

# SHEEEXIST

2024 Fall Edition

MAGAZINE

JESSICA  
PETERSON  
ONE WOW  
AT A TIME

JENNY ALDAY-  
TOWNSEND  
INSPIRING SUCCESS  
THROUGH BALANCE



THE VIBRANT  
JOURNEY OF  
CHRISTIN  
LILLY

LISA LIA  
CONDUCTING A  
SYMPHONY OF  
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AT A TIME

DR. MEDGE  
JASPAN  
HEAL FROM  
YOUR HEART

*Breaking  
Barriers:*  
How Women Entrepreneurs Are Redefining  
SUCCESS

# Editor's Letter - Feature - Credits

It is an exciting time for the She Exist audience as we expand into a world of true leaders. It's wonderful to see the She Exist vision brand become a household name, where entrepreneurs thrive and have a voice. When Jessica approached me about her concept, I stepped back and let her construct and lead her idea. Tracy Forbidussi, Ed Walker, and Sabrina Protic were the perfect leaders for the garden theme. If there is one thing I am aware of in every community and business. To be a leader, you must first be led, which is what I do so well. I allow leaders to be creative and lead in order for this movement to progress forward. I would be nothing without my core team and you all know who you are. Jessica, thank you for broadening the reach of She Exist Magazine Cover. To all the cover features, you Queens did absolutely fantastic.

She Exist Magazine (Janelle Harris, Ed Walker, Gabby Turner)  
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# William McKissock: From Scotland to Business Triumph

William McKissock, now a prominent Business Owner and Expense Reduction Specialist with Schooley Mitchell, embodies the spirit of perseverance and transformation. Originally from Scotland, William's journey to success is a testament to his unwavering commitment to self-improvement and his passion for helping businesses thrive.

William's story began in Scotland, where a series of low-paid manual jobs marked his early years. Without any formal qualifications, he struggled to find his footing in the professional world. However, his determination to break free from these constraints led him to make a life-altering decision in his mid-twenties. Realizing that education was the key to unlocking new opportunities, at that time, William embarked on a journey of self-education, first earning his high school qualifications and then pursuing a bachelor's degree in business administration. This was no ordinary feat; it took six years of night school to achieve his degree, proving that it is never too late to chase your dreams.

In 2011, William, along with his wife and two young sons, emigrated to the United States. This move marked the beginning of a new chapter filled with challenges and opportunities. William's entrepreneurial spirit flourished as he ventured into various businesses, from owning a floor-cleaning company to franchise consulting and even a window-cleaning company. However, it was in the field of expense reduction consulting where William truly found his calling.

Today, William is a key player at Schooley Mitchell, North America's largest independent cost-reduction consulting company. His work is driven by a deep-seated passion for helping businesses maximize their profits by minimizing unnecessary expenses. William's team of experts excels in negotiating expenses and analyzing vendor markets, enabling him to focus on his core strengths within the business.

William's background in economic development has equipped him with a unique perspective, allowing him to understand the intricacies of business operations and the importance of cost control. He firmly believes that controlling costs is just as critical as growing sales and revenues, as both have a significant impact on a company's bottom line. His advice to business owners is clear: never compromise on client care, as their experience can make or break your success.



Beyond his professional achievements, William finds fulfillment in giving back to the community. His business allows him the freedom to engage in charity work, connect with people, and indulge his love for travel. William's journey from a slow start in Scotland to becoming a successful business owner in the United States is a powerful reminder that hard work, education, and a willingness to seek help can lead to incredible achievements.

William's journey has taught him the value of taking action, a lesson reinforced by the book "Thoughts Are Things" by Bob Proctor and Greg S. Reid. He emphasizes that every decision, every step, has the potential to create a ripple effect, impacting both business and life.

William McKissock's story is one of resilience, transformation, and an unyielding commitment to helping others succeed. His journey is not just a personal triumph but an inspiration for anyone looking to achieve greatness, no matter where they start.

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