



The Hopie Company, LLC

249 South Highway 101, #415 \* Solana Beach, CA 92075

Phone: 858-794-0949 \* [www.hopie.org](http://www.hopie.org)



### Ashley Hellickson

Born in Iowa, Ashley grew up in Geneva, Switzerland, where she lived until her senior year of high school. Ashley completed high school in Illinois and went on to graduate from Southern Illinois University with a Bachelor of Arts degree in communications. Soon after, she moved to Chicago, where she began her marketing/ advertising career.

In 1997, Ashley decided to join her own family and fiancé, Mark Hellickson, in sunny San Diego, where she has lived since.

Ashley's professional background includes marketing management experience – most recently she served as manager for Sprint PCS, where she directed local market and national initiatives for all facets of marketing in the Western Region of the US. She also has worked in the advertising industry as senior account executive where she managed the creative, production and budgets of numerous campaigns.

Part of the motivation behind the creation of Hopie was a job that would allow Ashley to stay home to raise her twin toddlers, Anna and Austin. Ashley enjoys running, biking, snow skiing, cooking and entertaining. Since the birth of her babies, her list of hobbies has grown to include: toddler playdates, long walks and reading.



### Mark Hellickson

Mark was born and raised, the youngest of four children, in Orange County, California. Mark has remained in Southern California ever since, earning a Bachelor of Science degree in kinesiology from UCLA, and then moving to San Diego in 1994.

Mark's rapid movement from the position of managing director to senior vice president in just six years illustrates his motivation, leadership and business acumen. Currently, Mark is serving as senior vice president of the Western region for the Rendina Companies, a real estate development firm based in La Jolla, California, specializing in medical real estate.

Mark married Ashley Carroll in 1998. And, in 2002, he and Ashley became the proud parents of twins, Anna and Austin. Mark enjoys virtually every type of competitive sport – you name it, he's probably tried it. He's passionate about nature and the outdoors and enjoys sea kayaking, snow skiing and golfing. Even more so, he's passionate about his family – and is thrilled with his newest role as Dad.

Mark's family, friends and colleagues know him as a self-starter with an entrepreneurial mind. Bringing a company such as Hopie to life has helped to fulfill his life-long ambition of owning his own business.



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“While their actual contributions are minimal at this stage, our children, Anna and Austin, are, nonetheless, a significant part of The Hopie Company. They continually provide us with comic relief and remind us that we all have a higher calling. They are our constant source of motivation — it was the desire to have Ashley be a stay-at-home mom that helped drive us to bring this idea to fruition. We look at our children and feel enveloped by their love, their happiness and their simple needs — through them we have hope. It is this feeling that we envision the Hopie bringing to others – a simple reminder of hope and love.”

— Mark and Ashley Hellickson



### Anna Hellickson

At 14 months old, Anna claps and smiles at everything. She waves if you're coming or going. Her favorite foods are salmon, avocado and pears....a California-cuisine girl from the start. Anna loves playing with her toy farm – she loves to make cow, sheep and chicken sounds. Anna has just started wearing barrettes and loves her new look.



### Austin Hellickson

Austin, 14 months old, is always on a mission....whether it be to get his favorite stuffed horse or building with his blocks....he has a purpose. His favorite foods are pasta, hamburger and cheese...he's a meat and potatoes kind of guy! He loves to read books and bath time is his absolute favorite. Austin loves to run around the couch laughing hysterically.