

WOMEN

Of

INFLUENCE

*One Family
Three Legacies*

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The Central Valley is growing...fast. And despite continuing to grow at an accelerated rate, it seems to just get smaller. With so many local builders leading the charge in this growth, many might be surprised to hear that three of the Valley's biggest names in home building take turns hosting the holidays. "Well, I don't think most people realize that we're all related," Paula De Young offers—she and Karen McCaffrey are sisters, and Lisa Bonadelle is their sister-in-law.

These three Women of Influence are transforming the Valley's lifestyle one home at a time. CVLUX invites its readers to view a glimpse at the hearts and homes of this second generation of women who are building the future.

Lisa Bonadelle

Executive Vice President
Bonadelle Neighborhoods

As the Executive Vice President, I protect and promote the Bonadelle Neighborhoods brand,” Lisa Bonadelle explains. “I plan the marketing, public relations, and special event efforts of our company and I oversee the home service department. I am also involved in the conceptualization of each community we build as well as the design of our homes and the features that are included in them. In addition, I design and decorate the model homes and welcome centers.”

That may seem like a tall order for any one person, but Lisa is decidedly faith-filled, dedicated, and organized. “Proper preparation prevents poor performance,” she says. Plus, that job description didn’t sprout overnight. “When our children were younger, I worked part-time. Coincidentally, as our children grew, so did our company and I was able to focus more on my career and accept more responsibilities at work.”

Lisa married her husband John in 1989, and together they established Bonadelle Neighborhoods in 2000. Though her father-in-law John Bonadelle, Sr. got his start in the home building industry over 70 years ago, the definition of family business became even more evident when the couple began their own family. “Because we are a family-owned business, work has always been a part of our family life. John and I are passionate about building quality homes and neighborhoods for families in our community and our children have grown up hearing and talking about what is happening with Bonadelle Neighborhoods.” Their three children spent many summer days and hours after school at the corporate office.

“Now that our son is working with us, there is even more to talk about as ideas are shared and updates on projects are given. It seems as though there isn’t any separation of private and work life!” exclaims Lisa. “Being a mother is one-part humility and two-parts patience. I believe the same can be said about my approach to work.”

But it took Lisa a moment to realize that it was indeed possible to serve both family and career interests simultaneously. “I realized that I could spend quality time raising our children and participate in a very meaningful way in helping our company grow,” she reveals. “Raising a family and having a meaningful career requires a lot of time with your children and at the office. I am fortunate because I have always been able to bring my children to the office or work from home when necessary.”

The success of helping to build the Bonadelle Neighborhoods brand through the departments she manages comes second only to raising her family. “I would like for my children to understand that being successful isn’t just about accumulating wealth, but being passionate about and fulfilled by what you are doing and feeling that you are exactly where you were meant to be. I also hope that by growing up with parents, grandparents, and extended family who

believe it is important to contribute our time, talent, and treasure, they will remain committed to making the community in which they live a better place.”

Volunteerism and donating to non-profits have been central keys in Lisa’s life from a young age. “My parents taught me to have empathy for others and to help those in need.” While studying for her master’s degree, she worked with Hinds Hospice, and her first job after graduate school was with the American Cancer Society. “Over the years, I have been involved in a multitude of charitable organizations as a board or guild member, fundraising event chair, and advisory board member. These include Catholic Charities, Valley Children’s Hospital, St. Anthony of Padua Catholic Church, St. Anthony’s School, San Joaquin Memorial High School, and the Leukemia & Lymphoma Society. And of course, my alma mater, Fresno State.”

Having endured the loss of very dear loved ones has given Lisa cause to reflect on what legacy means. “Losing them has made me realize that for me, raising children who are loving, faith-filled, committed to each other and their loved ones and to their community is the most important legacy I can leave. I also hope that our children will enjoy this industry as much as my husband and I have and that they will want to continue the Bonadelle tradition of building homes throughout Fresno and the Valley.”

That would involve having her two younger children come on board, too. “I would like to have both of our daughters join our team so that I can teach them what I have learned about designing, marketing, and building quality homes and neighborhoods. Then I would like to pass the torch to them and our son so that I can have more quality time to spend with family and friends as well as finally having some of my own personal time.”

For Lisa, that refers to time for self-care (“I love to get massages and sea salt scrubs!”), as well as some shopping indulgence (namely for clothes, shoes, and handbags), coffee, exercise, reading books, going for walks, and spending time with friends. Oh, and football. “I am an avid sports fan and absolutely love football. A great sports weekend for me is when the San Francisco 49ers, Fresno State Bulldogs, and SMU Mustangs all win their football games.”

Every year, Lisa makes a resolution to do one thing differently from what she is accustomed. “My favorite so far is zip lining above the rainforest in Costa Rica. Scary but fulfilling!” But in the day-to-day sense, fulfillment comes in the form of “Getting to see my son at the office, talking to my older daughter on the phone, and ending my day around the dinner table with my husband and younger daughter.” This picture of family united in servitude and dedication to *Building Value for Generations* is what life in the Central Valley is all about.



Paula De Young

Executive Vice President
De Young Properties

Most people don't realize how involved I am in the business operations of De Young Properties," Paula De Young says of her role as Executive Vice President. "As a family-owned business, we all wear many hats—including hard hats. Since I started working with my father at age ten, I've always gotten a thrill from putting on my hard hat and being on the construction site!"

Paula has worn many other hats since that first job (as "assistant to the receptionist") in her father's company, Bonadelle Homes. "Even at that young age, I found the business environment to be captivating and challenging, which led me to desire an adult career in the home building industry." To continue her father's legacy, she and her husband Jerry began building homes in 1974.

Together, they have built a prosperous company and, most importantly, raised three amazing children, all of which are involved in the family business. "Now with the third generation taking on leadership in the company, I continue to serve on the executive management team to help guide future innovation while staying true to our tradition of building quality-crafted homes."

Home building today has progressed greatly since their company's founding, and Paula's adaptation mindset led her to embrace the rapid growth of eco-friendly technologies early on. "I have long been involved in the building and marketing of our homes, which have always been constructed with the environment in mind." Implementation of said advancements is "one reason I love my role supporting Generation 3—homes that are driving innovative new green building practices that are even better for the environment and our homeowners," Paula explains.

De Young Properties has a long history of doing good for the community at large, with particular emphasis on winning the war on childhood cancer—since 2007, the builder has been in partnership with St. Jude Children's Research Hospital. Paula feels tremendous satisfaction in leading her company's charge to start their fourteenth St. Jude Dream Home Giveaway campaign. "In the first 13 years, our company, trade partners, and community raised over \$12.5 million to benefit St. Jude Children's Research Hospital."

"I have volunteered for many entities through the years, from helping with school PTAs to serving as a member of boards and foundations. I am most passionate to volunteer with causes that involve health or children." She also finds great joy in being part of the Foundation Board at Saint Agnes Medical Center, working to meet healthcare needs in the Central Valley.

Having been diagnosed with lupus at age 45, Paula considers herself fortunate to confidently say she is in remission, which allows her to lead a very full and active life. She savors and aims to spend as much time as possible with her much loved "granddolloes!" Furthermore,

in a professional sense, "I would like to foster and encourage more opportunities for women in the home building business. In most households," she goes on, "women are the primary decision-makers, so it seems fitting that women would play a more integral role in the design and construction."

When her children were young, balancing family and work life was Paula's greatest challenge. "I definitely leaned on friends and family to help me accomplish the long list of mom and job duties. It truly takes a village." Today, she considers her three children her biggest success, and relishes how the family business fosters their relationships daily. "It is a true blessing for me to work alongside each of them at our company and see them grow and evolve in a professional manner."

Becoming a mother altered Paula's career outlook in a manner that enhanced her skillset, developed her patience, and fine-tuned her multitasking abilities. "But," she reflects, "it also stirred something inside of me to give back through volunteering my time and mentoring future young professional women... Keep your career in perspective. If, at the end of the day, your family and friends don't love and respect you, then work is meaningless."

Each day, Paula begins with a morning cinnamon coffee and prioritizes checking in with family and friends. Speaking of loved-ones, her two Yorkies (Baci-Bear and Kiki-Bear, at a mere six and four pounds) "are way too adorable!" Secret time: this Hallmark movie connoisseur might be addicted to sunflower seeds...

Escaping to Carmel, "spending time just breathing in that coastal air," is one of Paula's favorite ways to rejuvenate her spirit. "I find the Carmelite Monastery in Carmel to be spiritual. I will visit the Monastery to pray and reflect."

And as much as Paula loves a spa day with family or girlfriends, she's more than willing to break out of her comfort zone "with a good dose of tenacity and curiosity! It takes both to be able to step back and see the bigger picture, which gives you the new perspective that leads to growth. I welcome the challenge." Even when it comes to regret, simply "Learn from it, then move on." This truly speaks to her drive to continually move forward and evolve.

That progression mentality could possibly be attributed to an influential piece of advice: "You must have a passion for what you do in life; otherwise, work is just that: work. However, if you have passion, your career becomes a three-letter word: fun!" Paula is fortunate to have found that professional passion early on. Through *Three Generations of Homebuilding*, their family legacy of giving back will continually inspire more of the same good, and De Young Properties' commitment to the future of clean energy will greatly impact the environment in which we foster home.



Karen McCaffrey

Vice President
McCaffrey Homes

I lead the sales and marketing efforts for both Tesoro Viejo Development and McCaffrey Homes,” Vice President Karen McCaffrey states. Over 40 years ago, she and her husband Bob joined her father in the family business of home building. Since 1981, the first year they went out on their own, they have built more than 10,000 homes and have earned the trust and respect of homeowners across the Central Valley. Today, they are bringing that legacy full-circle with the establishment of Tesoro Viejo, Madera County’s newest, award-winning master-planned community.

Karen is proud of the numerous building industry and community awards the company has been honored with—she and her husband were, in fact, inducted into the prestigious California Homebuilding Foundation Hall of Fame in 2014. McCaffrey Homes has been honored with recognition from the United States Environmental Protection Agency, the California State Senate, the National Association of Home Builders, the California Building Industry Association, and *Builder* magazine, and has even been selected as “Best New Home Builder” 12 times in *The Fresno Bee* People’s Choice Awards and was honored as the top family business in the 2018 Institute for Family Business’s California Family Business Award.

She finds great happiness in collaborative working environments, as her curious nature leads her to always be exploring and seeking out new and innovative options to utilize in the company’s development projects. “Be yourself” is a bit of guidance that Karen has faithfully taken to heart throughout her career. “I have learned a lot over the years and the building industry demands that I continue to grow and evolve as a professional. My career has allowed me to work with incredible people and I pride myself in mentoring others in this industry.”

Having her career and home roles overlap doesn’t bother Karen in the least bit. “We are a family business, so I’m proud to say my profession is my family.” Her son and son-in-law work together alongside Karen and her husband at McCaffrey Homes—being surrounded by their children and grandchildren daily brings her immense joy.

Becoming a mother made Karen think about education in a way she hadn’t before. “I think it has altered how I think about schools and education. Good schools provide a solid foundation for a healthy community—every child deserves a good, quality education.” Her passion for the future generations can be seen in the priority she placed on making sure there was a school for the very first residents at Tesoro Viejo, McCaffrey Homes’ most ambitious and impressive development to-date. The very first structure built within the community was Hillside Elementary School, which boasts a rigorous curriculum in Madera’s Chawanakee Unified School District with unprecedented opportunities for career exploration.

“I am proud of the work we do in giving back to our community—we are passionate about health, wellness, and education,” Karen expresses. McCaffrey Homes gives back to schools from the elementary level to higher education. “We established a \$25,000 McCaffrey-Knowlton Scholarship at Fresno State University for students pursuing a degree in city and regional planning.” Other beneficiaries of McCaffrey Homes’ extensive charitable work include local medical centers and veteran organizations. For the past four years at Tesoro Viejo, they have hosted the Heart Walk for the American Heart Association, raising more than \$1.2 million for the cause.

Doing for others is one thing, but when it comes to finding balance and respite from the bustle of everyday life, “Everyone needs to turn it off. I turn off my professional life when I’m at home with my husband. We don’t talk about work—we talk about our wonderful grandchildren who give us great joy.” Karen’s six grandchildren (three boys and three girls) are the lights of her life. “They make me laugh and bring me so much happiness.”

A desire to facilitate that sense of home and community is at Karen’s core. “It gives me great joy to build communities and homes where families can thrive. Contributing to the health and happiness of families who live in our homes for generations to come is my legacy work. It’s deeply gratifying and heartwarming to meet someone who tells you they grew up in a McCaffrey home and what it meant to them.” With each day, Karen relies on her faith, family, and team to continually make those homeownership dreams reality.

“I love my work” she assures. It’s important to “Love what you do!” But when it comes to breaking out of her comfort zone, Karen is also good about forcing herself to do the things she doesn’t want to do. Though if she had her druthers, she’d be reading. “I love to read, and as a child my mom would say, ‘Look at Karen, she always has her nose in a book.’”

Yet when rejuvenation is needed, Karen loves to get away for a quick vacation, as “a trip to the coast or mountains does wonders for my spirit.” Though she absolutely loves Disneyland, especially with the grandchildren along. “My favorite ride is Pirates of the Caribbean!”

Making the most of our time allows life’s beauty to unfold in spite of that which isn’t ideal. “I can’t say I have any regrets. But with disappointments I find it’s best to move forward. It does not serve to dwell in the past. Turn the page and get on with it.” McCaffrey Homes are *Built for a Lifetime* of facilitating the bonds of family and friendship, both of which are key to doing just that.

