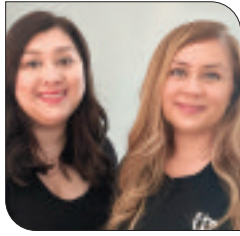


# WOMEN IN BUSINESS



## Araceli Gonzalez & Laura Espindola

CO-OWNERS OF  
LITTLE TRENDS  
BOUTIQUE

831.536.5070  
littletrendsboutique.com

1052 S. Green Valley Rd.,  
Watsonville

**A**raceli Gonzalez and Laura Espindola are two sisters-in-law who co-own Little Trends Boutique, a local boutique for babies, kids and moms. Their motto is to offer safe, quality and comfortable clothing and accessories for their customers. Best of all, a large majority of their inventory is designed and created by other women-owned small businesses throughout the United States! If you haven't yet visited their flagship shop in Watsonville, you'll want to. New customers are pleasantly surprised by the vast selection, quality and offerings available in this small shop. In addition to their regular offerings, hosting pop-up events at their shop has become increasingly popular, so you'll definitely want to keep an eye out for those!



## Loren Morse

REALTOR  
eXp REALTY

831 345.8912  
lorensellsrealestate@gmail.com  
linktr.ee/lorenmorse  
DRE#02115062

**L**oren, a Santa Cruz native, began her career in real estate as a transaction coordinator, operations manager, and assistant property manager with well-known local brokerages. With several years of experience aiding the success of others, Loren turned her energy towards building her own business, proudly housing families all over the Central Coast and Bay Area with a tested work ethic and unmatched competence her clients can trust! Also a member of Freedom Rotary and advocate for animal welfare, Loren pays adoption fees with every closed transaction, and her annual "Cocktails for Canines" fundraiser has raised over \$10,000 for the SPCA since 2022!

### Accomplishments -

- 2023 Local Community Leader, Patch.com
- 2023 Women's Council of Realtors Scholarship Winner & Member
- 2022/2023 Freedom Rotary Marketing Manager, Corralitos, CA
- Proud Sponsor of the Santa Cruz SPCA & Event Santa Cruz
- B.A. In Human Communications, CSU Monterey Bay



## Lydia Harville

STATE FARM  
INSURANCE

831.476.6665  
lydiaharville.com

1044 41st Ave.,  
Santa Cruz

**T**he mission of Lydia Harville's State Farm agency is to protect her customers from the risks of everyday life, and to help them to realize their dreams. Lydia has worked for State Farm providing insurance and financial services to customers in Santa Cruz and the surrounding communities for over two decades. She is passionate about safeguarding her customer's income and financial stability through life and disability insurance in addition to retirement planning. Lydia's commitment to her customers and community has earned her a reputation as a trusted advisor and advocate. Additionally, Lydia and her team are dedicated to giving back to their community through regular volunteer work, and support of non-profits. Her team volunteers regularly at Jacob's Heart Children's Cancer services in their Full Heart grocery program. Lydia is also an executive board member for the Loma Public Education Fund.



## Sandy Novembre

MONARCH PILATES  
PRIVATE PILATES &  
REFORMER CLASSES

831.475.8994  
info@monarchpilates.com  
monarchpilates.com

4125 Portola Dr., Santa Cruz

**S**andy Novembre opened Monarch Pilates in 2007 with a desire to offer quality instruction, create community and provide a safe and fabulous workout. Now located in Pleasure Point, we bring these qualities to both private lessons & reformer group classes.

Unique in the fitness realm, we specialize in offering a full spectrum of services for health and fitness, regardless of movement experience or injury.

Our teachers work cohesively to find the safest, most effective plan of care for each unique person. Our education, compassion, years of experience and love for movement provide a safe and supportive environment to meet our clients' needs. We believe in the power to heal, strengthen and thrive through intelligent exercise.

Through our guidance students gain ownership of their body and build confidence in the ability to grow stronger and healthier.

