

ENTREPRENEURS

You Need to Know

entrepreneur /ɒnˈtrə-prə-nûr', -noŭr'/

noun

1. A person who organizes, operates, and assumes the risk for a business venture.
2. One who takes the initiative to create a product or establish a business for profit; generally, whoever undertakes on his own account an enterprise in which others are employed and risks are taken.
3. A person who organizes and operates a business venture and assumes much of the associated risk.

Entrepreneurs are game changers. They spark ideas, launch businesses, and turn possibility into progress. With every venture, they create jobs, fuel the local economy, and bring fresh energy that attracts even more growth.

But their influence reaches far beyond business. They give back, support community causes, and inspire others to chase their own dreams. Their grit, creativity, and determination

show what's possible—and remind us that innovation starts right here at home.

Each story adds to a culture of entrepreneurship, where one person's vision can ignite the next big idea.

On the following pages, meet the bold thinkers and trailblazers shaping our future. These are the "Entrepreneurs You Need to Know."



Dr. Joan Bergstrom

Women's Health Services and The Sanford House Inn & Spa

Entrepreneur and successful obstetrician and gynecologist, Dr. Joan Bergstrom continues to raise the bar on excellence in both medicine and business. As the founder of Women's Health Services, the largest all-female OB/GYN practice in Tarrant County, Dr. Bergstrom has dedicated her career to providing comprehensive, innovative healthcare to women in Arlington and beyond.

With offices located in North Arlington, adjacent to Texas Health Arlington Memorial Hospital, and in South Arlington, Women's Health Services conveniently cares for women in Arlington, Dalworthington Gardens and Mansfield. Dr. Bergstrom continually analyzes the local landscape to identify and evaluate opportunities to serve female patients. With the recent addition of a new location in Grand Prairie, she now practices and oversees operations in all three locations with a focus on delivering top-tier care to women in these communities.

However, Dr. Bergstrom's vision extends well beyond immediate patient care. With a passion for mentoring and guiding young professionals, she has made it her mission to mentor the next generation of physicians. Through her leadership, Women's Health Services has become not only a beacon of exceptional healthcare but also a nurturing ground for like-minded or young physicians who share her commitment to excellence and compassion. From a solo practitioner in the early days of her career, Dr. Bergstrom has recruited, hired, and mentored an exceptional team of eight female OB/GYNs.

In addition to her many medical achievements, Dr. Bergstrom also owns The Sanford House Inn & Spa, a luxury boutique hotel located in the heart of Downtown Arlington. Originally opened in 1997 as a small bed and breakfast, The Sanford House has since evolved and now features a fine dining restaurant – Restaurant506, a full-service spa, and elegant event facilities perfect for weddings and other celebrations. "Originally, The Sanford House was built as a small B&B for my parents to live in and manage," said Dr. Bergstrom. "Once my parents retired, it became very clear that the business model needed to change." This

transformation was made possible by the combined efforts of Dr. Bergstrom and her eldest daughter, Valerie Landry. "Valerie shared my initial vision for The Sanford House but she has taken the reins and reimagined The Sanford House to make it a true destination in Downtown Arlington."

Since 1986, Dr. Bergstrom has been managing physician and president of Women's Health Services. Dr. Bergstrom earned her medical degree from the University of Nebraska Medical Center and completed her obstetrics and gynecology residency at the Kansas University Medical Center, where she was Chief Resident. Dr. Bergstrom is board-certified in OB/GYN. Recognizing the need for business acumen alongside medical expertise, she

earned her Master of Business Administration from Texas Tech University in 2011, further equipping her to manage and expand her enterprises.

Dr. Bergstrom's journey has been marked by a relentless pursuit of knowledge and growth. Many know her professionally and have witnessed firsthand her commitment to the care and well-being of women's health throughout North Texas. However, Dr. Bergstrom goes the extra mile. She exemplifies the spirit of building a sustainable community and has invested her time, talent, and treasures throughout the city of Arlington.

Having called Arlington home since 1986, Dr. Bergstrom has

always been an active supporter of the community. Her civic commitment and contributions have been recognized with numerous awards, including the 2019 Star Award from the Greater Arlington Chamber of Commerce, and The Sanford House was named 2022's Woman-Owned Small Business of the Year.

Surrounded by a network of trusted mentors and colleagues, including her husband Dr. John McDonald, and a host of local leaders, Dr. Bergstrom continues to build on her legacy, not just as a healthcare provider and business owner, but as a true visionary committed to shaping the future of medicine and the community.



Reba Blevens

Media Matrix

Many entrepreneurs got their start by solving a problem. Reba Blevens, owner of Media Matrix, is a case in point.

Blevens, who was selling radio advertising for WBAP, listened to her clients. Clients were securing advertising and media placement in a truly segmented way, having multiple contacts to advance their marketing reach. To streamline the approach had great appeal: work with one company to make all the media purchasing decisions, from radio to television and newspaper to magazine.

She proceeded to make a list of clients who wanted streamlined services “to see if the idea held water” and took the leap into starting her own business in 1990.

“Literally, I walked out of radio and produced a television commercial the next week,” said Blevens, who credits her base clientele to the successful start of her business. One of Blevens’s first big clients was Moritz Group, a longtime partner with Media Matrix.

Blevens has seen significant change over the course of Media Matrix’s life. She remembers sending her first email in the early 1990s. As technology has evolved, Blevens and her company have had their finger on the pulse of media opportunities, sometimes selling something people have not yet envisioned.

“I love what I do,” said Blevens, who has made significant contributions to the advertising industry as well as her hometown, Arlington.

Blevens has taught Media Buying and Advertising at Texas Christian University, and she has served countless nonprofit organizations, sharing her expertise to advance their work.

“I’ve taken what I’ve learned in advertising and offered it to nonprofits in our community,” said Blevens. She helped shine the spotlight on The Salvation Army’s Inspiring Hope Luncheon and served the AISD Education Foundation for 10 years, including as its president.

“Having grown up in the community, and knowing we have underserved children, that’s my heart string,” said Blevens.

The child of two self-employed parents, Blevens grew up in Arlington and moved back to raise her children here. After a successful career with Monsanto, Blevens planned to take some time off and be a mom, but a friend persuaded her to try advertising.

“I agreed to help him for 30 days, and 38 years later, I am still doing this work,” said Blevens.

Media Matrix services include analysis of market demographics

and competition spending; media negotiation and placement, including radio, television, newspaper, billboard, and digital advertising; television/radio commercial writing, producing and directing; print material art direction; vendor invoice auditing; and coordination of special events.

“I like that I control my destiny,” said Blevens.



Dr. Kenyon Godwin

Active Family Wellness Center

Dr. Kenyon Godwin: Aligning Leaders, Elevating Impact

From Aspiring Doctor to Strategic Advisor

When Dr. Kenyon Godwin was just 12 years old, he knew his future would involve helping people heal. Today, the Arlington chiropractor, entrepreneur, and strategic advisor has not only achieved that dream but has built a career dedicated to aligning leaders, elevating communities, and making a lasting impact.

He is the president and lead doctor of Active Family Wellness Center, a sought-after strategic advisor to executives, high performers, and faith-driven leaders, and the Immediate Past Chairman of the Board for the Greater Arlington Chamber of Commerce.

Transforming Health Through Active Family Wellness Center

Founded in 2010, Active Family Wellness Center helps active adults overcome pain, stiffness, and performance limitations so they can thrive in life and work. Services include chiropractic care, rehabilitation, functional medicine, weight loss programs, and spinal decompression.

“Our mission is to empower people to fulfill their purpose with spinal and lifestyle adjustments,” says Dr. Godwin. “We’re intentional about being customer-service-focused and results-oriented.”

Recognized as an *Arlington Today* All-Star for Best Chiropractor for 11 consecutive years, AFWC was also named Veteran-Owned Small Business of the Year in 2016. Patients value the practice’s customized approach, blending hands-on care with lifestyle strategies that address the root cause of health challenges.

From Health to High-Performance Leadership

While Dr. Godwin’s early career focused on clinical excellence, his calling expanded into leadership development and strategic advisory work. Through The Alignment Authority™, he now helps leaders and

organizations move from scattered and reactive to clear, confident, and in control.

“We help leaders align their vision, values, and strategy so they can achieve results that match their potential without sacrificing their health or relationships,” he explains. “When your leadership and life are aligned, everything you do has more impact.”

Dr. Godwin’s advisory work blends strategic planning, executive coaching, and wellness integration, offering clients practical solutions that produce measurable results. His clients include executives, entrepreneurs,

leadership teams, and organizations seeking to elevate performance and culture.

Community, Faith, and Service

A U.S. Air Force veteran, Dr. Godwin and his wife, Courtney, chose Arlington for its strong sense of community, excellent schools, and safety after serving in Alaska. His leadership extends beyond business — he actively supports local charities, faith-based initiatives, and youth programs.

As the first Black Chairman in the history of the Greater Arlington Chamber of Commerce, Dr. Godwin has championed collaboration, innovation, and opportunities for diverse leaders. “We’re put here

to serve other people,” he says. “I want to make the maximum impact while I’m here that I can.”

A Life Aligned for Impact

Whether guiding a patient back to health or helping a CEO align their leadership strategy, Dr. Godwin brings the same values — faith, service, and excellence — to every role. His journey from a young boy with a dream to a trusted advisor and community leader is a testament to what’s possible when purpose and action meet.

“When your life is aligned, you don’t just succeed — you thrive, and you help others thrive too.”

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Kathryn and John Rhadigan

The Abbey Estate

For 25 years, Kathryn Rhadigan worked for both corporate and non-profit organizations, where she coordinated and hosted a variety of spectacular events. She and husband, John, decided to create affordable magic for couples and families when they purchased The Abbey Estate in late 2019, an existing venue and hidden gem nestled on five lush acres in historic Waxahachie.

A few short months after their “Chapter Two” adventure began, the world changed. The pandemic forced them to innovate, supporting couples whose dream celebrations were suddenly postponed or reimagined. They discovered a new, heartfelt purpose when they offered their open-air chapel, with outdoor seating for 200, as a safe haven for “Celebration of Life” services while churches and funeral homes were closed. Supporting couples and families during those never-before-faced times was an extraordinary professional challenge and personal privilege.

Today, The Abbey Estate is a vibrant hub of diverse celebrations. Its unique blend of indoor and outdoor spaces includes:

- A stunning two-story modern farmhouse with soaring atrium
- A rustic party barn with cathedral ceilings and an attached covered deck for dancing
- An expansive Flagstone patio, with festive gazebo and bubbling fountain under a grove of twinkle-lit trees
- An elevated, and fully lighted, open-air chapel/ pergola
- And a “Celebration Oasis,” featuring a party pool, outdoor kitchen, with indoor/outdoor seating/dining —perfect for family reunions, corporate picnics, and warm-weather parties

From intimate showers, birthdays, anniversaries and retirements - to grand quinceañeras, proms and weddings of every size - rentals at The Abbey Estate include a list of complimentary amenities and the dedicated service of an amazing team.

To start planning your next celebration, visit theabbeyestate.com to see photos, explore details, and book a personal tour.



THEABBEYESTATE.COM

Brig Serman

Advanced Integrated Marketing

Building a Future-Ready Marketing Agency in Arlington, Texas

How Advanced Integrated Marketing is helping businesses thrive with SEO, Web Design, Social Media, Reputation Management, and Artificial Intelligence.

When I founded Advanced Integrated Marketing Inc., I had one goal in mind: to help businesses thrive in an increasingly digital-first world. Over the years, I've seen marketing evolve from newspaper ads and billboards to a sophisticated, technology-driven landscape where success depends on visibility, trust, and adaptability. Arlington, Texas, has been the perfect home for this journey—its entrepreneurial spirit, community pride, and central location create a fertile environment for businesses of all sizes.

“Arlington gave us our start, and its community continues to inspire the way we serve others.”

Why Arlington?

Choosing Arlington was more than just a business decision—it was a commitment to community. Situated in the heart of the Dallas–Fort Worth Metroplex, Arlington is a city on the rise. From small family-owned shops to large enterprises, businesses here are hungry for growth and innovation. I saw an opportunity to build an agency that could serve local companies with the same expertise and cutting-edge strategies typically reserved for national brands.

What I've loved most about Arlington is the way the city supports its business community. There's an energy here—a belief that if you work hard, collaborate, and innovate, success will follow. That attitude inspired me to not just start a company, but to build one that could grow alongside Arlington's expanding economy.

How We Help Businesses

At Advanced Integrated Marketing, we specialize in four pillars of digital growth: Search Engine Optimization (SEO), Website Design, Social Media Management, and Reputation Management. Each of these services is important on its own—but when combined, they create a powerful marketing ecosystem that helps businesses grow faster and more sustainably.

- **SEO (Search Engine Optimization):** Visibility on Google isn't optional—it's essential. We help clients climb the search rankings so customers can find them when it matters most.
- **Website Design:** A business's website is often the first impression it makes. We design sites that are not only visually compelling but also user-friendly and optimized for conversions.

- **Social Media Management:** In today's digital marketplace, conversations happen online. Our team crafts strategies to engage audiences, tell brand stories, and build communities.
- **Reputation Management:** A single online review can shape public perception. We work with clients to build, monitor, and protect their reputations.

“AI isn't just the future of marketing—it's the present. And it's changing everything.”

The Role of Artificial Intelligence

One of the most exciting aspects of running a digital marketing agency today is the integration of Artificial Intelligence (AI). At Advanced Integrated Marketing, we've embraced AI not as a buzzword but as a core part of how we deliver value to clients.

AI allows us to:

- **Deploy campaigns faster:** What used to take weeks can now be launched in days—or even hours.
- **Personalize at scale:** AI tools help us analyze data and tailor messaging so businesses connect with the right audience at the right time.
- **Lower costs:** By automating routine tasks, we pass significant savings on to our clients.
- **Deliver better insights:** AI uncovers patterns in consumer behavior that help us make smarter marketing decisions.



For example, our AI-driven SEO tools can analyze hundreds of search trends in real time, allowing us to identify high-value keywords before competitors do. In social media, AI helps us craft content that resonates with audiences, while predictive analytics ensure ad dollars are spent more effectively.

Looking Ahead

As we continue to grow, my vision is to make Advanced Integrated Marketing a partner businesses can rely on not only in Arlington but across the nation. Still, no matter how far we expand, Arlington will always be at the heart of our story.

The city gave us our start, and its community continues to inspire the way we serve others. In many ways, our success mirrors the success of Arlington itself: bold, innovative, and future-focused.

In a world where technology evolves daily, businesses need more than a marketing agency—they need a partner that understands how to turn change into opportunity. That's what we strive to be every single day at Advanced Integrated Marketing.

Kait Thibeaux and Bobby King

Folklore Grove Bookstore and Smash Toast

Idea people can spot each other.

It probably explains how Kait Thibeaux and Bobby King came to think a bookstore and toast sandwich shop could work side by side.

In September, they were ready to see their brainstorm come to life with the planned Sept. 20 opening of Folklore Grove Bookstore and Smash Toast at 214 W. Abram in Arlington, not far from their high school alma mater, James Martin.

“Back in January, we were with another friend and we were walking and passed an open store and said, ‘Man, wouldn’t it be so cool if Arlington had a bookstore right here?’” Thibeaux, 27, said. “We started playing with the idea. What would it be named? Then, this summer, when I lost my job, it was the push that made me say, ‘OK. Go do it.’”

King, 32, who has known Thibeaux’s husband since childhood, was right there with a supporting idea for his fellow entrepreneur. He pictured a sandwich shop in a building that – to his delight – had a bookshelf that doubled as a hidden door (picture a Scooby-Doo episode).

Behind it was the space that became Folklore Grove.

In it, Thibeaux has big plans.

“I don’t want to just sell books. I want to bring people back to where it started,” she said, explaining the idea behind the name Folklore Grove. “Humans are storytellers. That’s how our communities have been built is sitting around campfires, telling stories. It’s how we learn lessons, how we pass things down. It’s still there, it’s just in book form now. I want to bring people back to that, especially my age group.”

To that end, King is ready to help with Smash Toast. The idea is inventive spins on grilled cheese, peanut



butter and jelly sandwiches, and similar foods that spark nostalgia – especially in young adults at nearby UT-Arlington – plus the unmistakable aroma of bread being baked on site.

“In college, I used to make custom grilled cheeses in my apartment because I was gluten-free,” King said. “On Nov. 5, 2015, I made a social media post saying, ‘Hey, who wants to open up a grilled cheese shop?’ Now here I am, 10 years later. It’s going to be stuff that takes you back to your childhood ... a place for millennials to go, ‘Aw, man, I remember that.’”

Of course, challenges are ahead. This is Thibeaux’s first venture into business after eight years in ministry, and she’s starting from the ground up with no experience. But she saw an opportunity – Arlington needs an independent bookstore, she said – and friends and family rallied around her.

“They’re all here for it,” she said. “I think they have loved seeing me come from a really hard year into something that brings joy and lets me go off and run and chase a dream.”

That’s the idea.

[FACEBOOK.COM/PROFILE.PHP?ID=61576586060822#](https://facebook.com/profile.php?id=61576586060822#)

KC Kirchmeier and Jeri Emmens

Five Sided Fates

When they met, KC Kirchmeier and Jeri Emmens didn't know it.

Then they met again. Still, they didn't know it.

One more time. Nothing, except something seemed familiar.

Finally, the two Arlington women figured out what was happening when they kept bumping into each other at Scarborough Renaissance festivals and game conventions. They had looked different to each other every time.

"We didn't realize it was the same person because we were both in costume," Kirchmeier said. "It took us some time to realize, oh, we actually have interacted many times in the past."

Quickly, a friendship formed, and then almost as quickly, a business partnership. Kirchmeier, 29, and Emmens, 36, operate Five Sided Fates, their company which is putting on Fatecon – a tabletop role-playing game convention – at the Bob Duncan Center on Sept. 27-28.

Last year, the first Fatecon drew about 200 people.

"We got hooked up because we lived close to each other and started going to all these events in DFW and say, 'Hey, we should carpool,' then it turned into us working events for other people, then eventually going, 'What does it take to do this yourself?' " Kirchmeier said. "My dad is very entrepreneurial. He has his hands in four or five businesses. His dream for me was always to start a business."

Dad's dream came true when his daughter, a Martin High School graduate with experience as an internet graphics designer and costumer, pitched the idea to Emmens, a Californian who came to Arlington for college after a military career and never left. Her Air Force job was logistics, and she earned a business degree at UTA.

Voila!

"I do the spreadsheets and the emails and the normal office business that I'm used to," she said. "I joined the military and said I'll let the military take me where it will."



It took her to Kirchmeier and her family, who all pitch in with Five Sided Fates. Kirchmeier's mother runs a booth. Her grandmother and grandmother's twin sister handle the check-in counter. Her nieces run the snack bar.

Emmens said her husband, meanwhile, provides "manual labor and tech stuff." And his parents in New Hampshire are "super supportive" because they met playing the online game World of Warcraft. "They make it their yearly trip to come visit us and come to this convention and run D&D for people," Emmens said.

So why Fatecon and Five Sided Fates? In mythology, the three Fates personified human destiny. Clotho, Lachesis and Atropos decided the type, direction and length of human lives. Further, they were women, which makes them fitting namesakes for two women entrepreneurs.

Fate is also a character or aspect in role-play games. (By the way, Kirchmeier's Fate name is Creation, and Emmens' is Death).

"It only made sense that when we were doing the convention that we should call it Fatecon," Kirchmeier said. "That can be our brand, that everything is Fate-related."

What could better describe two people who kept meeting and didn't know it?

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