

Women in Business 2013



Honorees (from left to right): Lauren Berkovitz of Philip B. Botanical Products, Haley Warden of Wells Fargo Bank, Amanda Patton representing Cheryl Berkman of Music Express, Yi Sun Kim of Greenberg & Bass LLP, Pegi Matsuda of Valley Presbyterian Hospital, Mary K. Fischer of Boston Private Bank & Trust Company, Monica Mills of Hopes Haven, Wendy Simpson of LTC Properties, Inc. and Carolyn Blashek of Operation Gratitude.

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PUBLISHER'S LETTER



The San Fernando Valley Business Journal celebrated and honored the women of outstanding achievement in the Valley business community with the 12th annual Women in Business Awards Reception and Luncheon event at the Sheraton Universal City Hotel on Tuesday, April 23rd, 2013.

Described by attendees as an uplifting and inspirational event, the celebration honored Valley based women who have "led by example" and provided inspirational success stories for the Business Journal year round. These remarkable women were applauded for demonstrating effective business vision and a passionate commitment to positively impacting the world of business, the communities they serve or in many cases, both.

The Business Journal received 110 incredible

nominations this year – all of whom are superb examples of women who genuinely lead by example. Our judges had the unenviable task of narrowing the field down to just one winner in each of ten award categories. Awards were presented to women who have truly blazed a path of excellence for all of us in the Valley and beyond.

Many thanks are due to our Presenting Sponsor, City National Bank and our Platinum Sponsors Chase and Valley Presbyterian Hospital, as well as to our terrific collection of Gold Sponsors this year.

Congratulations to all the honorees and nominees!

Josh Schimmels
Associate Publisher

Congratulations to Pegi Matsuda

Lifetime Achievement Award

2013 Women In
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Congratulations to all of the nominees
to the *San Fernando Valley Business Journal's*
TOP WOMEN IN BUSINESS awards,



including our own
VANESSA SOTO NELLIS
of our Family Law Practice Group.

Special congratulations to our friend
PEGI MATSUDA
on her Lifetime Achievement Award.

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WOMEN IN BUSINESS 2013 HONOREES

Lifetime Achievement Award

PEGI MATSUDA
Valley Presbyterian Hospital

Pegi Matsuda has contributed to the Valley business community in many ways. After gaining experience in marketing and community development at GTE, Pacific Enterprises and the L.A. Chamber of Commerce, she joined the San Fernando Valley Business Journal in 2000. During her 12-year tenure, Matsuda was instrumental in the publication's growth. She helped to position the SFVBJ as a trusted source of business news and information, and grew the company's roster of advertisers from 40 (December 1999) to more than 500. Under her leadership, the SFVBJ hosted numerous business awards events annually to honor successful businesspeople and companies, and encourage networking and philanthropy. Matsuda was appointed Senior Vice President of Community and Market Development for Valley Presbyterian Hospital (VPH) in June 2012. She is responsible for creating and directing external programs including community development, fund development and employee volunteerism programs. Matsuda also is responsible for planning and directing marketing, advertising, media and external and internal communication programs. A newcomer to the field of health care – and taking on a newly created role at VPH – Matsuda is bringing innovation and new opportunity to this nonprofit, independent community hospital. In addition to her successful career in publishing, Matsuda spent 20 years at Southern California corporations including GTE Telephone Operations and Sempra Energy. During this time, she held numerous leadership positions. Matsuda is a longstanding Valley business leader and serves as a board member for VICA, chairman-elect of VEDC, a founding board member of ACG-101 Corridor and she is also a member of the board of trustees for Woodbury University in Burbank. She has received numerous awards including recognition from the San Fernando Valley Bar Association, VICA, Haven Hills and MEND. She was also honored in 2008 by the state of California as "Woman of the Year" by the 42nd Assembly District.



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Craig McGuire

LA Coastal Market Executive, SVP

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We love giving credit where it's due.

Congratulations to all the past and present honorees of the *San Fernando Valley Business Journal's* Women in Business Awards. Like you, we know that effecting change is about more than just words. It's about building opportunity. That's why we continue to place a high priority on attracting, developing, retaining, and advancing talented women at Moss Adams LLP.

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CEO of the Year
WENDY L. SIMPSON
 LTC Properties, Inc.

Wendy L. Simpson is the President and CEO of LTC Properties, Inc., which is a publicly traded healthcare REIT headquartered in Westlake Village. The company primarily invests in Skilled Nursing Facilities and Assisted Living Facilities. Under Simpson's stewardship, LTC has approximately 207 facilities located in 30 states. As of Fiscal Year End 12/31/12, LTC's revenues and total assets were \$94 million and \$790 million, respectively. As of 3-7-13, LTC's market cap was \$1.21 Billion and the stock traded at \$39.47 per share. Simpson has been the CEO since 2007 and has held several other roles with the Company during her 18 years with the organization. She also served as Chief Financial Officer (from July 2000 through March 2007), Treasurer (from January 2005 through March 2007), and President and Chief Operating Officer (from October 2005 through March 2007). She also was Vice Chairman of the Board from April 2000 through October 2005. Having served as a senior executive officer of LTC Properties for more than a decade, including her current role as President and Chief Executive Officer, Simpson brings a deep understanding of the company's historical and current business and financial operations. Simpson has led the company to record historical revenues and profitability during her time as CEO by growing via acquisitions as well as organic growth. She has guided the company through challenging industry trends and through economic cycles. As a result, LTC is currently among the leading performers in the Healthcare REIT industry and is poised for future success. Beyond her tireless work for LTC Properties, Simpson also serves as a board member for several corporations and is also active in the local community.



Business Owner of the Year
CHERYL BERKMAN
 Music Express

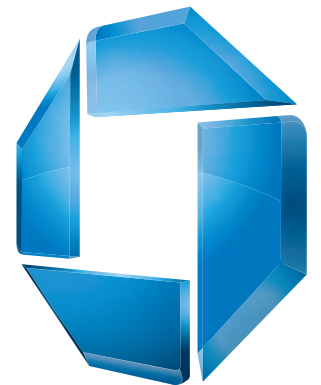
Cheryl Berkman is the CEO of Music Express Limousine, the largest family-owned limousine business in the country. Despite many obstacles encountered in a male dominated industry, Berkman has grown the Company that was founded by her father Harold Berkman into a more than \$50 million per year revenue business. Music Express is headquartered in Burbank, with locations in New York, Washington and San Francisco and now, under Berkman's stewardship, is providing luxury limousine services worldwide. Music Express is "the name" in limousines for the entertainment industry. At any given high-profile, red carpet event, Berkman and her fleet of limos are a constant presence. Berkman has demonstrated initiative within the industry and continues to be a leader and a visionary in her field. While the vast majority of limo companies have fewer than five cars, Music Express now has over 100 in Southern California alone. Berkman has also established her own repair shop, an advanced computer system for booking reservations (with a proprietary smart phone app) and a satellite service that tracks every move her cars make. While Berkman represents a Company that is known for its focus on service, attention to detail, and being the top provider in the industry, she also makes time for giving back. She has taken an active leadership role in the Make-a-Wish Foundation donates money and time to the Burbank Animal Shelter (the company and its employees presently have three rescued dogs that are treated as part of the Music Express family and welcome visitors daily). She is a strong financial contributor to the City of Hope and the City of Burbank, and continues to donate limousine services for patients and fundraisers. She is a founder and board member of the GCLA (Greater California Limo Association) and a board member of the NLA (National Limo Association).



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Executive of the Year

MARY K. FISCHER

Boston Private Bank & Trust Company

Mary Fischer was Chief Operating Officer and Chief Financial Officer of First State Bank of California (formerly known as Bank of Granada Hills) until it was acquired by Boston Private Bank & Trust Company. She then became responsible for the daily oversight and management of all operational aspects of the bank's offices in Granada Hills, Encino, Burbank, Westlake Village and Santa Monica. Her responsibilities included financial management, regulatory and internal reporting, strategic planning, personnel, security, disaster recovery, compliance and technology. In fact, the acquisition, merger, integration and conversion of Encino State Bank and the Burbank Branch Office were under her supervision. She is now responsible for expanding the Bank's footprint and market share of deposits in Southern California. Fischer has a comprehensive commercial banking background, including extensive experience in the daily operations of retail and business banking. This is complemented by a thorough knowledge of reorganization, financial management and loss mitigation. Fischer has repeatedly proven to be a strategic thinker driven to translate business concepts into actionable revenue producing business at the tactical level. In addition to her primary position as SVP - Manager of the Bank's West Coast Banking Offices, Fischer chairs the Strategic Management Committee for Southern California. In this role she has made a great contribution to the bank's ability to formulate and implement strategy for growth in the region. She works to encourage working relationships between the key business lines in the region and her efforts are evident in the success of the bank's cross selling initiatives. Fischer has also played a key role in the integration and merger of the former First Private Bank into Boston Private Bank & Trust. This merger commenced in May of 2011 and required a herculean effort on Fischer's part in integrating the numerous offices and systems extending through the end of 2012.



*On behalf of everyone at Bessolo Haworth & Vogel LLP
We wholeheartedly congratulate*

Lifetime Achievement Award Honoree Pegi Matsuda

*Pegi is one of the San Fernando Valley's Most Recognized Women in Business
and this achievement is well deserved!*

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*Pegi Matsuda
The San Fernando Valley Business Journal's
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Not-for-Profit Executive of the Year
CAROLYN BLASHEK
 Operation Gratitude

Carolyn Blashek is the founder of Operation Gratitude, the California-based 501(c)(3) non-profit, volunteer-based organization that annually sends 100,000 or more care packages of snacks, entertainment items and personal letters of appreciation addressed to individually named U.S. Service Members deployed overseas, to their children and families left behind, to Wounded Warriors recuperating in transition units and to First Responders on the front lines at home. Following Blashek's lead, the organization's mission is to lift morale, bring a smile to a service member's face and to express the appreciation and support of the American people. Since its inception in March, 2003, Operation Gratitude has shipped more than 760,000 packages to American service members deployed overseas. In 2003, Blashek sent her first care package to an unknown soldier serving in the Iraq War overseas. Soon her living room turned into a staging area and post office as friends and community joined in to send letters of thanks to soldiers, along with packages filled with toiletries, music, DVD's, candy and love. The Military supports and embraces her efforts because they see the impact on troops deployed away from home. Thousands have sent Carolyn letters of thanks saying those packages are a reminder of why they are fighting in the trenches: for someone back home who has noticed the sacrifice they make—and cares. Today Blashek's operation is so large that she uses the California National Guard Armory in Van Nuys for a staging area during packing drives. Thousands of volunteers attend, old and young. For Carolyn, it is not only important that our troops are honored and remembered by receiving the packages and letters, but that the rest of us can show our appreciation for them as well by working side by side in the packing efforts.

Volunteer of the Year
MONICA MILLS
 Hopes Haven

Monica Mills is a lot of things to a lot of people. She's an MBA student at California Lutheran University, she has forged a career that is part finance, part marketing as vice-president of mortgage lead generation for Bank of America, she has a bachelor's and master's in screenwriting and even did some public relations at Amgen before a temp job answering phones at the front desk of a Wells Fargo Home Mortgage branch got her into the lending business. She later went to work for Countrywide Financial and ended up at Bank of America after its 2008 acquisition of the lender. But perhaps the most impressive role Mills plays is her role as a proactive, passionate volunteer. Despite a hectic work schedule, she has found time to found Hopes Haven, a non-profit that benefits seriously ill or injured children. After serving as a Make-A-Wish volunteer inspired her in 2008 to start her organization, she has built Hopes Haven from scratch all while managing to thrive in her "day job" at Bank of America. Under Mills' stewardship, Hopes Haven provides financial assistance to families and organizes events for children in Ventura County and the Conejo Valley. The organization's mission is to enrich the lives of children battling serious illness or injury and assist families facing financial hardship due to their child's medical condition. One of the programs that Mills has developed through Hopes Haven is the "No Place Like Home" program, which strives to allow families to find a piece of home and the warmth it provides during a child's challenging time battling illness. The No Place Like Home initiative is designed to provide free lodging to families commuting into the Los Angeles area for their child's treatment, surgery or rehabilitation.



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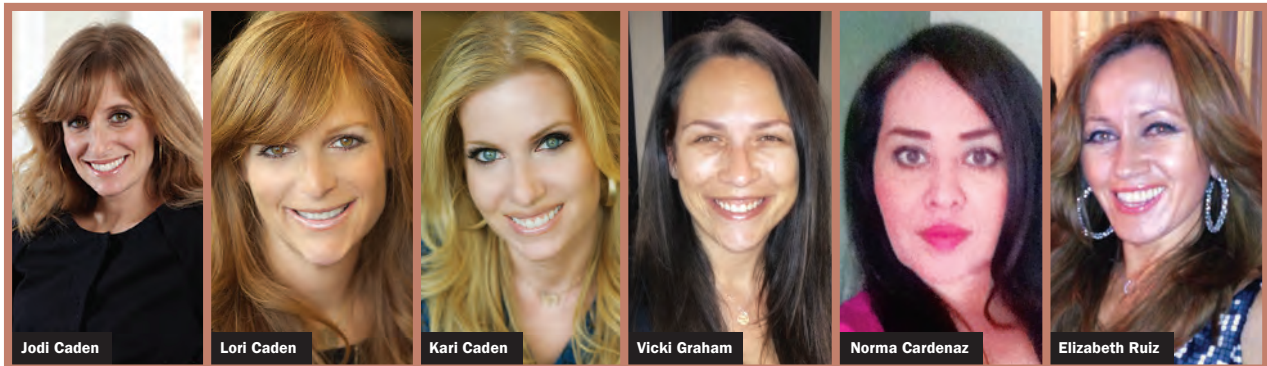
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Rising Star
YI SUN KIM
 Greenberg & Bass LLP

A rising star among women in the legal and business community, Yi Sun Kim began her career at Greenberg & Bass in 2002. She joined the firm as a file clerk and during her nearly three years in that position, everyone who encountered her was impressed by her diligence, attention to detail, and her interest in the firm's practice. When she left for law school, it was a given among her coworkers at Greenberg & Bass that she would excel. Kim returned to the firm as a part-time law clerk while in law school. After passing the bar on her first try, she joined the firm as a full-time associate in the fall of 2007. Since then, she has emerged as an exceptionally competent attorney who has earned the trust and respect of the attorneys with whom she works – both inside and outside of the firm. On a daily basis, Kim interfaces with clients, opposing counsel, the courts, and co-workers. While she continues to report to the firm's senior partners on various matters, Kim has easily adapted to an advancing role that requires more independence and less supervision. Her practice in commercial litigation, bankruptcy, and transactional matters has allowed her to work across a variety of legal platforms. Kim is equally as comfortable working on a real estate transaction as she is negotiating with debtors and creditors in a bankruptcy matter, or advocating for a client before a district court judge. Her talent as an attorney can be credited, in part, to her meticulous attention to detail, excellent writing skills, and keen intuition. She is articulate in her oral and written arguments, consistently demonstrating her strengths as a solid strategic thinker. Ultimately, and perhaps most telling, is the success of Greenberg & Bass clients that Kim and her capabilities have played a role in.



Business Team of the Year
JODI CADEN, LORI CADEN,
KARI CADEN, VICKI GRAHAM,
NORMA CARDENAZ and
ELIZABETH RUIZ
 Belly Bandit

Like any woman whose figure has undergone the changes associated with pregnancy, Lori Caden was worried about getting her tummy back to its normally-flat shape after the birth of her second child. While brainstorming options with sisters Jodi and Kari, the three became increasingly convinced that there must be more effective and convenient ways than serious gym time or costly tummy tucks to snap back into shape. By improving on the

idea of compression wraps—a method that dates back centuries and has various uses in today's medical community—they felt they could bring an effortless, affordable and stylish alternative to busy new moms of all shapes and sizes. The Caden sisters along with hard working team introduced the first Belly Bandit on Mother's Day in 2008, creating a new niche in the post-pregnancy market and sparking a new trend for post-partum women. Careful research, development and passion yielded a unique belly wrap, combining medical-grade compression and breathable materials with supreme comfort, fashion-forward style, and significant results. Designed to help women slim and shape their silhouettes, provide back support, minimize stretch marks, ease c-section discom-

fort, boost confidence and restore positive body image, the Belly Bandit wrap has quickly become one of the most coveted post-pregnancy aids for women everywhere. As a family-owned and operated business, Belly Bandit thrives on the collective strengths, creative energies and entrepreneurial spirits of its founders and each employee is picked based on the same conditions. The team has created a systematic approach to being number one. Since the 2008 debut, Belly Bandit products remain in high demand in more than 60 countries and 900 retailers globally, including Target, Nordstrom, Babies R' Us and Buy Buy Baby. The brand has received considerable international media attention and has won both consumer and medical professional approval.



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Together we'll go far



WOMEN IN BUSINESS 2013 HONOREES

Newcomer of the Year

LAUREN BERKOVITZ

Philip B. Botanical Products

At only 27 years old, Lauren Berkovitz has risen to the position of Vice President of Business Development at Philip B. Botanical Products and plays a key role as a leader in a fast growing company in the health and beauty space. Since joining Philip B, Berkovitz, she has been responsible for transforming the company into a globally recognized brand in over 49 countries in the high end hair care arena. Berkovitz has also played a key role in the expansion of the company through the launch of the brand's new packaging, expansion of the product line, and new formulas. She has also been instrumental in achieving a stronger presence in the mass retail channel for the brand. She has many direct reports working for her and is likely among the youngest senior level executives at a middle market company in her industry. Berkovitz spends most of her time in the company's Westlake Village headquarters, but travels often to Europe tackling both supply chain and sales-related issues. She also leads the company's marketing efforts, utilizing her broad background in sales and marketing. Upon first meeting Berkovitz, one might not realize the extent to which she plays such an instrumental leadership role in a fast growing global company and brand because of her natural warmth and passion for the organization she represents. In addition to her large list of daily responsibilities at Philip B., Berkovitz volunteers her time to the community, such as sponsoring the Conejo Valley Mud Run and organizing a group of runners. She has also been involved with Convoy of Hope, Conejo Valley Teen Center, My Stuff Bags Foundation, The Think Pink Breast Cancer Awareness Event, Care for Kenya Gala and Fundraiser, and Face Forward (benefiting domestic violence victims).



Congratulations, Pegi Matsuda!

As the San Fernando Valley Business Journal's 2013 Women in Business Lifetime Achievement Award recipient, your colleagues and friends at Woodbury University appreciate your commitment to the university and the larger Los Angeles community.

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WOMEN IN BUSINESS 2013 HONOREES



Executive Assistant of the Year
HALEY WARDEN
 Wells Fargo Bank

Haley Warden has been a stand-out employee for Wells Fargo for the past eight years. She is currently the Executive Assistant to Marla Clemow, Region President of the LA Metro Region of Wells Fargo, which covers the San Fernando Valley, the Santa Clarita Valley, Downtown Los Angeles, Beverly Hills and Westwood. Daily, Warden manages the Region President's calendar and correspondence, works in partnership with vendors and other lines of business, and handles expense accounts and the general ledger. She is the liaison between the region and customers, elected officials and community partners. She oversees an administrative staff of seven, three of which support five districts comprising of the San Fernando Valley retail banking centers. Annually, Warden plans and organizes every aspect of Wells Fargo's signature event, the Community Partners Breakfast. This event allows each store manager to select one nonprofit organization to donate \$1,000 to at a breakfast attended by Wells Fargo senior leaders, local elected officials and representatives from the nonprofits being honored. Additionally, Warden is in charge of planning large scale training sessions, meetings and recognition events for the team members in the San Fernando Valley. Warden is a founding chair member of the Wells Fargo Women's Team Member Network, LA/OC Chapter. She served as the secretary chair from 2011 until January of this year. During her time on the board, she initiated the Women's Team Member Network Wear Red Day in support of the American Heart Association's Go Red Campaign. In conjunction with Earth Day, she mailed out wild flower seeds and "Go Green" tip cards to all 358 chapter members. She co-created the chapter's mentorship program, aligned mentorship mentors/mentees and organized monthly update conference calls around tips to being a good mentor.

Congratulations Lisa!

We're so proud of our very own "Woman Superstar" in business—not just today, but every day!



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Yi Sun Kim
 Associate, Greenberg & Bass
 Women In Business Rising Star



Pegi Matsuda
 Women In Business
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WOMEN IN BUSINESS 2013

Nominees

ANDREA AMBROSE
Horvitz & Levy LLP


Andrea Ambrose is dedicated not only to counseling her clients in appellate law but also to helping those less fortunate. In addition to meeting the demands of her legal career, Ambrose has made community involvement and pro bono legal services a priority, distinguishing herself as a natural leader, both inside and outside her law firm. An associate at respected appellate boutique Horvitz & Levy, Ambrose handles matters in a wide range of areas, including insurance, healthcare, education, real estate and general business litigation. She is admitted to practice in both federal and state appellate courts. She serves on the firm's marketing and recruiting committees. In addition to her community and pro bono efforts, Ambrose has successfully represented Horvitz & Levy's clients in several notable cases. She was part of the Horvitz & Levy team that successfully represented Lexington Insurance Company and AIG in an insurance coverage dispute in the U.S. Court of Appeals for the Ninth Circuit.

REBECCA AMIS
SUZY AMIS CAMERON
MUSE School

Two women making a difference in the world of education are power sister team Rebecca and Suzy Amis Cameron. "Avatar" director, James Cameron and his wife, Suzy Amis Cameron, and her sister Rebecca Amis came together in 2006 to found a Holistic, community-minded and future-focused K-5 MUSE School in Malibu Canyon. When the school opened, Suzy Amis shared with the staff that her dream was to help create a school where students learn who they are as individuals. To inspire young people to live consciously with themselves, one another and the planet...and to inspire each other. With MUSE, that dream has become a reality. Beyond innovative math, English and science courses, part of the curriculum focuses on teaching sustainability, from the materials in the classrooms to the food at lunch. Students plant, grow and tend vegetables in the garden and greenhouses.

MARGE BARNETT
The Beverly Garland

Marge Barnett is the Event manager at the Beverly Garland in North Hollywood. In the somewhat volatile industry of event planning, she has been a reliable mainstay now for many



years. Thanks to Barnett, many a corporate event, wedding, quincenera or other special occasion has come together and shone at the Beverly Garland, where she has more than 12,000 square feet of indoor event space for up to 650 guests to work with. This meeting space is enhanced by an additional 2,500 square feet of beautifully landscaped space in the courtyard outdoors where many event elements have taken place under Barnett's watch.

RENEE BARTLETT
KAT WISECUP
MINDY McLEES
AZITA NAGHAVICIAN
Moss Adams LLP


Bartlett



Wisecup



McLees



Naghavian

The Moss Adams team of Bartlett, Wisecup, McLees and Naghavian recently worked on a proposal for a Fortune 500 auto maker to prepare 100+ returns, and worked out a multi-year plan to accomplish the work. Each member of the team was responsible for preparing their portion of the budget and participating in peer review of the plan. Additionally, the team works together daily reviewing audits, preparing cases for real property assessment reduction, and various consulting issues. They are experienced, versatile professionals that love their jobs and believe in going the extra mile for Moss Adams' clients. Between the four women, they have a combined 66 years of property tax specialty experience – plus women make up 80% of the total Moss Adams Property Tax group of which Bartlett, Wisecup, McLees and Naghavian are an essential part.

BARBARA BECNEL
DKKD Staffing

Barbara Becnel is the Client Services Representative of DKKD Staffing, where her colleagues refer to her as the "backbone and glue" of the organization. In late 2011, DKKD Staffing in Westlake Village opened its doors providing predominantly Executive and Technology contractors, direct hires and payroll services across most of US.

In the first year of business DKKD has achieved the status as a Million Dollar business, in no small part due to Becnel's efforts with the clientele. Becnel is in charge of all contractors' timecards and payroll, invoicing the clients, accounting and all technology aspects for the company.

NATALIE BEREND
USI Insurance Services


Natalie Berend has been a leader at USI of Southern California for over 20 years. She manages in excess of 20 people directly and interfaces with a production staff of over a dozen. Her team places and controls over \$100 million in premium for USI's clients. Berend has endured multiple management changes, and the initiatives that come with those many personalities. She is known as a "teaching manager" — patiently training and guiding new employees, and imparting her years of experience. Her technical skills are first class, she has incredible clarity around coverage issues and if there is a crisis, or a time crunch, Berend is the first to jump in and take the lead getting the work completed. The ultimate tribute to Berend's reputation and contributions is not from Management, or her direct reports, but from her peers, who put her at the top when it comes to all around excellence.

POLINA BERNSTEIN
DIANA FRIEDLAND
Bernstein & Friedland, P.C.


Bernstein



Friedland

In a few months, sisters Polina Bernstein and Diana Friedland will celebrate another anniversary of their partnership at Bernstein & Friedland, P.C., where the duo represents wrongfully terminated employees who have been subjected to illegal discrimination, harassment, or retaliation, as well as companies facing employment-related issues. The two women run a successful law practice where they aggressively seek justice for their clients, many of whom are female and/or minority workers who were illegally terminated because they are disabled or because they requested a medical- or pregnancy-related leave of absence, because they complained about sexual harassment or other illegalities in the workplace, or because they are older workers. Since the start of the firm, Bernstein and Friedland have

obtained millions of dollars in settlements for their employee clients. In addition, their firm also provides advice, counseling and litigation defense to companies large and small.

JENNIFER BET-DAVID
PHP Agency, LLC


Jennifer Bet-David's day-to-day responsibilities include handling all corporate contracts with PHP's partners and maintain all vendor relationships. She is also very involved in the design and review of all company marketing materials and literature, as well as internal communications. Bet-David has lead major projects such as the company's portal site for agents, which the company refers to as the "Back Office." This project consists of design elements and improving efficiency for our thousands of associates nationwide. She is continually improving the site as well as integrating a web-based software solution that contains agency management and electronic submission components. She continually works with the Headquarters staff on improving departmental systems for enhanced efficiency. One of the most interesting initiatives she has led is "PHP Ladies." This is a companywide women's initiative program, which has included a specially branded website, marketing materials, a social media presence and break out meetings with the women of the company.

KRISTI Blicharski
CreatingYourBliss.com


With an extensive background in personal and professional development, communications, and business, Kristi Blicharski is a passionate, positive force for creating happiness, success, and empowerment. Her modern, fresh blend of inspiring ideas and practical tools mixed with new and proven concepts for creating greater happiness are quickly catching on in today's high-speed environment, where so many are overwhelmed, over plugged in, and searching for something more. Over the years, Blicharski's clients have asked her to not only help them in business and marketing, but in many areas, including work-life balance and bringing more happiness into their lives. Passionate about sharing her own experiences and dedicated to helping people avoid burnout, find happiness, and create a foundation for their best life, Blicharski launched

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Creating Your Bliss. Today, she writes, speaks, and works with individuals and groups sharing her ideas and lessons, inspiring others create more happiness, wellness, and success.

ADRIANNA CRUZ-OCAMPO
U-Frame-It Gallery



Adrianna Cruz-Ocampo was born in Cali, Columbia. In 1973 she immigrated to Los Angeles with her parents and sister. Attending Blessed Sacrament Elementary and Our Lady of Corvallis High School in Studio City, she was actively involved in a number of activities, including photography. She acquired the entrepreneurial bug while still in high school when she began to work at a small frame shop called "Super Art Mart." She decided to stay on at the frame shop, where her photography background allowed her to apply her creative side to the framing business. After college, she was given the opportunity to buy the small frame shop in which she had continued to work since high school. In 1988, with her own savings and a business loan she was able to purchase the shop renaming it "U-Frame-It." Since then she has grown the business into one of the most successful and customer friendly frame shops in the San Fernando Valley.

JENNIFER CURTIS-NEVES
Consortium Media



Camarillo resident Jennifer Curtis-Neves joined Consortium Media in 1999. The Ventura-based marketing and media buying firm was a match for her skills in customer relations, design and marketing. The agency specializes in building brands by implementing its blend of advertising, public relations, promotions, Web integration, social media and creative services. Curtis-Neves joined Consortium as creative director. She now leads the firm as senior vice president and general manager, ensuring the clients' visions and the team's media strategies are interpreted and implemented correctly. Curtis-Neves has also donated a wealth of hours to Consortium Media's nonprofit clientele to help further each one's mission to make a difference in the lives of men, women and children around the world. This past year, she helped brand two videos that were filmed in Nicaragua to raise awareness for client GOCARE Inc.'s tireless efforts to bridge to a better life for adults and young Nicaraguan students.

ROBIN DELLA PENNA
Key Information Systems



Robin Della Penna manages Key Info's sales organization. Prior to joining Key Info, Della Penna worked for Avnet, a distributor, as Director of Field Sales. She has

worked with top management at several leading manufacturers, including IBM, HP and Sun. During her career, Della Penna worked for IBM fourteen years, holding various sales and management positions. She worked as Director of Sales for five years with another IBM Premier solution provider. She resides in Westlake Village with her husband and thirteen-year-old son.

MARTHA DIAZ ASZKENAZY
San Fernando Valley Sun & Aszkenazy Development

A native of Los Angeles, Martha Diaz Aszkenazy and her husband Severyn



co-founded Pueblo Contracting Services, Inc., in 1984, a general contracting firm specializing in the restoration of historic landmarks. It has since grown to provide diversified construction services including real estate and construction management, and is ranked as one of the most influential Latino-owned businesses in the nation. In 2002, Diaz Aszkenazy became publisher of the weekly bilingual newspaper The San Fernando Valley Sun, strengthening its reputation and role as a strong

voice in the community. Among her many accomplishments, Diaz Aszkenazy has served on the Building for the 21st Century California Commission and California Commission for Jobs and Economic Growth, as secretary for the California Governor's Conference for Women, as executive board member for Providence Holy Cross Foundation and as Regent at Loyola Marymount University, where she earned her Bachelor's degree in Business Administration.

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Valley Presbyterian Hospital Salutes all Women in Business Awards Nominees

Together, we deliver excellence to our community.



Congratulations to our nominees:

Pegi Matsuda, Senior Vice President, Community and Market Development

Tori McNees, Executive Assistant

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KAREN DRY
Northwestern Mutual

In the financial services industry, being an expert in the field is enhanced by the emotional intelligence quotient that accompanies a great leader in industry. According to those who work with Karen Dry, she excels at every level of the emotional quotient and is always sure to put each client's needs ahead of her own. Her activities and accomplishments are impressive not only by the length of the list, but by the renaissance nature of it. She volunteers a tremendous amount of time to the advancement of women in all industry, working tirelessly to ensure that women have equal opportunity to everything this world has to offer. It is through her dedication to a core belief that every woman has the right to access all levels of management, ownership and leadership that you really get a glimpse of what Dry is all about.

JANE EAGLE
National Notary Association

Jane Eagle, CFO of the National Notary Association, comes to companies that need her expertise and within a short time frame she is almost always able to greatly assist the company in question by managing their financial condition. She is very much a hands on person and professional that surrounds herself with very capable people. She is well respected by her colleagues and management at the company she works for. Her efforts continue in guiding the financial course of the National Notary Association.

KRISTINA EIFERT
ACCESS (Advanced Critical Care, Emergency & Specialty Services)

Kristina Eifert has worked for Animal Emergency for 12 years. She began as a receptionist and has successfully worked her way up to the Hospital Administrator position. A Veterinary Hospital Administrator is charged with the responsibilities of managing the business activities of a veterinary practice. In simplest terms, they run the entire hospital every day. Eifert successfully ran Animal Emergency until early 2012 when it was acquired by ACCESS, Advanced Critical Care, Emergency and Specialty Services. The new owners have moved the hospital, doubled the size of the hospital, doubled the size of the staff and tripled the revenues in less than a year. These are all significant accomplishments that were made with Eifert in charge. This successful transition in ownership, this change in vision of value to the community and the aggressive expansion and growth of the hospital would not have been possible or as significantly successful without the strong leadership of Eifert.

LINDSAY FONTAINE
Inter/Media Advertising

Lindsay Fontaine is the third generation leader in her family-owned company. The Inter/Media Group of companies is an advertising and marketing organization founded by her late grandfather, and currently under the direction of her father Robert Yallen. But Lindsay's rise in the company is not a matter of nepotism. With a business that buys millions of dollars of media each year, the person at the helm must bring an array of skills that strengthen the company and she does that in spades. Fontaine came to the company with a bachelor's in science, business management and while she first thought she'd test the waters at Inter/Media, her skills became evident early on and she developed a real passion for the work and for team building. Fontaine started as a media buyer and quickly moved up on merit alone, to her current position of National Media Supervisor.

ELENA FONTILLAS
Bessolo Haworth & Vogel LLP

Elena Fontillas is the center of Bessolo Haworth & Vogel's administrative department. She keeps the office working smoothly and efficiently on a day to day basis, handling a multitude of tasks for the company. Until recently she ran the entire administrative function for the 17 person firm by herself. That included all office management, tax coordination, and administrative assistant functions. During that time the firm more than doubled its number of employees and tripled its revenues. She is now in the process of training and supervising a second administrative assistant. According to her colleagues, Fontillas has become much more than an executive assistant – she is the hub of BHV. Not only does she handle everything she handles extraordinarily well, she does it all with a winning smile! Her expertise, attitude and patience (even in the busiest times), make her an invaluable part of the BHV team.

SUSAN FRIES
ECOLA Services Inc.

Susan Fries, "The Termite Lady," has been a pest control industry professional since 1981. During this time she has built ECOLA Services, Inc. to be a successful termite and pest control company with five offices throughout Southern California. Offering a full range of non-chemical and low-toxicity products alongside her traditional options has allowed her to meet her customers' individual needs. She is also currently publishing "Learning to Breathe," her book about how her pas-

sion for a healthy, eco-friendly lifestyle began with her son's asthma attacks, and resulted in her buying ECOLA. Fries understands how the success of each individual in her organization benefits the company as a whole and gives employees many opportunities to succeed in the company. ECOLA is one of the few 100% female-owned pest control companies in the nation. Fries and her inspired team have advanced the alternative treatments sector to reduce the possible effects of traditional pest control.

KAREN GABLER
LightGabler LLP

Karen Gabler, who founded LightGabler LLP with Jonathan Fraser Light, has brought trusted counsel to countless businesses for more than 20 years. She designs strategies designed to enhance workplace productivity and avoid employment disputes. She serves as a human resources expert for businesses, advising management and conducting training programs for both management and employees. Gabler is also an experienced and skilled litigator who aggressively defends her clients against a wide range of employment claims at the state and federal level. Gabler's deep experience has made her a frequent speaker on employment law topics, and she conducts regular seminars and training programs for managers and employees. She founded and hosts the HR Management Strategy Roundtable, a monthly seminar that has expanded to two locations, to provide information on workplace employment strategies to clients and businesspersons. Her roundtables regularly draw audiences of over 100 in each location.

PATTY GAMBA
D'Cache'

Patty Gamba is a co-owner and founder of D'Cache', a flavorful Toluca Lake restaurant offering creative combinations of Latin American and European food styles also known as a new age Latin Fusion cuisine. The restaurant is a hidden gem located on Riverside Drive, just east of Lankershim Blvd, and tucked behind a row of other stores. With obvious passion and delight for her work, Gamba welcomes every guest either at the door or via a visit to their table. Her story is an example of the American dream. She has worked hard to renovate this 1920's house into the restaurant of her dreams and her eye for detail is strong. From the decor, to the entertainment, to every bite and sip. And her passion, like the food, is addicting – and has helped the restaurant become a celebrity hot spot.

KARENJO GOODWIN
Exact Staff Inc.

When Karenjo Goodwin founded Exact



Staff in 1996, her main goal was to help people find jobs. It's that passion that helps motivate and inspire her to continue to grow Exact Staff as one of the most prominent staffing agencies in the United States. Goodwin has a long and impressive career as an entrepreneur and community leader, being recognized numerous times winning such accolades as: NAWBO Business Woman of the Year Award, the inaugural "Women Who Mean Business" award from the Los Angeles Business Journal, one of the Top 100 Woman-Owned and Privately Held Business in Los Angeles and named to Inc. Magazine's Fastest 5,000 Growing Companies in America 3 years in a row.

DR. YOLANDA GORMAN
Phillips Graduate Institute

Yolanda Nunn Gorman, MBA, Ph.D. is the President of Phillips Graduate Institute. Prior to assuming the role of President, Dr. Gorman was Dean of Academic Affairs, and Chair of the Organizational Consulting doctoral program. She brings to Phillips over 20 years as an organizational consultant specializing in nonprofit management. As a consultant, Dr. Gorman assisted nonprofit organizations with resource development, evaluation, and information needs. She consulted on program planning, research and evaluation and organizational development projects. Dr. Gorman has been successful in securing over \$100 million from state, federal and private sources to help her clients develop and deliver programs that respond to critical human needs. She also conducted training sessions for boards of directors of local and national organizations and foundations. The number of programs and projects she has served evidences her commitment to the community. Dr. Gorman has worked with local and national private foundations to provide technical assistance to the organizations they serve.

LISA GRITZNER
Cerrell Associates

The president of Cerrell Associates, Lisa Gritzner, is a recognized leader in Southern California's public affairs arena and brings more than 18 years of government, business, and political experience to Cerrell Associates. In addition to her role as President, helping guide Cerrell Associates' business growth and development and crafting a vision for the future of the company, Gritzner also oversees Cerrell Associates' local government and land use campaigns as well as issues management and energy and environment practice areas. In

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Congratulations to All of the 2013 Women in Business Award Nominees!



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these roles, Gritzner leads a team of seasoned experts as they serve clients seeking to build relationships and engage with the County and City of Los Angeles as well as other cities, counties and regulatory agencies throughout Southern California.

TAMARA GURNEY
Mission Valley Bank


Tamara Gurney is the Founding President and Chief Executive Officer of Mission Valley Bank, a \$250 million dollar community based business bank headquartered in Sun Valley. In 2001, Gurney brought together a group of respected community bankers, along with a number of local area business people to form Mission Valley Bank. This dedicated group opened the bank's doors in July 2001 after raising slightly more than \$6 million in initial capital. Mission Valley Bank's first location had a humble start — a "triple-wide trailer" in the parking lot of today's 10,000 square foot headquarters building. Gurney and her team's commitment to build a bank that was "more about the client and less about the bank" proved to be exactly what the area needed. Now well into its 12th year of successful operation, serving the financial needs of the San Fernando & Santa Clarita Valleys and surrounding area business communities, the bank continues to grow.

MELISSA HARMAN
Moss Adams LLP


Melissa Harman, a Partner at Moss Adams LLP, has been in public accounting since 1998. She provides professional services to a wide variety of not-for-profit clients, working primarily with institutions of higher education, private foundations, and other not-for-profit organizations. She has experience in accounting, auditing, and consulting, and is currently firm's Not-for-Profit Industry Group National Practice Leader. Harman has managed audits of numerous not-for-profit organizations, including colleges and universities, foundations, educational institutions, associations and other not-for-profit entities. She also has significant experience conducting governmental audits in accordance with Government Auditing Standards and OMB Circular A-133. Harman has also been a presenter at several conferences. She is a member of the AICPA and the CalCPA. In 2010, Harman was honored with a nomination for the CalCPA Emerging Leader Award and was selected as a finalist.

ELICIA HILDRETH
Marketing Maven Public Relations
 At Marketing Maven Public Relations, Executive Assistant Elicia Hildreth is the company confidante, schedule master, multi-tasking guru and skills



builder. She brings her expertise from working as a Human Resources professional at Target and Kohl's. With years of experience behind her, Hildreth has quickly

adapted to her role as Executive Assistant to Lindsey Carnett, CEO and President of Marketing Maven. Regardless of her daily heavy workload which consists of scheduling, managing a recently expanded office, organizing client, intern and employee details, prioritizing phone calls and visits, researching and writing memos and helping the small business fall into place as a premier marketing agency in Southern California. As the assistant, Elicia may sometimes exclusively handle duties often handled by the executives themselves, such as research and preparation of reports. She has built her skills as an independent but facilitates group meetings where she too works as a team member with well-developed communication skills.

SUSAN D. HOLLANDER
Providence Health & Services – Southern California


Susan Hollander joined Providence Health & Services, Southern California Region in April 2007 as its Chief Government Affairs Officer. In this role,

Hollander is responsible for managing the legislative, regulatory and political issues and relationships for Providence Health & Services' Southern California region and its five hospitals in Los Angeles County. Hollander is also responsible for developing and strengthening relationships with elected and appointed officials and their staffs, as well as serving as a liaison with business, community and hospital industry associations.

FIONA HUTTON
Fiona Hutton & Associates

One of the state's best-known public affairs professionals, Fiona Hutton knows how to connect the right team and strategy at the right time. With more than two decades of experience in the agency, corporate, political and governmental worlds, she's an expert at communications strategy, project management and oversight and succeeding for her clients. Since launching her own public affairs firm in 2001, Hutton has developed a first-class public affairs practice that ensures effective solutions for clients. Her approach is straightforward - a resolute and hands-on commitment to fulfilling clients' needs, solving their problems and ensuring they achieve their goals. With a proven record of success, she is a sought-after expert for creating cohesive brand identities, forging targeted and meaningful partnerships and crafting comprehensive strategic communications programs. Her extensive experience

and sage counsel make her the go-to choice for clients seeking to navigate controversial and complex issues, advocacy efforts, regulatory processes, legislative actions and crisis management situations.

TALIN JABOURIAN
B&B Premier Insurance Solutions


Talin Jabourian is Vice President of B&B Premier Insurance Solutions, Inc. Her story with the company started at age 16 when she worked as a part time employee, cold calling prospective clients. Now 18 years later, B&B Premier Insurance Solutions, Inc. is one of the largest family owned insurance agencies in Southern California with over 40 employees and writing over \$50 million in Premium. Jabourian is part of the management team, serving as the "Controller" of the Corporation having worked her way up the ladder holding many positions with the company. Through the years, Jabourian has earned a reputation for hard work and dedication, not to mention her strong relationships with other employees and clients, all helping her accomplish being one of the top sales agents in the company's history.

REBECCA A. JONES
Safework Inc.


Rebecca Jones has pioneered women owned business in the construction industry since founding Safework, Inc. in 1991 with her former partner Linda Alders. With the support of the ownership of the construction management firm where she worked, she and Alders started a small consulting firm specializing in construction safety services support to construction managers on public works projects. Within a few years, the firm expanded services to construction inspection, labor compliance and administrative support. In an industry dominated by men and in a segment of the market where large corporations competed and performed much of the work, Jones nurtured a small group of professionals into a firm that was well respected and participated on large projects throughout California. Safework, Inc. grew into a firm that was well respected, well managed and sought after. The company is currently expanding into the Federal market with a GSA schedule and the company's first GSA project.

LISA KANTOR
Kantor & Kantor LLP


Lisa Kantor is founding partner of Kantor & Kantor, one of the most experienced and highly respected law firms dealing with the prosecution of claims against insurance companies. Her firm represents

clients whose insurance companies have failed or refused to pay claims arising out of disability, health, life, long-term care and other liability insurance claims. Kantor and her firm also have extensive experience with the complex appeals procedure and Federal Court litigation of ERISA matters, having helped hundreds of people who have had their employee benefit claims denied.

STEPHANIE KEAIRNS
ANITE SHELLEY
Vaco Los Angeles LLC


Keairns



Shelley

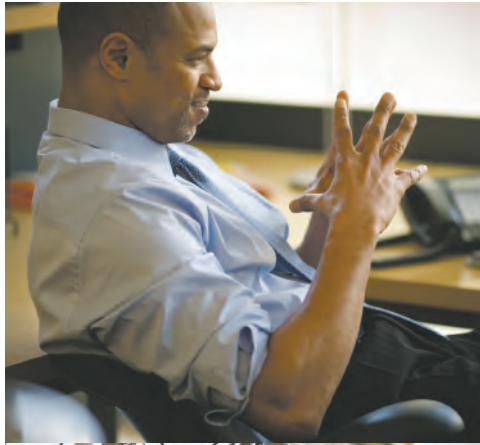
Stephanie Keairns and Anita Shelley are a dynamic entrepreneurial team who has 30

years of experience in their industry. They were partners at a large publicly traded firm before they launched Vaco's Westlake Village office seven years ago and proceeded to build it on the vision that they would not only help people find gainful employment, but also help them to build more balanced lives with meaningful, challenging careers that help them meet their personal goals. Under their leadership, they have grown the business substantially in the San Fernando Valley and helped hundreds of people find meaningful work and career growth. Coming from high-powered positions in large companies, this team traded corporate security for working on their laptops to build their business from scratch. Under their leadership, Vaco Los Angeles grew from zero to over \$20 million in six years. They accomplished this growth in the best possible way — by putting people to work.

KELLY KEPNER
Haute House PR & Marketing


With her unique creative vision, Kelly Kepner brings a new level of excitement to fashion and accessory brands. Inspired by music, pop culture, art and her travels around the world, Kepner specializes in generating innovate concepts and creative methods to distinguish her clients from the crowd. The Haute House PR & Marketing co-founder has a comprehensive background in publicity including men's and women's clothing and accessories, beauty, events, and celebrity seeding. Kepner's love of fashion and beauty was initially inspired by her time spent living and traveling extensively throughout Europe. Upon her return to the United States, she began her career working in the product placement industry handling corporate and luxury brands and their involvement in major feature films. Building on her work in events and film, Kepner also has in-depth experience representing brands at gifting

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lounge such as the HBO Emmy's Suites, Sundance Film Festival, BET Awards, and the Academy Awards to name a few.

DIANE KREHBIEL
DKKD Staffing


Diane Krehbiel has been in the recruiting business since 2000. In late 2011, DKKD Staffing in Westlake Village opened its doors providing predominantly Executive and Technology contractors, direct hires and payroll services across most of US. In the first year of business, Krehbiel helped DKKD achieve the status as a million dollar business. Krehbiel is the Chief Headhunting Officer in charge of all the client interface, working alongside her colleague Jenny Shrive (Sr. Recruitment Manager) overseeing all candidates for the past 12 years. Krehbiel is well known for her work with many non-profit organizations and genuinely loves the recruiting business & helping people.

JORDAN LANDES-BRENNAN

Haute House PR & Marketing
A lifelong lover of all things fashion-related, Haute House PR & Marketing's co-founder; Jordan Landes-Brennan



has an extensive and successful background representing clients in every facet of the fashion industry: including women's luxury, contemporary apparel, accessories and jewelry, beauty, e-commerce shopping websites, retail locations and salons. From her studies in Paris, to trunk shows with Diane Von Furstenberg and CHANEL, to behind the scenes at Mercedes-Benz IMG Fashion Week and Prêt à Porter Paris, Landes-Brennan brings to the table a penchant for establishing new concepts to achieve brand promotion and recognition. Landes-Brennan's commitment to anticipating the needs of both clients and media has kept her finger on the pulse of the trends in fashion world. Through her work launching emerging brands to become household names, she brings with her a passion for the industry, innovative, out-of-the-box marketing concepts, as well as a keen attention to detail which she implements into every element of her work.

REBECCA LIENHARD

Tierra del Sol Foundation
Rebecca Lienhard, Director of Community Services at the Tierra del Sol Foundation, has devoted her 25-



year professional career to serving the San Fernando Valley Community. Through her experience, she developed the knowledge that local employers are willing to embrace diversity and innovation in their workforces and that teaching methods exist to help employees with disabilities to master challenging jobs. With this in mind, Lienhard began to help transform the organization she is now a part of, Tierra del Sol. Under Lienhard's leadership, Tierra del Sol has found the Valley community eager to include volunteers with disabilities to meet critical community needs. Valley employers who benefit from partnerships with Tierra del Sol include the Auto Gallery, Home Depot, Hamer Toyota, Los Angeles Valley College, Lowe's, Fireman's Brew, ONEGeneration, Precision Dynamics and many more.

EVELIN MARTINEZ

Wells Fargo
When Wells Fargo added Evelin Martinez to the stagecoach in 1992, it was her positive attitude and willingness to learn that won over the recruiters and hiring managers at that time. Fast-forwarding 20+ years, Martinez has skyrocketed through the



ranks within the organization – being promoted to personal banker, assistant manager, store manager, sales development consultant and district manager for the West Los Angeles/Marina, West Valley Hills, Foothill Heights and North Hills markets. Held in high regard by her peers and many of our banking customers, and recognized by the organization's leaders as a thoughtful and effective leader who has consistently gone above and beyond the call of duty, Martinez inspires more than 150 financial professionals at 11 banking stores in the San Fernando Valley. Among her many notable events is the time more than 500 guests were in attendance, along with news crews, as Martinez gracefully introduced and welcomed Mexico's President, Vicente Fox, to the Valley.

SHERYL MAZIROW

Mazirow Commercial Inc.



Her colleagues and friends regularly refer to Sheryl Mazirow as "the hardest working person I know." Besides being a mother of two teenage girls, Mazirow owns and manages

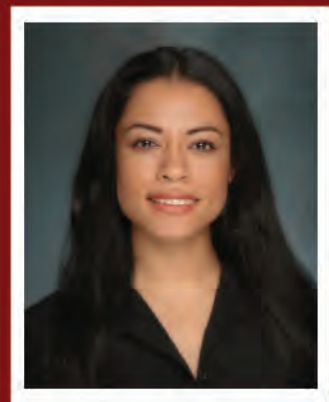
*On behalf of everyone at Bessolo Haworth & Vogel LLP
We wholeheartedly congratulate*

Elena Fontillas

Nominee at this year's San Fernando Valley Business Journal's Women in Business Awards

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*Elena Fontillas
Nominee, 2013 San Fernando Valley Business Journal's
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Mazirow Commercial, a commercial real estate company, on a daily basis. Along with Mazirow Commercial, she also owns Capital Office Resource Management, which is a property management company. Within the commercial real estate community, Mazirow is one the top producers in the industry. She has been recognized over the years with many awards indicating her commitment to the industry. Mazirow is also very active in the community, with involvement in many different charitable organizations. National Charity League and the Jewish Federation are two organizations, for example, that are dear to her heart.

KATHY MCCLURE
LKG-CMC, Inc.



Working within the construction industry is challenging under any circumstances, but to guide successfully a woman-owned business within this male-dominated domain is considered by many to be virtually impossible. The management at LKG-CMC, Incorporated, however, has accomplished this since 1987. As president of the company, Kathy McClure oversees a firm that provides expertise and professional services in configuration management for major transportation projects. The company has now expanded its services and now handles comprehensive program and project controls for complex transportation projects including rail, airport, bridge and highway facilities across the country. McClure has been at the forefront of her company's efforts to keep abreast of the advances in electronic technology and how these are used to control costs and implement efficiencies to the construction and operating processes of her clients and to exceed their expectations.

LAURA McHOLM
NorthStar Moving Company



As co-founder and director of marketing for NorthStar Moving Company, Laura McHolm has single-handedly crushed the dim view consumers once held about the moving industry. She coined the phrase "eco-luxury moving services" and is changing the way we move by selling the red carpet treatment in concert with environmental responsibility. She has built a company on the sincere dedication to meeting the highest standards for service and integrity in her relationships with customers, employees and the community at large. With her passionate work in the office and in the community, McHolm has clearly and repeatedly demonstrated that running a moving business can be so much more than simply lifting things – rather, she has shown that it's actually about lifting up her team of employees and the customers that need them.

TORI MCNEES
Valley Presbyterian Hospital



Tori McNees is the Executive Assistant to the CEO, VP of Business Development and Senior Vice President of Community and Market Development at Valley Presbyterian Hospital. Aside from the many hats she wears doing work with these essential executives at Valley Presbyterian Hospital, McNees also plays an integral role in several groups and associations, including the Association of Fundraising

Professionals and the Hospital Association of Southern California, for whom she serves on the Administrative Professionals Advisory Council.

KRISTINA MEYER
JULIA VELIKANOV
ANNA GOLDFARB
LYNNETTE DIAZ
Moss Adams LLP

The diverse and accomplished team of Kristina Meyer, Julia Velikanov, Anna Goldfarb and Lynnette Diaz Kristina provide clients with a broad range of skill sets – all out of the Woodland Hills office. Meyer, for example, has



Meyer



Velikanov

been assisting clients with estate planning and compliance since 1996. She joined Moss Adams in 2000 and is a member of the firm's Wealth Services Group. Velikanov, meanwhile, has practiced accounting for 15 years and is a Manager within the Business Management Department, providing

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—Tamara Gurney, President/CEO



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accounting services for High Net Worth Individuals. Add to this the consummate accounting skills of Manager Anna Goldfarb and Senior Lynnette Diaz, and you have quite a formidable team!

JASMYN MONROE**Outlaw Barbershop & Salon**

Jasmyin ("Jazz") Huntington Monroe, after much careful planning, opened Outlaw Barbershop and Salon in early 2011. Not only did Monroe open her own shop in Tarzana, but she also generated a unique branding scheme that sets her apart. The western, rock music, one-of-a-kind atmosphere in her shop is a well-designed, comfortable, fun place for customers of all ages. Outlaw Barbershop and Salon hit the ground running, immediately getting involved in the local community by – among other things – sponsoring the Major Angels of Sunrise Little League. In addition to her handpicked experienced and professional staff, Monroe is also training new hairstylists and aspiring hairstylists in the aspects of working in and running this type of business.

VANESSA NELLIS
Lewitt Hackman

Vanessa Soto Nellis is a Los Angeles family law attorney and Shareholder at Lewitt Hackman. She prides herself on bringing "calm to crisis" in family law matters, by focusing clients on the big picture, even in high conflict divorce and child custody situations. Representing individuals in all aspects of family law in Southern California, Nellis counsels and litigates for firm clients in dissolution (or divorce) matters, spousal support, child support, visitation rights, cohabitation, prenuptial and postnuptial agreements, and other family law matters. Nellis educates clients as to the various aspects of family law that affect their cases, whether those aspects involve negotiating prenuptial or postnuptial agreements, the ramifications of a spouse's refusal to cooperate, or the potential for financial and emotional well-being when engaging in family law mediation.

SUSAN NG**Kaiser Permanente**

Susan Ng is the Public Affairs Director for Kaiser Permanente, Woodland Hills



Medical Center. As Public Affairs Director for a hospital dedicated to serving the community, Ng is involved in a number of public and community outreach initiatives, not the least of which is helping to improve health care access for those with limited incomes and resources – a fundamental element of the Kaiser Permanente mission. Ng and her team help also engage in "Safety Net" coverage – working closely with community clinics, public hospitals and local health departments, sharing with them Kaiser's knowledge and expertise. Through grant funding, technical assistance, training, and the sharing of care-management and quality-improvement strategies, Ng is helping these vital health care providers who face daily challenges caring for diverse populations to improve and expand services in the communities they serve.

LINDA L. NORTHRUP
Northrup Schlueter

Linda L. Northrup is in the business of making sure justice prevails. As the business owner and founding partner of Westlake Village-based Northrup Schlueter, Northrup leads a team of mostly female attorneys and



administrative staff. Northrup is well known for her legal acumen, but the real admiration of her peers comes from the solid leadership of her company. Northrup

Schlueter is a "good place" to work, so much so, in fact, that a satellite office opened in Santa Barbara. The company is committed to supporting its clients and its team both in business and in life. Once a week, the extra large firm kitchen turns into a yoga studio for all firm employees with a certified instructor hired by the firm. The full-service litigation firm represents individuals and institutional clients in business, real estate and construction matters. What their work lacks in glamour, it more than makes up for in sophistication, complexity and high-end, detailed technicalities.

GALIT OFENGART
Escrow of the West

Galit Ofengart serves as President of Escrow of the West. With over twenty years of extensive escrow experience, she has gained recognition for her ability to smoothly process standard, as well as uniquely

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complex transactions by delivering the highest quality escrow service. Her professionalism, knowledge and dedication are the cornerstones of the success at Escrow of the West and have earned her an outstanding reputation built on the referrals of satisfied customers. Her ability to meet deadlines, anticipate challenges and troubleshoot problems, all while making her clients feel confident and secure, are her trademarks. She has established a successful team of Escrow Officers who bring with them a wealth of knowledge and industry experience, along with the highest caliber of professionalism and personal service.

MELANIE PANNETON
Clay Lacy Aviation



Melanie Panneton, an Executive Assistant at Clay Lacy Aviation, has provided administrative support for some of the most important executives in the aviation industry for a number of years. This experience, her ability to multi-task and willingness to wear countless hats, positions Panneton ideally to lend her skills and assistance to Clay Lacy Aviation, whose founder, chief executive officer and namesake has flown more hours in jets than anyone on earth!

LINDA PEI
Moss Adams LLP



Linda Pei, a Manager at Moss Adams, is focused on providing assurance services to manufacturing and distributing companies. She also focuses on providing assurance services for various types of employee benefit plans. Pei's current clients in the manufacturing and distributing niche include a large wholesale meat distributor and a 226-unit Pizza Hut franchisee. Pei's current clients in the employee benefit plan niche include a globally known U.S. apparel company and a large local college with multiple campuses. Pei provides assurance services for the apparel company's defined benefit, defined contribution, and health and welfare plans. For the university, she provides assurance services for the various campuses' 403(b) plans. Pei is also a member of the American Institute of Certified Public Accountants and California Institute of CPAs.

ELIZABETH PELL
Morgan Stanley

Elizabeth Pell is a financial advisor with Morgan Stanley Smith Barney, where she focuses on working with high net worth entrepreneurs, executives, and families. Pell helps create customized investment strategies to help clients

reach their long-term goals. But more importantly, she helps her clients make well-informed decisions and maintain the discipline they need to navigate through the most challenging markets. Following her credo that "an investment plan is only as good as your ability to stick to it," Pell brings to her clients the following areas of expertise: financial planning, investment management, alternative investments, estate planning, college planning, retirement planning, annuities, private banking, lending services, and long term care insurance.

EMILY ROBINSON
Law Offices of Emily F. Robinson



Emily Faye Robinson, Esq. is the founder of the Law Offices of Emily F. Robinson. She practices in Los Angeles and Ventura Counties. She specializes in family law and mediation. Emily graduated from UC Hastings College of the Law and is a certified mediator. Outside of the courtroom, Robinson's passion is rescuing homeless dogs and cats. She often deals with divorce situations in which the parties are fighting over the family pets. Since Robinson views pets as more than just property to be divided, she particularly likes to handle pet cus-

tody issues. She is interested in animal law projects and is a member of the Animal Legal Defense Fund.

ANDREA ROSCHKE
Roschke & Wall, Business Advisors and CPAs, Inc.



Andrea Roschke established her firm Roschke & Wall, Business Advisors and CPAs, Inc. in 1990. It is a successful full-service accounting firm, which she owns along with another woman business owner, Kim Wall. The firm has a stellar reputation in the San Fernando Valley. In recent years, Roschke had been involved with a start-up Internet company. She became involved at their inception by assisting them with the preparation of their business plan and securing venture capital. She helped them raise more than \$45,000,000 in venture capital funds. She created and managed the Accounting, Human Resources, and Facilities departments as the company grew from five employees to more than two hundred, and guided them through their successful IPO in September 1999. She also designed and supervised the implementation of their Oracle accounting system. She continues to meet with and consult for other entrepreneurial ventures.

Continued on page 50

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Continued from page 49

DIANA SANCHEZ
Van Nuys Airport

Diana Sanchez is the Director of Public and Community Relations at Van Nuys Airport, making sure the messages the Airport needs to get out to the public are delivered in a fast, accurate and professional way. Sanchez serves on the Board of Governors for the Valley Economic Alliance and on the Executive Board of the Greater San Fernando Valley Chamber of Commerce.

ALISON SELLERS
Moss Adams LLP

Alison Sellers recently transferred from Moss Adams LLP's Seattle office to represent the organization's Los Angeles Real Estate practice. She specializes in accounting and consultations for real estate transactions, including purchase and sell agreements, valuations of real estate, and impairments. Additional areas of technical focus include complex consolidations, analysis of leasing transactions, and the sale and development of real estate. Sellers completed a 2-year rotational position with the Professional Practice Group of Moss Adams LLP, which is responsible for enhancing and monitoring the firm's Assurance Services practice. This included providing technical consultations to the practice offices and reviewing and evaluating changes in accounting and auditing standards.

MICHELLE SEUKUNIAN
First Bank

Michelle Seukunian, Area Manager for First Bank, is currently using her 25 years of management experience in coaching, developing, mentoring, and building highly productive teams which have consistently ranked in the top for sales and service as an asset for the bank where she works. Seukunian utilizes her leadership skills to develop teams and build bench strength, improving team member retention, which in turn improves customer retention, and drives overall profitability of the work unit. She is result driven and achievement oriented and offers a proven ability to succeed in retail, financial services, sales and management.

LYNETTE SHIDNER
gish SEIDEN

In the 70-year history of gish SEIDEN, Lynette Shidner was the firm's first female Partner in 1993 at a time when men dominated the public accounting industry. She has since blazed a path for other women to take charge and be noticed in her firm as

leaders, among the clients and the community. Shidner's leadership is displayed in the variety of roles she has played in the firm. For several years she has led the firm's Accounting and Audit committee outlining policy and procedures for the firm on its financial engagements and is currently the chair of the Technical Committee. She has participated in many speaking engagements in the Los Angeles area regarding tax and accounting issues. As a full-time Partner, her schedule remains fairly busy throughout the year, but somehow she makes time to be a board member for Make-A-Wish Tri-Counties.

JENNY SHRIVE
DKKD Staffing

Jenny Shrive heads the DKKD Staffing "Dream Team" as its Senior Recruitment Manager. Shrive has developed an outstanding reputation in the recruiting industry as a warm-hearted, honest, friendly and sincere recruiter professionals always want to work with. Both clients and candidates love her. Shrive and her colleague Diane Krehbiel have been in the recruiting business together since 2000 at various agencies. In late 2011, DKKD Staffing in Westlake Village opened its doors, providing predominantly Executive and Technology contractors, direct hires and payroll services across most of the US. In the first year of business, DKKD achieved the status as a million dollar business thanks to a fantastic recruiting team.

DANONE SIMPSON
Montage Insurance Solutions

Danone Simpson, EMBA, GBDS, is the founder and CEO of Montage Insurance Solutions, a full service insurance brokerage firm. Simpson is passionate about client services and the greatest compliment of all may have been when her large group clients demanded she start her own company. After working as a Vice President and/or Partner with a few larger mid-sized insurance brokers, Simpson spun out on her own upon the persistence of her clients. Simpson's promise is to ensure companies are properly covered, that they understand the coverages, that they pay the best rates and that they run their businesses without worrying about risk. Simpson goes out of her way to educate anyone who wants to learn about HR & Risk compliance matters and hosts an HR Summit Series, Employee Engagement series, Healthy talks, safety & risk management seminars and more.

STEPHANIE SKIRBIN
Lee & Associates-LA North/Ventura
Stephanie Skirbin is a Principal of Lee & Associates-LA North/Ventura specializing in representing landlords and tenants in retail sales and leasing



throughout Southern California with a focus on the greater San Fernando Valley region. Skirbin's grasp of the demographic data and its relationship to building a tenant mix have been a tremendous asset to clients and to Lee, and her contacts throughout the industry have helped to establish Lee as a resource for retail brokerage. Skirbin joined Lee in 2008 as an associate and in less than four years, was elevated to principal status, a position conferred on those who demonstrate leadership ability as well as transactional success. Since she began at Lee, she has successfully completed transactions in excess of \$60 million with a broad array of household name clients and among her landlord representation assignments, she is a member of the team exclusively representing Shoppes at Westlake Village, a new 243,000 square foot retail center currently under development.

JAN SOBEL
Boys & Girls Club of the West Valley

Jan Sobel has been the President/CEO of the Boys & Girls Club of the West Valley for seven years. In that time the Club has been revitalized. In the last seven years the club has gone from 1200 to 3200 club members, six board members to 24, one location (Canoga Park) to ten (Canoga Park main site, Canoga Park, Cleveland and Chatsworth High Schools, Hale Middle School, Blythe, Reseda, and Cantara Elementary Schools, and Tierra del Sol, a low cost housing complex), a \$600,000 budget to a \$1.5 million budget, and barely making payroll to six months operating expenses in reserves. Sobel has also developed and implemented a viable communications and outreach program and has increased the visibility of the Club throughout the San Fernando Valley. All this demands a lot of her schedule, but in spite of that, she finds the time to volunteer for a number of other organizations, one of them being VICA where she is on the Board of Directors.

DEBBIE SORIANO
PM Industrial

Debbie Soriano came to PM Industrial from a local CPA firm. Her experience there proved to be a gift as the company had just gone through the economic shock of 9/11 and was trying to cope with the change in demand and upgrading of their financial systems at the same time. The inventory and A/R systems were not working well together and the company was suffering from cash flow problems. Soriano stepped up and took command of the situation by creating an environment focused on efficiency.

She cut costs, reduced inventory, remodeled the ordering processes, and improved profit margins. Soriano has also reorganized PM's accounting systems to issue invoices and collect A/R in a timelier manner. She also improved relations with the company's suppliers in order to secure more favorable terms for their inventory orders and generate a larger cushion for the gross margins.

DIANA B. SPARAGNA
Law Offices of Sparagna & Sparagna

Diana B. Sparagna is a founder of the Law Offices of Sparagna & Sparagna, a law firm based in Reseda that she founded 25 years ago. Her clients have written that she continuously goes over and beyond normal efforts to help their legal needs. She aggressively fights for her clients to ensure they receive the best settlements and/or medical treatment possible.

ALJOLYNN SPERBER
Marketing Maven Public Relations

Aljollynn Sperber, Social Media Manager at Marketing Maven Public Relations, has quickly adapted to the ins and outs of the internet forefront by managing blogs, social media platforms, and social media advertising campaigns for Marketing Maven Public Relations and its clients. Sperber's day-to-day activities of coordinating with team members and Marketing Maven Public Relations clients ensures effectiveness and encourages adoption of relevant social media techniques to build a large following of brand ambassadors. Her managerial skills are exemplified by her leading a team of interns and prospective team members to ensure social media tools are kept up to date. In addition to her effective leadership skills, she manages social media campaigns that include online advocacy, writing editorial, community-outreach efforts and helping clients produce positive conversion rates with online promotions. To do so, she manages the company's and client's presence in social networking sites including Facebook, Twitter, and other sites, positing on relevant blogs and seeding content into social applications.

TERRY STEVENS
Cooper Communications

Terry Stevens, Marketing and Administrative Coordinator for Cooper Communications, manages to do the work of at least two administrators. She has progressed from being an administrative assistant to truly managing important professional functions on her own. For example, she handled an entire \$150,000 advertising campaign encompassing tradi-

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tional and new media on behalf of Bob Hope Airport, including media research and selection; creative overview; placement; monitoring; and billing. She also handled media relations on behalf of the Boys & Girls Club of the West Valley, including news release writing and placement; overall media relations; coordination of public service advertising; and related public relations activities. Stevens organizes all aspects of the Cooper Communications business, including client invoicing; materials preparation; marketing plan writing; and account service while assuming responsibility on her own for several clients, most recently a comprehensive campaign (community outreach, advertising, media relations, direct mail) on behalf of Mike's Roofing.

**CAROL SURUKI
Moss Adams LLP**



Carol Suruki is the Moss Adams Southern California Practice Leader for Food & Agriculture and sits on the firm's Manufacturing and Distribution Steering Committee. Suruki has practiced public accounting for over 18 years. She has significant experience in accounting, auditing and general business and management matters of family-owned

and private equity managed entities. She provides assurance services to middle market manufacturers, distributors and other consumer product companies. Suruki was recently elected to a board position with the Los Angeles Chapter of the CalCPA Society and was honored with the prestigious CalCPA's 2010 "Women to Watch" Experienced Leader Award.

**DEBORAH SWEENEY
MyCorporation.com**



As the CEO of MyCorporation.com, which helps incorporate 23,000 businesses a year, Deborah Sweeney's personality and behavior defies the typical old-fashioned CEO stereotype. She takes the time to greet every employee upon walking in the office in the morning. She's always smiling and typically dressed in workout clothes or a relaxed tunic dress. It's not every day that a former high school and college cheerleader gets turned into an outside counsel member at a law firm post grad but that's what Sweeney did. She would later wind up leaving that firm to work in house as the vice president of legal affairs at MyCorporation, which was then acquired by Intuit in 2004. Her title then turned into general

manager and Deborah worked as a general manager for three years. In 2009, Deborah decided to purchase MyCorporation – one of the biggest risks of her life – to become the CEO of the company.

**CHIQUITA TABORN
Moss Adams LLP**

Chiquita Taborn is an Administrative Assistant at the State and Local Tax Practice at Moss Adams LLP. A helpful team member on many levels, the team of which Taborn is a part specializes in government administration. Prior to her work at Moss Adams, Taborn worked for the Los Angeles branch of Trade and Investment Queensland, Employers Group, for the Commonwealth of Australia.

**KENDRA THOMAS
ALICE AKERS
ERICA BERKOVICS
Thomas Law Offices**

At the Thomas Law Offices, founder Kendra Thomas and her team, consisting of Alice Akers and Erica Berkovics, eat, sleep and breathe family law. The group feels fortunate to do what they love and they do it well. Although Thomas and her team are compassionate and empathic, this does not deter them from fighting hard for clients and providing powerful representation and



Thomas



Berkovics

legal guidance. The team works closely with its clients to ensure that they make all decisions

relevant to their Family Law matters with an appreciation of their options and possible ramifications of each decision. Because of team Thomas' passion, they work around the clock to ensure that they are on top of the most current case law and legislation. Leading by example, Thomas and her colleagues also work diligently in the community – giving back to those less fortunate.

**THERESE TUCKER
BlackLine Systems**



Under CEO and Founder Therese Tucker's direction, BlackLine revenues were up by more than 50 percent in 2010, 2011 and 2012 and are expected to grow by at least that pace in 2013. BlackLine also has quadrupled its head count in the last couple of years, adding jobs in the local community. BlackLine is the first company to provide enterprise-wide software applications that automate the entire

Continued on page 52

*Thank you
San Fernando Valley Business Journal
for nominating Sue Fries for
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financial close process. With 145 employees now on staff, Tucker boasts a client roster that includes such household names as AT&T, Boeing, Costco, eBay, Northrop Grumman and United Airlines. Tucker started it all when she decided to merge her two talents, technology and finance, into a successful business endeavor. She was also the sole initial investor in the company. She was comfortably retired from industry giant SunGard Treasury Systems at the time. She didn't need to work; she chose to go back to work and start BlackLine – a true entrepreneur.

STACY VIERHEILIG-FRASER**Charles Dunn Company**

Stacy Vierheilig-Fraser, Senior Managing Director at the Charles Dunn Company, specializes in the sale and leasing of office, retail, land, industrial, and investment properties in the San Fernando Valley & Hollywood. She develops and maintains extensive market knowledge. Vierheilig-Fraser has completed sale and lease transactions totaling more than \$500 million. Vierheilig-Fraser has had a distinguished career in commercial real estate brokerage. Coast Savings and California United Bank selected her as an expert court witness for real estate sales and leas-

ing transactions in the East San Fernando Valley. She ranks in the top three San Fernando Valley for agents with the most office sales representing buyers & sellers.

MELISSA WHITE
Wells Fargo

For nearly two decades, Melissa White has risen through the ranks of the financial services sector and today serves as vice president and district manager for Wells Fargo's South Valley Metro market for the San Fernando Valley Community Bank. Respected by her peers and regarded as a fearless and effective leader by the company's Los Angeles/Orange County Regional President, John Sotoodeh, White oversees and provides thoughtful best practices and career development to more than 200 financial professionals at the nine banking stores in Encino, North Hollywood, Sherman Oaks, Studio City and Tarzana, which she oversees. With tens-of-thousands of transactions happening each month, hundreds-of-millions in currency being deposited or drawn, reviewing thousands of requests from customers and businesses seeking lines of credit, and supporting the more than 80+ lines of businesses (credit cards, mortgages, auto insurance, etc.) that each banking

store can provide to customers who walk into a branch is all supported by White's incredible attention to detail.

ANNE WILLIAMS
California United Bank

Anne Williams is the Executive Vice President, Chief Operating Officer and Chief Credit Officer of California United Bank. She was one of the initial founding executives of the bank and is a veteran of 32 years in the banking industry. Her leadership, experience and business acumen have contributed appreciably to CUB's success. Williams serves on the loan committees of the Valley Economic Development Center's Financial Restructuring Assistance Loan Program, the San Fernando Valley Financial Development Corporation, and the VEDC SBA Microloan Program. She currently serves on the Park Advisory Board and Fundraising Committee for the Pan Pacific Recreation Complex, the largest city park in Los Angeles. She is a former board member of the Los Angeles Local Development Corporation and the California Economic Development Lending Initiative. She is a board member of the Los Angeles Tennis Club where she also chairs the Finance Committee. Williams is an avid reader, travels extensively and plays USTA League Tennis.

PAULA WILSON**Valley Community Clinic**

As CEO, Paula Wilson is responsible for the operation, financing, budgeting, and managing of the Valley Community Clinic in North Hollywood. Since taking over VCC in 2005, Wilson has faced significant chal-

lenges, beginning with the restructure of Valley Community Clinic into a Federally Qualified Health Center in her first year as CEO. This included restructuring the board to include patient members without diluting its fundraising capabilities, and Medi-Cal and low-income managed care patients for the very first time. She created an entirely new executive management team to assist her in this process. Then Wilson began to strategically grow the clinic: by 2009, 3 new programs were in place. In 2011, Prenatal care was added, completing the full cycle of life services. In 2012 VCC was awarded the contract to operate a new full-service health center being built at Monroe High School. It is currently being built and will open in 2014. This will expand VCC's services by 40%.

SHARON WOODS**ITS - Integrated Telemanagement Services**

As President and CEO of ITS, Sharon Woods' day-to-day responsibilities

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Congratulations!

Greg Lippe and Barbara Oberman-Lippe congratulate our very close friend **Pegi Matsuda** on receiving the San Fernando Valley Business Journal's prestigious Lifetime Achievement Award.

Pegi is most deserving of this award and definitely has our lifetime love and respect.

We further congratulate all award recipients and thank the entire staff of the San Fernando Valley Business Journal for their many years of outstanding community service.

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include motivating the employees, providing strategic direction to move the company forward and ensuring ITS' overall strength and profitability. Established in

1990, ITS has been in the telecommunications industry for over 20 years, changing and adapting through all of the technology advances that the last two decades have seen. Under the direction of Woods, ITS has thrived as a technology company that has continued to change and evolve as quickly as technology evolves, ensuring a not only a viable business model but one that customers see value in. Woods does all of this in addition to providing a positive environment for her children to learn and grow as well as exploring her passions outside of the business. Woods supports American Heart Association, both as a sponsor and participant for the past 4 years. She holds contests for employees to drive participation in the AHA fundraisers and walks.

CINDY WU FREEDMAN
Keller Williams Realty - The Estates Group

Cindy Wu Freedman, Director of the Luxury Division for Keller Williams Realty - The Estates Group, spends 100% of her time and energy helping to improve the lives and businesses of



minorities by giving her time to charitable organizations and the community including Women's Council of Realtors, Chinese American Real Estate Professionals of

America, the Granada Hills Neighborhood Council and the City of Los Angeles Budget Advocate. Wu Freedman has won numerous awards and accolades within the real estate community, and strives to help push the boundaries of community service and achievement. She is committed to helping women realtors succeed in their business ventures by actively serving on 10 real estate and city boards in addition to various real estate organizational committees. Wu Freedman also helps to support minority leadership and is a pageant director in the Miss Taiwan Foundation Organization.

JACKLYN YAHAIYAN
Jacklyn Yahaiyan Insurance Agency - Farmers Insurance



Since 2010, Jacklyn Yahaiyan and her team have been very successful in representing Farmers Insurance, by receiving the Blue Vase achievement award as well as continued sales production awards. Yahaiyan's philosophy is to help her peers and business clients become

more successful. She believes everyone becomes successful together that is why she is always involved in sponsorship events with her peers in many different types of business industries. Yahaiyan is involved in the San Fernando Valley area where her office is located in Van Nuys. She is enthusiastically involved in many networking and charity events affiliated with the Valley Economics Alliance and A3PN. She also fundraises every year for March of Dimes, among other community events

JESSICA YASUKOCHI
VICA



Jessica Yasukochi is currently the Vice President for the Valley Industry & Commerce Association (VICA). Although frequently outside of the public spotlight in a very public organization, Yasukochi has built a solid reputation among the Valley's most recognized power players in the business community for running VICA's operations with logistical precision. She coordinates numerous VICA events while sustaining an outstanding organizational system for keeping the information flowing to the 300+ corporate members of VICA as well as to the VICA officers, staff and affiliates. She is the hub at the center of complex network of policy people and business

leaders. Yasukochi was promoted to Vice President primarily because of the leadership strengths she demonstrates while working within VICA's very ambitious and business-driven environment. Among the traits that have earned her great respect and admiration is her ability to interact with the region's business, civic and legislative leaders in a time-sensitive, yet quality-based fashion by successfully employing a personalized approach.

BARBARA ZELINSKI
Kaiser Permanente



Barbara Zelinski is not only an invaluable asset to Kaiser Permanente, the Valley's largest nonprofit health provider, but through her volunteer work with New Directions for Youth, she is also a mentor and role-model to some of our community's most-troubled young people. She has been the Chief Operating Officer for Kaiser Permanente in Panorama City and Antelope Valley since 2010, where she has direct responsibility for all of Kaiser Foundation Health Plan and Hospital operations, including utilization, contracting, outside medical services, pharmacy, information technology, compliance, and capital planning.

VEDC CONGRATULATES

Pegi Matsuda
Anne Williams

on their 2013
Women in Business Award Nominations



WOMEN IN BUSINESS 2013

At the Event



Over 460 attendees were on hand for the Business Journal's Women in Business Awards Reception and Luncheon event at the Sheraton Universal City Hotel. For more pictures, please see page 56.



CALL FOR NOMINATIONS

2013 CFO OF THE YEAR AWARDS

The *San Fernando Valley Business Journal* is proud to announce the 2013 **CFO of the Year Awards**. This event honors finance professionals in the San Fernando Valley for their ongoing efforts as outstanding financial stewards. Given the economic times and ever-changing climate, CFOs serve as essential members of a company's core leadership team. Together with their CEOs, their decisions affect all aspects of the business.

We invite you to nominate an associate, client, colleague or acquaintance that you believe is an outstanding candidate for our 2013 CFO of the Year Awards.

Nomination Deadline:
Friday, May 3, 2013

Categories include:

- Government/Public Sector
- Nonprofit
- Private Company (large/small)
- Public Company (large/small)
- Lifetime Achievement

To nominate someone for this event, go to www.sfvbj.com/bizevents or contact **Breanne Kamai** at **323.549.5225 ext. 216** or bkamai@socalbusinessjournals.com

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At the Event *continued*





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Anne Williams, EVP, Chief Operating Officer and Chief Credit Officer

**CONGRATULATIONS ANNE
ON YOUR WELL-DESERVED NOMINATION FOR THE
2013 WOMEN EXECUTIVE OF THE YEAR AWARD!**

WE ARE SO FORTUNATE TO HAVE YOU AS PART OF OUR SENIOR MANAGEMENT TEAM.

California United Bank is proud to support the businesses and people that make the San Fernando Valley what it is today. As a Gold Sponsor of the San Fernando Valley Business Journal's Women in Business awards, we congratulate each and every one of the award nominees. Thank you for your outstanding contributions to our business community.

