



MEDIA CONTACT:

Beverly Visty Doman

Phone: 213-706-9321

bdoman@dharmata.com

MOBILE CEO SETS SAIL: SCOTT LEONARD, OWNER OF TROVENA LLC, IS PULLING UP THE ANCHOR AND EMBARKING ON A THREE-YEAR WORLD ADVENTURE WITH HIS WIFE AND THREE SONS

Family will Announce their Journey and Exhibit their Lagoon 500 – Appropriately Named 'Three Little Birds' as part of the Strictly Sail Miami Area of the MIAMI BOAT SHOW Feb. 17-21

MIAMI – (January 31st, 2011) The Mobile CEO and successful California entrepreneur Scott Leonard (www.themobileceosetsail.com), announced that he along with his wife and kids will embark on the adventure of a lifetime – sailing away for three years to see the world while living aboard their 50-foot Catamaran. Scott will run his company remotely, the kids will be home-schooled, and they will use the latest technology to keep clients, friends, family and followers up to date during their landmark journey.

The voyage will require the family of five – Scott, wife Mandi and sons Griffin (10), Jake (9) and Luke (4) – to downsize from their 3,200-square-foot suburban home to just 900-square-feet of interior space in which to live, eat, work, play and learn. To help them make the adjustments, famed custom yacht designer Patrick Knowles (www.patrickknowlesdesigns.com) will advise the family on how to adapt the cabin to best accommodate the space needs of the boys and of Scott's onboard office.

The Leonards will formally announce their voyage and debut their boat, Three Little Birds, in the Strictly Sail Miami (www.strictlysailmiami.com) section of the Miami Boat Show (www.miamiboatshow.com), taking place February 17-21 at Miami Marina at Bayside.

"I'm so excited to be able to show my kids the world and to teach them about other cultures," said Scott, Senior Economist, Chief Investment Officer (CIO) and a Founding Partner of Trovena, LLC (www.trovena.com). "Additionally, this trip will provide a real-life

example of the ability to run a business from virtually anyplace literally to be a 'Mobile CEO'."

The Leonards will begin their journey this spring in Florida, with their first stop in the [Bahamas](#). From there they will sail through the Caribbean, to the Panama Canal, to the Galapagos Islands, down to Tahiti, New Zealand, Australia, Indonesia, and Micronesia.

The family will chronicle its adventures on their Web site, www.themobileceosetsail.com, as well as on Facebook <http://www.facebook.com/sailingontlb> and the family blog <http://www.sailblogs.com/member/leonardfamily/>. Scott also will reference the voyage in a book he's writing for fellow entrepreneurs, "Intentionally Irrelevant," a how-to guide for business owners who want to reclaim the work-life-balance that often eludes them once their companies become successful.

ABOUT THE BOAT

The Leonards will sail on their newly purchased 50-foot Lagoon 500 Catamaran. The boat has four cabins, each with a queen-size bed and its own full head (bathroom). It is split into two hulls; between the hulls are a large great room that has the galley (kitchen) and dining/living room with 360-degree views. The boat is designed to be very stable and has many redundancies including two motors and two rudders. Also, since a catamaran does not require a heavy keel to stay upright – unlike a traditional single-hull sailboat – it is virtually unsinkable. The boat has a 13-kilowatt generator, water maker, washer, dryer, air conditioning, solar panels and a wind generator.

"The boat's name, Three Little Birds, has two meanings for us," said Scott. "First, it's the name of one of Bob Marley's classic songs. Second, we have three pre-teen boys on the trip with us; hence, they're our own 'three little birds'."

"It's going to be an incredible shift converting to this new sort of living, but we're totally up for it," said Mandi. "And, the fact that we have Patrick Knowles advising us on how to

customize the space means we'll have an even more amazing adventure than we imagined."

Knowles, whose Fort Lauderdale-based firm is known for his luxurious custom yacht and custom aircraft interiors, said he was excited by the challenge of helping the family prepare for the journey of a lifetime. "A big priority will be making sure the family never feels claustrophobic, and that certain areas function very well, including Scott's office; that's important so they can make this trip run as smoothly and comfortably as possible."

Three Little Birds will be on display in the Catamaran Company section (all cats) at Strictly Sail Miami.

#

Editors Note: *Scott Leonard and Patrick Knowles will be available for interviews during and after the Miami Boat Show.*

To Schedule *an apt to meet and walk the boat please contact: Dharmata PR, Beverly Visty-Doman, 213-706-9321, bdoman@dharmata.com.*

Photos/Video/B-roll *available upon request.*