

In Loving Memory

JESI DEWEY



On April 11, 2023, one of our most fun-loving and diligent designers, and
Director of Special Projects, Jesi Dewey passed away.
Our memories with her will be cherished endlessly. We invite you to join us
in honoring the joy she brought as we celebrate the life she lived.



"a full-time fireball"

Jesi held a strong passion for her family, health, fitness, outdoors, and drinking up life. Never allowing her condition to interfere with her quality of life, she managed to check things off her bucket list while maintaining her role as a mother, wife, interior designer, and fitness instructor.



Jesi's Role at Liv

A trooper from start to finish, Jesi was the woman who could (and would) do it all. She had a "figure it out" factor, contributing to her success at Liv as she brought business to Tulsa, Oklahoma in 2020. Whether she was hopping onto meetings while picking up her kids from hockey practice or waiting for her treatments, her dedication to Liv will continue to inspire the team.

[Listen to Jesi's Story](#)

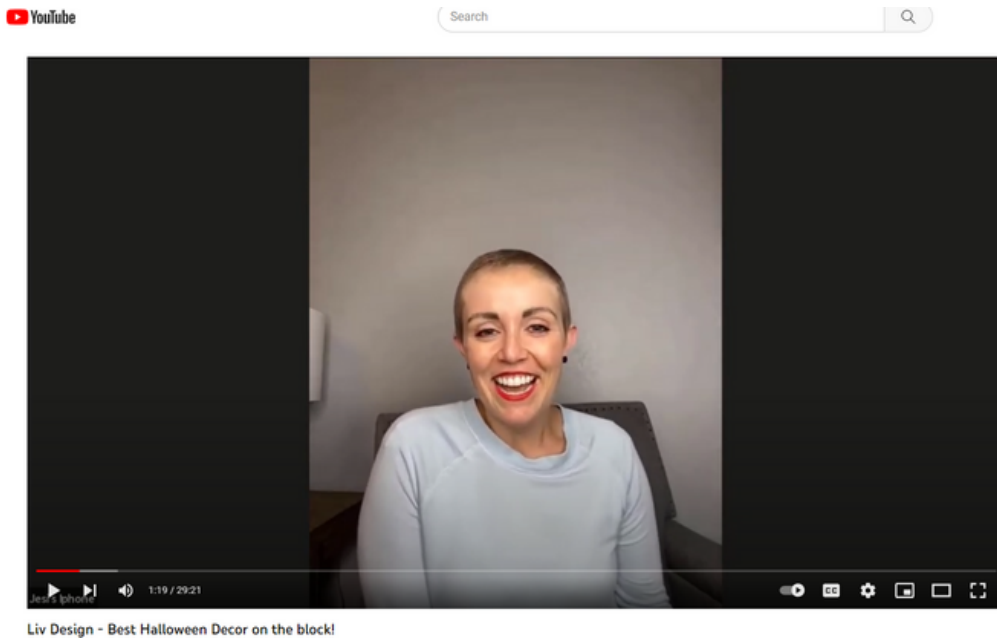


JESI'S PROJECTS



PODCASTS WITH JESI

Liv Design Collective
Podcast

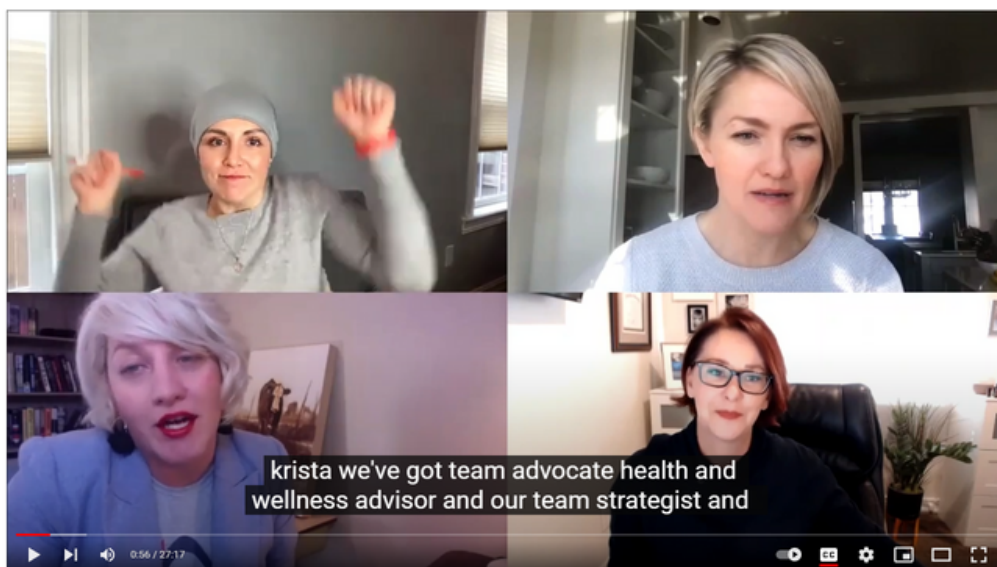


Jesi mastered podcasts quickly!

This was one, of many examples, where we asked her if she knew how to do something.
She would so "no, but I'm sure I'll figure it out!"

A few of these podcasts are priceless records of her work, philosophy and our friendship.

The podcasts are out there - blessing people just like she hoped.



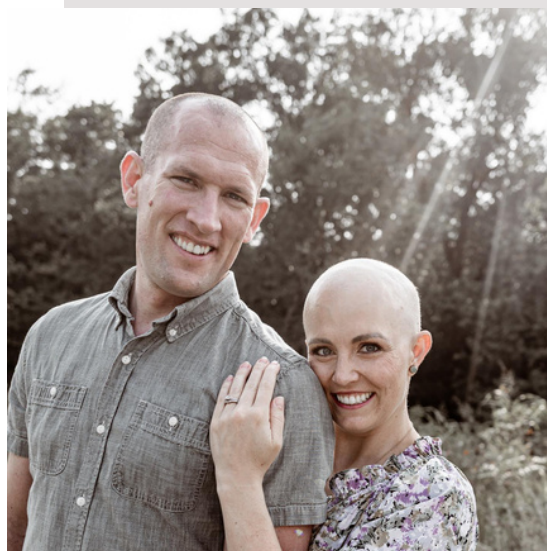
PODCASTS WITH JESI



Liv Well: Gaining the Most
in Health and Wealth



Liv Well: Juicing Up Your
Goals



Liv Well: I Have Cancer



Memories with Jesi

One of my favorite memories of Jesi was when we were at market in High Point in 2021. We were with a client in her car rental and had to be to our shuttle bus back to the hotel within seconds. We were crammed inside this cute little car (there's a picture of this) with Jesi laying across our laps. Since we had to get our bags from the back, I sent Jesi running to the shuttle bus to hold it for us. We made it there in plenty of time, and then we laughed and laughed because I had sent "the girl with cancer" running. This was because Jesi was so healthy and fit even during those rough times. Besides the fact that she had really short hair you'd never have a clue that she was sick. She looked amazing all of the time. I loved sharing a room with Jesi on our trips together. I would wake up to her doing push-ups on the bed or on her knees praying! If she wasn't doing one of those things she was video conferencing with Thomas or her boys. I loved the way that she talked to them. She was such a great wife and mother and example to me. She was either showing them love or running the ship from afar, making sure all their life details were handled.

-Deboni Sacre, CEO



Memories with Jesi

Director of Special Projects was the perfect title. Jesi was a capable and talented designer, but she was so much more. I remember talking to Deboni about Jesi when Deboni was thinking of inviting her to be part of the Liv team. Jesi's experience wasn't the reason we were interested in her. What we really needed at the time, I remember telling Deboni, was a 'Chief Cook and Bottle Washer.' We needed someone who could keep up with our CEO, Deboni, and someone willing to support a small business with high-growth initiatives. Knowing that would mean Jesi would need the ability to cheerful pivot quickly sounded like it could be a fit and I remember saying "let's give her a chance." It was Jesi's signature fireball passion that we recognized. We felt would bring energy to the firm and, wow, what a light she brought!

After a while we realized that we could throw anything at Jesi, and she would figure it out. She opened our first out-of-state location, built project parameters and policies, figured out tech and marketing, trained others, and, of course, designed. Particularly as she became a trusted confidant to me and Deboni, we thought "Designer" just doesn't quite communicate who she is to Liv. Jesi started as a support to Deboni. Then she learned quickly and brought power to every project joyfully making space for people, beautiful projects, and the best get-it-done, speed I have ever seen.

As she grew, we could see the possibility of Jesi running the Liv someday. "Director" was an appropriate title. She directed special projects powerfully every time but best of all, she directed with inspiration, light and love. In every meeting I had with her, whether that meeting had little red-headed co-workers in attendance or not, whether the meeting was at the hockey rink, in the car, or during a rare time she had to herself for her work, she always directed joyfully.

I know Jesi still understands our dreams at Liv. I love that our dreams were never too big for Jesi. She was all in, and her own dreams were not too big Liv; we loved cheering her into success! We encouraged her to live out loud about being a CEO, making a million a year and sharing her story with millions. We could see that as not only possible, but likely, because of the heart-centered way she did everything.

I can't wait to listen to Jesi's whispers to help Liv move forward. It is a strange thing to think about a company having a Guardian Angel, but I know Liv has at least one now. Godspeed to Liv Design Collective's, Director of Special Projects. I hope her family knows how much she means to us and, on a personal note, how much I already miss my friend and her red-headed co-workers.

-Krista Joy Palmer, CMO



Memories with Jesi

I've always felt that meeting Jesi was a personal and professional gift for me. I think it was for her too! She loved working at Liv- there was always something new for her to try and do. If you knew Jesi, you knew that she loved a challenge and loved being able to contribute. Jesi and I actually went to high school for one year together. We were in student government together. I don't remember those years well since it was a long time ago! But even as a freshman I do remember Jesi's smile and she made an impression on me. She was a fireball; no question.

Fast forward 18 years Jesi moved back to our hometown and lived near my parents. My mom asked me about her one day. Jesi had also gone to design school, and in Jesi-fashion getting both the Interior Design and Interior Design Sales degrees. She was also a personal trainer at the time, and I happen to run into her gym on my way out. I had this feeling I needed to talk to her more! I knew she had worked at an architecture firm with a talented designer friend of mine and I started asking about her. She highly recommended Jesi. That was the start of our new relationship.

We started working together in 2019 and enjoyed spending a lot of time together during 2020 while working at my home office. She sometimes would bring her kids and my kids would help watch them while we got stuff done. Those were crazy Covid times. Jesi always came smiling and ready to dive in. I often was stressed about all that needed to be done with our tiny team at that time. We only had a few of us compared to now. Jesi, was instrumental in keeping things going from an operations standpoint and design too! Jesi moved Oklahoma later that year and started our office there. She ran and operated the projects we had there and clients loved her.

Kelci and Jesi worked together a lot on marketing (remember Jesi could do it all!). When Kelci had to stop working as her cancer progressed it was hard on both me and Jesi. When we found out Kelci was on her last days Jesi and I would cry together via screen. We loved Kelci and missed her. When Kelci passed away Jesi found out she had cancer immediately. I think this was hard for her (it was for me!) considering we had just lost our dear friend. We knew how hard the cancer and treatments were for Kelci and I think this was a lot for Jesi, but she didn't show it."

-Deboni Sacre, CEO



Memories with Jesi

We recorded one of our podcast intros under the sheets in the hotel room. This was a hilarious moment having half our team members working to get the acoustics just right and the others of us trying to record. We laughed and laughed. Jesi always found a way to get stuff done! Sometimes she had to get creative but that's how she earned the badge for "figure-it-out" factor.

-Deboni Sacre, CEO



Memories with Jesi

