



## Respect for Others

Mr. Schoenbeck was elected as a member of Spirit in the Desert's Board of Directors in 2018. He brings to the organization his experience as a senior corporate executive and business coach.

His personal values of respect for customers and co-workers were integral to his success as an executive with major national companies; those values harmonize with Spirit in the Desert's mission of welcoming hospitality for all retreat guests.

Dave was one of the co-founders and the Senior Vice-President of the specialty retail chain *Babies "R" Us*. He is currently founder and owner of a business coaching firm, [daveschoenbeck.com](http://daveschoenbeck.com) that is focused on significantly improving small and mid-size companies across the globe. Dave's mission is, "To simplify your business and drive better results."

The foothills of Cave Creek, Arizona is now home for Dave and his wife Ellen, his sweetheart from high school in Arlington Heights, a suburb of Chicago. He earned a bachelor's degree from Southeast Missouri State University and an Executive MBA from the University of Southern California. Dave and Ellen have moved often, living in more than half-a-dozen states. One of their stops on their corporate journey was Tucson, Arizona. When it was time to end travel with big companies, they decided to move from New Jersey to Arizona and live in the northeast area of the Valley of the Sun. Upon becoming members of Living Water Lutheran Church in Scottsdale, they were introduced to Spirit in the Desert Retreat Center.

As a new member of the retreat center's board, Dave is looking forward to working with his colleagues and the staff by bringing his branding and messaging experience to the marketing committee; he is also excited about contributing to the finance committee.

The Schoenbeck's are the proud parents of three adult children, whom Dave believes became stronger people when challenged as kids to attend different schools in cities across the country. They also enjoy two grandchildren.

In addition to the energy Dave brings to Spirit in the Desert and *Business Simplified LLC*, his interests also include golfing, investing, fishing and hunting, hiking, jazz, and singing in the Living Water church choir.