



# Women in BUSINESS

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# The Power of Networking

by Susan Beat, CTP, Managing Director, MUFG Union Bank, N.A.

**C**ongratulations to all the 2015 Women in Business Awards honorees. We're proud to acknowledge you, and the contributions you've made to your organizations, employees, and our community. And we applaud you for demonstrating a critical leadership trait that's essential in today's world: building a network that extends beyond sales and career opportunities—and advances programs, motivates team members, and improves strategic thinking.

## Leverage Your Network Strategically

Everyone knows that networking is key to building business or finding job candidates. But, it's equally as important for your success in the workplace. Internal networking is key to growing your career, shaping strategies, and developing projects. If you're part of a team leading change in your organization, executive sponsorship is meaningful, but it doesn't ensure the change will be embraced. This is where networking can really pay-off—allowing you to reach out to stakeholders who can help influence the change you're working on at every stage of the project.

When you have a strong network, you can float ideas and solicit input from peers or customers to gain valuable insight on how the change will affect business functions, products, or the end-user experience. And your network will become invested in the initiative—helping shed light on the strategic opportunities and obstacles, as well as contributing ideas for making plan adjustments.

## Reap Professional and Personal Benefits

Networking with colleagues and friends is one of the easiest ways to stay up-to-date on what's happening in your industry and in your world. Whether you're connecting through business and social events, or sharing news and insights on social media sites like LinkedIn or Facebook, these interactions are undeniably important. Listening and asking questions can enlighten you about new technologies and business trends. And exposure to new information will help you generate your own fresh ideas and contribute to more strategic and global thinking.

Networking also gives you the opportunity to help shape the future by mentoring promising newcomers in your area of expertise. One of the women I mentor has great potential, and I help her make connections by introducing her to colleagues and providing opportunities to share her opinion or present in meetings. The more she interacts with stakeholders and steps outside of her comfort zone, the more she gains confidence, sets herself up for success, and establishes meaningful connections. It's gratifying for me to be part of her developmental process and watch her grow.

## Make It Part of Your Daily Routine

It's surprisingly easy to maintain a global network—it only takes a few minutes each day to reply to an email, congratulate a colleague on a promotion or achievement, or share an article you think would be helpful to others in your field.

It's not only easy, it can be rewarding. When you reach out to colleagues and former classmates around the world through social networking sites, you can share your experience and common interests. And you may be surprised where your connections lead—corresponding with a friend from college can turn into a project referral or a valuable introduction to someone in your field.

Last of all, don't forget that networking isn't limited to social networking sites. In-person, face-to-face networking can be as—or more—effective. So, always be on the lookout for opportunities to expand your network with a colleague down the hall, your next-door neighbor, a gym acquaintance, or the friendly person you strike up a conversation with waiting in line for coffee. It can really pay to spend less time focused on your smartphone, and more time striking up conversations with other interesting people.

The more you extend yourself and build your network online and in-person, the more you'll come to appreciate just how vast the power of networking can be.



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## 6 Tips for Successful Social Networking

- 1. Choose the right photo.** First impressions are lasting, so make sure your photo reflects the personal brand you want to project—both on business and personal social networking sites.
- 2. Opt-In.** If you're silent, you don't exist. Stay up-to-date on connection requests and postings.
- 3. Consider each Introduction.** When you receive a request to connect with someone in your network, think through the implications of making the connection. Do you trust the requestor? Are they credible as a good connection or colleague? On the flip side, when you invite someone to join your network and don't receive a reply, send a follow-up through a different communication channel like phone or email. If you still don't receive a reply, let it go.
- 4. Make each connection request personal.** Avoid canned or generic statements.
- 5. Protect your privacy.** Remember, you can limit the information connections can view.
- 6. Open new doors.** Keep your eyes open for new opportunities like boards of directors, speaking engagements, and other networking or leadership possibilities.

*"Meaningful and direct collaboration engages the progressive, global thinking needed for developing customer-focused and innovative solutions. I encourage women to keep learning and make sure their ideas are heard."*

— Ranjana Clark,  
Head of Transaction Banking,  
MUFG Americas Holding Corporation

*"Beyond advancing your career and making connections, your network can help you achieve a better work-life balance and a higher level of personal success and satisfaction."*

— Robbin Narike Preciado,  
Managing Director, Regional President,  
MUFG Union Bank, N.A.

*"The richest people in the world look for and build networks. Everyone else looks for work."*

— R. Kyosaki, author

This article is intended to provide general information about networking and is not considered advice from MUFG Union Bank, N.A.



### Susan Beat

Susan Beat, CTP, Managing Director, Commercial Treasury Services, MUFG Union Bank, N.A., has more than 25 years of experience in the banking industry. She currently serves middle-market companies in a broad range of industries in California and throughout the U.S. Contact Susan at [susan.beat@unionbank.com](mailto:susan.beat@unionbank.com) or 949.553.7024

## About MUFG Union Bank, N.A.

MUFG Union Bank, N.A., is a full-service bank with offices across the United States. We provide a wide spectrum of corporate, commercial, retail banking and wealth management solutions to meet the needs of customers. We also offer an extensive portfolio of value-added solutions for customers, including investment banking, personal and corporate trust, global custody, transaction banking, capital markets, and other services. With assets of \$113.0 billion (USD), as of March 31, 2015, MUFG Union Bank has strong capital reserves, credit ratings and capital ratios relative to peer banks. MUFG Union Bank is a proud member of the Mitsubishi UFJ Financial Group (NYSE: MTU), one of the world's largest financial organizations with total assets of approximately ¥279 trillion (JPY) of \$2.3 trillion (USD)<sup>1</sup>, as of December 31, 2014. The corporate

headquarters (principal executive office) for MUFG Americas Holdings Corporation, which is the financial holding company and MUFG Union Bank, is in New York City. The main banking office of MUFG Union Bank is in San Francisco, California.

<sup>1</sup> Exchange rate of USD=¥119.78 as of December 31, 2014

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## LAURA

AGE: 56 HEIGHT: 5'6" CURRENT WEIGHT: 150

WEIGHT LOSS: 36 pounds in just 10 weeks —  
and 202 pounds total.

	THEN	NOW
DRESS SIZE	28/30	8
BLOOD PRESSURE	180/100	120/70
BMI	56	24

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

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



## Laura did it. Isn't it your turn?

Being overweight affects so much more than how you look and feel. It also seriously impacts your health—increasing your risk for heart disease, stroke, cancer and more.

When you're ready to improve your health—and look and feel your best—call Lindora. We offer America's leading medical weight control program. With 15 million patient sessions since 1971, we know what it takes to help people lose weight, reclaim their health and change their lives.

You can lose 10% of your body weight—or more—in just 10 weeks with our comprehensive, medically based Lean for Life® system for healthy weight management. And you'll learn how to keep it off. More than 79% of Lindora patients have kept weight off, five to 15 years after completing their Lean for Life programs.

\*Restrictions apply.  
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Whether you want to lose 10 pounds, 50 pounds, 100 pounds or more, Lindora can help you lose weight with a personalized, clinically proven approach that offers structure, support and a roadmap to results. It's fast. It's easy. And it works.

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## Unintended Consequences Wealth Protection and Transfer: Notes from the trenches

**P**reserving and transferring wealth are goals for many wealthy individuals and families. Yet, while many means are available to preserve assets over multi-generations, human nature, legislation and asset performance can at times create unintended consequences.

By way of example, consider these circumstances and the predicaments they may create, despite all good intentions:

### Grantor Trusts and Realized Gains

**Predicament:** Grantor trusts are powerful wealth transfer techniques. The creator of the trust pays all the income tax, allowing the assets to grow free of income tax for the beneficiaries. Occasionally realized gains can be more than the grantor wants to pay. An underlying investment may be the subject of a merger, inversion or going-private transaction that will create an income tax liability that the grantor didn't expect or have the capacity to pay.

**Solution:** *Assets considered for a grantor trust should always be assessed for their growth potential and their resulting tax costs to determine their appropriateness in meeting the grantor's goals. Terminating grantor status prior to an outsized taxable event may be appropriate.*

### Charitable Remainder Trusts

**Predicament:** Charitable Remainder Trusts, or CRTs, can be very effective tools to create an income stream for the grantor, provide tax savings and fulfill a philanthropic goal. Yet they also can be torpedoed when the rate of return falls below the annual distribution amount. The assets must be invested appropriately to preserve principal while providing for the required annual distribution.

**Solution:** *It is imperative that the trustee and the investment advisor work together to implement the appropriate investment strategy and react to market conditions as necessary to achieve a CRT's objective.*

### QPRTs

**Predicament:** The pullback in valuations of second homes during the great recession presented an opportunity to establish Qualified Personal Residence Trusts, or QPRTs. Simply stated, typically a vacation or second home is transferred to a trust at a much reduced gift value for a term of years, say 10, during which the owner continues to use the residence but after which the home is owned by the next generation. For the original owner to stay in the home beyond the 10 years, they would need to pay fair market rent. The success of this transaction is clearly dependent on real estate valuations; the hope is in 10 years the house value is much greater. Unfortunately, sometimes the result can exceed the hope: the value may actually be too great and the fair market rental in 10 years is more than the original owners can afford or want to pay. Rentals in places like New York and San Francisco have skyrocketed in the last few years. In these cases, the next generation can wind up being forced to sell the property—and pay a huge capital gain tax.

**Solution:** *Consider in advance the impact of a range of possible property value outcomes to gauge whether this strategy is right for you. Or, be prepared to downsize if the rental cost is too high.*

### Private Foundations

**Predicament:** Private foundations offer an excellent platform to promote a family's charitable values, but they can often result in inclusion issues. Which family members are directors? How can the mission statement be changed? How are grants determined? Who has veto power? Answers to these and other questions are critical to ensuring the appropriate program and governance structure.

**Solution:** *A rational and clearly communicated mission and governance structure is key to starting a private foundation off on the right foot. Inclusive, non-confrontational family meetings that explore the family mission will then help to secure ongoing family harmony.*

### LLCs/FLPs

**Predicament:** Limited Liability Companies (LLCs) and Family Limited Partnerships (FLPs) can facilitate transfers among family members, provide valuation discounts and set out operational frameworks through bylaws and member meetings. But family dissension can lead to members seeking to opt out of the entity. The liquidation of these vehicles or even partial distributions can create complex tax issues. Consider the example of a long-term, family run, real estate partnership that over generations sold all its underlying operating assets and now is almost fully invested in marketable assets. In this case, individual members may be in very different financial situations and have very different views on how funds should be managed. Opting out of the entity may be an expensive proposition and create significant and unforeseen fees and realized gains.

**Solution:** *Multi-class asset LLCs can be a solution to meet differing needs of*

*family members. By setting up multiple classes of ownership, each class can be tailored to the financial goals of each owner.*

### Siloed Thinking

**Predicament:** One of the greatest risks to successful wealth transfer is failure to consider, both holistically and very specifically, each individual's circumstances and goals. In fact, no one strategy is typically effective on its own but instead should be applied in concert with other techniques and with full consideration for the donor's overall wealth and investment strategy. Only by thinking across strategies and aspects of an individual's assets and goals can the most successful wealth transfer be achieved.

**Solution:** *Enlisting the advice of an experienced team is critical. Achieving "consensus validation" across trusted advisors is critical to assuring appropriate strategies are presented, considered then approved.*

Wealthy individuals and families will continue to plan for the well being of spouses and partners, succeeding generations and causes. Fortunately, many structures and strategies can help in accomplishing these goals. However, flexibility in planning is key. Exit strategies should always be considered when structuring an estate plan. In today's quickly changing world, plans cannot be static. Unforeseen circumstances, personal or family dynamics, government regulation and global considerations all can impact a well thought out plan in adverse and unexpected ways. Establishing a team of trusted professional advisors who can strategically plan and consult, assist with ongoing reviews and ensure successful implementation is critical to achieving a successful wealth transfer strategy and avoiding a failed plan.

In modern trust planning, one question must always be asked: If the plan begins to fail, is there an exit strategy and is it sufficient? The answers to these questions are critically important—the family may very likely need to use them.

*For more information regarding investment and wealth planning strategies or to learn more about BNY Mellon Wealth Management, please contact Shannon M. Kennedy, Regional President, Southern California at 949.253.5041 or shannon.kennedy@bnymellon.com.*

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### Shannon M. Kennedy

*Regional President, Southern California*

Shannon Kennedy is the regional president for BNY Mellon Wealth Management covering Newport Beach and San Diego. In this role, she manages all portfolio management and new business development activities within the region. Shannon joined the firm in 2013 and has more than 28 years of experience in the financial services industry. Prior to joining the firm, she served as global director of sales, marketing and portfolio management for The Northern Trust Company. Shannon oversaw the development of customized financial solutions for exceptionally wealthy families. Shannon received a bachelor's degree and master of business administration from Loyola University of Chicago. She was named to Crain's Chicago Magazine's "40 under 40." Shannon was nominated as a top 25 Wealth Manager from Private Asset Management. She is a member of the University of California – Irvine's CEO Executive Roundtable, the Society of Trust and Estate practitioners, as well as the Forum for Corporate Directors. She is a board member of the Girl Scouts Association of Orange County and the South Coast Repertory Theater.





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## Building Your Jewelry Wardrobe by Lugano Diamonds

**C**onfidence. Success. Style. Three qualities a business woman should always exude. Enhance your outfit by building a jewelry wardrobe that is tasteful and professional, and have every impression be a lasting one.



**Lugano designs rings in a variety of styles and stones**

The right hand is not only for handshaking; it should be graced with rings that truly make a statement. Lugano Diamonds' versatile eternity bands can be worn alone or together – with a variety of stones and colors including Tsavorites; Rubies; Pavé Sapphires in blue, pink, yellow or orange; and black, white or cognac diamonds.



**Earrings are essential**

Simple diamond studs are perhaps the most versatile earrings for every day, regardless of the occasion. Hoop earrings are another top-contender to the classic diamond stud. Lugano Diamonds has a large selection of diamond studs and hoops in many sizes to meet your style and budget.



**Lugano bracelets are so beautiful your wrist will thank you**

With our warm Southern California weather, short sleeves are the everyday norm, and these two stylish bracelets meet the mark. The Tentacle Titanium Bracelet boasts nearly 14 carats of rose cut diamonds set in titanium and the Black Agate Bangle has almost 17 carats of black agate set in 18K white gold.



**This Round and Rose Cut Necklace completes your business look**

From boardroom meetings to black tie events – this stunning pendant transitions beautifully from day to night. Lugano Diamonds has a large selection of stunning necklaces that are timeless, professional and exude success.

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We invite you to experience Lugano's remarkable collection and unparalleled customer service first-hand. Lugano Diamonds is located at 620 Newport Center Drive, Suite 100, Newport Beach and at Montage Laguna Beach at 30801 S. Coast Hwy., Laguna Beach. For more information, please visit [luganodiamonds.com](http://luganodiamonds.com), call 949.720.1258 and "Like" Lugano Diamonds on Facebook.



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## Business Leadership Starts With Listening

**J**PMorgan Chase & Co. employs tens of thousands of women around the world in roles that range from entry level customer service to the C-Suite. We three are honored to have leadership roles here in beautiful Orange County, where we serve nearly a million clients, including 75,000 businesses.

Bankers have an affinity for numbers, especially those that tell a story. Recently Chase surveyed thousands of business owners around the country to gain insights into their outlook for the year ahead. Afterward, we analyzed the results for women-owned businesses and are pleased to share highlights of our findings with you.

Here are five fast facts from the Chase Business Leaders Outlook Study, and feel free to visit [www.chase.com/businessleadersoutlook](http://www.chase.com/businessleadersoutlook) for more:

1. More than half of women business owners surveyed expect to grow revenue this year.
2. Business confidence about the local and national economy – among both genders – is trending upward, with women business owners more optimistic about the global economy than men.
3. More than half of women business owners surveyed said they will explore financing this year for the top three reasons: working capital, purchase of capital equipment and software/IT system upgrades.
4. Women who run companies are embracing mobile technology to manage their finances, conduct transactions and make payments.
5. Woman business owners are significantly more apt to view social media as being important for their business.

Our takeaways? We are encouraged by the trending optimism about the economy, as well as plans for business growth. We are not surprised to see women embracing technology as an efficient way to get things done. And the power of social media as a business tool for #wobiz isn't lost on us @Chase either. Seriously, women business owners are juggling personal, professional and community roles at a faster pace than ever. That's not to say men aren't, but to be honest, we are often doing it in high heels.

Supporting our women colleagues at JPMorgan Chase is both a leadership opportunity and obligation. We are proud to have very active employee networking groups that promote leadership development among women at every level. In fact, Emilie McMurray was just named Senior Vice President and Market Manager for Chase Business Banking in Orange County.

We appreciate that our Orange County business owners welcome Chase into their companies to help manage their financial lives, so they can stay focused on running their businesses. We are stepping up our investments in technology, since we know digital solutions are a priority. Recently we launched [www.chase.com/wayyoubankbusiness](http://www.chase.com/wayyoubankbusiness) to put our business solutions in an easy-to-find spot.

Chase also wants to add strategic value, so we have [www.chase.com/executiveconnect](http://www.chase.com/executiveconnect), a site that includes industry trends, white papers and more.

We don't want you to think a website replaces the personal touch, but we know that sometimes accessing information online is the fast and easy way to get the job done. Striking that balance is a daily focus of everyone on the Chase team, including our colleagues in the 100 Chase branches in Orange County. Together we were extremely honored to receive – for the second year in a row – J.D. Power's top rank for small business banking customer satisfaction. That tells us we are on the right track, and we have our clients to thank for the fabulous feedback.

Another important point of pride for us at Chase is our #1 status as the nation's top SBA lender to women- and minority-owned businesses. We've earned that top rank for the past three years, and we're working hard to keep it.

We want to build lasting relationships with the amazing business owners – both women and men – that make Orange County such a vibrant place to live and work. We think we have the best jobs in all of JPMorgan Chase: working here, working with you. If you are not banking with Chase, will you allow us the opportunity to get to know you and see how we can help?

**Here's to your success,**

*Alice, Elli and Emilie*

### Alice Rodriguez

Alice Rodriguez is the Business Banking Executive responsible for Chase business clients in the state of California. She manages more than 500 employees, \$12.5 billion in business deposits and \$3 billion in business loans for clients with annual sales up to \$20 million. Alice has 28 years of extensive banking experience with JPMorgan Chase and its predecessors, starting in her native Texas. Alice holds a BBA in Management from the University of Texas at Brownsville. Active in the community and as an established leader at JPMorgan Chase, Alice has been recognized with awards and in the press, including:

- ▶ Hispanic Lifestyle 2014 Latina of Influence
- ▶ "Inspiring Women of the Southwest" Award, Southwest Jewish Congress
- ▶ Academy of Women Leaders Award from the YWCA of New York
- ▶ Minority Business Leader Award from the Dallas Business Journal
- ▶ Named 2007 Corporate Elite by Hispanic Business Magazine
- ▶ Featured twice in Working Mother's Magazine
- ▶ Distinguished Women's Series Award from Northwood University

As part of her commitment to leadership and her community, Alice serves on the board of directors for the United States Hispanic Chamber of Commerce. Previously she served on the New America Alliance board and Hispanic 100 of Dallas. Alice and her husband live in Orange County and have a blended family of seven children.



### Elli Thermos

Elli Thermos is a division manager in Chase's Middle Market Banking & Specialized Industries group, serving Orange County and the Inland Empire. A 15-year banking veteran in Southern California, Elli leverages her business development and relationship management expertise to provide financial solutions to local companies with annual sales ranging from \$20 million to \$500 million. Elli joined Chase in 2009 as a senior banker and became division manager last year. Before joining Chase, she spent a decade providing treasury solutions to large corporations in Southern California. Elli began her career as a financial analyst in The Disney Store division of The Walt Disney Co. Elli graduated from the University of Southern California with a Bachelor's degree in Business Administration.



### Emilie McMurray

Emilie McMurray is the Senior Vice President and Market Manager for Chase Business Banking in Orange County. She is responsible for the banking and finance needs of clients up to \$20 million in annual sales. Emilie has spent the past 19 years in progressively responsible roles in the financial services industry. She assumed her new role in May 2015 after serving as head of Business Banking Cash Management for California, based in Los Angeles. Emilie began her career with Chase Business Banking 10 years ago in Chicago as a Business Banker and then Area Manager. In late 2009, she relocated to California and as a Greater Los Angeles Area Manager before becoming Northern Los Angeles Market Manager. An Iowa native, Emilie earned her Associates Degree from North Iowa Area Community College and continued studies at Buena Vista University and DePaul University majoring in Finance and Management. Emilie and her husband have two daughters who are active in competitive sports and drama.



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**Become a Member:** Kim Scott, Go Red For Women Director, 949.885.1526 or Kim.Scott@heart.org

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**Front Row (left to right):** Renee Mazeroll, Tina Borgatta, Deirdre O'Neill-Machin, Janie Merkle, Jessica Anne Simler Diulio, Rochelle Karr, Monica Timpe, Katelynn Moody, Elizabeth Dahl, Pamela James, Anne Leets, Julie Ann Ulcickas **Middle Row (left to right):** Lynn Jolliffe, Ashley Smith, Mimi Grant, Shanti Schiller, Anita Sankaran, Sandy Crawford, Elizabeth L. McKeen, Diane Biagiante, Nella Webster O'Grady, Terry Goldfarb-Lee, Judy Brandt **Back Row (From Left to Right):** Tricia Todd, Kimberly Ramsey Kavanagh, Peggy Day, Sherri Hollingsworth, Antonella A. Castro, Nikole Kingston, Don Hamman, Beverly Wiesen, Christine McCauley, Debbie Nix, Diana McCutchen. **Not Pictured:** Ashley Allyn, Ellie Anest, Kari Barnes, Jessica Brueske, Melody Burbank, Myrlene Chapman, Suzanne DeJong, Keiko Dunham, Michelle Egan, Patricia Eisenhardt, Kara Foster, Susie Grossman, Julianne Holt, Kari Kerr, Dana Klein, April Lehman, Nancy Myers Wang, Stacey Nicholas, Margie O'Jea, Linda Pierog, Arlene Post, Shalizeh Shokooh, John Tangredi, Donna Theissen, Beth Ullem, Tracy Wood, Amy Yoder

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# BANK OF THE WEST IS PROUD TO SUPPORT OUR LOCAL WOMEN BANKING LEADERS



## Mary Borg

Mary Borg is the Executive Vice President and Division Executive of the Southern California Division for Bank of the West. The Division consists of 100 branch locations covering Southern California, Fresno, Visalia and Southern Nevada.

Ms. Borg has achieved professional success at various top-tier financial institutions during her 25 year career. Ms. Borg was promoted to her current role in January 2015 and has been with Bank of the West for 16 years.

Over the past 14 years, Ms. Borg has overseen the fundraising efforts for Bank of the West for the annual March of Dimes Walk for Babies, as well as for the Junior Achievement Bowl-a-Thon in the Division. Ms. Borg is currently serving on the Board of Directors for the California Bankers Association and the Alzheimer's Association of Orange County.

Her academic background includes an undergraduate degree in Communications, Arts and Sciences from the University of Southern California. Graduate education completed includes a Juris Doctorate of Law from the University of La Verne.



## Renee Griffiths

Renee Griffiths is a Senior Private Client Advisor in Bank of the West's Wealth Management division. As part of a comprehensive team, Ms. Griffiths provides holistic solutions that align with her high net worth clients' financial goals and priorities.

Ms. Griffiths has more than 25 years of experience in the financial planning and life insurance industry. She began her career at Aetna Life & Annuity in 1989. After which, she joined Centrelink which was acquired by Marsh & McLennan Companies, where she provided estate planning, business succession planning, and risk mitigation strategies for high net worth individuals and businesses.

Ms. Griffiths graduated Magnam Cum Laude from Vanguard University. She also holds the designations of Certified Financial Planner (CFP®), Chartered Life Underwriter (CLU) and Chartered Financial Consultant (ChFC). Ms. Griffiths enjoys spending time with orphan teenage girls who live in a nearby group home.



## Debra Sandford

Debra Sandford is a Vice President and Team Lead in Bank of the West's Newport Beach business banking office. As part of a comprehensive team, Ms. Sandford provides consultative financial solutions to medium-sized businesses located in Orange County.

Ms. Sandford has more than 25 years of experience in business banking with an emphasis on establishing, growing and maintaining long-standing relationships with companies utilizing lending, depository, cash management and other banking products and services relied on every day.

Ms. Sandford earned a Bachelor of Arts degree in Business with an emphasis in Finance from California State University, Fullerton and an MBA from Pepperdine University's Graziadio School of Business.



## Missy Stern

Missy Stern is a Director and Senior Relationship Manager for Bank of the West in Newport Beach. Stern joined \$70+ billion—asset Bank of the West in their National Banking Group nearly five years ago. A 30-year veteran of middle market business banking in Southern California, Stern focuses her efforts on developing new relationships with companies with revenues of \$25 million and up.

Ms. Stern is an MBA graduate of Pepperdine University. She is affiliated with the Association for Corporate Growth, ProVisors, Orange County United Way and the Jewish Federation of Orange County. She takes particular pleasure in mentoring young college graduates and contributing to their career success.

Since joining Bank of the West in 2010, Ms. Stern has been instrumental in identifying opportunities and fostering the strong connections that define her approach to doing business. Her ability to help great companies grow and prosper has made her a trusted advisor in Southern California's business community and beyond.

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**About Bank of the West:** Bank of the West is a regional financial services company chartered in California and headquartered in San Francisco with \$71.7 billion in assets. Founded in 1874, Bank of the West provides a wide range of personal, commercial, wealth management and international banking services through more than 600 offices in 22 states and digital channels. Bank of the West is a subsidiary of BNP Paribas, which has a presence in more than 75 countries with 185,000 employees.

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## For Lindora CEO and Author Cynthia Stamper Graff, Helping People Lose is a Winning Formula

**F**eeling self-conscious about your weight and appearance? Worried about your health? Ready to make big changes in your body and your life—but feeling a little hesitant because your previous efforts may have fallen short?

Cynthia Stamper Graff knows how you feel. As CEO of Lindora Clinic and author of four weight loss books—including the recently-published *The New Lean for Life*—she has made a career out of building a business that helps people lose weight and reclaim their health.

Headquartered in Costa Mesa, Lindora operates 42 Southern California

locations (including 14 in Orange County). Graff, a recipient of the Orange County Business Journal 2012 Excellence in Entrepreneurship Award and 1998 Women in Business Award, says that understanding, employing and serving women has given Lindora a competitive advantage in a fiercely competitive market. Nearly 85 percent of the company's clients—and 95 percent of their employees—are female.

We talked with Graff about her new book, her company's popular weight loss program, and the challenges of change.



Cynthia Stamper Graff, Lindora CEO, signs a copy of her newest book, *The New Lean for Life*.

**Your first book, *Lean for Life*, was published in 1997 and has sold more than a million copies. How did you go from running a regional weight loss company to being an author and running a company with a national profile?**

Cynthia Stamper Graff: "I wrote *Lean for Life* because people were hungry for guidance on how to lose weight safely—and how to keep it off. Several of our patients, including one woman who lost 440 pounds on our program, had appeared on national TV shows and in national magazines. Their success stories really resonated with people, and many of them would call and literally beg us to share the details of our program.

At that time, our program was offered exclusively to patients in our Southern California clinics. We realized there was a need and we set out to address it. The book was a real game-changer and it accomplished exactly what I hoped it would—it inspired many people to lose weight and improve their lives. It also introduced our company and our program to a national, even international, audience. The book led to an online version of our program, telephone coaching, and other resources designed to help people succeed."

**How is *The New Lean for Life* book different?**

"The new book includes the latest science on how the body, brain and gut interact—either to help you stay healthy or to stockpile more and more excess fat—depending on the food and activity choices you make. The neuroscience of

the brain has evolved rapidly over the 18 years since my first book. Many new findings are featured, including current research on the gut, which really is the new frontier of science. It plays host to ten percent of your body's neurons and to the trillions of bacteria that make it hard to lose weight."

**How does Lindora's Lean for Life program differ from other diets?**

"Our program offers much more than a diet. It's a comprehensive system, complete with medical supervision, and it specifically addresses the physical, emotional and psychological factors that lead to weight gain. We teach people to



Cynthia with "Battle of the Badges" participant Maureen Albrecht, who lost 125 pounds with Lindora.

become healthier by changing the behaviors and habits that contributed to their weight gain in the first place. We offer structure, support and cutting-edge science in a nurturing environment, and we also offer a maintenance program that helps people keep the weight off once they lose it. Research shows that five years after completing our program, 79 percent of people have kept weight off.

We've found that people get really excited when they experience the rapid weight loss that our program is designed to produce. They see significant improvements in their health, such as

lower blood pressure, cholesterol, and glucose levels, which motivates them to maintain the focus required to make lasting changes. This kind of change is often difficult to make on one's own."

**How fast can a person lose weight on the Lean for Life program?**

"Clinical studies show that our patients often lose ten percent or more of their starting weight in ten weeks. A three to five-pound weekly weight loss can be achieved with our menu plan, which features three meals and three snacks a day, eating fresh foods you can find in grocery stores and restaurants. We encourage people to eat fruits, vegetables, and lean proteins, and to reduce their reliance on processed foods."

**What does the future look like for Lindora?**

"A number of demographic and political trends are converging in ways that we expect will increase demand for Lindora's services. The rates of obesity, pre-diabetes and diabetes continue to drive up the cost of health care. At the same time, more employers are offering only high-deductible health plans, so consumers are becoming much more aware of the price they're paying—both physically and financially—for being overweight. We expect these trends to fuel the demand for our programs and services from both individuals and employers. We've been helping people become Lean for Life for 44 years, and it's something I anticipate we'll continue doing for many years to come."

### ABOUT LINDORA

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

### IN THE NEWS

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

### 42 LOCATIONS

Lindora has locations throughout Orange County, Los Angeles, Ventura

County, Inland Empire and Palm Desert. Their Orange County clinic locations include Costa Mesa, Fullerton, Huntington Beach, Irvine, La Habra, Laguna Hills, Laguna Niguel, Newport Beach, Orange, Rancho Santa Margarita, San Juan Capistrano and Tustin.

### SPECIAL OFFER

Lindora is celebrating 44 years of helping people become Lean for Life by offering up to **40% off weight loss programs**. This special offer, for attendees of the "2015 Women in Business Awards" and readers of the *Orange County Business Journal*, ends July 31, 2015. To learn more and to schedule your free consultation, call 1.800.LINDORA.

### FOR MORE INFORMATION

To learn more, call 1-800-LINDORA or visit [www.lindora.com](http://www.lindora.com).

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Shannon Kennedy, BNY Mellon Wealth Management, Jacqueline Akerblom, Grant Thornton, and Nancy Nygren, Girl Scouts join community and business leaders in addressing issues facing girls at Voice for Girls 2015.



Girl Scouts celebrated accomplished alumnae at Celebrate Leadership in 2014: Betty Mower Potalivo, Mildred Garcia, Joann Leatherby, Jane Buchan, Lynn Jolliffe, and Sheriff Sandra Hutchens with Orange County Girl Scouts.

## Business Leaders and Girl Scouts Take a Stand for Girls

**W**hat would the future look like if ALL girls developed the confidence and skills to take on the tough business challenges of tomorrow?

**Orange County's business community knows that preparing our girls to be tomorrow's leaders is an absolute imperative – and that Girl Scouts is leading the charge.** Business and community leaders are standing behind Girl Scouts because it has the reach and experience to transform girls into strong, capable women who will change the world.

### A Voice for All Girls

Orange County business and community leaders came together with local girls at the Pacific Club on May 8 for an important conversation about how fear of failure can prevent girls from achieving their potential. Girl Scouts of Orange County's fourth annual Voice for Girls forum featured a keynote address by acclaimed developmental psychologist and author Dr. JoAnn Deak. Guests also heard

### Girl Scouts Works

- ▶ 52% of all business women in the United States were Girl Scouts
- ▶ 53% of female business owners were Girl Scouts
- ▶ One in two Girl Scout alumnae say Girl Scouts contributed to their career success

from panelists who shared their unique perspectives on so-called "failure": Jerry Dipoto, General Manager of the Los Angeles Angels of Anaheim; Dr. Michelle Khine, Associate Professor of Biomedical Engineering at UCI; and Kim Shepherd, CEO of Decision Toolbox. Guests used the information they gleaned to write an "Open Letter to All Girls" that will be shared with local Girl Scouts and left with new perspectives on how they can advocate for and encourage girls within their own spheres of influence.

### Celebrating Female Leaders

Girl Scouts will recognize six Girl Scout alumnae who are making a difference in our community, and raise funds for Girl Scout programs at Celebrate Leadership on Friday, October 30 at The Island Hotel in Newport Beach. Honorees will be announced soon!

Your business can empower, educate and prepare girls to become leaders by sponsoring or attending Celebrate Leadership - find out more at [www.GirlScoutsOC.org/CelebrateLeadership](http://www.GirlScoutsOC.org/CelebrateLeadership).

For more information about Girls Scouts of Orange County's upcoming events or to volunteer or make a donation, visit [www.GirlScoutsOC.org](http://www.GirlScoutsOC.org).

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# ST. JOHN





## Women and the Middle Market

by Patty Juarez, Regional Vice President, Wells Fargo Commercial Banking

Look forward to the Orange County Business Journal's annual tribute to Women in Business for several reasons: It's a reminder to reflect on and express gratitude for my own personal career journey; it affirms my passion for helping women business-owners achieve their dreams; and it gives me a chance to share the story of my company's growth with the hard-working, job-growing sector of middle-market companies in the U.S. economy.

Women are a growing contributor to the country's economic growth, and our contributions are equally important in the middle market. While the definition of "middle market" varies, from Wells Fargo's perspective, it's companies with at least \$20 million in annual revenue—ranging from smaller, local businesses to companies big enough for a credit agency rating. Middle market includes family-owned, private equity-owned and smaller public companies.

The market might be "middle," yet its impact on the U.S. economy is huge:

- ▶ 200,000 middle-market companies employ more than 30 million Americans. That's more than one-third of the nation's jobs and about \$9 trillion in annual gross revenue.
- ▶ If the U.S. middle market were a country, its gross domestic product would rank as the world's fourth-largest economy.

Within the middle market, women-owned businesses are a crucial and fast-growing segment. In working with middle-market women leaders, I have witnessed their substantial contributions in business and admire their approach to problem-solving and conflict resolution. Women are adept at finding solutions to the problems that their companies face, and implementing them quickly and effectively.

In terms of financial services, owners prefer leading financial institutions with broad capabilities that can expand their businesses with capital, private equity, equipment financing, and top-notch treasury products. Owners want a bank with a strong balance sheet and capital position — one that lends consistently through all market conditions.

Owners also prefer banks with industry expertise. A dedicated team or relationship manager that understands the owner's or CEO's objectives is paramount. At Wells Fargo, we are a strong partner to all our middle-market clients. Wells Fargo Commercial Banking is the No. 1 middle-market bank nationwide and here in Orange County.

Wells Fargo has supported diversity, including women-owned businesses, since its founding in 1852. Co-founder Henry Wells donated property in 1868 and a portion of his fortune to establish the Wells Seminary for Higher Education of Young Women, later renamed Wells College. Based in Aurora, New York, it was one of the first American colleges for women to offer bachelor's degrees.

Today, Wells Fargo has been a staple of American commercial banking for more than 40 years, with a track record of strength and stability for middle-market

lending. Wells Fargo is also a committed supporter of women and diverse business owners. This is a value that all Wells Fargo team members share and take pride in.

Congratulations to all of the Women in Business nominees. Wells Fargo salutes you!

### Patty Juarez

Patty Juarez is a senior vice president and regional manager for the Wells Fargo Regional Commercial Banking Office (RCBO) in Orange, Calif. Patty oversees a team of commercial banking professionals that develop business relationships with middle-market companies in the North Orange County region.



Patty earned her bachelor's degree in business with an emphasis in accounting from the University of California, Berkeley, and her M.B.A. in business administration from St. Mary's College of California in Moraga.

Active in a variety of professional and community organizations, Patty is chairwoman for the Orange County Hispanic Chamber of Commerce, which represents the interests of Orange County's 30,000 Hispanic-owned businesses. She also sits on the board of CASA (Court Appointed Special Advocates) of Orange County and heads up its board development effort. CASA is a nonprofit organization that trains community volunteers to serve as powerful mentors and advocates for our community's abused, abandoned, and neglected children. Patty is also on the Leadership Council for THINK Together, an organization that provides high-quality academically-oriented out-of-school programs for students in disadvantaged communities. Lastly, Patty sits on the Dean's Board of Counselors for Chapman University's school of business and economics. Internally, Patty mentors team members throughout Wells Fargo, assists with the company's diverse candidate recruitment, and is part of the Women's Leadership and Diversity Councils for Commercial Banking.

As a result of her dedication to the community and her Board service in Orange County, Patty was honored with One OC's 2013 Spirit of Volunteerism Awards by the OC Volunteer Chapter of Wells Fargo. In 2014, Patty was named "Women of the Year" by the National Hispanic Business Women Association for her work in the corporate sector. Additionally, The Orange County Business Journal has recognized Patty with Women in Business Nominations for 2013, 2014 and 2015.

*Patty lives in South Orange County, Calif., with her husband, daughter, and son. She can be reached at [juarezp@wellsfargo.com](mailto:juarezp@wellsfargo.com).*

### About Wells Fargo Commercial Banking

With more than 140 offices in 38 states and three Canadian provinces, Wells Fargo Commercial Banking provides local support for businesses with annual sales generally in excess of \$20 million. Experienced relationship managers and lending managers live and work where our customers do business — places like Orange, Irvine, and Newport Beach. Commercial Banking services — including

asset-based lending, traditional secured loans, and capital markets — provide access to working capital for day-to-day operations and funding for growth. Commercial Banking also provides expertise and services for specific industries, including beverage, food and agribusiness, technology, health care, government, higher education, clean technology, and environmental services.

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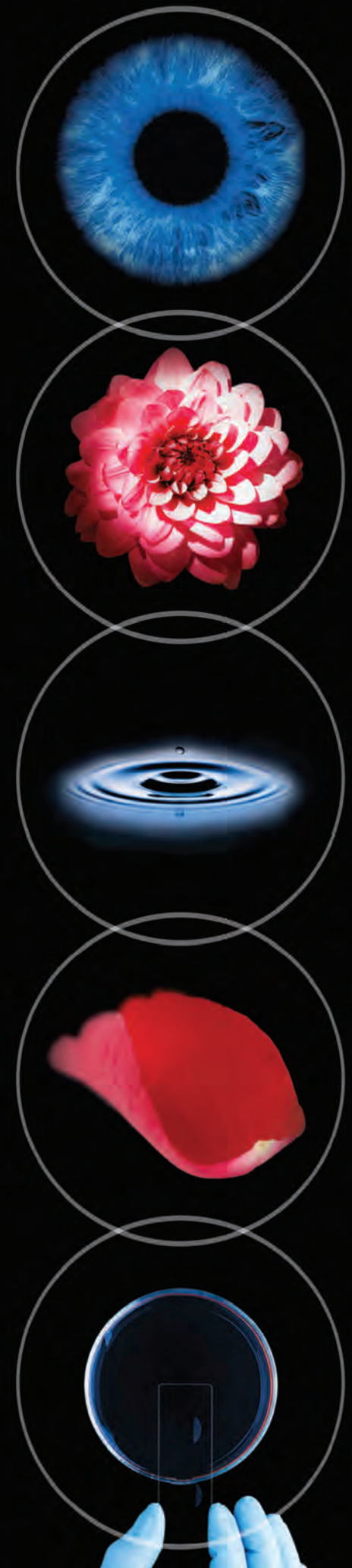
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## Hiring Employees that Fit Your Business Vision

by Susan Levinstein, CPA, Partner, HMWC CPAs & Business Advisors

**A**s a woman business owner, you likely have multiple responsibilities not only in your business life, but also in your personal life. It is common to feel that you are pushed to the limit to do it all, which is exactly why you need an effective management team to help share the load. Further, it is critical to hire supervisors and line employees who understand what you are trying to achieve and can help you get there.

### What is your vision?

Finding the right people starts with your goals and objectives for the business. For example, are you "growth-oriented," aimed at a high growth rate in sales and profitability, perhaps expanding to new locations and constantly developing new products and services? If so, this will likely require highly devoted and motivated personnel who are willing to work long hours year-round. Or are you "lifestyle-oriented," establishing a business so that you can make the key decisions (vs. being an employee), better serve clients and control your daily life, which might mean flexibility in meeting family needs? Or are you a hybrid of these two scenarios?



Levinstein

Regardless, it is important to identify your vision for the company and communicate it to employees. An effective way to start is by developing a strategic plan. A strategic plan is aimed at evaluating where your company is now, where you want it to go and how to get there. Through this process, you'll be forced to answer numerous questions that address key functional areas of your business – research/development, production/operations, finance/accounting, sales/marketing, customer service, human resources and technology.

While you may not share the entire strategic plan with all employees, you can take critical elements from it and communicate it. As such, possibly the greatest end-result

of the planning process (from a human resources perspective) is that it creates a shared vision and long-term goals toward which everyone in the firm can work.

### Culture is key

Your vision should tie in directly with your company's culture. A company's culture can have a major impact on its performance. It can bind the organization together and be a competitive advantage. Happy employees typically work faster, are more loyal and serve customers better. A high-performing company will often embody the following core value traits in its culture: integrity, a positive outlook, accountability, a performance-focus, enjoyment in the work process, adaptability to change, collaborative decision-making and openness to innovation. Overall, in order to attract employees for the long-term, you'll want to develop a culture that encourages productivity and happiness.

### Selecting the right employees

To ensure that your business is successful, you'll need the right personnel to make it happen. Your vision and culture should directly impact the qualities that you look for in hiring new employees. It is important to look beyond typical qualifying criteria in a resume; you'll want to share your core values and vision with candidates and determine whether each is an appropriate fit. For those employees already in your work force, communicate regularly to boost organizational morale and productivity. Keys to communicating your vision include: share your company's rationale and expectations; hold regular employee meetings and communicate business successes, failures and financial updates; and encourage dialogue through top-down, bottom-up and cross-department approaches.

*Susan Levinstein, CPA, is a partner with HMWC CPAs & Business Advisors (www.hmwc CPA.com) in Tustin. She heads the firm's Women Owned Business practice and the Complete Financial Office Solutions department. Susan can be contacted at 714.505.9000.*

# Congratulations!

Congratulations to the 2015 Women in Business honorees and nominees from the 22,000 Girl Scouts in Orange County. Thank you for demonstrating courage, confidence and character and for inspiring our next generation of female leaders!

Build Tomorrow's Leaders.  
Support Girl Scouts.

[www.GIRLSCOUTSOC.org](http://www.GIRLSCOUTSOC.org)

thank you





## Championing the Spirit of the Independent Hotelier

by Jada Jackson, Vice President of Strategic Development,  
Preferred Hotels & Resorts

### Changing the Landscape of Hotel Brands

In a time when it seems as if every hotel company is introducing new brands that target specific demographics, our company made the bold decision to do quite the opposite.

On March 4, 2015, Preferred Hotel Group announced its shift from a multi-branded business model to one master brand. All of the company's member properties are now represented by the Preferred Hotels & Resorts brand on one website ([PreferredHotels.com](http://PreferredHotels.com)) and aligned with one of five collections – Legend, LVX, Lifestyle, Connect and Preferred Residences. These collections provide a more intuitive way for consumers to book their lodging based on the type of luxury experience they are seeking, thereby creating stronger positioning for its independent hotel members and creating more opportunities for those hotels to expand their market share.



### 50 Years of Expertise in Independent Hotel Branding

Preferred Hotels & Resorts does not own, manage or operate any hotels. Rather, the company is a flexible and cost-effective option for hotel owners and operators that want to be unique in their positioning and make decisions independently while having access to global connectivity and other support services. The Preferred Hotels & Resorts business model is highly effective, centered on mutually beneficial terms. Member properties receive as much support as they need from a team of experts who look after their best interests, providing individualized solutions in areas ranging from global sales and global online distribution to revenue account management.

### A First of Its Kind Drives Loyalty for the Long Term

Preferred Hotels & Resorts has always taken an innovative approach to supporting independent hotels. In 2013, the company launched **iPrefer** – the first points-based guest loyalty program available to independent hotels globally. The program's model drives incremental revenue to independent hotels without lowering the room rate, while giving them a competitive advantage in attracting travelers away from the chains. Post-launch statistics prove **iPrefer's** strength on behalf of the independent market. In the first quarter of 2015, the program saw a 40% increase in member enrollments and increased engagement with members booking 32% more stays and spending 75% more upon each visit, compared to the same time period in 2014.

### The Preferred Advantage

Throughout its 11 years of strategic expansion under ownership by the Ueberroth Family, Preferred Hotels & Resorts has attracted great interest from owners and management groups looking to create personalized visions of hospitality and to maintain control of their investments. Today, Preferred Hotels & Resorts is the world's largest independent hotel brand, representing 650 of the finest independent hotels, resorts and residences across 85 countries, including 11 hotels on the Forbes Five Star List and 43 hotels on the Forbes Four Star List. Supporting the company's efforts is a network of 250 associates who are based in 31 offices around the globe, including an Executive Office in Newport Beach.

### Forecasting a Profitable Future

To learn more about how a partnership with Preferred Hotels & Resorts can drive profits to your hotel investment, please contact me via email at [development@preferredhotels.com](mailto:development@preferredhotels.com) or by phone at 949.719.3314, or visit [PreferredHotels.com/Join](http://PreferredHotels.com/Join).

We wish to congratulate all the exceptional business and professional Orange County women nominated for this year's Twenty-First Annual Women in Business Awards

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## Summer Road Trip Tips from The Auto Club



Chances are good that you'll be taking a road trip this summer with family or friends to refresh and renew for the busy year ahead. Here are some of the most common questions that AAA employees get asked by members planning a getaway. We hope our answers will help you prepare for a great road trip!

### What should be in my emergency kit?

#### Basic Roadside Emergency Kit Checklist:

- ▶ Auto Club/AAA membership card in your wallet (card can also be loaded on your iPhone via the AAA app and Passbook feature)
- ▶ Blanket (handy for picnics and naps)
- ▶ Cell phone and car charger
- ▶ Extra prescribed medications
- ▶ First aid kit
- ▶ Food
- ▶ Tire pressure gauge
- ▶ Fire extinguisher, flares, warning triangles or reflectors
- ▶ Flashlight with extra batteries
- ▶ Jack for tire changing
- ▶ Jumper cables
- ▶ Paper towels
- ▶ Pencil/pen and notebook
- ▶ Quart of oil, funnel, and gallon of coolant (specific to your vehicle)
- ▶ Reflective sun shade
- ▶ Rags and towels
- ▶ Umbrella
- ▶ Enough water for everyone in the car (at least a couple of gallon jugs for a long road trip)

### What navigational system should I use?

Whatever system you use, the most important rule you should establish is to have a passenger operate it and change it if necessary to avoid distracting the driver. If you are on a solo road trip, program your system before you leave and make sure the voice directions are activated. If you need to change something, pull off the highway to a safe place.

The AAA app has a great navigational system with options for turn-by-turn directions by voice. It will also display nearby gas stations with recent prices, give you the ability to book AAA Diamond-rated hotels right from the app with your AAA discount, and also show you all the interesting attractions along your route just like the original AAA TripTiks.

### What are the common mistakes people make before going on a long journey?

Not getting their car checked by a mechanic or doing it themselves before leaving. In the summer, and particularly during days when the temperature is over 90 degrees, AAA emergency calls for road trip breakdowns will skyrocket. Many of these breakdowns could have been prevented if the driver had gotten the car checked ahead of time. The list of items to check includes:

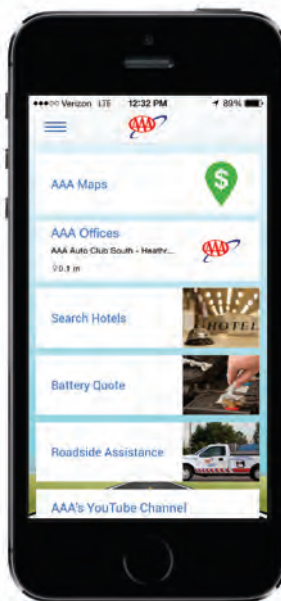
- ▶ Coolant level
- ▶ Belts and hoses
- ▶ Tires – both pressure and tread. Check tire pressure at a gas station when tires are cold.
- ▶ Engine oil
- ▶ Batteries – typical battery life is now 3-5 years
- ▶ Transmission fluid
- ▶ Brake fluid
- ▶ Power steering fluid
- ▶ Windshield wiper blades and windshield washer fluid



Auto Club employee Heather Wileman assists members with their travel plans.



Check tire pressure at a gas station when tires are cold.



The free AAA app for your smartphone, available for both iOS and Android.

Another common mistake is not planning for enough activities on the road, especially with kids. Most families now have cell phones and other electronic devices which can provide entertainment, but you may want to consider a DVD player for the passengers or books on tape.

### How do you recommend handling traffic jams and road rage?

It's always a good idea to try to plan your trip to avoid traffic. If you're not traveling on a holiday weekend or a Friday, you can probably leave either before or after "rush hour" and avoid traffic. If you are in a traffic jam and the passengers are getting cranky, try to play a license plate game or "I Spy" to pass the time. You can also pull off the road to a restaurant for a break until it gets better.

Road rage does happen occasionally, but it's rarer than it seems to be based on media reports. If someone seems to be furiously trying to engage you on the road, don't respond. Try to pull off an exit and go to a public place like a shopping center.

### Do you have any tips for getting out of a ticket?

Prevention is the best cure. A good rule of thumb to avoid getting pulled over is to really observe the speed limit when driving through smaller towns on your route, even if you're on the highway. Arizona does have speed cameras placed on certain highways that can send you a ticket in the mail (although it has cut back on them), so be careful traveling through the Phoenix/Mesa area in particular. And it never hurts to be very courteous to the officer if you do get pulled over.

### How can AAA help me?

AAA is the best resource you can have on a road trip, and the ways you can access our services have evolved to

include the free AAA app for your smartphone, available for both iOS and Android at [AAA.com/mobile](http://AAA.com/mobile). Not only does it have map and navigation services, you can also use it to contact roadside assistance if you need it. It also shows you where to get AAA discounts near you and incorporates all the travel information you would find in paper TripTiks and TourBooks.

We also have a number of other travel planning tools:

▶ **Fuelcostcalculator.aaa.com** – A great gas budgeting tool that members and non-members can use. Plug in your make, model and year of car, your origin and your destination, and the calculator will use real-time gas price averages to estimate your gas cost for the trip. This is also a great way to figure out if it would be cheaper to fly or drive.

▶ **Paper maps**– These can be great tools for planning your road trip as well as navigation because everyone in the family can look at them together and figure out what they want to see and do. Maps are available as a member benefit in AAA branches.

▶ **TourBooks** – This AAA member benefit is a complete paperback guide to any given geographic area in the U.S. It provides an overview of what to see and do in each area, as well as complete listings of AAA Diamond-rated lodgings (with average room rates) and restaurants. The TourBooks are available at AAA branches for members and I highly recommend getting one at least for your destination.

▶ **Travel planning** – Whether you prefer in-person help, online tools, or talking to someone on the phone, AAA can assist. We can book hotels, travel packages, rental cars, cruises, flights and more at [AAA.com](http://AAA.com), at any AAA branch, or by calling 888.874.7222.



# Thanking the women who LEAD OUR COMMUNITY

As a provider of the most advanced communication solutions, driving our community forward is something we strive for. That's why we're congratulating the influential women who are working hard to advance Orange County today. Thanks for setting an example that is leading our businesses forward.

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“For over 25 years, Custom Comfort Mattress has had the same goal: giving you a better, more peaceful night’s sleep. It’s quality your whole family can rest on for years to come.”

What Sets Us Apart? WE CARE ABOUT THE DETAILS. A handmade mattress using the finest materials guarantees the highest quality product resulting in the best sleep.

## Custom Comfort Mattress

**C**ustom Comfort Mattress was founded in 1986. It all began with one made-to-order mattress. Since then, it has evolved into eight Southern California locations in Los Angeles and Orange counties. Custom Comfort Mattress remains a family-owned business, and proudly cherishes the art of upholstery.

Our mattresses are made with quality in mind every step of the way. We use natural materials because they are safer, longer lasting, and economically responsible. The padding we use is cotton, wool, and natural latex. There are also options for certified organic materials. When we do use foam in a mattress, it is a natural, soy-based foam. It’s important to us to deliver a product we can

stand by. Not only do we strive to only use quality materials, we choose to use American-derived materials. All of these elements go into each of our mattresses for one simple reason: wanting everyone to have their most comfortable sleep.

We believe in providing the best night’s sleep possible. We believe in honest, genuine craftsmanship. We believe in transparent, simple shopping experiences, while providing competitive, factory direct pricing. All of these beliefs translate to quality you can rest on for years to come.

For more information, visit [CustomComfortMattress.com](http://CustomComfortMattress.com).



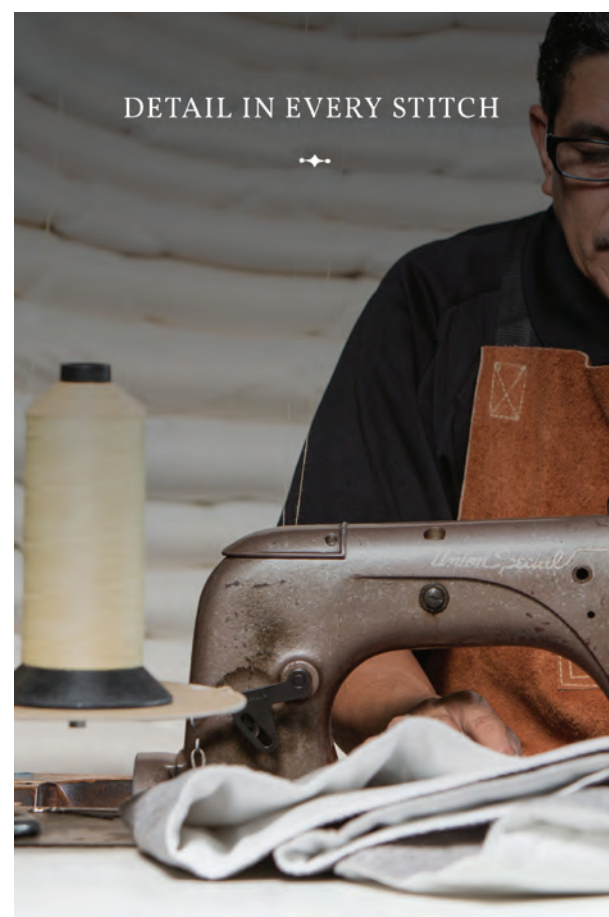
NATURAL MATERIALS

**Natural Materials.** Why is it important to us to use natural materials in our beds? Because it’s safer, economically responsible and it lasts much longer. Our comfort materials (everything but the steel springs) are natural – even the fire barrier is made from natural wool and without chemicals.



HAND CRAFTED

**Hand Crafted.** Each hand-tufted, double-sided mattress combines the luxury of modern innovation with the elegance of time-honored techniques. With meticulous attention to detail, we reinforce our beds with the highest-grade coils available in the USA, and then fill them with the softness and durability of natural cotton. We take our craft seriously, because we know a bed made the right way lasts longer, feels better, and creates the best atmosphere for the perfect night’s sleep.



DETAIL IN EVERY STITCH

**Detail in Every Stitch.** At the core of our mission is the belief that no two customers are the same. Our talented craftsmen form each mattress based on the unique needs of each client. We are dedicated to meeting your precise specifications of size and shape, as well as your preferred balance of gentle firmness and ultimate comfort.

### Eight store locations:

<p><b>Brea</b> 443 South Associated Road Brea, CA 92821 714.485.1250</p>	<p><b>Mission Viejo</b> 24002 Via Fabricante Mission Viejo, CA 92691 949.205.7452</p>	<p><b>Pasadena</b> 414 South Lake Ave. Pasadena, CA 91101 626.225.0359</p>	<p><b>West Hollywood</b> 8919 Beverly Blvd. West Hollywood, CA 90048 310.651.2122</p>
<p><b>Costa Mesa</b> 1741 Newport Blvd Costa Mesa, CA 92627 949.357.2878</p>	<p><b>Orange</b> 211 West Katella Ave. Orange, CA 92867 714.332.6054</p>	<p><b>Westminster</b> 14990 Goldenwest St. Westminster, CA 92683 714.340.5010</p>	<p><b>Huntington Beach</b> 7777 Edinger Ave. Huntington Beach, CA 92647 714.485.1177</p>

**Store hours:** Mon-Fri 10 am - 7 pm | Sat-Sun 10 am - 6 pm

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**O**ur name represents quality, integrity, affordability and professional education for more than 97 years. In the heart of Irvine's Spectrum Area, **Webster University**, offers innovative business degree and counseling degree programs that expressly meet the needs of busy working professionals. The Irvine Campus, established in 1979, offers several master's degree program options: the Master Business Administration (MBA), the M.A. in Management & Leadership, the M.A. in Human Resources Management and the "dual major" M.A. in Human Resources & Management/Leadership and the Master of Arts in Counseling with MFCC. Additionally, we offer the B.A. degree completion program in Management.



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Webster University, a private, nonprofit university was founded in 1915 and has been continuously accredited since 1925. In 2008, the University's regional accreditation was reaffirmed with commendations for 10 years, the maximum time awarded. Additionally, ALL business degree programs are accredited by Accreditation Council for Business Schools and Programs (ACBSP). The ACBSP accreditation team named Webster "Best in Class" for outcomes assessment. The latter confirms our commitment to academic quality and student learning. Additionally, our students are eligible for invitation to Delta Mu Delta, the international honor society in business administration.

All graduate and undergraduate courses are offered weekday evenings (from 6 pm-10 pm) in an accelerated (9) nine-week format, allowing degree completion at an accelerated pace. New terms begin in January, March, May, August and October each year — so you can begin your Webster degree at a convenient time.

Finally, 11 graduate degree programs, including: the MBA, MA-Human Resources, MA-Management/Leadership, MA-Teaching, MA-Public Relations; as well as four certificate programs — government contracting, decision support systems, web services/development are completely online coursework programs for the busy traveler. You can complete your degree program completely online, in-class or combine the two options for most Webster degree programs.

Call Webster University at 949.450.9066 for a personalized consultation or visit our website at [www.webster.edu/irvine](http://www.webster.edu/irvine). We are conveniently located just off the I-5 or I-405 freeway, near the Irvine Spectrum at 32 Discovery, Suite 250 in Irvine, CA 92618.

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## Hotel Irvine: A Lifestyle Hotel

**W**hat do we mean by lifestyle hotel? It means we're independent, modern and free to do as we please, just like you. We're all about upping the best of OC business and pleasure with bold pops of color, complimentary Wi-Fi, free "Everyday" Breakfast and fresh ways to indulge—like our 24/7 Marketplace, gastro pub-inspired restaurant EATS Kitchen & Bar, and the sleek and modern Red Bar and Lounge. Not to mention our iPrefer® program rewards you with points and VIP benefits every time you stay at select hotels. You can redeem points for cash-value reward certificates valid for room charges or hotel amenities like dining or spa services.

With over 50,000 square feet of event space, we have a perfect fit for every meeting from corporate retreats and awards banquets, to industry conferences and trade shows. Our thoroughly updated and transformed collection of venues

include indoor and outdoor rooms, one of the largest ballrooms in OC, a stunning theater and The Backyard—a stylish yet relaxed outdoor event space. Throw in a team of some of the most experienced meeting planners and catering options any foodie would rave about, and you have all the makings of a monumental meeting.

When it comes to taking care of our guests, we pride ourselves on friendly service that always puts the focus on you. Our staff is trained to anticipate your every need and offer unexpected surprises, whenever possible. It's our job to make your visit one to remember.

For more information about Hotel Irvine call 866.396.4201 or visit [www.hotelirvine.com](http://www.hotelirvine.com).

# LEADING ADVANTAGE

*We congratulate our outstanding nominees for the 2015 Orange County Business Journal's Women in Business awards. Thank you Bethany Bailey, Martha Bayer, Sara Rollins and Carol Trapani for your leadership and commitment to delivering exceptional outcomes that transform real estate into real advantage for everyone who touches CBRE.*



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SENIOR VICE PRESIDENT



**MARTHA BAYER**  
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**SARA ROLLINS**  
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# Vanguard University Alums Lead in Entertainment, Medicine and More

**A**t Vanguard University in Costa Mesa, we've got the perfect mix – unbeatable academic training, world-class arts and entertainment programs, a beautiful campus and a strong spiritual foundation. Our alums are executives at Disney, Nike and Buck Knives (including CEO Chuck Buck), to name just a few.



## VANGUARD UNIVERSITY

multiple Golden Mic awards, says his experience at Vanguard shaped his life and career.

"I love Vanguard," says Mantle. "I have such positive feelings about the university. It's a very important part of my life. The professors had a profound impact on me. I wouldn't be the person I am without my years at Vanguard."

"Vanguard was an important part of helping us start Wahoo's Fish Taco," says Vanguard alum Ed Lee '87, co-founder and CEO of Wahoo's Fish Taco. "The theories and work ethic I learned in the financing and marketing courses helped us, and the professors were instrumental. Unlike at a bigger school, Vanguard gives you a one-on-one experience."

Small class sizes and professors who care make the difference at Vanguard. We believe learning goes beyond the classroom and happens in the context of relationships with faculty and other students. Our professors serve as mentors inside and outside the classroom, giving students the knowledge they need and the wisdom to apply it in the real world.

Vanguard's faculty is simply outstanding. Our professors advise U.S. presidents, win national theater awards, pioneer scientific research in China, perform at Carnegie Hall and the Hollywood Bowl, and much more. Seventy percent of our professors hold doctorates in their field from some of the most prestigious universities in the world. Those same professors teach every course and mentor students at Vanguard. No one gets lost in the back of a lecture hall, and at Vanguard, graduate students never teach our classes.

For 90 years, this personalized approach has yielded a distinguished list of alums – leading scientists, best-selling authors, network television producers, high-level military leaders and world-changing business leaders.

"I fell in love with Vanguard," says Kristina Kuzmic-Crocco '01, host of *Kristina's Fearless Kitchen* on the Oprah Winfrey Network. "My time there helped me become more confident being in front of people, and I made lifelong friends."

Larry Mantle, founder and host of AirTalk on NPR affiliate KPCC, and winner of

With more than 30 majors and concentrations to choose from, Vanguard University has a path for everyone. Best-selling author and brain scan pioneer Dr. Daniel Amen '78 says his undergraduate education at Vanguard put him on course to become a leader in the medical profession.

"I really love Vanguard. My whole experience there was wonderful," says Amen. "I had incredibly good teachers and got a terrific education."

Two thousand miles away in Washington, D.C., Nathan Gonzales says Vanguard helped launch him into his career as a nationally-known political analyst. Gonzales is the political editor of the *Rothenberg Political Report*, which gives in-depth analysis of congressional, senatorial and gubernatorial races across the country. He is frequently quoted in the *Wall Street Journal*, *New York Times*, *Washington Post*, *Los Angeles Times* and *USA Today*, and has appeared on Fox News Channel, CNN and more.

"At Vanguard, I discovered that there is more to learning than sitting in a classroom," says Gonzales, who discovered his passion for politics when he spent a semester as an intern at the White House press office in the West Wing.

No matter the area of study, Vanguard gives students the understanding they need to think critically, communicate clearly and interact intelligently – taking them places they never thought possible.

Visit [vanguard.edu](http://vanguard.edu) and see why at Vanguard University, we go beyond the classroom, beyond scholarship, beyond the expected. At Vanguard, your story matters.

Vanguard University is located at 55 Fair Drive, Costa Mesa, 92626. Call 714.556.3610 for more information.

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Women's Philanthropy Fund Breakfast Ambassadors pictured with Keynote Speaker Carla Harris (Center) and special guest, NBC Dateline's Keith Morrison.

## Women United For Change

Over the course of United Way's 91-year history in Orange County, tens of thousands of donors, volunteers and advocates have demonstrated the power of caring. **United Way's Women's Leadership Council** exemplifies this power through one of the most successful philanthropic networks of its kind. With a membership of 500 strong and growing, more than \$16 million has been invested in targeted areas of need in our community over the past decade.

Two groups comprise the Women's Leadership Council—the **Women's Philanthropy Fund** and **Women Looking Forward**. Members of the Women's Philanthropy Fund invest \$10,000 or more annually, and Women Looking Forward members invest \$1,000 or more annually. Both groups harness their passion in the pursuit of creating a stronger community.

### Improving the Lives of Local Women and Children

"Philanthropy is essentially about change, about making the world a better place for future generations. With United Way, we are helping to lead change in the community by banding together to improve conditions for local children and families," said Karen Conlon, Sequoia Grove Consulting, Women's Philanthropy Fund member and board member of Orange County United Way. Women's Philanthropy Fund members transform their talent, intellect, and dollars on behalf of others to create a multiplier effect.

According to Women's Philanthropy Fund Co-Chair, Jackie Kelley of Ernst & Young, "We engage donors who allocate a portion of their investment to programs that benefit women and children right here in our community." Women's Philanthropy Fund members select programs that align with this priority and infuse approximately \$300,000 into the community annually. Women have been, and will continue to be, the leaders and influencers in philanthropy, volunteerism and social change. For nearly a century, women have been drawn to non-profit work to exercise public influence and to strengthen community responsibility."



President and CEO of Orange County United Way Max Gardner with Rochelle Karr and Monica Timpe-Godfrey, 2015 Breakfast Co-Chairs.

Each spring, approximately 700 people convene to attend the ultimate 'power breakfast'—the annual Women's Philanthropy Fund Breakfast that, since 2004, has raised more than \$2 million for local programs and services that empower women and their families. Monica Timpe-Godfrey and Rochelle Karr, a dynamic duo who attracts and inspires like-minded women, chaired the 2015 event. Through the Breakfast, the Women's Philanthropy Fund is able to grant significant resources to the community.

### Leaders on the Rise Locally and Nationally

Founded in 2005, Women Looking Forward is the perfect accompaniment for emerging philanthropists ready to volunteer and advocate for change. Today, more than 400 women participate in the LIVE UNITED movement to advance United Way's goals in Education, Income, Health and Housing. Chair Haunani Nakabara of KPMG leads the group with Vice-Chair Shirin Forootan of Call & Jensen.

Both groups are part of United Way Worldwide. Community champion Artyn Gardner sits on the National Women's Leadership Council board, a committed group of women from across the country who convene to support United Way's local efforts through a focus on leadership, resource development and advocacy. With a diverse network of 62,000 passionate women in 143 communities across the country, the council has raised more than \$1 billion in contributions in 12 years—more than any other women's group of its kind.

"The Women's Philanthropy Fund sounded a wake-up call, explicitly inviting women to step up and support the advancement of women and children in our community. We are so grateful for their passion and leadership," adds Sue Parks, Founding Women's Philanthropy Fund Chair and CEO of iCount™ Wellness. "We believe that when a network of caring women unite their passion, purses and the power to change lives, anything is possible."

To become part of the Women's Philanthropy Fund or Women Looking Forward, please contact Meghan Vu at 949.263.6163 or meghanvu@unitedwayoc.org.





# WOMEN UNITED FOR CHANGE

## Caring. Committed. And Growing.



### 2015 WOMEN'S PHILANTHROPY FUND MEMBERS



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**BONNIE ABATE** Community Volunteer  
**JOANN ALBERS** Albers Consulting, LLC  
**JONI ALTER** Vice President Sales & Marketing, Seaview Investors  
**GINA ANDRUKAITIS** Division President, L-3 Interstate Electronics Corporation  
**TARA BALFOUR** President & CEO, Cranbrook Capital Advisors  
**ELLEN BANCROFT** Managing Partner, Morgan, Lewis & Bockius  
**LAURA BENZ** Community Volunteer  
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**DIANE DRAKE** Community Volunteer  
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**CARLA VARGAS** Senior Vice President, Community Impact, Orange County United Way  
**NELLA WEBSTER O'GRADY** Palo Capital  
**GABRIELLE WIRTH** Partner, Dorsey & Whitney LLP  
**TAMMY WONG** CEO, Fostering Executive Leadership  
**LISA YELLOTT** Fine Artist, ORENDA Orange County



**MERYL L. YOUNG** Partner, Gibson, Dunn & Crutcher LLP  
**CINDY ZOFREA** Community Volunteer

**MEMBERS NOT PICTURED:**  
 NANCY HANDEL JULIE HOLT MARIANNE KAY JOYCE KURTZ  
 MELISSA SHOKRGOZAR SANDRA A. STONE  
 ONE MEMBER HAS CHOSEN TO REMAIN ANONYMOUS

Learn more about joining this community of philanthropic leaders by contacting Meghan Vu at 949.263.6163 or MeghanV@unitedwayoc.org



## Scott's Restaurant & Bar

**S**cott's KJazz Sunday Jazz Brunch is now every Sunday from 11 am—3 pm. Each week, KJazz On-Air Personality Bubba Jackson and Scott's General Manager Robert Redaelli host renowned jazz artists and trios creating a vibrant atmosphere that blends perfectly with brunch specialties.

To celebrate Scott's instant live jazz popularity, a full weekend of jazz performances are slated, starting with two exclusive evenings with internationally acclaimed jazz singer and pianist Carol Welsman on Friday, May 29 and Saturday, May 30, from 8 – 11 pm. "At a time when female jazz singers have been arriving in waves, she is that rarity – an authentic vocal/instrumental artist who brings an irresistible blend of musicality and lyrical insight to everything she touches," says International Music Critic Don Heckman of the *Los Angeles Times*. Scott's popular dinner menu will accompany these special evening performances. Then, join Bubba Jackson and Robert Redaelli on Sunday, May 31 for the Scott's KJazz Sunday Brunch.

For the weekly Sunday Jazz Brunch, Executive Chef Mike Doctulero presents a three-course menu with beginnings that include wood-fired shrimp, shigoku oyster quartets on the half shell and lacinato kale and beet salad; main events that feature a shrimp cake Benedict, Maine half lobster tail, pulled pork pancakes and braised beef short ribs. For dessert, select from four delectable options, which include Scott's famous cheesecake stuffed beignets and honey crisp apple torte. Also, there are a la carte options, too: Hokkaido scallops, Scott's calamari, seared ahi and the succulent akaushi foie gras burger. Brunch is \$39 per person; a la carte options range from \$13 - \$35; endless mimosas \$11; custom tableside bloody Mary \$9; kid's menu \$12.

Guests can make reservations for these extraordinary evenings with The Carol Welsman Trio May 29 and May 30 and for the Scott's KJazz Sunday Brunch on Sunday, May 31 featuring George Kahn at 714.979.2400 or [www.scottsrestaurantandbar.com](http://www.scottsrestaurantandbar.com).

Scott's is considered South Coast Metro's best seafood restaurant. Last year, it proudly celebrated 25 years at South Coast Plaza. If you are looking for extraordinary seafood, steaks and an impressive wine menu, Scott's is where to eat and meet-up in Orange County. This stylish, yet warm and friendly, atmosphere is popular for quick power-lunches, pre-theater dinners, special occasions, Sunday brunch and happy hour. The restaurant also boasts impressive private dining rooms; the perfect solution for executive meetings, wedding receptions and dinner parties.



**\* your story matters:**

Built into the fabric of our interactions is a culture that causes us to go beyond the normal definition of community, reaching out and connecting with each other. We are driven to serve one another, our city, and our world in practical ways through missions projects both here in Orange County and around the world.

### CONGRATULATIONS TO THE 2015 VANGUARD UNIVERSITY OCBJ WOMEN IN BUSINESS NOMINEES:

**Trina Fleming '03**  
Vice President of Marketing and Communications at WHW (Women Helping Women/Men2Work)

**Mary Wickman, PhD**  
Vanguard University  
Director of Nursing





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## 2015 Women in Business Nominees

### **Kellie Aamodt, Vice President of Sales, UPS West Region UPS, Anaheim**

Kellie Aamodt joined UPS in 1991 in Minnesota as an international account executive and was promoted to area sales manager in 1994. After multiple special projects throughout the country, Aamodt was promoted to director of sales in 1998 in Houston, Texas. She then transferred to Ontario, Calif. in 2003 as the director of sales. In 2007, she relocated to the corporate office in Atlanta, GA as the enterprise growth coordinator. In 2010, Aamodt returned to Southern California as the managing director of sales for Southern California, Hawaii and Las Vegas. In Nov. 2011, Aamodt was promoted to vice president of retail accounts in the west region. In July 2012, she accepted the assignment of vice president sales in the central region and relocated to the Chicago area. In April 2013, Aamodt accepted the assignment of vice president sales in the west region and returned to California. She has responsibility for 25 states and over 1,200 sales personnel. UPS is the world's largest package delivery company and a leading global provider of specialized transportation and logistics services.



### **Betsy Aasland, Owner/Director Beach Kids Therapy, San Clemente**

Betsy Aasland is a pediatric occupational therapist with over 16 years of experience working with children and their families. She started Beach Kids Therapy Center after recognizing the need for a family centered pediatric therapy clinic in South Orange County. Beach Kids specializes in sensory integration, autism spectrum disorders and developmental delays using occupational therapy, speech-language therapy and physical therapy. Her holistic approach to the health and well-being of children is at the heart of her work. Through Beach Kids, Aasland is committed to supporting and educating families in an environment that is safe, inviting and nurturing. Over the last eight years, Aasland has grown a unique multi-disciplinary organization that now has two locations and employs over 40 therapists and administrative staff who share her vision and goals. Beach Kids Therapy has provided services for over 1,500 children, and currently accommodates the therapy needs of more than 330 clients.



### **Tina Aldatz, Chief Executive Officer/Entrepreneur Savvy Traveler, Irvine**

Tina Aldatz is the CEO and co-founder of Savvy Traveler, a premier lifestyle brand dedicated to the health and wellness of the on-the-go consumer. Savvy Traveler is launching a revolutionary line of products intended to make the life of a jetsetter more clean and convenient. The entire line was recently picked up by the Home Shopping Network. Just released this year, Aldatz authored her first book, *From Stilettoes to the Stock Exchange*, an autobiography telling of her tremulous upbringing, and how she was able to defy the odds and establish a multimillion dollar company from concept to creation. Along with her best friend, Margie Floris, Aldatz was able to take her knowledge of the business world and experience from the previous company she founded and successfully sold, Foot Petals, to begin her next endeavor with Savvy Traveler.



### **Deborah Allen, Fine Artist & Rendering Artist/Designer Deborah Allen Art, Corona del Mar**

Deborah Allen is a fine art painter, an architectural rendering artist and a high-end cabinetry designer who draws all designs by hand. In 2006, she began her rendering design business under the name "D. Allen" (art and design) and immediately took on two extensive projects in Hawaii with a builder. They collaborated on a 10,000-square-foot estate at the Four Seasons Resort of Hualalai that sold for \$20 million in 2008. Allen designed all the cabinetry and drew all the furniture in the home, which was sold fully furnished. Allen went on to work alongside renowned builders, architects and interior designers and a hand-selected custom cabinetry company. She worked alongside Joe Worland, owner of H & J Cabinets, and they took on many exclusive projects around the coastal properties of Orange County. Allen's art and designs have been featured in publications such as *California Home + Design* magazine, *OC Home* magazine and *Riviera* among many others.



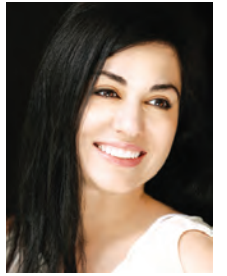
### **Kristen Mauger Allison, President/Chief Executive Officer Burnham Benefits, Irvine**

In 1995, Kristen Allison acquired the benefits practice of John Burnham & Co. and formed Burnham Benefits Insurance Services. Twenty years ago, significantly growing and enhancing a company with that level of visibility and success was a challenge and Allison was one of the few women to take it on. Year after year, however, Allison defied the odds—exceeding even her own high expectations. Now, with offices throughout California and a staff of more than 75, who manage more than \$1.5 billion in premiums, Burnham has not only become one of the largest female-owned employee benefits insurance brokerage and consulting firms in the western region, but also one of the best places to work in the benefits industry and Orange County—an achievement Allison attributes to strong relationships and a company culture that empowers employees to excel at their strengths and work toward individual goals.



### **Chadia Almeddin, President Betinnis Fashions, Brea**

After 11 successful years in the retail industry, Chadia Almeddin started fashion show productions to help charities raise funds, and thus far, the results have been very successful. Betinnis Fashions has been selected by Fox LA as one of the top boutiques in Orange County for its superb service and unique style. Retail is a notoriously tough business, and the boutique's 11 years in business is a testament to its success. Almeddin is always trying new, innovative ideas to promote business, including hosting private trunk shows and networking opportunities. Almeddin produces shows for the With Hope Foundation, St. Jude Hospital, Orange County Justice Center, Cathy Rigby's kids in the arts charity and Catarina's Club, among several others.



### **Sally Anderson, Director of Marketing & Communications Toshiba America Business Solutions, Irvine**

With Toshiba since 1996, Sally Anderson manages the company's marketing communications including brand, digital and social marketing, advertising, public relations, training/education and corporate events for both the United States and Latin America. Under her direction, the company has received a myriad of awards including four American Business Award Gold Stevies. Anderson's accomplishments include pioneering the company's foray into social media, initiating an overarching brand audit and developing Toshiba's first integrated brand platform, among many other achievements. Anderson is also the recipient of Toshiba's Humanitarian Award for her work with foster children, and received a certificate of acknowledgement from Toshiba America Chairman and CEO Masaaki Osumi for her contributions to Toshiba's CSR programs. Toshiba America Business Solutions Inc. is home to the MPS and Digital Signage Masters. An independent operating company of the Toshiba Corp. The company's innovative technology and creative solutions help clients work more efficiently in today's ultra-competitive business environment.



### **Paula Ansara-Wilhelm, Co-Founder/President Surterre Properties/Bask Magazine, Newport Beach**

Many describe Paula Ansara-Wilhelm as a "serial entrepreneur," able to identify emerging trends and create solutions for industry challenges. Ansara-Wilhelm created a "virtual ad agency" to service businesses that couldn't afford the traditional model – which allowed her the freedom and flexibility to raise her son. In 2000, she launched Strada Properties, which Ansara-Wilhelm sold shortly after. With that knowledge and experience, she then co-founded Surterre Properties in 2006, another luxury residential real estate company. In 2010, she also launched and had the creative vision for *Bask Magazine*, a luxury lifestyle publication, and continues to lead the publication as its president. To make the real estate transaction even experience more seamless, Ansara-Wilhelm has also developed Sandstone Financial, Blue Water Escrow, Surterre Property Management and Surterre Migration and Habitat.



### **Janice Arrigo, Real Estate Agent Surterre Properties, Newport Beach**

Having sold more than 300 homes in Orange County over the course of her career as a real estate professional, Janice Arrigo offers a seasoned approach to her craft—and having resided in the Newport Beach area for nearly 35 years, she holds a definitive passion for the area and the exquisite communities and homes that comprise it. One of the most experienced agents in the local marketplace, Arrigo has amassed countless awards and accolades for her consistent ability to deliver results. But it's her penchant for outstanding personalized service—hallmarked by attentive, one-on-one guidance and a knack for simplifying the complicated processes that buying and selling property entail—that's made her a favorite among the area's most discerning clients.



### **Suzy Arriola, Realtor Sidoni & Arriola & Associates at Keller Williams Realty, Mission Viejo**

As past OCBJ Women in Business nominee, Suzy Arriola has continued to grow and succeed in her real estate business. In 2013, she and her team were recognized as No. 1 for closed transactions in Orange County, and No. 2 for all of San Diego County. The majority of her business is made up of women who are working moms. Her team motto is "Family First." Arriola is a mentor for Keller Williams, and a teacher in the company's business growth classes. She donates her time to help others grow to succeed in their own business. In 2014, she and her team generated over \$23 million in closed sales. Arriola is consistently recognized by the national Keller Williams company as a top-producing award winner. Her real estate business has taken her all over the world, including Vietnam and Thailand in 2014. The Vietnam KW has recognized her as the face of Southern California on its website.



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## 2015 Women in Business Nominees

### **Patty Arvielo, President New American Funding, Tustin**

Patty Arvielo maintains a well-recognized leadership role in real estate and mortgage lending. Her humble beginnings contribute to her unique perspective, and make her achievements particularly remarkable. As president of New American Funding, she continues to originate, booking nearly \$3 million in home loans each month on her own, all while managing operations and sales for New American Funding's headquarters, branches and over 1,600 employees. In 2003, Arvielo and her husband launched New American Funding with the vision of building a mortgage company that would operate as a proficient call center focused on good pricing, fast home loan closes and excellent customer service. The company has grown to include a Retail-based Lending, Wholesale Lending and Builder Division.



### **Katharine Azar, Chief Executive Officer Social Good Strategies LLC, Irvine**

Katharine Azar has worked on social cause initiatives with high-profile individuals, nonprofits, foundations and governments for the last eight years. She worked with Maria Shriver on promoting women's workplace initiatives in Washington, DC and promoted inner city arts initiatives and veteran job placement issues with the Duke & Duchess of Cambridge (Prince William and Kate). Azar began her career in philanthropy when she was an undergraduate student at UC Irvine, interning at a nonprofit called the Center for Citizen Peacebuilding. Within a year, she rose the ranks to the role of a program manager. During this time as a student, she also co-founded The Olive Tree Initiative, a global conflict resolution nonprofit that now has 10 chapters across the state and Europe. Azar founded Social Good Strategies LLC, a philanthropy, nonprofit and corporate philanthropy advising firm, to help Orange-County-based companies and successful individuals realize their philanthropic mission by finding causes that are authentic to their values, skills and passion.



### **Bethany Bailey, Senior Vice President CBRE, Newport Beach**

Bethany Bailey specializes in multifamily loan originations. Over the course of her career, she has focused on agency executions and management of the loan process. She is responsible for coordinating the borrower, lender, council, third-party vendors and all of the deliveries from initial loan sizing to closing. Along with her partner, Troy Tegeler, she currently executes an outstanding average of 70 deals per year and has completed more than 450 transactions since 2007. In 2012 and 2014, they earned the title of CBRE's National Top Overall Multifamily Production Team of the Year. Since 2007, Bailey has originated in excess of \$7 billion, comprising nearly 100,000 units. In the current market, she has had average annual loan originations exceeding \$1.3 billion for the past three years. Over the course of her career, Bailey has been responsible for processing and closing more than \$10.7 billion in loan transactions. CBRE is the world's largest commercial real estate services firm serving owners, investors and occupiers.



### **Chelsey Veturis Baker, COO/Public Relations & New Media Strategist Sister Act Media, Lake Forest**

Chelsey Veturis Baker is the chief operating officer of new media consultancy, Sister Act Media. A veteran content marketing strategist, Baker oversees an arsenal of consumer-facing, branded social media profiles including pages on Facebook with more than 4.72 million fans and accounts on Twitter with more than 42,000 followers. Named one of the "100 Greatest Women in Social Media," Baker positions companies on the first pages of Google. She's an Elite Member of Yelp, a "Top 50 Tweep to Follow," an official Huffington Post "Female Geek," and an inaugural keynote speaker for the O.C. Social Media Summit. As a new media correspondent she's covered events for the Cameron Siemers Foundation, HomeAid Orange County, Irvine Public Schools Foundation, Operation Smile, Saddleback Church, Style Week OC and Warriors for Freedom. Social media is a powerful tool that Baker has used and continues to use in various ways to attract, inform and promote ideas, places and things.



### **Dr. Elizabeth Bales, Partner/M.D. The Hydration Room, Newport Beach**

Dr. Elizabeth Bales, alongside her business partner, Dr. Brett Florie, frequently heard family members and friends frustrated with the access and cost of health care. A trip to the ER for a cold or flu, migraine, pregnancy morning sickness or food poisoning all resulted in a four-hour wait time and thousands of dollars in expenses. Determined to find a more efficient, affordable alternative to the ER for symptoms necessitating IV therapy, Dr. Bales established a medical clinic where patients receive customized IV therapy, including appropriate IV medications and/or vitamins, in a comfortable medi-spa setting. Now, with over 600 patients since opening only four months ago, The Hydration Room continues to support wellness by combining both naturopathic and allopathic medicine. The clinic's success comes



from not focusing on the "business of medicine," but rather quality, efficient, personalized patient care by founders Dr. Bales and Dr. Florie, and The Hydration Room's staff of doctors and nurses.

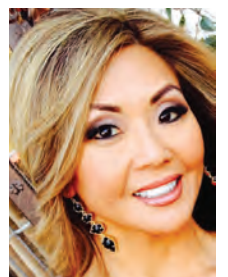
### **Ellen Bartholemy, Director of Accounting Services Hall & Co., Irvine**

Hall & Co. is a full-service accounting firm based in Irvine that provides a wide range of accounting, tax and consulting services for privately held companies, individuals, estates and trusts. Ellen Bartholemy oversees the firm's client services and deliverables, as well as internal staff development. She has extensive experience ranging from planning and supervising financial audits, reviews and compilations to providing practical solutions to improve a client's business profits and cash flows. She specializes in creating policies and procedures to reduce the risk of fraud and abuse, minimize the overall tax liability and is highly experienced in serving the real estate, construction, manufacturing and professional service industries. Bartholemy is a member of the AICPA, California Society of CPAs, the Employee Benefit Plan Quality Center and ProVisors networking group. She also is actively involved with Women Looking Forward, a giving circle within United Way OC.



### **Helen Lao Baxter, Founder/Chief Talent Officer ClearPath Solutions, Irvine**

Since being formed in 2011, Helen Baxter and the ClearPath Solutions team have built a team of 15 located across the country and have worked with dozens of restaurant, retail and franchise industry clients. These clients range from privately held to Fortune 500 companies. ClearPath Solutions is now the nation's premier executive search firm for restaurant/retail, and has introduced an executive coaching component to their services. ClearPath has further plans for growth in 2015 by expanding the team, and the company is always building relationships with high-profile clients and candidates. Baxter has a 15-year career history in recruiting and HR in different industries around the country. Baxter has also recently taken the role as managing partner for the Southern-California-based Carsmetics auto body shop locations. As managing partner, she is creating growth and creative marketing opportunities for the four locations and opening up options for potential new stores in the area.



### **Martha Bayer, Global Director CBRE, Newport Beach**

In her role as global director, talent strategy & diversity, Martha Bayer works closely with CBRE's business leaders and HR leaders to develop and enhance talent management programs, including succession planning, learning and professional development, strategic recruiting, retention and workforce diversity across CBRE's global organization. Since starting with CBRE, Bayer has launched several successful initiatives including FUSION Strategic Sourcing for Capital Projects. This initiative delivered \$100 million in value to CBRE clients in the first two years. This program leverages CBRE's scale for preferred pricing and value-add services from select providers of project services and goods. In addition, Bayer has led the CBRE Global Knowledge Networks, focused on connecting subject matter experts to share resources, tools, relationships, best practices and special project support across client verticals. Her goal was to communicate the depth of CBRE's global expertise. CBRE is the world's largest commercial real estate services firm serving owners, investors and occupiers.



### **Susan Beat, Managing Director MUFG Union Bank, Irvine**

Susan Beat has achieved significant distinction in what is still an industry dominated by men. Her career started right after high school with a typical part-time, entry-level banking job. It has grown to encompass the management of over \$13 billion in bank assets across the nation and roles on key committees within MUFG Union Bank. Beat manages a network of bank officers across the country, and is responsible for the strategy and execution required to meet the needs of thousands of commercial clients' global treasury management needs. To anticipate the needs of clients today, Beat has to be thinking 5-10 years in the future. In addition to running her business, Beat also sits on various policy making committees within MUFG Union Bank including Chairing the Bank's Foundation Committee for Orange County and Los Angeles, Benefits Administration, and the Leadership Council for Diversity and Inclusion.



### **Tammi Belcher, Founder GypsetMermaid, Dana Point**

Tammi Belcher and her partner, Kristy Cueti, have built a mobile fashion boutique that represents a new movement in fashion. They pioneered an idea to creatively re-invent a retail store front and have successfully done so in less than four months time. They legally established the company, obtained multiple business licenses and seller's permits, designed the truck (inside and out), curated a collection of merchandise and created a cult following. GypsetMermaid is



*2015 Women in Business Nominees*

a wandering boutique that is liberated, inspired and on the go. This mobile fashion truck was inspired by the food truck trend, bohemian style and nomadic adventurers. Stepping onto GypsetMermaid is an unmatched experience – it is creating a new channel of retail. With each piece personally selected by Belcher and Cueti, the inventory and display is sophisticated, edgy and representative of a true GypsetMermaid. GypsetMermaid was recently the Fashion Feature in *LOCALE Magazine* with an interview of owners Cueti and Belcher as style and beauty experts.

**Julia Bendis, Owner/Matchmaker  
Match By Julia, Rancho Santa Margarita**

Julia Bendis founded Match by Julia after many years of fixing people up for fun and enjoying the satisfaction of seeing people happy and in love. Bendis started bringing people together as a teenager and continued until she got married and had her own kids. Matchmaking has not only been her life's work, but a part of her daily life. Bendis has always taken the time to make a deep connection with every person she comes in contact with, making it a priority to remember everyone. With every new client, Bendis gets to know them on a personal level, their needs, wants and desires for their future mate. After the initial meeting, she starts researching, interviewing, and screening people that are either in her database or by meeting and recruiting new clientele. Match by Julia is a traditional and personalized matchmaking service that caters to anyone wanting to find their other half.



**Kimberly Bernatz, Senior Vice President/Director of Wealth Management, Advisory Services  
First American Trust Co., Santa Ana**

A dynamic leader with more than 20 years of financial services experience, Kimberly Bernatz has worked with high-net-worth individuals, families and foundations in the areas of estate and charitable planning, investment management, retirement planning and real estate. In her current role as senior vice president & director, Wealth Management Advisory Services at First American Trust, a wholly owned subsidiary of First American Financial Corporation (NYSE: FAF), Bernatz oversees an organization that administers approximately \$3 billion in assets. She has remained a steady leader for her clients during periods of economic uncertainty. She is a CERTIFIED FINANCIAL PLANNER™ and an Accredited Estate Planner®.



Bernatz also serves as a member of First American Trust's Officer's Trust and Investment Committee and its New Business Acceptance Committee. A proud member of the community, she also serves the Philharmonic Society of Orange County, Hoag Hospital Foundation, the Pacific Chorale, UCI and the Assistance League of Newport-Mesa.

**Victoria Betancourt, President/Owner  
Coneybeare Cleantech, Santa Ana**

Since 1990, Victoria Betancourt has met the needs of companies and jobseekers in various markets and ever-changing economies, navigating each recession with grace and reinventing her business several times over. In 2014, she created Coneybeare Cleantech, a full-service recruitment leader in the sustainable technology and renewable energy industries. Betancourt not only provides exceptional recruiting services for cleantech businesses, she immerses herself in the industry with the goal of finding solutions to some of today's biggest environmental challenges, such as climate change and the current drought. This year, she launched the Coneybeare Cleantech Leaders Conference, an annual event where innovators and industry leaders from around the nation discuss a sustainable path forward. Outside of Coneybeare, Betancourt assumes leadership roles in the green building, city planning, business development and vocational technical training communities in Orange County. She also developed an eco-friendly resort in Colombia, where she used to live.



**Suzanne Beukema, Owner/Event Coordinator  
Suzanne's Catering & Event Planning, Huntington Beach**

Suzanne's Catering is a full-service catering and event planning company. As Orange County's premier caterer, Suzanne Beukema brings remarkable dedication, inventive cuisine and nearly three decades of fine dining catering experience to the planning of her clients' unique and memorable events. Over the years, Beukema has built a reputation for her commitment to integrity and quality, as well as her keen flair for turning an ordinary room into a magical environment, one that reflects the individuality and vision of each of her clients. Always on the cutting edge of the latest industry innovations, Suzanne's is also committed to protecting the environment and is a member of the Global Green Village and Slow Food U.S.A, self-policing organizations dedicated to using only eco-friendly products.



Congratulations goes out to Terri Reid on her nomination, and Pacific Hospitality Group thanks her for her leadership and support throughout the year!

Pacific Hospitality Group is proud to announce  
**Terri Reid, Corporate Director of Marketing**  
nomination for the Orange County Business Journal  
**2015 Women in Business Award!**



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## 2015 Women in Business Nominees

### Kim Bibb, Co-Founder/Realtor Villa Real Estate, Newport Beach

Villa Real Estate Co-Founder Kim Bibb's name is synonymous with luxury real estate on Newport Beach's Balboa Peninsula. For nearly two decades, Bibb has dominated this market, selling hundreds of fine coastal homes and setting new high-water marks for exceptional properties on the bayfront, the oceanfront and within the interior avenues of this exclusive area – as well as on the surrounding islands. Specifically, Bibb is an unparalleled expert in the sought-after Peninsula Point submarket, where she transacted more than \$83 million in 2013 and over \$95 million in 2014. In addition to achieving sales records, Bibb is known for setting the gold standards for market intelligence, innovative marketing and client service in coastal Orange County.



### Kimberly Bick, Managing Partner Bick Law Group, Newport Beach

With more than 25 years of experience in environmental law, Kimberly Bick established Newport Beach-based Bick Law Group in Jan. 2015 to provide clients with personalized legal service and big-firm expertise at cost-effective prices. As founding partner, Bick works with Fortune 50 to 500 companies to provide strategic legal counsel and defend clients in complex environmental litigation and regulatory matters. Formerly an environmental engineer for Boeing Co. (McDonnell Douglas Corp.), Bick is an influential industry leader who combines her dual passions for science and law to generate favorable client results. Her engineering experience is invaluable for companies' environmental challenges in the U.S. and across the globe. Before launching Bick Law Group, Bick worked at several award-winning global law firms focusing her practice exclusively on environmental law. She is co-chair of Stanford Law School's Alumni Orange County Chapter and is actively involved in The Orange County Child Abuse Prevention Center.



### Ashley Boeckle, Owner Buff Bake, Irvine

Ashley and Brittany Boeckle are cousins who started peanut butter and almond butter company, Buff Bake. They started by doing local farmers markets in the Orange County area. The product quickly gained recognition and in less than a year, is on the shelves of Vitamin Shoppes all over the U.S. (over 650 stores), Whole Foods, GNC and even has international distribution. The idea for Buff Bake was born when Ashley, a fitness guru, approached her baking enthusiast cousin, Brittany, in hopes of coming up with a healthy snack. Brittany came up with a series of protein-infused muffins that the pair referred to as "buffins." With the popularity of buffins, the pair saw there was a demand for healthy baked goods, but also realized that due to their short shelf life and expensive natural ingredients, mass producing buffins was not an efficient business model. Never discouraged, the girls pressed on, and they eventually landed on all-natural, protein-infused butters made from peanuts and almonds.



### Brittany Boeckle, Owner Buff Bake, Irvine

Ashley and Brittany Boeckle are cousins who started peanut butter and almond butter company, Buff Bake. They started by doing local farmers markets in the Orange County area. The product quickly gained recognition and in less than a year, is on the shelves of Vitamin Shoppes all over the U.S. (over 650 stores), Whole Foods, GNC and even has international distribution. The idea for Buff Bake was born when Ashley, a fitness guru, approached her baking enthusiast cousin, Brittany, in hopes of coming up with a healthy snack. Brittany came up with a series of protein-infused muffins that the pair referred to as "buffins." With the popularity of buffins, the pair saw there was a demand for healthy baked goods, but also realized that due to their short shelf life and expensive natural ingredients, mass producing buffins was not an efficient business model. Never discouraged, the girls pressed on, and they eventually landed on all-natural, protein-infused butters made from peanuts and almonds.



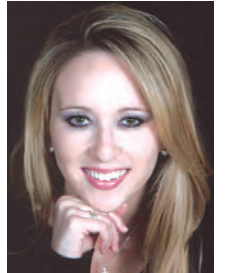
### Monica Bonakdar, M.D., Medical Director Bonakdar Institute, Corona del Mar

When Dr. Monica Bonakdar established her Corona del Mar office in 2000, she focused on one key goal – to create a luxurious, state-of-the-art environment offering the latest noninvasive cosmetic procedures and high-tech laser treatments. Her vision: to artfully restore youthfulness in the aging face and body. A medical professional with more than 20 years of experience in noninvasive cosmetic procedures, Dr. Bonakdar offers the latest advancements in injectables, laser surgery and high-technology treatments with personalized and professional patient care. She has been a part of the BOTOX Cosmetic Physician's Network since 2000 and is trusted by many leading medical manufacturers, including Allergan, Medicis, Suneva and Ulthera. Dr. Bonakdar involves her patients with her charitable "Look Good, Feel Good" program, where she donates a portion of her monthly revenues to various local charities that her patients select.



### Amber Bonasoro, Director of Marketing Berkshire Hathaway HomeServices, Newport Beach

Amber Bonasoro oversees the marketing, development and creative direction of Berkshire Hathaway HomeServices California Properties REALTORS®. With annual sales of \$12 billion and 3,000 agents, the company has ranked No. 1 in the network for the past three years. Bonasoro applies more than nine years of experience in the coastal Orange County market to increase brand awareness and consideration. Bonasoro earned an MBA from Chapman University's George Argyros School of Business and Economics where she received a scholarship for her business leadership, strong academic excellence and entrepreneurial focus. A founding member of OCYPN, she has held various leadership positions and helped grow membership to more than 500. She is a Big Sister with Big Brothers Big Sisters Orange County and part of Big Impact.



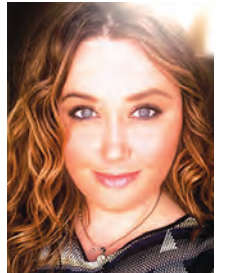
### Cindy Borella, Owner Addicted to Hair, Newport Beach

Addicted to Hair was created by Cindy Borella more than 14 years ago. The origin of the company came from Borella's passion for beauty, hair and makeup. Being in business for more than 14 years, Borella is an expert at applying human hair extensions. She is at the forefront of the hair extension industry. Market demand and current trends make hair extensions part of our everyday beauty regime. Borella saw both the positive and negative side of extensions – the positive consumer demand and the shortcomings in existing applications resulting in severe damage to clients' natural hair. The hair extensions industry showed a lack of quality and consistency in work and regulations. This gave Borella the opportunity to develop an advanced technique that causes no damage whatsoever. The FlatTracs system, used at Addicted to Hair, is based on Borella's specific application methods and design.



### Karie Boyd, Chief Executive Officer/Attorney Boyd Law, Irvine

Karie Boyd is a local business owner, attorney and a member of the National Association of Distinguished Counsel, representing only the top 1% of U.S. Attorneys. Boyd founded her law practice in 2009, and actively leads the multi-practice firm in three offices across Southern California. In 2008, Boyd was sworn into the California Bar holding her infant, the now oldest of her two daughters. From that point on, she set out to prove that women can be successful mothers and business women. Venturing out on her own immediately after graduating from law school, Boyd carved her own path as a litigation attorney, licensed real estate broker and prominent business owner. Boyd delivers case-winning results for her clients in trial, as well as out-of-court settlements. She has been featured in numerous legal publications, and was recently highlighted in *Baja Traveler* magazine for her work representing celebrities in divorces and clients in complex cross-border litigation matters.



### Eve A. Brackmann Esq., Partner Stuart Kane LLP, Newport Beach

As the only female partner at her law firm, Eve Brackmann serves as a leader in her profession and in her community. For the past 10 years, she has practiced business and real estate litigation for a variety of clients. As an active and successful business developer, Brackmann's current book of business includes marquis clients such as a national grocery chain, a national footwear company and an international private jet company. She also handles litigation for clients such as real estate brokers, developers, landowners, banks, emerging growth companies and a national defense contractor. Despite her busy law practice, Brackmann also makes time for work-life balance, family and philanthropy.



### Adrienne Brandes, Real Estate Agent Surterre Properties, Newport Beach

Adrienne Brandes is an Irish immigrant who paid for graduate school at Chapman University by working as a Los Angeles police officer. Her hard work and dedication has led to her career as one of Orange County's most successful real estate professionals. As a top real estate agent, she has now donated \$1 million back to Chapman University. Her track record of satisfied clients, in-depth market knowledge, and ability to negotiate place her among the top 1% of agents nationwide. She is also an extremely respected and valued agent at Surterre Properties. Brandes closed over \$50 million in sales in 2014.



### Penelope Bryan, Dean Whittier Law School, Costa Mesa

Since her appointment as dean six years ago, Penelope Bryan has guided Whittier Law School through the greatest era of change in the school's 49-year history. She reinforced Whittier Law School's mission to bring greater diversity to the legal profession, and in 2014, the school was ranked by *U.S. News and World Report* as the most diverse law school in California, and the third most diverse in the nation. The school



## 2015 Women in Business Nominees

just launched a bold new curriculum to give students more hands-on practical training, and received national acclaim for it. Bryan helped fundraise and build a state-of-the-art courtroom which brings the legal community to campus. She also formed a partnership with Orange County Coastkeeper to give law students environmental law experience while they help keep waterways clean. She has also improved the employment picture for recent graduates, and the number of students who enrolled last year increased.

### Jane Buchan, Chief Executive Officer PAAMCO, Irvine

Jane Buchan is co-founder and chief executive officer of PAAMCO, a global investment management firm based in Irvine, Calif. with offices in London and Singapore. Along with three co-founders, Buchan started the firm in 2000 and has grown it to \$9.5 billion in assets under management, over \$6 billion in assets under advisement and more than 130 employees globally. In addition to her responsibilities for overall business strategy and firm direction, Buchan remains actively involved in PAAMCO's investment process as a member of the firm's Investment Oversight Committee. Buchan has been named to 50 Women in Hedge Funds, published by *The Hedge Fund Journal* and Ernst & Young, in 2013, 2010 and 2009. She is also the recipient of 100 Women in Hedge Fund's 2014 North American Industry Leadership Award.



### Nicole Carrillo, Executive Vice President/Chief Financial Officer Opus Bank, Irvine

Nicole Carrillo joined Opus Bank shortly after its inception, and in the ensuing four years, Opus has become one of the most dynamic and entrepreneurial commercial banks in the western region. With 58 offices on the West Coast and \$5.1 billion in total assets – as of Dec. 31, 2014, Opus is now the fastest growing bank in the Western region and amongst the fastest-growing of the nation's 6,400 banks. While serving as chief accounting officer, Carrillo led teams in completing the valuations of two whole bank acquisitions, contributing significantly to Opus' dynamic and rapid growth. Carrillo was promoted to chief financial officer in 2013 and led, with Opus' CEO Stephen H. Gordon, Opus' successful \$80 million IPO in April 2014 and subsequent listing with NASDAQ. Her leadership and expertise have resulted in the creation of one of the nation's powerhouse financial service brands in fewer than five years.



### Paula Clarkson, Partner

#### Merhab Robinson, Jackson & Clarkson, Santa Ana

Paula Clarkson left a career with a reputable firm to develop her own line of business at Santa-Ana-based law firm, Merhab Robinson, Jackson & Clarkson in June 2013. She ventured into building her own business with the support of Mara Merhab Robinson to lend assistance with administrative office matters. Since that time, Clarkson has built an impressive business implementing technology tools and good business practices to manage and care for clients and their assets. Most of her clients are business owners and require unique care for their assets and appreciate the professional aspect and solid business principals of Clarkson's office. She has created and documented processes and procedures to make sure that each client receives the time and attention to detail required for handling a project as serious as estate planning. Her skills and her rapport with clients have been key factors in Clarkson building her practice by client and advisor referrals.



### Rochelle Veturis Coles, Chief Executive Officer/Public Relations & New Media Strategist

#### Sister Act Media, Lake Forest

Rochelle Veturis Coles is the creator of the O.C. Social Media Summit and co-owner of Sister Act Media. Her consultancy works with entrepreneurs, high-level communicators, business and government organizations to get them up to speed with the "social mediasphere" through seminars and private coaching. She's been recognized as a Twitter Powerhouse by the Huffington Post, a Social Media Pioneer by the *Orange County Register*, and Orange County's Queen of Twitter by *OC Metro Business*. Together with her sisters, Haley and Chelsey, she co-produced and hosted Orange County's first large-scale social media summit, which drew more than 1,200 in-person and virtual attendees. Through her involvement as a speaker and new media correspondent, Coles has worked with a bevy of organizations from the American Institute of Architects, to the California State Controller's Office, Children's Hospital of Orange County, Council of Educational Facility Planners International, Mobility 21 Southern California Transportation Summit, Saddleback Church, and The Irvine Company, to name a few.



### Tammy Sue Cooper, Vice President of Human Resources/Controller Technogent, Irvine

Tammy Sue Cooper has been successful in helping build Technogent from 35 employees to more than 170, with over \$200 million in sales. The company was founded in 2002 by The Gallaway Family. When Cooper arrived at Technogent in 2004, it was a startup; in her role, she has developed policies and procedures for the company to thrive and has acquired the talent to move it forward. She also has been negotiating with the banks for a line of credit, insurance carriers for liability,

and benefit carriers for rates. Technogent is a leading provider of enterprise-class technology solutions for Fortune 1000 companies. The organization's focus is on the data center infrastructure that forms the core of today's IT environment, providing solutions and services that make organizations more agile, responsive and competitive.

### Kristy Cueti, Founder GypsetMermaid, Dana Point

Tammi Belcher and her partner, Kristy Cueti, have built a mobile fashion boutique that represents a new movement in fashion. They pioneered an idea to creatively re-invent a retail store front and have successfully done so in less than four months time. They legally established the company, obtained multiple business licenses and seller's permits, designed the truck (inside and out), curated a collection of merchandise and created a cult following. GypsetMermaid is a wandering boutique that is liberated, inspired and on the go. This mobile fashion truck was inspired by the food truck trend, bohemian style and nomadic adventurers. Stepping onto GypsetMermaid is an unmatched experience – it is creating a new channel of retail. With each piece personally selected by Belcher and Cueti, the inventory and display is sophisticated, edgy and representative of a true GypsetMermaid. GypsetMermaid was recently the Fashion Feature in *LOCALE Magazine* with an interview of owners Cueti and Belcher, as style and beauty experts.



### Nina K Cullen, Owner/Artist Nina K, Aliso Viejo

Award-winning fashion designer turned artist Nina K Cullen was born in Croatia. At an early age, she knew her passion was art and fashion. Cullen studied in Switzerland and in London at the American College of Design, earning a bachelor of fine arts degree. After completing her studies, she moved to New York and started her own clothing company. She became a known label after winning the Rising Star Award from the National Fashion Association. Her creations have appeared in films and on Entertainment Tonight, as well as various programs on ABC, FOX and CNN. Cullen decided to go back to her lifelong passion of painting after moving to Orange County. She turned her talents and ambitions into creating her art and making it a full-time career. Cullen's work has been exhibited in many galleries and countless private collections in Orange County and across the country.



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### **Cindy Galardi Culpepper, Chief Executive Officer/Chairman Galardi Group Inc., Irvine**

Cindy Galardi Culpepper began her role as chairperson and CEO of Galardi Group Inc. (GGI) in 2013, upon the passing of company founder John Galardi. Culpepper's relationship with the company was established in 1980 when she married John Galardi and spent nearly three decades living very closely to the brands that he developed. During this time, Culpepper, who was a silent partner in the company until Galardi's passing, had the unique opportunity to learn from and experience Galardi's passions, challenges and triumphs firsthand. Early on, it had been decided that Culpepper would carry on the family legacy and lead the company in the event of Galardi's passing. Galardi chose Culpepper as his successor of the 54-year-old company because he was confident in her ability as a leader, admired her hard-work ethic and dedication, and trusted that she would uphold the brand's core values.



### **Jenn Curtis, Owner/Consultant FutureWise Consulting, Irvine**

Jenn Curtis is co-owner and a consultant at FutureWise Consulting, Orange County's premier source for college counseling, test prep and tutoring services. She earned her bachelor's degree in psychology from UCLA and her master's degree in social work from USC. Curtis earned her Certificate in College Counseling from UCLA's College Counseling program and she is a member of the Independent Educational Consultants Association (IECA). Her work in ADHD treatment research makes her well-suited to assist students with disabilities in identifying numerous available resources. Curtis developed and teaches a college readiness program for low-income first generation (LIFG) elementary school students. She also works with LIFG high school students assisting them with navigating the college-going process. She is also the editorial assistant for an academic journal and works with graduate students in developing effective writing skills.



### **Laura Davick, Founder/Director of External Affairs Crystal Cove Alliance, Newport Coast**

When a planned luxury resort was scheduled to take over Crystal Cove in 1999, Laura Davick spearheaded the campaign to protect the park and founded the Crystal Cove Alliance (CCA). Today, CCA has become one of the most successful public-private partnership models in the history of California State Parks. This partnership has led to the renovation of 29 historic beachfront cottages and the development of historic education programs designed for the public. As director of external affairs, Davick continues to fight for sustainability of the Cove through the nonprofit's mission of education, conservation and restoration. Her dedication and perseverance has brought remarkable success to Crystal Cove as she continues her legacy – remaining passionately committed to seeing that the final 17 cottages are restored for future generations.



### **Kina De Santis, Co-Founder/Director of Marketing MotorMood, Orange**

Kina De Santis is the co-founder of MotorMood car accessories. She is an advocate for the Orange County startup ecosystem and launched OC Tech HQ in March 2015. De Santis is working on her own business and advocating for other young females to get involved in startups and tech. She recently delivered a keynote speech to over 300 high school and college students at UCLA at Project ECHO's business plan competition. In her position at MotorMood, De Santis is charged with handling start-up finances, maintaining relationships with mentors and internal business works. She is also responsible for creating partnerships with advisors and outside companies. MotorMood is an accessory which lets users say thanks to other drivers using a remote controlled light-up happy face in a car's rear window.



### **Renee M. Dee, President Black, Starr & Frost, Newport Beach**

Renee Dee's role involves bringing the vision of Black, Starr & Frost's chairman to life by reimagining the brand with a new look, new jewelry collections, an innovative marketing plan and a strategic roadmap for global expansion. During the last 18 months, the company has experienced a 180-degree review of systems, accountability and processes to most effectively take this iconic luxury brand to its prior prominence. Today, the brand has a distinctive look paired with a well-defined target for optimal marketing and sales results. Dee has increased the company's philanthropic footprint in the community, while focusing on the organizations that the chairman is most passionate about. Last year, Dee led the publishing of the 200-year anniversary book, which resulted in a stunning historical account of the brand in a beautiful, professional presentation. All of this rests on the two-century commitment to excellence, elegance and extraordinary service to clients.



### **Carol DeNembo, Senior Director of Marketing & Business Development Balboa Brands Inc., Irvine**

Carol DeNembo joined Juice It Up!'s parent company, Balboa Brands Inc., in 2006 at a time when Juice It Up! was primarily known as a smoothie bar. Over the past few years, DeNembo has led the company's comprehensive brand refresh that repositioned Juice It Up! as a healthy lifestyle brand and the first major chain to offer a full line of functional fresh-squeezed raw juices designed to fuel an active lifestyle. Through the calculated brand transition and the execution of a strategic marketing plan, Juice It Up! has achieved over 50% sales revenue increases in the last 24 months alone. Currently, DeNembo manages a marketing team that works continually to support sales initiatives which aim to ensure success at the more than 80 Juice It Up! locations nationwide. Last year, Juice It Up! was recognized as one of this year's "Next 300 Franchise Chains," ranked by *Franchise Times*.



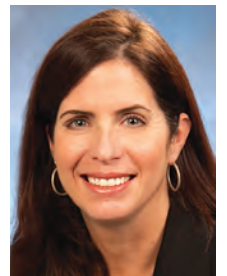
### **Laura DeSoto, Senior Vice President, Products & Marketing Experian, Costa Mesa**

Laura DeSoto's career with Experian began in 1997, and since that time she has had the opportunity to lead teams in a dynamic organization that values strategic thinking, innovation and leadership. In her time with the company, she has held seven different roles leading product management and marketing, synergy and innovation, strategic initiatives, sales, and is currently senior vice president, products and marketing for Experian's Business Information Services. The variety of roles has kept her career challenging, as every one of these roles has entailed taking on leadership positions with new teams of people and different operating cultures. However, all these businesses have had several common threads – high expectations from senior management for over achieving financial targets, demonstrating innovation in product development, outperforming competitors and creating client loyalty. Experian is a leading global information services company, providing data and analytical tools to clients around the world. The company helps businesses to manage credit risk, prevent fraud, target marketing offers and automate decision making.



### **Michelle Devine, National Account Director Visit Newport Beach Inc., Newport Beach**

Michelle Devine, national account director, at Visit Newport Beach has an extraordinary background in the hospitality industry, with a career that has spanned more than 20 years, including 10 years of leadership at two Newport Beach luxury properties. Devine is responsible for strategically positioning Newport Beach as the leading destination for meetings, conferences and events. She generates revenue for Newport Beach hotel properties and assists in creating memorable and successful events for her clientele. Devine has a proven track record managing multimillion dollar budgets, developing and managing effective business plans, as well as strategic plans to consistently generate new business.



### **Tamara Devitt, Partner Haynes & Boone LLP, Costa Mesa**

Tamara Devitt joined the law firm Haynes & Boone LLP from a national labor and employment boutique, where she exclusively represented management, and also served as a regional managing partner. In her two years with Haynes and Boone, Devitt has represented numerous companies in wage and hour class actions, obtained partial decertification in a meal and rest period case, obtained summary judgment on behalf of a retail company in a disability discrimination and failure to accommodate case, and has advised and counseled employers on compliance, including hiring, leaves of absence and employee agreements. In addition, Devitt was recognized as a "Best Lawyer in America in Labor and Employment" for 2015 in an annual referral guide listing outstanding attorneys throughout the United States.



### **Lindsay Dickhout, Chief Executive Officer Million Dollar Tan, Huntington Beach**

Lindsay Dickhout started her company, Million Dollar Tan (MDT), right out of college. With a commitment to offering the highest-quality sunless tanning products available, Dickhout designed MDT's own professional spray tanning system and sunless tanning solution. Within the first year, 100 salons and spas offered MDT professional spray tanning services, and by 2009, that number had grown to over 2,000 locations in 10 countries. Dickhout soon expanded the business further to offer a full line of retail sunless tanning products available directly to the consumer. In March 2015, the complete Million Dollar Tan retail line will be sold in Nordstrom stores and on Nordstrom's website.



### **Deborah Dickson, President Smith Dickson, an Accountancy Corp., Irvine**

As an accountant in the 1970s, Debbie Dickson was one of few women in the profession. Not letting that hold her back, she worked in the Big 8 firms for many years and then started her own CPA practice in the 1980s. While a risky endeavor, Dickson's hard work and dedication paid off and led to the substantial firm that she



# JOAN of HEART.

Joan Marcus-Colvin has spent most of her career, spanning nearly 25 years, helping individuals and families find their way into a home, or in the case of abused women and children, with her support of Interval House, helping to find their way out of a home, and into a safe one. Last year, despite a deeply tragic personal set-back, Joan was elected President of the Orange County Building Industry Association and launched several key initiatives including Complete Streets, Women in Home Building and Next Gen. We know what lies at the core of her existence, and we wish to share it with you – Joan gives more than she receives, and in that spirit, she is successful. This is our Joan of Heart, a selfless, fearless, beautiful leader of men and women, who inspires us everyday – to reach deeper, go further, to build what matters, and inspire the world around us.

*Congratulations Joan!!  
Your Fearless Leadership Inspires Us Every Day,  
In Every Way.*

Joan Marcus-Colvin  
Senior Vice President, Sales, Marketing & Design, The New Home Company



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owns today. As the founder and owner of Smith Dickson, Dickson has grown her CPA firm from a one-person practice with no formal office to a thriving company with high-level CPAs and accountants on staff. She grew the company to be a preeminent market leader in corporate tax, audit and trust/estate tax. In addition, she shaped one of the most well-known forensic litigation support and expert witness accounting teams in Southern California.



### **Diane Dillon, Senior Catering Manager Hotel Irvine Jamboree Center, Irvine**

Diane Dillon has been an integral member of the catering team at this hotel for more than 16 years. She has an undeniable enthusiasm for her job, a consummate focus and attention to detail when it comes to event planning, and her commitment to her guests is unwavering. Her clients return year after year knowing they can whole-heartedly depend on Dillon to take charge and make their event a success. Dillon's passion for the catering and hospitality industry can be seen not only by guests at the hotel, but in her mentorship and relationships with her team members. Anyone who knows or has worked with Dillon is positively impacted by her infectious personality. She creates an atmosphere of excellence that each of us can only hope to achieve and is known by her peers to have a heart of gold.



### **Catherine Doll, Chief Executive Officer The Gilson Group, Irvine**

Catherine M. Doll has over 20 years of corporate finance and accounting experience in both publicly and privately held companies. Doll has built a solid reputation as a valuable, trustworthy resource, providing clients with objective, quantitative supporting data so they can make calculated, informed business decisions. Doll helps business clients remain knowledge leaders about best practices in accounting by creating training programs. Over the past several years, she has worked with over 30 progressive businesses and propelled them to the next step in business growth while increasing shareholder value. The Gilson Group is known for providing best practices in finance and accounting, as well as a multitude of successful Sarbanes-Oxley compliance projects.



### **Jessica Dorman-Davis, Partner Freeman Freeman & Smiley LLP, Irvine**

Jessica Dorman-Davis is a prominent leader in the Orange County estate planning community, consistently recognized by the industry and her peers. Since joining the law firm Freeman Freeman & Smiley LLP's Estate Planning Department in 2001, her leadership earned her an appointment as a member of the executive management committee (2012-2014). Her leadership extends beyond the firm both in the estate planning industry and Orange County community. She is the current president of the Orange County Estate Planning Council and serves on several charitable organizations' board of directors and committees. Dorman-Davis lectures frequently on estate and tax planning issues at conferences and for National Public Radio. She also teaches estate planning and techniques for the American Institute for Philanthropic Studies at California State University, Long Beach and has taught for the Orange County Community Foundation. She is certified by the State of California as a specialist in Estate, Probate and Trust Law.



### **Antonia Edwards, Owner Antonia Edwards Fine Art, Laguna Beach**

Antonia Edwards has been curating galleries and procuring fine art for residential and commercial clients in the U.S and abroad since 1996. Having worked with some of today's most respected artists and galleries throughout California, Edwards has developed a distinct eye for where art is, and where it is going next. Her passion for fine art is fueled by a lifelong connection with it as an artist and from a childhood spent in a home filled with creative people. Edwards has also recently launched her self-titled contemporary fine art gallery in north Laguna Beach, where she represents an exclusive roster of established and emerging contemporary artists from across the globe.



### **Barbara Eidson, Community Relations Manager Island Hotel Newport Beach, Newport Beach**

Barbara Eidson has been a pillar in the Newport Beach community for more than 20 years. She is currently the dedicated community relations manager for Island Hotel Newport Beach, where she directs all community outreach for the luxury property, monitoring community activities and maintaining crucial relationships with the local nonprofit, social and civic leaders. Over the years, Eidson has been associated with countless organizations, including Pediatric Cancer Research Foundation's board of directors and advisory board, corporate advisory board for American Cancer of OC, Irvine Chamber board of directors, Children's Bureau OC board, Girls Inc. Guild, American Heart Association, Working Wardrobes, and countless others. She was also featured in Sheri Geoffreys' *On Purpose* book, with proceeds funding the On



Purpose Scholarship, a fund of The Orange County Community Foundation.

### **Lauren Ellermeyer, President Beyond Fifteen Communications Inc., Irvine**

Beyond Fifteen Communications was founded in Sept. 2009 by Lauren Ellermeyer and Leslie Licano. Ellermeyer came from a strong public relations background, and she saw a way to bring a new approach to some standard PR practices. Ellermeyer's idea for Beyond Fifteen arose from her desire to break the silos between archaic PR methodologies and new social media. Ellermeyer and Licano built the agency by bringing client awareness through transparency and education; and thus, establishing trust and a high level of communication between clients and the agency. The growth of Beyond Fifteen can be attributed to Ellermeyer's client-first approach. While most agencies only report once a month to their clients, Beyond Fifteen clients receive weekly progress updates. While most agencies remain strictly tied to client scope of work, Ellermeyer continues to offer services above and beyond initial scope—making sure clients are consistently happy with results.



### **Shannon Eusey, President Beacon Pointe Advisors, Newport Beach**

Starting at the ground floor in the financial services industry, Shannon Eusey's hard work, tenacity and emphasis on her clients catapulted her through the ranks. Eusey pictured a firm with a clear objective, prompting her to found Beacon Pointe Advisors. Thirteen years, six affiliate offices, 80 employees, 65 institutions, hundreds of high-net-worth families and more than \$8 billion in assets later, Beacon Pointe Advisors is consistently ranked as one of the largest independent advisory firms in the nation. In an industry heavily skewed toward the male gender, Beacon Pointe Advisors has become an exemplary firm in both its gender diversity and its mission of empowering female financial independence. Under Eusey's guidance, Beacon Pointe Advisors is now more than 65% female, with women holding senior or executive positions in all departments of the firm. Eusey is also currently the top-ranked female advisor in the country according to Barron's Top 100 Independent Wealth Advisors list for 2014.



### **Zareen Faiz, Chief Executive Officer Arcadian at Aiso Assisted Living Memory Care, Aliso Viejo**

Zareen Faiz has a passion for taking care of mentally disabled individuals and those with Alzheimer's disease and dementia. In 1998, Faiz acquired two homes with six beds each for mental disability care. It was so fulfilling that later she acquired another 18-bed facility. As Faiz's elderly mother began to need assistance, Faiz's thoughts turned to care of the elderly and she acquired a six-bed center in Mission Viejo and later, an 84-bed assisted living dementia care facility in Aliso Viejo. Faiz believes that standing up for rights of people who are mentally challenged due to disability from birth or acquired later in life is the duty of all human beings. She believes that treating individuals with dignity and respect, and providing the quality of life everyone deserves should be the primary goal when you are in the assisted living field. Faiz is also the founder of the Downey Breast Diagnostic and Medical Clinic Inc., which she opened in 1986.



### **Massy Farzine, Founder/President ESDI Inc., Newport Beach**

Massy Farzine founded ESDI in 1987. Initially, Farzine specialized in set-up and management of turnkey executive suite operations for building owners as a means to alleviate vacant space in difficult markets. Over the years, she developed a strong track record of profitable operations and therefore of profitable real estate investments. Having created a niche in the industry, she is now recognized as an uncontested authority in the executive suite field by landlords and operators alike. She has worked with developers and executive suite operations nationwide, as well as internationally. Today, Farzine's company has expanded its portfolio of activities to include divisions such as executive suite consulting, tenant representation, property management and leasing, as well as the purchase and sale of commercial real estate investments properties. She is also one of the co-founders of eTenantCare, a web-based tenant portal solution that supports commercial properties throughout the United States.



### **Trina Fleming, Vice President of Marketing & Communications Women Helping Women/Men2work, Santa Ana**

As vice president of marketing and communications for the nonprofit organization, WHW, Trina Fleming directs the development and implementation of WHW's strategic marketing and public relations activities. She oversees the shaping of WHW's brand message, communication objectives of the organization, the critical marketing and outreach to all of WHW's constituents and effective communication between the organization and the public, including a focused outreach to local small business partners. Fleming is also responsible for facilities management, the implementation and maintenance of the organization's technology infrastructure, as well as the



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management of WHW's retail store, Déjà New. An active member of NAWBO-OC since 2007, Fleming brings a unique business perspective to her non-profit work. By thoughtful cultivation of resources, Fleming enables WHW to effectively leverage its non-tangible assets helping the organization to move toward their vision of seeing every client break the cycle of poverty and achieve long-term economic self-sufficiency through employment success.

### Melissa Fontes, President A&M Biomedical Inc., Laguna Beach

Melissa Fontes founded A&M Biomedical in 1994. A&M Biomedical provides process development, manufacturing, supply chain management and distribution services to a wide range of clients and industries including respiratory devices, sterilization process indicator devices, dental devices and ophthalmic devices. As president, Fontes has developed a knowledgeable and experienced team that shares her commitment in building quality into every stage of the manufacturing process. Fontes's experience in the medical industry, both contract manufacturing and devices, provides a deep understanding of the regulatory responsibilities and liabilities faced by device makers. This experience has equipped A&M Biomedical to create production solutions that are not only efficient, but also meet or exceed the regulatory and quality requirements for customers. Fontes also formerly served as president of Passy-Muir; there, she built a successful team of RA/QA, operation specialists, clinical technicians, and executive management professionals and was responsible for production and regulatory compliance.



### Ashley Forman, Co-Founder Rusty Bear Media, Costa Mesa

Rusty Bear Media, a full-service marketing, event and public relations agency, was founded in 2012 by Ashley Forman and Katie Jongeward in Forman's home in Corona del Mar. Fast-forward three years and they have a team of five with offices in Costa Mesa. With over 12 years combined experience in the communications industry, Forman and Jongeward are truly grateful to be where they are today. Their hard work is paying off as they now have clients in a wide range of industries from real estate, lifestyle, health, fitness and nonprofit to Fortune 500 companies. The passion they have for what they do is evident in their work. From throwing events for over 1,000 people, obtaining key coverage in local Orange County publications for their clients, running successful social media and advertising campaigns to designing marketing collateral, they have turned their agency into a one-stop shop for all things marketing.



### Shirin Forootan, Associate (Attorney) Call & Jensen, Newport Beach

For several years, Shirin Forootan has represented corporate clients in lawsuits filed by their employees. Her dedicated commitment to her clients has yielded excellent results both inside and outside of court. She has had class actions dismissed, individual actions dismissed and class certification denied. Outside of court, she has negotiated favorable settlements for employers and has convinced the Labor Commissioner to dismiss wage claims. Because she has demonstrated excellence in the practice of law, Forootan has been selected to Super Lawyers' 2015 Southern California "Rising Stars" list, which is a distinction reserved for just 2.5% of attorneys in California. She currently serves as co-chair of both the Orange County Bar Association's Mommy Esquire Committee and the Community Outreach Committee. She also serves as vice chair of Orange County United Way Women Looking Forward.



### Elyssa Fournier, Pastry Chef/Owner Mixed Bakery, Corona del Mar

Elyssa Fournier logged thousands of hours in the company of commercial ovens stretching from New York City to Southern California before deciding that the one kitchen she really wanted to bake out of was her own. Fournier trained for her career at the French Culinary Institute (now known as the International Culinary Center) in New York City, where she earned a degree in pastry arts. Following a stage under the watchful eye of Le Cirque's pastry chef, Jacques Torres, and professional stints at New York bakeries Musette, Café Indulge and Le Pain Quotidien, Fournier and her husband, chef Yves Fournier, packed their bags and headed for Southern California. After designing and decorating gourmet wedding cakes for two years, she would spend five years as head pastry chef at Andrei's Conscious Cuisine before launching her own bakery. Mixed Bakery draws on Fournier's experience with French and American baking, specializing in tarts, muffins, cookies and French pastries.



### Sharon Friend, President/Myotonologist Sharon Friend Myotonology LLC, Mission Viejo

In her boutique studio, Myotonologist Sharon Friend, takes years off of her clients' appearances without surgery or injections by tightening and toning facial muscles. Over the past 20 years, Friend has earned national recognition for her



The Western National Group of companies proudly congratulates our own Laura Khouri, President of Western National Property Management, on her nomination for the 2015 Women in Business Award!



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expertise in myotonology. She combines her health care training with esthetics to bring her clients cutting-edge facial rejuvenation services. Friend is often referred to as “the fitness trainer for faces.” In addition, she is certified in paramedical esthetics and oncology esthetics. Sharon Friend Myotonology LLC is a community-involved business. Whether it is her work with the National Association of Women Business Owners-OC’s Business Development Committee or her volunteer efforts in cancer awareness, homelessness and issues supported by her clients, Friend brings her “give back” attitude to Orange County.

### **Charlotte Gadbois, Vice President, Sales & Marketing Sloane Street, Corona del Mar**

Charlotte Gadbois possesses the same determination and creativity as her mother, Owner and Founder of Sloane Street, Frances Gadbois, but brings a fresh, trendy allure to the Sloane Street team. After spending six months in Paris, studying and living in one of the biggest fashion capitals of the world, Charlotte came back hungry to design and jump head first into the jewelry industry, with her mother by her side. Charlotte’s vibrancy and kind heart comes through in her collection, Sage. The 14k gold collection, Sage By Sloane Street, was designed with the 20-somethings in mind, keeping true to her classic style, while creating on trend, delicate pieces.



### **Frances Gadbois, Owner/Founder Sloane Street, Corona del Mar**

Frances Gadbois, former designer and co-founder of JudeFrances Jewelry, has partnered with her fashion forward, 21-year-old daughter, Charlotte, to form a classically chic, multi-generational 14k and 18k gold jewelry line. Frances’s business savvy started at a very young age. Beginning with her modeling career at the age of 16, she has parlayed her love of fashion, design and creativity into three successful ventures. The thought of starting a company together had been on the forefront of Frances and Charlotte’s minds for many years. The relationship between this mother-daughter duo is truly admirable. Through Charlotte’s eyes, her mom is her role model exemplifying what it means to work hard and believe in yourself. With the loss Frances’s mother in March 2014, it seemed like an opportune time to create something in their loved one’s remembrance. The duo collaborated during their time in England and in turn, Sloane Street was born.



### **Eulynn Gargano, Head of Test Prep & Tutoring FutureWise Consulting, Irvine**

Eulynn Gargano earned her dual bachelor’s degrees in English and philosophy from UCLA and pursued her master’s degree in education policy at NYU. As a mother of three, she understands the importance of college readiness as a lifestyle and is firmly committed to treating the test preparation process as a partnership among the student, parent, tutor and college counselor—all working toward the same goals of empowerment and success. Gargano is engaging and eloquent in her ability to empower students to achieve their best. She upholds the values of community and volunteerism serving on the board of directors for the Junior League, Career Advisory Council for the Academy of Orangewood and looks forward to serving on the executive board of Tustin Memorial Academy. She also dedicates time to the admissions office, alumni programming and student mentorship programs for UCLA. FutureWise Consulting is Orange County’s premier source for college counseling, test prep and tutoring services.



### **Erin Giglia, Co-Owner/Founder Montage Legal Group, Irvine**

Montage Legal Group is a nationwide network of experienced freelance attorneys, all with impressive credentials from top law schools like Harvard Law School, Georgetown Law, and Columbia School of Law, and trained in prestigious law firms. Montage’s freelance attorneys opted out of the traditional law firm model in favor of career/life flexibility, and now use their training to assist law firms with high-level, substantive legal work on a project basis. Montage Legal Group was co-founded by Erin Giglia and Laurie Rowen. Giglia and Rowen met at Snell & Wilmer LLP, where they worked together as associates. After their daughters were born, the two decided to go out on their own as freelance/contract attorneys. Giglia and Rowen worked for several law firms on a contract basis for a year, and in early 2010, they began to add similarly situated attorneys to their group. In just six years, Montage Legal Group has hand-picked approximately 100 freelance attorneys out of over 3,000 applicants.



### **Nancy Gin, M.D., Area Medical Director Southern California Permanente Medical Group, Anaheim**

Dr. Nancy Gin has more than 23 years of medical expertise and leadership experience. She has been a board certified physician with Southern California Permanente Medical Group-Orange County (SCPMG) since 1997 and served in many roles including chief of internal medicine and physician director medical service line. In her current role as area medical director since 2011, Dr. Gin leads the healthcare delivery of



more than 900 associate and partner physicians caring for more than 494,000 Kaiser Permanente Orange County members. This care is delivered via two Kaiser Foundation Hospitals in Anaheim and Irvine, outpatient surgery centers, and 23 outpatient medical offices. She is responsible for quality of care, patient safety, budgets, service, access, strategic planning and regulatory compliance. Under Dr. Gin’s leadership, the SCPMG-Orange County delivers the finest healthcare in the world.

### **Lori Gladstone, Owner/Personal Shopper/Stylist Gladstone LC | Lifestyling + Concierge, Corona del Mar**

Gladstone Lifestyling + Concierge caters to men and women who desire guidance with their styling, shopping, gifting and wardrobe organizing needs. Founded by philanthropist Lori Gladstone in 2012, the company was designed to save people time while assisting them in looking and feeling their best. Based in South Orange County, Gladstone LC has become the partner of choice for busy executives, time-pressed stay-at-home moms and celebrities alike. Both Gladstone and her company have been featured in a variety of publications including *Coast Magazine*, *Newport Beach Magazine*, *Laguna Beach Magazine*, the *OC Register* and *FabFitFun* by Giuliana Rancic.



### **Cindy Goss, President Propel Business Solutions Inc., Mission Viejo**

Cindy Goss is president of Propel Business Solutions Inc., a full-service branding and marketing firm she founded in 2007. After a successful, executive-level career in the technology, staffing and nonprofit sectors, Goss’s vision was to form an innovative marketing firm, with an emphasis on new business development. In just over seven years, the firm now operates throughout California and specializes in corporate branding and messaging, website strategy/design/development, eMarketing and social media, and product launches for both for-profit and nonprofit organizations. Under Goss’s leadership the firm has consistently achieved year-over-year growth of 20% and most notably continued this growth, during one of the nation’s most challenging economic climates. Propel Business Solutions “distills the essence” of a company, creatively conveys their unique competitive advantages and value and consistently drives new business opportunity.



### **Kathryn Grant, Chief Executive Officer CASA, Santa Ana**

Kathryn Grant was a volunteer for 10 years, then a board member for four years before assuming the role of CEO of CASA four months ago. She was sought out for her strong business leadership, strategic thinking and passion for the cause. Grant was in the medical device business for over 20 years. She has managed international divisions for some of the world’s largest laser companies. While traveling the globe, she found time for her passion to volunteer on behalf of foster children. After a gap in leadership for many years, CASA was in need of a strategic business leader who could propel the organization to the next level, serve more children, be more visible in the community and show donors that CASA was the place to invest in. After four short months as CEO, Grant has helmed two fundraisers that have raised over \$1 million for CASA and reenergized her staff.



### **Sue Grant, Founder/CEO OC Public Relations & The Literacy Project, Corona del Mar**

Sue Grant founded OC Public Relations in 1996, but her vision and passion are beyond a charismatic leader and successful publicist. Carving one niche in nonprofits, she created the county’s authority on charity event listings online and founded The Master Calendar of OC. The MCOC was distributed nationwide earning her the “2001 Business Woman of Distinction Award” from the American Business Women’s Association. In 2001, *Orange Coast* magazine featured her in the “11 of The People Who Really Run The OC – The Power of PR” story. In 2009, after working on a new reading program with The Regents of the University of California, she founded The Literacy Project, serving over 3,500 at-risk kids by raising reading scores to avoid illiteracy. Grant received an Honorary Award by the CA Congress of Parents, Teachers and Students Association. In 2011, was selected as one of 50 accomplished leaders “with a cause” in OC for the *On Purpose* publication. She was recently appointed to the national board of directors for The Coalition for Reading Excellence in Arlington, VA.



### **Jeanne Graves, Vice President – Human Resources Del Taco, Lake Forest**

Building on the existing foundation, Jeanne Graves has led the charge to revitalize and further strengthen the human resources function at Del Taco. In her first year with the company, Graves and her team implemented and automated the employee benefit process using cloud-based technology. Along with continuous process improvement and streamlining of virtually all HR-related processes, Graves is currently working on a new project for Del Taco—People Matter HIRE. When completed, this new system and its associated processes will change the face of employee hiring and



## 2015 Women in Business Nominees

onboarding at Del Taco, moving from the current paper process to a completely automated process with significant cost and time savings to the company. In addition, Graves has completely restructured the Human Resources Department, creating field-based HR positions which spend 95% of their time in the field to support corporate locations.

### Risa Groux, Holistic Nutritionist Risa Groux Nutrition, Newport Beach

Risa Groux CN has built a holistic nutrition private practice from scratch, and sees people of all ages with a wide array of health concerns including, Crohn's disease, IBS and ulcerative colitis to a myriad of other health issues such as candida and cancer. Groux also works with all different types of people, from those looking to lose weight to professional athletes. Whole food cleansing is something that Groux believes in, and she is even producing her own custom cleanse called The Newport Beach Cleanse. Groux also writes and produces a nutrition show featured on ChazzLive and authors articles in local magazines.



### Jamie Gwen, TV Chef/Radio Host/Certified Sommelier/Lifestyle Expert Tastebud Entertainment Inc., Newport Beach

Jamie Gwen is a celebrity chef, certified sommelier, lifestyle expert and four-time cookbook author who can be seen stirring up something delicious on television, on her syndicated radio show and in print from coast-to-coast for more than a decade. Her victory on the Food Network's *Cutthroat Kitchen* and her recent role as a judge for Fox TV's *Master Chef* has brought recent acclaim to Gwen's place in the culinary world. Gwen can be seen on LA's number one morning show on KTLA Channel 5 and on HSN, and her recipes are featured on Microsoft's worldwide Food & Drink app, seen by over 200 million Windows 8.1 users. Gwen's most recent cookbook entitled *Good Food For Good Times 2* is now available as an eBook and has been featured on *The Talk*, *Emeril Live* and *Martha Stewart*, and her sizzling restaurant reviews can be found in Modern Luxury's *Riviera* magazine.



### Cynthia Hackler, Owner/Partner Cynthia Hackler Law, San Clemente

Cynthia Hackler is the founder and managing partner of Cynthia Hackler Law, a business law firm. She launched her practice with the goal of giving the highest-quality personalized legal advice to clients who own small businesses — in both their personal and professional lives. In just the 12 months since opening its doors in March 2014, Cynthia Hackler Law has grown to be a five-attorney law firm, with over 150 clients. Small business owners are group that has historically been in the greatest need of legal advice — as they navigate the complex legal world of launching a new business and growing it. However, because of the costs of starting a new business, it is also a group that needs to get great value from their legal counsel. Cynthia Hackler Law provides excellent legal work that is personalized for small business owners at rates that small business owners can afford.



### Rebecca Hall, Chief Executive Officer Idea Hall, Costa Mesa

Sensing a convergence in marketing disciplines in 2003 with the digital revolution, Rebecca Hall sought to establish a fully integrated marketing agency that would combine creative design, interactive web and mobile services, and public relations under one roof. In doing so, her firm Idea Hall is now one of the most in-demand branding, marketing and public relations firms in Orange County, ranked No. 2 on the *Orange County Business Journal's* Best PR Firms List in 2014. Now 12 years old, Idea Hall has a prestigious client list including: The Irvine Company, Sabal Financial Group, Kaiser Permanente Orange County, StorQuest Self Storage, Cox, Castle & Nicholson, Buchanan Street Partners, Bixby Land Company and many more.



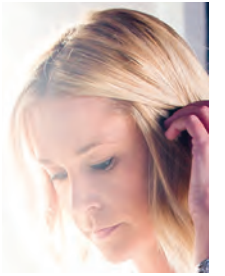
### Mona Z. Hanna, Managing Partner Michelman & Robinson LLP, Irvine

Mona Z. Hanna has been managing partner of Michelman & Robinson LLP's (M&R's) Orange County office for 15 years. As a key shareholder, and the only woman on M&R's executive committee, she plays a pivotal role in helping to implement M&R's long-term policies, strategies and goals. She has been integral in M&R's maturation from a two-person partnership to a national law firm with 65 attorneys in California and New York. She is chair of the Women Attorneys of Michelman & Robinson initiative and is a member of the firm's Recruiting and Diversity Committees. Hanna has served as lead counsel on numerous high stakes class action matters, obtaining several precedent-setting victories and landmark published decisions. She is a foremost authority on class action defense matters. This past year, she led a team that took the Daily Journal's Top Litigation Verdict for averting \$270 million in damages for her client in Orange County Superior Court.



### Nicole Hanriot, Founder/Designer Beach Riot, Costa Mesa

Nicole Hanriot launched Beach Riot in 2012 after moving on from her successful licensed business with Tavik Swimwear. Within the first year, Beach Riot made a significant impact in the swim world, placing goods with nearly 200 accounts from stylish swimwear boutiques to leading fashion retailers such as Neiman Marcus, Nasty Gal, Revolve and Free People. Along with the major retail placements, Hanriot's designs were featured by many of the most respected fashion bloggers, leading fashion magazines such as *Elle* and *Vogue*, showcased in the Mercedes Benz Swim Fashion Week, and received prominent placement the *Sports Illustrated* Swimwear Issue. The year 2015 has been another exciting year for Beach Riot, with the company recently winning the coveted Surf Industry Manufacturers Association's "Swim Brand of the Year" Award.



### Sima Hassani, Managing Principal Westgroup Designs, Irvine

In 1989, Sima Hassani founded Westgroup Designs, a multi-disciplinary architecture, planning and interior design firm. Her original vision was to build a design firm with a focus on enriching the lives of the people it serves. Just over 25 years later, with several million square feet of buildings and interior environments created, this vision has continued to bloom, along with her innovative development style and commitment to excellence. The firm continues to provide progressive, responsive and sustainable design to the educational, civic and corporate sectors. Hassani has successfully navigated through an industry, dominated by male leadership, for more than 25 years, building the firm with diligent and purposeful action to gain long-term relationships with both staff and clients. Her commitment to excellence in leadership led to her receiving the first OC Global "Woman of the Year" Award in 2013.



### Amanda Heer, Professional Floral Designer Fantasy Floral Design, San Juan Capistrano

Amanda Heer's brooch bouquets are an everlasting piece of art, created with treasured memories and family heirlooms. Heer is the original creator of the Brooch Bouquet and formed her first bouquet for her own wedding. Brooch Bouquets have become a worldwide hit since her wedding bouquet was

Webster University Congratulates our Alumnus  
**TRINA FLEMING,**  
on her Women in Business  
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photographed and displayed on the web. Brides from Brazil to London and Australia have sent Heer their most cherished family heirlooms to create the bouquet of their dreams for their big day. The bouquets are handmade and designed with love, and each one tells a unique story. Brooch Bouquets are also completely eco-friendly, being made from repurposing old brooches, rings, pendants, jewelry and anything else close to a person's heart. Whether it's a grandfather's watch, mother's locket or grandmother's necklace, anything can be used to create an everlasting bouquet.



### **Marla Brower Hemmel, President** **BHE Management Corp., Laguna Niguel**

Marla Hemmel founded BHE Management Corp. in 1993 to provide professional, personalized association management. BHE Management now manages approximately 30 prestigious, high-end communities in Orange County and works with some of the county's most respected builders. Hemmel has designed and brought to fruition numerous proprietary programs and systems to ensure the most effective management of Class A properties. Hemmel, a licensed real estate broker, is deeply involved in the industry and has received numerous awards and accolades for her work from CACM, CAI, BIA, and IREM.



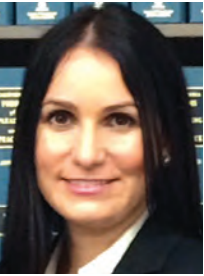
### **Heidi Hendy, Managing Principal** **H. Hendy Associates, Newport Beach**

Heidi Hendy launched H. Hendy Associates in 1979. With 36 years of experience in Orange County and a passion for meeting business objectives, Hendy is a leader in interior architecture and planning, delivering exceptional results and setting an industry standard for design and planning that drives business success. H. Hendy Associates' roster of recently designed Orange County office spaces includes: Jones Lang LaSalle, Lee & Associates, Idea Hall, tk1sc, Network Capital, Incipio, CBI, CoreLogic, Telogis and Goodman Birtcher, for which H. Hendy Associates was awarded CoreNet's REmmy Award. In a county that the country looks to for leadership in commercial real estate, Hendy is instrumental in keeping firms ahead of the curve when it comes to constructive innovations in office design. Hendy is passionate about mentoring up-and-coming leaders at H. Hendy Associates, sharing how actions turn into results to empower an entrepreneurial spirit in each employee.



### **Dana Heyde, Partner** **Cottle, Keen, Lopiccio & Heyde, Orange**

Dana Heyde became a partner and owner of Cottle Keen Lopiccio & Heyde in 2014. She has expanded the practice that Cottle and Keen began in Orange more than 25 years ago through her commitment to serving the Orange community. Heyde is devoted to assisting families through family law issues such as dissolution, child support and custody, and division of assets. Heyde prides herself on providing personalized attention to each client and tailoring each case to suit their needs. Heyde is an active participant in NAWBO, where she is a member of the marketing committee. Heyde also holds a position on the board of the Orange County Women Lawyers Association and is a member of the Orange County Chamber of Commerce.



### **Anna Holt, Chief Operating Officer** **Five Star Companies, Irvine**

Along with her business partner, Anna Holt has turned a two-person financial services company specializing in health and life insurance into a multimillion dollar entity. This includes transforming their initial financial services company into what is now ten business entities, including founding the AAAPFL - Triple A Professional Football League, for which she also acts as president. In Holt's position, she helps set the tone for all of the organization's activities, not just as the players on the field, but their financial and personal education off the field as well. The average career life of a professional football player is 3.5 years. It is Holt's vision to make sure that during that time, all players in the AAAPFL get a firm education in personal finance, are fully insured to protect themselves and their families and that they spread their goodwill throughout the communities they serve.



### **Mitra Hooshmand, Chief Executive Officer/Founder** **Mixx Yoga, Newport Beach**

Mitra Hooshmand is founder and CEO of Mixx Yoga. Combining her passion for yoga with her expertise in neuroscience, Hooshmand developed a unique exercise routine and experience called Mixx Yoga. Hooshmand started offering Mixx Yoga as a free weekly class to her co-workers at her neuroscience lab at University of California, Irvine. She later founded the company Mixx Yoga in 2012 and extended the classes to UCI Campus Recreation Center, inspiring even more people to cultivate their health. In less than one year, she grew the company to offer four packed classes at UCI,



have an active presence in a number of CrossFit boxes across the LA area, and entered a collaboration with Australia's leading active wear company, Lorna Jane. She opened the first Mixx Yoga studio in 2014 to share the experience with everyone outside the UCI community.

### **Debra Hotaling, Western U.S. Communications Lead** **Ford Motor Co., Irvine**

Debra Hotaling leads Ford Motor Co.'s communications team in the western United States. In this role, Hotaling oversees Ford's social, media and community engagement throughout the region with a special emphasis on Orange County, where Ford's regional office is based. Prior to her tenure with Ford, Hotaling was a partner with the public relations firm, Fleishman-Hillard, specializing in corporate reputation management. She also launched the firm's sustainability and renewable energy practice group and served as this group's global co-chair. Earlier, Hotaling headed the communications team for Southern California-based homebuilder, KB Home. During her career, Hotaling has worked as features writer for the *Los Angeles Times*, was a regular commentator for American Public Media's "Marketplace" and taught at the University of Southern California while completing a Ph.D. in American literature.



### **Shay Hughes, Chief Operating Officer** **Hughes Marino, Irvine**

As chief operating officer of Hughes Marino, Shay Hughes manages the day-to-day operations of the firm and plays a key role in all aspects of business strategy, human resources, marketing and client relations. Hughes's creativity and family style approach to business management have been integral in shaping Hughes Marino's corporate culture, leading the company's expansion throughout California, and growing the firm into the industry leader that it is today. It was under Hughes's intuitive direction that the Hughes Marino brand extended beyond its corporate headquarters in San Diego, opening locations in Irvine, Los Angeles, San Francisco and Silicon Valley. With impeccable taste and a natural eye for design, Hughes has created uniquely warm and inviting environments with each individual office space. Perhaps most significantly, Hughes was instrumental in developing the firm's ten core values — a set of ideas that guide and support the company as a whole, representing the true foundation of Hughes Marino.



### **Silvia Ichar, Founder/Publisher** **PARA TODOS Magazine, San Juan Capistrano**

Silvia Ichar, after emigrating from Argentina in 1988, spent seven years dedicated to helping Latinos in Orange County adjust to their new home as an advisor for the Regional Occupational Program (ROP). Her desire to assist new immigrants compelled her to research, create and launch the first Spanish-language magazine in Orange County, *PARA TODOS*, in October 1995. Thanks to the following 20 years of Ichar's tireless efforts, the magazine has grown into a monthly publication, reaching 160,000 readers per month and a website that is one of the most visited Spanish websites in the country with 15 million monthly hits. As Ichar has expanded and adapted the magazine to the ever-changing landscape, she has always maintained the core values of its founding. *PARA TODOS* remains free so everyone can have access, and its purpose is to serve as a catalyst for change and an inspiration to its readers.



### **Jo-E Immel, Vice President** **Snyder Langston, Irvine**

Jo-E Immel is vice president, business development, for Snyder Langston, one of Southern California's largest and most-respected builders. She brings a passion for developing and managing relationships with her clients to this role, as well as direct responsibility for the public relations, marketing and business development functions of the company's three divisions that include Snyder Langston, Optym and SL Residential. She is a significant part of the company's succession planning having been named one of the three next owners of the company. As an organization, Snyder Langston's notable projects/clients include Irvine Apartment Communities, Shea Properties and Hoag Health Center, among others.



### **Michele D. Johnson, Office Managing Partner** **Latham & Watkins, Costa Mesa**

Michele Johnson plays a lead role advising clients in high-stakes cases, including the closely watched hostile bid for Allergan Inc. that unfolded during the past year. A go-to litigator for numerous companies, boards of directors, executives and financial institutions, Johnson advises on cutting-edge issues of critical corporate and financial significance, as well as serves in leadership roles within Latham and in the community. Johnson is also a rising star — named to firm's global executive committee in 2015, she recently served as the office managing partner of the firm's Orange County office. She is deeply involved in numerous community charities, including the United Way Tocqueville Society, and is



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dedicated to providing pro bono legal services to the underserved in both the Los Angeles and Orange County communities.

### **Katie Jongeward, Co-Founder** **Rusty Bear Media, Costa Mesa**

Rusty Bear Media, a full-service marketing, event and public relations agency, was founded in 2012 by Katie Jongeward and Ashley Forman in Forman's home in Corona del Mar. Fast-forward three years and they have a team of five with offices in Costa Mesa. With over 12 years combined experience in the communications industry, Jongeward and Forman are truly grateful to be where they are today. Their hard work is paying off as they now have clients in a wide range of industries from real estate, lifestyle, health, fitness and nonprofit to Fortune 500 companies. The passion they have for what they do is evident in their work. From throwing events for over 1,000 people, obtaining key coverage in local Orange County publications for their clients, running successful social media and advertising campaigns to designing marketing collateral, they have turned their agency into a one-stop shop for all things marketing.



### **Linda Joseph-Turek, Owner** **Silver Moon Photography, Huntington Beach**

Linda Joseph-Turek founded Silver Moon Photography in 2009, returning to her first love after 10 years in the corporate world as a relocation specialist. As a former nature and wildlife photographer, she taught through the Yellowstone and Glacier Institutes. Joseph-Turek spoke at conferences hosted by the Fuji Talent Team, the New England Camera Club Council and the North American Nature Photography Association. Silver Moon specializes in commercial photography, helping business owners connect with their target audience by giving them a face the world can see. Joseph-Turek continues to tutor individuals in photography and teach business owners how to shoot better photos for their blogs. In the community, Joseph-Turek belongs to the Orange County chapter of NAWBO and the Make It Happen chapter of BNI. As NAWBO-OC's member services committee chair, she writes marketing materials, committee reports and fills in wherever needed.



### **Patty Juarez, Regional Vice President** **Wells Fargo Commercial Banking, Orange**

Patty Juarez started her 18-year career at Wells Fargo joining the company right out of college. She was accepted to the bank's highly regarded Credit Management Training Program. Upon graduation, she joined the Santa Clara Valley office, which focused on doing business with technology companies in the Silicon Valley. After four years, she was promoted to credit manager of her office, which was over \$1.2 billion in commitments. Juarez's hard work resulted in her promotion to senior vice president and lined her up to run her own office in the near future. Juarez embarked upon this journey in 2010. She was asked to run a new commercial banking office in Anaheim. She has staffed and grown that office at unseen rates in the industry. Juarez also promotes and celebrates diversity in her workplace by ensuring her office environment is inclusive and welcoming. She also supports her community through her comprehensive involvement and extensive board service in several community organizations.



### **Pamela Jung, Healthcare Talent & Workforce Solutions Group** **Workforce Solutions Group, Foothill Ranch**

Pamela Jung, and a partner, created Workforce Solutions Group in 2001 with a primary focus on direct hire placement across all business sectors. A few years later in response to the high demand for healthcare employees, she created HealthCare as a separate brand dedicated to the health care market. HCT operates as its own entity under the WSG group of companies. The years 2001 to 2007 saw tremendous growth for the organizations with an all-time revenue high of \$3.5 million. Then, the economy took a downturn. Jung cut operating expenses, re-organized loans with banks, and was forced to survive on a cash-only basis as all credit lines and credit cards were cut or frozen. In order to turn around the company, Jung decided to focus primarily in the health care market as she felt it was recession proof. The company has now grown to over \$19 million with a 60+ employees and offices in OC, LA and Northern California.



### **Manna Kadar, Chief Executive Officer** **Manna Kadar Cosmetics, Laguna Niguel**

Manna Kadar is a story of beating the odds. Having been raised in a community of drive-by shootings, home invasion robberies, and where the prospect of college and success were remote, Kadar rose beyond all of this and began her entrepreneurial career by opening her first cosmetics store at the Brea Mall. Over six years, Kadar expanded this to a chain of seven stores while going to USC full time. Ultimately, she sold the chain in 2002, but her passion for the beauty industry did not wane and she later opened a chain of salon and spas, which she still owns today. In 2011, Kadar pursued her dream



of starting her own cosmetics line, Manna Kadar Cosmetics (MKC). Some of the highlights of MKC include being featured on *Good Morning America* and *The Ellen Show*. MKC has received countless awards and has been chosen as 1 of 10 brands to be featured at the prestigious Cosmoprof Discovery Beauty.

### **Melinda Morgan Kartsonis, Agency Principal** **Morgan Marketing & Public Relations, Irvine**

Melinda Morgan Kartsonis has grown Morgan Marketing & PR, founded in 1991, to an amazing team of tenured public relations professionals. Today, Morgan Marketing has built a stellar reputation as a PR leader in the consumer space, specializing in luxury, retail, restaurant and hospitality. In the office, Kartsonis has created a creative and energetic work environment for her employees who she supports with generous bonuses, excellent benefits, such as a 401K program and a fully-funded employee profit-sharing program. Under Kartsonis's leadership, the agency has developed a competitive position with a roster of stellar local, regional and national long-term client relationships including Wienerschnitzel, which Morgan Marketing has represented for 20 years. The impressive agency roster also includes clients Del Taco, Lugano Diamonds, Juice It Up!, Pieology Pizzeria, Hawaiian Host, Mauna Loa and Philly's Best Cheesesteaks.



### **Hilary Kaye, President/Founder** **HKA Inc. Marketing Communications, Tustin**

Hilary Kaye is founder and president of HKA Inc. Marketing Communications, an award-winning agency providing strategic counsel and implementation of communications services to companies spanning many industries. She provides the overall vision and direction for the agency's integrated communications strategies created to elevate visibility, strengthen credibility and promote business growth. She spearheads HKA's business development and works with staff to develop strategies that enable clients to reach their business objectives. Kaye is proud to have built an agency known for both personalized attention and excellence. She also particularly enjoys finding innovative ways to unite HKA clients with each other, and with deserving nonprofits, to yield win-win results. Prior to launching her successful business, Kaye worked as a journalist. Kaye currently serves on the boards of Crystal Cove Alliance and Laura's House; she is an Alzheimer's Association Visionary Woman, founding member of NAWBO's Women's Business Institute and member of Women Presidents' Organization.



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## 2015 Women in Business Nominees

### Lyn Kennedy, Chief Executive Officer/Administrator/Founder OC Hospice, Tustin

Four years ago, Lyn Kennedy's dream of owning a hospice company was almost shattered. Having spent the prior couple of years finding an investor, her first investor abandoned her mid-stream. Undaunted, she went right back to the search for a replacement investor. Despite these setbacks, Kennedy overcame these obstacles to form OC Hospice in 2012. OC Hospice would not be the reality it is today if it weren't for the drive, dedication and commitment to excellence that Kennedy has single-handedly brought to the project, which is now a fully operating hospice company. Kennedy founded OC Hospice with a history of nine years in hospice and 15 years of experience in senior housing, where she won the Pinnacle Award with Marriott Senior Living.



### Shannon Kennedy, Regional President – Southern California BNY Mellon Wealth Management, Newport Beach

Shannon Kennedy was named president of BNY Mellon Southern California in June 2013. In the role as president, Kennedy oversees \$3 billion in assets under management and manages 41 staff supporting clients with diverse needs and goals. Kennedy has grown brand awareness by promoting her staff and herself in community involvement. She has nominated her portfolio managers for local not-for-profit investment committees, supports the involvement of her staff on community and professional boards South Coast Repertory, Girl Scouts of Orange County, Entrepreneur Organization, Junior Achievement, Goodwill; just to name a few. She has a specific focus on women and successfully co-chaired Celebrate Leaders in 2014 winning her a recognition award at the Spirit of Volunteerism on April 14, as well as the Girl Scout Honor Pin where she will be recognized on June 7. Since Kennedy joined BNY Mellon, she has hired over 17 people, opened an office in San Diego and added 70 new relationships.



### Maureen Khamsi, Vice President of Marketing & Operations Strategic Medical, Newport Beach

Maureen Khamsi is vice president of marketing and operations at Strategic Medical. In this capacity, she oversees marketing and operations for three medical imaging facilities. Khamsi was a key contributor in helping the company redefine its position. She's been part of the sea change Strategic Medical recently underwent as it found ways to stay in business, and ultimately emerge a market leader. Under her direction, in less than 18 months, Khamsi's efforts have resulted in the addition of \$2+ million in incremental revenue for the company. Her nearly 10-year career in and knowledge of the radiology sector has contributed to Khamsi's success at Strategic Medical. Khamsi is also a mother, wife and athlete, who earned her Bachelor of Arts degree in social science from Chapman University. She is a native of Orange County and engaged in community involvement efforts, always seeking ways to enhance and give back.



### Laura Khouri, President Western National Group, Irvine

Laura Khouri began her work with Western National Group in 1985 as a "Gal Friday," and has held management positions of increasing responsibility with the firm during her 30+ year tenure. Prior to her appointment as president of Western National Property Management in March 2010, Khouri created the Risk Management Department and founded the ancillary income company, MAG, and served as its first president. She also previously held positions with the company as senior vice president; vice president, human resources; and vice president, operations. Western National is among the largest multifamily property management companies in the Western United States, with more than 24,500 apartment units in more than 171 locations throughout California, Nevada and Utah. As president, Khouri is responsible for leading a team of over 800 real estate professionals supervising a portfolio of assets owned by Western National Group, as well as third-party clients.



### Debbie Knight, Director of Business Development Platinum Resource Group Inc., Irvine

After a long and accomplished career as a finance executive, Debbie Knight switched gears to director of business development at Platinum Resource Group, a professional-level boutique staffing firm based in Irvine. Knight started at Platinum Resource Group with no previous sales or account management experience, yet she has been able to help PRG grow exponentially since joining the team in 2011. Knight has gained 38 clients, and helped place well over 100 candidates in her position. She has made these remarkable strides, despite a lack of experience, with her collaborative and personable approach to interim staffing. In her spare time, Knight is an active volunteer in the Orange County community. She serves on the boards of Financial Executive International (FEI) as vice president of professional development and board president of WISEPlace.



### Layla Lameijer, Co-Founder/Marketing/Operations Director MySlate, Costa Mesa

Layla Lameijer is a marketer with an entrepreneurial heart. Currently, she oversees marketing and operations at MySlate, the student job matcher that matches student

career profiles with criteria set by employers. Before moving to California to attend Chapman University, Lameijer lived in the Netherlands and Spain. Eager to get started in her career, she took on an internship in The Netherlands where she sharpened her skills by completing the Google Adwords Certification, the Facebook Studio Edge program and the Hubspot Inbound Marketing Certification. Her grit pushed herself to learn C++, HTML, JavaScript and Adobe Indesign simply for enrichment. While working on her bachelor's degree, she began looking for a method to apply her marketing knowledge, and co-founded MySlate in Jan. 2014. MySlate matches students to employers, allowing for an immediate connection between qualified and interested candidates. Lameijer is quickly being recognized as an entrepreneur to watch.



### Entia Lawal, Principal E-Legal Document Preparation Inc., Irvine

Entia Lawal is a registered legal document assistant for E-Legal Document Preparation Inc., providing affordable support to the public for a range of services including the preparation and filing of divorce and related documents to wills and trusts. Lawal is a notary public and also provides overflow support to attorneys. In the developmental stages of E-Legal, Lawal was invited to a NAWBO-OC event by Marcia Evans of Farmers & Merchants Bank. It proved to be a pivotal occasion and the resulting membership has yielded immeasurable gains in the form of camaraderie, edification and the support of like-minded business women driving a vast range of industry within and around Orange County. Lawal was quickly embraced by the affiliates committee tasked with preserving the important bond between NAWBO-OC, its affiliates and corporate partners. NAWBO-OC affiliates and supporters reveled at the Annual Affiliates Mixer, encouraging community connectivity, networking and rewarding interaction.



### Lindsay Lawrence, Senior Vice President Commercial Deposits Executive Umpqua Bank, Newport Beach

Lindsay Lawrence has served as the senior vice president, commercial deposit executive for Umpqua Bank (through their acquisition of Sterling/Argent Bank) since 2013. She has driven strategic change for the bank and is responsible for the design and build-out of the specialty deposit, public funds and commercial deposits production and operation departments across the bank's entire footprint in five states. Under her vision and leadership, and amidst a merger, she has put together an incredible team that has experienced unprecedented growth and has become a real player in this market segment, responsible for over \$2.2 billion of deposits. Lawrence operates out of the bank's Newport Beach location and has worked tirelessly to establish Umpqua Bank's presence in the Southern California market, all while playing wife and mother to two kids under three.



### Susan Levinstein, Partner HMWC CPAs & Business Advisors, Tustin

After being in a leadership position in her university's accounting honor fraternity, Beta Alpha Psi, Susan Levinstein was persuaded to join the tax department at PriceWaterhouseCoopers (PWC) in Los Angeles. After meeting her husband, she relocated to South Florida and continued to work for PWC. In 1993, Levinstein moved back to California and joined the Orange County firm, HMWC CPAs & Business Advisors, as the department manager of accounting & audit. In 2010, she was asked to head up the new Complete Financial Office Solutions (CFOS) department, which doubled in size under her leadership. In 2011, Levinstein was promoted to partner at the firm. She has helped grow HMWC from a company with only 12 employees to the 50-plus employee organization it is today, driving it to rank as the No. 14 accounting firm in Orange County.



### Jenna Lobos, Founder/Owner BeautyMark Organics, Corona del Mar

Taking a leap of faith and following her heart, Jenna Lobos left her successful career as a mortgage representative in order to discover her true passion and talent. Lobos's new path began when she re-signed with a modeling agency at the age of 35. This sparked a newfound feeling of empowerment, motivating her to share this feeling with other women and start an organic airbrush tanning business. Simultaneously, Lobos went on to get her nutritionist license under the umbrella of holistic health. This eventually inspired her to create a tangible product combining her two passions of beauty and health, BeautyMark Organics. BeautyMark is a skincare line that is 100% all-natural, paraben-free, vegan and can now be found in Hotel Irvine. Lobos authored her first book, *Love Your Body, Love Your Life*, in 2014, furthering her message of health and beauty from the inside out.



### Pernille Lopez, Co-Founder/Life Designer Good Life Designed, Long Beach

Pernille Lopez is the former CEO of IKEA North America and chief HR officer of the company's 130,000 employees worldwide. After a 20+ year executive career with one of the world's most well-known brands (including two years of commuting between the U.S. and Denmark) Lopez realized that her dream career had a price, and she

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was sacrificing her health, her relationships and even her own happiness for the sake of her job. A longtime advocate of gender equality, Lopez left IKEA to co-found Good Life Designed, an organization that focuses on helping women develop themselves both personally and professionally. She now travels the world leading workshops and three-day retreats on the topic of leadership and sharing what it means to "design your life." Most recently, Lopez released her first book *Design Your Life*, which shares more of Lopez's refreshing perspective on success and work-life balance.



### **Courtney Lutkus, Owner/Event Planner/PR Specialist Simply Radiant Events, Brea**

Courtney Lutkus, owner of Simply Radiant Events, has taken Orange County by storm with the magnitude and elaborate events she produces. Her events have had celebrity appearances and have been aired on news stations on networks such as ABC, NBC, CBS, KCAL and KTLA. She is also a published contributing author of a wedding planning book called, *Your Wedding Sorted!* and a regular writer for *Weddings Know How* magazine and *@HomeIn* magazine. Her events, clients and wealth of knowledge in the events industry has also been published in the Huntington Post, *Redbook* magazine, *Everyday Party* magazine, *Glo* magazine, the *Meredith Vieira Show*, the *Orange County Register*, *OC Weekly*, Bridal Hot List and more. She was also a guest speaker this year at the largest event planning conference, The Special Event Conference.



### **Ariane MacDonald, Principal Dawson Cole Fine Art, Laguna Beach**

In 1993, Ariane MacDonald joined Richard MacDonald Studio and began working in various roles, ultimately serving as the managing director of galleries, overseeing five gallery locations and leading a team of 45 employees. The galleries' names were then transferred to Dawson Cole, Richard MacDonald's grandson and Ariane's first son to maintain the family name. Ariane and her husband Rich MacDonald Jr. then purchased the Laguna Beach location independently in 2010 and expanded the business to open a new location in Palm Desert in 2012. The galleries offer works of art of cultural and historical significance in an environment fostering education and unparalleled customer experience. The multimillion dollar business has contributed to many charitable organizations, donating works of art; profits from sales; offering the venue to fundraising efforts; and contributing to nonprofits in the community such as Free Arts for Abused Children, JDRF, Pacific Symphony, Boys & Girls Club, LCAD and Home Aid.



### **Alicia Maciel, Executive Director The Prentice School, Santa Ana**

Since May 2013, with the introduction of Alicia Maciel as the new executive director of the Prentice School, the school has been undergoing unprecedented change. The new energy and expertise that Maciel has introduced to Prentice, coupled with the wealth of experience and strong legacy that has been built at Prentice over its 29-year history creates excellent, fertile ground for the school to thrive. Maciel's unwavering commitment to education and strong leadership abilities have enabled her to garner the support of the 40 faculty and staff members to engage in process and program improvements that are positioning the school for operational efficiency and long-term sustainability. Maciel served a two-year term on the Brea Olinda Unified School District Board of Education where her leadership contributions enabled the district to carry out some of the most notable actions in its history, such as the largest sale of a real estate property for \$25 million.



### **Azucena Maldonado, Founder/President Latina Golfers Association, Anaheim**

"A life dedicated to golf" is not typically how nominations for the *Orange County Business Journal* Women in Business Awards begin. However, Azucena Maldonado's dedication to the sport is actually a mission to open up a new world of opportunity to women. Maldonado founded the Latina Golfers Association (LGA) in 2008 after attending a charity golf event and realizing that women, particularly Latinas, were completely missing and not realizing the significant business benefits of the golf culture. From that day, she has singlehandedly grown the LGA to more than 1,200 members – all of whom enjoy the LGA's lessons, clinics and outings – and started Golf in the Park for inner city youth. She is now expanding the business by forming a nonprofit dedicated to young women, Latina Links, and responding to intense interest, starting the Latino Golf Club for men as well as women.



### **Joan Marcus-Colvin, Senior Vice President, Marketing & Design The New Home Co., Aliso Viejo**

Joan Marcus-Colvin currently serves as the senior vice president of sales, marketing and design for The New Home Co. She directs all marketing efforts, sales management and design studio operations and is responsible for brand management throughout the organization. Since its founding six years ago, Marcus-Colvin has provided an integral senior leadership role in taking The New

Home Co. from a privately held company to a publicly traded homebuilder in Jan. 2014. She helped grow The New Home Co.'s revenue in 2014 to \$150 million, an increase of 80% from the previous year. Having recently been installed as president of the Building Industry Association/Orange County Chapter in Nov. 2014, Marcus-Colvin is only the third woman to hold this influential position in the homebuilding industry organization. In 2012, Marcus-Colvin was named the honoree of the prestigious B.J. Stewart Women's Achievement Award by the BIA OC.



### **Kathryn Marino, President HAUTEOC Inc./OC Fashion Week, Monarch Beach**

Kathryn Marino is president of Orange County Fashion Week, a division of luxury travel agency and destination management group HAUTEOC Inc. that focuses on the development; production; and distribution of fashion shows, television shows, travel incentives and digital video offerings. In 2013, Marino founded the OC Fashion Council and its advisory board comprised of buyers and industry retail owners. Prior to becoming the owner of OC Fashion Week, Marino launched HAUTEOC TRAVELER in January 2010. As president of destination management group, she was responsible for all aspects of the agency's incentive tours and corporate travel efforts which later expanded to financing Orange County Fashion Week from three days to seven twice a year. Before OCFW, Marino served as an analyst for organizations such as Freedom Communications; Walt Disney; Anaheim Angels; Mighty Ducks; Fox; UPN; Univision and San Diego news station, KUSI television.



### **Doris Mattingly, Director of Engineering Lantronix, Irvine**

Doris Mattingly has been a leader in Lantronix's engineering team for nearly 10 years, currently serving as director of product and test engineering. In this capacity, she provides leadership, management, technical vision and direction, guidelines and process management functions for the company's complete M2M/IoT (Internet of Things) offerings – products, services and solutions. Mattingly is an integral part of Lantronix's cross functional engineering, product development, operations and marketing teams. She plays a critical role in ensuring every new product, feature and function match the defined product and market requirements, from initial scope through detailed



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testing and analysis. In short, the role embodies the mantra “the buck stops here” – senior management relies on Mattingly and her team to ensure every product out the door meets exceptionally high quality standards, both for the company and according to regulatory bodies and global certification standards. Lantronix Inc. is a global provider of smart networking and communications solutions for machine-to-machine applications.

### Jennifer McCasland, Managing Partner Vaco Orange County, Irvine

Although Jennifer McCasland began her career as a certified public accountant, it wasn't until she launched Vaco Orange County nine years ago, that she knew that she had found her true passion. Not only is McCasland involved in the day-to-day operations of regularly placing more than 100 senior executive consultants in accounting and finance projects, but she also manages the business in the technology, financial and administrative divisions of the firm. In the last year, the team has doubled in size and the company has expanded to introduce new lines of business. Through McCasland's leadership, Vaco Orange County has also introduced a mentoring program at the firm to guide young, new talent to long-term success within Vaco and in the employment services industry. Vaco matches the strongest accounting, financial, IT and administrative professionals with the unique project and permanent needs of clients.



### Nicole McMackin, President Irvine Technology Corp., Irvine

Nicole McMackin has been with the Irvine Technology Corporation (ITC) for more than 11 years. Under McMackin's strong leadership, ITC opened eight new offices on a national level. She cultivated high-quality relationships with clients by providing quality, cost-effective contract staff and in-house solutions to support the end client. She is also credited with the establishment and development of a strategic sales and delivery plan that increased revenue and net profits by 92%. After working with the company for four years, McMackin was promoted to managing partner and is now in the office as president. She is now responsible for overall management and operations of providing customized business solutions to both internal and external clients. Furthermore, she oversees all internal operations, brand strategy/development, strategic planning and implementation, negotiates all new contracts, and oversees all hiring of sales and recruitment staff to include ITC's India operations. She also currently holds total P&L responsibility in the United States and abroad.



### Janet Michels, Division Vice President/General Manager Computerized Vehicle Registration (CVR), Huntington Beach

Janet Michels has spent more than 25 years running various businesses within ADP, managing businesses during periods of growth and shrinkage, but always leaving them better in terms of associate engagement, profitability and client satisfaction. She approaches running large organizations as a servant leader, being of service to her employees, clients and the community. Most recently, she joined CDK Global to run CVR, a \$100-million business which provides vehicle registration and title services to automotive dealers in 23 states. Throughout Michels's career, she has also focused on mentoring others as they navigate their career “lattice” and led ADP's Executive Women's Initiative to drive better representation of women in the senior ranks of the organization. The strategy to accomplish this was threefold: networking with peers and senior executives for exposure, mentoring to develop the next generation of leaders and philanthropy with a focus on women's issues.



### Yuri Mikulka, Partner Manatt, Phelps & Phillips LLP, Costa Mesa

Yuri Mikulka has nearly 20 years of experience representing Fortune 500 companies to startups in litigation nationwide. She leads high-stakes patent, trademark and copyright trials and arbitrations in the fields of technology, medical devices and action sports. She also counsels domestic and multinational companies on intellectual property protection, brand protection and online legal issues. She frequently authors and speaks on intellectual property and litigation strategies at national CLE conferences and has served as guest lecturer on IP at UCI's Henry Samueli School of Engineering. Mikulka's recent successes include securing a jury verdict of willful patent and copyright infringement, obtaining judgments of noninfringement and invalidity in patent infringement actions between competitors, and prevailing in a Ninth Circuit appeal and obtaining sanctions and attorneys' fees in favor of her clients.



### Debbie Millar, Chief Executive Officer/Owner ViVi, Tustin

With her strong background in direct selling and dedicated desire to collaborate with inspiring women, Debbie Millar takes fashion and technology to a whole new level as the owner and CEO of ViVi. ViVi – which stands for vision, inspiration, value and independence – is the new Cookie Lee, the 23-year-old the well-known jewelry and accessory company that revolutionized the direct-selling business by offering women a lucrative compensation package. In her leadership role, Millar continues to maintain the company's founding principles of growing a community

of successful women. A seasoned leader in the direct-selling and accessories business, Millar is implementing new technology and a social selling platform for ViVi, targeting a younger demographic, and following an aggressive growth strategy that will help the company grow 20% by the end of 2015.

### Celin Miller, President GGG Demolition Inc., Orange

Celin Miller is the president of GGG Demolition Inc. In GGG, Miller has created a ground-up, woman-owned business that specializes in full-service demolition and hazardous waste remediation. Miller started in the construction industry 18 years ago working in demolition and mechanical contracting. She has established a seasoned team of construction professionals that generate positive results in the demolition and remediation industries. She manages day-to-day activities such as business development, bid schedules, sales, strategic planning, insurance and bonding. Miller started GGG a little over a year ago and is now doing \$15 million a year in business with 200 employees and offices in Orange County and San Diego.



### Debra Miller, Founder/Chief Executive Officer CureDuchenne, Newport Beach

Twelve years ago Debra Miller's son was diagnosed with an incurable, deadly disease. It was a death sentence she refused to accept, and Miller unleashed her business skills gained from a successful career in publishing and attacked the disease head-on. She founded CureDuchenne, a nonprofit in search of a cure for Duchenne muscular dystrophy, which impacts 1 in 3,500 boys, claiming their lives by their mid-20s. Miller has worked tirelessly to raise awareness and funds for this mission. The foundation uses a venture philanthropy model that has enabled the nonprofit to leverage \$100 million in investments with biotech and pharmaceutical companies to fund promising research. As a direct result, the first drugs to stem the devastating effects of Duchenne are close to FDA approval.



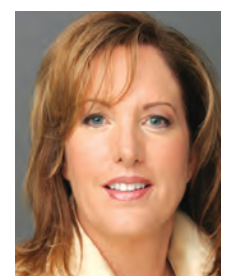
### Ashley Mulcahy, Owner Tutor Doctor, Laguna Niguel

Ashley Mulcahy is a ground-breaking individual in education management. She first became a part of Tutor Doctor as a tutor herself. Immediately after receiving raving client feedback – the previous owner promoted Mulcahy to the role of educational consultant, where she serviced hundreds of families across Orange County to assess and coordinate a tutoring program for them. Within the first year, the business won “Rookie of the Year” at Tutor Doctor's Global Conference due to Mulcahy's efforts to satisfy Orange County's educational needs, while growing the business exponentially. After another year of growing Tutor Doctor over 160%, Mulcahy acquired the business and became the youngest Tutor Doctor Franchisee at age 24. Quickly, she became the Top 10 Franchisee in the United States and among top 10% globally. She continues to exceed expectations and has become the inspiration for Tutor Doctor to create a Young Entrepreneurship Scholarship program.



### Kathryn Murrel, Administrator Surterre Properties, Monarch Beach

Kathryn Murrel is recognized as a results-oriented business executive with more than 25 years of experience in construction management, investment management and implementation of strategies securing profitable building practices. As director of the Investment Advisory Services division of Surterre Properties, Murrel focuses efforts in sectors of the real estate beyond that of traditional residential brokerage by sourcing, evaluating and developing investments opportunities for both public and private sectors encompassing commercial and residential real estate portfolios. She provides expertise to buyers and sellers ranging from individual clientele to large-scale land developers, investors and public builders, often achieving large and complex objectives. Surterre Properties and Murrel are known for representing the most discerning clientele. Surterre Properties sales and market expertise encompasses alliances with Rancho Mission Viejo and The Irvine Company.



### Mary Jo Mursa, Assistant Medical Group Administrator Kaiser Permanente, Irvine

Mary Jo Mursa has worked for Kaiser Permanente in Orange County since 1981 when she was recruited from Pittsburgh, PA during the nursing shortage. She began her career as a staff nurse in the hospital and worked in various departments and leadership roles, including 10 years as the assistant hospital administrator of Continuing Care Services. As the assistant medical group administrator of Women and Children's Health Service Line since 2011, she oversees ambulatory Women's Health Services and the Pediatric Infusion Center, in addition to the inpatient Perinatal Services, Neonatal Intensive Care Units and Pediatrics at Anaheim and Irvine Medical Centers. Under her leadership, her departments have received several internal and external agency recognitions for quality, service and teamwork. Mursa has been honored



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with the Everyday Hero Award, two Radiant Star Awards and the Extra Mile Award. She was selected to participate in Harvard University's Executive Leadership Program and Kaiser Permanente's Advanced Middle Management Program.

### **Debbie Nagel, Agency Principal/Chief Financial Officer Orange Label Art + Advertising, Newport Beach**

Born and raised in Colorado, Debbie Nagel is a graduate of the University of California at Santa Barbara. She joined Orange Label Art + Advertising in 1992, after working in both accounting and account service roles for a graphic design firm specializing in the hospitality industry. During Nagel's 23-year tenure at Orange Label, she transitioned back to an accounting focus and has advanced from accountant, to assistant controller and controller, to director of operations and in 2012, agency principal and CFO. As a principal of the Orange County-based marketing firm, Nagel motivates the team by sustaining a positive environment and creative culture that provides opportunity to be Thriving Brand Leaders, while strategically driving profitability year after year. Nagel also sat on the board of directors for Irvine Child Development Center and has been an active member of a Key Executive Group in Vistage International for 11 years.



### **Rama Nayeri, Landscape Designer/Owner creations landscape designs, Tustin**

Rama Nayeri is a landscape designer specializing in California-native landscapes. She is dedicated to doing whatever it takes to help save this planet with the serious drought. Her company is designed to help home owners who are interested in reducing their energy consumption and increasing their property value. In 2007, Nayeri saw a need in the Orange County residential world of drab water wasting landscapes that were begging to be transformed into sustainable landscapes. These landscapes needed guidance and their owners were unsure of where to go or how to begin, and that is where Nayeri came in to help them reach their full potential. Nayeri is very active in the green sustainable movement of Orange County and extensively volunteers with the OC chapter of the California native plant society. She is also an active member of the Orange County Landscape Design Network that strives to better the environment one landscape at a time.



### **Mona Lee Nesseth, Graduate Gemologist/Jewelry Designer & Consultant Mona Lee Nesseth Estate & Custom Jewelry, Laguna Beach**

Mona Lee Nesseth is a graduate gemologist, estate jewelry expert, jewelry designer/consultant and private jeweler—with some even referring to her as their secret jeweler. Her jewelry consultations are available by referral and by appointment. She travels the world in search of the finest gems and jewels for her discerning clientele of jewelry connoisseurs and collectors. Many consider her the curator of their jewelry collection. Her clients' jewels are featured in museum exhibitions and magazines, including the covers of GIA's *Gems and Gemology*, *In Color* and in *Rapaport Diamond Report*. Her jewels are recognized by their impeccable quality of materials, exquisite workmanship and style. Nesseth's passion is for magnificent jewelry and her clients' jewels are her legacy.



### **Charlene Nichols, President LANI, Irvine**

After being hired as president of LANI in 2009, Charlene Nichols was successful in leading LANI to its highest growth in profitability, increasing net income by 810% from 2009 to 2014. This growth is attributed to LANI being a great place to work, where employees are inspired to be the best they can be. Nichols has hired a staff that fits in with LANI's vision, values and culture and nurtured a winning network of customers and suppliers. Nichols has led the LANI team to become one of the fastest-growing companies in Orange County in 2013, and one of the largest women-owned businesses in 2013 and 2014. Since 2009, LANI has helped 1,508 individuals find a job by being a highly effective, lean and fast-moving "specialty staffing company" in the finance industry.



### **Marla J. Noel, President Fairhaven Memorial Park & Mortuary, Santa Ana**

As president of Fairhaven Memorial Park & Mortuary, Marla Noel is a visionary and pioneer in the funeral industry. Having managed one of Orange County's most historic and picturesque memorial parks for more than two decades, Noel has guided the century-old organization into a new era of growth while remaining true to Fairhaven's commitment to offering care and compassion to families it serves. Under Noel's leadership, Fairhaven expanded the footprint of its historic Santa Ana property with the opening of Eternal Springs, an innovative cremation garden, and in 2007, began serving South Orange County through its Mission Viejo mortuary. Noel also is committed to developing Fairhaven's staff through regular training. Noel is dedicated to helping families in need and supporting her community. She is a board member of Rotary Club, Irvine, Boys & Girls Club of Santa Ana and WomanSage, and previously served on the Alzheimer's Association, Orange County board.



### **Laura Noid, Vice President of Employee Experience, Human Resources New Horizons Computer Learning Centers of Southern California, Anaheim**

Laura Noid has implemented a company-wide open door policy where everyone is encouraged to share and increase creativity. New Horizons encourages career and personal development and Noid has excelled in the development and implementation of these paths. Noid is passionate about ensuring each employee is provided the opportunity to succeed and advance their career. Since her employment, New Horizons has been voted "Best Places to Work" in Los Angeles, Orange, and San Diego counties. New Horizons Computer Learning Centers offers a wide range of technical, application and business skills courses. As the world of computer technology continues to evolve at light speed, New Horizons helps the world's workforce stay proficient with the latest technologies and achieve their career goals.



### **Laura Oatman, Founder/President Whole Earth Wellness, Newport Beach**

Laura Oatman is an entrepreneur, the author of the bestselling book, *Whole Earth Diet*, and the founder of the Whole Earth Wellness. Her thought-provoking book, *Whole Earth Diet*, is much more than a diet book, it is a holistic lifestyle guidebook that begins with simple ideas for transitioning to a plant-based diet, expands into simple ways for creating a happy life and ends with simple steps towards a more peaceful world. Her company, Whole Earth Wellness, offers one-to-one holistic coaching, group programs and amazing wellness retreats around the world. In the five years since Whole Earth Wellness was founded, Oatman has personally helped thousands of people lose weight, overcome chronic illnesses, get off meds, and grow into their healthiest, happiest self. She is leading a revolution for change in how we eat and live, and quickly becoming the thought leader behind a growing tribe of wellness warriors for a healthier, more peaceful world.



### **Ellie Tipton Ortiz, President Laguna Beach Legal, Laguna Beach**

Ellie Tipton Ortiz is an experienced mediator whose firm specializes in both document preparation and divorce mediation. As a mediator, Ortiz has a 99% success rate. Her client list includes celebrities and CEOs of major corporations. Laguna Beach Legal assists clients with documents related to divorce, child custody, corporations, credit repair, estate planning and special needs trusts. Ortiz is a board member and past president of The Woman's Club of Laguna Beach and a member of Soroptimist International of Laguna Beach. Ortiz is very involved in Laguna Beach and donates services regularly to numerous community organizations.



### **Anoosheh M. Oskouian, President/Chief Executive Officer Ship & Shore Environmental Inc., Signal Hill**

Anoosheh M. Oskouian launched her pollution control business in the fall of 2000, when the opportunity arose for her to reinvent what had been a metal fabricating company. Since then, Oskouian's company has developed a comprehensive array of engineering and manufacturing capabilities. Geographically, growing industrial pollution abatement demand has resulted in new Ship & Shore locations across Canada, satellite sales/service offices in Europe and new offices in Singapore and China. With more than 50 professionals in the Long Beach headquarters and nearly 50 other professionals working at other locations, Ship & Shore has an impressive portfolio of repeat customers. Each of Ship & Shore's engineering solutions is custom-designed to not only help clients meet their respective environmental obligations, but also factor in how each facility's unique manufacturing practices and requirements will be integrated into the design and operation of the best pollution abatement solution.



### **Kathleen Owens, Financial Advisor/Partner Alta Pacific Wealth Management, Mission Viejo**

Kathleen Owens is a registered investment advisor and principal with Alta Pacific Wealth Management where she provides conflict-free advice on a fee-only basis. Owens previously worked as a financial advisor for the global wealth management firm, Morgan Stanley Wealth Management. In addition to active investment management, Owens and her team perform detailed financial planning and are a resource for all financial issues that a client may encounter. Upon joining Alta Pacific Wealth Management in 2004, Owens set up a communications program to better articulate the firm's experience and expertise. The goal was to clearly define how clients would benefit from a large-firm experience merged with a personalized "concierge" service. The client is getting the best of both worlds by working with advisors with very highly developed trading experience, and the delivery of that expertise on a fee-only basis.



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### **Diane Palumbo, Owner/Partner Palumbo Bergstrom LLP, Aliso Viejo**

Diane Palumbo has dedicated her career to being an excellent lawyer, but that's only a part of her bigger life vision. Palumbo is committed to building a woman-owned law firm that balances talent, ability, excellent results and quality service with family, community and the needs of people who are a part of her business. In her more than 20-year effort to build her own firm, Palumbo has demonstrated the ability to represent a diverse clientele ranging from business startups to Fortune 500 companies and the world's largest insurance companies and major public entities. Her firm has grown to five offices in four states, with plans to expand further. Palumbo demonstrates that a woman-owned firm can compete and be successful in the legal industry. Her clients value her legal services, business acumen and her commitment to her community, schools and family.



### **Stephanie Pollaro, Founder International Sanctuary, Irvine**

Founder, visionary, jewelry designer and didi (sister) are a few names that describe Stephanie Pollaro. Living in India from 2006-2013, Pollaro not only founded International Sanctuary, a nonprofit social enterprise serving human trafficking survivors through their fashion jewelry brand Purpose Jewelry, but she lived it. Serving survivors of human trafficking in Mumbai, India, Pollaro has come to understand the real life challenges survivors face on a daily basis. Through these experiences serving more than 300 women and girls, International Sanctuary has built its philosophy: focusing on the individual survivor by providing a sanctuary, a safe place where she can thrive. Pollaro's sacrifice has provided a pathway to allow others the opportunity to contribute to a cause beyond themselves. Her dedication not only directly inspires the women and girls she serves, but also those who are impacted by her story.



### **Amy Jo Pedone, Chief Executive Officer/Certified Master Chocolatier Valenza Chocolatier Inc., Costa Mesa**

Amy Jo Pedone made a 180-degree change from a successful 13-year career in commercial real estate lending into the confections and food industry without any prior formal training, experience, business relationships or product line. Shortly after the passing of her cousin to ovarian cancer, she was inspired to live life with no regrets, and subsequently pursued her dream of becoming a certified master chocolatier to then form her own company, Valenza Chocolatier, an award-winning, Italian-inspired artisan chocolates and confections business. In just short of two years following the launch of her business, Pedone has developed a loyal and growing national consumer base, designed her own website and online store, built critical new relationships within the food industry and won numerous local and regional awards for the quality of her products. She has also received the highest honor of Six Star Grand Master Award for 2015 Best Chocolatiers & Confections in America by The International Chocolate Salon.



### **Debbie Porter, Vice President Marketing Pieology Pizzeria, Rancho Santa Margarita**

With nearly two decades of marketing experience in the restaurant industry, Debbie Porter joined Pieology Pizzeria, a key player in the fast casual custom pizza category, as the company's first vice president of marketing. An industry expert, Porter has created successful local, regional and national programs for a variety of full service and fast casual restaurant concepts, including Bravo Brio Restaurant Group, Veggie Grill and Fox Restaurant Concepts where she launched True Food Kitchen in Fashion Island, Newport Beach. At Pieology, Porter is responsible for leading all brand, marketing, digital, menu and communications efforts for Pieology as it continues to evolve and grow in the emerging fast-casual, build-your-own pizza segment. Since joining Pieology's skilled leadership team in 2014, Porter has already contributed to the brand's successful and strategic national growth, which has doubled in size from 25 to more than 50 restaurants.



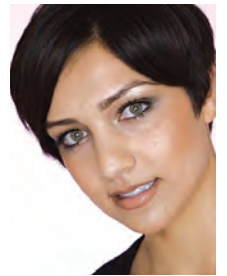
### **Cynthia Harris Perazzo, Senior Vice President, Strategy & Business Development Hoag Memorial Hospital Presbyterian, Newport Beach**

Cynthia Harris Perazzo leads organizational strategic planning and business development in support of Hoag's mission to provide the highest quality health care services to the communities of Orange County and beyond. She oversees all physician development activities aimed to build lasting and mutually beneficial relationships with the medical staff and providers in the community. She is providing strategic guidance in the development of Hoag's emerging strategy to support patients across the continuum of care, including the development of outpatient facilities and partnership relationships with health care providers in the community. As Hoag positions for success in the era of health care reform, Perazzo is leading the effort to develop strategies, relationships and capabilities for Hoag.



### **Sunny Rajab, Chief Executive Officer Business Communications Solutions, Irvine**

Sunny Rajab has created a business model that focuses on selling a solution rather than a product. BCS is a solution provider and not just a product reseller. The company doesn't sell one single manufacturer, and instead strives to find a true solution for customers' needs. If that means reevaluating offerings, BCS is always willing to get certified for new products and services. Normally, a client would have to buy their technology from one place, coordinate and get voice, video and internet service from another, and hire engineers and technicians to install and maintain their technology. Rajab has positioned BCS to be a true one-stop-shop for its customers. A customer only deals with one vendor, which greatly reduces time spent by the customer and improves the end product.



### **Christina Pham, President/Chief Executive Officer JMAC Lending, Irvine**

Christina Pham is the founder and CEO of JMAC Lending. She has grown her business to one of the 30 largest wholesale lenders in the industry. Pham has been on industry boards as a leading expert where the majority of the organizations are Fortune 100 companies. Pham is a trusted professional and is looked to for expert advice on industry trends. Pham is usually the lone female represented in a male-dominated industry. Pham has been featured in multiple publications and distinguished as a leader in her industry for innovative strategies that cater to clients' needs and world-class production. JMAC has been coveted by multiple wholesale lending institutions as a correspondent lender, due to its ability to produce high-quality loan packages and client retention. JMAC is one of a few wholesale lenders that self imposes above-standard quality control restrictions.



### **Mima Ransom, Chief Executive Officer/Executive Director Elan Academies, Costa Mesa**

After watching the challenges of several friends and family member's children with autism, Mima Ransom was determined to create a unique foundation for these special children to help them learn, live and love to the fullest. In 2014, she brought her years of experience as a strong entrepreneur and president of several successful businesses, as well as her expertise in teaching at universities to create Elan Academies. Elan Academies offers state-of-the-art individual education and therapy programs for children and teens with autism and special needs, seamlessly integrating education, learning, assessment and neurodevelopment with proven science-based therapies. These special programs currently serve Orange County utilizing music, art and science to successfully connect the dots and bring out the "shining stars" within each child. In 2012, Mima founded FIDM Museum Fashion Council. This committee's passion and love for education, preserving history and fashion has been instrumental in raising substantial funds to support FIDM Museum programs and acquisitions.



### **Melissa Pollard, Vice President - Western Market Comerica Bank, Costa Mesa**

Melissa Pollard has been in middle market lending for 27 years, her first 10 years with Bank of America and the last 17 years with Comerica Bank in Orange County. Pollard's technical expertise is lending and she has structured and delivered credit facilities ranging in size from \$1 million to \$100 million. Pollard works with companies across a variety of industries including manufacturers, distributors, service providers and nonprofit organizations. She coordinates the bank's resources to deliver customized solutions to her clients in the four critical areas of their business: managing growth, managing cash, managing risk and managing wealth. In addition to her commercial lending responsibilities, Pollard co-founded the Women's Initiative for Comerica Bank's Western Market. She also created an event called the Comerica Bank Women's Business Symposium which benefits Girls Incorporated of Orange County where she serves on the board of directors.



### **Dawn Reese, Executive Director/Co-Chief Executive Officer The Wooden Floor, Santa Ana**

Since joining The Wooden Floor in 2009, Dawn S. Reese has created organizational clarity by aligning priorities with delivering impressive programs, increasing visibility and driving results. Reese has 25 years of experience working in business, education and the arts within the for-profit and nonprofit sectors. With The Wooden Floor's board of directors, she set an ambitious, 10-Year Strategic Vision (2009-2020) focused on building organizational capacity and exploring ways to impact more under-served youth, locally and nationally. Reese is passionate about transforming youth in low income communities through the power of dance and access to higher education. Under her leadership, the organization has grown due its mission-driven, business-minded staff; its impressive board; and its generous community of supporters. The Wooden Floor is propelling forward in order to meet the needs of students today and in the future. Reese was named Santa Ana Chamber of Commerce's "2015 Small Nonprofit Person of the Year."



## 2015 Women in Business Nominees

### Dereesa Purtell Reid, Chief Executive Officer Hoag Orthopedic Institute, Irvine

In 2011, nine months after opening Hoag Orthopedic Institute LLC (HOI), Dereesa Purtell Reid was appointed as the COO of Hoag Orthopedic Institute, a hospital and two ASCs that are jointly owned by a faith-based nonprofit and a group of physician owners. Reid was charged with the task of managing and leading the institution's transition from early starting up, to scaling up operations in order to handle increased demand and volume. Her unwavering commitment to ensuring that HOI achieve the highest quality standards and patient satisfaction scores with a continual eye for driving value has become a part of HOI's organizational DNA. In her tenure, Reid has helped develop a highly cohesive, empowered team of health care professionals, which has resulted in HOI becoming one of the leading orthopedic institutes in the world. Recently, Harvard Business School published a case study on Hoag Orthopedic as an innovative model for value-driven health care.



### Terri Reid, Corporate Director of Marketing Pacific Hospitality Group, Irvine

Terri Reid is the corporate director of marketing at Pacific Hospitality Group, which manages eight hotels and resorts in California. Reid joined the Pacific Hospitality executive management team three years ago and successfully launched the Meritage Collection, a collection of luxury properties in renowned California destinations - The Meritage Resort and Spa in Napa, Bacara Resort & Spa in Santa Barbara, Balboa Bay Resort in Newport Beach, and Estancia La Jolla Hotel & Spa in La Jolla. The newest addition to the Collection will be Paséa Hotel & Spa in Huntington Beach, which is scheduled to open in spring 2016. Also opening in early 2016 will be the new Newport Beach Country Club. Reid continues to create and direct all marketing initiatives for the hotel company, including online and social media marketing, advertising, public relations and a dynamic Customer Relationship Management program.



### Laura A. Reilly, Chief Executive Officer Starfish Signs & Graphics Inc., San Clemente

Laura Reilly founded Starfish Signs and Graphics in June 2012. In the three years since that time, Reilly has built a strong brand, based on quality, excellent design and responsiveness. The company now has an established base of over 700 customers, with a significant volume of repeat business. More importantly, Reilly has established Starfish Signs as a values-based business, with a significant emphasis on people, the community and environmental sustainability. Starfish Signs has won the business of significant regional, national and multi-national customers, and industry awards for design, sales and a learning organization. Reilly has set the vision, laid the foundation, and built the Starfish team. Reilly has also been actively involved with NAWBO-OC, National Association of Women Business Owners, and has significantly benefited from their mentoring.



### Rochelle Reiter, Agency Principal Orange Label Art + Advertising, Newport Beach

A Southern California native, Rochelle Reiter joined Orange Label Art + Advertising in 1995 immediately after graduating from Cal State Fullerton's School of Business and Economics. Over her 19-year tenure with the full-service strategic advertising agency, Reiter has progressed from supporting and directing the firm's media department to a senior role within account service, and later to vice president and as of 2007, a co-owner and agency principal. Within her current role, Reiter spearheads Orange Label's business development efforts, dramatically impacting Orange Label's growth trajectory by diversifying the agency's client mix from predominantly a single industry to a strong mix of verticals including business to business, education, health care, retail and cause marketing. Additionally, Reiter received her MBA in International Business from Cal State Fullerton in 2000 and remains active with the university through several programs including "Professor for a Day" and as a member of the Marketing Advisory Council.



### Suzanne Richards, Chief Executive Officer Integrated Healthcare Holdings Inc., Santa Ana

Suzanne Richards is an accomplished health care executive with a diverse background in management and direct patient care, spanning more than 25 years. She is now providing innovative leadership and a strategic vision to Integrated Healthcare Holdings Inc. (IHHI) and its system of community hospitals. IHHI funds approximately \$47 million in Medi-Cal/Medi-Cal Managed Care, and another \$40 million in charity/indigent costs annually. In addition to her duties as a corporate and hospital CEO, in 2014 Richards was appointed by the CalOptima board of directors as the hospital representative to the Provider Advisory Committee and was elected by her peers to serve as the Orange County Area representative on the board of directors for the Hospital Association of Southern California. IHHI has owned and operated four hospitals in Orange County since March 2005. These hospitals include Western Medical Center Santa Ana, Western Medical Center Anaheim, Coastal Communities Hospital and Chapman Medical Center.



### Annette Richardson, Managing Director/Managing Partner One Medical Group, Orange County LLC, Newport Beach

After 17 years in the beauty and medical aesthetics industry, Annette Richardson found her passion after she helped build over a dozen successful medical spas and schools from the ground up. She decided to create a special place where she would have the opportunity to implement all the knowledge she had gathered from her 360-degree education and evaluation of what worked in the medical aesthetic and medical industry. Richardson launched One Medical Group, Orange County LLC (OMG OC Aesthetics) in 2010. The organization provides the latest non-invasive, anti-aging and rejuvenation procedures with a highly experienced team of doctors, registered nurses and clinical estheticians. Richardson was also named one of Orange County's "Dynamic Women" in 2012.



### Nan Richardson, West Coast Director Business Development Core States Group, Newport Beach

In her position at Core States Group, a fully integrated engineering, architecture and project management firm, Nan Richardson's responsibilities include lead generation, lead tracking, development and management of new and existing national and international retail and hospitality account relationships, and regularly contributing to management meetings for strategic planning. With more than 18 years of experience in commercial real estate and development, Richardson has worked with Orange County's finest. An active supporter of philanthropic organizations such as Untied Way, Habitat for Humanity, Community Service Programs and National Kidney Foundation, Richardson tries to give all the support and energy she can to the community she works and lives in.



### Maricela Rios-Faust, Associate Executive Director/Chief Operating Officer Human Options, Irvine

Maricela Rios-Faust provides vital leadership, support and vision to the continued growth and success of Human Options, a nonprofit providing a safe haven and life-changing programs to help abused women, their children and families rebuild their lives. Since 2006, Rios-Faust has capitalized on her 20-year experience working with vulnerable populations and been a key driver in Human Options becoming the most comprehensive domestic violence service providers in Orange County. Her commitment comes from a desire to raise her daughter in a world where domestic violence isn't tolerated. Recognized as a leader in the field, she is the president of the board of directors for the California Partnership to End Domestic Violence and co-chairs its Southern Region Public Policy Review Committee. Rios-Faust was also named one of Orange County's Most Influential of 2014 for her leadership on increasing awareness of health impacts of domestic violence.



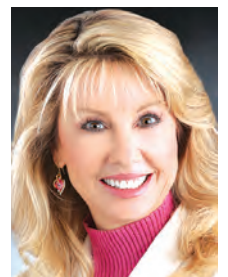
### Denise Roberson, President/Chief Executive Officer/Co-Founder Jadi Communications, Laguna Beach

Denise Roberson is president, CEO and co-founder of Jadi Communications (Jadi), a global leader in advertising, marketing and strategic services. Jadi, under Roberson's charge, represents a broad range of clients, including Fortune 500 and world-class brands such as National Geographic, Mazda, Costco, Sony Pictures, NASA/Skull Base Institute, Procter & Gamble, Epson and MemorialCare Health System. Setting a leadership tone that is strong and clear, Roberson ensures her team is focused on quality, integrity and the highest level of professionalism. She has an extremely visible management style and creates an innovative work environment that supports a commitment to excellence in everything Jadi does.



### Lori Robertson, Clinical Director/Owner Ajiliss Medical Aesthetics, Brea

In 2014, Lori Robertson was asked to take over a very small floundering medical aesthetics clinic in Brea. She accepted the position knowing that her education and experience could make a difference. Business ownership was something very new to her, back-office financials, cost of goods, hiring staff, inventory, insurance, equipment, various laws and regulations, OSHA, HIPPA, etc. The challenge loomed large, but Robertson was ready for it. After one year in her own clinic, Ajiliss Medical Aesthetics has increased revenue over 100%, increased the patient base from 225 to more than 1,300 and purchased over \$200,000 in equipment. This amazing growth has been very organic, with the majority of the new patients being referrals. She has also been instrumental in training and educating her brand new nursing staff to help them learn and grow as specialty practitioners.



### Betsy Rodriguez, Vice President of Operations Global Language Solutions, Irvine

Betsy Rodriguez is one of the first Global Language Solutions employees. Her hard work and dedication to the firm has resulted in a succession of promotions from administrative assistant to managerial positions to today's C-level role of vice president of operations. Rodriguez has worked her way up from answering phones to executing key business decisions.



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Rodriguez manages and develops a culturally and geographically diverse team of professionals. She is a professional woman who is responsible for overseeing GLS's global operations — from resource development and contracts to quality assurance and IT.

### **Dr. Kelly Rogers, Social Entrepreneurship Faculty Chapman University, Orange**

Dr. Kelly Rogers is a force for good. As an educator at Chapman University, Rogers teaches social entrepreneurship and personal finance. She transforms students into change-makers for their community, and also prepares students to be financially capable for the real world. Rogers encourages students to accomplish things that initially seemed impossible. Her strength, unbroken by her recent battle with cancer, has fueled every student in her class to make positive changes in their lives and the community. Rogers's personal passion is for youth-based financial literacy, and she is a published author of a children's financial literacy book, *Aron with one A*. Recently, she partnered with Union Bank to provide personal finance education to 1,000 students in the Anaheim City School District on National Teach a Child to Save Day.



### **Sara Rollins, Managing Director CBRE, Newport Beach**

As managing director of the Financial Consulting Group, Sara Rollins is responsible for providing sophisticated financial and analytical corporate advisory services required by tenants in the market today. With more than 16 years at CBRE, Rollins combines her 30 years of experience and knowledge of capital markets, corporate real estate and strategic planning to develop client-tailored financial solutions which enable CBRE clients to make fully informed real estate decisions. CBRE is the world's largest commercial real estate services firm serving owners, investors and occupiers. Rollins is an active member of the CBRE Women's Network, mentoring many young women within the company. She is also a member of the Dean's Leadership Circle at the Paul Merage School of Business, University of California, Irvine.



### **Judy Rose, President**

#### **Custom Writing & Writing Repair Services, Santa Ana**

Judy Rose has been providing custom writing and editing services since 2006. Her specialties include blogging, website content, brochures, and other marketing and PR materials. Rose comes from a long career with international firms where she took on a voluntary role assisting colleagues with writing. She uses her talent and experience to help clients find the right words to convey a message or impart information. Services include original writing, writing repair (strategic editing), collaboration and brainstorming at every stage of text creation from blank page to finished piece. Rose is the author of the blog, *Writing English*, which has received over 1.6 million hits from people in dozens of countries since its start in 2006.



### **Barbara Roth, Director of Membership/Past President Association for Women in Technology, Irvine**

Barbara Roth has been on the board of directors of Advancing Women in Technology (AWT) since 2008. Her first role was director of public relations, and she became the vice president in 2009 and president in 2010. During this time, Roth oversaw the largest growth in scholarships awarded to young women majoring in the field of technology - 11 scholarships totaling over \$30,000. Since that time, she has been a key contributor to fundraising efforts, which to date, have raised a grand total of more than \$85,000. Roth's diligence, leadership and persistence in acquiring sponsors and donors for the AWT Quarterly Forum events and the Annual Wine Tasting Fundraiser helped to produce those results. AWT is Southern California's premier nonprofit organization dedicated to empowering women in all fields of technology through the endowment of educational scholarships and the creation of opportunities to enhance personal and professional growth, working closely with the business community to facilitate diversity and proficiency.



### **Kristina Roth, Chief Executive Officer Matisia Consultants, Irvine**

Kristina Roth founded Matisia Consultants in 2006 after spending years working at the big four consulting firms and growing frustrated with how much time was being spent on developing plans for clients without implementation. Roth brings more than 15 years of experience in business intelligence, strategy, operations and organizational change management to build and sustain high productivity business processes and supporting information systems. Since its launch, Roth has led Matisia to double-digit growth year over year and projected revenue at \$62 million for 2015. Roth's extensive knowledge and experience allows her to work closely with key management at Fortune 100 companies across retail, technology, health care and insurance industries to implement strategies for driving sales, profit and growth. In less than 10 years, Roth has built one of the fastest-growing businesses in the Northwest with over 165 employees and offices in Seattle and Orange County.



### **Kimberly Roush, Executive Coach/PCC/Owner All-Star Executive Coaching, Villa Park**

Throughout her career, Kimberly Roush has always had a keen interest in the development of people to achieve their highest potential. Roush worked her way up as a National "Big 4" partner, working in both the financial audit and IT security and controls practices. After working with an executive coach herself, she realized that the part of her job she loved the most was coaching, challenging, developing, motivating and inspiring partners, staff and clients. She found her passion in coaching and started All-Star Executive Coaching. She attended The Coaches Training Institute and is a certified professional co-active coach and certified practitioner of neuro-linguistic programming. She is also a professional certified coach (PCC) and a member of the International Coach Federation. Roush brings 30 years of real world business experience and her work with CEOs CFOs, CIOs, boards of directors and audit committees to her coaching.



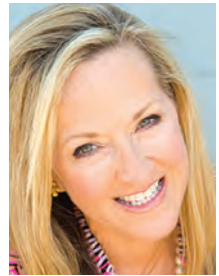
### **Katie Rucker, President, Operations MacKenzie Corp., Irvine**

MacKenzie Corp. is a family run business with Katie Rucker and twin sister, Jennifer Dinnen, jointly leading the company through a strategic shift in the way the company operates. While the core services of what the company offers — data management and analytics, research capabilities and campaign management, remain the same, its technology and approaches are being brought forward under the leadership of this next generation. Over the last two years, Rucker has transformed the corporate culture, leading to enhanced employee engagement and collaboration. She has also launched a fresh, new look and feel to the corporate image — reflected through all branding pieces as well as the workspace itself. Advancements in technology can be seen in MacKenzie Corp.'s newly developed online territory/sale management platform, as well as worked into the streamlining of internal operations to increase functionality and scalability which will contribute to the company's ongoing success for years to come.



### **Cynthia Saito, Founder Wrapadoo, Corona del Mar**

In the five years that Cynthia Saito launched Wrapadoo, she has secured utility patents in four countries; rolled out two additional divisions encompassing beauty, baby and home, achieving the enviable label of luxury lifestyle brand. Wrapadoo is Saito's brain child. Inspired and invented as a solution to the long-standing problem that she and millions of other moms needed solved as they suffered through the nightly challenge of wrapping and drying their daughters' wet hair. Saito created a towel that requires no flip, is custom fit and has Velcro tabs to stay put. With growing annual sales and distribution, Wrapadoo is enjoying its best year to date. Wrapadoo is available online through its e-comm site, as well as Amazon, The Grommet and various spas and retailers across the U.S.



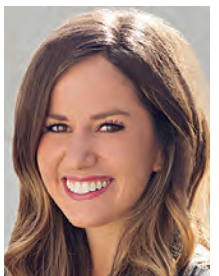
### **Jennifer Scheumann, Founder Tiny Oranges, Costa Mesa**

Jennifer Scheumann launched the Tiny Oranges blog in the summer of 2008 as a new mom navigating parenthood in Orange County. She wanted to build a community for parents dedicated to sharing ideas and tips to enhance her readers' lives. Scheumann was one of the original mommy bloggers in the Orange County blogging space and has built a dedicated following in the county, but now also nationwide. Scheumann grew her blog from a couple hundred readers a day to over 100,000 visitors per month and has worked with such esteemed brands such as Oprah.com, Serta, Bosch, Disneyland and Sony. Tiny Oranges is one of the most well-known blogs in the parenting space. With an authentic voice, and genuine love for her business, Scheumann inspires moms with an emphasis on balance and loves supporting the brands and businesses she is passionate about who want to reach her demographic of readers.



### **Kendra Senn, Chief Executive Officer/Founder The Fit Life, Huntington Beach**

Kendra Senn, the 24-year-old founder of The Fit Life, is a different kind of corporate wellness entrepreneur. In 2014, as a new college graduate, Senn launched The Fit Life, a venture she self-funded. Since its founding, The Fit Life and Senn have demonstrated to countless people that wellness is exciting and helped to transform the culture of these organizations, which include clients such as Taco Bell, SunEdison and Optivest Inc. The Fit Life designs each program uniquely for each client, to fit its culture, the goals of the organization and the needs of the employees. Senn attributes the early success of The Fit Life to its technology-driven assessment and says this process, which centers around people not numbers, is different from her competitors because it's fun and engaging.



### **Kimberly C. Sentovich, Executive Vice President of Stores & Logistics Gymboree Inc., Irvine**

Kimberly Curtin Sentovich is the EVP of stores and logistics for Gymboree Corp. Previously she was the senior vice president for Walmart's Pacific Division, which includes California, Alaska and Hawaii. She has over 20 years of

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experience in retail with expertise in merchandising, purchasing, vendor management, operations and strategic planning. Sentovich has been active on the advisory board for Dress for Success Western Division. She is the vice chair of the board of directors of the Children's Hospital of Orange County Foundation. Sentovich is also the chair of UC Irvine's CEO Roundtable, which provides a forum for Orange County business leaders, university leadership and UC students to benefit from expanded learning opportunities and to collaborate. Sentovich also participates in the UC Irvine Paul Merage School of Business Dean's Advisory Council.



### **Kim Shepherd, Chief Executive Officer Decision Toolbox, Irvine**

Kim Shepherd is CEO of Decision Toolbox (DT), an unconventional recruiting company with a single focus: to provide cutting-edge and affordable recruitment solutions. Since 2000, Shepherd has led the 100% virtual organization to provide businesses of all sizes nationwide with smarter recruitment solutions. Shepherd's innovative vision resulted in the organization's successful virtual business model, which allowed DT to flourish amid a recession when other recruitment firms suffered. Her business acumen and forward-thinking approach has positioned her as a recognized thought leader by organizations across the world and she is regularly invited to speak on topics such as leadership, recruitment best practices and virtual business. Shepherd also is the author of *The Bite Me School of Management* which chronicles her professional journey and offers common sense solutions to business challenges. Her success stems from philosophies that value people and relationships, displayed through her dedication to DT clients and employees.



### **Marni Smith, Chief Executive Officer Portero Concierge, Foothill Ranch**

Over two years ago, Marni Ellison Smith decided to make her unique blend of skills and knowledge available to an even wider range of businesses, and is helping many of those same companies perform at an even higher level. Since discovering new ways of overcoming business obstacles is Smith's forte, she decided to put all of her efforts into a new lifestyle management company, Portero Concierge, transitioning into executive recruiting with a C-level executive search firm. In addition to placing hundreds of top-tier finance and accounting professionals into Southern California's largest companies, she has spearheaded business development efforts for companies on both coasts. Knowing how important it is to give back to the community, Smith also has a history of supporting women entrepreneurs in Orange County.



### **Rosemarie Smith, Founder/Chief Executive Officer Systems Source Inc., Irvine**

Rosemarie Smith started a small one-person business over 30 years ago with the desire to provide an exceptional customer experience in the office furniture industry. Her hard work, tenacity and passion for her employees and customers have allowed her to grow an incredibly successful business. Many of those original customers and employees have worked with Systems Source through its long history and remain loyal to her to this day. She has evolved and adapted, morphing with the economy and changing business landscape to create one of the largest contract interiors firms on the west coast with five offices from Seattle to San Diego. Under Smith's leadership Systems Source has built a strong and growing business with a long list of clients that include household names like Microsoft, Toyota, Bank of America, Southern California Edison, Red Bull and DirecTV to name a few.



### **Linda Spencer, President Mattson Resources LLC, Costa Mesa**

Linda Spencer arrived in Southern California with only \$1,000 and a paid off Nissan B210. After repeated attempts getting a staffing company to hire her, one organization gave her 30 days to prove herself, which she did. Spencer became the top biller for the firm, was given a partnership, sold the firm to a national firm and was later retained as executive vice president. Seven years later, after attempts of the parent company to change her business model, Spencer decided to start her own firm, Mattson Resources. Established in July 2007, Mattson has grown into one of the largest single location staffing companies in Southern California. Certified as a Women Owned Business and a Racially Diverse Staffing Company, Mattson strives to be a world class operation with a can-do attitude, always remembering that the customer is number one. Mattson services six distinct divisions, including engineering, information technology, accounting and finance, office professionals, scientific management and skilled industrial.



### **Alexandra Spitz, Founder OC Mommy and Me, Newport Beach**

Since the inception of OC Mommy and Me, Founder Alexandra Spitz, has devoted her life to helping new moms in Orange County with OC's premier educational support program for new moms. As a certified parent educator, newborn specialist, certified positive discipline parent educator and mom of two, Spitz is always looking ahead and has a big vision for the community. She is constantly developing new programs so



moms have access to high-quality, in-person support and education at birth and continuing as their children grow. Helping over 450 moms in just two years, Spitz is quickly realizing her goal of changing the culture of motherhood in OC to one where moms support and empower one another. Spitz is also an active philanthropist helping many local charities. She is not only a great business woman, but an inspiring role model for all women.

### **Missy Stern, Director/Sr. Relationship Manager, National Banking Group Bank of the West, Newport Beach**

Since joining Bank of the West in 2010, Missy Stern has been instrumental in identifying opportunities and fostering the strong connections that define her approach to doing business. Her ability to help great companies grow and prosper has made her a trusted advisor in Southern California's business community and beyond. Stern's decades of experience and deep ties to the local community mean that the companies she calls on often know and trust her long before becoming clients. Her consistent, persistent approach to relationships has been a strong driver in developing new business. She is a highly skilled banker, leveraging her knowledge and experience to win numerous new, lead bank relationships. She has a unique enthusiasm that, when combined with her financial knowledge and savvy, consistently places her in the upper echelon of productivity. Clients are willing to place their trust and confidence in Stern because of her skill.



### **April Stewart, Director of Respite Services 24Hr HomeCare, Orange**

April Stewart started her career with 24Hr HomeCare in 2013 as an account manager for its Torrance office. In this role, Stewart seamlessly assisted clients with their evolving needs, earning the company's "G.E.M." award for going the extra mile for her clients. In 2014, Stewart became the company's second director of respite services, leading the company's first office in Orange. Faced with significant obstacles in building the office from the ground up, Stewart transformed the disorganized new office with fewer than 100 clients into a fast-growing branch serving over 1,000 clients, building a brand synonymous with quality care giving. The office's growth can be attributed to two of Stewart's major contributions: coordinating the translation of hundreds of documents into the company's clients' spoken languages and establishing a new CPR program for care providers. 24Hr HomeCare is the industry-leading provider of affordable, quality in home care and companion care giving services throughout California and Arizona.



### **Michelle Stiegler, Vice President, Regional Sales Premier Business Centers, Irvine**

Michelle Stiegler joined Premier Business Centers in 2007 as regional manager, overseeing 20 centers, primarily in Orange County. In 2010, Stiegler was promoted to her current position, overseeing over 650,000 of rentable square feet with centers in Orange County, San Diego, Northern California, Washington, Hawaii, Florida, Colorado and Ohio, where she is responsible for overall profitability of these centers, sales activities and provides operational leadership. Most recently, Premier added business centers in the Denver and Honolulu markets and is expanding to Miami in late summer 2015. Stiegler is active with NAWBO-OC and has worked with NAWBO to help provide members a professional environment to host meetings and conduct business. Premier Business Centers currently operates the largest privately owned executive suite operation in the United States with over 70 locations across the nation.



### **Autumn Strier, President/Chief Executive Officer Miracles for Kids, Tustin**

Autumn Strier is the founder of Miracles for Kids. She designed the mission, vision and values that launched the organization into the community and built all programs and services from concept to operation. Accessing over a decade of experience as an investment banker and policy and political analyst, combined with an entrepreneurial vision to achieve social change in the community, Strier structured the organization from an internal employee fundraising program to a thriving nonprofit. During times of both recession and growth in the economy, Strier successfully diversified revenue sources, reduced expenses and increased support networks in order to maintain steady organizational growth. Today, Miracles for Kids is a robust \$2 million organization in its 11th year of operation, with offices in Tustin and Santa Monica, supporting the needs of hundreds of families each year who have children in treatment for a life-threatening illness.



### **Victoria Strombom, Real Estate Agent Surterre Properties, Laguna Beach**

Victoria Strombom has been one of the coastal community's top real estate agents throughout her career. Strombom's in-depth knowledge of real estate contracts and skills pertaining to complex transactions have shaped her understanding of the industry as a whole. Her expertise and commitment to her clients' privacy have garnered clientele ranging from celebrities and professional athletes to corporate leaders, and an impressive accumulation of return clientele. As a valued agent at Surterre, Strombom stays involved with the company beyond her role as an agent by participating in Surterre's Charity Matching program, eWaste Drives, and mentoring and recruiting



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new Surterre partners and agents. Strombom has also been awarded the National Association of REALTOR®'s Green Designation – the only NAR conferred real estate designation for agents looking to learn about issues of energy efficiency and sustainability in the various facets of real estate. Through this designation, Strombom has gained unparalleled industry awareness of green issues and resources.

### Mary Christine Sungaila, Partner Snell & Wilmer LLP, Costa Mesa

M.C. Sungaila joined Snell & Wilmer in Dec. 2010. Since that time, she has been a key contributor to the firm's women's initiatives, spearheaded numerous seminars and served as a positive ambassador to the firm through her many speaking roles, publications and community activities. She has consistently briefed and argued cutting-edge appeals that raise core business issues and has helped secure important rights for women and girls, nationally and internationally. Sungaila received a 2015 California Lawyer Attorney of the Year (CLAY) Award from *California Lawyer Magazine* and the 2015 Attorney of the Year Award from the OC Hispanic Bar Association for her longtime pro bono appellate work. In 2014, Sungaila simultaneously led appellate practice and amicus curiae committees at the local (OCBA), national (ABA), and international levels (IADC), and continues to lead on the national and international level in 2015.



### Kelly Teenor, Water Business Unit Marketing Manager/Corporate Marketing Specialist/Associate

#### Hall & Foreman, a division of David Evans and Associates Inc., Tustin

Kelly Teenor is water business unit marketing manager and corporate marketing specialist/associate for Hall & Foreman, a division of David Evans and Associates Inc. She is responsible for business expansion and building equity in the firm's name. Hall & Foreman, an Orange County-based civil engineering, surveying and land planning firm merged with David Evans and Associates Inc. in mid-2014. Teenor has been involved with integrating the firm's marketing and business development activities as a result of the merge. As an associate of the firm, she assists in the areas of management, strategic planning and development of company policy. Teenor is past president of the Orange County Public Relations Society of America and is accredited in public relations, the organization's professional credential, and she is a member of two Toastmasters Clubs.



### Betsy Thagard, Founder B. toffee LLC, Newport Beach

With a core audience, strong following and ever-growing customer base, Betsy Thagard has turned a passion into a profitable business. She has been featured on television with KCAL/CBS News and *Good Day LA* and in publications such as *Redbook*, *Riviera*, *OC Register*, and most recently, *Newport Beach Magazine* where she was chosen as one of this year's 10 most Influential People/10 to Watch. B. toffee has experienced consistent growth since the company was founded, and is on track to continue its growth in 2015. Most recently, B. toffee received the top GOLD honors for "Top Toffee" and "Best Packaging." B. toffee is proud to have created its own B. GIVING INITIATIVE, committed to making a social impact through a variety of causes and nonprofit partners. B. toffee can be found nationwide with premier placement in the country's most noted gourmet markets and specialty stores, as well as through the company's website.



### Troyce Thome, Founder Tai Chi for Health, San Clemente

Troyce Thome is passionate about helping individuals retain their independence through mindful exercise programs based on tai chi principles. She has served as a master trainer for numerous programs, including the Arthritis Foundation, where she has trained hundreds of instructors throughout the U.S. She has studied closely with some of the most well-known tai chi masters of our time, and has led five groups to China to study tai chi in its birthplace. Upon seeing a great need, Thome designed a comprehensive Instructors Certification Program to address the common deficiencies found in gait function. She serves as an instructor at Saddleback College and the Ritz Carlton Laguna Niguel, and continues to lead independent workshops throughout Southern California, and across the nation.



### Jacqueline Thompson, Real Estate Agent, Jacqueline Thompson Group Surterre Properties, Newport Beach

Since she launched the Jacqueline Thompson Group at Surterre Properties in 2008, Jacqueline Thompson has made sales history – and forged one of the most successful luxury residential real estate practices – in coastal Orange County. Thompson has sold nearly \$600 million in luxury properties in the exclusive, ultra luxury enclaves. Thompson is especially acclaimed for her expertise and market leadership in luxury estates, and – independent of market conditions – has continued to drive values and set record-breaking sales. Thompson attains the market's best results by working strategically, and tirelessly, from start to finish on each and every transaction. As her valued clients will attest, she is extremely hands-on in her work,



never handing off a listing to her assistants. The Jacqueline Thompson Group is fluent in Mandarin, Cantonese, Taiwanese and Shanghaiese, and is experienced in international business nuances, negotiating styles and marketing tactics.

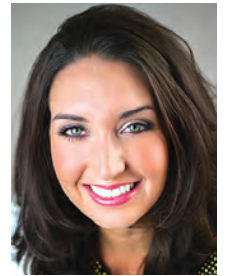
### Jessica Spaulding Thompson, President/Founder Spaulding Thompson & Associates Inc., Laguna Niguel

Jessica Thompson is the founder and president of Spaulding Thompson & Associates, a boutique public relations and marketing firm. Now in its sixth year, the firm has solidified its place as a premier agency for the commercial real estate and economic development industries. The firm has built its reputation on its strategic approach to communications combining multiple mediums and solid media relations. Some of the firm's more recent work has included the brand and marketing strategy for firms such as Market Insite, Landmark Capital and Cypress West, as well as large scale campaigns for San Bernardino County's economic development agency and national media campaigns for Faris Lee Investments. As agency of record for NAIOP SoCal and board member for CoreNet Global Southern California, Thompson remains at the center point of trends driving CRE.



### Krista Thompson, Owner/President Dolly's Cotton Candy, Seal Beach

Dolly's Cotton Candy is an on-site cart catering service that was started in 2011 and provides a unique food entertainment experience for all ages from a custom-designed cotton candy cart. By providing a detailed and professional service with the highest-quality ingredients available, Dolly's Cotton Candy has served clients from Santa Barbara to San Diego. Clients include A-list celebrities, four-star resorts and Fortune 500 companies. In 2014, Dolly's Cotton Candy has grown to create a new company, Big Top Carts, a custom cart manufacturer in Orange County. With the success of Dolly's, Krista Thompson hopes to create business opportunities for other individuals who are looking to start their own cart catering business, as well as design carts for corporate companies, trade shows and resorts.



### Kathy Tillotson, Executive Director Build Futures, Huntington Beach

In 2009, Kathy Tillotson founded Build Futures, a nonprofit addressing a gap in services available to Orange County homeless youth ages 18 to 24. As executive director, Tillotson has helped nearly 600 young adults in crisis find housing, jobs and support services. She leads an all-volunteer staff to provide youth in need the ability to maintain stability and achieve independence. Prior to establishing Build Futures, Tillotson held various national management positions in the corporate arena. She has leveraged this expertise to establish and develop Build Futures into a leading youth-focused organization within Orange County. Tillotson is actively involved with several OC-based nonprofits including UC Irvine Advisory Council for Civic and Community Engagement, Orange County Commission to End Homelessness and Huntington Beach Interfaith Council. A recipient of California Senator Lou Correa's "Women Making a Difference" award in 2011, Tillotson also was recognized in 2013 at National Philanthropy Day in Orange County.



### Jill Tomac, President Leadership Resource Group LLC, Corona del Mar

Jill Tomac founded the Leadership Resource Group in 2001 out of her passion to inspire organizational leaders to create collaborative, high-performance, efficient teams. She works with leaders who are tired of communication being a roadblock to success. They know there is a better way to engage, motivate and get the best out of others, but don't yet have the tools, knowledge or resources to get there. Over the past 14 years, Tomac has taught techniques and processes that have withstood the test of time and have shifted the mindset of leaders throughout corporate America. Through her one-on-one coaching, corporate culture assessments and highly energetic live events, Tomac has guided thousands of leaders towards a more collaborative approach bringing out the best in those they lead.



### Carol Trapani, First Vice President in Brokerage Office Properties CBRE, Newport Beach

Carol Trapani has been a highly talented, exceptional leader in numerous roles through her 30-year career at CBRE. She began her career straight out of college in CBRE's New Orleans, Louisiana office where she was the top office leasing broker before transferring in 1989 to Southern California. Since then, she has specialized in the South Orange County and airport area markets, which encompasses in excess of 80 million square feet of office space. Trapani is well-known and respected among her peers and clients for her ability to strategically source, market and position her clients' assets. Since 1995, her team has represented some of the county's most notable developments including The Summit, a 1,700,000-square-foot office project in Aliso Viejo and South Coast Metro Center, a 400,000-square-foot office project for lease and sale. CBRE is the world's largest commercial real estate services firm serving owners, investors and occupiers.





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Renee Dee, President of  
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for her 2015 Women in  
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## 2015 Women in Business Nominees

### **Katy Triefenbach, Co-Founder/Chief Executive Officer Stage 1 Financial, Anaheim**

Katy Triefenbach, along with her team, has successfully grown Stage 1 Financial, an organization that delivers a fully local, outsourced finance and accounting solutions to fast-growing companies, from the ground up. In less than one year, the company has achieved a run rate revenue of over \$1 million. Prior to co-founding Stage 1, Triefenbach was a global marketing manager for a large medical device company in Southern California. Triefenbach utilized her strong background in global sales and marketing to create a brand and service offering from scratch that not only met the needs of the young entrepreneur, but also has been disruptive in the market. Stage 1 partners with some of California's fastest-growing brands such as Pinkberry, the Drybar and Skin Laundry.



### **Twila True, Co-Founder/Chief Executive Officer/President True Investments LLC, Irvine**

Twila True, a member of the Oglala Sioux Tribe, is the co-founder, CEO and president of True Investments LLC, a leading woman and minority-owned real estate private equity firm. True is responsible for the firm's overall strategy, finances, operations and culture, with a focus on growing assets under management and scaling the growth and capabilities of the business. Under True's leadership, the management team has collectively deployed billions of dollars in real estate investment strategies throughout their careers. Additionally, True Investments LLC and its affiliated and managed entities, invest in operating companies with a focus on four sectors including health and beauty, real estate, food and beverage, and finance. In 2015, True plans to open multiple prototype nail studios that aim to redefine the nail industry under the Polished Perfect<sup>SM</sup> by Twila True brand in Orange County.



### **Mei Tsang, Partner Fish & Tsang LLP, Irvine**

Mei Tsang is an acclaimed intellectual property (IP) attorney who joined Fish & Tsang LLP (F&T), an award-winning IP law firm, at its inception in 2007. As partner, Tsang works with inventors and companies to patent innovative ideas and protect vital business interests. She oversees F&T's litigation teams and works with state and federal officials to combat counterfeit infringers nationally. Tsang's responsibilities have increased as F&T continues to experience substantial annual growth. In 2014, she was added to the firm's nomenclature and helped F&T open a second office in Silicon Valley. In 2015, she spearheaded F&T's partnership with the MS Society – Pacific South Coast Chapter as the first OC-based title sponsor of Walk MS in Irvine. Tsang is involved in Orange County Bar Association's (OCBA) IP and Technology Section, International Trademark Association's Anti-Counterfeiting Committee, Women Presidents' Organization and OCBA's Charitable Fund. She also is president of W3 Women Inc.



### **Dr. Betty Uribe, Executive Vice President, Greater Southern California Division California Bank & Trust, Irvine**

Dr. Betty Uribe's values-based leadership inspires her employees, colleagues, business associates and family. From her younger days as a successful entrepreneur to her current role as a bank executive, she has always set the example for her organization by displaying steadfast integrity, strict adherence to her values and a deep compassion in every personal interaction. After successfully rolling out more than 100 branches at two different banks, she brought her entrepreneurial nature to CB&T. Within six months, she developed the TEAM (Tools, Education, Access, Mentoring) initiative, teaming up with nonprofits in California to support women and minority business owners, a program that has now assisted dozens of new businesses around California. Uribe's consistent leadership style has inspired almost everyone that is fortunate enough to work with her. Between her remarkable business accomplishments, genuine care for colleagues, as well as her community dedication, Uribe is making a significant contribution in Orange County.



### **Carla Vargas, Senior Vice President, Community Impact Orange County United Way, Irvine**

Carla Vargas has been with Orange County United Way since 1999, and has served in various capacities of increasing responsibility. Now serving as senior vice president of community impact, Vargas spent 24 months working with United Way's board of directors and community stakeholders on an extensive strategic planning and community engagement process to develop 10-year, community-level change goals for Orange County in the areas of education, income, health and housing. Released in 2013, the 10-year strategic plan called FACE 2024 is based on the model of "Collective Impact." She led the organization's work to realign Orange County United Way's funding, advocacy, convening and public education strategies in support of the new 10-year goals, and now oversees all aspects of the implementation and evaluation of FACE 2024.



### **Lisa Vogel, Co-President Raj Manufacturing Inc., Tustin**

Lisa Vogel serves as co-president of RAJ Manufacturing LLC, one of the largest women's swimwear companies in the United States. RAJ Manufacturing LLC designs, manufactures and sells swimwear under many internationally recognized

brand names including ATHENA, Next by Athena, Hurley Swimwear, Nautica Swimwear, Luxe by Lisa Vogel, Reef Swimwear, Ella Moss Isla and Splendid Swim. As a graduate of the University of Southern California's Marshall School of Business, Vogel joined RAJ Manufacturing LLC, a family business founded by her parents, Marta and Raj Bhathal. She has served in various roles throughout the company during her tenor, and currently oversees the marketing/public relations department, licensing and compliance, operations, as well as the design and merchandising departments. Vogel has appeared in numerous fashion and business television segments including Orange County Cable Business Journal, Dialogue with Jim Doti, as well as appearances on CBS, E! Entertainment Television, NBC Inside Couture and the STYLE Network.



### **Cathy Volpe, President HB Staffing, Huntington Beach**

Cathy Volpe started in the staffing industry in 1976. She has held management and ownership roles in staffing firms and spent more than 20 years consulting/training with over 700 staffing companies. She founded HB Staffing, a woman-owned small business, in 2000, utilizing best practices in training and mentoring the team to provide exceptional administrative, professional and select labor staffing services to local Orange County companies, nonprofits, public agencies and federal government agencies. HB Staffing has placed thousands of people in good jobs since 2000. After surviving the tough recession, the company has grown every year since 2010, and was recently awarded two public agency contracts and federal agency contracts with Department of Homeland Security, Department of Agriculture and Civilian Job Corps.



### **Marcy Weinstein, Real Estate Agent Surterre Properties, Newport Beach**

Supported by Orange County's premier luxury real estate boutique, Surterre Properties Inc., Marcy Weinstein is in the ultimate position to allow her talent, creativity and diligence as a professional take center stage. Leveraging her wide-spanning capabilities with Surterre's top-notch marketing campaign and commitment to superior service, clients of Weinstein are certain to experience a rewarding transaction. Since the launch of her residential real estate career in the early 90s, Weinstein has become one of the area's most dominant forces, selling more properties in the custom neighborhoods of Newport Coast than any other real estate professional. Her time-honed negotiation skills ensure lucrative deals for her clients, while her creativity and vision conceive the emergence of many new options.



### **Kris Wells, Real Estate Agent Surterre Properties, Newport Beach**

Since joining Surterre, Kris Wells's career has had tremendous growth in all areas of residential real estate. Her investor clientele has tripled and her luxury clientele has grown exponentially. Still true to the integrity of referral business and offering the same service for a first-time buyer to a diversified investor, Wells's clients are happy and confident to refer her. Among the 3% in the nation to have a CRS (Certified Real Estate Specialist) designation, her commitment to education and knowledge of real estate is a passion. Wells is also known among peers for her expertise in the Tustin/North Tustin/Tustin Ranch areas. For over 25 years, Wells has made a name for herself as one of the most highly respected real estate agents in Orange County.



### **Jamie Welsh, Chief Executive Officer/Founder/Inventor BendyBack, Dana Point**

As an established, successful business woman, Jamie Welsh solved a problem by inventing a solution. In creating BendyBack, a yoga and wellness prop for yogis, fitness buffs and everyone in between, Welsh not only solved her own problem, she brought a new, revolutionary product to the health and wellness market. From yoga instructors to personal trainers, BendyBack is being used across the country and recently received attention in the international market. Welsh's pursuit of finding an environmentally friendly product that is manufactured in the United States is just one example of her investment in the community. Employing local businesses and nonprofit organizations to produce BendyBack products, Welsh is providing jobs locally. Welsh also committed to return 10% of BendyBack's profit to help others. Welsh serves on a number of nonprofit boards and provides support to children, homeless individuals, the environment and military veterans.



### **Tamara Werkmeister, Associate Vice President HNTB, Santa Ana**

Tamara Werkmeister is a dedicated professional with over 25 years of Southern California business development experience. Over the course of 15 years with HNTB Corp., an employee-owned infrastructure solutions firm serving public and private owners and contractors, she has demonstrated successful leadership and results-oriented characteristics in each of her roles: division marketing director, business development manager, office sales manager, client service leader and as project champion. Werkmeister is a champion in every sense of the word – whether winning mega projects or mentoring and supporting her colleagues. As one of a handful of female officers for the firm in the Western Region,



## 2015 Women in Business Nominees

Werkmeister commands respect from superiors, subordinates and clients. She has consistently demonstrated leadership in the development and implementation of successful sales strategies, detailed proposal development and interview facilitation skills that have resulted in major client wins, including landing significant projects with Los Angeles World Airports.

### **Dr. Mary Wickman, Director of Nursing, Professor of Nursing Vanguard University, Costa Mesa**

Dr. Mary Wickman has made significant contributions to Vanguard University, the nursing profession, and the Orange County community at multiple levels. Her profession as a nurse and educator has touched the lives of many students in Orange County who are in the process of becoming a registered nurse or who are pursuing a higher degree in nursing. Wickman has doubled student numbers in the nursing program, and developed a new educational leadership graduate option for students seeking to be nurse leaders. She is involved in continuous research support at various health care organizations to help staff with research and evidence-based practice skills. She currently serves in various capacities at Vanguard University, beyond the classroom. This includes the university faculty senate, member of the assessment committee, the graduate program committee and the school for professional studies committee.



### **Diane Wittenberg, Audit Partner Haskell & White LLP, Irvine**

Diane Wittenberg has close to 30 years of experience in accounting, serving as a partner since 2002 at Haskell & White, one of the largest independently owned accounting, auditing and tax consulting firms in Southern California. Wittenberg is a leading force within the Haskell & White business model, working with privately held and public middle-market companies to conduct their audits and meet compliance requirements. Wittenberg has stood out as a leader within the financial services community since scoring in the Top 10 on the May 1985 California CPA exam. She goes beyond her management and accounting role by being a mentor, both formally and informally. She developed a flexible work policy for Haskell & White, demonstrating that professionals can achieve a balance between professional and personal commitments. A testament to her leadership abilities, she is responsible for the firm's training program and is an invaluable resource for those seeking information about the latest regulatory requirements.



### **Catherine Wolfe, Senior Director, Corporate & Strategic Communications Toshiba America Medical Systems Inc., Tustin**

Cathy Wolfe is one of a select group of women holding a senior-level position and helping to navigate Toshiba's future. Throughout Wolfe's 25+ year tenure, she adapted to internal and external changes, from bringing Toshiba's communications into the digital age to meeting the changing needs of customers under Obamacare. Wolfe's proven track record has led to the honor of receiving the 2014 Silver Stevie Award for Women in Business, Female Executive of the Year (Business Products). She is an industry expert speaking at high-profile conferences and writes on leadership communication. Wolfe is focused on listening and adapting to customers' needs and believes "dialogue with customers" is not just for B2C brands, but is even more critical in B2B healthcare. Toshiba markets, sells, distributes and services diagnostic imaging and interventional systems, including CT, PET/CT, MR, ultrasound, X-ray and cardiovascular equipment, throughout the U.S.



### **Lisa Wolter, Executive Director Susan G. Komen Orange County, Costa Mesa**

In 2014, Komen Orange County was named the Affiliate of the Year out of 120 affiliates worldwide. The woman behind this remarkable achievement was Executive Director Lisa Wolter. Under Wolter's leadership, the nonprofit created an innovative tissue bank program in which Orange County contributed new diversity to the predominantly Caucasian and African-American Susan G. Komen Tissue Bank at the Indiana University Cancer Center. Women from the Asian American, Native Hawaiian, Pacific Islander and Latina communities contributed healthy breast tissue for global research. For more than a decade, Wolter has led the organization in its mission to save lives in Orange County and fund global breast cancer research. She successfully drives the nonprofit's signature fundraisers, including the Pink Tie Ball and Race for the Cure. As a result of these initiatives and local partnerships, Wolter has cemented Komen Orange County's position as the go-to breast health authority.



### **Dr. Tammy Wong, Chief Executive Officer/President Fostering Executive Leadership, Irvine**

Dr. Tammy Wong's professional career spans over three decades of sales, marketing and strategy experience in Fortune 500 companies. She is known for her demonstrated leadership abilities and her commitment in developing leadership in others. Fostering Executive Leadership Inc. is an international business results executive coaching firm. The firm consists of more than 200 leadership coaches worldwide. The coaches work with leaders by improving leadership capability, capacity, and have established a proven record with a ROI through coaching engagements. Before starting her own company, Dr. Wong worked in the technology industry for companies that included IBM, Xerox and Sun Microsystems advancing into many leadership roles. At Sun, she founded and was the president of the women's organization that included over 2000 women



worldwide. With this achievement, she was recognized by her peers when they selected her for the highly coveted "Making a Difference" Award.

### **Jennie Wong, Area Chair & Lead Faculty University of Phoenix, Costa Mesa**

As a dedicated faculty member for 22 years, Jennie Wong facilitates several University of Phoenix (UOPX) courses every year and provides University of Phoenix students information in areas where she is knowledgeable. Wong strives to support the university and make the students feel proud about their college program. Part of being a UOPX faculty member is to have a profession. Wong is currently a human resources generalist for Potts & Associates LLC. Her duties at Potts & Associates include providing various employment services to clients: representation at unemployment hearings, training, writing policies and procedures, counseling employers, human resources services at employment sites, safety audits, etc. Holding this position enhances Wong's effectiveness and knowledge at the University of Phoenix.



### **Cindi Wudyka, Director of Business Development Platinum Resource Group Inc., Irvine**

Given her 20 years of sales and recruiting experience, it was natural for Cindi Wudyka to join Platinum Resource Group and to help expand the company's clientele with her high energy and positive attitude. Utilizing her previous executive business development positions in high technology and hospitality supporting Fortune 500 companies, Wudyka has introduced a vast and unique range of clientele for Platinum Resource Group. Additionally, her passion for relationship building, combined with her approachable and unforgettable personality, has helped the business create a growing presence in the professional community. Platinum Resource Group is a professional-level, boutique staffing firm.



### **Irene Lee Wyatt, Principal-in-Charge FPL and Associates Inc., Irvine**

Irene Lee Wyatt, Esq. is the daughter of Dr. Fong-Ping Lee who founded FPL and Associates in 1988. Together they have grown the small Irvine engineering firm to great success. Wyatt is responsible for approximately half of FPL's \$3-million per annum gross business portfolio and serves as principal-in-charge. She is a talented and confident leader who manages the complex challenges of the business with clients, partners and key transportation agencies. She epitomizes the saying that "behind every great man stands a great woman," as she efficiently and strategically executes her job responsibilities on \$1-billion-plus landmark infrastructure projects to perfection. Wyatt's Chinese heritage embodies filial loyalty, courtesy, and diligence and she and her family place great value on a good education, hard work, integrity, modesty, patience and perseverance. Wyatt is a rising star in a predominantly male industry and has demonstrated that her talent, ethics and values are critically important in business.



### **Rebecca Yang, Vice President/Corporate Controller Del Taco, Lake Forest**

Rebecca Yang has proven herself to be not just a team player at Del Taco, but also a valuable source of counsel to the company's executive team, overseeing an 18-person staff and working on a regular basis with the heads of all departments. In addition to taking on the responsibilities associated with her position, Yang is extremely involved in the sale of Del Taco to Levy Acquisition Corp., which will culminate in Del Taco becoming a public company, and has become an integral part of in preparing for and executing on next steps. As a mother of three young children, Yang continues to tackle a strenuous work/life balance and has mastered it to an art, yet still finds time to excel in her position while cultivating a fun work environment. This kind of juggling has deemed her a real source of inspiration among her colleagues.



### **Kristin Yellin, Owner/President/Chief Legal Counsel Adoption Network Law Center, Lake Forest**

Kristin A.F. Yellin has been leading Adoption Network Law Center (ANLC), a California law corporation providing quality professional adoption services, as owner and chief counsel since 2007. Under her leadership, ANLC has completed approximately 300 adoptions per year and has strived to fulfill its mission of "Helping Build Families. One Miracle At A Time." In doing so, ANLC is proud to state that 96% of its families surveyed would recommend ANLC to their families and friends. Under Kristin's management, ANLC was also named a 2014 OC Register Top Workplace. Today, ANLC is the largest law center in the U.S. that handles domestic newborn adoptions.



### **Katie Yim, Founder Creamistry, Yorba Linda**

Katie Yim founded Creamistry in 2013 and opened the first store in Irvine, Calif. Since then, the company has opened five stores and have eight more planned to open in 2015 so far. The Creamistry concept is fresh, unique and has gained loyal customers all across the southland. Dozens of popular publications have praised their product and concept including *LA Times*, *OC Weekly*, *OC Register*, *NBC LA* and many others. Creamistry is made-to-order liquid nitrogen ice cream. Creamologist utilize over 50 premium ingredients to prepare customized, handcrafted frozen treats.





# ORANGE COUNTY BUSINESS JOURNAL

## 21st Annual **Women** *in* **BUSINESS**

**Kellie Aamodt** - UPS  
**Betsy Aasland** - Beach Kids Therapy  
**Tina Aldatz** - Savvy Traveler  
**Deborah Allen** - Deborah Allen Art  
**Kristen Mauger Allison** - Burnham Benefits  
**Chadia Almeddin** - Befinnis Fashions  
**Sally Anderson** - Toshiba America Business Solutions  
**Paula Ansara-Wilhelm** - Surterre Properties/Bask Magazine  
**Janice Arrigo** - Surterre Properties  
**Suzu Arriola** - Sidoni & Arriola & Associates at Keller Williams Realty  
**Patty Arvielo** - New American Funding  
**Katharine Azar** - Social Good Strategies LLC  
**Bethany Bailey** - CBRE  
**Chelsey Veturis Baker** - Sister Act Media  
**Dr. Elizabeth Bales** - The Hydration Room  
**Ellen Bartholemy** - Hall & Co.  
**Helen Lao Baxter** - ClearPath Solutions  
**Martha Bayer** - CBRE  
**Susan Beat** - MUFG Union Bank  
**Tammi Belcher** - GypsetMermaid  
**Julia Bendis** - Match By Julia  
**Kimberly Bernatz** - First American Trust Co.  
**Victoria Betancourt** - Coneybeare Cleantech  
**Suzanne Beukema** - Suzanne's Catering & Event Planning  
**Kim Bibb** - Villa Real Estate  
**Kimberly Bick** - Bick Law Group  
**Ashley Boeckle** - Buff Bake  
**Brittany Boeckle** - Buff Bake  
**Monica Bonakdar, M.D.** - Bonakdar Institute  
**Amber Bonasoro** - Berkshire Hathaway HomeServices  
**Cindy Borella** - Addicted to Hair  
**Karie Boyd** - Boyd Law  
**Eve A. Brackmann Esq.** - Stuart Kane LLP  
**Adrienne Brandes** - Surterre Properties  
**Penelope Bryan** - Whittier Law School  
**Jane Buchan** - PAAMCO  
**Nicole Carrillo** - Opus Bank  
**Paula Clarkson** - Merhab Robinson, Jackson & Clarkson  
**Rochelle Veturis Coles** - Sister Act Media  
**Tammy Sue Cooper** - Technolgent  
**Kristy Cueti** - GypsetMermaid  
**Nina K Cullen** - Nina K  
**Cindy Galardi Culpepper** - Galardi Group Inc.  
**Jenn Curtis** - FutureWise Consulting  
**Laura Davick** - Crystal Cove Alliance  
**Kina De Santis** - MotorMood  
**Renee M. Dee** - Black, Starr & Frost  
**Carol DeNembo** - Balboa Brands Inc.  
**Laura DeSoto** - Experian  
**Michelle Devine** - Visit Newport Beach Inc.  
**Tamara Devitt** - Haynes and Boone LLP  
**Lindsay Dickhout** - Million Dollar Tan  
**Deborah Dickson** - Smith Dickson, an Accountancy Corp.  
**Diane Dillon** - Hotel Irvine Jamboree Center

**Catherine Doll** - The Gilson Group  
**Jessica Dorman-Davis** - Freeman Freeman & Smiley LLP  
**Antonia Edwards** - Antonia Edwards Fine Art  
**Barbara Eidson** - Island Hotel Newport Beach  
**Lauren Ellermeier** - Beyond Fifteen Communications Inc.  
**Shannon Eusey** - Beacon Pointe Advisors  
**Zareen Faiz** - Arcadian at Aiso Assisted Living Memory Care  
**Massy Farzine** - ESDI Inc.  
**Trina Fleming** - Women Helping Women/Men2work  
**Melissa Fontes** - A&M Biomedical Inc.  
**Ashley Forman** - Rusty Bear Media  
**Shirin Forootan** - Call & Jensen  
**Elyssa Fournier** - Mixed Bakery  
**Sharon Friend** - Sharon Friend Myotonology LLC  
**Charlotte Gadbois** - Sloane Street  
**Frances Gadbois** - Sloane Street  
**Eulynn Gargano** - FutureWise Consulting  
**Erin Giglia** - Montage Legal Group  
**Nancy Gin, M.D.** - Southern California Permanente Medical Group  
**Lori Gladstone** - Gladstone LC | Lifestyling + Concierge  
**Cindy Goss** - Propel Business Solutions Inc.  
**Kathryn Grant** - CASA  
**Sue Grant** - OC Public Relations & The Literacy Project  
**Jeanne Graves** - Del Taco  
**Risa Groux** - Risa Groux Nutrition  
**Jamie Gwen** - Tastebud Entertainment Inc.  
**Cynthia Hackler** - Cynthia Hackler Law  
**Rebecca Hall** - Idea Hall  
**Mona Z. Hanna** - Michelman & Robinson LLP  
**Nicole Hanriot** - Beach Riot  
**Sima Hassani** - Westgroup Designs  
**Amanda Heer** - Fantasy Floral Design  
**Marla Brower Hemmel** - BHE Management Corp.  
**Heidi Hendy** - H. Hendy Associates  
**Dana Heyde** - Cottle, Keen, Lopiccio & Heyde  
**Anna Holt** - Five Star Companies  
**Mitra Hooshmand** - Mixx Yoga  
**Debra Hotaling** - Ford Motor Co.  
**Shay Hughes** - Hughes Marino  
**Silvia Ichar** - PARA TODOS Magazine  
**Jo-E Immel** - Snyder Langston  
**Michele D. Johnson** - Latham & Watkins  
**Katie Jongeward** - Rusty Bear Media  
**Linda Joseph-Turek** - Silver Moon Photography  
**Patty Juarez** - Wells Fargo Commercial Banking  
**Pamela Jung** - Workforce Solutions Group  
**Manna Kadar** - Manna Kadar Cosmetics  
**Melinda Morgan Kartsonis** - Morgan Marketing & Public Relations  
**Hilary Kaye** - HKA Inc. Marketing Communications  
**Lyn Kennedy** - OC Hospice  
**Shannon Kennedy** - BNY Mellon Wealth Management  
**Maureen Khamsi** - Strategic Medical  
**Laura Khouri** - Western National Group  
**Debbie Knight** - Platinum Resource Group Inc.

### Luncheon & Awards Program

Tuesday, June 23, 2015  
Hotel Irvine Jamboree Center  
17900 Jamboree Road  
Irvine, CA 92614

### Tickets: \* \$150 Table of Ten: \$1500

Price includes parking. Tickets are non-refundable. Ticket price\* includes a one-year subscription to the Orange County Business Journal (\*\$30 allocated to the subscription).  
New subscribers only.

### For Reservation Information

Visit [www.ocbj.com/bizevents](http://www.ocbj.com/bizevents)  
or contact Jayne Kennedy,  
Senior Events Manager, at  
949.833.8373 x 209 or  
[kennedy@ocbj.com](mailto:kennedy@ocbj.com).

# Congratulations

## 2015 Nominees!

Layla Lameijer - MySlate  
Entia Lawal - E-Legal Document Preparation Inc.  
Lindsay Lawrence - Umpqua Bank  
Susan Levinstein - HMWC CPAs & Business Advisors  
Jenna Lobos - BeautyMark Organics  
Pernille Lopez - Good Life Designed  
Courtney Lutkus - Simply Radiant Events  
Ariane MacDonald - Dawson Cole Fine Art  
Alicia Maciel - The Prentice School  
Azucena Maldonado - Latina Golfers Association  
Joan Marcus-Colvin - The New Home Co.  
Kathryn Marino - HAUTEOC Inc./OC Fashion Week  
Doris Mattingly - Lantronix  
Jennifer McCasland - Vaco Orange County  
Nicole McMackin - Irvine Technology Corp.  
Janet Michels - Computerized Vehicle Registration (CVR)  
Yuri Mikulka - Manatt, Phelps & Phillips, LLP  
Debbie Millar - VVI  
Celin Miller - GGG Demolition Inc.  
Debra Miller - CureDuchenne  
Ashley Mulcahy - Tutor Doctor  
Kathryn Murrel - Surterre Properties  
Mary Jo Mursa - Kaiser Permanente  
Debbie Nagel - Orange Label Art + Advertising  
Rama Nayeri - creations landscape designs  
Mona Lee Nesseth - Mona Lee Nesseth Estate & Custom Jewelry  
Charlene Nichols - LANI  
Marla J. Noel - Fairhaven Memorial Park & Mortuary  
Laura Noid - New Horizons Computer Learning Centers of Southern California  
Laura Oatman - Whole Earth Wellness  
Ellie Tipton Ortiz - Laguna Beach Legal  
Anoosheh M. Oskouian - Ship & Shore Environmental Inc.  
Kathleen Owens - Alta Pacific Wealth Management  
Diane Palumbo - Palumbo Bergstrom LLP  
Amy Jo Pedone - Valenza Chocolatier Inc.  
Cynthia Harris Perazzo - Hoag Memorial Hospital Presbyterian  
Christina Pham - JMAC Lending  
Melissa Pollard - Comerica Bank  
Stephanie Pollaro - International Sanctuary  
Debbie Porter - Pieology Pizzeria  
Sunny Rajab - Business Communications Solutions  
Mima Ransom - Elan Academies  
Dawn Reese - The Wooden Floor  
Dereesa Purtell Reid - Hoag Orthopedic Institute  
Terri Reid - Pacific Hospitality Group  
Laura A. Reilly - Starfish Signs & Graphics Inc.  
Rochelle Reiter - Orange Label Art + Advertising  
Suzanne Richards - Integrated Healthcare Holdings Inc. (IHHL)  
Annette Richardson - One Medical Group, Orange County LLC  
Nan Richardson - Core States Group  
Maricela Rios-Faust - Human Options  
Denise Roberson - Jadi Communications  
Lori Robertson - Ajliss Medical Aesthetics  
Betsy Rodriguez - Global Language Solutions

Dr. Kelly Rogers - Chapman University  
Sara Rollins - CBRE  
Judy Rose - Custom Writing & Writing Repair Services  
Barbara Roth - Association for Women in Technology  
Kristina Roth - Matisia Consultants  
Kimberly Roush - All-Star Executive Coaching  
Katie Rucker - MacKenzie Corp.  
Cynthia Saito - Wrapadoo  
Jennifer Scheumann - Tiny Oranges  
Kendra Senn - The Fit Life  
Kimberly C. Sentovich - Gymboree Inc.  
Kim Shepherd - Decision Toolbox  
Mami Smith - Portero Concierge  
Rosemarie Smith - Systems Source Inc.  
Linda Spencer - Mattson Resources LLC  
Alexandra Spitz - OC Mommy and Me  
Missy Stern - Bank of the West  
April Stewart - 24Hr HomeCare  
Michelle Stiegler - Premier Business Centers  
Autumn Strier - Miracles for Kids  
Victoria Strombom - Surterre Properties  
Mary Christine Sungaila - Snell & Wilmer LLP  
Kelly Teenor - Hall & Foreman, a division of David Evans and Associates Inc.  
Betsy Thagard - B. toffee LLC  
Troyce Thome - Tai Chi for Health  
Jacqueline Thompson - Surterre Properties  
Jessica Spaulding Thompson - Spaulding Thompson & Associates Inc.  
Krista Thompson - Dolly's Cotton Candy  
Kathy Tillotson - Build Futures  
Jill Tomac - Leadership Resource Group LLC  
Carol Trapani - CBRE  
Katy Triefenbach - Stage 1 Financial  
Twila True - True Investments LLC  
Mei Tsang - Fish & Tsang LLP  
Dr. Betty Uribe - California Bank & Trust  
Carla Vargas - Orange County United Way  
Lisa Vogel - Raj Manufacturing Inc.  
Cathy Volpe - HB Staffing  
Marcy Weinstein - Surterre Properties  
Kris Wells - Surterre Properties  
Jamie Welsh - BendyBack  
Tamara Werkmeister - HNTB  
Dr. Mary Wickman - Vanguard University  
Diane Wittenberg - Haskell & White LLP  
Catherine Wolfe - Toshiba America Medical Systems Inc.  
Lisa Wolter - Susan G. Komen Orange County  
Jennie Wong - University of Phoenix  
Dr. Tammy Wong - Fostering Executive Leadership  
Cindi Wudyka - Platinum Resource Group Inc.  
Irene Lee Wyatt - FPL and Associates Inc.  
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