Anne Beiler began twisting pretzels in 1987 to support her husband’s vision to offer free counseling services in their community. What began as a single farmer’s market stand grew into Auntie Anne’s Inc., the world’s largest hand rolled soft pretzel franchise with over 1,200 locations worldwide. Anne is among an elite group of women that have founded national companies in America, and is one of an even smaller number that have owned an international franchise company.

Anne’s journey to become a leading female entrepreneur began many years before the first pretzel was rolled. In September of 1975, Anne and her husband experienced any parent’s worst nightmare – the loss of a child. This event propelled Anne into years of darkness during which she nearly lost her husband, her family, and her faith. Out of her pain came purpose and the desire to persevere towards personal and professional success.

Auntie Anne Beiler’s commitment to excellence is rooted in the belief that we give to get, to give again; and that success can only be realized when you have a great product, great people on your team, and a purpose greater than yourself.

Alexis Jones is an all-American, southern belle, Texas tomboy. She grew up in Austin moved to Los Angeles where she completed a Bachelor’s degree in International Relations and a Masters in Communication Management, both from the University of Southern California.

Alexis discovered her passion for inspiring girls and women after starring in “The Vagina Monologues,” a progressive women’s play written by Eve Ensler. Following that role, she hosted a TV show on the Red Carpet, worked at Fox Sports, ESPN and was a contestant on the hit CBS reality TV show Survivor.

Leveraging her entertainment background as a platform, Alexis launched I AM THAT GIRL, and quickly became an internationally recognized speaker, media personality, activist, and author.

Alexis’s first book, I AM THAT GIRL, was released January 2014.

Bear is an improv veteran having trained at Groundlings, IOWEST, ACME, and LA Connection.

He currently has a main stage show at IOWEST with his group LESS HOT DOG performing a unique form called the Labyrinth. Bear was nominated for BEST NEW SHOW and MOST SUPPORTIVE IMPROVISOR at the 2013 Del Close Awards.

In 2014, through Southern Rivers Production, Bear produced and directed the winning short film at the “Mock Fest” Film Festival. He currently teaches Improv at Dan Velez Acting Studio in Hollywood. Look for Bear in Season 2 of AIM HIGH, the upcoming features NIGHT EYES and HOLDEN.

Crystal studies improv at IOWEST and Dan Velez Acting Studio in Hollywood.

She performs in the improv shows I-Intern and CATSBY. She has starred in sci-fi features GHOUL and SWAMP VOLCANO.

You can see Crystal this year on TNT’s Franklin & Bash and as a new regular on the internet series HEROINE LEGENDS. Crystal is the co-founder of Southern Rivers Production.