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John P. Previti OBITUARY

John P. Previti OBITUARY

PREVITI, JOHN P. John Paul Previti, the charismatic CEO of B2 Beverages and who was well known in the community for his affable personality, passed away peacefully Wednesday morning after complications from a massive heart attack. “To know him was to like him or love him, but no one disliked him,” quoted one of his many long-time friends. “What was there to dislike? John always wore a smile, was the first to offer to help someone out, and never said a bad word about anyone.” The 35 year-old doting father of Alessandra “Lexie” Marie, 3, stepfather to Aaron, 20, and loving husband of Christina Previti, was known for his “love of family” and random acts of kindness. One Friday, after having his new car freshly washed and serviced, an employee remarked how much he admired John’s new Porsche when he drove up to the office. John’s response.”You really like it? Tell you what, let’s swap for the weekend and you let me know what you think about it Monday.” No, he wasn’t kidding and he insisted that they swap for the weekend. That’s just how John was.. John was “hardwired” to be an entrepreneur from the very beginning. Born to James and Lillian Previti on February 5, 1972, John had entrepreneurial genes as his father has always been a very prominent businessman throughout California and Arizona as the CEO of Empire Companies, which is headquartered in Ontario, CA. John was also the younger brother of Jimmy L. Previti, yet another entrepreneur and CEO of Frontier Enterprises, also founded in Southern California. John was a big brother to Anna Marie, 10, and

Nicolas, 6, and uncle to Katelyn, 16. John started out his career working in one of his father's real estate businesses as a laborer cleaning up job sites for new home construction. In time, he progressed through many positions in the company: including superintendent, project manager, and later into land acquisition, where his personality was really his greatest strength. Being respected and admired alike, by both the common man and the powerful and influential, was perhaps one of John's greatest talents. A true testament to his character, John commanded respect but at the same time inspired friendship and motivation, which explains his success in the business world. Perhaps one of the greatest abilities, John had the talent to generate respect and admiration from people of all walks of life. John's infectious laughter brightened the day of all who came across his path on an everyday basis. Shortly after his older brother, who was his best friend, founded Frontier Enterprises, John joined him and helped make it into one of the country's top 100 homebuilding companies at the end of their second full year of operation. An unheard of accomplishment in and of itself, but still not something he could call his own. Very close to both his dad and his older brother Jimmy, John just had to have "his own deal." So, off he went. With an entrepreneur's genes, searching for a deal in his own right. He found it in B2 Beverages, a new malt-alternative alcoholic beverage company founded by Troy Valdez. Though John didn't even drink alcohol, he understood the vast potential for a beer alternative that had no alcoholic taste and came in a variety of flavors. With his conviction that the market was ripe for a product that primarily appealed to people who don't care for the taste of beer or alcohol, he bought the majority interest in B2 Beverages and funded it with enough operating capital and passion to launch a brand new category in the face of naysayers and industry icons like Anheuser-Bush, Coors and Miller brands. With his infectious vision and passion, he hired a national sales force, negotiated with breweries for production and began establishing shipping routes to distribute the new brand nationwide, in well under a year. Unheard of? Not for a Previti. It's just another day at the office. Together, the Previti brothers formed a formidable business team that went from building homes and communities to launching a premier brand of alcoholic beverages. Drive, desire, camaraderie and love for each other is a simple way to describe the relationship John and Jimmy shared for 35 years of their lives. But nobody will be able to ever put into words how much John cared for his brother and vice versa. They were two brothers, but only one heart. Without a doubt, John's greatest pride in his life was Alessandra Marie Previti, his three-year-old daughter, whom he envisioned one day becoming the Chairwoman of B2 Beverages. Father, stepfather, husband, brother, son, uncle, grandson & friend, John, you are loved and even though you left us too soon, your legacy will live on to make a difference in the lives of the hundreds who love you and the thousands you will continue to impact with your work. Leaving us inexplicably too soon on June 13, 2007, he leaves all of us better off for him having been here and far, far worse off for not being able to stay longer and touch those not fortunate enough to have known him. He will be sorely missed here on earth, but must have been called by a higher authority to serve as an example to others helping us from above. John was a devout Catholic, a licensed general contractor and jet pilot with a zest for life and a love for family and friends. The Previti family will hold a viewing in honor of John on Monday, June 18 from 6 p.m. to 8 p.m. at Stone Funeral Home, 355 East 9th Street in Upland, CA. Rosary and Catholic Mass will take place at 9:30 a.m. on Tuesday, June 19 at St. Anthony's Catholic Church, located at 2110 N San Antonio Avenue in Upland, CA. Burial, at Forrest Lawn in West Covina, to follow immediately after services. And now, our dearest and beloved John, while you are on the way to your next journey, know that we love you with all our hearts and miss you, already. Your love and your legacy will be with us forever, wherever we go.

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