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November 29, 2014

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## **ANITA HAWKINS MAKING ALL THE RIGHT MOVES FROM THE BOARD ROOM TO THE RUNWAY**

**Prosper, TX...**Entrepreneur, model and philanthropist, Anita Hawkins is the perfect combination of brains, beauty and fierce determination to succeed at whatever she sets out to accomplish.

Anita grew up in Gary, Indiana, where her entrepreneurial spirit took flight when she was still in her teens. Upon inheriting her grandmother's hair salon, Anita did what very few young women her age would have had the insight and resolve to do...she worked it! After getting her cosmetology license, Anita grew her clientele by operating both in the salon and going house to house servicing clients who were unable to travel to her location. This was to be the first of many successful business ventures for the tiny young woman with big dreams.

In 2000, Anita moved to Prosper, TX with her husband and children, and in 2006, she launched Trokar Industries, LLC. The company was born out of her dissatisfaction with the builder hired to construct her dream home. When they failed to execute the job correctly, Anita did what she does best, took control of her own destiny, acquired her general contractor's license and got it done! Since its inception, Trokar has acquired a number of land developments around the state of Texas and celebrated a tremendous victory in September 2014 when D.R. Horton purchased a parcel of land from Trokar in North Texas for 1.53 million dollars.

Most recently, Anita established Lady Eloise, LLC, under which she operates her new healthy lifestyle restaurant franchise Fresh Healthy Café. Restaurant ownership has always been a desire for the mother of two, and after doing a great deal of research, she decided upon the Fresh Healthy Café brand because of the company's commitment to values that mirrored her own philosophies. "I wanted a brand with a proven record of success and longevity and began looking for popular franchises that provided what I believe people needed," Anita explains. "I also wanted my first location in Prosper to fill a void in our community. We have to leave Prosper to get healthy foods. I'm certain there are a lot of people in the city, like me, who want to raise happy and healthy families and want healthier eating alternatives. So, when I discovered the Fresh Healthy Café opportunity, I liked what they were doing and purchased the master for the DFW area." The first of 10 Metroplex locations will open for business in March 2015. Her tenacity and business savvy has not gone without notice. This year, Anita was recognized by the National Association of Professional Women for Outstanding Excellence and Dedication to Her Profession and

the Advancement of Women and was named one of the National Association of Distinguished Professionals' prestigious Women of Distinction.

Anita is as abundant in beauty as she is in business know-how. As a model and spokesperson, Anita has walked the runway in a number of high fashion events including Designer's Rack at Neiman Marcus where she donned Pray by percy ray, Grace the Runway benefiting Simply Grace at the Women's Museum at Fair Park in Dallas and the ShonDanz Entertainment's Runway Extravaganza wearing show-stopping designs by Andre Perry. In November, she graced the cover of Curvy Connect Magazine (CCM) and was featured in a dazzling seven-page editorial spread. CCM rightfully dubbed Anita "The One to Watch" in 2015! She has also been featured on Dallas' CW 33 and Dallas High Life TV on the UA Network with editorial features in The Dallas Weekly, Texas Metro News and Dallas Morning News Online.

With her tremendous success, Anita has not forgotten the age-old proverb, to whom much is given, much is required. Generous does not begin to describe the dedication and hands-on involvement with which Anita supports her many charitable affiliations. She walks for St. Jude Children's Hospital and was one of the organization's top individual and team fundraisers in November and serves as a member on the Frisco planning committee for the charity. She gathers and donates items throughout the year for Where are You? which benefits homeless children and their families in the Dallas area. In January 2015, Anita will begin her tenure on the Board of Directors for Minnie's Food Pantry. Most recently, she launched the Find One Reason to Smile campaign benefiting Dallas' Women Called Moses domestic abuse outreach center. Via Indiegogo, Anita is working to raise \$25,000 for the organization that assists women and their children in escaping the vicious cycle of domestic abuse.

Destined for greatness and not slowing down anytime soon, Anita has added another title to her already impressive repertoire...author. She is looking forward to the 2015 release of her debut novel "Storm After the Storm." Based on aspects of her own life, the book chronicles the struggles and ultimate triumph of the title character Storm. Today, Anita Hawkins is both self-assured and selfless. She has overcome the harshest of circumstances to become a successful businesswoman and fashionista while giving back to those in need and most importantly being a dedicated wife and mother to her family. Curvy Connect said it best, Anita is definitely the One to Watch in 2015 and many years to come!