

## A SUHANA SAFAR!

I was blessed to be born in a middle class family (in Saharanpur, Uttar Pradesh); my mother is a teacher and father, a hardworking UP State Electricity Board employee. It was in this same town that my sister Ginny and I grew up. I was pretty average in my studies right from 1st to 12th grade. Life was never late for upgrade.

Being born into a middle class family has its own benefits. You are not only instilled with very strong family and social values but also with strong and sincere work ethics. These are values that go to define one's life. One such value that my parents passed on to me was the need to be confident and believing in thinking big. I did think big; so big that nothing less than the USA as my target destination in my life! UP to USA, I flew to USA.

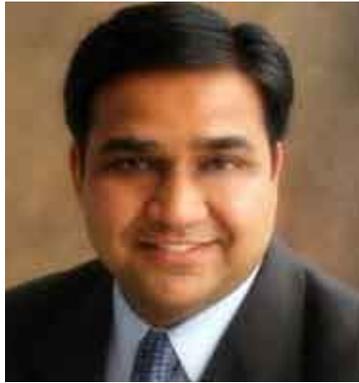
In May 1998, as an 18-year-old, I arrived in Bakersfield, CA, USA and got a job to work in a farm. Soon, I realized that my efforts were in vain as I was being cheated of my money. That did not deter me; instead it fired me up to look for something better and reliable.

With the help of my family and cousin(s), I got out from the farm to join a small company as a machine operator in Fremont, for \$5/hour. My happiness knew no bounds when I got the first pay check of \$170. This was my first brush with Bay Area. Needless to say, Bay Area soon became Pay Area for me!

I then moved on to join Fry's Electronics and served them for sev-

en years until 2005, working seven days a week, without a break. I tried my best to complete my college. I went to Ohlone and then to SJSU. But I soon realized that if I have to achieve something big and make a difference, then business is the only way forward. I managed to attain Insurance license in 2000, thanks to my mentor, Mr. Albert Law, who trained me in the art of managing business. For four years, I struggled hard, but put up with all hardships with a hope. Hope is rope that helps you climb the most difficult slope(s)!

The two years beginning 2005 were truly a defining moment in my life. First I took risk and started working full time on my business. In Jan 2007, I met the queen of my sweet little kingdom, Priyanka (from Dehradun), who walked into my life. It was love at first sight, or should I say, life at first sight. I knew when I met her that I will spend the rest of my life with her as my wife, and were married in 2008. Later the same year in Dec 2007, we launched Matrix Insurance Agency. With a humble beginning, Matrix slowly started to gather pace and rapidly bloomed to a business of a significant size. We continue our legacy to dream big and now we have set our sight on being the biggest insurance agency in health, life and employee insurance. The year 2007, thus, was a year too fine.



**Sunny Sethi,**  
Broker, Matrix Insurance Agency

Priyanka and I learned to seek balance in our work and personal life. We took enough time to explore new vistas. Switzerland, Paris, Hawaii, Vegas were some of the dream destinations, the sweet memories from our immediate days after marriage stay evergreen to date. In 2010, Suhana, our daughter and our world of happiness, made our family three. Her mesmerizing presence at home made me work harder and get back home sooner. I rushed home to hear her giggle, to see her walk, to tap for her dance, to listen to what she speaks, that leaves us speechless; some things in life are simply priceless.

For Priyanka and me, Suhana is our universe and we her satel-

lites that go around her by the sheer gravity of her love. With my mom, sister, wife and daughter, four ladies at home, I was a minority, but who cares, Bay area soon become Ba(b)y area, yes my life was filled with their thoughts!!

My story is incomplete if I do not mention about the glue that has held the pages of my story together, the stage where the play of life unfurled; the one and only Bay Area. I am not aware of any better place on earth that comes even near to what the Bay Area has to offer. There are many factors that make me feel that, if there is heaven on earth, it is this. The cultural diversity, the scenic and natural ambience, the Bay, the weather, the bridges, the talent, the knowledge, the art, the marts, the good the food, the wine so fine, the sport the support; the list goes on. For the connoisseurs of life, Bay Area is the best. The bustling downtowns, the jewelry of bridges, the greenery of the landscape, the fountains, the mountains for hikers, the busy San Francisco, large corporate, cozy homes, large sports dome wand what you have!. You dream it and we have it. Bay Area is probably the only place on earth where you get to see "property of intellects" and "intellectual property" merging together.

I strive to work hard, dare to be honest in business, try and do

the best for my clients. These values have surely helped me get to where I am today in the Bay Area business community. One thing that motivates me to keep going everyday is my appetite to win the trust of my clients and make them part of our Matrix family. To me, every client has a role to play in the success of my business. The more I meet their needs better, the more our needs are met. I honed my skills in marketing, sales, branding and personal relationship management. Acquiring these skills through natural, non-academic and practical ways helped me break the taboo, and try innovative ways. This has paid the dividend.

It was always my desire to give back to the Bay Area that has helped me attain success in my life. I try my best to participate in the Bay Area community and social events. I support cultural, sports and social initiatives in any form I can within Bay Area. I love sports and it was surely a great feeling when I saw the Matrix logo on the cricket ball of Northern California Cricket Association (NCCA). The look at the red cherry with the Matrix logo on it took me down memory lane. To be honest, working with several of these organizations has in turn helped me and my business.

With all the above qualities, if I were to give a tag line to Bay Area, it would be "Facebook of earth" – you are simply forced to "post" it, "Like" it and leave an everlasting positive comment!!

