funds for us too!"

Anne Kubitsky
Founder + CEO Look For The Good Project

CAUSES

CLOSE TO OUR HEART THAT WE SUPPORT

- ♥ Red Nose Day to End Child Poverty
- ♥ Colorectal Cancer Alliance
- ♥ Alzheimer's Association
- ♥ 1st Annual Susan Tose Spencer
 - Fundraiser for Alzheimer's
- ♥ Entrepreneurs Charitable Trust
- ♥ Summer Breeze Ride for Autism
- ♥ Chaunte Lowe
 - 4x Olympian, Mother of 3, Cancer Survivor
- ♥ Yale New Haven Hospital Smilow
 - Cancer Center Closer to Free
- ♥ Susan G. Komen
- ♥ College Collections
- ♥ DHHS Varsity Football Boosters
- ♥ DHHS Varsity Hockey Boosters

"remember
there's
no such
thing as a
small act of
kindness.
every act
creates a
ripple
with no
logical end."

SOMETHINGGOOD BAGS



The less fortunate who are homeless have a special place in our heart. We give out hundreds of SomethingGood bags which are filled with food, toiletries and essentials as well as notes of encouragement.

We have found that while the bags are very much appreciated it's the time spent shaking their hand, asking their name and just talking and spending time with them that seems to mean even more.

DO

#SomethingGood

GIVE MORE
THAN RECEIVE

KNOW YOUR
PURPOSE

FIND YOUR
ALLIES

BACK UP YOUR
PROMISES

SomethingGood

THINK PEOPLE
NOT TRANSACTIONS

PEOPLE OVER
EVERYTHING

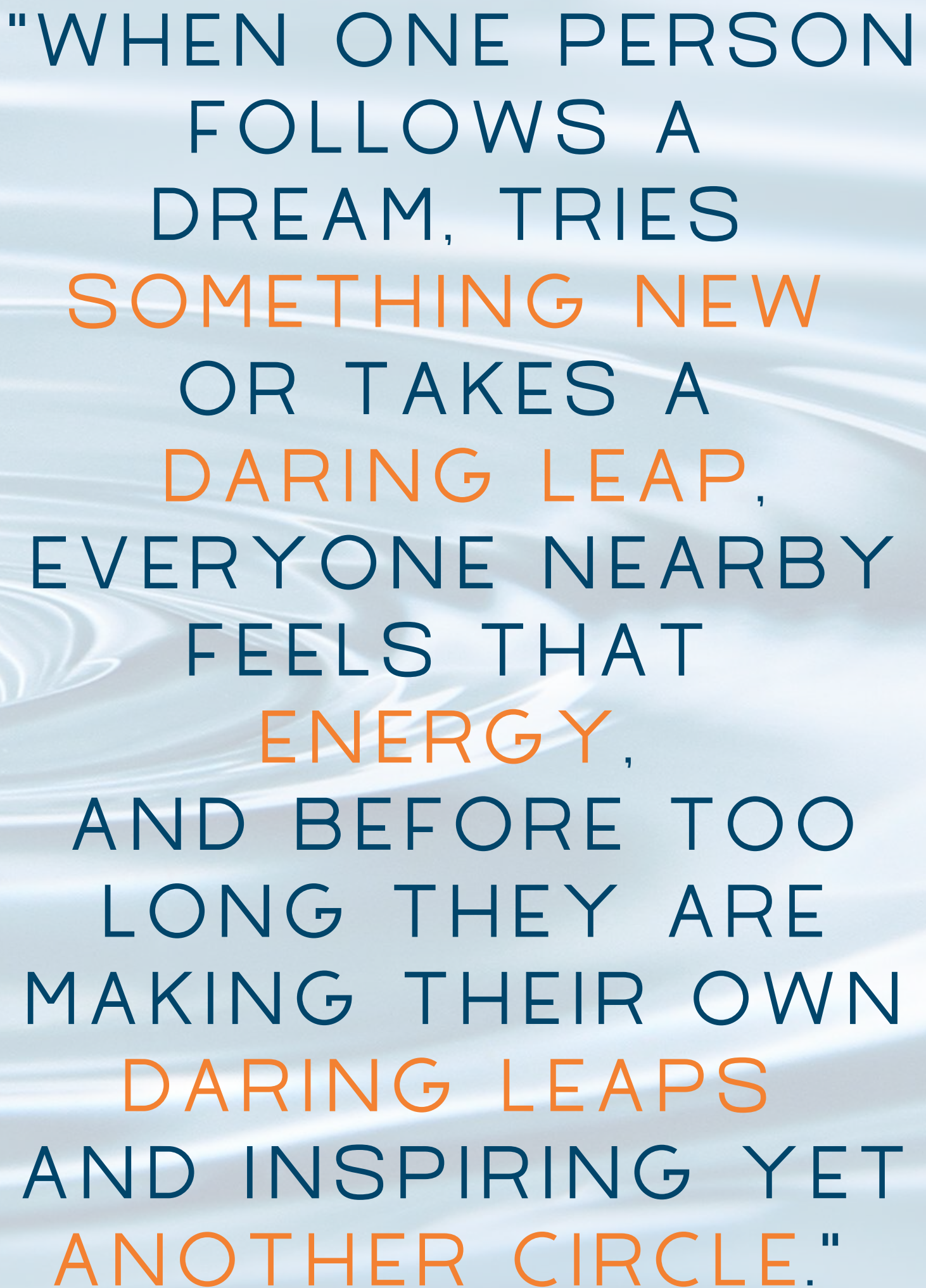
DON'T SPAM
SOLVE PROBLEMS

LEAD WITH
KINDNESS

WHY WE SUPPORT

A glass sphere is shown floating above a ripple in water. The sphere is transparent and reflects light, creating a bright spot on its surface. Below it, a series of concentric ripples spread out across the water's surface, symbolizing the impact of a single action.

SomethingNew's
social mission,
what we call
"SomethingGood"
is to inspire others.
By doing that, we
can be the first ring
in a ripple to help
make our world a
better place.



"WHEN ONE PERSON
FOLLOWS A
DREAM, TRIES
SOMETHING NEW
OR TAKES A
DARING LEAP,
EVERYONE NEARBY
FEELS THAT
ENERGY,
AND BEFORE TOO
LONG THEY ARE
MAKING THEIR OWN
DARING LEAPS
AND INSPIRING YET
ANOTHER CIRCLE."

CHRISTINE MASON MILLER

Dear Mr. MacGregor,

My name is Kyle Bailon and I'm a student who is being mentored by Elevate New York, in the South Bronx.

During this Thanksgiving Season, I want to personally thank you for your belief in Elevate. Because of people like you, our teachers/mentors train me to lead, thrive and give back to my community.

I'd like to wish you and your family a happy holiday Season.

Greatfully,

Kyle Bailon

www.elevate

gratitude

Super Bowl Lunch
Provided by:

Something New



SOMETHING
NEW



Volunteers are the Heart of the House

gratitude

Dear Scott MacGregor,

Thank you for your donation to elevate my in-class experience has been amazing because of all the lessons that I have learned. At first I was lost and confused because I didn't know my eyes could be open until I was put into your program.

Thankfully,
Helen Chen



gratitude

Dear Scott & Meg MacGregor
Thank you for making
my experience possible at
Harvard. Your amazing people
and do great things for elevate
NYC. You Guys are appreciated
very much. I had so much
fun on the trip.

Thank you !!
Cheyanne

Annenberg Hall @ Memorial Hall • Harvard University
Inspired by the medieval dining rooms of Oxford and
mer beam trusses and a stenciled azure
honor the sacrifices made by 6
served as Harvard's
(roughly 1000)


★ THANK YOU ★

Pam,
Thank you for
all that you
do. We hope
the Katz Clan
wears their
#DoSomethingGood
bands with pride!

from: Scott &
Daine

gratitude

WAYS WE SUPPORT

A glass sphere is shown floating above a pool of water. The sphere is transparent and reflects light. Below it, the water surface is disturbed, creating concentric ripples that spread outwards. The background is a soft, out-of-focus blue and white, suggesting a bright, airy environment.

**“Our power lies
in our small
daily choices,
one after
another, to
create eternal
ripples of a life
well lived.”**

Mollie Marti

We support a wide range of people and organizations by, "donating our time, our talent or our treasure", as our good friend Kevin Singleton would say.

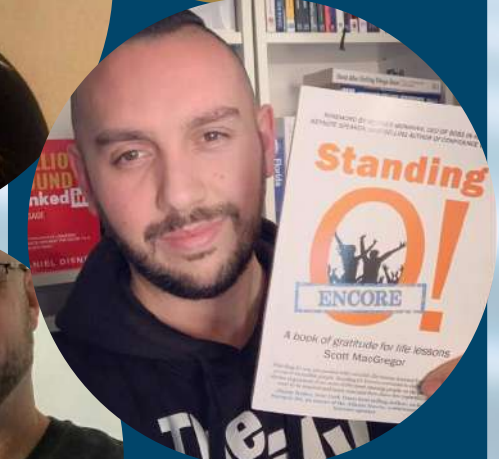
Writing checks they need to continue to serve more and do more good is the most obvious way to support great causes.

We leverage an extremely large and diverse network of friends who collectively have social media followings in the tens of millions.

We have been fortunate to contribute monetary donations to the organizations we support as a result of a number of initiatives. Including our StandingO! book series which are anthologies anchored on a theme of gratitude for life lessons learned.

100% of the proceeds go to charities.

You can find a list of these amazing contributors who range from prominent CEO's, Olympians, Bestselling Authors, Pro Athletes, World renown artists, championship coaches and many more that we affectionately call "standingOnation" on the pages that follow.

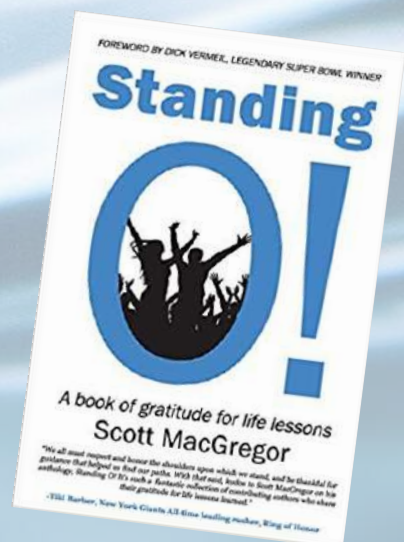


STANDING O!

CONTRIBUTORS

ALEX ORTIZ
ALINA BAIKOVA
ANNE KUBITSKY
BEN THIBEAULT
BILL GALLAGHER
BRAD MASON
BRANDON STEINER
BRET BOONE
BRETT HUGHES
CANDACE GALEK
CARL BANKS
COLIN O'BRADY
DANA CAVALEA
DAVE ANDERSON
DAWN HUDSON
DIANA PICASSO
DICK VERMEIL
DOMINGO ZAPATA
HEATHER MONAHAN
HOWARD DOVER
JAIME DIGLIO
JARED AUGUSTINE
JARROD JORDAN
JENN KUEHN
JENNY FITZPATRICK
JESSE ITZLER
JOE DESENA
JOE JACOBI
JOHN BARROWS
KAREN DILLON
KATHARINE MOBLEY
KEVIN SINGLETON
LARRY LEVINE

LORI RICHARDSON
MARC MEGNA
MARC HODULICH
MARK MOYERS
MARK ALLEN
MARNIE SCHNEIDER
MARQ BROWN
MATT MCDARBY
MAX ALTSCHULER
MERRIL HOGE
MICHAELA ALEXIS
MIKE SADEGHPOUR
MIKE CARR
MILES VETH
NOAH GOLDMAN
PHILIPPE HOERLE-GUGGENHEIM
PHILL KEENE
PRESTON PYSH
RANDY BRANDOFF
ROB THOMPSON
ROBERT OWENS
SCOTT LEESE
STACY FEINER
STEVE RICHARD
STEVE NUDELBERG
SUSAN SPENCER
TALIA MOTA
TIKI BARBER
TIM HUGHES
TODD COHEN
TODD SENIFF
TRISH BERTUZZI
WEST MCDONALD



**"WE ALL MUST RESPECT AND
HONOR THE SHOULDERS
UPON WHICH WE STAND,
AND BE THANKFUL FOR
GUIDANCE THAT HELPED US
FIND OUR PATHS. WITH
THAT SAID, KUDOS TO
SCOTT MACGREGOR ON HIS
ANTHOLOGY, STANDING
O! IT'S SUCH A FANTASTIC
COLLECTION OF
CONTRIBUTING AUTHORS
WHO SHARE THEIR
GRATITUDE FOR LIFE
LESSONS LEARNED."**

TIKI BARBER

***NEW YORK GIANTS ALL-TIME LEADING RUSHER
RING OF HONOR***

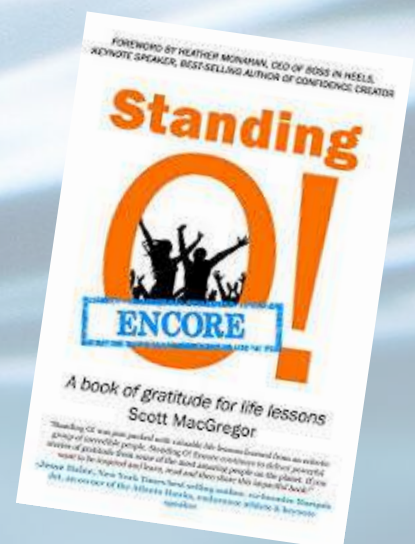
STANDING O! ENCORE

CONTRIBUTORS

ANDY SHAY
BERNADETTE MCCLELLAN
BRAD MASON
BRANDON GRACEY
BRENDAN THOMPSON
BRETT HUGHES
BRIAN SCUDAMORE
CAROLINE PUGH
CHAUNTE LOWE
CLAUDE SILVER
COLIN O'BRADY
CRYSTAL SEAVER
DANIEL DISNEY
DARRELL AMY
DAVE GERHARDT
DAVE ANDERSON
DAVID CANCEL
DAVID MELTZER
DIANE RISTAU
HEATHER MONAHAN
ISHVEEN ANAND
JAKE DUNLAP
JAMIE SHANKS
JEN FITZPATRICK
JESSE ITZLER
JESSICA WOLF
JOE MALOY
JOE JACOBI
JOHN BARROWS
KARA GOLDIN
KATEY STONE

KATHY LECKEY
KEN BLACK
KIRAT ANAND
KIRK ALEMAN
KRISTI NEILAN
KYLE PORTER
LARRY LEVINE
LINDA MCGUIGAN
LINDSEY BOGGS
MARC HODULICH
MARC MEGNA
MARK METRY
MARK NEILAN
MARK MOYER
MARQ BROWN
MARQUES OGDEN
MATT MCDARBY
MICHAELA ALEXIS
MIKE KATZ
MIKE VOLPE
MIKE SADEGHPOUR
MIKE TEXIERA
MORGAN INGRAM
NATALIE PACIFICO
NICK NEWELL
NICK SPIKE
NICK ELM
RICK PETERSON
ROB ANDERSON JR

ROBERT OWENS
RON ROSANSKY
SCOTT MANTHORNE
SHARI LEVITIN
SHARON CIRILLO
STACY FEINER
STEPHANIE WISEMAN
STEVE NUDELBERG
SUZANNE SPANER
TABITHA CAVANAGH
TALIA MOTA
TIBOR SHANTO
TIFFANI BOVA
TODD SENIFF



**“STANDING O! WAS JAM
PACKED WITH VALUABLE
LIFE LESSONS LEARNED
FROM AN ECLECTIC GROUP
OF INCREDIBLE PEOPLE.
STANDING O! ENCORE
CONTINUES TO DELIVER
POWERFUL STORIES OF
GRATITUDE FROM SOME OF
THE MOST AMAZING
PEOPLE ON THE PLANET.
IF YOU WANT TO BE
INSPIRED AND LEARN, READ
AND THEN SHARE THIS
IMPACTFUL BOOK!”**

JESSE ITZLER

**NEW YORK TIMES BEST SELLING AUTHOR,
CO-FOUNDER MARQUIS JET, AN OWNER OF THE ATLANTA HAWKS,
ENDURANCE ATHLETE & KEYNOTE SPEAKER**

STANDING O! ENCORE LAUNCH PARTY



peo•ple

everything

Our belief is that people are always more important than anything else in business and in life outside of business.

Professionally, we are on a mission to have every leader put people first by having a **#PeopleOverEverything mindset and culture.**

Great products, profits, processes, policies and procedures are all created by people.

We created the logo and put it on tee shirts, coffee mugs, posters and stickers to drive this message home.

100% of the profits from the sale of these items are donated to charity.



OUR TEAM



"Our team is professionally the most **dedicated** and **gifted** group of "talent strategists" in the country but, more importantly, they are a group with a heart for helping others."

SCOTT MACGREGOR
CEO | FOUNDER
SOMETHINGNEW

JUST AS RIPPLES SPREAD OUT

WHEN A SINGLE PEBBLE IS

DROPPED INTO WATER THE

THE ACTIONS OF INDIVIDUALS

HAVE FAR REACHING EFFECTS.

We encourage each of our team members at SomethingNew to follow their own individual passion projects by giving back to causes that resonate with them.

They are given unlimited time off to give back. Ways they have chosen to do that are...

SCOTT MACGREGOR



"IT WAS ALWAYS MY DREAM TO START A COMPANY WITH A STRONG SOCIAL MISSION. SOMETHINGNEW HAS HAD THAT IN OUR COMPNAY DNA SINCE OUR INCEPTION THROUGH SOMETHINGGOOD."



"I'M SO PROUD TO WORK WITH A TEAM OF PEOPLE & FRIENDS WITH THE BIGGEST HEARTS IMAGINABLE. ALL OF THE GOOD WE ARE DOING TODAY IS MAKING AN IMPACT. OUR BOUNDARIES ARE THE LIMITS OF OUR IMAGINATION TO COME UP WITH NEW CREATIVE WAYS TO BE A RING IN A RIPPLE THAT WILL MAKE OUR WORLD A BETTER PLACE."




SCOTT MACGREGOR
CEO | FOUNDER
SOMETHINGNEW

JAIME DIGLIO

"I AM A MEMBER OF WOMEN SALES PROS, THE TOP 50 WOMEN SALES LEADERS CHAMPIONING WOMEN TO CHOOSE CAREERS IN SALES & NATIONAL SPOKESPERSON FOR MAGGY LONDON'S WOMAN WHO MAKE A DIFFERENCE CAMPAIGN."




Let's
talk about
what's
possible.™




"MY FAMILY AND I SUPPORT THE LOCAL FOOD PANTRY TO MAKE SURE FAMILIES HAVE MEALS AT EASTER, THANKSGIVING AND CHRISTMAS. MY KIDS COLLECT AND DONATE THEIR TOYS EACH HOLIDAY TO LOCAL PARENTS SO THEY HAVE PRESENTS TO GIVE THEIR KIDS."

JAIME DIGLIO
PRESIDENT | SOMETHINGNEW

KATHY LECKEY

A circular portrait of Kathy Leckey, a woman with dark curly hair and blue eyes, smiling.

"I VOLUNTEER FOR MY
COMMUNITIES DINING ROOM,
MADISON HOUSE NURSING
HOME, JUNIOR ACHIEVEMENT,
LOOK FOR THE GOOD PROJECT
& THE BAUER FARM."

A circular photo of Kathy Leckey speaking into a microphone on a stage, holding a small book or tablet. Another person in a red jacket stands next to her.

"I APPRECIATE THAT I HAVE THE
FLEXIBILITY AND ABILITY WORKING
AT SOMETHINGNEW TO LEAVE
WORK EARLY AND SERVE TUESDAY
DINNER FOR THOSE LESS
FORTUNATE AT THE
COMMUNITY CENTER."

KATHY LECKEY
VICE PRESIDENT | SOMETHINGNEW

LESLIE BUBELLO

"I VOLUNTEER WITH JR ACHIEVEMENT TO HELP HIGH SCHOOL STUDENTS PREPARE FOR CAREERS. I'M ACTIVE WITH THE SGI USA THAT SUPPORTS PEACE & NUCLEAR DISARMAMENT. I'VE PARTNERED WITH EMPLOYERS TO FIND WORK FOR REFUGEES FROM SOMALIA, IRAQ AND AFGHANISTAN."



"I LOVE WORKING AT SOMETHINGNEW BECAUSE I GET TO POSITIVELY IMPACT THE LIVES OF THE CANDIDATES & CLIENTS WE SUPPORT. WITH EVERY PLACEMENT A PORTION OF OUR FEES GOES TO CHARITY."

LESLIE BUBELLO
VICE PRESIDENT | SOMETHINGNEW

DIANE RISTAU



"I VOLUNTEER WITH YOUNG LIFE, A FAITH-BASED YOUTH ORGANIZATION. I AM SO THANKFUL TO BE ENCOURAGED BY SCOTT & JAIME TO PARTICIPATE IN THIS PROGRAM."



"I AM PROUD TO WORK FOR SOMETHINGNEW & OUR SOMETHINGGOOD INITIATIVES! PLUS I HAVE THE FLEXIBILITY TO GIVE TIME & ENERGY TO MY OWN PERSONAL CHARITIES TOO!"

DIANE RISTAU
VICE PRESIDENT | SOMETHINGNEW

TABITHA CAVANAGH

"I VOLUNTEER FOR THE
COLORECTAL CANCER
ALLIANCE AS A BUDDY, ALLY &
CO-CHAIR FOR THE
NEVERTOOYOUNG ADVISORY
BOARD."



**"So we can end colorectal
cancer in our lifetime"**

- Tabitha Cavanagh
#Survivor

#GIVINGTUP

"BEING A PART OF
SOMETHINGNEW
AUTOMATICALLY MEANS BEING
A PART OF SOMETHINGGOOD!"

TABITHA CAVANAGH
VICE PRESIDENT | SOMETHINGNEW



JESSICA WOLF



"I VOLUNTEER AT MY CHILDREN'S SCHOOL AS THE ELECTED SECRETARY OF THE PTO, HOT LUNCH PROGRAM, FIELD TRIPS, JUNIOR ACHIEVEMENT INSTRUCTOR AS WELL AS CLASSROOM SUPPORT. I ALSO HELP SEARCH FOR MISSING PETS."



"I AM GRATEFUL FOR THE OPPORTUNITY TO BE A PART OF SOMETHINGNEW SO I CAN CONTINUE TO DO WHAT I LOVE WHILE STILL BEING PRESENT WITH MY FAMILY/COMMUNITY AND SUPPORT MY HUSBAND WHILE HE VOLUNTEERS AS CAPTAIN OF OUR FIRE DEPARTMENT."

JESSICA WOLF
VICE PRESIDENT | SOMETHINGNEW

LAURA KILEY

"I VOLUNTEER FOR MY CHILDREN'S SCHOOL, ATHLETIC & CHURCH ACTIVITIES, JR ACHIEVEMENT & PREPARE HIGH SCHOOL STUDENTS FOR INTERVIEWING. I ALSO PARTICIPATE IN CANCER WALKS, COMMUNITY OUTREACH & OTHER CHARITABLE ORGANIZATIONS."



"BEING A PART OF SOMETHINGNEW
ALLOWS ME TO BE A WHOLE PERSON."

I GET TO DO WHAT I LOVE, WITH AN
AMAZING TEAM & I AM ENCOURAGED
TO BE A MOM AND DO THE THINGS
THAT MAKE ME HAPPY!"

LAURA KILEY
VICE PRESIDENT | SOMETHINGNEW

GIVING PARTNERS



As a small organization we simply can't do it alone. We have an amazing group of "Giving Partners" who help us by sponsoring events, donating goods and services and cheering us on.

Our gratitude for these remarkable partners can't be adequately put into words. Please support them as they support us.



HEATHER MONAHAN

**BESTSELLING AUTHOR, KEYNOTE
SPEAKER, ENTREPRENEUR, AND
FOUNDER OF BOSS IN HEELS.**

**WORKS WITH FORTUNE 500
COMPANIES AND PROFESSIONAL
ATHLETES TO DEVELOP
CONFIDENCE IN THE WORK
PLACE AND ON THE COURT.**

**FEATURED IN USA TODAY, CNN,
FORBES, FAST COMPANY, AND
BUSINESS NEWS DAILY.**



HEATHERMONAHAN.COM

MIKE PERLOW

**FOUNDER/CEO OF PERLOW
PRODUCTIONS THEY FOCUS
ON BUSINESS THROUGH A
POWERFUL LENS.**

**PARTNER WITH CLIENTS
EVERYWHERE -
CORPORATIONS, NON-
PROFITS, MARKETING FIRMS,
PR AGENCIES.**

**SPECIALIZING IN VIDEO &
CORPORATE PRODUCTIONS,
LOCAL BUSINESS VIDEOS,
AERIAL VIDEOGRAPHY,
INFOMERCIALS, DRTV,
PRODUCT VIDEOS, TELEVISION
COMMERCIALS, ANIMATION &
3D DESIGN.**

PERLOWPRODUCTIONS.COM





KARA GOLDIN

FOUNDER AND CEO OF HINT INC., THE SAN FRANCISCO-BASED HEALTHY LIFESTYLE COMPANY, BEST KNOWN FOR HINT WATER AND MOST RECENTLY, HINT SUNSCREEN.

HINT WATER HAS BECOME AN ASSET OF THE BREAK ROOMS OF SOME OF SILICON VALLEY'S HIGHEST-PROFILE COMPANIES, INCLUDING GOOGLE, FACEBOOK AND LINKEDIN.



DRINKHINT.COM



JESSE ITZLER

NEW YORK TIMES BEST SELLER & CREATOR OF "BUILD YOUR LIFE RESUME."

OWNED THE WORLD'S LARGEST PRIVATE JET COMPANY WHICH HE SOLD TO WARREN BUFFET/BERKSHIRE HATHAWAY, THEN ZICO COCONUT WATER, WHICH HE SOLD TO COCA-COLA.

OWNER OF THE ATLANTA HAWKS, ENDURANCE ATHLETE, AND TOP KEYNOTE SPEAKER.

JESSEITZLER.COM





HG

CONTEMPORARY

**PHILIPPE HOERLE-
GUGGENHEIM**

**"OUR MISSION IS TO CREATE
REAL VALUE FOR ART
COLLECTORS AND ARTISTS
ALIKE."**

**PHILIPPE WORKS CLOSELY
WITH SOME OF THE
INDUSTRY'S BEST UP-AND-
COMING TALENTS.**

**HG CONTEMPORARY ALSO
WORKS WITH SOME
BRILLIANT NON-PROFIT
INSTITUTIONS &
ORGANIZATIONS, INCLUDING
BOWERY MISSION.**

HGCONTEMPORARY.COM

THUZIO

**FOUNDERS TIKI BARBER,
MARK GERSON & JARED
AUGUSTINE.**

**THUZIO WAS BORN OUT
OF DEMAND FOR LIVE
ATHLETE APPEARANCES
& OFFERS NATIONAL
EVENT SERIES WITH
UNRIVALED ACCESS TO
SPORTS ICONS IN
PREMIUM HOSPITALITY
SETTINGS FOR A
BUSINESS MEMBERSHIP
COMMUNITY.**

THUZIO.COM





LORI RICHARDSON

"INSPIRING LEADERS, GROWING REVENUES."

WE STARTED OUT AS THE PLACE TO FIND THE TOP WOMEN SALES EXPERTS BECAUSE MOST SALES CONFERENCES ONLY HAD OUR MALE COLLEAGUES ON THE MAIN STAGE. MANY CONFERENCE ORGANIZERS WOULD SAY THAT THEY DIDN'T KNOW WHERE TO FIND GREAT WOMEN SPEAKERS ABOUT SALES. WE FIXED THAT ISSUE.

WOMEN
salespros
WOMENSALESPROS.COM



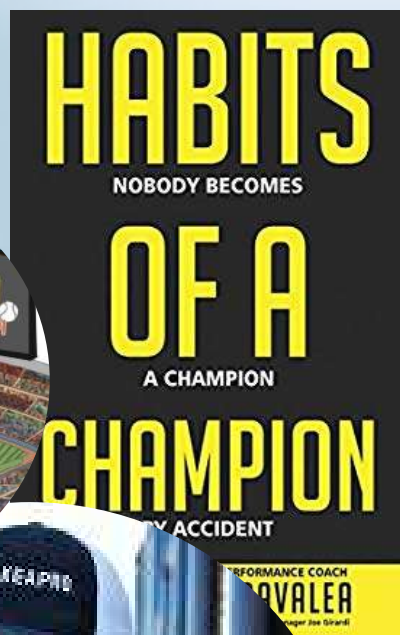
DANACAVALEA

COACH CAVALEA SPENT 12 YEARS WITH THE NEW YORK YANKEES AS DIRECTOR OF STRENGTH & CONDITIONING & PERFORMANCE ENHANCEMENT.

HE RECEIVED MLB'S 2009 NOLAN RYAN AWARD GIVEN TO THE TOP STRENGTH COACH BY HIS PEERS.

HE TRAINED ALL-TIME GREATS SUCH AS DEREK JETER, MARIANO RIVERA, ALEX RODRIGUEZ ANDY PETTITTE, JUSTIN VERLANDER & ROGER CLEMENS.

DANACAVALEA.COM





MARNIE SCHNEIDER

**BESTSELLING AUTHOR, KEYNOTE
SPEAKER & ENTREPRENEUR.**

**HER GRANDFATHER, LEONARD TOSE,
WAS A LONGTIME MEMBER OF THE
“CLUB” AS THE OWNER OF THE
PHILADELPHIA EAGLES.**

**HE WAS ALSO THE FOUNDER OF THE
RONALD MCDONALD HOUSE AND
HELPED BUILD NFL FILMS.**

**HER SERIES, FOOTBALL FREDDIE &
FUMBLE THE DOG IS HER WAY OF GIVING
BACK TO THE MANY GREAT FOOTBALL
COMMUNITIES ACROSS THE NATION.**

FOOTBALLFREDDIE.COM



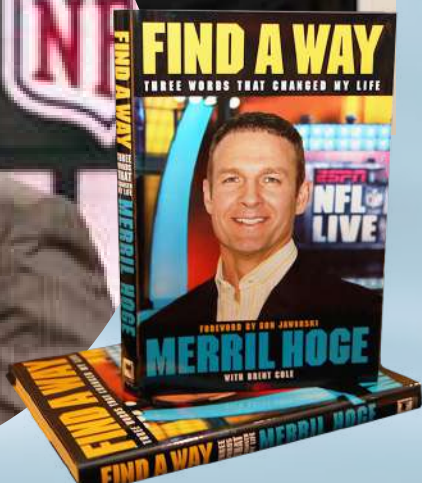
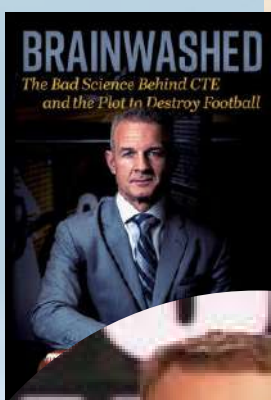
MERRIL HOGE

**FORMER NFL
RUNNING BACK
MERRIL HOGE WAS AN
ANALYST AT ESPN
FOR 21 YEARS.
LAUNCHED ESPN 2,
NFL LIVE & FANTASY
FOOTBALL.**



**INTEGRAL PART OF
THE LONGEST
RUNNING NFL SHOW
ON TELEVISION, NFL
MATCH-UP.**

MERRILHOGE.COM





KYLE WALLACK

KNOWN AS K.W. WITHIN THE URBAN CONTEMPORARY ART AND FASHION WORLD OF NEW YORK CITY, HAS BEEN MAKING HIS IMPACT SUBTLY KNOWN FOR THE PAST 2 YEARS.

KYLE BEGAN ACHIEVING HIS AUTHENTIC SELF SHORTLY AFTER BEING DIAGNOSED WITH A RARE, LIFE THREATENING CANCER AGAINST WHICH HE FOUGHT AND WON.

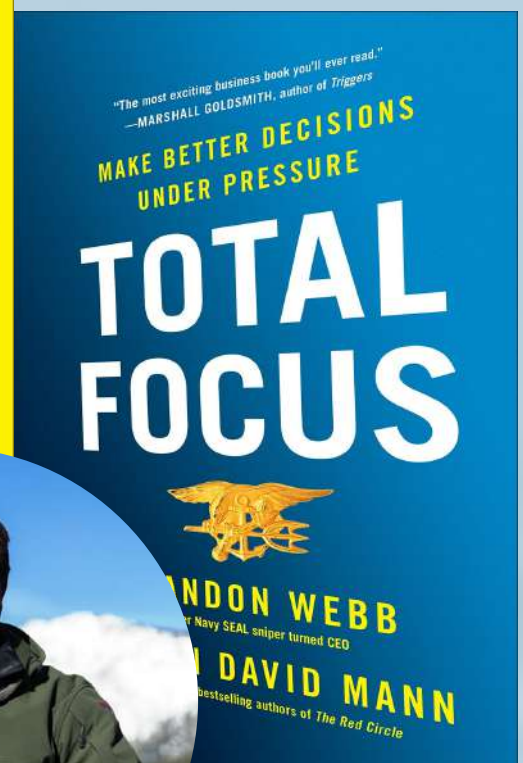
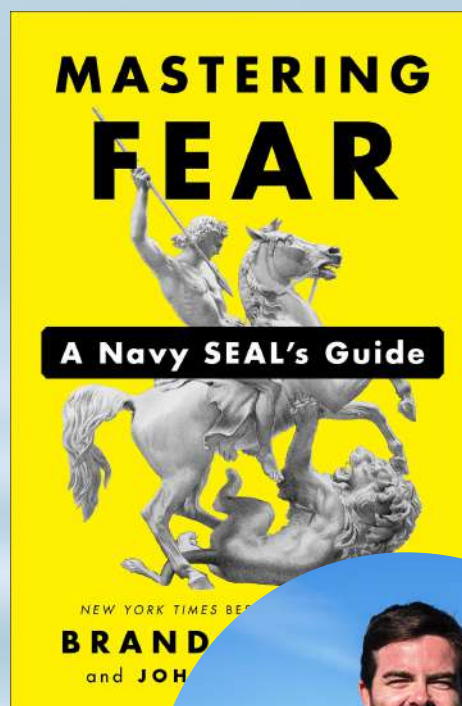
AGEDPRETTYBIH.US.COM



BRANDON WEBB

A FORMER US NAVY SEAL SNIPER, NEW YORK TIMES BESTSELLING AUTHOR, AVID TB-30, YAK 50, AND SEAPLANE PILOT, AND ENTREPRENEUR.

BRANDONTYLERWEBB.COM





IRENA ISABELLA KLEUT

**I'AM DANCING WITH INTUITION, SOMETIMES I
KNOW THE STEPS & SOMETIMES I DON'T,
BUT I TRUST THE LEAD.**

**IRENA ISABELLA HELPS PEOPLE
RECONNECT WITH THEIR TRUE
ESSENCE IN A UNIQUE WAY WHICH
IS ELEGANTLY & NATURALLY
EXPRESSED TROUGH STYLE &
WEAVEN INTO LIFESTYLE.**



STYLEDIMENSION.COM

*let your intuition
guide you*



KELLY CHAMPAN

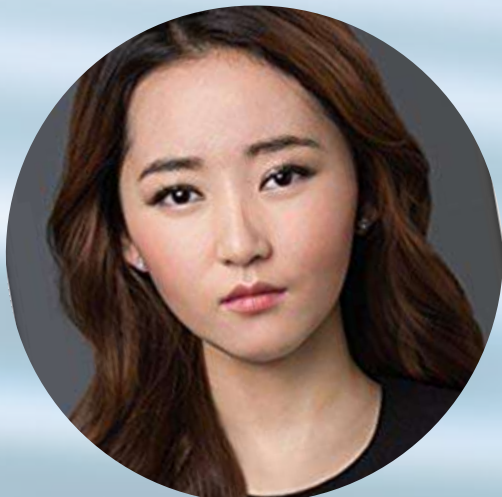
AUTHENTIC LEADERSHIP COACH.

**WE INTERACT DYNAMICALLY WITH OUR
ENVIRONMENTS EACH DAY, & HOW WE SHOW UP
IN OUR DAILY LIVES IMPACTS OUR RELATIONSHIP
WITH OURSELVES, THOSE AROUND US, AND THE
WORLD AS A WHOLE.**

**WHILE WE MAY NOT HAVE CONTROL OVER EVERY
ASPECT OF OUR OUTER WORLD, WE ALWAYS HAVE
A CHOICE IN HOW WE PERCEIVE AND REACT TO
EXTERNAL EVENTS.**



MEREDITHWHOLELIVING.COM

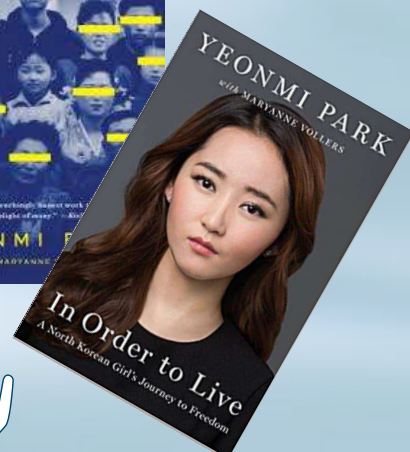
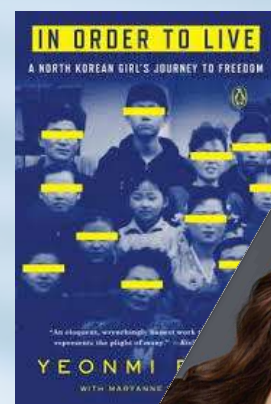


YEONMI PARK

**BEST SELLING AUTHOR OF "IN
ORDER TO LIVE".**

**A NORTH KOREAN DEFECTOR
AND HUMAN RIGHTS ACTIVIST
WHO ESCAPED TO CHINA IN
2007 AFTER HER & HER MOTHER
FELL INTO THE HANDS OF
HUMAN TRAFFICKERS.**

**SHE IS NOW AN ADVOCATE FOR
VICTIMS OF HUMAN
TRAFFICKING IN CHINA AND
WORKS TO PROMOTE HUMAN
RIGHTS IN NORTH KOREA AND
AROUND THE GLOBE.**





REPORT DESIGNED
BY LAURA KILEY
2019



I believe that good people know good people and in life, we meet people for a reason.

I'm forever grateful that two years ago I met Scott. At that time, I had no idea what he did. We quickly learned that we shared a common bond and philosophy of people over everything. We both built highly successful businesses and then left our corporate jobs at different times, because we saw a problem that we wanted to solve.

Companies had lost focus of their biggest asset, their people. Knowing that intentional investment in your people is the key to long term growth, we wanted to help companies think differently. We wanted to show them how to put people back into the process.

Scott asked me to join SomethingNew when we realized that our missions were aligned and that we were #bettertogether. As a male and female leadership team, we are stronger than ever and on a mission to #DoSomethingGood by encouraging other companies and their leaders to do the same.

If you want to see change, you need to be the change.

As you can see, at SomethingNew LLC. we lead by example in everything we do. People over everything is something we live by. It's not a tagline it's our lifeline.

We believe in what Margaret Mead once said, "Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has."

We are beyond humbled and grateful to all of you who helped us #DoSomethingGood in 2019. The Ripple Report wouldn't be what it is without your continued support in growing the good.

Let's keep it growing!

As Scott would say, the sky is the limit. We're just getting started and can't wait to share with you where we take it in 2020.

With Immense Gratitude,

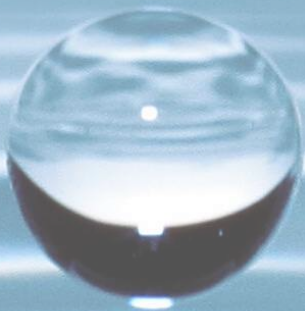
Jaime Lannon Diglio
President
SomethingNew, LLC



THANK YOU!

**BLAKE MYCOSKIE
FOUNDER & CHIEF SHOE
GIVER AT TOMS WHO'S
IMPACT REPORT & BOOK,
"START SOMETHING
THAT MATTERS"
HAS BEEN
AN ENORMOUS
INSPIRATION TO US!**

**HERE WE
COME**



2020

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LINKEDIN

WWW.LINKEDIN.COM/COMPANY/SOMETHINGNEW-LLC

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