The Biltmore Beacon

proudly presents

40 UNDER forty

CLASS OF 2015

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Class of 2015

Biltmore Beacon Commemorative Edition
LANDON ORTIZ
Garden of Health Chiropractic, PC

Dr. Landon Ortiz is the owner of Gardens of Health Chiropractic on Coxe Avenue. Originally from Iowa, Ortiz says that each day is his next best accomplishment. His business has passed the five year mark and continues to grow. Ortiz’s route to medicine and entrepreneurship had some twists and turns. He earned a degree in business management and MIS, along with an Entrepreneurship certificate from the University of Iowa. At age 24 he was working in a shoe store in Wisconsin and realized he needed to find work that would excite him and make people’s lives better. Palmer Chiropractic, the first Chiropractic college in the world, was located just down the road from where he grew up. Ortiz began his studies and found his life’s work. He and his wife, Abigail, also a chiropractor and originally from North Carolina, decided to make a big move from the midwest to the mountains. Ortiz is a natural teacher and readily shares his knowledge about health and wellness. Active in Asheville, Ortiz contributes his time to LEAF, the Asheville Fire Department, Ivy Creek Family Farms and other organizations. Gardens of Health is a family practice, and the Ortizes’ two daughters, Lily and Daisy, can be found playing or doing schoolwork alongside them during the day.

LISA PETEET
Atlas Branding and Design

Lisa Peteet is the owner of Atlas Branding and Design. She collaborates with clients to craft brands that build businesses, and has been doing so in Asheville since 2008. Peteet says “I help clients with a difference make a difference as I work to build and sustain their customer base.” As a Navy kid, Peteet spent most of her early life moving every few years to coastal cities, including San Diego, New Orleans, and Virginia Beach. After graduating from James Madison with a dual degree in graphic design and corporate communications, she pursued a Master’s degree in counseling and taught art therapy to high school girls, but she missed design.

In 2008, at age 27, Peteet and her husband, Dean, launched Atlas Branding and Design. Peteet recalls the uphill battle of starting a business in a down economy, an oversaturated industry, and as a husband and wife team learning to work together. Since then, Atlas has grown substantially but also maintained exceptional client retention. Her work has received several awards including, most recently, the 2015 American Web Design Awards for her Sparc Design and Honey Darling Events websites. Peteet donates $10,000 a year worth of graphic design time and marketing consultations to regional non-profits. She is a UNCA Foundation Board member since 2013. Her leisure pursuits are entertaining friends and gardening.

ANTHONY PEELE
Seeded Sandals

Asheville native Tony Peele took an entrepreneurial spirit for adventure all the way to Tanzania, East Africa. He and his partner, Caroline Fisher, launched a pilot project in 2014 called Seeded Sandals, a line of ethically made, handcrafted, beaded leather sandals that are marketed to retailers in the U.S. and Europe. First wholesale production began this past summer. Peele graduated from Owen High followed by UNC Chapel Hill. The idea for the business came while working on a post graduate Fulbright Fellowship evaluating federal aid programs to Tanzanian businesses. Peele saw a need for fair, collaborative, business partnerships with local talent. Through Seeded Sandals, he builds partnerships with Tanzanian and Kenyan craft people, mostly women, paying them double the market rate for sandal makers.

“Seeded Sandals is not a charity but a way to redefine how we can use entrepreneurship and business relationships to address global poverty through responsible business initiatives.” Over 35 designs have been handmade for market testing, and he has already acquired several accounts in the southeast. Peele funded his education and the business from his own savings - primarily waiting tables. He taught himself Swahili and spends about four months a year in Tanzania, returning to the U.S to accept delivery and deal with customs. His advice to others is to “trust yourself,” and, it does not hurt to “be a ridiculously hard worker.”

JASON RAY
SimplyHome LLC

Jason Ray is the Vice President of Business Development for SimplyHome LLC. The company was started in 2004, and Ray joined in 2008. Prior to SimplyHome, he had a successful real estate career with Biltmore Farms, but at age 26, with a wife and children, the real estate downturn forced him to change direction. SimplyHome uses technology to help seniors and those with disabilities stay in their homes. Communicating with multiple sensors, it logs activities of daily living and helps caregivers and loved ones know of changes in behavioral patterns. Since coming onboard, SimplyHome has grown to include 20 employees and thousands of customers in 31 states. Ray has been a national speaker and presenter on assistive technology. He was named in 2012 as a recipient of the Stephen E. Saile Excellence in Technology Award and accepted the 2012 Edison Award for Best New Product for SimplyHome. His work has been featured on episodes of ABC’s Extreme Makeover Home Edition and in national publications. A former college pitcher turned triathlete, he most recently completed the Lake Logan tri. Ray is a coach for local youth sports teams and currently serves on the Board of Directors for South Buncombe Youth Sports for their baseball, softball and basketball programs. An active member of Skyland United Methodist Church, he serves on the Lay Leadership Council. He is also on the Advisory Board for Family Life Coach, providing therapy and consulting to individuals, families, ministries, and businesses.