

Arleana Waller | Founder, CEO

AW@TheFrinkFirm.com

Arleana oversees Frink's corporate strategy and growth.

Known for

- Founding The Frink Firm
- Founding ShePower Leadership Academy
- Founding #MLKcommUNITY Initiative
- Community Engagement Influencer
- 5x Author
- Executive Advisor
- Global Speaker
- Leading initiatives that raised millions that stayed local
- Daughter of the Legendary, Willie J Frink, Jr., the first African American Millionaire (In Construction) in Kern County who contracted with the City, County, State and Federal.

Serves

- Chair, Circle of Life Development Foundation
- Mentor, ShePower Leadership
- Mentor, Umoja – ASTEP (Bakersfield College)
- Mentor, Wings (California State University, Bakersfield)
- Past Chair - Workshop, Bakersfield Women's Business Conference
- Past Chair - Funding, Road Runner Scholarship Board - California State University, Bakersfield (first African American woman to serve in its first 45 years)
- Past Executive Board Member, NAACP Bakersfield Chapter
- Past Vice President, National Association of Professional Women
- Advisory Board, UEI College
- Advisory Board, Kern Adult School

Professional Membership

- National Association of Professional Women
- Black Speakers Network
- Black Women CEO
- Forbes Coaches Council
- Kern County Homeless Collaborative
- Women Council of Realtors
- NAACP

Awards (partial)

- California State University, Bakersfield - Diversity Award

- Senator Shannon Grove - She Honors Award
- California State University, Bakersfield - Inspirational Award
- CEO Momma That Rocks
- Beautiful Bakersfield - Humanitarian Award, Nominated 2xs
- California SBDC - Small Business of the Year, Nominated
- Top 40 under 40 – Diva of Dallas, Texas
- Bakersfield Babes in Business - The Woman Award
- Black Women in Leadership - Best Podcast Award
- Kern Leadership Academy - Leadership Award
- Sounds of Praise Gospel Promotion - Community Leadership and Servanthood Award
- Senator Andy Vidak - Proclamation for Empowering Women and Girls
- Congressman Kevin McCarthy - Leadership Recognition
- Senator Jean Fuller - Leadership Recognition
- California Legislature Richard S. Gordon - Recognition for Volunteer work
- Senator Andy Vidak - Recognition for Efforts to the Black Community
- Assembly member Rudy Salas - Recognition for Role Model to Young Women
- Assembly member Vince Fong - Recognition for Service and Dedication to community
- Senator Shannon Grove - Recognition for Homeless Collaborative Efforts
- Congressman TJ Cox - Recognition for Community Leadership
- Congressman David Valadao - Recognition for Outstanding and Invaluable Service to Community
- Kern County Board of Supervisors - Recognition of Exemplary Public Service and Civic Contribution

Clientele (partial)

- Saks Fifth Avenue
- Envy Apple
- New York Life
- McDonalds
- Farmers Insurance
- Smith McCain
- California State University, Bakersfield
- Omega Insurance
- National Society of Hispanic MBA
- ProForma
- Uncle's BBQ
- Cobbler King
- Team 661 Sports
- Bakersfield Women's Business Conference
- National Association of Professional Women
- Celebrity Chef Jerome Brown
- Principal Financial

Community Collaborative Partnerships

- Supervisory Leticia Perez
- Bakersfield Police Department
- Macy's
- Kern Literacy Council
- Wells Fargo
- Bank of America
- Sun World
- Councilman Willie Rivera
- Dollar General
- California State University, Bakersfield
- Senator Shannon Grove
- Dowling Aaron
- McDonalds
- Rodriguez & Associates