



Dawn Ligon was born in the Midwest and graduated from Eastern Illinois University in 1986 with a degree in Business Finance. Her first career choice was a job with Sherwin Williams and a relocation to the West Coast. By 1990 she was the Administrative Manager for the West Coast Transportation Division. That same year Dawn married David Ligon and they moved to Seattle so he could pursue his MBA.

Over the years Dawn has owned her own businesses and has organized group marketing efforts for herself and other entrepreneurs.

In 2010 she was on a cruise and decided to learn bridge. It was a transformational event as it can be with many. In 2013 Dawn saw Larry lecture at a local club in Santa Barbara. She thought he was brilliant and decided to send him 10 marketing ideas as a thank you for the lecture. She's still giving him more ideas! He teases that he can only act on 2 out of 10.

She and David have two wonderful children, Lindsay and John. Both are grown and thriving.