Individually, they carry impressive records.

Together, they demonstrate our region’s promising future.

Saluting 20 Emerging Leaders Under Age 40
Emerging leaders are all around us

They represent a bright future as catalysts for change within our North State community. They are business owners, innovators and leaders who inspire others around them to bring out their very best.

The Record Searchlight’s 20 Under 40 class of 2014 features 20 North State individuals under the age of 40 who demonstrate leadership, initiative and innovation in their professions and in our community.

They were nominated by friends, relatives, co-workers and admirers for their positive attitude, pioneering spirit and, most of all, their untiring dedication to our community. Two of this year’s recipients also are members of previous 20 Under 40 classes.

With more than 70 candidates nominated, a panel of community leaders chose this year’s 20 Under 40 class from a diverse field that features the nonprofit champions, the business, government and education communities as well as entrepreneurs.

One of the 20 has been chosen as the 20 Under 40 Scholarship Ambassador. Simpson University will provide a $5,000 Emerging Leader Scholarship to a local high school senior through the 20 Under 40 program. The scholarship ambassador will select the scholarship recipient and mentor them as they pursue their college education at Simpson.

Simpson University is the Presenting Sponsor of this program and US Bank is a Supporting Sponsor.

This fifth 20 Under 40 class, their families, friends and associates were honored on Thursday evening, Jan. 22, at a cocktail reception held at The McConnell Foundation.

“It is an honor to get to know our community’s extremely accomplished young people,” said Steve Smith, president and publisher of the Record Searchlight. “Our future is in their hands, and we are very proud of all of the nominees.”

Nominations for the 2015 class of 20 Under 40 are now being accepted at www.redding.com/20under40.
Justin Babb, 28

**Computer maintenance technician, Shasta College**

Justin Babb’s idea was delightfully simple: Warm people’s bodies with homemade soup, and warm their hearts with inspirational ideas.

A TEDx video inspired him to create an event series called “Redding Soup,” where guests enjoy soup (made by Babb) while hearing people pitch novel projects. Guests then vote on their favorite project, and the winner receives the funds raised from that night’s dinner. Redding Soup has raised more than $1,000 for community organizations.

“Redding Soup was something I thought the community needed, and people were gracious to help,” Babb said.

Nominator Megan Conn said she’s impressed with his drive. “Justin is a true innovator, but he’s not just cranking out ideas — he actually sees them through,” she said.

He’s excited to be working on a potential “mini Maker Faire” in the north state. These gatherings showcase innovation in science, engineering, art, performance and craft who come to share what they have made and what they have learned in the process.

“I have been interested in the Maker movement for a long time and glad that I am part of the planning process,” he said. “The Shasta Humanities Project also interests me. I have been a fan of the Tiny Houses and I like the momentum the project is getting.”

Babb works in information technology at his alma mater, Shasta College, and he set up a wireless networked remote live stream for the first TEDxRedding. “Thanks to Justin’s help, the TEDx reached a wider audience, helping add to its growing success as an idea-generator for our community,” Conn said.

He led a class at Turtle Bay on how to make rockets out of candy bars. He’s a regular volunteer with Shasta Living Streets. He’s a huge music fan who has dusted off an old hobby and begun DJing again.

Babb stopped watching television about five years ago.

“I found myself wasting too much time in front of it,” Babb said. “I am not one to let opportunity go to waste. I have a good vision of the community I want to see. I surround myself with very supportive people and support their projects wherever I can.”

And he’s invested in the place he’s chosen to call home.

“Honestly, Redding has been the first place to feel like home to me,” Babb said. “When someone needs help, people reach out. When I was a teenager, my family needed some of those helping hands and the community helped immensely. I give back because I can and because the community has given so much to me. I see it time and time again without fail.”

**Bio**

**Family:**
Mother, Kim Babb; father, Michael Babb; sister, Lindsey Babb

**Nominators:**
Friends and fellow Catalyst members Megan Conn and Rocky Slaughter

**Education:**
Associates in science degree in computer networking, Shasta College

**Community Service:**
Created Redding Soup; volunteer with Turtle Bay Exploration Park; Catalyst Redding Young Professionals; Revive Redding; Maker Faire; TEDxRedding; Leadership Redding; Shasta Living Streets; Shasta Humanities Project