

Women in Business



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Mobile Banking Helps Executives Make Smart Business Decisions

by Susan Beat, CTP, AAP, Senior Vice President, Union Bank

People today are forever on the go. Our work week has gone from 9-5 to 24/7 and constant multitasking is practically a prerequisite for success. In short, we are always *busy*.

This transformation in lifestyle has brought a change in the needs of financial executives in all industries, and put technology in the driver's seat when it comes to making the financial services experience as convenient and time-efficient as possible. In the case of treasury management, executives and business owners on the go have had the option of using wireless connections to access key online banking services.

Now, they can access these banking services directly through their smartphones.

"There's tremendous potential for mobile banking to make life easier in the corporate sector," explains Jacob Jegher of Celent, a research and consulting firm focused on the application of information technology in the global financial services industry. "Almost all executives already have smartphones glued to their hips, and financial institutions in the forefront of this technology are now customizing account access for multiple mobile devices."

"The benefit is to enable 'super users' – those executives with managerial responsibilities who hold the keys to certain functions – to be more productive while away from the office," Jegher says. "One of the biggest drivers of corporate mobile banking is the ability to improve productivity by increasing collaboration among users within an organization."

For instance, if a treasury staffer initiates a wire transfer, and the treasury manager required to approve the transfer is traveling, the manager's approval by smartphone can eliminate delays.

"Executives required to approve multiple wire transfers can do so while waiting at an airport, saving them the hassle of spending time when they get back home or to their hotel room," he says.

It's also a very valuable tool for a small business owner who often "wears multiple hats – sales, marketing, accounting, finance – and who is often on the go," Jegher says.

Relying on customer feedback

In order to gauge mobile banking demand, Union Bank reached out to its commercial customer base. "The response to our query was clear," says Michael Anderson, Senior Vice President and Manager of Commercial Product Management. "Our customers wanted mobile banking, and they were also clear about the features they would use."

The top three features requested were the ability to check balances, conduct intra-bank account transfers and approve wire transfers.

Having leveraged Web-based technology to design an application specifically for mobile banking, Union Bank is among the mobile banking leaders in the commercial space. The bank's service is launching in second quarter 2010 with all three of the top requested features. In addition, there is no limit to the number of Union Bank accounts that can be accessed, and fund balances can be displayed in all major foreign currencies.

"We've been very conscious of designing an application that is user friendly," says Richard Swartz, Senior Vice President and Unit Manager, noting that the application is available in iPhone and BlackBerry versions, and in a third version for all other smartphones. Both the iPhone and BlackBerry applications are designed to match the specific look and usability features of each of those devices.

The launch of the new application is coming at a time when mobile banking access

is needed more than ever. "With today's financial environment, it has become imperative for CEOs, CFOs and business owners to have a clear understanding of their company's cash position on an hour-to-hour basis," Swartz says. "Available funds must be managed as efficiently as possible. Financial agility can be the key to keeping operations running smoothly."

Count on a secure network

Union Bank's Mobile Business Center deploys the same security measures as the bank's Online Business Center, with options for multifactor authentication, as well as the use of tokens where applicable.

Jegher points out that smartphone banking on a telecommunications network is relatively secure as compared to on an open Wi-Fi network. "You're not at the mercy of an open Wi-Fi system, as you may be if you're accessing a bank account on a laptop in a public space," he says.

Similarly, Swartz points out, just using the mobile banking channel can inherently increase fraud protection. "Mobile banking customers who receive Union Bank alert notifications via e-mail or text message have the ability to act on these alerts by logging on to the account in question to see what's going on," he explains. "It's just another way we are helping our customers follow best practices."

"We're always working behind the scenes to increase security levels with mobile banking as well as all of our banking channels," he says.

Constant innovation

Union Bank intends to roll out additional features and functions for the mobile banking application based on customer experience and feedback.

"We're relying on our customers to help us drive the development of the next wave," Anderson says. "We've always been customer focused, and with mobile banking as well as with our online alerts and notifications, we're enabling customers to always know exactly where their business stands 24/7."

"We'll always be there to support new devices – iPhone, BlackBerry or otherwise – that our customers are using," Anderson says. "We're committed to investing in the innovation necessary to move with technology and market trends in a changing mobile environment."



Susan Beat, CTP, AAP

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UC Irvine Doctors, Researchers Take Aim at Gynecologic Cancers

In the broad spectrum of cancer, gynecologic malignancies are among the most feared. For good reason. This group of cancers, including ovarian, uterine, cervical, vaginal, vulvar and endometrial, strikes at a woman's very core: her reproductive organs. A complicating factor is that each type of gynecologic cancer is unique, with different signs and symptoms, risk factors and prevention strategies. Additionally, all women are at risk – Centers for Disease Control and Prevention statistics show that more than 76,000 women are diagnosed annually, with nearly 28,000 losing their lives.

However, these days there is reason for optimism, thanks in part to the Chao Family Comprehensive Cancer Center at University of California, Irvine Medical Center. One of 40 centers designated by the National Cancer Institute (NCI) as a "comprehensive cancer center" based upon overall excellence – and the only one in Orange County – the cancer center's nationally recognized gynecologic oncology program is giving hope to women.

"I believe our program is among the finest anywhere, and we do an excellent job treating patients day to day," said Dr. Philip DiSaia, director of the Division of Gynecologic Oncology, architect of UC Irvine's program, and a nationally renowned leader in the specialty. "Through the years our clinical care, our research program and our physician training program have remained at the leading edge."

Multidisciplinary approach

Key to its success is the cancer center's multidisciplinary approach to diagnosing and treating gynecologic cancers, including ovarian, uterine, cervical, vaginal, vulvar and endometrial (inner membrane of the uterus). Clinical care is provided by UC Irvine Healthcare medical and surgical oncologists and radiation oncologists, enhanced by enthusiastic collaboration among all specialties and shared participation in both basic science and medical research at both the university and UC Irvine Medical Center campuses. This includes groundbreaking clinical trials that often result in access to treatments before they are available elsewhere.

In fact, the cancer center's gynecologic oncology program provides both inpatient and outpatient care for every aspect of the disease, including:

- Comprehensive gynecologic consultation and examination.
- Diagnosis and treatment for all stages of gynecologic cancer.
- Lifesaving chemotherapy.
- Laser therapy for pre-invasive genital tract lesions.
- Screening for ovarian and cervical cancer.
- Human papillomavirus (HPV) detection and vaccination.
- Complex/radical gynecologic and pelvic surgeries.
- Minimally invasive surgery, including robot-assisted procedures.

New era of robotics

The cornerstone of the cancer center's robotic surgery program is the revolutionary da Vinci Surgical System®, which is used extensively by gynecologic oncologist Dr. Krishnansu S. Tewari. Using the da Vinci robot and other technology, Tewari is experienced in performing a broad array of advanced procedures, including complex laparoscopic surgery, radical pelvic operations, and fertility-preserving procedures. He also is skilled at performing vaginal reconstruction and other restorative procedures.

"Robotic surgery has really revolutionized how we are able to take care of patients," he said. "It enables us to safely treat those who have much more complicated disease."

Tewari has used the da Vinci robot to perform minimally invasive radical hysterectomies – complete removal of the uterus, cervix, upper vagina and parametrium, the supravaginal portion of the cervix – for cervical cancer patients; endometrial cancer hysterectomies; and lymph node dissections. Benefits of robotic surgery include 3D visualization for enhanced accuracy and the ability to treat heavier patients when laparoscopy cannot be used. He also



UC Irvine's Dr. Krishnansu S. Tewari is researching new treatments for cervical cancer.

performs single-incision laparoscopic hysterectomies on patients of more normal girth, minimizing pain and scarring and facilitating a faster overall recovery, and removes pelvic masses in uterine and cervical cancer patients.

Cutting-edge research

On the research front, patients have access to high-priority clinical trials, often through the NCI-supported Gynecologic Oncology Group. Tewari is the global principal investigator for the world's first randomized trial evaluating the ability of the drug Avastin® (bevacizumab) to block the formation of blood vessels that nourish cervical cancer, thus starving the disease. Studies leading to the use of Avastin – projected by many to be the next great cervical cancer drug – originated through UC Irvine research.

"Blocking formation of these blood vessels is a brand new way of treating this form of cancer," Tewari said. "Hopefully, this will result in significant benefit for women with cervical cancer."

Finally, Tewari, a leading expert on cancer and pregnancy, also performs fertility-sparing therapy – including surgery – on women with cervical, uterine, or ovarian cancer. In each case, gynecologic oncologists team with medical and radiation oncologists to determine the best treatment.

Like Tewari, gynecologic oncologist Dr. Leslie Randall uses the da Vinci robot. She performs radical hysterectomy for cervical cancer and removal of the fallopian tubes and ovaries to stage for endometrial cancer, delicately removing lymph nodes in the pelvis when indicated.

"Radical hysterectomy is a highly specialized, extremely complicated procedure – much more challenging than a typical hysterectomy," she said. "In younger women, we always try to preserve the ovaries so that they can maintain their hormonal function. It's not too common to perform this procedure using laparoscopy or robotics, and we've had good success."

Assessing tumor response

One of Randall's research interests involves development of medical imaging techniques to assess response to novel therapies. Using MRI and SPECT – a nuclear medicine procedure – she wants to effectively observe chemotherapeutic agents as they strike tumors.

Randall also offers counseling for pregnant women with cancer, fertility-sparing options for women with gynecologic cancers, and risk reduction services for women with genetic predisposition to gynecologic cancers.

The UC Irvine Healthcare gynecologic oncology program's efforts do not end there. Faculty physicians and staff have a track record for training physicians to fill prestigious clinical, educational and administrative positions both locally and abroad, something DiSaia described as a "jewel in the crown" of the gynecologic oncology program. And, soon to open is the country's second screening physician's practice for patients who have a predisposition to certain gynecologic cancers, DiSaia added.

"The biggest challenge remains ovarian cancer," said DiSaia. "When I was a fellow, there were one or two drugs and most patients were either cured or they died – there was no 'in between.' Now, we have 25 drugs, and women are living 10 or more years beyond what once was expected. That, combined with new surgical techniques, has made for better survival for our patients."

Better care, better survival. Those are goals reflected in the cancer center's record of success.

"This is one of the premier centers for gynecologic oncology anywhere," Randall said. "I don't think anyone has more success treating gynecologic cancers than we do, and I expect that will continue long into the future."

For more information about gynecologic cancer services at the Chao Family Comprehensive Cancer Center or to make an appointment with a UC Irvine cancer specialist, visit www.ucihealth.com or call 877.UCI.DOCS.



Dr. Philip DiSaia

Ovarian Cancer is Focus of Public Symposium

Ovarian cancer has long been considered a stealth disease. In fact, each year nearly 22,000 women are diagnosed with the disease, many of them without apparent symptoms. More than 13,000 women die annually.

"It's a fast-growing, rather silent killer," said Dr. Philip J. DiSaia, who leads gynecologic cancer services at the Chao Family Comprehensive Cancer Center, located at University of California, Irvine Medical Center. "Awareness really can be the key to a good outcome."

To increase awareness, the cancer center will host the **Ovarian Cancer Awareness and Preventive Strategies Symposium**, designed for both healthcare professionals and the community, on May 22. The program for the community will be held from 1 p.m. to 4 p.m. in Building 53 (auditorium) at UC Irvine Medical Center, 101 The City Dr., Orange.

The community portion of the program is sponsored by the California Ovarian Cancer Awareness Program. UC Irvine gynecologic oncologist Dr. Leslie Randall, who is directing the symposium, will address ovarian cancer screening and early symptom recognition, risk-reducing strategies, and current treatment standards and the role of clinical trials.

As a university medical center, UC Irvine provides continuing medical education to practicing physicians in the community. The physicians' portion of the ovarian cancer symposium, which will be held earlier in the day, is designed to provide doctors with the latest information about the disease. Topics will include use of oral contraceptives to decrease ovarian cancer risk, options for reducing risk for women with a genetic predisposition to the disease, helping women identify early symptoms; and referring patients for cutting-edge treatment and referral to clinical trials.

"Our goal is to educate the community on risk factors for ovarian cancer, early detection of ovarian cancer, and barriers to development of effective screening programs," Randall said.

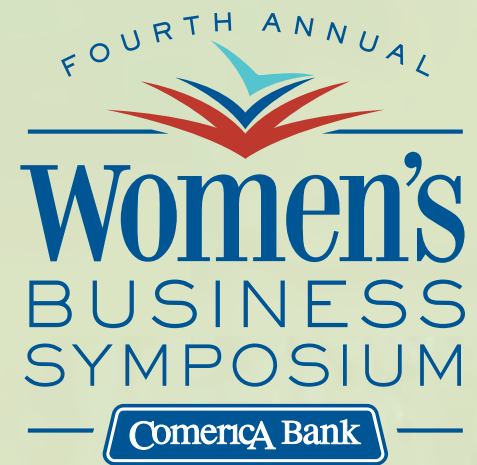
For further information about the ovarian cancer event or to make a reservation, please contact Trisha James, the symposium organizer, at 714.456.7347 or tjames@uci.edu.



UC Irvine gynecologic oncologist Dr. Leslie Randall



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The Women of Alar Staffing Share Their Leadership Secrets

Thousands of years ago, Chinese Taoist philosopher Lao Tzu said, "A leader is best when people barely know he exists, when his work is done, his aim fulfilled, they will say: we did it ourselves." Centuries later, his words still carry the weight of truth.

Today's uncertain business climate has stunted the growth of many companies and put some of the most skilled and experienced people out of work. These cost-saving strategies, though they might be the only way a company can survive such hard economic times, can often compound the challenges an organization may be facing. After all, without the experienced leadership needed to grow and thrive, companies may find themselves taking a scattershot approach to getting things done in the hope that something will work.

As one of the few agencies that reported growth during a difficult economy, Alar Staffing is making huge strides in a market where other companies seem to be struggling. Leading

others." But Mallars is quick to point out that "a leader is more than a manager; she is someone who has a vision and can inspire others to embrace a vision or goal. In order to do this, a good leader will take the time to get to know and listen to understand their employees."

3. Leaders adapt

"Working for a staffing agency is unique because our product is our people," states **Carla Ayer**, a Service Manager for Alar Staffing. Working in service has afforded Ayer the particularly challenging task of addressing the unique needs of her clients while adhering to Alar's policies and procedures. But it is through this that Ayer has learned the lessons of one of the key characteristics of leadership: How to adapt to any situation to create an environment of growth, prosperity, and longevity.

Director of Risk Management **Raquel Pettersen** agrees. "A critical component of our



Limarie Perry



Jade Castellanos



Kelly Jo Mallars



Carla Ayer



Raquel Pettersen



Pati Cinkle

by example, the men and women who occupy senior positions within the company create noteworthy growth in a down economy by employing sound business practices, acute attention to detail, and forward-thinking management techniques that are fostered year after year.

The "Women in Business" of Alar Staffing are leaders in their fields. We recently asked them what it takes to challenge, inspire, and encourage others to give their best in the workplace. The answers may sound deceptively simple, but there is an art to good leadership. What we came away with were three characteristics that all good leaders share:

1. Leaders inspire

Limarie Perry is the Controller at Alar Staffing. Her job it is to manage and lead the company's accounting and payroll department. Hers is a details-driven position that requires discipline, focus, and a sense of humor. "Leaders value and appreciate people not as a 'means to an end,' but recognize the importance of seeing individuals as the end in itself," notes Perry, who joined Alar Staffing because she was inspired by President and Founder Pati Cinkle's vision for the company. "I'm one that always sets goals, so to be able to work with someone like Pati – who is as driven and dedicated, and who has an established vision for the company – is something you don't often find," Perry adds. "Pati inspired me to be a part of that vision."

Staffing Manager **Jade Castellanos** inspires her team by setting high expectations, grounded in respect. "I hold my team accountable for every single decision that they make. I also ensure they take ownership of their jobs. For both, mistakes they might make, but more importantly, they should be proud of outstanding achievements."

2. Leaders engage

In order to inspire, you must also engage. Meeting those you manage at their level and interfacing with them about what is working, what is not working, and what might work with the right resources and support, is an invaluable approach to effective leadership. Alar Staffing Director of Operations, **Kelly Jo Mallars** knows this from first-hand experience. "The most important characteristic of a good leader is the ability to bring out the best in

success is in the way that we train employees. We don't have a 'one size fits all' approach to training. We believe in playing to the strength of each employee, and putting them in the roles for which they are naturally best suited. This makes training easier, employees happier, and we believe this makes Alar a better company."

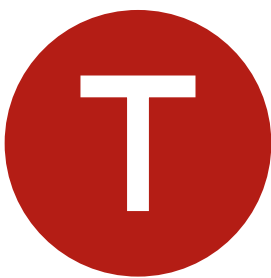
It comes as no surprise that the management style of the leaders at Alar Staffing is similar to that of company President, **Pati Cinkle**. As the Founder, Pati's beliefs and attitude are reflected in every aspect of the company. "I don't believe in an aggressive management style," she says. "I believe in leading through consent. I admire Gandhi, Abraham Lincoln, Winston Churchill, and Alexander the Great as great leaders who knew how to build the morale and confidence of those they led. They were able to connect with and unite their people and inspire them to perform amazing feats. And the loyalty of their followers was boundless."

"My leadership style is one of facilitator. Instead of telling my team what I want them to do and how I want them to do it, I ask them what *they* want and how *they* think it should be done. I encourage discussion and make sure everyone is listening to understand each other. And through this process, the team unites and the mission is embraced by all, which means things get done better and in the end, everyone feels good about themselves, the team they work with, and the company they work for."

Clearly, inherent to the art of good leadership is the ability to communicate. In fact, a leader cannot inspire, engage, and adapt without possessing the ability to communicate up and down the chain of command. It's in the act of both listening and understanding that the most complementary aspect of what Lao Tzu spoke of – that '*we did it ourselves*' aspect of effective leadership – takes root. "Pati has taught me that taking a personal interest in the well-being of our clients, the staff, and our temporary employees is the key to our growth and success," Ayer points out. "We are in a people-business. Put people first, and success will follow!"

Wise words, indeed.

For more information about Alar Staffing, please visit www.alarstaffing.com.



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Founder of Spa Gregorie's Gives Back, Partners with Cox Business

The companies share similar values and commitment to customer service

As an entrepreneur and high-powered executive in the technology sector, Angela Cortright was the poster child for stress. The strain impacted her physically; she suffered heart palpitations and saw changes in her hair and skin. Then her husband introduced her to spa treatments. Cortright soon discovered that in just a few hours a week, in the hands of a skilled therapist, her stress level melted away.

It was a transformative experience.

Cortright, an instrumental player in the early years of the personal computer, realized that she wasn't the only stressed-out person with disposable income who could benefit from spa treatments. She did a lot of homework, drafted a business plan and met important people. She and her husband, Chuck, opened Spa Gregorie's in 1998, building a spa that provided a total wellness experience.

"It was more comfortable, warmer and had quiet spaces," Cortright said. "We've never looked back and are proud to say that we have helped a lot of people since then."

More than a decade since its founding, Spa Gregorie's has expanded to three locations — Newport Beach, Rancho Santa Margarita and Del Mar. It consistently falls in the top 1 percent nationwide in the spa industry for customer care, staff retention and community outreach. It has won numerous prestigious honors and is devoted to philanthropy, raising about \$30,000 a year for the Susan G. Komen Foundation and contributes generously to support local charities and schools.

Internet & phone reliability

An avid marketer, Cortright was acutely aware of the importance of reliable Internet and phone service. She also wanted to work with a company that shared her commitment to philanthropy. She turned to Cox Business.

"We had options, but first of all, they [Cox] were very responsive," Cortright said. "Customer service and reliability are critical when it comes to the backbone of your company. From day one, when I first contacted them about possibly providing me service, I was impressed with their professionalism and their response time, and I continue to be."

Cortright said that Spa Gregorie's and Cox Business share similar values.

"We're all about customer service," she said. "Your customer service has to be flawless. I felt like they had a high regard and respect for the same values that we have in our company. They've just been delightful to work with."

Spa Gregorie's has been a Cox Business client since 2003, said Jayne Guilford, Marketing Director, Cox Business. Cox currently provides Spa Gregorie's with Internet access and phone service, which saves the company money because the two services are bundled together, triggering a 50 percent discount, Guilford said.

Both services are key to a business like Spa Gregorie's because Cortright is constantly taking appointments, both over the phone and the Internet, and does a substantial amount of email marketing and marketing through social media. Cortright considers her progressive marketing strategy to be one of the keys to her success. She uses digital media, Internet marketing, Facebook and Twitter, interactive email, and promotional campaigns to reach potential clients and keep in touch with current ones.

Having fast, reliable phone and Internet service, with ample amounts of bandwidth, is crucial.

"They do a lot of email marketing, so they can always rely on Cox Business to ensure the Internet is always available," Guilford said. "She [Angela] has a great feel for keeping in touch with her customers, which is exactly how Cox is. We want to keep in touch with our customers to ensure we are providing the best level of customer service."

Mutual cost-savings

A recent upgrade to Spa Gregorie's Internet service makes the company eligible for free access to Cox's new online data storage program, where companies can back up to a separate server a certain amount of files, photos and videos, Guilford said.

In turn, Spa Gregorie's also has an employee discount program for large com-



Spa Gregorie's founder Angela Cortright (center) at the spa's Race for The Cure "Massage-a-Thon" booth, with her aunt Reit Reid (left) and her mother Anne Amber (right), both cancer survivors.

"Partnership has been a really important strategy for my business success, even in high tech. It's just really delightful and refreshing when I come across a company like Cox that gets that. We can achieve our goals faster and better holding hands than if we are doing it individually. It's just really nice to have the opportunity to work with a company like Cox on partnerships and ways to better the community."

**— Angela Cortright,
Founder, Spa Gregorie's**

panies, and many of the roughly 1,000 Cox associates in Rancho Santa Margarita take advantage of the program, Guilford said. The company also supports the Cox Cares golf tournament, and the two companies share a devotion to excellent customer service.

"They've just been a great partner with us," Guilford said. "And they are helping our employees who go to the spa to de-stress and relax."

And that is so important, noted Cortright. "It helps to keep the balance, and it all comes from my experience being a stressed-out worker," Cortright added.

Partners in philanthropy

Spa Gregorie's and Cox Cares also work together to honor caregivers of those who are dealing with chronic illnesses. Every November, during Caregivers Month, Spa Gregorie's and Cox Cares host a "Caring for the Caregivers Contest." The winners receive spa treatments and Cox promotes the contest with public service announcements spotlighting amazing caregivers.

"Partnership has been a really important strategy for my business success, even in high tech. It's just really delightful and refreshing when I come across a company like Cox that gets that," Cortright said. "We can achieve our goals faster and better holding hands than if we are doing it individually. It's just really nice to have the opportunity to work with a company like Cox on partnerships and ways to better the community."

The two businesses also collaborate on a "Momination" contest to acknowledge exceptional mothers. Writers submit entries explaining why their mothers deserve to win spa treatments at Spa Gregorie's and Cox features the winners on Cox Video OnDemand.

"We actually have found a wonderful synergy with Cox," Cortright said.

Savvy skill set transfers from technology to spa treatments

Cortright has taken the same skill set and determination that made her so successful in the technology sector and applied that to Spa Gregorie's. It was not always easy being a woman in a competitive, male-dominant environment.

"When I was in that space, I didn't use my husband's last name," Cortright said. "I didn't want to be perceived as a little woman. I used my maiden name. Years later, I have been successful in a lot of ways since early on, and I wanted to hold my own, especially in the technology world."

Cortright said she has had some wonderful mentors, including her father and her husband. They taught her to use her talents. And while she mentors employees at Spa Gregorie's, she would like to expand on that role in the future.

Cortright worked for IBM right out of college and became an instrumental player in the early years of the personal computer industry, helping to define distribution channels, marketing programs and product alliances. To this day, she still has an avid interest in technology and strong networking skills. She carried her management skills and savvy approach to her new business, which she finds is often appreciated by her employees and her new clientele.

There are fundamental character traits that women have that have helped her in her career, Cortright said. "We are passionate. We are nurturers," she noted. "We instinctively know how to build teams and nurture people."

To that end, Spa Gregorie's emphasizes providing the ultimate resources in wellness, catering to the working executive. The spa offers licensed acupuncturists, aromatherapists and herbalists who incorporate ancient Chinese healing therapies into their treatments.

"I really am a huge believer in the therapeutic benefits of spa for stress release," Cortright said. "We're rabid about customer service. I'm not selling a massage or facial. We're selling an entire experience from the moment you pick up the phone and call us."

Fast Facts

Cox Business is a division of Cox Communications, a Fortune 500 company with more than 6 million residential and commercial customers. The company offers high-speed Internet services; switched voice and long-distance services; and dedicated voice, data and video transport services for home offices, small, medium and large-sized businesses, school districts and hospitality, government and military properties in 28 markets across the nation.

For more information about Cox Business services, please visit www.cox.com.



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Winning Strategies for Women in Business

by Melissa Pollard, Senior Vice President - Middle Market Lending, Comerica Bank

Diversity is a popular buzzword in the corporate world. Now, more than ever, business leaders are realizing diversity is not just politically correct – it's smart business. People from different backgrounds have different strengths and diversity makes for a stronger team. Women make up a big part of Comerica Bank's customer base, so women are actively recruited to its workforce and have their own space in the bank's diversity education.

Leading the charge on the women's initiative at Comerica Bank is Senior Vice President - Middle Market Lending, Melissa Pollard. With 20-plus years banking experience, Pollard knows what it takes to succeed as a woman in business and she is harnessing her knowledge into educating her colleagues at the bank.

"At Comerica Bank, the different initiatives launched to educate us on diversity cover all the bases," said Pollard. "The women's initiative at Comerica Bank has the critical mass to make the most impact; it's the largest diversity initiative at Comerica Bank because we represent a cross section of all the other diversity initiatives at the bank. All of us come from different places and groups."

As a co-founder of the Women's Initiative in Comerica's Western Market and the Founder of the annual Comerica Bank Women's Business Symposium, Pollard knows the importance of empowering women in the business world.

"Our tag line at our annual Comerica Bank Women's Business Symposium is: Learn, Connect, Grow," said Pollard. "And I think that is exactly how you advise women in business. Those tools are the keys to succeeding and expanding your impact within your company and beyond."

LEARN.

When Pollard spearheaded the Comerica Bank Women's Initiative development back in 2006, she and her co-founders did so with the intention of empowering women to succeed by inspiring and connecting Comerica's internal and external communities.

"It's a two part objective," said Pollard. "First, we want to connect ourselves internally by knowing our fellow female colleagues and secondly, we want to encourage Comerica Bank women to go out into the community we serve."

Through facilitating internal development programs open to all female employees of the bank, collaboration and the development of mentoring relationships is encouraged. These events also make it easier to find the right mentor for you, which, Pollard says, is often one of the biggest challenges women face.

"Finding a mentor happens over time and I think there is an element of luck involved, but you have to proactively look for opportunities," said Pollard. "And I would say that you absolutely need some mentors on the inside of your organization and some on the outside of your organization, because they're providing different perspectives."

A main point of discussion at Comerica Bank Women's Initiatives events is to learn about personal communication styles and how to navigate working with people who are different from you.

Pollard says the ultimate educational opportunity nurtured through the Women's Initiative is to get women together through different events and share ideas and opinions on best practices and focus on business styles.

"As we've done research, we've discovered that a great deal of business and financial decisions are driven by women," said Pollard. "Especially now with more women in the workforce and more women in leadership roles, the power we wield continues to expand. Comerica Bank is well positioned to be able to connect with all the different people we work with."

To date, almost half of Comerica Bank officers are women, a trend that Pollard expects to see continue.

"Comerica Bank has done such a great job with supporting our Women's Initiative," said Pollard. "We have great representation across all the business units. By bringing everyone together to learn, we leverage our talent. It's the 'new girls network' instead of the 'ole boys club' and it's exciting to create opportunity out of that."

CONNECT.

The most logical way to build on continued education within the bank is through creating opportunities to connect with other professionals. In addition to the internal educational opportunities Comerica Bank provides, in 2007 Pollard and her Women's Initiative colleagues launched the Comerica Bank Women's Business Symposium, a daylong event that brings together professional women from the entire Southern California region.

"The Comerica Bank Women's Business Symposium was designed to be the centerpiece event for Comerica in the Western Market," said Pollard. "The event not only recognizes Comerica Bank as a champion for women in business, it also brings women business leaders together to create community in which we can all grow."

The connections made at the symposium not only provide internal relationship building, but also foster potential business and networking opportunities. Clients, prospective clients and persons of influence are invited to this day long event.

"It's an opportunity to spend the day learning together, making connections and hopefully growing in our relationships and growing Comerica Bank business opportunities," said Pollard. "When we first started hosting the event, there wasn't anything else like it in our market. But the success we've experienced with our symposium has spilled over into the creation of other women's events in our marketplace and that is very gratifying."

Part of enhancing community ties and strengthening those community-based connections is through charitable giving and Comerica has accomplished this through the Comerica Bank Women's Business Symposium as well.

"We didn't partner with a non-profit group our first year of hosting the Comerica Bank Women's Business Symposium, but after the tremendous turn out we were inundated by calls from non-profit groups asking to partner with us for the next year," said Pollard. "Ultimately, we selected Girls Inc. because they are so closely aligned with our message – they inspire girls to be strong, smart and bold and that is what we charge our women participants and colleagues to do."

In addition to building community relations through this signature event, Comerica Bank has partnered with the LA Lakers to sponsor the Comerica Bank Best of L.A. Women's Business Awards, a program designed to honor female leaders in L.A. County. Winners are selected monthly.

"This is just another excellent way we can encourage female leadership within our community," said Pollard. "Through this initiative Comerica Bank can reach out to women in the marketplace and recognize them for what they've accomplished and set them up as mentors and examples for other folks to be able to emulate their strengths."

GROW.

At the end of the day, growth is what this is all about. Pollard and the Women's Initiative are in place and working hard to ultimately grow their female colleagues suc-

continued on page B-41



Melissa Pollard

Melissa Pollard is Senior Vice President and Group Manager for North Orange County Middle Market Lending for Comerica Bank Western Market.

During her 22-year career in banking, Pollard has held senior level positions in middle market, business development and strategic execution of client service. She has been with Comerica since 1998.

During her tenure, she co-founded and chaired the Comerica Bank's Western Market Women's Initiative. She also created the Comerica Bank Women's Business Symposium benefitting Girls Inc. of Orange County.

The Pennsylvania native holds a B.S. in psychology, a B.A. in communications and a minor in business from the University of Richmond in Virginia. She serves as an active director on the board of directors of Girls Inc. of Orange County. For over 50 years, Girls Inc. has provided vital educational programs to millions of American girls, particularly those in high-risk and underserved areas. Pollard and her family live in Aliso Viejo, Orange County.

COMERICA BANK

Comerica Incorporated (NYSE: CMA) is a financial services company headquartered in Dallas, Texas, and strategically aligned by three business segments: The Business Bank, The Retail Bank, and Wealth & Institutional Management. Comerica focuses on relationships, and helping people and businesses be successful. In addition to Texas, Comerica Bank locations can

be found in Arizona, California, Florida and Michigan, with select businesses operating in several other states, as well as in Canada and Mexico. Comerica has total assets of \$57 billion at March 31, 2010.

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Women Litigators: Are We (Still) Working in a Man's World?

by Penelope Parmes, Senior Partner, Rutan & Tucker, LLP

When I first started practicing law in San Francisco in 1982, it was truly a man's world in the legal community. At that time, there were only a handful of women attorneys in the community specializing in commercial bankruptcy law. In 1987, I became the first woman partner in a firm that had been in existence since the early 1900s.

I have vivid memories of those days.

At my first partners' meeting, the other partners were more than nervous than I. They had never had a woman attend one of their meetings. I broke the tension by bringing in ice cream bars and cookies. I figured if I had to be at an end-of-the-day meeting, I might as well have food!

Frequently, our department meetings would be lunch at a local restaurant. Everyone was so proud that only a year or two before, the restaurant had finally opened its doors to women. Was it that long ago? Frankly, the food was so awful they should have kept it a male-only restaurant.

Indeed, I was a woman lawyer in a man's world. Have things changed that much? I don't think so. Sure, it's true that there are many more women lawyers in the workplace and many more successful women litigators. But, when you look at the total number of women partners in major law firms, the percentage to male partners remains much smaller.

So, what does this mean for women litigators? I believe that the same questions that have been historically thought about still linger.

1. Is she tough enough?
2. Will she be committed to the long run of practicing law and making partner?

Ultimately, the answers are specific to each individual. Frankly, whether male or female, every client wants to be assured that their litigator is up to the task – a knight in shining armor on a white horse slaying the dragon who dares to challenge. If the lawyer fails to convince the client that he/she is strong enough for battle, the client will second guess the lawyer every step of the way. This doesn't mean trying to be "tough" just for the sake of it. Strength can be displayed in a variety of ways including quietude. But clients need to be certain that their lawyer is a strong advocate for their position.

Is the lawyer in it for the long run? Yes, practicing law is a business that requires a huge investment of time and money to train young lawyers. It is frustrating, at best, to spend three or four years training someone who really lacks the commitment to be a lawyer for most of his or her professional life. However, that's a point of view from the employer. From the standpoint of a client or a colleague, working with someone who is just marking time until, for example, the student loan has been paid and then she can stop practicing, leads to what I believe is a certain result: lack of confidence that

the attorney is committed. In my experience, working with someone who isn't committed to being a lawyer for the long haul is almost palpable. You just "know" that they don't really care. As an employer, co-counsel or client, this is not who I would hire.

Looking over these comments, I come to one conclusion: these points are not merely applicable to women. They also apply to men! Yes, it may still be a legal world in which the vast majority of senior partners are men, but everyone wants their litigator to be committed and a strong advocate.

If you're a woman, my advice is simple: embrace your strengths, improve your weak areas and forget the rest. Don't get caught up in "him versus her" attitudes. They're not healthy and most likely will not help you. Being a woman is a wonderful thing. Don't turn it into a negative merely because you work in a man's world.



Penelope Parmes

Penelope Parmes is a senior partner in the Costa Mesa office of Rutan & Tucker, LLP where she heads up the Bankruptcy/Financial Practices Group within the firm. Ms. Parmes practices business insolvency law emphasizing representation of secured creditors, landlords, buyers and sellers and trade creditors, as well as other parties of interest affected by financial insolvency whether in or outside of a bankruptcy case. Her experience encompasses issues arising out of debtor-creditor relationships and lender liability cases including: receiverships, prejudgment remedies (writs of attachment, possession, turnover orders), wrongful foreclosure defenses, fraudulent transfer and preference litigation, enforcement of notes and guarantees, obtaining injunctive and declaratory relief, and the collection of debts and judgments.. Ms. Parmes can be reached at 714-662-4626 or pparmes@rutan.com.

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Rutan & Tucker has enjoyed a leading role in shaping Orange County and California businesses and communities, today standing as the largest full-service business law firm based in Orange County. Rutan & Tucker represents a broad spectrum of clients, from major multinational corporations and financial institutions to family-owned businesses and private individuals; from high-technology and industrial enterprises to agricultural firms; from real estate developers to governmental agencies, educational institutions, and charities. The firm's practice extends throughout the United States as well as representation of foreign companies doing business in the United States and domestic companies engaged in activities abroad.

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Pre-Sale Planning for Business Owners



The decision to sell a business, whether to sell it outright or transfer it to family members, is complicated. It involves consideration of myriad interrelated financial, familial and emotional factors. Once the decision is made, preparing for the sale of a business poses additional considerable challenges, ranging from pre to post-sale planning. By recognizing these challenges and addressing them effectively, a business owner can realize the optimal benefit from the sale of the business.

Challenges and Key Considerations

1. Pre-Sale Analysis

- Deal structure considerations
 - Timing and type of sale
 - Tax implications
 - Retained liability and growth opportunities
 - Proceed uses: taxes, charity, family, heirs, etc.
- Estate and wealth transfer issues
 - Tax ramifications
 - Family wealth transfer goals
 - Philanthropic goals
- Personal and family circumstances and goals
 - Future involvement of self and/or family in business
 - Future business and personal plans
 - Personal and family circumstances and goals
 - Financial framework: assets and future needs
 - Payout structure and restrictions
 - Timing for family members to receive proceeds

2. Team Construction

- Requirements for sale and post-sale expertise
 - Investment banker
 - Business valuation expert
 - Corporate and personal accountants
 - Business attorney
 - Trust and estate attorney
 - Wealth manager
 - Lending specialist
 - Family governance advisor
- Advisor roles and interactions
 - Roles and responsibilities
 - Processes for communicating and coordinating

3. Tax Implications

- Potential deal structures' tax opportunities and consequences
 - Tax implications of what, when and how of sale proceeds
 - Continued employment (salary vs. consulting, etc.)

4. Lifestyle Needs and Investment Goals

- Income and spending forecasts and needs
 - Expense of replacing memberships, benefits and other company perks
 - Changes in lifestyle and lifestyle needs
- Investment strategies, short and long term
 - Investment of immediate cash payment
 - Analysis of total portfolio for asset allocation and investment strategies
 - Inflows and outflows issues
 - Long-term investment plan implementation

5. Post Sale Experience

- Business focus change: from entrepreneur to investor
 - Comfort level with growth and risk of investment portfolio
 - Role to play in investment portfolio (delegate vs. do)
- Personal dynamics
 - Impact of loss of control
 - Continued relationship with employees
 - Opportunity to focus of lifetime goals

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Newport Imaging Center Offers Preventive Screenings to Help You Live Healthy and Stay Healthy

Newport Imaging Center is located in Newport Beach, at 360 San Miguel Road, adjacent to Fashion Island. Newport Imaging Center offers many preventive screening exams, which can identify early illnesses or those at risk for developing illnesses. The tests include Digital Mammogram, Coronary Artery Calcium Scoring, Abdominal Aortic Aneurysm (AAA), Dexa Bone Density Test, Lung Cancer Screening and Virtual Colonoscopy, to name a few. Screening exams are a proactive necessity, especially during stressful times such as these, to improve your health and reduce your risk of developing heart disease, multiple forms of cancer, osteoporosis, and other fatal and debilitating diseases.

Depending upon the condition, the technologist may use ultrasound, CT, or MRI. A board certified radiologist reads these exams to rule out the presence of abnormalities. Most screening studies are covered by insurance, including Medicare, however Newport Imaging Center suggests you check with your insurance provider.

Take the proactive approach

Sometimes women tend to put their families and even their jobs before themselves, in turn, neglecting important health care screenings and failing to take preventive steps to insure their own well-being. It is important for women to be proactive about their own health and to take care of themselves, so they can be there for their families and others who depend on them.

Digital mammograms

An annual mammogram is suggested by the American College of Radiology after the age of 40, or earlier if there is a family history of breast cancer. Studies support that getting a screening mammogram can help detect early signs of any problems.

Coronary artery calcium scoring

Patients who find they have calcium in their coronary arteries, which supply blood and oxygen to the heart muscle, can change their eating and exercise patterns before artery blockage occurs which can lead to a heart attack. CAC is an important test for women and men, which can be a powerful motivator of health and lifestyle changes for patients.

Newport Imaging Center is dedicated to provide you with quality and convenience. To schedule an appointment or for more information about Newport Imaging Center, please call 949-721-8191.



Custom Comfort Mattress Expanding to Los Angeles County

Custom Comfort Mattress, a mattress manufacturing and retail company based in Anaheim, Calif., is expanding to Los Angeles with its anticipated store openings in Pasadena and Beverly Hills/West Hollywood locations.

Custom Comfort Mattress was founded by brothers Marty and Mel Trudell over twenty-five years ago. After working for other mattress companies, both saw the standards of manufacturing going down for the sake of profit. They decided to strike out on their own utilizing the knowledge and expertise they had gained from their previous experiences. They knew that if they used superior materials and time-tested craftsmanship, they could build mattresses that would last. They opened their first store in Fullerton, offering unsurpassed service along with their high quality products. Younger brother Gary Trudell decided to join his brothers in the business.

From their humble beginnings in Fullerton, the Trudells were able to open five more stores in Orange County. In spite of their growth, they continued to produce mattresses using the finest quality materials and the expert craftsmanship of their artisans.

Meeting the challenge

The last few years have been challenging for Custom Comfort Mattress, but with sound fiscal strategy, the company has been able to re-brand itself and has escalated efforts to reach a wider market. With more business coming in from the Los Angeles area, the company has decided to open new locations. Custom Comfort Mattress will be opening two retail stores in Los Angeles County – one in Pasadena and the other in the Beverly Hills/West Hollywood area. The stores are being designed by Roth Interiors and will open in the next couple of months.

As Mel Trudell, President and CEO, states, "Our goal was to manufacture mattresses that should be affordable and long lasting. Our artisans use the finest materials and expert craftsmanship to create mattresses that fit any 'body.' And we can proudly add that we are made by hand in the U.S." The manufacturing plant is located in Anaheim Hills, Calif.

NB: Marty Trudell has retired from the business and Custom Comfort Mattress is now owned by Mel and Gary Trudell.

For more information, please visit the website at customcomfortmattress.com.



Xerox congratulates the 2010 Women in Business Award nominees for going way beyond business as usual.

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With the distinction of being Orange County's only AAA Four-Diamond hotel, Hyatt Regency Irvine provides an unparalleled guest experience. Both business and leisure visitors enjoy upscale amenities, special services and elegant accommodations within easy driving distance of all Southern California's most prominent cities and attractions. For fine dining, excellent accommodations, and superior business facilities, Hyatt Regency Irvine, located at 17900 Jamboree Road in Irvine, has become one of the destination's most sought after hotels.

Convenient locale, relaxing ambience

In today's frantic travel world where time, money and convenience top daily concerns, access is everything. Hyatt Regency Irvine is located between Los Angeles and San Diego, just two miles from John Wayne Airport in Orange County and 42 miles from Los Angeles International Airport. With Disneyland, California Adventure, Knott's Berry Farm, Angel Stadium of Anaheim, Honda Center and Anaheim Convention Center within easy driving distance, many of Southern California's most visited business and leisure attractions are in easy reach.

Not only convenient, Hyatt Regency Irvine sets the stage for a superlative experience by welcoming guests into a lobby of gleaming, cream-colored Travertine floors, inviting seating areas and contemporary artworks. Modern, clean lines and functional design ensure a sense of serenity for business travelers on hectic schedules.

Premiere meeting & event destination

Renowned as one of the area's premiere meeting and event destinations, Hyatt Regency Irvine means business when it comes to functions both large and small. For nearly twenty years, prominent Orange County organizations, businesses and charities have taken advantage of the hotel's location and function-friendly facilities.

State-of-the art meeting and conference facilities include a total of 36,000 square feet of meeting space. A 5,400 square-foot pre-function space, a 14,700 square-foot ballroom, an executive boardroom and 24 meeting rooms accommodate groups of up to 2000, making it the largest meeting venue in Irvine. The hotel's technologically advanced Conference Theater allows for presentations, lectures and video conferencing. Elegant patios provide a respite with lush gardens and poolside locations for pre-and post-function hours.

Restful escape

At Hyatt Regency Irvine, it is clear that a robust work schedule requires a restful escape at the end of the day. That is why all accommodations at the Hyatt Regency Irvine have city, pool or mountain views, crown molding, tweed carpets, Egyptian cotton duvets, mini-bars, and elegant bath products, elevating the traditional hotel room into a home-away-from-home. Additionally, all rooms are designed with functional workspaces. "Business Plan" packages include convenient services such as free breakfast, local and long distance calling in North America, complimentary shirt pressing, complimentary bottled water, iHomes Stereo with iPod dock, and 24-hour access to copying, printing and business supplies.



Banquet decor choices are available to suit your special occasion

Girl Scouts Make Orange County a Better Place.



Girl Scouts is Orange County's largest and most successful leadership development program open and accessible to girls from all cultures and walks of life. Through the Girl Scout leadership experiences, girls develop values, business and life skills necessary for success in the 21st century.



25,000 Orange County Girl Scouts demonstrate their values and leadership skills by contributing more than **500,000 hours every year in community service** projects, including collecting food and clothing for the hungry and needy, and supporting child health, education, eldercare and environmental programs. They will become our community's business, volunteer and civic leaders.

Two-thirds of America's most successful women are former Girl Scouts.

Be a part of Girl Scouts' upcoming 100th Birthday celebrations. Register as an alumna, volunteer or donate. Contact the Girl Scout Council of Orange County at 800.979.9444 or visit us online at www.gscoc.org.



"Gold Passport" program offers rewards

Loyal Hyatt customers who take advantage of Hyatt's "Gold Passport" program can earn benefits and rewards by staying often. Gold Passport members earn five Hyatt Gold Passport points for every eligible dollar spent at Hyatt locations worldwide. Points can be redeemed for exciting rewards including free nights with no blackout dates. Guests can also convert points to miles for travel with over 30 participating travel partners. Benefits continue to grow with multiple stays. *For more information on the new and improved Gold Passport program, visit www.goldpassport.hyatt.com.*

Exceptional facilities & amenities

Enhancing both productivity and pleasure, each of Hyatt Regency Irvine's 536 guestrooms, including 16 suites and parlors, offer wired and wireless Internet access, in-room voicemail systems, refreshment centers, television with remote, cable and in-room pay movie options, in-room video services, and convenient video account review and check are also standard. If there is any need unmet, Hyatt Regency Irvine's on-call concierge, full-service business center or gift shop will most likely have the answer.

For "off-the-clock" hours, guests stay active – or relaxed – by taking advantage of numerous on-property recreational facilities. A heated outdoor free-form swimming pool, outdoor whirlpool, state-of-art fitness center, jogging trails and a lighted tennis court are all available for a quick pick-me-up before or after a workday. When guests have a bit more leisure time at hand, they can explore the renowned Southern California landscape with complimentary bicycles that are available for use on nearby trails leading to the area's mountains and beaches. Additionally, exclusive rates and preferred tee times are available through the concierge at the Oak Creek Golf Club. South Coast Plaza, UC Irvine, Irvine Spectrum Center and so much more are all in easy reach. Finding fun is never hard work – and the hotel's accomplished concierges will make it easier with suggestions and arrangements.

Fine dining & more

To complete the picture of a full service, first class hotel, excellent dining is key and for sophisticated restaurants. One needs to look no further than 6ix Park Grill, Hyatt Regency Irvine's signature restaurant. With a stylish atmosphere that is versatile enough to accommodate a wide range of occasions from business breakfasts and lunches to family gatherings and romantic dinners, 6ix Park Grill offers a contemporary California menu. A wood-fired grill infuses natural flavors into prime cuts of meat, local seafood and market-fresh produce. A lush patio and fire pit surrounded by palm trees and an abundance of tropical flowers encourages alfresco dining. Located inside 6ix Park Grill is 6ix Park Grill Bar, an inviting lounge serving signature cocktails and an extensive selection of wines by the glass.

For more casual affairs, Bar 8, a contemporary lounge located in the heart of the lobby, features plasma-screen televisions and a separate octagon shaped room creating a cozy location for private parties. Bar8's menu ranges from small plates to full service dining.

For casual snacks and meals on the run, The Café is conveniently located in the hotel lobby and features Starbucks specialty coffees, gourmet pastries, assorted fresh salads, deli sandwiches and desserts.

Convenience, sophistication, and a wide range of key amenities including complimentary shuttle service to and from John Wayne Airport, as well as to local shopping venues, state-of-the-art business and meeting facilities, a 24-hour Stay Fit gym, critically acclaimed cuisine and Hyatt services – including Fast Board™ and PDA Check-in – help to make a stay at Hyatt Regency Irvine even more remarkable.

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Together we'll go far



Women: 10 Reasons That YOU Should Own a Business!

by Marilyn Millare, CPA, partner, HMWC CPAs & Business Advisors

Women have had a lot of success in starting businesses. According to the U.S. Census Bureau, women owned 6.5 million non-farm U.S. businesses in 2002, employing 7.1 million persons and generating \$939.5 billion in business revenues. These women-owned firms accounted for 28.2 percent of all non-farm businesses in the United States; California had the most women-owned firms at 870,496 or 13.4 percent. This data is a strong motivator in showing that you can do it, too!

Women entrepreneurs have many reasons for starting their businesses. Some of these motivations have to do with wanting something different in their professional lives, while others rise from the desire to take advantage of business opportunities. In working with our women business owner clients, here are some of the most common reasons that they started a business:

1. Run it your way. One of the main motivations for any entrepreneur, male or female, is to run a business the way that individual would like to do so. Whether your frustration is with your boss, the threat of layoffs, promotions rewarding factors other than performance, the work environment or other factors, running your own show can provide tremendous satisfaction.

In general, women have different management styles than men, such as collaborative decision-making, team-building approach to problem-solving, empathetic employee relations, and excellent listening skills. As a woman business owner, you can use some of these techniques and judge the results, without concern for how upper management might view your approach. Run the business the way that you feel is best!

2. Have greater personal satisfaction. Do you feel that you've done all that you can do at your current job? Do you need a greater challenge? Sometimes the best solution is to take on the challenge of running a business yourself. Your personal satisfaction may also come from knowing that you've done great work and been rewarded commensurately for it. Serving clients that are yours, not your employers, is an entirely different sense of reward that you'll appreciate, too.

3. Don't let others hold you back. Many former employees, now business owners, will point out how wonderful it is to not have the limitations imposed upon them by their former bosses. In some cases this may have been due to being a woman, a minority or too young. As a business owner, you'll generally typically find that your customers are more concerned with your performance, which is both refreshing and financially rewarding.

4. Take advantage of your expertise. Many entrepreneurs start a business because they feel that they have significant expertise that is more valuable than is currently being rewarded at an employer. Women have seen the benefits of a college education and actually have exceeded men in graduation rates for more than twenty years. This has brought about a high percentage of women with managerial experience. Combined with strong technical and profes-



Marilyn Millare

sional abilities, many women are in an excellent position to take advantage of their skill sets as business owners.

5. Build upon your relationships. Women generally have strong interpersonal relationship skills. This attribute can be used to great advantage in starting and managing a business. Whether the concern is raising capital, building sales relationships or running the day-to-day needs of the enterprise, a women business owner can take advantage of her inherent human relations skills.

6. Create a great place to work for employees. Do you want to treat employees differently than your current employer does? If you have employees, as the boss you can decide how you want to manage employee relations, what type of personnel policies are appropriate, what compensation and benefits should be offered, etc. Many women business owners gain great satisfaction by providing a place to work that their employees enjoy.

7. Control your calendar. As compared to men, women tend to have more non-work demands. You might be a wife, a mother, a school supporter, a community volunteer on many fronts, and enjoy several hobbies as well. As a business owner, you may be able to adjust your work to your personal schedule, subject to several factors (e.g., type of business, employees, your management skills, etc.). This can be especially gratifying to women versus having to adjust to sometimes unreasonable demands by bosses. You can possibly work out of the home, attend special events for your children or tend to other personal issues that are important to you.

8. Make life better for your family. As a business owner, you might have greater flexibility with your family than you did as an employee. With young children, you can set-up day care at work. If a child is sick, you can change your schedule. As your children age, you can adjust your work-life for their changing needs. You might have employees fill in for you or hire a personal assistant. This might all sound ideal, so talk to other women business owners in your field and learn from their experiences.

9. Create wealth. Many business owners achieve far greater income than they would have as employees (although this is not always the case). This monetary gain can allow for financial stability, as well as giving philanthropically. Over half of women business owners contribute in excess of \$25,000 annually to charity, according to www.womanowned.com.

10. Enjoy the perks! Some business owners let their work rule their lives. Women business owners tend to do better with this challenge. You can also enjoy some special perks of being an owner! Common perks include planning your own work schedule, writing-off travel expenses when doing business, buying a company car that you like, or starting the weekend early after a hard week at work. When work is slow, you might not feel obligated to be in the office and can enjoy some leisure time instead, like taking a stroll on the beach. You can create a work environment, both physically and mentally, that is enjoyable to manage. Money spent on décor, special events, food and other perks is at your discretion!

Marilyn Millare, CPA, is a senior partner with HMWC CPAs & Business Advisors (www.hmwcpcpa.com) in Tustin. She heads the firm's Real Estate Practice and has served real estate clients for over 25 years. Marilyn can be contacted at (714) 505-9000.

Sixteenth Annual Women in Business Awards Welcomes Linda LoRe, Frederick's of Hollywood President & CEO, as Keynote Speaker

162 Candidates to be recognized, 5 Awards presented

The Orange County Business Journal is pleased to welcome **Linda LoRe**, President & CEO of iconic retailer Frederick's of Hollywood, as keynote speaker for this year's Women in Business Awards luncheon.

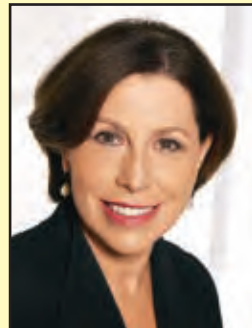
In her career as CEO of world-renowned brands, LoRe is widely recognized as a leading brand advocate. Her extensive experience includes building consumer companies from the ground up, revitalizing storied brands and breathing new life into consumer favorites.

LoRe became President and CEO of Frederick's of Hollywood in June 1999. As President, she has enhanced Frederick's image and strengthened its reputation for quality, sexy and fun lingerie, building on the company's history as an innovator in women's intimate apparel. Her focus on nurturing growth opportunities has kept Frederick's among the 50 most recognizable brands in the U.S.

Prior to joining Frederick's of Hollywood, LoRe was President & CEO of Giorgio Beverly Hills. Known for her marketing wizardry, she made a name for herself in the world of master branding when she successfully launched some of the industry's top fragrances like Giorgio Red, Wings and Hugo Woman by Hugo Boss.

LoRe serves on the Boards of Directors for Frederick's of Hollywood Group Inc., the Trusteeship of the International Women's Forum, The Women's Leadership Board for the Kennedy School of Government at Harvard University, and the Board of Advisors for the Fashion Institute of Design Merchandising (FIDM), the United States Air Force as their Entertainment and Industry Liaison emeritus, the National Association of Women Business Owners (NAWBO) Enterprise Institute, and the Executive Women's Alliance (EWA). She is also the founding Board Member of Urban Oasis, home of Youth Mentoring Connection, which serves at-risk youths in Southern California.

The recipient of numerous awards, LoRe attended California State University, Long Beach. We look forward to an exciting and informative presentation.



Linda LoRe

To purchase tickets, visit www.ocbj.com/bizevents.

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CREW Advancing the Success of Women in Commercial Real Estate

We're Inspired by Your Innovation

The one thing that's predictable about business is that it's fundamentally unpredictable. It's disordered and constantly changing – sometimes by accident, sometimes by design. Macro forces such as globalization, emerging technologies, volatile markets and the war for talent bring new questions and challenges every day.

One thing successful businesses of all sizes do to navigate through this unpredictability is make sure the technology, software and work processes that form the backbone of their organization are operating as productively and seamlessly as possible.

No one understands this better than Xerox. Documents and information are at the core of every business, no matter how large or small. So we provide the technologies and services our clients need to manage documents and data more efficiently and effectively, whatever the situation.

Together, we're ready for real business

As part of Xerox's commitment to real business, we're helping develop the next generation of women with a penchant for innovation, growth, talent and spirit. Diversity was a strength for Xerox long before it became a corporate buzzword. For more than 40 years, Xerox's emphasis on the importance of diversity has fueled our corporation's productivity, increased creativity and given us a global advantage.

We look forward to being inspired by the great women honored and in attendance at the 2010 Women in Business Awards. It is women like those gathered here that Xerox continually taps as a resource for the new talent and ideas that are critical to success in today's global economy.

If Xerox can help you or your business, feel free to contact Laurie Jones in Orange County at (562) 356-2250 or at laurie.jones@xerox.com.

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The Auto Club is proud to sponsor the OCBJ Women in Business Awards Luncheon.

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CREW-OC — Providing a Network to Strengthen and Grow Business Relationships

Established in 1988, CREW Orange County is a professional association of experienced Commercial Real Estate Women. A non-profit organization, CREW OC provides its members with a solid network to strengthen and extend business relationships while developing valuable personal contacts. CREW brings together a diverse group of women that represent several disciplines of commercial real estate including development, property management, brokerage, law, finance, investment, title/escrow, architecture, construction and more. CREW OC is part of the national CREW Network, which includes 71 chapters and 8,000+ members through-out North America.

CREW OC provides an effective forum for networking, education and philanthropy at both the local and national level. Chapter events include monthly luncheons, networking events, small group member lunches, educational outreach and philanthropic events. Monthly lunch topics focus on new development projects, market forecasts and topics related to professional and personal development. Two signature events include the Summer Party, a major fundraiser for CREW OC's charity WISEplace, as well as a members only holiday dinner in December.

Educational Outreach – U CREW

U CREW is an outreach program where CREW members volunteer to mentor university students on networking fundamentals, offer career resources and provide relationship building opportunities for career development. In March of 2010, CREW OC and California State University Fullerton hosted a successful roundtable event attended by over 30 students. Sarah Gall, Cal State Fullerton graduate and CREW Foundation Inaugural College Scholarship winner, spoke about her experiences within the CREW Network, sharing how winning the \$10,000 scholarship and paid internship contributed to her landing full time employment within the commercial real estate industry after graduation.

CREW Careers – Educational Outreach to the Next Generation

CREW also participates in CREW Careers, giving high school girls the opportunity to learn from experts in the commercial real estate field. During CREW Careers, the students learn how to develop a real estate asset from the ground up.

WISEplace – CREW's Humanitarian Support to a Worthwhile Cause

CREW OC has supported WISEplace Women's Transitional Shelter for the past 15 years. WISEplace offers housing and support services for homeless women who are committed to changing their lives. WISEplace has an 85-year history of caring for local women and was previously the YWCA of South Orange County. By meeting basic needs such as housing, food, clothing and emotional nourishment, as well as vocational skills training, WISEplace is a place women can go to start again.

CREW Foundation – The Philanthropic Arm of CREW

Founded in 1998, CREW Foundation is the philanthropic arm of CREW. As of 2005, CREW Foundation has awarded almost \$500,000 in grants to organizations that assist women and girls to achieve economic self-sufficiency.

Through CREW Foundation, CREW Network members and supporters seek to make a difference both nationally and locally in the lives of women and girls striving to achieve—success in their chosen careers, similar to the achievements that members of CREW Network have attained in Commercial Real Estate.

We invite you to get involved. Learn more about becoming a member. Visit CREW at www.crew-oc.org.



CREW Careers outreach gives high school girls the opportunity to learn from experts in commercial real estate

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Are you tired of not looking and feeling your best? Would you like to lose weight and learn how to maintain a healthy weight for life?

For thousands of people every day, the solution is Lindora Clinic, America's leading clinical weight management provider. Nationally recognized as the gold standard in weight management, Lindora Clinic operates 44 Southern California locations (including 14 in Orange County). Cynthia Stamper Graff, Lindora president/CEO and author of the bestselling *Lean for Life*, says the company, based in Costa Mesa, has thrived because it provides structure, support and cutting edge science in a nurturing environment.

How does Lindora differ from other diet programs?

Cynthia Stamper Graff: "Lindora offers much more than a diet. Our Lean for Life® program is a comprehensive system, complete with medical supervision, and it specifically addresses the physical, emotional, and psychological factors that lead to weight gain. We teach people how to become healthier by changing those behaviors and habits that contributed to their weight gain in the first place. We've found that when people experience the rapid weight loss our program is designed to produce, they see significant improvements in their health, such as lower blood pressure, cholesterol, glucose levels, etc. That motivates them to maintain the focus required to make lasting changes. This kind of change is often difficult to make on one's own, and even people who feel they've 'tried everything' respond very well to the caring support and unique structure our program provides."

How fast can a person lose weight on the Lean for Life program – and what do you eat?

Cynthia Stamper Graff: "Our clinical studies show that most Lindora Clinic clients lose 10 percent or more of their starting weight in ten weeks. A two to five-pound weekly weight loss can be achieved with our menu plan, which features three meals and three snacks a day, eating fresh foods you can find in grocery stores and restaurants. And the best part is that people rave about how well they feel and how much energy they have."

For many years, the Lindora program was available exclusively at your Southern California clinics. How has that changed?

Cynthia Stamper Graff: "When our book *Lean for Life* was published in 1996, it introduced our weight loss system to people around the world. At that same time, several of our 'big losers' were also getting a lot of national media attention. In response to many requests, we began offering telephone coaching sessions with our fantastic Lindora Clinic nurses and introduced Lindora Online, our 'cyber clinic' that provides a great alternative for people anywhere who want to access our program."

In 2006, we opened a number of Lindora Health Clinics inside select Rite Aid locations throughout Southern California. In addition to offering our weight loss programs, the clinics provide affordable health care and treatments for common illnesses and minor injuries. And last year, we partnered with Allergan, the makers of the LAP-BAND® surgical device, to offer a special online therapeutic lifestyle change program called My LAP-BAND® TLC. It supports patients who have had the procedure to maximize their weight loss while learning healthier new habits."

For more information about Lindora Clinic weight loss programs, call 1-800-LINDORA or visit www.lindora.com.



Lindora Clinic clients Javier (who has lost 140 pounds and has maintained for more than two years) and Traci (who lost 325 pounds and has kept it off for six years) with Lindora president Cynthia Stamper Graff.

Another Lindora Clinic Success Story

NAME: Laura

AGE: 56

HOME: San Juan Capistrano

OCCUPATION: Senior Account Manager for a major laboratory distribution company

HEIGHT: 5'6" **CURRENT WEIGHT:** 150

WEIGHT LOSS: "Thanks to Lindora, I lost 36 pounds in just ten weeks – and a total of 200 pounds."

DRESS SIZE: "I used to wear a size 28/30. I now wear a size 8."

BLOOD PRESSURE: "I'm down from 180/100 to 120/70."

BODY MASS INDEX: "My BMI dropped from 56 (obese) to 24 (normal)."

LIFESTYLE CHANGE: "At 350 pounds, my idea of exercise was raising a fork from the plate to my mouth. Now, I go the gym three days a week, and I walk, hike or jog the other four."

A SECOND CHANCE: "Before I lost weight, my body was giving out and I was giving up. Lindora Clinic has literally given me my life back."

THE BOTTOM LINE: "When I started with Lindora Clinic, I was taking medication for high cholesterol, high blood pressure and Type 2 Diabetes. Today, I'm off all my medications. My doctor is thrilled, and so am I."



Lindora Clinic client Laura lost 36 pounds in 10 weeks – and a total of 200 pounds – with the Lean for Life® program.

ABOUT LINDORA

Headquartered in Costa Mesa, Lindora Clinic is America's leading clinical weight management provider. Since 1971, clients have experienced rapid, safe weight loss with Lindora Clinic's unique, comprehensive program. The program is called Lean for Life® because it emphasizes lifestyle changes that result in lasting weight loss. It is designed to reverse insulin resistance and inflammation, improve blood pressure and cholesterol, and address other health conditions caused by being overweight.

IN THE NEWS

Lindora clinicians and "success stories" have been featured on *Good Morning America*, *The CBS Evening News* and in such publications as *People* and the *Los Angeles Times*.

44 LOCATIONS

Throughout Orange County, Los Angeles, Ventura County, Inland Empire and Palm Desert. (Lindora's Orange County locations include Costa Mesa, Fullerton, Huntington Beach, Irvine, La Habra, Laguna Hills, Laguna Niguel, Newport Beach, Orange, Rancho Santa Margarita, San Juan Capistrano and Tustin.)

SPECIAL OFFER

Lindora Clinic is celebrating 40 years of amazing results by offering up to 40% off weight loss programs purchased by May 29, 2010. For details, call 1-800-LINDORA.

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Calling All Women

Make a Difference with Habitat for Humanity of Orange County's "Women Build"

Professional women are known to be strong, confident, and empowered. Wouldn't you love to share those same qualities with a family who needs your help in Orange County? Habitat for Humanity of Orange County has just the activity for you. Why not build a home? Join our team of professional women who help fundraise and advocate for decent affordable homes, and actually build Habitat homes right here in Orange County.

Through Habitat's Women Build you can learn how to do simple repairs, meet and work with women from all over Orange County, and be a part of something that will change your life. All this while you offer a hand up – not a handout – to a local family working to achieve the American Dream of homeownership.

Women Build was started in the 1980s by Linda Fuller, co-founder of Habitat for Humanity International, to provide an opportunity for women to learn construction in a supportive environment. Women Build empowers women as they address the problem of substandard housing, and changes the lives of the Women Build volunteers and families. Fuller's dream of having Habitat homes built by women has spread worldwide, and over the years Women Build volunteers have built more than 1,650 homes. Local Women Build volunteers have built five homes in Orange County, and are forming teams to build homes in San Juan Capistrano and Fullerton.

Women Build is just missing one thing and that is YOU! Get involved with Orange County's Women Build today, and you'll change a life tomorrow.

For more information on this amazing volunteer opportunity, please visit our Web site www.habitatoc.org, send an email to our Women Build coordinator at women-build@habitatoc.org, or call (714) 434-6200 ext. 234.



Take the first step today to learn more about how you can become involved with Women Build

SLUG BUG MENTALITY

continued from page B-42

rently being taxed. Think of what that percentage would add to your bottom line if it stayed with you. Now think "Tax Strategist." Now you have that Slug Bug mentality!

If you are looking for opportunities, you will find them. If you have goals set, the answers to the obstacles will be found. If you seek the experts who see what eludes you, the profits are clear. We see what we are looking for.

So, at one point in my life I was looking for VWs, and I found them. Because of that simple game, I quietly trained myself to seek out a great many new prospects in my life. What are you looking for? Make it a conscious choice to find them...lots of them!

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COBRA SUBSIDY - ARE YOU IN COMPLIANCE?

Are you current and compliant with the new Subsidy legislation and how it will affect current and former employees and COBRA participants? Are you aware that the subsidy legislation applies to all employers, regardless of size? Employers with 20 or fewer full and part-time employees for more than 50% of the prior calendar year are defined as Cal-COBRA eligible employers. Employers with 20 or more full and part-time employees for more than 50% of the prior calendar year are subject to federal COBRA.

Insurance carriers administer Cal-COBRA, however the employer must accurately determine the qualifying event. Employers are responsible for administering federal COBRA. The penalty for non-compliance is \$110 per day for failure to comply with the Treasury or Department of Labor determinations within 10 days after receiving notice of the determination. COBRA eligibility and subsidy eligibility are two different events whose paths may cross.

President Obama signed the American Recovery and Reinvestment Act of 2009 into law on February 17, 2009. This gave eligible participants a new election opportunity and provided a 65% tax subsidy of their applicable premium. It was applicable to those who were involuntarily terminated (for reasons other than gross misconduct) between September 1, 2008 and December 31, 2009, and whose COBRA coverage BEGAN prior to December 31, 2009. The subsidy was for a 9 month period.



On December 19, 2009, the subsidy was revisited and extended from 9 months to 15 months. In addition, the language was changed to read that those who were involuntarily terminated from employment between September 1, 2008 and February 28, 2010 would be eligible.

On March 2, 2010, President Obama signed the Temporary Extension Act of 2010 into law. The Act extended the eligibility period for the COBRA subsidy program until March 31, 2010. In addition, the Act introduced new rules regarding the Reduction in Hours Qualifying Events. Previously, an employee who experienced a reduction in hours, but maintained active employment was entitled to COBRA but not the subsidy. Under the new legislation, if that same employee is subsequently involuntarily terminated on between March 2 and March 31, 2010, the employee is eligible for the subsidy. The subsidy duration is limited to the duration of the COBRA coverage; the 18 month coverage period is measured from original reduction in hours event date.

On April 15, 2010, The Continuing Extension Act of 2010 (the Act) was signed into law by President Obama. The Act extends the COBRA subsidy eligibility period originally introduced under the American Recovery and Reinvestment Act of 2009 (ARRA), as amended by the Department of Defense Appropriations Act, 2010 (2010 DoD Act) and the Temporary Extension Act of 2010 (TEA).

Subsidy Extension - The Act extends the eligibility period for the COBRA subsidy program until May 31, 2010. Individuals that experience an involuntary termination of employment through May 31, 2010 are eligible for the subsidy available under ARRA.

We've touched on the basics of the COBRA and the subsidy. COBRA is a very complex issue that has been complicated by the ARRA and subsequent extensions. The nuances in the original subsidy and extensions are subtle, but can have a significant impact on the proper administration of your plan. Working with the right broker who can bring the correct resources to help you understand and administer COBRA is key to navigating these murky waters.

For more information, please contact Mavis G. Chan, Vice President of Benefits with Brakke-Schafnitz Insurance Brokers at: mchan@brakkeschafnitz.com or 800-464-3606 x133.

Signature Insurance Group Congratulates all the nominees and honorees for the **"Women In Business Awards"**.

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- **Frequency and repetition.** A key to advertising, promotional products are kept on average for 7 months and many are used every business day!
- **Promotional Products** are one of the **least expensive & most effective** forms of marketing your business & goodwill.

An Innovative Promotional Product is the Constant Visible and Tangible Presence of Your Business in the Marketplace

A century of research shows, that businesses that **maintained or increased advertising grew significantly** both during the recession *and three years beyond*.

Will your business become 'history' or make history? In **2010 – The results are up to you!** Let's partner together to **grow your business** with creative brand identity in client & employee appreciation with promotional products.

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The Auto Club Works for These Women

The Automobile Club of Southern California employs more than 3,000 people in Orange County at more than a dozen locations. Here are a few employees talking about why the Auto Club is a good fit for their lives.

SARAH HANSEN

Life insurance agent
Laguna Hills branch
Auto Club employee since: 1999
Personal: Married, three teenage children
Hobbies: Jogging, walking, reading,
spending time with my family



At the time I applied at the Auto Club, life insurance was a new product. It was an opportunity for me to grow with them. What appealed to me was that it is a culture of service. I am a service-oriented person, I used to work in banking, and I really like to come into the office and help the members.

I love what I do, because it helps people feel more secure about their lives and their situations. When members purchase life insurance through AAA Life, they trust that their loved ones are protected, which makes my job even more rewarding.

Every day is different here, but all the employees at the Auto Club have one goal, which is member service, and everyone works toward that goal. It's a positive atmosphere, which I like.

The Auto Club has given me the opportunity to balance my personal life, my family life, with my work, and I truly appreciate that.

MARIANNE KIM

Principal Transportation Policy Analyst
Costa Mesa Administrative Offices
Auto Club employee since: 2005
Hobbies: Travel, running (completed 4 marathons),
softball, baseball fan
Involvement: City parks and recreation commissioner,
theater company board member



The Auto Club monitors transportation policy for more than 200 Southern California cities and more than a dozen regional transportation agencies, as well as state policy decisions. As a strong voice for Southern California drivers, we work to influence policy decisions so that they reflect motorists' concerns and improve road safety.

I research policy proposals to determine their impact and work with our Public Affairs team to provide the Auto Club's position on those proposals to decision makers. I'm on the road many days and evenings attending meetings so that when an important decision is made, the Auto Club is represented.

One of the biggest projects I have been involved in and am most proud of is helping to pass sales tax ballot measures dedicated for transportation in counties throughout Southern California, including renewal of Measure M in Orange County. These measures created multi-decade funding sources that will greatly improve transportation infrastructure.

I like being able to make a difference in our communities through my work. My colleagues are great people who are always willing to help, and we have a close-knit team that enjoys lunching together as well as working together.

In my five years at the Club, I have been given increasing responsibilities and every year brings a new challenge, which I enjoy.

R. WENDY SABINS

Senior Vice President, Marketing,
Product Management & Publishing
Costa Mesa Administrative Offices
Auto Club employee since: 2001
Hobbies: Crafts (handmade greeting cards),
travel, fly-fishing
Personal: Married, two teenagers



I came to the Auto Club after working in banking for several years. I've stayed because of the incredible culture that celebrates all of us doing our best to serve our members and go beyond their expectations.

It's been a tremendous experience to be a part of growing our membership by expanding the number of products, services and member benefits that prove useful to people in their everyday lives.

The creative energy in this organization makes it fun for me to come to work each day. We have a dedicated team of staff members who work hard to make sure the Auto Club is always there when our members need us, no matter how they prefer to access our services.

I enjoy working with a very diverse group of employees that includes a combination of newer and long-term staff. It's a good feeling to be part of an organization that continues to grow and add value to our members even during tough times.

For more information about the Automobile Club of Southern California, please visit the website at www.aaa-calif.com.

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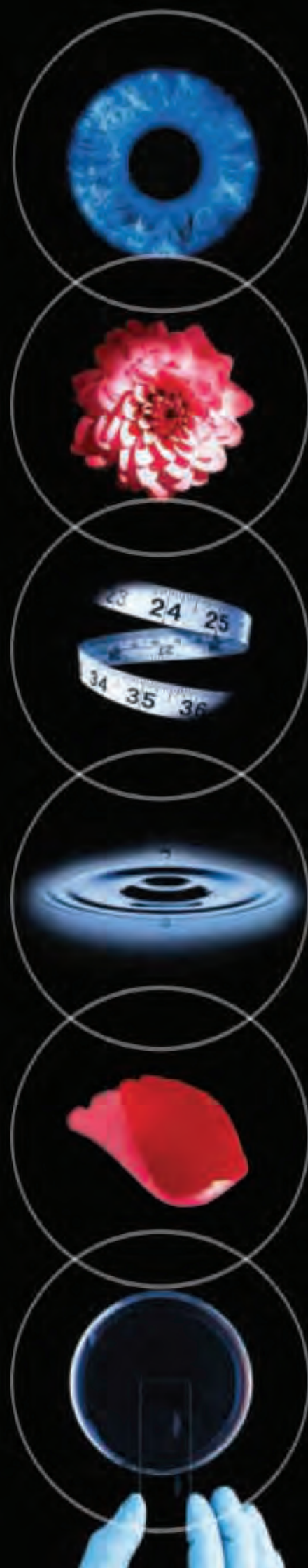
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2010 Women in Business Nominee Profiles

Pamela Adams, CFP®, MBA, First VP-Investment Officer

The Adams Financial Group of Wells Fargo Advisors, LLC, Irvine

Prior to serving in her current role at The Adams Financial Group of Wells Fargo Advisors, LLC, Pamela Adams dedicated 23 years of service with a \$3 billion Fortune 500 company focused in the Building Materials Industry and quickly rose to Divisional General Manager. By implementing strategic programs and delivering results, she doubled her division's size with annual revenues of \$75 million to \$140 million. After coming to Southern California in 1994 and earning her MBA from UCI in 1998, she quickly recognized Orange County's strong need for financial management in the small business marketplace. She has successfully built her niche market by serving as wealth manager for entrepreneurs, female executives and the "millionaires next door."

As a trusted advisor today, Pam draws on the same strategies she used in corporate America, providing a systematic approach to helping clients in the areas of estate planning, tax planning, investing in their retirement, and the efficient transfer of wealth to heirs. Wells Fargo Advisors, LLC is not a legal or tax advisor.



Brenda Agius, Chief Financial Officer

Local.com, Irvine

Brenda Agius has more than 16 years of corporate financial management experience and has held several senior-level executive positions in a number of publicly traded and privately held global technology companies, including Miva, Neighborhood America, and Slingpage, Inc. She was instrumental in aggressively advancing the Findwhat.com/Miva organization by fostering organic growth and facilitating strategic acquisitions.

Agius holds a Bachelor's degree from Long Island University-C.W. Post and received the designation of Certified Public Accountant from the state of New York.



Aylin Aker, President

Aylin Aker, Inc., Newport Beach

Aylin Aker has been a private fine jewelry designer in Newport Beach for 20 years, designing and manufacturing spectacular one-of-a-kind pieces for a celebrities such as Halle Berry and Barbara Streisand, plus her private clients. Following her extensive training in the industry as a GIA graduate gemologist and an artist, Aylin has concentrated her efforts in building her sought-after wholesale and referral-only jewelry design firm. She vehemently refuses to charge her clients retail prices by keeping her company private.

In addition to her work with jewelry, she seeks out small, productive charities that are close to her heart. She's raised funds for and donated to nature and wildlife conservancies while starting her own grassroots organization that takes a hands-on approach to stopping the poaching of wildlife in foreign countries.



Sharon Kay Alexander, Broker

Prudential California Realty, Orange

A multi-talented businesswoman and a highly generous individual, Sharon Kay Alexander has amassed a number of remarkable accomplishments over the years. From investment management to wedding and event planning, she's done it all. Most importantly, she's dedicated her life to utilizing her gifts and talents to help worthy causes—she donates a great deal to charitable organizations. Today, she's a successful real estate broker, yet still finds time in her busy schedule to serve her community as a philanthropist. Recently, Sharon led the annual gala for Habitat for Humanity Orange County. What's more, she has served on the organization's board for three years as the Director of Special Events.



Linda Miller Ames, Principal

Ames & Associates, Irvine

Linda Miller Ames is well known for her ability to develop strategic communications approaches and tactics to help both public companies and nonprofit organizations. Since 2008, she has held the position of Principal for Ames & Associates. Prior, she operated Linda Miller Ames Communications and led internal communications activities for Fluor Corp., a global Fortune 500 company. Additionally, she worked for several years a television news reporter, producer and anchor.

Linda is a member of the Public Relations Society of America (PRSA) and is certified by the organization as an accredited PR professional. She serves as a board member for Team Kids, an Orange County-based nonprofit dedicated to empowering young people to be responsible, resilient citizens with a passion for service.



Sondra Ames, Co-founder/Chief Visionary

Wonderland Bakery, Newport Beach

A creative marketing guru, Ames has successfully branded Wonderland Bakery as one of Orange County's most recognizable bakeries, giving it a heightened presence, which in turn has helped the company land international partnerships. Beyond cookies and cupcakes, the Wonderland Brand of merchandise rivals Disney and has propelled the company from a destination bakeshop to a national powerhouse.

Formerly an established businesswoman in global trading, Ames decided in 2005 to make daughter Allyson's dream of opening a bakery a reality, and the two opened Wonderland as co-founders. National expansion of the brand includes concierge, airport locations and premier in-store merchandise kiosks.

Ames donates regularly to many nonprofit organizations to help them further their causes. A founding member of the United Way Women's Philanthropy Fund, she was named the MOMS (Maternal Outreach Management System) OC Business Mother of the Year; she and her daughter Allyson received the 2008 California Business of the Year award from Senator Harmon and Governor Schwarzenegger.



Justine Amodio, Editor-in-Chief

Coast Magazine, Santa Ana

Justine Amodio has been the editor-in-chief at Coast Magazine for the past 18 years. In 2009, she had a vision to recreate the publication to more effectively benefit the community. Coast Magazine re-launched in October with the goal of inspiring its readers to get involved in their communities. Each story in the magazine now includes a call to action that arms the reader with information on how to get involved. Just a few groups that have benefited from Amodio's efforts include: Orange County Community Foundation, Oceana, Crystal Cove Alliance, Orange County Great Park, Chapman University, and Orange County Performing Arts Center.

Amodio has inspired a new generation of writers as a teacher of English composition and creative writing courses at UCI's extension program. She's involved with a number of causes and teaches young girls at the Center for Living Peace in Irvine in a unique class dubbed "An Exploration for Girls through Dance, Creative Writing and Art."



Kerry Johnson Anthony

Susan's Healthy Gourmet, Irvine

Kerry Johnson Anthony is successfully managing and growing three companies in her role as president of Susan's Healthy Gourmet (SHG), LifeSpring Home Nutrition, and Xan Confections. She has been an integral part of SHG since the company started delivering fresh and healthy calorie-controlled meals twice weekly to homes and offices in 1996. Kerry worked her way up and learned every position before moving into management, and ran SHG's Los Angeles branch for three years. In 2004, she was appointed president of SHG and sister company LifeSpring Home Nutrition, and under her leadership, combined annual revenue has exceeded \$9 million. More than 1 million meals are prepared and delivered each year.

Kerry is a vital partner with mother Susan Johnson in the strategic planning and growth of the companies; this year, she is expanding SHG to northern California, looking to market LifeSpring nationally, and developing a following for Xan among chocoholics globally.

Kerry and SHG have donated to various local causes including CHOC Follies, Susan G. Komen for the Cure, American Cancer Society and the Alzheimer's Association.



Mirna Bard, CEO/Social Media Strategy Consultant

NuReach Global, Costa Mesa

Mirna Bard is more than a highly regarded marketing expert. She is a consultant, a mentor, a coach, an educator, an entrepreneur, an author, a keynote speaker and a tenacious learner. Her dedication to herself, her business and the people who surround her has resulted in incredible things. Within the last 14 years, she has achieved important milestones without allowing obstacles to deter her success. She has a thirst for knowledge and a passion for learning. Her success is due in part to her loyalty and commitment to the people with whom she works.

A social media/search engine optimization guru, Mirna launched her business in 2007 to help businesses attain better results by utilizing the Internet. In addition to authoring more than 200 blog posts and articles to educate businesses, she's been quoted by journalists and mentioned in various publications. She's also an instructor of social media at UCI.



Margaret Bayston, CEO/Executive Director

Laura's House, Ladera Ranch

Margaret Bayston began volunteering in the legal advocacy department of Laura's House in 1988 and was hired as the organizations chief executive in 2001. Since that time, she has taken the agency—the only state-approved comprehensive domestic violence agency in South Orange County—to an operating budget of \$3 million annually, while navigating it through a very challenging financial climate.

Bayston, an England native, is a founding member of Judge Pamela Iles Domestic Violence Coordination Team. She's a state-certified domestic violence advocate and sexual assault counselor. She's a member of Vistage International, the world's leading chief executive organization and of Women's President's Organization, a nonprofit membership organization for female presidents of multi-million dollar companies.



Melinda Beckett-Maines, National Marketing Manager

Toyota Material Handling, U.S.A., Inc.

Beckett-Maines oversees marketing and branding initiatives for the number one selling forklift supplier in the U.S. She is responsible for marketing and public relations for all lift

trucks and material handling equipment sold by TMHU in the U.S. In her fifteen-plus years with the company, Beckett-Maines has helped translate the value selling points of TMHU products to multiple audiences, including company's own internal group of 68 authorized Toyota Industrial

Equipment dealers spread over 188 locations throughout the nation. In addition to propelling the TMHU brand forward in the industry, she is helping advance the company's environmental charter. Beckett-Maines led the charge in TMHU's partnership with the Arbor Day Foundation, and as a result, 57,000 trees were planted in national forests and local parks damaged by fire or other natural causes by the end of 2009. Beyond her role at TMHU and her family life, Beckett-Maines also dedicates her time to the Irvine Chamber of Commerce, having previously served as the chair of the organization's education committee.



Ruth Bedi, Co-owner

Prego Ristorante, Irvine

Together with her husband, Ruth Bedi took ownership of Irvine's Prego Ristorante in an effort to return the restaurant to its status as a top OC eatery. She remodeled and refurbished the entire space, replacing the floors, changing the upholstery and adding a sports bar to breathe new life into the restaurant.

Bedi graduated from Colorado State University at Fort Collins, Colorado and completed a graduate program at the University of San Diego. While attending CSU she studied at La Varenne, a famed Paris culinary school, during a semester abroad. As a student she also managed The Mezzanine, an upscale dinner and piano lounge at a historic hotel built in the 1800s. She also served as the national sales manager for Airdyne Refrigeration.



Zaynab Behzadnia, Principal

Lucid Fusion, Irvine

Zaynab Behzadnia has a rich and diverse background with more than 15 years of experience in sales, marketing and public relations. She joined Lucid Fusion in 2005 as partner and executive vice president of marketing and business development to grow the company to a full-service new media marketing agency that fuses traditional and digital marketing solutions. Her experience allowed the company to grow organically from two entrepreneurs and a foldout table to a talented team of 20, providing a loyal clientele with award-winning strategies.

Zaynab has directed and developed numerous award-winning advertising and marketing campaigns for clients including the Irvine Chamber of Commerce, Research in Motion, Sage, Bacchus Development, UCI and PowerBalance. In 2007 she spearheaded the launch of Lucid Fusion Public Relations, also based in Irvine.

A resident of Irvine since 1984, Zaynab serves on the board of directors at the Irvine Chamber of Commerce.



2010 Women in Business Nominee Profiles

Jodi Benavidez, Owner

Brokedown Clothing, Newport Beach

After graduating college with a degree in fashion merchandising, Jodi Benavidez landed a job in L.A.'s fashion industry. She soon discovered that, to lead the kind of lifestyle she had envisioned for herself, she needed to branch off and form her own business. Accordingly, she quit her job, picked up shifts as a bartender at the neighborhood establishment where she worked as a student, and began saving money to make her dream a reality. She launched Brokedown out of the garage of the Costa Mesa home she was renting in 2006 with just \$5,000. Today, the line is featured in more than 400 stores throughout the United States and 10 other countries. Recently, it was picked up by both Nordstrom and Bloomingdale's. Because of its incredible success, Benavidez is now the proud owner of the Costa Mesa home in which Brokedown found its roots.



Jennifer Black, Vice President, Marketing

Local.com, Irvine

Jennifer Black has more than 15 years of experience in online and offline marketing, strategic planning, business development and e-commerce operations. Prior to joining Local.com, she led online marketing for Autobytel, the industry leader in the online automotive space, where she was instrumental in driving traffic and monetizing partnerships throughout the company's network of websites. During her tenure, she was responsible for spearheading traffic partnership deals with America Online, United Online and EarthLink. Prior to Autobytel, Black held senior marketing and strategic planning positions at Teleflora and Overstock.com. She holds a Bachelor's degree in Business Management, which she earned at the University of Utah.



Brothers Big Sisters Orange County, the board of trustees for Olive Crest Children's Homes and the advisory board for Crystal Cove Coaching. She's also an executive mentor in UCI's MBA program.

Lee Ann Canaday, Owner

RE/MAX Fine Homes, Laguna Beach

Throughout the 30 years she's been in the business of luxury residential real estate, Lee Ann Canaday has sold well over a \$1 Billion in property. Her annual sales have soared as high as \$175 million and, during the peak of the market several years back, she closed more than \$45 million in sales over a two-week period.

Having purchased a RE/MAX franchise known as RE/MAX Fine Homes a little over a year ago, Lee Ann heads a team of more than 23 seasoned real estate agents called The Canaday Group, working from a Laguna Beach office. The Group's overwhelming success has allowed Lee Ann to put another RE/MAX Fine Homes location in the works—her Newport Beach office is slated to open mid-June. In addition to heading these offices, which focus on helping discerning clients buy and sell some of Southern California's most impressive luxury homes, she operates a thriving short-sale business based in Costa Mesa.



Mary Carlston, Director

Sperry Van Ness, Irvine

With 25 years of experience in commercial real estate lending and asset management, Mary Carlston offers a rare combination of experience and practical knowledge. For the past four years, she has provided key management skills and strategic planning to SVN Equities and Sperry Van Ness Asset Management. During this time, she was instrumental in structuring more than \$200 million in loans, including



Sheryl Bourgeois, Executive VP, Advancement

Chapman University, Orange

A seasoned development professional, Sheryl A. Bourgeois has more than 19 years of experience in fund raising and advancement for nonprofit and educational organizations. Currently, she's the executive vice president for university advancement, marketing and communications at Chapman University. She joined the organization as the director of special events in 1998, and during her tenure she's accomplished a great deal. She's been actively involved in numerous development efforts to further the mission of the institution, such as helping to increase the university's endowment by 41 percent. She's also engineered a restructuring of the advancement division that resulted in a more comprehensive giving effort, and a more robust alumni and parent relations program.



Sheryl has served on the board of directors for the Orange County Chamber of Commerce. Currently, she's a member of the Association of Fundraising Executives and the Council for Advancement and Support of Education.

Tammie Brailsford

Memorial Care, Fountain Valley

Tammie Brailsford is an outstanding leader who has helped make MemorialCare one of the most respected health systems in Orange County and in the nation. As a senior executive of a \$1.5 billion business with almost 10,000 employees and 3,300 affiliated physicians that's one of just a handful of health systems to receive a bond upgrade to AA- this year, Brailsford brings the warmth and calm-under-pressure that she honed early in her career as a registered nurse. In 2009, Brailsford launched a comprehensive wellness and prevention program for employees and their families called The Good Life. With almost 10,000 employees and 3,300 physicians, MemorialCare is taking an active role in preventive care for employees and their families—creating workplaces characterized by onsite walking trails, employee gyms and nutritious, low-calorie cafeteria foods.



Kira Bruno, Founder/Managing Director

FORTIS Resource Partners, LLC

Kira Bruno is founder and CEO of Irvine-based FORTIS Resource Partners, an executive search and project staffing firm that helps clients attract, recruit and retain top talent in accounting, finance, tax and audit environments to meet the growing and changing needs of their organizations. The company's mission reflects her personal ideals of building trust, positively impacting others and providing the highest level of service to the professional and nonprofit community.



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swaps on part of the portfolio, which proved to be helpful amid turbulent times. Currently working on behalf of her organization as a receiver, Carlston reports to the courts, deals with sale and leasing brokers nationwide and provides broker's option of value, while working closely with asset managers to preserve asset value and ensure the best outcome.

Jennifer Cavender, Engagement Manager*Haskell & White LLP, Irvine*

Jennifer Cavender, CPA is the engagement manager responsible for supervising staff and delivering exceptional service to clients at Haskell & White LLP. For 10 years, Cavender has been a valuable member of one of the largest independently owned accounting, auditing and tax-consulting firms in Southern California.

Cavender graduated from California State University, Fullerton with a bachelor's degree in business administration and accounting. Today, she works with clients in the life science, manufacturing and nonprofit sectors, and has developed in-depth industry knowledge that enables her to contribute consistently to their overall growth.

Cavender is a member of the AICPA, CalCPA and serves on the board of directors for the accounting chapter of the CSUF Alumni Association. She is the president of the American Society of Women Accountants-Orange County and is actively involved in the community through March of Dimes, Abundant Life Church of God and the Susan G. Komen Breast Cancer Foundation.

**Daphnie Chakran, CEO & President***Spectrum Scientific, Inc., Irvine*

Daphnie Chakran is the CEO and President of SSI—a small business manufacturing holographic gratings and spectrometers and R&D engineering for next-generation nano-technology devices. SSI is working on some exciting new products miniaturizing bio-sensors and environmental sensors. SSI received a phase II grant from NSF (National Science Foundation) last year. Daphnie has been a fixture in the photonics industry for over 15 years holding positions in organizations such as the OSA (Optical Society of America). She also volunteers and helps with organizing events/training within our community, in efforts to introduce optics/science to kids.

**Sharon Chan, Vice President***Laurus Construction, Costa Mesa*

Having a degree in biology, Sharon Chan never expected to end up in the construction industry—but she found herself immersed in it in 1999, when she met her husband, the founder of Laurus Construction. She worked for the company part-time while holding down her regular job at KABC-TV. Three years later she joined Laurus full-time and the rest is history. Recently, Chan became a LEED Accredited Professional—the company looks forward to taking on more “green” projects.

Chan started another company—Oday Shakar—in 2009 with fashion designer Oday Shakar. The company creates one-of-a-kind red carpet-worthy couture gowns and also offers a vast collection of ready-to-wear pieces.

**Michelle Cohen, President***Mitch-Stuart, Inc., Laguna Niguel*

Mitch-Stuart, Inc. president Michelle Cohen is an entrepreneur with a truly altruistic vision; her company has pioneered several programs in the travel industry that have helped nonprofit organizations raise almost a billion dollars in revenue since 1994.

The company's clients include the United Way, American Red Cross, Catholic Charities, Boy Scouts of America, Rotary Clubs, Boys & Girls Clubs and Salvation Army. It works locally with CHOC Foundation for Children, Pediatric Cancer Research Foundation, Anaheim Memorial Medical Foundation, Orange County Museum of Art, Temple Bat Yahm, Heritage Pointe, Coastline College Community Foundation and Orange County Coastkeeper.

Cohen is a recognized speaker at numerous national conventions and is a member of Association of Fundraising Professionals both locally and nationally.

**Ann Crane, President***Meyerhof's Fine Catering, Irvine*

Ann Crane has been with Meyerhof's for 29 of its 40 years in business. Even during what's been a challenging time for caterers, she works hard to develop the company's business, striving to make every event even better than the last.

Widely respected by her peers, Ann is well known for her charitable giving. A life-long Girl Scout, Ann has served on the organization's board and nominating committee and is a past chairperson of the Women of Distinction Luncheon. She also is a longtime supporter of Human Options, donating her time and talent to help break the cycle of domestic violence. A past co-chair of the Fall Luncheon and a 3-term Board Member and Executive Board Member, she continues to volunteer on the Serious Fun Annual Fundraiser Committee.

**Nancy Dahan, Attorney***Brown and Dahan Attorneys, Irvine*

Nancy Dahan is an attorney dedicated to making a difference. In addition to her family law practice she has established a website (womens911.com) to help women find resources to build a new life for themselves and their children as they deal with such issues as divorce, domestic violence, employment issues, family stress, and depression. What's more, she has donated many hours of pro bono service to women in need of legal services.

Dahan is also a community leader, sitting on boards at organizations such as Human Options. She's an active leader in Planned Parenthood, and an ongoing supporter of CASA. In addition, she's active in a number of professional organizations including the Orange County Bar Association. She attends a monthly study group with prominent orange county attorneys on matters of family law.

**Kristin Daniels, Regional Marketing Director***G2, Ladera Ranch*

Kristin Daniels began her career in advertising in 1995. Her resume includes work with many of the top agencies in the industry, including Williams Worldwide, The Marketing Continuum, Frankel, Flair, Source Marketing, The Identity Group, Alcone Marketing (Omnicom) and currently G2 Worldwide (a subdivision of Grey Worldwide). Her forward-thinking and creative approach have brought successful marketing campaigns for dozens of stellar clients including Con Agra, the complete Heineken portfolio, Jose Cuervo/UDV, Kirin Beer, AAA and Nestle.

Daniels has been part of Saddleback Church's Rwandan Outreach, and has co-initiated and led a (now 3 year) program called Livestock for Life. This self-reliant charity enables her village family to own, raise, breed and cultivate livestock for use of dairy, feed and fertilizer. To date, more than 300 villagers have been affected by this program; the kids of her home village eat at least one clean, true protein rich meal a day.

**Julie David, CEO & Founder***A Charity for Charities, San Clemente*

Julie David has spent the last 21 years involved with various nonprofits in Orange County, primarily in development and fundraising. Prior to starting A Charity for Charities, she held numerous volunteer leadership roles where she chaired capital campaigns, produced black tie galas, directed golf tournaments and managed other special events.

A Charity for Charities is a nonprofit organization whose primary purpose is to educate the community about and help raise funds for other nonprofit organizations. Through its signature program, Community Cents, A Charity for Charities is working with over 20 nonprofits including Canyon Acres and Child Abuse Prevention Center, to create a unique and continuous income stream with very little work on the part of the nonprofit.

**Kathy Dawson, President***Dawson & Dawson Inc., Mission Viejo*

Kathy Dawson is founder and President of Dawson & Dawson Inc., a professional staffing company. She has over 27 years of experience in the staffing industry in Orange County and throughout the western region of the United States. Her knack for delivering the ultimate in customer service for both the client and the candidate has distinguished her organization from other staffing companies. Dawson & Dawson has grown over 300% from the previous year and is on track to grow over 400% in 2010.

Dawson dedicates a great deal of time and energy to the Orange County business community. She currently is president elect of NAWBO-OC.

Dawson has been featured in esteemed publications including the LA Times, Staffing Digest Magazine and Staffing Industry Magazine. She has been interviewed on LA Talk Radio.

**Karla K. Dennis, Founder and CEO***Cohesive, Cypress*

Growing up on the tough streets of Compton, Karla Dennis didn't just dream about something better. She actively sought a way up. Through hard work and perseverance, she discovered a unique talent in a field most people fear and dead: tax codes. After earning a master's degree, she achieved the high-proficiency tax professional designation of Enrolled Agent. Then, in 1990, she began a tiny bookkeeping and tax service. In 2006, she accelerated the pace and rebranded her business as Cohesive. Now a comprehensive tax, accounting and consulting service that consistently grows and expands its services, having recently taken its client base from regional to national. Cohesive is a strong company that's achieved a robust 30% growth for each of the last three years.

Dennis has been quoted by various media outlets, including Smart Money, CNBC, Consumer Reports and the Real Wealth Network.

**Tamara DeVitt, Partner***Fisher & Phillips LLP, Irvine*

Tamara DeVitt, a partner with employment law firm Fisher & Phillips in Irvine, has inspired colleagues, clients, peers and the local business community through a number of admirable initiatives, pioneering how Orange County businesses should utilize social media in the workplace. She supports the community as Vice Chairman/General Counsel for the Huntington Beach Chamber of Commerce. She's also launched a first-of-its-kind female attorney networking group in Orange






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County called the Women's Business Development Initiative. The organization aims to pull together partner-level female attorneys in Orange County who each bring to the table a different area of expertise. Since the group's May 2009 inception, it has attracted 13 members.

DeVitt also mentors young attorneys in the area.

Maria DiGiovanni, CFO
B Scene Advertising Agency, Newport Beach

Maria DiGiovanni has worked endless hours as finance chief of B Scene Adverting Agency, helping the company to open new offices and expand its services to include television production in Beverly Hills—an accomplishment she managed amid a tight financial period. She's also managed to bring the company back "into the black" by doing a virtual juggling act of duties.

B Scene is a full service ad agency that found its roots in Orange County. Originally, the organization operated exclusively out of Newport Beach, where it thrived for more than 20 years before adding additional locations in five major cities.

DiGiovanni provided critical assistance in the sale of three companies started by B Scene CEO Caren Lancona.



Heather Dilley, VP Human Resources
Local.com, Irvine

Heather has over 20 years of diversified human resources experience. Most recently, she served as Human Resources Manager at Paciolan, an online ticketing software company. She also has served in senior human resources roles at a number of high technology and online companies including Rainbow Technologies, Canon, New Horizons Computer Learning Centers and HNC Software Insurance Solutions, among others.

Dilley holds a master's degree in Human Resource Management and a BA in Sociology from Chapman University.



Debbie Douglas, Principal
Douglas Strategic Communications, Newport Coast

Douglas took a circuitous route to becoming a business owner, working first at a small agency, a global corporation and eventually worldwide communications firms. She led media teams as a well respected executive and established her reputation as an industry guru, producing major results for some of the world's best-known brands when everyone else had failed. But the game changer was a battle she won with breast cancer. Realizing life is precious, Debbie put her skills to work for entrepreneurs of small to mid-sized companies, and gave back as communications chair for American Cancer Society in California.

Creative and persistent, Douglas knows how to navigate a newsroom and consistently gets her clients in national magazines, newspapers and television.

Douglas provides strategic marketing counsel to Orangewood Children's Foundation and is the chair of public relations for NAWBO-OC.



Denice Douglas, CPA
Denice Douglas, CPA, Huntington Beach

From being named the valedictorian at Huntington Beach High School to getting accepted into the second class of women allowed to attend the US Air Force Academy to holding leadership roles with four local accounting firms, Denice Douglas's achievements are vast. As owner of her CPA practice today, she has the

flexibility to invest back into charities in the County. Her leadership roles include acting as Vice President of the Finance and Executive Committees on the Pacific Chorale Board, a Planned Giving Committee Member at Goodwill Industries of Orange County, a past treasurer and current board member of the Planned Giving Roundtable of Orange County, a member of CalCPA-OC/Long Beach chapter and a member of the Orange Coast and Long Beach Estate Planning Councils. She also devotes her time to El Viento Foundation and the American Pride Foundation.



Barbara Eidson, Community Relations Manager
The Resort at Pelican Hill and Island Hotel, Newport Beach

Barbara Eidson, a seasoned hospitality executive, has been a stalwart of the Newport Beach community for over 20 years. Known for her unwavering enthusiasm and enduring community spirit, she currently is the dedicated community relations manager for The Resort at Pelican Hill and Island Hotel Newport Beach, where she directs all community outreach for both luxury properties, monitoring community activities and maintaining crucial relationships with countless important organizations.

Eidson serves on the advisory board of the Pediatric Cancer Research Foundation and on the boards of directors at the Irvine Chamber of Commerce, Children's Bureau of Orange County and the Fashionable Women of Chapman, an organization supporting student scholarships directed toward the development of Chapman University's Dodge College of Film and Media Arts. She also is a member of the Public Relations Society of America.



Tracey Downey, Director of Research & Development
Xan Confections, Irvine

Xan Confections chocolatier Tracey Downey works with Susan Johnson and Kerry Johnson Anthony to tempt the taste buds of Orange County chocolate lovers and beyond with handcrafted treats made from only the finest chocolate and all-natural ingredients. Tracey offers traditionally indulgent collections, like the Ladybug Truffles and the nostalgic BigMouth Collection, but her "guiltlessly indulgent" chocolates are truly unique: The Saintly Sins and the Jewel Collection are surprisingly health-conscious yet still amazingly decadent, offering low-calorie, vegan, gluten-free, and low-glycemic options. Xan has achieved major growth in the past year and is currently being sold in 132 locations in 15 states, with additional locations on the horizon.

Tracey volunteers her time providing chocolate-making demonstrations and donates product to many worthwhile organizations, including Girls Inc., Susan G. Komen for the Cure, Alzheimer's Association, the Juvenile Diabetes Research Foundation, SPIN, and many more.

An industry leader, Tracey is a founding member of the Fine Chocolate Industry Association and World Peace Chocolate. She is also a member of the International Association of Culinary Professionals and Les Dames d'Escoffier International.



Martis Duarte, Owner
Mars Hair Studio, Newport Beach

Martis Duarte is an accomplished hair colorist and educator who is driven by an incredible passion for self-expression. She owns Mars Studio, a boutique salon in Newport Beach. A born fashionista, Martis is inspired by everything from sitting front row at a fashion show to looking out her window from her eco-friendly SmartCar as



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she zips around town.

As part of her dedication to living a greener lifestyle, she was recently featured in the April issue of Redbook in the "I Love My Green Life!" article.

When not working or traveling, Martis enjoys drinking wine and looking for the next dining hotspot in town that she can recommend.

Jacqueline Lehn Dupont, CEO

Dupont Residential Care, San Clemente

Jacqueline Dupont is owner and CEO of Dupont Residential Care, Inc., Assured Horizons LLC and Assured InHome Care Inc. She has more than 20 years of professional experience working with the elderly and the Alzheimer's community in addition to serving on boards and committees of numerous other Orange County organizations.

Dupont is a Gerontologist who has lectured at USC, UCI and Cal State Fullerton on aging issues. Currently, she's in her second term of service on the board of the Alzheimer's Association of Orange County. She also serves on the boards of St. Anne School and has been on its Religion Committee for 14 years. She devotes time and energy to J. Serra Catholic High School, National Parkinson's Foundation, South County Senior Services, Salvation Army, Womansage Emeritus and UCI MIND Institute Alzheimer's disease research center.

**Massy Farzine, President**

ESDI, Inc., Newport Beach

Massy Farzine founded ESDI in 1987. The company is one of the few successful woman-owned commercial real estate brokerages/property management companies in the nation. With a 20-year track record of successful projects, ESDI boasts a portfolio of activities that includes client representation and investment transactions, and remains an authority in the field of executive suites.

Farzine holds high standards for integrity and professionalism, making her an exceptional role model for her team, which is comprised of 22 young professional women.

In addition to heading up ESDI, Farzine is one of the partners and co-founders of eTenantCare.com. Having moved to California from France where she attended Assas Law School, she's fluent in four languages and consults internationally throughout Europe and Asia.

**Michelle Finney, CEO**

Los Alamitos Medical Center, Los Alamitos

Michele M. Finney is Chief Executive Officer for Los Alamitos Medical Center, a position she has held since 2000. Her leadership includes The Health Care Center on Golden Rain Road (the health facility in Leisure World, Seal Beach) and the TotalCare Pavilion Centers (Cancer, Imaging, and Infusion) on the Los Alamitos campus. Michele is a six time recipient of the Tenet Hospital Circle of Excellence Award.

Los Alamitos Medical Center has seen many changes over the past 41 years and Finney's tenure as CEO has included an expanded emergency department a new medical office building, an outpatient diagnostic center, and a \$10 million cancer and infusion center. Finney's vision for the next 25 years includes new patient care buildings with private and semi-private rooms, a parking structure, and additional physician office space.

**Melanie Salata Fitch, CEO**

Irrelevant Week, Newport Beach

Melanie Salata Fitch is the CEO of Irrelevant Week, a nonprofit organization now in its 35th year. Irrelevant Week is a week-long celebration of the National Football League's Mr. Irrelevant (last draft choice of the NFL) and other unsung heroes. The company's motto is "doing something nice for someone for no reason." Its festivities have raised money for many charities, including Children's Special Olympics, Disabled Sports USA, Goodwill Industries, Marines 1/1 Foundation, Orange County Youth Sports Foundation, Orangewood Children's Foundation, Save Our Youth and USC Scholarships.

Recently, Fitch received the USC Alumni Association's 2009 Widney Alumni House Award, which recognized her loyalty, support and dedication to the university, the community and beyond.

**Cheri Franklin, Investment Advisor Representative**

Index Funds Advisors, Inc., Irvine

Cheri Franklin is an investment advisor representative (Series 65) with Index Funds Advisors, a fee-only, SEC-registered investment advisor firm managing over \$1.1 billion in client assets. With more than 20 years of experience in the financial services industry, Franklin applies a dedicated focus to offer customized retirement planning advisory services to a small select group of clients, including company 401(k) retirement plans and affluent private investors. By maintaining her focus on retirement solutions for companies and select individuals, she is able to deliver a high degree of personalized service.

Franklin and her husband are committed to saving the lives of neglected, abused animals and have rescued two miniature pinschers, Elroy and Lucy, their canine "children."

**Sheri Geoffreys, Founder**

Sheri Geoffreys Photography, Ladera Ranch

Sheri Geoffreys was diagnosed with Hodgkin's Lymphoma Cancer six weeks after the birth of her first child in 1999. During her nine-month struggle with the illness, she reflected on her life and took the shift as an opportunity to get in touch with her interests and passions, chief among them photography and helping others. By taking college courses in traditional black and white film photography, she honed her innate artistic sense and discovered she possessed a remarkable technical talent for the craft as well as a keen ability to retouch. Today, her namesake business focuses on corporate photography.

A mother of two young children and a triathlete, Geoffreys supports numerous charitable organizations, including the Heart Gallery, Girls Inc., C.A.S.A. and The On Purpose Book & Scholarship, which she founded.

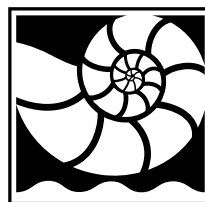
**Anita Goldin, Leadership Coach**

The Coaching Compass, Irvine

After seven years in the education industry, working with animals and children, Anita Goldin decided it was time for a change. She had always been fascinated by hotels and resorts, so she decided to explore the hospitality industry working for a large hotel chain first as a management trainee then as an HR manager. This was the beginning of a rich career in human resources and the catalyst that would eventually propel her into becoming a business owner, coach and leadership development consultant.



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Today, Goldin is in her fourth year as the owner/chief executive of The Coaching Compass, a company that specializes in helping organizations to maximize the potential of their people through coaching, training and teambuilding.

Tammy Dull Guadagno, Operator

Chick-fil-A, Santa Ana

Tammy Dull Guadagno operates the Chick-fil-A at Bristol and MacArthur in Santa Ana. Over the years, she has mentored many of her younger team members, even taking in several as foster children. But she wanted to do more—so around the 2009 holiday season she launched the “Give the Gift of Food” campaign. Chick-fil-A customers were given the opportunity to purchase a \$5 meal that would be given to a homeless man, woman or child, and the company matched each donation, then giving the tax-write off to the customer. The response was overwhelming; people of all ages and means gave to the campaign and one individual even donated \$500. With the help of the Orange County Rescue Mission, SPIN and Human Options—organizations committed to helping homeless individuals and families in crisis—Guadagno and her team fed more than 15,000 people during a two-week period.

Margaret Hakanson, President

Hakanson Construction, Brea

Hakanson has demonstrated an outstanding capacity for professionalism, ethics and efficiency within her industry, and has also graciously supported various community events and charitable organizations. Since formation in 1976, her company has completed many prestigious projects, evidenced in part by the Portfolio section of the company website.

Hakanson is a member of the American Subcontractor’s Association (ASA), the National Association of Women in Construction (NAWIC), and the Tilt-Up Concrete Association (TCA).

Beyond employing a sister and a brother on a full time basis, Hakanson treats all of her employees as though they’re family.

Lula Halfacre, CEO/CFO/Founder

Traditional Jewelers, Newport Beach

Lula Halfacre is the CEO/CFO of Traditional Jewelers, which has two stores—one in Newport’s posh Fashion Island and the other, which opened recently, in Malibu. Committed to her community as much as she is to her business, which she started with her husband in 1977, she sits on the boards of Marconi for Kids Foundation, Chapman University Board of Governors, Mission San Juan Capistrano Foundation, California Jewelers Association, the board of JCK, The Fashionable Women of Chapman, and Fashion Island Merchants Association. She’s also a member of the Commodores Club of Newport Beach, The Sophisticates for ATSC, and The Pacific Club.

In 2008 Halfacre was named Newport Beach’s Citizen of the Year.

Caterina Hall, Co-founder, EVP, Chief Administrative Officer

IntelLED, Huntington Beach

In 2000, Caterina Hall co-founded OptiLED, Inc., a startup company designed to further the advancement of optimized LED-based lamps into specialized markets ranging from transportation to architectural lighting. Through market-oriented management and a keen understanding of international business, she has helped the organization grow into a respected LED product company with facilities in North America, Asia and Europe. In 2004, the company changed its name to Light Integration Technologies (LIT) after completing the sale of the OptiLED name and business to an international partner. In 2007, the company joined with Pelka and Associates in the formation of IntelLED.

Hall is a classically trained singer and performed with jazz bands in San Francisco and Los Angeles. She attends church in Huntington Beach and is active within the Orange County Hiking Club where she pursues her passion for outdoor photography.

Rebecca Hall, CEO and President

Idea Hall, Costa Mesa

When Rebecca Hall founded Idea Hall, her guiding objective was to help companies grow. This passion for entrepreneurship has helped her grow the firm into one of Orange County’s largest and most influential marketing agencies. Over the last seven years, the organization’s client list and value driven for their clients has led to tremendous growth. Idea



Hall has been honored by INC. 5000 as one of the fastest-growing firms in the nation for two consecutive years (2008 and 2009).

Giving is an integral part of the Ideal Hall philosophy. Rebecca is an Ex-Officio member of the Chapman University Board of Trustees and serves as the immediate past president of the school’s alumni association. She also serves on the board of CASA Orange County, which honored Idea Hall as the Corporate Citizen of the Year in 2008.

Hall belongs to the Public Relations Society of America and several commercial real estate trade organizations.

Kathleen Kelly Hallal, Owner

Fine Art Acquisition, Irvine

Kathleen Kelly Hallal utilized her M.A. in Art History and her background working in museums and galleries to launch Fine Art Acquisition—a private art consultancy—in 1999. She provides consulting, appraisals and private sales for collectors of original artwork. Using her international network of galleries, private dealers, and auction houses she may acquire any type of fine art from Rembrandt to Picasso, as well as works by contemporary living artists. She also accompanies her clients to auction.

Hallal has completed projects for mountain vacation homes as well as primary residences in urban areas. She works with clients both locally and throughout the United States and Europe.

Hallal serves on the Orange County Center for the Performing Arts Circles Council, focusing on children’s educational programs. Additionally, she supports the Joyful Child Foundation, protecting children from sexual abuse and abduction.



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Kris Hanna, President*Camp Bow Wow, Anaheim*

Kris Hanna, co-owner of Camp Bow Wow Anaheim, the Premier Doggy Day and Overnight Camp is in business to make a living, but what's more important to her is to help people and pets have better lives. She's constantly looking for opportunities to educate, elevate and give back. Kris not only takes great care of dogs while their owners are away or at work—she helps clients solve problems. When someone asks about dog training, she refers them to a dog trainer she trusts. When someone needs a vet, she tells them about the best she's ever encountered. When dogs do not meet Camp Bow Wow eligibility requirements to play at camp, Kris gives them referrals for her competition! In short, she truly believes in conducting her organization in an ethical manner and teaches her staff how to uphold that philosophy.

**Mona Hanna, Managing Partner***Michelman & Robinson, LLP, Santa Ana*

Mona Hanna is the managing partner of Michelman & Robinson in Orange County, where she oversees the management of the organization's second largest office and the headquarters of its thriving financial services & bankruptcy and commercial & business litigation departments. As the chair of the latter, she supervises and mentors twelve attorneys—associates and partners alike—throughout multiple locations.

A versatile litigator who represents her clients in all aspects of business law, Hanna provides services that have proven essential to the protection, success and growth of a number of businesses in California and throughout the United States.

Hanna is active in the Orange County community and belongs to a number of organizations and associations, including NAWBO's Orange County Chapter and the Orange County Bar Association.

**Dr. Meredith Hansen***Adult & Couples Psychotherapy, Irvine*

The silent struggles Hansen witnessed among friends are what prompted her to dedicate her professional career to working with people who want to improve their relationships.

Utilizing research supporting premarital and newlywed counseling, Hansen's goal is to increase awareness about the importance of working on a marriage before it begins. She aims to assist couples looking to building healthy marriages from the start and to support individuals who may feel alone in their marital fears and doubts.

Hansen's education began at the University of Arizona where she received her bachelor's degree in psychology/family studies. She then attended California School of Professional Psychology at Alliant International University in San Diego, where she received a master's degree in psychology and a doctorate in clinical psychology.

**Trudy Haussmann, CFP, President and Owner***Haussman Financial Services, Inc., Newport Beach*

As president and owner of Haussmann Financial, Trudy Haussmann meets the needs of a variety of business owners, individuals and retirees. She focuses on asset allocation analysis, retirement planning, insurance and investment advice.

Haussmann belongs to various professional organizations including the Financial Planning Association, where she has served as the President of the Orange County Chapter, the Institute of Certified Financial

Planners and the International Board of Standards and Practices for Certified Financial Planners. She's a Registered Representative through Securities America, Inc. She shares her expertise by frequently conducting seminars for corporations and nonprofit groups on the subjects of retirement planning, tax reduction strategies, insurance applications and college funding.

Active in the community, Trudy has served on the Board of Directors of both the Aliso Viejo and South Orange County Chambers of Commerce. In her leisure, she enjoys skiing, sailing and camping. Trudy, her husband and four children reside in Laguna Hills, California.

**Claire Heath, President***Divine Choices, Santa Ana*

Claire Heath, president of Divine Choices, is a phenomenal executive in business as well as an author, a speaker, and an advocate trailblazer helping those who have suffered from sexual abuse. After enduring a childhood of sexual abuse at the hands of a trusted relative, she rose from the ashes of her tragedies and triumphed in her life. She became the VP of Human Resources for a top Southern California title company before deciding it was time to make a difference for people who have gone through what she did. In an uphill battle to bring light to this devastating transgression against men and women, Heath perseveres with a combination of determination and gentle humble spirit.

**Kristy Hennessey, Vice President, Community and Government Affairs***Time Warner Cable, Ontario*

Kristy Hennessey works as the Vice President, Community and Government Affairs for the south area of the Los Angeles Division of Time Warner Cable, which includes Orange, Riverside and San Bernardino counties.

Kristy has been recognized for her work with various organizations including the Cystic Fibrosis Foundation, the American Cancer Society and the Boys and Girls Clubs of America. She has been a champion of literacy and children's programs such as Time Warner's "Time 2 Help Kids" initiative, which was developed under her leadership, and she participates annually in the Time Warner Adopt a Child, back to school and holiday programs.

Kristy has also worked miracles for the Orange County Business Council, where she is a member of the executive committee, serving as vice chair of events. Her active leadership, combined with her understanding of community and government affairs and ability to provide media resources has made her an invaluable asset to OCBC as well as to the community.

**Christina M. Hernandez, CEO/Owner***Attorney Assisted California Centers, Orange*

Christina M. Hernandez is a Legal Document Assistant and CEO/Owner of Attorney Assisted California Centers, which she purchased in 2005. The organization prepares legal documents for self-represented individuals, many of whom cannot afford the services of an attorney in matters such as divorce, custody, adoption and criminal expungement.

In 2006, Hernandez was named a "Phenomenal Woman" by Chapman University for her vast philanthropic work within her community.

Hernandez obtained her degree in paralegal studies in 1992 and has worked in several areas of law, including family law, employment litigation, wrongful termination, discrimination, personal injury, workers' compensation and education law.

**Katy Higgins, President***Cosmopolitan Events Inc., Corona del Mar*

As president of Cosmopolitan Events—a company she launched eight years ago at the age of 24—Katy Higgins is well known for the creative, organized, customized and friendly approach she applies to each of her unique events. Specializing in event planning, design and party staffing, Cosmopolitan Events has created more than 500 events ranging in description from modest to grand. The organization's clients have included Elle Magazine, Neiman Marcus, Nike, Hurley, Patron, The YMCA, Ferrari, Hoag Hospital and many more. Higgins has also enjoyed planning parties at many of Orange County's most impressive private residences in communities like Big Canyon and Pelican Hill.

Higgins proudly serves on the board of the Orangewood Children's Foundation's Home PALS.

**Shelley Hoss, President***Orange County Community Foundation, Irvine*

Hoss has combined the best of the nonprofit and corporate worlds to leverage millions in funding for the good of our community for more than two decades. With a joint master's degree in business and public administration from UCI and a lifetime desire to serve as a leader in the philanthropic sector, it has been said that she has a head for business and a heart for philanthropy. As president of the \$100 million Orange County Community Foundation (OCCF), Hoss has emerged as a leading voice and respected advocate for the local nonprofit sector.

Prior to taking the helm of OCCF, Hoss was executive director for Girls Incorporated of Orange County, where she tripled revenue to support programs for underserved girls, and associate executive director of Orangewood Children's Foundation, where she provided much-needed services for abused and neglected children.

Under her leadership, OCCF has experienced remarkable growth; total charitable assets have grown 168% from \$45 million in 2000 to \$120 million at December 31, 2009.

**Johnna Howard, Chief Financial Officer***Thompson National Properties, Irvine*

In the two years she's been a part of Thompson National Properties, Johnna Howard has made a significant impact on the company's capabilities and rapid growth. She is responsible for securing a corporate line of credit and managing loan covenant compliance. Her department has grown to include more than 35 quality accounting personnel. She also manages and oversees the accounting functions for a portfolio of 134 properties and recently set up international entities as the company's services have expanded to the Middle East. This includes international tax strategies.

Howard currently is a member of the California Society of CPAs, The American Institute of Certified Public Accountants and CREW. She has built such a strong, capable accounting team that TNP is currently in talks with other companies who would like to utilize its accounting function as a third party service.

**Rose Jannuzzi, CEO***Jannuzzi, LLC, Fountain Valley*

Rose Jannuzzi leads a team of nine employees, each of whom is involved in the production of Jannuzzi clothing and accessories. While the large majority of her competitors rely on overseas manufacturers, she

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embraces in-house, domestic production. This enables her to gain competitive advantage by minimizing production lead times while simultaneously offering employment and on-the-job training for individuals aspiring to build careers in the fashion industry. Jannuzzi's employees perform their duties in a climate-controlled environment and have the opportunity to take advantage of productivity-based bonus incentives.

Jannuzzi recently was recognized by OC Metro as one of 20 Women to Watch for 2010.

Charlene Jessup, Founder/Medical Director
Mission Center for Longevity & Aesthetic Medicine, Mission Viejo

Jessup and partner James A. Heinrich MD founded the Center to offer a state of the art facility for enhanced executive physicals in Orange County. Located on the Mission Hospital campus, the Center utilizes the latest technology to determine the quality of the patient's health, lifestyle and potential longevity, combining an extensive physical with features including exercise tolerance and pulmonary function testing, complete cardiac screening, biological age analysis, skin cancer screening, comprehensive explanation of test results, communication with your primary care physician, and a quarterly follow up for one year to assist with your progress.

Planning began in 2007, before the financial crisis caused severe cutbacks in discretionary spending. Jessup and Heinrich persevered, personally funding their venture to maintain control, and moving forward with equipment purchases, hiring, training, web development and marketing. The Center opened in the spring of 2009 and the client base continues to grow.

Melinda Morgan Kartsonis, Principal, APR
Morgan Marketing & Public Relations LLC, Irvine

Melinda Morgan Kartsonis, APR is the principal of Morgan Marketing and Public Relations LLC, an Irvine-based PR firm founded in 1991. The agency has developed several qualities that distinguish it as a top business in Orange County. Kartsonis's recent accomplishments within the organization include the purchase/building of a new office space at the Irvine Spectrum—the company's headquarters feature a state-of-the-art test kitchen and a conference room with multimedia and focus group capabilities, creating added value for clients and available for use by local companies. What's more, Kartsonis has created an energetic work environment for her employees, whom she supports with generous bonuses and excellent benefits, such as a 401K program and a fully funded profit sharing program.

Nahla Kayali, President
Access California Services, Anaheim

Nahla Kayali founded Access California Services in 1998 to address the needs and concerns of the Arab-American and Muslim-American communities. She is a prominent and powerful cultural figure that has her finger on the pulse of underserved communities on a local and a national level.

Kayali serves on several boards, councils and committees. She was appointed by Governor Schwarzenegger to serve on the California Complete Count Committee to ensure a complete and accurate count for the 2010 Census. Additionally, she was appointed by the mayor of the City of Anaheim to sit on the Citizens Advisory Committee for the Orange County Transportation Authority. She also serves on the advisory board of the National Network of Arab American communities.



Hilary Kaye, President
HKA, Inc. Public Relations, Tustin

Hilary Kaye is the founder and president of HKA, Inc. Public Relations, an award-winning agency that celebrated 25 spectacular years last year. Hilary's company has gained respect for its unwavering ability to help clients grow and prosper. The agency focuses primarily on gaining media attention for clients, spanning traditional media outlets and the full range of today's dynamic social media tools. Hilary is known for providing a creative, supportive environment for her team members and hands-on, results-oriented service for her clients.

Hilary has won numerous awards, yet she is most proud of receiving the 2008 Ethics in America "Business Pillar Award" and the 2004 "Remarkable Women Award" from the National Association of Women Business Owners (NAWBO-OC). Hilary, a philanthropist, serves on nonprofit boards, provides pro bono services and is a founding member of the Women's Philanthropy Fund. Her team, Ruby's Raiders, is well known at the annual MS Walk.



Laura Khouri, President
Western National Property Management, Irvine

Laura Khouri is President of Western National Property Management, the multi-family management arm of Western National Group. She's responsible for leading a team of more than 1,100 real estate professionals that supervises a portfolio of assets owned by Western National Group, as well as third-party clients. She has been a member of Western National Group's Executive Committee for over four years.

Khouri has been published in various periodicals and is a nationally recognized speaker, having participated in both individual and panel presentations for the National Multi Housing Council (NMHC) and the Southern California Apartment Association.

Khouri is heavily involved within her community, currently serving as the Vice Chair and Chairman elect on the Board of Directors for Laura's House.



Moty Koppes, Professional Certified Coach
Total Life Management, Newport Beach

Moty Koppes has lived and worked in eight different countries and is fluent in six languages. She's passionate about working with individuals, enabling them to actualize their full potential. Koppes supplies her clients with the necessary tools they need to overcome many of life's challenges—having been trained as a therapist, she adds an uncommon dimension to her coaching methodology.

Besides helping her clients, Koppes is one of the executive coaches of Orange County who is helping nonprofit executives with their capacity building. She also is a mentor to MBA students at UCI's Paul Merage School of Business in addition to being a mentor and the success team facilitator for NAWBO-OC.



Bethany LaFlam, Managing Partner
LaFlam Sullivan, LLP, Newport Beach

Bethany LaFlam has successfully built a boutique law firm as well as a professional soccer agency. What's more, she has structured and funded multiple start-ups and now has built from the ground up an international technology company with applications in professional sports, natural wellness and with business executives. Additionally, she has built her career to the point where she works exclusively with



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companies that fit her philanthropic philosophy and have either implemented or plan to implement social responsibility platforms.

Active in the local business community, LaFlam served on the Board of Directors of NAWBO-OC and currently serves on the Executive Committee of the Newport Center Chapter of ProVisors. Because social responsibility is an integral part of LaFlam Sullivan's business model, she is the incoming president and pro bono general counsel of Team Kids, Inc., a nonprofit dedicated to empowering school-aged children in service and leadership.

Kim LaFleur, Vice President, Project Management

Local.com, Irvine

LaFleur has more than ten years of product management and software development experience. Most recently, she served as a senior director of product management for Digital River's globalTech, Inc., a leading provider of global e-commerce solutions for software and consumer electronics.

Previously, LaFleur held a product management position with Commerce5, an e-commerce application service provider and served as part of the team that led the company to be acquired by Digital River for \$45 million in December 2005. Prior to Commerce5, she served in management roles at Kia Motors and Josten's Publishing Corporation. She holds bachelor's degrees in computer design and communications from Loma Linda University.


Diane Laird, President and CEO

Nautilus Healthcare Management Group, Newport Beach

Diane Laird has played an active leadership role in the evolving Orange County health care community for more than 25 years. She held a variety of executive leadership positions at Hoag Hospital for 23 years, during which time she recruited more than 100 physicians to the community, co-founded Greater Newport Physicians, developed a subsidiary practice management company and oversaw the development and leasing of more than 140,000 square feet in six medical office buildings throughout the coastal communities of Orange County. In 2007, she partnered with physicians to create an independent management company providing services to GNP, as well as practice management, physician billing and electronic health record services to more than 100 private physicians. As president and CEO of Nautilus Healthcare, she is committed to playing an active role in improving the health care delivery system in Orange County.



Laird serves as an active board member of California Association of Physician Groups.

Lily Tang Lam, Partner, Vice President of Operations

Benefits Resource, Laguna Beach

Lily Tang Lam is Partner and Vice President of Operations for Benefits Resource. She specializes in management, operations, consulting and business development.

Lam is a group benefits disability specialist and a COBRA certified administrator. She also is a member of PIHRA and International Foundation of Employee Benefit Plans. She attended the University of California, Riverside on an academic scholarship, graduating cum laude with a bachelor's degree in business administration. Prior to working at Benefits Resource, she was a project manager for a technology-based market research firm in Costa Mesa, managing accounts for companies such as McDonalds, Taco Bell and Chevron.



Born in Salt Lake City and raised in Orange County, Lam now resides in Ladera

Ranch with her husband and children. She enjoys traveling, fine dining, golf and tennis and spending time with her family.

Megan Lavender, COO

INK, Irvine

Lavender began her career as a copywriter, focusing on consumer packaged goods, radio and print advertising—a venture that led to an interest in developing the marketing strategy that forms the foundation of any campaign. She subsequently spent many years creating highly effective strategic marketing solutions for Fortune 1000 clients in a variety of industries, managing accounts ranging from Denny's and El Pollo Loco to Mercedes-Benz and Albertsons.

In 2007, Lavender co-founded INK with the goal of creating an environment in which the best and the brightest come together to develop leading-edge strategy and world-class creative, all while providing a high level of stellar client service.

Having lived and worked all over the world, Lavender has developed a global perspective that serves her well when working with international clients.

Lavender is a member of the fundraising committee for the Pacific Marine Mammal Center.


Mechelle Lawrence-Adams, Executive Director

Mission San Juan Capistrano, San Juan Capistrano

Lawrence-Adams is an extraordinary woman in Orange County who has made significant contributions to Mission San Juan Capistrano and to the entire museum industry in Orange County. In 2003, she was appointed to her current position, in which she oversees a staff of 36 employees plus nearly 300 volunteers, implementing a strategic plan to ensure that Orange County's only mission is preserved for future generations to enjoy as resource to the community and world at large.

In the past, Lawrence-Adams has worked for cities such as Seal Beach, Laguna Niguel and San Juan Capistrano. A mother of two, she was born and raised in Orange County.


Katherine Le, President

Stearns, Santa Ana

Le's success story has very humble beginnings. As a young girl she lived in Vietnam when it fell to communism. In 1975 at age 15, she first attempted to escape the country but was captured and spent a month in a prison camp. In 1979, she got another chance to escape – this time packed like sardines with 240 people crammed on a boat. Fortunately, Katherine and the other "boat people" were rescued by a Taiwanese fishing boat. Today, she's at the helm of one of the fastest-growing lending companies as President – and even amidst challenging economic times, Le has guided Stearns to unprecedented growth.

Le is very active in the Orange County community and with philanthropy on both national and international levels. For more than 20 years, she has assisted with youth ministry and community service through her church, St. Simon and Jude in Huntington Beach. She is also one of the founders of Hope Today (www.hopetoday.org) and a founder of Companion of Grace.


Kim Lee, First VP, Relationship Manager

Community Bank, Anaheim

Kim Lee is currently active in the Orange County Asian Business Council and the Los Angeles National Machining and Tooling Association. In 2001, she became the first woman recipient of Executive of the Year Award from the Korean Chamber of Commerce of LA.

Outside of Banking, Kim has been actively involved in the Korean community through Grace Ministry International in Fullerton, helping to expand its presence and also sponsoring and mentoring individuals.

Lee is a role model not only for other Community Bank employees, but for many other immigrants like herself who can see where hard work, commitment and dedication lead to prosperity in "the land of milk and honey."


Sheri Oliveras Lejman, Principal in Charge

Stonefield Josephson, Irvine

Sheri Oliveras Lejman provides auditing, financial reporting, accounting and consulting services to publicly traded and privately held companies. Her experience includes serving clients both within the United States and internationally in the software, technology, manufacturing, publishing and retail industries. She is particularly experienced in US GAAP reporting and technical research, SEC reporting for both US and foreign filers, PCAOB and AICPA standards, Mexican accounting standards and inflation accounting in addition to national and local office technical trainings.

Lejman has been in the public accounting industry for more than 11 years. Prior to joining Stonefield Josephson, Sheri was with a Big Four accounting firm. Her international experience also includes living and working in Mexico and Chile and traveling throughout Latin America.


Lisa Locklear, CFO

Ingram Micro, Santa Ana

Lisa Locklear joined Ingram Micro in 2003 as vice president of finance for North America. She previously worked in finance for The Walt Disney Company, Avery Dennison Corp. and Price Waterhouse (now PricewaterhouseCoopers).

Locklear received her bachelor of science from UC Davis and her MBA from UCI.


Joanna Madenburg, Marketing Team Lead

Stantec, Irvine

As a business leader for one of North America's top architecture and engineering design firms, Joanna Madenburg spearheads the strategic marketing plan for the company's 22 California offices. Leading a team of marketing professionals located in Irvine and throughout the state, Madenburg has helped build an enviable reputation for leveraging creativity to raise the company's profile, especially in pursuing new clients.

Seeking to develop the next generation of marketing professionals, Madenburg routinely mentors local college students who have shown a demonstrated interest in marketing. She also regularly engages in volunteer work, having contributed time to the Philharmonic Design House and the Professional Employment Network through the Orange County Employment Development Department.


Velvet Mangan, Executive Director

Safe Harbor Treatment Center for Women, Inc., Costa Mesa

Velvet Mangan has been an active member of the recovery community since 1986. Throughout the past two decades she has made it her mission to facilitate long-term recovery from drug and alcohol addiction. She utilizes the practices and principles of the 12 Steps in addition to her worldly studies of religion and spirituality to fulfill her passion toward recovery. Over the years, Mangan's creativity and compassion for others' suffering has expanded her scope of services. She now treats women with issues ranging from drug and alco-



congratulates

MICHELE FINNEY
Chief Executive Officer



on her nomination* for the
**Orange County Business Journal's
Women in Business award**

**This is her 2nd nomination*

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Sue Parks

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Sarah "Sally" Anderson
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Tara Balfour
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Inga Beder
Laura Bern
Adele H. Berwanger
Calleen Bestman
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Katherine Szem
Mary Tennyson
Rosemary Turner
Gretchen Valentine
Suzanne Vasquez
Isabelle Villalobos
Mary Ellen Weaver
Nella A. Webster O'Grady
Maria Chavez Wilcox
Carol L. Willert

A members have chosen to remain anonymous.



Maria Chavez Wilcox
President and CEO
Orange County United Way



Artyn Gardner
Co-Chair
Community Volunteer



Sherri Bovino
Co-Chair
President/CEO
Global
Flagship Company

Women's Philanthropy Fund

The **Women's Philanthropy Fund** is the most powerful voice for women in philanthropy with the expertise, accountability and backing of Orange County United Way behind it. Established in 2002, it recognizes Orange County women for their collective giving to the community, and provides the means to impact lives by supporting the basic needs, education and financial stability of women, girls and families in Orange County. Women's Philanthropy Fund members are able to collectively create change with other women leaders while also giving back to causes important to them personally. Members give \$10,000 or more annually to Orange County United Way.

To learn more about the collective giving power of women philanthropists in Orange County, join us on May 11, 2010, for the 7th Annual Women's Philanthropy Fund Breakfast. For more information visit www.wpfbreakfast.kintera.org.



Wendy Adams
Executive Director
Rise Up Foundation



JoAnn Albers
Albers Consulting LLC



Joni Alter
Community
Volunteer



Sondra R. Ames
CEO
Wonderland Bakery, Inc.



Sarah J. "Sally" Anderson
Emet & Young LLP
-Retired-



Laura G. Baden
Community
Volunteer



Tara Balfour
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Canbrook Capital
Advisors, Inc.



Ellen Bancroft
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Laura Benz
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UPS



Adele H. Berwanger
Chairman and Executive
Managing Director
Cauebury Consulting Inc.



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Partner
Bolat Hirsch &
Jennings LLP



Judy Fox Brandt
Fox & Company



Kathy Branstetter
KB Branstetter Consulting



**Jacqueline "Jackie"
Bleva Kelley**
Partner
Emet & Young LLP



Carol & Becky Burch
The Burch Family



Kris Calvert
Calvert Enterprises, Inc.



Lee Ann Canaday
Owner/Partner
The Canaday Group



Carol Carlie
Director of Client
Development
KPMG LLP



BJ Chandler
Premier Transportation



Victoria Collins
Ph.D., CFP
Senior Managing Director
First Foundation
Advisors



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California Association of
Community Managers, Inc.



Kimberly Cox
Community
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Retired Partner
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& Walker LLP



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Principal
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Company



Dayna DeVito-Fleck
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Lockton Insurance
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Bonnie Disbro
Community
Volunteer



Celine Doka
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Diane Drake
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Lisa Gallagher
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Hilary Kaye Associates, Inc.



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Lisa Locklear
SVP and CFO
Ingram Micro Inc.



Debe Lucki
Community
Volunteer



Nannette MacBeth
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Founder/CEO
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Paula E. Meyer, Esq.
Attorney/Principal
Paula E. Meyer & Associates
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Paula Milano
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Ilona Miller
Managing Director
Market Development
Tefitikon Asset Group, Inc.



Annette Morris
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Betty Mower Postalivo
President
Orange County Region
Northern Trust



Corinne Myre
Principal
Corinne Myre
& Associates



Sue Parks
CEO
WalkStyles, Inc.



Laila Pence, CFP
President
Pence Wealth Management



Lisa Perrine
President
Cibola Systems



Sherry Phelan, PhD
Marxista Artist &
Life Coach
Life By Design

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Shirley Quackenbush
First Vice President
Merrill Lynch



Gena Reed
President/CEO
Paragon Biomedical



Michelle A. Reinglass
Attorney
Law Offices of
Michelle Reinglass



Kimberly Rausch
Executive Career Coach
All-Star Executive
Coaching



Roopam Vohra Ramyan, CFM
Assistant Vice President &
Senior Financial Advisor
Merrill Lynch



Joy Schaefer
Community
Volunteer



Sharon Deaton Schmidt
Co-Chair
Interior Designers Institute



Donna Schroeder
The Schroeder Company



Kim Shepherd
CEO
Decision Toolbox



Tana Sherwood
President & Founder
Crystal Cove Coaching



Christiana Smith Shi
McKinsey & Company, Inc.



Terri Sutto
Vice President
Human Resources
Orange County United Way



Betty Tarbell
Community
Volunteer



Mimi Taylor
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Mary "Muff" Tenysonson
CEO
Seashell



Helen Timpe
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Mary Kathleen Turner
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Isabelle Villaseñor
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Stacy Von Berg
Community
Volunteer



Nella Webster O'Grady
Palo Capital



Mary J. Williams
Founder
The Loxwing Foundation



Dwayne Willis
Community
Volunteer



Gabrielle Wirth
Partner
Dorsey & Whitney LLP



Julianne Wooldridge
Partner
Ernst & Young LLP



Lisa Yellott
Fine Artist



Meryl L. Young
Partner
Gibson, Dunn
& Crutcher LLP



Cindy Zofra
Community
Volunteer

Photos not available for: Bonnie Abate, Linda Benner, Nancy French, Barb Heneghan, Joyce Kurtz, Pam Raby, Renee Simonis, Sandra A. Stone, Sophia Tsai and Bobbit Williams.

One member has chosen to remain anonymous.

Women Looking Forward

Women Looking Forward is another passionate group of women joining forces with their collective caring. Members give \$1,000 up to \$9,999 annually to Orange County United Way and convene quarterly with high-profile women speakers and gather with their families and friends to volunteer with United Way partner organizations and learn about the needs affecting Orange County.



Jennifer Cagle, CFP
Chair
Vice President &
Senior Financial Advisor
First Foundation Advisors



Cindi Bruner
Vice Chair
Manager, Human Resources
Western Division
MANPOWER

We invite you to join one of these powerful groups of women giving back to the Orange County community. To learn how you can LIVE UNITED as a part of the Women's Philanthropy Fund or Women Looking Forward, please call (949) 263-6158.

2010 Women in Business Nominee Profiles

Living in Costa Mesa, and a Senior Attorney at FDIC Western Region, Real Estate Division in Irvine. She is a member of the Real Estate Property Law Section of the State Bar of California, as well as the Orange County Bar Association. She also is a member of the Real Property, Probate and Trust Section of the American Bar Association, and a licensed Real Estate Broker in the State of California. She and her husband enjoy supporting the community through Rotary International.

Sheri Nazaroff, Director of Development

Chapman University's Dodge College of Film & Media Arts, Orange

With more than 17 years of broad experience in non-profit fund development, Sheri Nazaroff has been committed to serving causes in education, medicine and the arts. She joined Chapman University in 2008 as an integral part of a university campaign to enhance and expand the facilities at Dodge College—one of the top film schools in the country. Prior to her position at Chapman's Dodge College, she was active in fundraising for numerous Southern California nonprofits.

As Director of Corporate Relations for the Orange County Performing Arts Center, Nazaroff aided operations and educational programs before and after the new Renée & Henry Segerstrom Concert Hall and Samueli Theater were unveiled to audiences. Additionally, she spent seven years fundraising at the City of Hope Medical Center and Beckman Research Institute and another four years affiliated with the Fred Jordan Missions.

Maria Nepite, Creative Director

Ponder Ideaworks, Newport Beach

Passionate about Social Marketing, Maria Nepite has developed local and national marketing campaigns that improve the health and well-being of our community. Her creative touch can be seen in the "Talent Knows No Limits" campaign developed for the California Health Improvement Incentives Program.

A true industry expert and visionary creative force, Nepite wrote and directed the documentary "Viva Viredo." The project is currently in post-production and eloquently tells the story of Los Once, a colony of artists in Cuba, and the vanishing art form. One of the last members of Los Once lives in Orange County.

Laynie Newsome, Co-founder, Chief Sales Officer

Vizio, Irvine

Laynie Newsome, co-founder and VP of Sales and Marketing Communications of Vizio, America's #1 LCD HDTV Company, has worked for company founder William Wang since she was 18 years old and as such has spent the last 18 years assisting computer and CE brands advance display technology for consumers. She started in the CE business as a college student while taking night classes. Within 9 months, she was traveling across the country to call on accounts and help coordinate business opportunities with Gateway 2000.

Newsome has sold more than \$3 Billion in computer monitors and flat panel HDTVs over the years. She recently was recognized by Dealerscope Magazine in their Forty under Forty feature and also by OC Metro as one of Orange County's top executives under 40.

Nella Webster O'Grady, Principal

Palo Capital, Newport Beach

Those who know Nella Webster O'Grady personally will tell you that she is someone not easily forgotten.



She has helped build several strong local communities of giving. However, it's the way she goes about what she does that is so engaging. Very simply, she believes that she achieves success by leading others to shine. Never seeking recognition for herself (although sometimes the spotlight has found her) Nella's handiwork is visible throughout Orange County.

Nella has thirty years of experience in providing investment management, trust, banking and financial planning services to clients throughout Southern California. Her career has included various senior management roles at US Trust, Wilmington Trust, First American Trust, First Foundation Bank and most recently Palo Capital. During this time, she has developed a deep understanding of the services clients and their family members need to build and maintain their financial security.

Kris Patton, Owner

Kris Patton Promotions, Laguna Niguel

When Kris Patton thinks about business, she thinks first and foremost about the most innovative ways to market clients. That's what's led to the success of Kris Patton Promotions, a promotional products firm, which is thriving despite having been launched amid turbulent economic conditions. Through her namesake company, Patton works closely with her clients, assisting them in promoting their brands with innovative products to further sales and success. Knowledgeable, experienced, and passionate about her work, Patton achieves consistently superior results for every company she serves.

Having a lifelong concern for disadvantaged children, Patton has devoted her time and energy to various children's charities for the past 30 years. She spearheads a variety of fundraising efforts and serves on the marketing/strategy team at KidCare International. In addition, she serves families at local food pantries and is an active member of several local Chambers of Commerce, including Newport Beach which recently named her Ambassador of the Year.

Cathy Pavlos, Co-owner, Executive Chef

LUCCA, Irvine

Pavlos grew up in a large Italian family and her childhood memories include cooking with her grandmother for Sunday gatherings. A trained architect and art historian with more than 20 years in architectural practice and as a college professor, Pavlos has always been drawn to cooking. Having traveled to Italy every year for 30 years, she's developed a collection of remarkable recipes inspired by her grandmother's cooking and her favorite restaurants in Italy, France and Greece.

Along with husband Elliott Pavlos, who serves as General Manager and Sommelier, Pavlos opened LUCCA in 2005. The restaurant is "an urban concept in a suburban center," an inviting space with a gas-burning fireplace and cozy tables on a large banquette. The ever-changing menu modifies Pavlos' recipe collection to incorporate the flavors of California with its emphasis on healthy, high quality ingredients. LUCCA also offers a unique and extensive wine bar.

Kim Phan, President

GeriNet Medical, Santa Ana

Kim Phan is the president/founder of several health care companies, including Hospice touch, GeriNet Hospice, Health Essentials, Comfort RX, Hess Management and GeriNet Medical. The family of companies focuses on providing medical services to the frail senior population including over 500 hospice patients and 250 home health patients daily. On a monthly basis, it provides 6000 physician services to over 200 nursing homes.

Phan received her bachelor's degree in economics as well as an MBA from UCI. Prior to her tenure at GeriNet, she served as Associate Administrator for Orange Coast Memorial Medical Center and as an Associate Administrator at FHP Hospital.

Claudia Ponder, CEO

Ponder Ideaworks, Newport Beach

A leader in social marketing for more than a decade, Claudia is an expert in efforts that affect social change. She has directed extensive social marketing efforts, building brand awareness and empowering audiences, moving people to action. Claudia is actively involved and has chaired the Literacy in Media Awards, an organization that recognizes the efforts of writers and performers in the entertainment industry to address issues of improving literacy through their art in films and television.

Film is Claudia's artistic passion. She's received recognition as executive producer for "Talent Knows No Limits," which encourages employment of people with disabilities and "We Include," produced for Maria Shriver's initiative for people with developmental disabilities.

Sunny Rajab, Founder and CEO

Business Communications Solutions (BCS), Irvine

Rajab is the founder and CEO of Business Communications Solutions (BCS). Since its inception, BCS has built a solid and fast-growing business by providing small to medium-sized businesses with an efficient, single-source contact for all telecommunications and data connectivity needs. The company is a top seller of telephone systems in Orange County and has achieved a 100% growth in revenue since it was launched in 2004, and recently moved into a new corporate headquarters.

Rajab has enjoyed the distinct honor of being selected as a semi-finalist for the Ernst & Young Entrepreneur of the Year Awards for her success as a businesswoman. Also, she graced the pages of OC Metro as the CEO Centerfold and as one of the top 40 executives under 40. She dedicates herself to providing the highest level of service and quality, personally overseeing the company's various departments to ensure overall excellence.

Janice Ramocinski, Executive Vice President

Kondaur Capital Corporation, Orange

Janice Ramocinski is the chief operating officer, chief financial officer and secretary of Kondaur Capital Corporation. She's also currently a member of the organization's Board of Directors. Kondaur has staked out a position as the premier purchaser and servicer of defaulted residential mortgage loans on a national basis through its unique acquisition, management and servicing strategies and operations. It's grown from three partners in mid 2007 to 400 employees today—a bright spot in the Orange County employment picture.

Ramocinski is a frequent speaker and author on mortgage, loan fraud and servicing topics. She's also been a program chair and past president of Contacts Orange County, a women's business networking group. She is a frequent volunteer for the Orange County Chapter of the Juvenile Diabetes Research Foundation.

Renee Ramos-Hitzel, CEO

PMI, Firefly Performance Wear, LLC

Renee Ramos-Hitzel founded Orange County's Program Management International (PMI), a rapidly growing distributor of protective clothing, in June 2003. A first-generation Cuban-American, she expanded her busi-



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2010 Women in Business Nominee Profiles

ness by forming Firefly Performance Wear, LLC, a distributor of women's work apparel, with her daughter Jennifer Witherspoon. PMI has \$6 million in annual revenues and has grown by 60% annually for the past two years. The company provides managed flame resistant clothing—uniform program solutions for utility companies. In October 2009 PMI opened a second facility in Lacey, Washington.

Future plans for both companies include green initiatives and international expansion.

PMI supports the Mission Hospital and Andrew York Foundations.

June Reifeiss, SVP, Human Resources Manager
Nara Bank, Los Angeles

June Reifeiss is the Senior Vice President of Human Resources for Nara Bank. Nara Bank is a community bank primarily serving the Korean community in Orange County, Los Angeles, Silicon Valley, New York City metropolitan area and New Jersey.

Reifeiss has over ten years executive management experience in the human resources industry with noted strengths in management coaching and development, recruitment and retention, in addition to strategic team building.

Reifeiss volunteers for nonprofit organizations in Orange County, including Family Assessment Counseling Education Services (FACES) and Providence Community Services. She also serves as a mentor and has been actively mentoring a teenager in Orange County since emigrating from South Korea at the age of eight.

Nancy Rench, Vice President/Founder
Chicago Title/Something More, Huntington Beach

Nancy Rench has enjoyed tremendous professional success as a Vice President of Chicago Title Company. Previously, she owned and directed Classic Style Modeling School and Talent Agency from its formation in 1982 to 1990. She also was the weekly fashion reporter for KERO TV 23, a CBS affiliate, and was a member of the International Modeling and Talent Association. In addition, she was a franchise owner of Color 1 Associates, a color and wardrobe consulting business.

Rench has organized seminars, trade shows and fundraising events, and has produced numerous fashion shows including freelance work for major department stores. She served on the Bethany School Board of Directors in Long Beach.

Manal Richa, Owner
The MarCom Network BreakThrough Networking, Irvine

As the founder of The MarCom Network, Manal Richa follows the path towards her passion by implementing creative advertising plans for small to medium-sized businesses, whether by helping them grow their business from the beginning, increase their exposure, or position themselves as an established brand in the mind of their consumers.

Manal is also the Chief Executive Officer of BreakThrough Networking, Inc. offering workshops and training sessions with the mission to educate individuals on how to network, build relationships, leverage connections, and use social media to supplement in-person networking.

Terri L. Riker, Vice President, Portfolio Manager
Grubb & Ellis Management Services, Inc., Orange

Terri Riker serves as vice president, portfolio manager of Grubb & Ellis Management Services Inc. She is responsible for business development in Southern California, and in a fiduciary capacity, serves as a court-appointed receiver for existing and new property assignments.

Riker brings more than 25 years of experience in management, operations, leasing and marketing of commercial real estate portfolios. Prior to joining Grubb & Ellis, she held senior management positions at CalPERS, Catellus Development (ProLogis), CB Richard Ellis and HCP Inc., primarily focusing on institutional real estate.

Riker is a member of the Los Angeles/Orange County chapter of The Forum for Corporate Directors, the California Receivers Forum and Commercial Real Estate Women-Orange County. She serves as a real estate council member of the Gerson Lehrman Group and as a mentor for the University of California, Irvine, Executive M.B.A. program.



Jerri Rosen, CEO & Founder
Working Wardrobes, Costa Mesa

Jerri Rosen is CEO and founder of Working Wardrobes, a nonprofit organization that each year helps 5,000 men, women and young adults in crises re-enter the workforce through career development and professional wardrobing. Currently celebrating its 20th year, Working Wardrobes has served more than 50,000 clients in Southern California in partnership with more than 60 local shelters and social service agencies.

In late 2009, Working Wardrobes moved into a 16,500 sq. ft. multipurpose center in Costa Mesa to serve thousands more clients and offer an unprecedented expansion of services, including life and career skills workshops and career counselor training.

To help fund the programs, Rosen has successfully initiated a series of social enterprises, including The Hanger. This chain of upscale resale boutiques is part of a business model that accounts for 75 percent of revenue.



Dr. Mona Rosenberg, Founder and Chief of Staff
Veterinary Cancer Group, Tustin

Dr. Rosenberg received her DVM from UC Davis, followed by an internship and residency at Animal Medical Center in New York. She has been a diplomat of the ACVIM in Oncology since 1992 and is an active member of the Veterinary Cancer Society and SCVMA where she is a regularly sought after lecturer. In addition, she heads up the medical oncology residency program at Veterinary Cancer Group. Recently, she was honored by the ACVIM Foundation for her lifetime dedication to helping animal cancer patients and their owners.



CONGRATULATIONS

Elite Productions International would like to congratulate **Lili Shadab** and all the **2010 Women in Business** nominees!

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She was also appointed Clinical Associate Professor of Western University of Health Sciences/College of Veterinary Medicine.

Since 1992 Veterinary Cancer Group has been committed to taking the fear out of cancer diagnoses and replacing it with hope. With three offices located in Southern California and a team of nine leading doctors, it is the largest private oncology practice in the country.

Jenny Ross, Executive Chef / Owner
118 Degrees, Costa Mesa

Jenny Ross has been preparing raw foods for nearly a decade. Her first restaurant, Taste of the Goddess, opened at the beginning of the raw food rush in Los Angeles; after serving up Hollywood's celebrity clientele she felt like it was time to bring the show down to her hometown, Orange County. 118 degrees—open since 2007—empowers OC diners with fresh, organic living cuisine that's presented in an artful context.

In January 2010, Ross took her original recipes and pioneering spirit to Whole Foods Market at The District in Tustin where she opened the Raw Bar, a new counter featuring a full menu of raw delights and made-to-order salads, entrées and desserts. Jenny's food has been enjoyed from Los Angeles to San Clemente and can also be found pre-packaged at Mother's Markets under Jenny's Raw and Organic.



Sandy Salty, Director of Marketing and Business Development
Trace3, Irvine

A born marketer and savvy business developer, Sandy Salty has spent the last three years promoting the Trace3 brand, securing accolades as one of OC Metro's Best Companies to Work For in 2009 and one of the Business Journal's Fast-Growing Private Companies 2008. Salty was also featured on CRN Magazine's list of the Top 100 Women in the Channel for 2009. She has a knack for thinking big, as witnessed buy anyone who's been in attendance at any of her legendary trade show events.

Salty supports Talk About Curing Autism (TACA) and was instrumental in bringing Trace3 to sponsor the Carson Palmer Open charity golf tournament, which directly supports the Hillview Acres Children's Home.



Christine Saunders, VP of Business Development/Special Events
Organic Bouquet, Anaheim

As a leading expert in environmentally sustainable floral design and the founder of The Spiraled Stem Floral Design, Christine Saunders has been featured in several national publications, including Architectural Digest, Brides, Floral Management, Floral Management, Florists Review, People and the Los Angeles Times, to name a few. She has also been on the receiving end of several awards, including the 2008 Anaheim Green Business of the Year and the 2008 ACPWC Choice Award. Recently, she was named one of the Top 20 Women to Watch by OC Metro.

Active within the community, Saunders has been a Big Sister in Big Brothers/Big Sisters for almost 10 years.



Kerri Ruppert Schiller, Senior Vice President/CFO
CHOC Children's, Orange

As Senior Vice President and Chief Financial Officer at CHOC Children's, Kerri Ruppert Schiller works tirelessly to ensure the organization can serve all children who require care. She joined CHOC at a time when it was facing a serious financial crisis due to complexities brought on by managed care, skyrocketing costs and dwindling patient counts. What she and her team subsequently accomplished is nothing short of extraordinary. Revenue from operations increased 215.01 percent from \$109,822,765 to \$345,948,983 in the first 10 years under her guidance.

Schiller is a leader in national pediatric healthcare financing as a member of the board of Directors of the National Association of Children's Hospitals (NACH). She's also a board member and chair of the audit committee of the National Association of Children's Hospitals and Related Institutions (NACHRI) and a board member and Audit Committee chair of Orange County Foundation for Medical Care. She was named a 2007 CFO of the Year by the CalCPA-OC/Long Beach Chapter.



Carol Schillne, First Vice President
CB Richard Ellis, Anaheim

Carol Schillne specializes in Specialty Retail and Lifestyle Shopping Centers. She has significant experience and expertise in property development, merchandising, disposition services, institutional leasing, investment sales, and tenant representation. She prides herself on her exceptional stamina and dedication in representing her clients.

Schillne's 20 years of retail experience include over 16 years with CB Richard Ellis' Anaheim office, four years as a Senior Partner with Pacific Retail Partners in Long Beach, and two years as a tenant representation specialist with The Staubach Company in Newport Beach.

Schillne spends most of her free time with her husband, Dave, their two boys Cole and Matthew and their yellow labs. She and her family are top contributors to St. Mary and All Angels School, as well as small group leaders at Mariners Church.



Deborah Schneider, Executive Chef/Partner
SOL Cocina, Newport Beach

Lauded by Bon Appétit Magazine as "the reigning queen of San Diego chefs" and nominated recently for a coveted 2009 James Beard Foundation Award for her second cookbook, Chef Deborah Schneider brings a wealth of knowledge and experience to her newest venture as Executive Chef and Partner of one of OC's newest hotspots, SOL Cocina. She draws upon her rich culinary background to bring the wonderful tastes and relaxing beach vibe of the Baja Peninsula to Southern California.

Schneider's fourth cookbook Amor y Tacos debuted in April 2020. As the first SOL-inspired book, it puts an exciting spin on modern Mexican food and cocktails. She co-authored Williams-Sonoma's Essentials for Latin Cooking, also published in 2010.



Julie Schoenbachler, Vice President of Operations
The Bascom Group, Irvine

After graduating from UCI in 2003, Julie found herself in a leasing and marketing position at the Bascom Group, and thus began her journey working her way up the company's ladder. Struggling alongside industry businessmen and principals, she managed to create quite a reputation for herself, gaining recognition with awards including the Multi-Family Executive Award for Women of Influence.

After only nine years in the business, Schoenbachler's repertoire of accomplishments has already created a bulge in Bascom's pocketbook. Besides supervising a \$200 million dollar project and transforming a community from a negative cash flow to the highest in the company's portfolio, Schoenbachler's responsibility represents a combined investment basis totaling over \$1 billion dollars—30% of the company's holdings.



Rochelle Segobia, Event Manager
The Winery Restaurant & Wine Bar, Tustin

Rochelle Segobia, Private Events Manager at The Winery, is responsible for maintaining the restaurant's image and integrity with events ranging from intimate dinners and private celebrations to holiday gatherings and corporate receptions and meetings. In addition, she coordinates all Winemaker and Cigar Maker dinners as well as holiday events for the restaurant. Segobia has been with The Winery since it opened its doors in 2007, playing a part in helping it earn the Restaurant of the Year designation by the Orange County Concierge Association for the past two years, 2008 and 2009. Prior, she spent five years with The Winery's partners at Morton's South Coast Plaza.



Keri Gee Semmelman, Owner
PRIDEA, Huntington Beach

Through PRIDEA, Keri Gee applies her 27 years of experience as speaking coach and public relations "go getter" to help a variety of clients in the corporate and non-profit sectors. While serving as the Orange County Community Foundation's Marketing Director, Keri Gee launched an ambassador "word of mouth" program that brought \$2.1 million in aggregate gifts to be donated to local nonprofits.

While actively serving for six years on the board of the Public Relations Society of America Orange County Chapter, Semmelman launched the first ever 100% Mentor Program, which continues to inspire numerous public relations professionals to mentor aspiring college students studying journalism and public relations.

Chapman University recognized Semmelman's excellence and recruited her as a new adjunct professor where she taught public relations and business courses for four years. She's also guest lectured at several other universities.



Lili Shadab, President and Owner
Elite Productions International, Laguna Niguel

In the ever-changing world of design, Lili Shadab outshines her competitors thanks to her ability to keep her approaches fresh and exciting. With over 25 years experience, her tools from the fashion, floral and environment design world have given her the advantage and upper hand in creating amazing events across the globe.

Shadab has served on multiple boards of directors at the Laguna Niguel Chamber of Commerce, helping local business to flourish through marketing events. In addition, she has chaired the special events committee for the city of Laguna Niguel and served as a board member for the Sister Cities Foundation in Irvine. She continues to contribute and assist with multiple events benefiting hospitals and charitable organizations.

Mona Shah, Owner
Moxxe Public Relations, Laguna Beach

As a one-woman operation, Mona Shah has her hands full with multiple clients—and yet she manages to give them all equal attention. But what really sets Shah apart as an entrepreneur is her acumen for social media, which serves her clients with tremendous dollops of free advertising. Her social media skills have put her in high demand lately as a growing list of clients have reached out to her to manage their Facebook pages and Twitter accounts.

Shah's client list is impressive. Currently she represents The Winery Restaurant & Wine Bar, LUCCA, SOL Cocina, Prego Ristorante, Don the Beachcomber, American Career College, West Coast University, Daddy Cakes, Food Power, and the Orange County Restaurant Association.



Pam Shambra, President
Pretend City, Irvine

In 2003, Pam Shambra brought her vast experience to her latest role as President for Pretend City Children's Museum in Irvine. Here, she built an impressive board of directors, comprised of some of Orange County's next generation of philanthropists. She has guided and engaged this notable board in raising \$11.5 million, which allowed the museum to offer a traveling preview facility called Pretend City on Wheels, and then the new Pretend City Children's Museum, which officially opened to the public in August 2009.

In addition to her commitment to better the lives of children through Pretend City and Discovery Science Center, Pam is active in the community. She directed two three-day camps for children on the verge of homelessness. For this endeavor, she recruited 32 volunteers, developed the program and oversaw the safe handling of 34 children. She also acted as the camp counselor and camp photographer at two 5-day camps for abandoned and abused children.



Jill Shea, Principal
Shea Retirement Services, Inc., Irvine

Jill Shea is a Principal with Shea Retirement Services, Inc., a member firm of National Retirement Partners in Capistrano Beach. She became an affiliate of NRP in September 2006. Before starting her own firm, she worked with Castner Josephs Retirement Group in Costa Mesa. Starting in 2001, she was responsible for servicing and marketing to mid-market corporate retirement plans at Mercer Health and Benefits in Newport Beach. Before that, she spent nine years as a VP at Zavorik Company, Inc. in Pasadena, focusing on large nonprofit 403(b) hospital plans.

Shea has specialized in the field of retirement planning since 1992. She assists plan sponsors with plan design and compliance, fiduciary reviews, investment monitoring, and participant education. She also conducts vendor searches.



Kim Shepherd, CEO
Decision Toolbox, Irvine

As CEO of Decision Toolbox, Shepherd sets the example for philanthropic giving and service to the community. She leads the company's growth strategy, primarily through developing partnerships, alliances and as an active member of the Los Angeles and Orange County human resources community. A recognized "Thought Leader" by HR organizations nationwide including the Human Capital Institute, she is a regular speaker at national and regional events on the topic of recruitment best practices, recruitment process outsourcing, and the "virtual" business.

Shepherd has incorporated philanthropic giving into Decision Toolbox's corporate strategy. Under her leadership, the company has made notable donations to Working Wardrobes, The American Cancer Society, Team in Training Leukemia and Lymphoma Society, the Junior Diabetes Association, the Susan G. Komen Foundation and the Indonesian tsunami and Hurricane Katrina relief funds.



Sheila Shiebler, Executive Director
Insight School of California, Lancaster

Orange County resident Sheila Shiebler has devoted her career to organizations serving youth from preschool to high school age. In September 2008, she was named executive director of Insight School of California—Los Angeles and Insight School of California—North Bay, two innovative full-time, diploma-granting, public online high schools. The Los Angeles-based school serves Southern California, including Orange County. She was named Insight Schools Administrator of the Year



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for 2008-09 school year.

Prior to joining Insight Schools, Sheila served as Executive Vice President Operations and Chief Operating Officer for the YMCA of Orange County. She also served as a staff officer of the organization's 45-member board of directors, working with volunteers through local branch boards of managers.

Caryn Siebert, President and CEO
Carl Warren & Company, Placentia

Siebert has leveraged her industry expertise in building high-performance teams, operations and companies as a senior level executive with several diversified insurance companies. Through a unique combination of traditional strategic insights and contemporary operational philosophies, Siebert guided CWC through a critical and evolutionary business cycle to deliver long-term sustainable financial and market success.

Siebert is heavily involved in nonprofit work and giving back to her community. For the past four years she was the volunteer chairman for Kids Connected, an organization assisting children with parents who are stricken with cancer and struggling. She is also involved with Camp Fire USA and CAMEO, two organizations mentoring young people to strive for success. She's a member of APIW and NAIW.



Patrice Simon, Owner
Bikram's Yoga College of India, Costa Mesa

Simon experienced her first yoga class in 1998, qualified as an instructor in 2001, and opened her business in 2002 at the age of 47. Her goal was to create an enterprise that enriched not only her life but the lives of her clients. The studio's location, design and construction were planned to enhance the teaching of the Bikram yoga technique. Twenty Bikram-certified instructors teach classes 7 days a week in an environment that nourishes both body and soul.

Clients ranging from bankers to pastors, executives to homemakers, seniors to youngsters affirm the physical and mental benefits they experience through Bikram Yoga. During recent difficult economic times, as many students struggled with unemployment, shrinking portfolios, and loss of self esteem, the studio provided a sense of continuity and community in a rejuvenating atmosphere.

Simon's business is a financial success, a stand-out in the OC yoga market, which clients attribute to her vision, work ethic, integrity, common sense and giving spirit. The studio boasts 20,000 registrants since its inception, a testament to Simon's success.



Annette Smith, Director, Business Technology Development
Irvine Technology Corporation, Irvine

Annette Smith is known for being a great connector and an expert in building technology teams. She is a firm believer of helping others get the resources they need to achieve their goals, see their accomplishments and reach success. She is also well-established in local business development.

Today, in addition to her duties at Irvine Technology Corporation, Smith serves as an executive business advisor to Business Women Rising, Inc., an enterprise and premier source for empowering businesswomen to ascend to the highest levels of the world's leading organizations. Additionally, she serves on the executive committee for TCVN (Tech Coast Venture Network), which is dedicated to educating and assisting entrepreneurs and emerging growth companies. Smith is also a founder, past president and current advisory board member for Association for Women in Technology (AWT).



Linda Smith, CEO
Providence Speech and Hearing Center, Orange

Linda Smith is an entrepreneurial healthcare executive with more than twenty-five years of industry experience, including operations, sales and marketing and business development. She has successfully worked in both nonprofits and proprietary environments. Her recent accomplishments with Providence Speech and Hearing Centers are impressive—she has increased patient visits 60% from 2007 to 2009. Thanks to her efforts, the organization was chosen in 2009 by the Children and Families Commission as the lead agency in Orange County in a collaborative planning process to improve speech and language services for young children. In 2009, the organization raised \$1,000,021, marking a 30% increase since 2007.



Samantha Smith, Founder
Young Singers of Orange County, Newport Beach

Not your ordinary high school senior, Smith is a singer/songwriter/musician who has played piano

and guitar since childhood. A regular performer at local establishments, Smith also performs at civic, charity and sporting events.

Passionate about the power of music, Smith has taught music to children for the past 5 years at Harbor Christian Church Sunday School and Newport Elementary. Her experiences led her to found YSOC, a children's choir/community service organization that allows elementary-aged children to perform at hospitals, nursing care facilities, schools and community events. Funds raised through public performances, donations and grants will support a variety of OC children's arts programs.

With the support of caring mentors, Smith has filed articles of incorporation and been approved as a California corporation; her filing for a 501c3 organization is expected to be confirmed shortly, and as President, she has assembled a board of directors. Since its formation in November 2009, YSOC's 25-member choir has performed at a number of charitable events.

Simon has been a delegate to the International Peace Conference through the Sister City Association, and has participated in leadership training sponsored by Newport Beach Rotary Club and the National Consortium Leadership Team. She intends to pursue a career in music and has recently been accepted to Vassar.



Delia Snyder, Executive Chef/Co-owner
Don the Beachcomber, Huntington Beach

Less than a year ago, Delia Snyder, along with her husband Arthur, took over the space that once housed the legendary Sam's Seafood, which opened in the early 1920s on PCH in Huntington Beach. She gave the restaurant new life by bringing back Southern California's iconic Don the Beachcomber.

Snyder and her husband have owned the Don the Beachcomber brand since





Would like to congratulate Kelly Vlahakis-Hanks on her nomination for The Women in Business Award

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2007, and having maintained a personal relationship with Donn Beach, it was very important to her that all elements of the restaurant maintained the integrity of the original concept. As executive chef, she does her best to deliver a quality experience with dinner seven nights a week and an elaborate Sunday brunch.

Noelle Stehling, Owner/Founder
Wapatoome, Huntington Beach

Noelle Stehling heads up a team of expert business professional at Wapatoome, an organization she founded to provide a genuine, high energy collaborative work environment for its employees and to support clients with a full suite of services for social media marketing. The company's services include monitoring target audience dialogues regarding the brands and competition, defining objectives to align with the target audience and social metrics, creating a social marketing strategy with definitive plans of action and deploying devices and platforms based on the strategy, audience and objectives.

Wapatoome believes in fostering teamwork while maintaining forward momentum in a positive and creative work environment.



Cara Stewart, Principal
Remarx Media Inc., Costa Mesa

Cara Stewart is the founder and chief rabble-rouser of Remarx Media. She's a fearless leader and entrepreneur with more than 17 years of experience in journalism, marketing communications and public relations who really stands out in the workplace with her intricate knowledge of B2B social media and PR. News outlets such as the Orange County Register, OCBJ, MSNBC and KTLA 5 News have considered her a go-to media resource on the topics of business branding, the use of social media in PR, and the role of corporate social responsibility in brand-building.

Stewart co-founded WunderMarx PR in 2002 and grew it into one of the top four PR agencies in Orange County, as ranked by the Business Journal. Always at the forefront of technology and business trends, she identified the importance of social media and content development for B2B technology companies and founded Remarx Media in 2010 to focus on these specialties.



Autumn Strier, President
Miracles for Kids, Tustin

Miracles for Kids is a non-profit organization whose mission is to improve the lives of children with cancer and other life-threatening illnesses. Strier established MFK as a comprehensive, program-based organization that has developed aid programs with CHOC, Fund-a-Family Program, and Basket of Miracles to aid families in medical and financial crisis. To date MFK has provided aid to several hundred Southern California families. MFK also operates a research program that donates funds to cutting-edge clinical trials in pediatric cancer.

Since Strier took charge as president in 2005, MFK's revenue has increased more than 1200%—from \$60,000 to over \$730,000 in 2009, and is on track to raise more than \$1 million in 2010. Strier has raised the organization's profile and stature, and heads its program design, strategic planning, grant writing and fundraising efforts.

Under Strier's leadership, the board hopes to launch MFK's programs in So Cal children's hospitals within the next five years. Strier has worked as a staff member and volunteer within the non-profit and public sector through most of her adult life.



Natalie Stroud, LEED AP
The Rockefeller Group, Irvine

As an associate with The Rockefeller Group in Irvine, Natalie Stroud assists the company's Regional Development Officer, Regional Director, Senior Counsel and Development Manager with key development tasks and assignments including due diligence, market research, financial analytics, letters of intent, purchase contracts and commercial leases.

Stroud belongs to a number of professional affiliations, including the Urban Land Institute, National Association of Industrial and Office Professionals, NAIOP Young Professionals Group Class of 2009-10, and Commercial Real Estate Women.

A graduate of USC, Stroud belonged to the Trojan Investing Society, holding the position of VP of Activities for 2006.



Cathy Thomas, Owner
Cathy Thomas Cooks!, Huntington Beach

Cathy Thomas is an award-winning columnist, author and on-air host with a deep passion for the culinary world. She created her namesake business to share this passion by educating the public and exploring delectable dishes without spending hours in the kitchen. Her quick-to-prepare recipes showcase flavorful ingredients, relying on fresh fruits and vegetables to make each dish colorful and delicious. She has pioneered the use of culinary-based videos on the Web, taping in her home kitchen with legendary chefs such as Thomas Keller, Stephen Raichlen and Marcus Samuelsson.

Thomas conducts international and domestic culinary tours on a regular basis, seeking new ingredients, techniques and ideas as she explores world cuisine. She holds a Bachelor's degree from USC and has studied at cooking schools around the world.



Erica Thomas, Owner
Harper's, Corona del Mar

Erica Thomas embarked on the risky endeavor of opening her own business at age 26. After receiving her BA in Law from Chapman University, she desired a more creative outlet for her business mind. After finishing her merchandising and marketing degree at FIDM, Thomas took an internship at Quiksilver where she learned the wholesale side of business. She opened her first store, Erica Dee, in May 2001. In December of 2008, as the climate for brick-and-mortar retailers became more challenging, she closed her doors, creating an online store. In the process of launching the site, Thomas realized that her true talent and passion was working one-on-one with her customer base. So, she spent the year developing a new concept, searching for the right location and gaining the support from a team of investors. Thomas was thrilled to announce the opening of her new store, Harper's, in 2009.



Valerie Torelli, President/Owner
Torelli Realty, Costa Mesa

At the start of her career, Valerie Torelli recognized a common disconnect between realtors and clients. To correct this, Valerie opened Torelli Realty in Costa Mesa, where she created a successful business formula that links realtors to their customers by actively listening and building relationships, rather than only focusing on meeting sales goals. This, coupled with shared literature and establishing a common language among employees, has set Torelli Realty apart from bigger firms. Since opening in 1984, Valerie has led Torelli Realty to achieve a stellar reputation and to become the No.1 real estate office in Costa Mesa year after year. Valerie's success is also evident in her dedication to spreading community appreciation by organizing annual seasonal events and supporting local schools and organizations.



Lisa Trachtman, President
Strata-Media, Inc., Irvine

Assuming the role of President of Strata-Media a year ago, Lisa Trachtman has been faced with staff cut-backs and dwindling financial resources only to rebound by hiring a robust new business team and implementing an aggressive approach to new client acquisition. In July 2009, she successfully launched Strata's Healthcare Marketing Division, quickly accumulating a new client roster of a variety of medical device and physician IPAs. Leveraging a deep and experienced background in clinical healthcare marketing and medical device product launches, Strata-Media now expects to see double-digit product growth from 2009 to 2010.

Trachtman has also been a driving force in the OC professional marketing industry, first serving as President of the Advertising Production Association and currently is in her third year as an executive board member of the Orange County Advertising Federation.

Rita Vigil-Ferguson, President
G&F Concrete Cutting Inc., Santa Ana

As a Hispanic-American woman working in the "Man's World" of construction, Rita Vigil-Ferguson is best described by one of her favorite Newt Gingrich quotes: "Perseverance is the hard work you do after you get tired of doing the hard work you already did." After owning and running a successful art gallery, Rita and her husband Greg began G&F Concrete Cutting, Inc. in 1980. The company has expanded from a home-based business with two trucks and three employees to a 45,000 square foot property with office, warehouse, shop and yard space with a fleet of 27 trucks and 35 employees.

Rita firmly believes in the importance of community and is an active member of her church and as well as several charitable organizations.



Kelly Vlahakis-Hanks, Vice President of Media Relations
Earth Friendly Products, Garden Grove

Kelly Vlahakis is a communications professional and expert in the field of sustainability who has parlayed her background in cultural public relations, political public affairs and the arts sectors into the consumer products world. She is known for her exceptional leadership, media management, and program development skills.

Vlahakis-Hanks has worked for Earth Friendly Products for over a decade and is a frequent participant on panels and television broadcast segments where she speaks with authority about Natural Household Cleaning Products. Her consciousness-raising pronouncements are sprinkled throughout such segments as "Go Green" with ABC News and NBC's Universal Green segment.

The company's products have been featured on Oprah, and in major media including the Wall Street Journal, New York Times and Los Angeles Times.



Lisa Vogel, Co-President
RAJ Manufacturing, Tustin

Lisa Vogel serves as co-president of RAJ Manufacturing LLC, one of the largest women's swimwear companies in the United States. A graduate of USC's Marshall School of Business in 1993, Vogel joined RAJ—a family business founded by her parents—after finishing school. She has served in various roles throughout the company during her tenure and currently oversees the marketing/public relations department, licensing and compliance and operations as well as the design and merchandising departments. In 2009 she launched LUXE by Lisa Vogel, an upscale swimwear line currently sold at Neiman Marcus and Fred Segal.

Passionate about the arts, Vogel has served on the board of directors for the Irvine Barclay Theatre and is currently involved with Next@thebarclay, a group of young professionals with a focus to bring arts to the community.



Pamela Waitt, President & Founder
Orange County Restaurant Association, Aliso Viejo

Waitt founded OCRA to promote, market and inform the OC restaurant industry, creating networking, mixers, events and marketing opportunities for Orange County. The association is the company behind OC Restaurant Week, Happy Hour Week, and Kid's Restaurant Week.

Waitt believes in showcasing Orange County's dining scene as a whole, and enjoys creating innovative, fun events that appeal to all palates. She is also passionate about ending childhood hunger and is on the board of non-profit S.O.S.



Pamela Wasley, CEO, President, Chairman of the Board, Co-founder
Cerius Interim Executive Solutions, Aliso Viejo

Seeking work/life balance, Wasley left Corporate America in 2001 and began providing strategic planning consulting services. She enjoyed the experience, noting that "Each new engagement was like launching a new company...my entrepreneurial spirit was always being fed." What began as a "working sabbatical" became the genesis for the founding of Cerius Interim, now a multimillion dollar, 600-member firm.

Prior to Cerius, the closest thing to providing interim executive management services in the U.S. was a firm specializing in temporary placement of CFOs and CIOs. Wasley researched the European model of interim executive management and adapted the concept for the U.S., creating the only full-service provider of interim executives for a full spectrum of corporate functions for all industries.

Cerius' success lies in its ability to attract seasoned professionals with a broad range of experience who, like Wasley, enjoy work/life balance along with the opportunity to be "serial" entrepreneurs.



Kathleen Watt, President & CEO
The Brandmarket, Inc., Newport Beach

As founder and president of a promotional product and design firm, Watt relies on her extensive entertainment and marketing experience. She is a serial entrepreneur, having founded her first business, Models One Management in Newport Beach, at the age of 22! The prosperous modeling agency took off as Watt scouted and booked new talent in the U.S. and internationally. Utilizing her knack for talent and management, she next opened Sterling Image Entertainment, a special events production company. Watt specialized in the entertainment industry, producing events for clients such as Billboard Music Awards, Universal Studios, Aerosmith Virtual Guitar Tour, Hermes, and more.

Now Watt is channeling her experience into The Brandmarket, which specializes in branded merchandise for the entertainment industry. The company excels in custom designed promotional marketing products and programs for a client roster that includes ESPN, Sony Music, Mattel, Disney, Martha Stewart Living, among others. Launched in New York City over 10 years ago, The Brandmarket has won numerous awards including the 2008 Advertising Specialty Institute (ASI) Spirit Award for the 4th fastest growing business in her industry and, in 2009, the Women's Business Enterprise Supplier of the Year.



Sherry Weinmeier, Principal
Stantec, Irvine

Weinmeier has more than 25 years experience in a civil engineering career that began in the mid 1980s, a period when there were far fewer women in the industry. Today as a principal for Stantec Consulting Services, she oversees a professional staff that provides engineering and design services for top-tier public and private

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infrastructure projects throughout Southern California. Weinmeier's extensive experience includes preparation and supervision of conceptual and final designs for roadways, highways, residential subdivisions, private golf communities, community recreation and sports parks, and drainage systems for clients such as The Irvine Company, OCTA, The Mission Viejo Company, and the cities of Laguna Beach, Irvine and Anaheim.

Weinmeier created a company training program to mentor and orient first-year engineers through the initial challenges of their careers. She is an accredited Leadership in Energy and Environmental Design (LEED) practitioner, and an advocate for industry professionals holding memberships in the American Society of Civil Engineers, the Building Industry Association and the U.S. Green Building Council. Weinmeier has organized an engineering Career Day event at Stantec for high school students, and donates time and experience to the engineering senior project program at UC Irvine.

Jamie Welsh, CEO & Founder

10% Solution, Dana Point

Welsh's passion for corporate social responsibility and her extensive business experience led her to found 10% Solution, a company that truly demonstrates that "doing good is good business." A framework for business accreditation of social title programs such as volunteering, philanthropy and sustainability, 10% Solution helps companies incorporate 'triple bottom line' practices into their day-to-day operations.

Welsh comes well prepared to advise business clients, with a diverse background that includes positions as VP of Marketing for Hilton Hotels Corp. and President & CTO of Your Design Center. She has been in executive leadership positions and on boards of directors in business, marketing, technology and consulting for the past 18 years, and in the interactive space for 16 years. Welsh works with many organizations including Working Wardrobes, Impact Giving, Social Enterprise Institute and Girls, Inc., is on the board of Team Kids, Ecology Center, and on the board of trustees for Kellogg House.

Cynthia West, Vice President, Marketing & Sales

Project Insight, Irvine

West launched her career in information technology by working for three Silicon Valley start ups during the 1990s. One company had developed and patented an early MP3 player in 1994, well before mainstream acceptance of the now ubiquitous iPod. Her vision of the importance of cutting edge technologies enabled her to build Audio Highway and other startups from \$0 in revenue to \$5 million + per year.

As a partner at Project Insight, West is responsible for sales and marketing. She and three partners launched the project management software company in 2002, and have driven revenues from 30% (in the smallest growth year) to 300% per year. This revenue growth has contributed to technology job growth in Orange County.

An activist since her student days, West and friends fought for the gender and ethnic studies requirement, now a part of the University of California's degree requirements. She continues to hire women and minorities, and has mentored dozens of young graduates looking to enter the technology field.

West has published articles for the project management industry, and a book, Techno-Human Mesh, in which she suggests we consider the technologies we build with more care before we market them.

Patricia West, Owner

Londance Studios, Santa Ana, Laguna Niguel

West founded her studio, Londance, more than 20 years ago, and hasn't stopped dancing since. The stu-



dio specializes in ballroom and social dancing, and recently won the Top Studio award in the Las Vegas Open Showdown dance challenge. West had the vision to partner with the 16-year undefeated champion of ballroom dancing in her successful, award winning venture.

Despite the economic downturn, Londance has opened a second studio in Laguna Niguel, and West continues to work hard to build the business through networking, coaching and bringing in top talent and good value for customers.

West was among the organizers of Dancing to a New Beat, a charitable gala to benefit cardiac programs at Saddleback Memorial Medical Center. The annual gala is going strong in its fourth year.

Joyce Westerdahl, Senior Vice President, Global Human Resources

Oracle Corporation, Costa Mesa

Westerdahl is an OC resident and a world traveler for Oracle, a corporation that brands itself as "the world's largest enterprise software company." With annual revenues of more than US\$9.4 billion and some 43,000 employees globally, the company, which is based in Redwood Shores, California, offers its database, tools, and applications products, along with related consulting, education, and support services, in more than 145 countries around the world.

Anchored in OC, Westerdahl's responsibilities encompass all HR functions globally which include compensation, benefits, staffing, diversity, training, organizational development and HRIS.

Westerdahl joined Oracle in 1990 and has served in her current role since 2000. She is the executive chair of Oracle's women's leadership, a global program that mentors young women.

Linda White-Peters, Vice President of Development

Discovery Science Center, Santa Ana

In her role at Discovery Science Center, White-Peters manages the development team and is responsible for all aspects of fundraising, board development and relationship building. Since her tenure began in 2007, annual giving has risen 250% to more than \$2 million annually, and the Center has raised more than \$10 million in capital gifts. A restructured board of directors and DSC's first philanthropic support group, The Innovators, launched by White-Peters, have helped raise funds and further the Center's mission to support science education and scholarships.

White-Peters has focused her career on assisting educational institutions in the county to raise financial resources. Her accomplishments include management of a \$42 million capital campaign to build the Marion Knott Studios as Director of Development and Capital Campaign Manager for the Dodge College of Film and Media Arts at Chapman University. She had a distinguished 13-year tenure at UC Irvine, serving in many capacities including Assistant Vice Chancellor for University Relations, heading the CEO Roundtable which provided almost \$100 million in support over a five year period. White-Peters was also Director of The Executive and Presidential/Key Executive MBA programs and the MBA Career Development Center at Pepperdine University.

Her community service to countless OC organizations is legendary in the community.

Nicole Whyte, Founding Principal

Bremer Whyte Brown & O'Meara LLP, Irvine

Nicole Whyte has successfully litigated hundreds of complex, multi-million dollar lawsuits and has been awarded the highest accolade in Martindale-Hubbell: an AV rating. She's also been named a California "Super Lawyer" by Los Angeles Magazine and recently was featured in the February 2010 issue of Orange County's



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Smart Business Magazine as a "Smart Leader," providing insights on how to grow and diversify a business. Whyte has written and lectured extensively in the field of Family Law, with many published articles in this area of specialty. She also recently authored a chapter in a published book covering Family Law strategies in California.

Whyte is a firm believer to giving back to her community. She and her law firm support a number of charities, including CHOC Foundation for Children, Leukemia and Lymphoma Society, Canyon Acres and National MS Society, to name just a few.

Beverly Wiesen, Managing Director
Apex Executive Search, LLC, Irvine

After founding the search firm in 1996, Wiesen continues to personally handle mid-management through executive level searches in finance, accounting, marketing and human resources. She also handles specialized searches in operations/logistics as requested by her established clients. Clients range in size from start-ups with VC backing to Fortune 50 companies.

Wiesen is actively involved in charities supporting the welfare of children and animals. She and her daughter also volunteer regularly to help the homeless. In her spare time she enjoys tennis and biking. She holds her single engine land instrument rating to fly fixed wing aircraft—a designation she earned locally at John Wayne Airport.

Lisa Williams, Senior Account Manager
Kforce, Irvine

Williams' Kforce career began in 1996 as a technical recruiter, working with OC technology professionals to help them find work and offering career advice and coaching. She also served as the volunteer Director of Events for the OC Chapter of the Oracle Users Group 1998-2004. In 2002, Williams transitioned to an account manager role, enjoying the challenge of working with the firm's clients and growing the business. She successfully nurtured two customers into anchor clients, and stood by clients during the financial crisis, offering assistance in helping former employees and consultants find new assignments.

Williams currently manages the relationship with Kforce's largest Southern California client, working with the client for 10 years and fostering a true partnership.



Gabrielle Wirth, Partner, Labor & Employment
Dorsey & Whitney LLP, Irvine

As head of the Labor & Employment Group at her firm, Wirth's practice includes litigation, counseling and advice work, including training for HR companies locally and nationwide. She is a passionate practitioner with nearly 30 years of experience in the legal industry including serving the Orange County business community for over two decades.

Her clients include Hines Nurseries, Hormel, Merrill Company and Best Buy, as well as locally based Targus, iBASEt, Smile Brands, and more.

From 2004 to 2007, she served on the Board of the Orange County Bar Association. Wirth is committed to giving back to the community by mentoring and service. She serves as team captain and fundraiser for the Juvenile Diabetes Foundation, and is currently a member of the United Way Impact Council and Women's Philanthropy Fund. She has mentored foster children and served on the boards of the Brobeck Charitable Foundation and the advisory board for the Salvation Army.



Diane Wittenberg, CPA, Audit Partner
Haskell & White LLP, Irvine

As an audit partner at Haskell & White, Wittenberg assists privately held and public middle market companies with their audit requirements, as well as consulting on SEC transactions and SOX compliance projects.

In addition to managing audit teams, she also acts as a mentor for many audit professionals. She developed and implemented a flexible work policy for Haskell & White, demonstrating that professionals can achieve a balance between their professional and personal commitments. Wittenberg leads the firm's training program, ensuring that professionals are up to date on the latest regulatory developments.

Wittenberg volunteers as the Audit Committee Chairman for the Discovery Science Center. She is a member of the American Institute of Certified Public Accountants and the California Society of Certified Public Accountants.



Lisa Wolter, Executive Director, Orange County Affiliate
Susan G. Komen for the Cure, Costa Mesa

Since assuming the directorship in 2005, Wolter has driven the OC affiliate to new heights, directing such milestones as operating budget expansion from \$2.6 million to \$3.9 million; development of a 5-year strategic plan; a community needs assessment; the Pink Tie Ball; the Community Grants Award Breakfast with nearly \$1 million awarded to local community groups in 2009; and the Pink Tie Guys program, recruiting prominent businessmen to extend support and awareness in the business community.

Wolter serves as primary liaison between the Komen OC Affiliate and government agencies, collaborative partners and the OC community in its diverse populations, reaching into every ethnic sector of the county. She is a longtime advocate for women's health organizations, and throughout her career had led efforts such as AIDS Resource Center and Cystic Fibrosis Foundation. She co-funded The Women's Center, Inc., a battered women's shelter, and Wolter also produced the successful AIDS Walks in LA and NYC, and helped establish the Revlon Run/Walk for Women.



Dr. Tammy Wong, CEO

Fostering Executive Leadership, Inc.

Dr. Tammy Wong is the CEO of Fostering Executive Leadership, Inc., an international business results executive coaching firm. Before starting her own company, Dr. Wong worked in the technology industry for companies such as IBM, Xerox, and Sun Microsystems advancing into many leadership roles. At Sun, she founded and was the president of the women's organization that included over 2000 women worldwide. Over a period of three years, she grew the organization from 300 members to over 2000 members worldwide. In August 2008, the book she authored "The Hour Glass Effect"—an essential road map to attracting, mentoring, and leveraging female talent in an organization for maximum competitive advantage and dynamic growth. Tammy currently sits on the Board of Directors of Girls Inc. of Orange County and serves as Chair for the Strategic Committee and Executive Board. She is also on the Board of Directors of the Crystal Cove Alliance, and she serves as the Gala Co-Chair.



Karen Wood, Managing Director

The Laguna Playhouse, Laguna Beach

In challenging times for arts organizations, Wood is invigorating the "new" Laguna Playhouse, transitioning the institution to a new business model for the future. As the Playhouse celebrates its 90th anniversary season in 2010-2011, Wood is leading the transition from one-time community theatre to professional theatre, to Cultural Arts Center with theatre, community partnerships and events that will attract an expanded audience and expand its youth and community outreach programs.

Wood has more than 30 years of experience with non-profit organizations, particularly regional theatres. She was formerly Managing Director of San Diego Repertory Theatre, Managing Director of The Music Center Education Division in LA, General Manager of The Mark Taper Forum/Center Theatre Group, and one of seven line producers for the Olympic Arts Festival, also in LA. She has partnered with Ira Bernstein in Bernstein and Wood Theatrical Management, providing producing, general and company management in California. She is an active member of many arts organizations.



Greer Wylder, Owner

Greer's OC, Costa Mesa

For 14 years, Wylder has written about the OC lifestyle, first as a popular columnist for the Daily Pilot, and now as founder of the Internet company Greer's OC, a website and free daily e-mail newsletter focused on the latest in fashion, dining, music, travel, new gear and trends. Wylder's "Daily Dose of OC" has attracted a loyal following, and currently reaches an audience of more than 10,000 readers daily.

Wylder has also launched 100% green e-zine publications including a Holiday Guide, Wedding Guide, Sports Guide, Dining Guide and Luxury Real Estate Guide.

Wylder is an active member of the Board of Directors for the Juvenile Diabetes Research Foundation. She is the producer of a documentary "One Shot," about Team Type 1, a professional cycling team on a quest to become the first diabetics to make it to the Tour de France 2012. Passionate about diabetes awareness and fundraising, Wylder is the mother of four boys, one of whom was diagnosed with Type 1 diabetes.

While spending time at home to care for her son, Wylder discovered the potential of emerging social networking sites and online media, ultimately building her company's Internet presence to reconnect with her readers and tap into the growing online audience.



Alyson Yarberry, Principal

Blue C Advertising, Costa Mesa

Yarberry is a vital leader at Blue C Advertising, working in tandem with agency co-founders Jeff Bentley and Eric Morley to continually strengthen the agency's creative and account services teams. With 13 years of agency experience (10 at Blue C), Yarberry's responsibilities as principal include enhancing the products and services Blue C needs to better execute fully integrated communications campaigns and positively impact the bottom line of Blue C's clients.

Yarberry serves as the primary contact for all new clients. She empowers her account team to achieve optimal results by sharing her understanding of how to work successfully with a variety of clients no matter what the industry or project variables may be. Her previous experience was in the financial services industry before transitioning to a career in advertising, working with several OC agencies before signing with Blue C.

Yarberry is an OC native and committed to the community both professionally and personally. Her association with non-profit organizations has led Blue C to perform pro bono work for the American Cancer Society and the Cystic Fibrosis Foundation.



Neda Zaengle, CEO

Irvine Public Schools Foundation, Irvine

As CEO of the Irvine Public Schools Foundation, Zaengle leads the organization that raises private funds for music, art and science as well as health aides and counselors. It is a perfect fit for Zaengle, who is passionate about children and spent nine years of her career operating multiple treatment centers and education programs for at-risk youth of Boys Town. She has also partnered with Orange County Social Services to develop a shelter for neglected babies and children.

Zaengle works to bridge the gap between the schools and the business community, noting that kids are the future of business and corporate involvement in educating them is essential. Her commitment helps the Foundation to remain a strong force in the Irvine community as well as a model for educational foundations across the country.

Zaengle earned a master's degree in Psychology at Pepperdine University and is a board certified behavior analyst.



Madeline Zuckerman, President & Owner

Madeline Zuckerman Marketing & Public Relations Inc., Newport Beach

Zuckerman began establishing herself as a marketing, branding and public relations professional on New York's Madison Avenue in 1971. After working with Burlington Industries for several years, Zuckerman and Letitia Baldrige (former White House social secretary to Jacqueline Kennedy) formed their own firm. As Partner and Vice President, Zuckerman worked closely with a clientele that included Tiffany & Co., Escada (USA) Inc., Jaguar, Hermes, Mikimoto, South Coast Plaza, Il Fornaio Restaurants, Hilton Hotels, Deutsche Bank Private Wealth Management and Greenberg Traurig LLP.

Since founding her own agency on the West Coast more than 30 years ago, Zuckerman has built a solid reputation as a leader in marketing communications. The firm's corporate office is in Newport Beach, with a branch in Rancho Mirage.

Zuckerman has provided pro bono PR services to area non-profit organizations, and received the 1999 Business in the Arts Award, Small Business Category, from the Orange County Business Committee for the Arts. She provides her time and financial support to many Southern California non-profits including Pacific Symphony and Girls Inc.

Please note: The information contained in the above nominee profiles was compiled from materials submitted to the Orange County Business Journal by Women in Business Awards candidates and/or candidates' nominators or professional references; some information obtained from public sources, e.g. company websites and published newspaper and magazine articles. We regret any factual errors.



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