



Dillon Morgan



This young entrepreneur started making fingerboards—tiny skateboards that you “ride” with your fingers—in 2009 after his sister bought an overpriced one from Europe because she couldn’t find a quality wood model anywhere in the U.S. Once getting started, Dillon’s business, Z Shred, took off because he was the first to offer innovative features to his boards like classic wheels, which offer a smoother ride, and color trucks as well as quality paint. Though Z Shred is primarily online, Dillon’s fingerboards are sold in some local surf shops. Now a freshman at nearby Cal State Channel Islands studying business, Dillon continues to be extremely hands-on, still hand-gluing all the boards he sells in his garage. He has also learned an important business lesson early in life: customer service is huge. “It costs more to get new customers than it does to retain old customers,” Dillon says. “I make sure every customer is treated.” WM congratulates Westlake’s own Dillon Morgan on winning the National Federation of Independent Business’ 2011 Young Entrepreneur of the Year \$10,000 scholarship. **W**

Community Kudos

What is Carden Conejo School to do with a big dirt plot where an oak tree was cut down, right in the middle of the playground? Call on Jeffrey Eith, landscape architect, of course! As a member of the Chamber of Commerce, Eith has been involved with the community for some time, and took pleasure in creating an outdoor classroom for local children from the round space that was once a lifeless plot of dirt. In its place now stands a large concrete circular space where literature and music classes are now held outside. In a location like southern California, where most days are clear and sunny, a classroom like this is a joy for students to visit, and a nice variance from daily indoor classes. Eith added amphitheater style seating around the edges, and plots with young trees and flowers. There were also patches of soil left uncovered with the intention of using them as an “experimental garden” for the kids to learn how to plant and grow a vegetable garden. Eith hopes the outdoor classroom will give the children a new and exciting learning experience. As we look over and see children already playing in the new space, Eith adds, “I get a certain amount of gratitude to see people using my designs.” **W**

Jeffrey Eith

