

Kaleb Warnock

Kaleb Warnock enlisted in the U.S. Navy right after September 11th. He spent five years as a military police officer and ranked as an E5 Master at Arms. After his Naval career, Kaleb became a U.S. Border Patrol agent. As an agent his duties shifted from law enforcement officer to an emergency first responder assisting local, state and federal agencies. The demands of the job required Kaleb to be physically fit, eat and live healthy. “I’ve always been a health enthusiast with an appetite. I wanted food that would fill me up and give me the energy I needed for my job and my family.”

Kaleb was dissatisfied with the fast food options. His appetite for healthy food put him on the path to entrepreneurship. After reading a magazine article that rated Tropical Smoothie Café as one of the nation’s top franchises, he visited the military friendly company in Georgia and was blown away with the taste of their smoothies. He immediately wanted to bring the franchise to El Paso. With the assistance of the Small Business Development Center at El Paso Community College, Kaleb opened the first Tropical Smoothie Café in El Paso, TX. Kaleb hit the ground running and hasn’t stopped, he has opened five more Tropical Smoothie Cafés, started his own commercial construction company, obtained the franchise rights and opened a Marco’s Pizza restaurant company.

Kaleb has developed a successful business based on the skills he learned in the Navy.

“The military offers the best training in leadership, strategic planning, discipline, resourcefulness, and task execution. I’ve carried these skills over to business ownership, I have close to 200 employees and I don’t

think I would have been able to succeed in business without these skills.”

Business ownership has become a passionate venture for Kaleb. Over time he’s built and developed teams of employees and partners that accomplish a mission to help build a strong community and contribute to the local economy.