



# BLAST FROM THE PAST

Shannon grew up in the Los Angeles area before moving to the valley to study Broadcast Journalism and Spanish at Arizona State University on a full scholarship. After graduation, she worked locally as a producer and writer for local TV News and even worked in Mexico as a journalist for a time. But she really loved Scottsdale and upon returning, she joined the City of Scottsdale staff as a Public Information Officer. Shannon was asked to go through the Scottsdale Leadership Program, which she did, when she joined Class 20 “Dos Equis” in 2006.

She never lost sight of her creative side though as a musician. She told us how glamorous singing to an audience made her feel, but then when you come home and get back to normal, she realized those are just fleeting moments. This is where she credits her experience going through Scottsdale Leadership. It gave her tools she needed to navigate through her steady job on the one hand, and her creative, adventurous spirit on the other.

Shannon is a big believer in using technology to network with people, namely LinkedIn. Those contacts brought her to another of her life’s calling, which is advocating for people in need. In 2007, she joined the Arizona Multi-housing Association where she advocated for the rights of tenants in bad situations with their landlords.

She has always believed that we are our own best cheerleader and has used that belief to pick herself up in tough times. When the economic downturn of 2008 caused all kinds of disruptions in her life, she decided to focus full time on her marketing efforts and bring that energy to colleagues and the community-at-large.

A perfect example of this happened in 2019 when a colleague and board member of the World Academy for the Future of Women offered Shannon the federal grant: “Give Voice to Woman Through the Arts,” to perform and serve as a facilitator teaching gender equality and social justice to undergraduate men and women in mainland China. To date, Shannon still works with those students, as well as undergraduates in Dhaka, Bangladesh teaching “nothing changes if nothing changes.” These far-away lands have given her an incredible experience to call on and one she always treasures.



Shannon has also realized that she could provide real comfort to older people living with dementia by singing to them. We shared a laugh when she told us that when she works with these older people, she calls upon her experience as a performer by reading the crowd. If the audience's energy is high, she works to keep it that way; if it is low, she works to quickly build it up.

As we finished our time together with Shannon, we realized that it is service that drives her. That service has taken many forms and has played out in many different venues over the years. Her goal is to continue to build meaning and purpose in life. Perhaps it is the curse of restless, creative people like Shannon that she is always looking to contribute more. In that search, she shows no signs of stopping anytime soon.

Scottsdale Leadership has many gifted and talented people in our ranks. But it is not often that you meet someone whose many talents can literally sing to people. Shannon is that kind of person, and one who you naturally pull for and watch to see what comes next. Being a marketer by trade, Shannon has made that process easy by creating a new website called [musicalmemorycare.com](http://musicalmemorycare.com). We will be checking back in with her often.

Craig Miller  
Class 7

Dr. Frances Mills-Yerger  
Class 16

