

Nice to Meet You



Rhonda Lauritzen,
Founder/Writer

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Rhonda has been telling stories since she was a young girl. She remembers getting a cassette recorder for Christmas when she was 10 years old. She followed her brothers around constantly with her recorder asking questions. Now, those moments are held dear because it's the only recording of her maternal grandparents' voices.

As she grew up, she found that storytelling was the most powerful way to connect and engage with people. She has a strong connection to her family, growing up working alongside her parents and brothers in their fledgling family business. At just 23 years old she became the general manager of that business, Mineral Resources International, and attended Weber State University in the evenings. She earned her MBA and upon return from school she took the helm as CEO of the family business and launched new divisions and ran profitable

operations. She is the youngest of seven and is the only girl. She credits her big brothers for their generosity to her find success.

In 2005 she left the family business and her strong suit has been marketing and public relations. She served as Marketing Director then Vice President for Student Services at the Ogden-Weber Applied Technology College for a combined eleven years.

A strong focus on story telling came around in 2007 when she felt what she calls a “tangible nudge” to write her parents’ powerful story, [*Every Essential Element*](#). The book reads like a novel told in her mother, Gaye Anderson’s voice. She quickly saw why she got the nudge to tell her family’s story when she did – about an hour after she picked up her pen to start writing the family story she got news that her dad passed away. From that moment on her journey into formal storytelling began and it is now her passion.

Rhonda founded Evalogue.Life in 2016 with the idea to share her love of storytelling and to help others tell their own family stories because she has seen the joy it has brought not only to her lives, but the lives of her family members who cherish the work she has done.

She is married to Milan, who helps with the creative side of Evalogue.Life. The couple lives in the heart of Ogden in a beautiful home the couple has restored together with their young daughter. She loves to escape every day life and unplug in the “wild” with her family. She loves living in Utah, where her roots are, where she feels connected not only to her family, but the strong sense of community in the Weber County area.



Rachel J. Trotter,
Writer/Editor

Rachel Trotter, Writer/ Senior Editor

Rachel has been writing and telling stories since she could walk and talk. As a little girl she would draw pictures for hours and make up stories to go along with her artwork. She has always loved telling captivating life stories and won her first award for a poem she wrote about her grandpa when she was in the fourth grade. Through high school she was an active journal writer and loved the feeling she got after writing a good creative writing story.

Gears shifted when she decided to major in communication at Weber State University. After settling on her major (she chose about six before then) she almost changed it again when she found out she would have to write for the university newspaper to earn her degree. Reporting was not something she was interested in – creative writing was her outlet. That all changed after her first story was published and she discovered she loved telling people's stories in a succinct yet thorough way that truly mattered to others.

She worked as a features editor her senior year of college and

after graduation worked in advertising for a couple of years, still writing in her spare time. As a young mother of three, she decided she wanted to be a stay-at-home mom, but needed a little something more, not only to pay the bills, but to satisfy her creative outlet. She began working as a correspondent for the local newspaper, the Standard-Examiner. She has written a wide variety of stories from politics to sports to education to entertainment to features for nearly two decades all while balancing life as a wife and mother of six children.

Because of the rapid decline of the newspaper industry, she has decided to focus on her first love – telling stories that enrich people’s lives. That’s what brought her to Evalogue.Life.

Rachel lives on Ogden’s east bench, where she has lived most of her life, with her husband Mat and children who are now slowly growing up and leaving the nest. Her heart resides in the lives of her family – those living and those that have gone before her. She loves to travel, read a good book and is a self-proclaimed soccer mom, theater mom, cross-country mom or whatever-interest-her-children-have-at-the-moment mom.

She also loves to work on her own family story with her husband – who is an avid family historian. He finds the facts and she loves to tell their stories.

You can often find her wearing Brigham Young University apparel – two of her children are students there and she loves watching their football and women’s soccer teams!



Milan Lauritzen,
Designer/Photographer/Vi
deographer

Milan Lauritzen, In-House Photographer/Designer

Milan is a professional in photo restoration work to preserve your memories. Really, he is a born artist who dabbles in every medium: photography, oils, sculpture, and carpentry as he restored our 1890 Historic Victorian where our offices are located. His “dream job” after his youngest daughter was born was stay-at-home dad.

His philosophy is that every image should tell a story. He says, “It’s my firm belief that good art is something you would love to display on your wall and share with others. Art is life. Art is an expression. Art is a story. What motivates me? Beauty, motivates me creating, celebrating, and admiring the beauty around us. I will always push myself to learn and have new experiences.” Professionally, he specializes in the following work:

- Digital media services
- Photo restoration
- Photography services
- Video production

- Graphic design



Our Historic office and studio. She's part of the team too.