

CSUN Made Grade With Future Marketing Exec

EDUCATION: R6S' Ash Sobhe launches scholarship to aid students at his alma mater.

Most entrepreneurs can pinpoint the pivotal moment that led to the creation of their firm. For **Ash Sobhe**, that moment came while studying business at **Cal State Northridge**.

The founder of Calabasas-based marketing firm **R6S**, pronounced "our success," hosted a combination meet-and-greet and fundraiser March 15 to celebrate the relaunch of his company and to raise funds for a scholarship to benefit a CSUN student.

"I was always the nerdy kid, always the quiet one, and CSUN is the one place that broke me out of my shell," said Sobhe, 29. "The biggest fires in the world start from a small little spark and that was my spark. I'm hoping to repay them and to do this for somebody else."

R6S provides public relations, content marketing and social media management services, and targets what Sobhe calls luxury clients. The agency relocated from Los Angeles to Calabasas this year, having rebranded itself as R6S after doing business as ITC Inc. since 1999.

"Luxury for us is anything that holds value for a typical consumer. For instance, In-N-Out is luxury over Burger King," Sobhe said.

"What we do here is personalized marketing and customized advertising. Our technology records human behavior on the fly without them knowing they're being evaluated (and) we've noticed that the happier we make the consumer, the more they're willing to do business with (our clients)."

Dozens of guests attended the networking event at R6S' office at 27001 Agoura Road. Hors d'oeuvres and drinks were provided for attendees and guests mingled before a ribbon-cutting ceremony.

In hopes of giving back to the university to which he attributes much of his success, Sobhe held a silent auction that night as well, with all proceeds going toward the Sobhe Family Entrepreneur Scholarship for CSUN students. The auction included items from **NW Rugs & Furniture** in Agoura Hills, **David Jeffrey Florists** in Thousand Oaks and **Kila's Oasis Spa** in Calabasas.

"What we're looking for in (potential scholarship winners) is leadership skills. Leadership and entrepreneurship go hand in hand, so we're looking for that initiative," Sobhe explained. "My resources are limited as well, like everyone else's, but what's not limited is the amount of people I can reach out to and influence."

R6S has yet to tally how much was raised



Oscar Night: Guests at MEND party mingle outside the Globe.

at the silent auction, but said the scholarship is allocated specifically for a CSUN business major – someone who is particularly involved in the community and has a decent grade point average.

"We thank the Sobhe family for offering this scholarship and all their support of CSUN. It is fulfilling to see former students like Ash Sobhe succeed and then offer a helping hand to present-day students," **Courtney McIntyre**, director of development at the David Nazarian College of Business and Economics at CSUN, said in a statement.

Academy Awards

While many Oscar watchers were at home to see **Leonardo DiCaprio** take home his first award for best actor this year, **Meet Each Need with Dignity (MEND)** was celebrating its annual Gala of Glitz, Glamour & Giving fundraiser Feb. 22 with a viewing party on Hollywood's biggest night.

The event was held at the Globe Theater in Universal Studios Hollywood, where corporate sponsors included **Walt Disney Co.**, **Providence Holy Cross Medical Center** and **Kaiser Permanente**.

The event featured a three-course meal by **Wolfgang Puck Catering**, and guests viewed a live video of the 88th Academy Awards on four large screens while bidding on silent and live auction items. MEND raised more than \$300,000.

"The special appeal (benefited) MEND's youth services program, which offers after-school tutoring and youth enrichment activities for the neediest families in the northeast San Fernando Valley," the organization said in a statement.

The Pacoima-based nonprofit operates a food bank, dental clinic and learning center, all of which serve more than 40,000 people a month.

Youth of the Year

Woodland Hills-based **Farmers Insurance Group** has long supported youth organization **Boys & Girls Club of the West Valley**. In February, the insurer gave \$15,000 to the program and was named the 2016 Youth of the Year Presenting Sponsor as a result.

The Youth of the Year recognition program was created in 1947. The award recognizes local teens who demonstrate leadership, service, academic excellence and healthy lifestyles.

"Farmers Insurance is proud to be the presenting sponsor of the Youth of the Year program," said **Scott Griffiths**, Farmers head of enterprise marketing and finance.

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A measure to fund L.A. County transportation projects is headed for the 2016 ballot.



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