The Los Angeles Business Journal presents

CFOs of the Year

2012

Presenting
Sponsors:

Platinum Sponsors:

Gold Sponsors:

Bristol Farms
Houlihan Lokey
Laffaldano, Shaw & Young LLP
Marcum LLP

Moss Adams LLP
Randstad Finance & Accounting
Richardson & Patel LLP
Snell & Wilmer

This special advertising supplement did not involve the reporting or editing staff of the Los Angeles Business Journal.
Welcome to our sixth annual Los Angeles Business Journal CFO Awards special supplement, in which we celebrate the efforts and achievements of those too often unsung heroes of the corporate space.

Every successful company in Los Angeles owes a tremendous debt of gratitude to the Chief Financial Officers of their respective businesses, each of whom plays a key role, not only in the success of their companies, but in the success of the Los Angeles financial community as a whole. So to all the great CFOs profiled in this volume we say thank you!

This issue sheds some additional light on the nominees and honorees we celebrated at our CFO Awards luncheon on Wednesday, September 12th at the Millennium Biltmore Hotel downtown.

The list of prestigious nominees — each an example of excellence in the field of financial business stewardship — made it even more difficult than usual to single out the honorees. Six honorees are announced in this section in six categories — “Small Private Company CFO,” “Large Private Company CFO (sales under $500 million),” “Large Private Company CFO (sales over $500 million),” “Non-Profit CFO,” “Public Company CFO,” and “Government/Public Sector CFO.” We applaud each of the nominees and honorees — all of whom are described in these pages.

We hope you enjoy this special section, which contains some insights on what exactly it means to be a CFO in today’s business climate, as well as profiles of each of our esteemed CFO Award nominees and honorees.

And again, congratulations to all the great CFOs in Los Angeles who tirelessly contribute to the bottom line of your businesses, and ultimately, our business community as a whole.

Best regards,

Matthew A. Toledo
Publisher & CEO

Sometimes opportunity isn’t obvious.

Opportunity — and true potential — isn’t always obvious, especially in today’s challenging times. BNY Mellon Wealth Management has the vision and experience to help. We can uncover opportunities, navigate risks and identify ways to move your portfolio forward. So you can achieve your goals — whatever the market environment.

Start building a better plan today. Contact us for a complimentary, confidential 2020 Risk Audit."
Grant Thornton refers to Grant Thornton LLP, the U.S. member firm of Grant Thornton International Ltd.

At Grant Thornton we specialize in helping dynamic organizations like yours, because we are one too. We know how to confront the challenges you face and bring a real, competitive advantage of senior staff time, short decision-making chains and sound processes. To help unlock your potential, visit GrantThornton.com/Growth.

Reason says: go with the well-known.

Instinct says: go with the know-how.

GrantThornton
An instinct for growth

PROUD SPONSOR OF THE CFO OF THE YEAR AWARDS

Grant Thornton refers to Grant Thornton LLP, the U.S. member firm of Grant Thornton International Ltd.
DOUG Troy is COO/CFO of Trailer Park, an organization that offers a full suite of marketing services and integrated digital production capabilities. Since taking the role in late 2008, Troy has navigated multiple acquisitions, the implementation of optimized business practices and successful launches of two emerging technology divisions helping to diversify the firm and reduce customer concentration risk. His responsibilities include daily operations of nine business units, M&A, strategy, client facing responsibilities and full accountability for all financial aspects. When he first stepped into his current role during the 2008 recession, Troy walked into a difficult business environment and a company that was struggling in the marketplace. His initial priority included right-sizing the company to ensure the continued viability for its clients and employees. After stabilizing the business, the next step was to integrate three acquisitions into a single company. Troy led the combination by exiting two disparate locations and combining the groups. By the end of the first quarter of 2009, the company had moved into a single location. This integration allowed collaboration across business units and enabled Trailer Park to offer an umbrella of services to clients, embodying strategic, creative and technology expertise. Troy then rebuilt Trailer Park’s finance team while at the same time implementing a new ERP software system, and simultaneously assumed responsibility for the daily operations of the business units, human resources, information technology, legal facility management and post production. As a result of many of Troy’s strategic initiatives, Trailer Park saw explosive growth last year, with revenue rising approximating 50% and substantial margin expansion.

TIM Goetz is the CFO of the world’s leading manufacturer of civil helicopters – and he takes his job to levels above and beyond the call of duty. Not only does Goetz oversee all of the financial planning and analytics that go into being a financial leader, but he also oversees and conducts monthly safety courses for helicopter flight instructors and maintenance technicians. Goetz has focused his time growing the company from within by putting enormous amounts of energy into research and development programs. As a result, Robinson has consistently added new models into the market place and Goetz’ execution as a financial leader has enabled them to do this in an extremely profitable manner. Just last year, Robinson added 133,000 square feet to its manufacturing facility in Torrance to deal with increased demand. Goetz has led Robinson through increasingly profitable years as they continue to grow revenue and increase production. His dedication to becoming a global company led to Robinson being the first U.S. helicopter manufacturer to receive Japanese certification. Goetz even handles much of the communication between Robinson and their vast network of dealer partners on a domestic and international scale. In 2011, Robinson Helicopter more than doubled its production from 2010, producing 356 helicopters. 2012 began with a backlog of around 400 aircraft orders, which made Robinson’s new manufacturing facility in Torrance so critical to the success and growth of the company. Goetz was able to help foster and then foresee this growth in demand by building the partner network on a larger scale. The increased production is a testament to Goetz and his dedication to strong growth in a sustainable manner.
#1

Business Software

Complete. Open. Integrated.

oracle.com/goto/bizsoftware
or call 1.800.ORACLE.1
A great example of a CFO growing with his organization from the beginning, Rick Battaglini has been with John Paul Mitchell Systems (JPMS) - maker of PAUL MITCHELL hair care – for over 25 years. On February 1, 1987 he was hired by JPMS, which at the time had no computer system, used manual paper books, and had an accounting staff of two (if you include Battaglini) and a typewriter to create financial statements. There were no internal controls, no email and few systems. His first inventory count was handed to him by the warehouse manager on 3x5” index cards and the first few A/R agings had to be created and hand written from peg board cards. Literally each and every customer order had to be approved by him for shipping for there were no systems in place. Battaglini even became the first “IT guy,” by default. From there, PAUL MITCHELL has become a worldwide recognized brand name. Battaglini has risen from Controller to Vice President of Finance, to CFO, Treasurer, Board Member and strategist. Today, JPMS has over 270 employees worldwide; including 5 fulltime “IT guys,” complete computerization, four locations across the USA, 48 subsidiary companies and sales in over 50 countries. And JPMS' bottom line profitability, cash flow and financial ratios are enviable and among the best in any industry. Those humble beginnings and the small number of employees enabled Battaglini to be involved in nearly every facet of the business. From his training and education of his team, systems have been implemented, employees have grown in their knowledge, slop was eliminated, sales grew, profits soared and growth has certainly come.

CFO OF THE YEAR: LARGE PRIVATE COMPANY

RICK BATTAGLINI
JOHN PAUL MITCHELL SYSTEMS

AMERICAN Business Bank is weathering the struggling economy storm well, thanks to Wes Schaefer’s invaluable contributions. His strategic plan has laid the foundation for growth and profitability, making ABB a strong and sound institution. ABB has few to no impaired investments and has been able to maintain a reasonable yield on its portfolio under Schaefer’s leadership. His vision and conservative investment strategy grew the bank from a start up De Novo to a formidable institution of $1 Billion in assets. In 2010, the bank attracted more than 100 new clients, reported deposit and asset growth of 12%, saw its earnings grow by 20%, had a return on beginning equity of 14%, and exceeded $1 Billion in assets for the first time. In 2007, Schaefer identified the increased risk factors that many banks were facing and proactively changed his investment strategy. The Bank’s investment portfolio accounts for approximately 60% of its assets, a sizable portfolio and important to the overall earnings of the Bank. He identified investments that posed a greater risk to the overall security and well being of the Bank, and sold them. Upon selling these investments, he invested largely in government backed investments, with the full faith and credit of the U.S. behind them. Schaefer looked for investments that would fill two criteria, first, investments that would maintain a reasonable yield and, second, investments that fit the risk profile of the Bank and would keep the Bank in a secure position. His fiscal vision and foresight has paid dividends for the Bank and its customers!

CFO OF THE YEAR: PUBLIC COMPANY

WES SCHAEFER
AMERICAN BUSINESS BANK
Century Group congratulates the finalists for the 2012 CFO of the Year Awards.

Century Group is your solution for accounting and financial human capital, offering retained executive search, contingency recruitment, interim and project professionals. Visit our team at www.century-group.com
Sixth Annual CFO of the Year

Honorees

CFO OF THE YEAR: NONPROFIT COMPANY

SUSAN STEL
LOS ANGELES COUNTY ECONOMIC DEVELOPMENT CORP.

S since joining the LAEDC in 2005, Susan Stel has combined her private sector experience with her expertise as a Certified Public Accountant to strengthen the LAEDC’s financial reporting, internal controls and benefits offering to the company’s 40 employees. Her dedication, due diligence and strong work ethic have led to the completion and implementation of several noteworthy accomplishments and dramatic cost savings, including relocation and downsizing of the corporate headquarters in January 2012 that significantly enhanced the company’s overall operations saving approximately $125,000 (25%) per year in lease and overhead costs. Cost containment is especially important during a time when more and more organizations are faced with severely-reduced budgets and need to ensure that their investments in the mission of the LAEDC are managed as efficiently as possible. While many economic development organizations have had to dramatically reduce their budgets or in some cases even close their doors due to the recession, the LAEDC has been privileged to receive increased financial support for its mission each year and has seen a consistently high member retention rate (85% per year) among its more than 200 business, government and education members. Much of this continuity in support can be attributed to Stel’s outstanding financial management, reporting and transparency. From developing and implementing internal control protocols that ensure clean financial and federal program audits each year to converting the LAEDC’s subsidiary corporation to a more effective IRS tax status to maximize its benefits, she has done a remarkable job overseeing the financial affairs of the LAEDC.

CFO OF THE YEAR: GOVERNMENT/PUBLIC SECTOR COMPANY

SAM JOUMBLAT
PORT OF LONG BEACH

S ax Joumblat, CPA, is the Chief Financial Officer for the Port of Long Beach. As CFO, Joumblat oversees accounting responsibilities for the Port’s $940 million annual budget. With Joumblat at the financial helm for the Port, he has been responsible for launching many important initiatives. One such major initiative was the replacement of the Port’s antiquated billing system. Phase I was implemented in the last quarter of 2011, and Phase II which will include EDI to further automate billing is underway. Also under Joumblat’s direction, the Port is in the process of developing a customer portal which will enable customers to have direct access to information. He has also established a new contract compliance section for the Port. This group will have an increasingly critical role, considering that capital spending is projected to amount to $4.4 billion over the next 10 years at the Port of Long Beach. Because such a high volume of product moves in and out of the port, Joumblat recognized that a software system was needed that could offer coherent organization and distinct oversight of the Port’s crucial operations, including the billing and accounts receivable processes. To address this crucial issue, Joumblat selected, and steered the implementation of, the software solution that eliminated time-consuming practices and improved the finance team’s operational efficiency. By automating the creation of vessel calls and invoices; automating the bank import for customer payments into the computer system; and increasing oversight of revenue recognition and analytical reporting systems, the Port’s financial team, under Joumblat’s stewardship, has greatly enhanced productivity and visibility.
Some engines can’t be derailed

Middle market companies provide more jobs, more growth, and more diversity than any other U.S. segment. Deloitte Growth Enterprise Services offers the resources those companies need to succeed through sound decision making on issues such as talent, technology, regulatory changes, and tax. To help them — and our economy — stay on track.

To learn more about Deloitte Growth Enterprise Services and its customized offerings for mid-market and privately held companies, contact Michelle Kerrick at +1 213 688 5186 or email us at dges@deloitte.com

Gain insight with Perspectives, our series of reports, webcasts, and events for mid-market and privately held companies at www.deloitte.com/us/dges
This year’s esteemed CFO of the Year finalists are arranged below alphabetically by last name. Congratulations to all of the finalists!

**DANIELA ANTON**  
UNITED OIL CO.

Since Daniela Anton, a Romanian immigrant who didn’t speak a word of English when she came to the US in 1996, joined United Oil in 2000 as an Associate in the finance department, the company’s retail gas stations have grown from 64 to 127 stores and sales have increased at a compound annual growth rate of 12.25%. From the beginning, Anton quickly established herself within the company and, in 2005, was promoted to Controller, the highest-ranking financial executive within United Oil, due to her accounting knowledge, cash management skills, strong work ethic, reliability and ability to manage the financial function efficiently, including communicating effectively with managers, creditors, owners and others. Efficiency is the hallmark of Anton’s lean finance staff of 30 people who Anton has trained to perform tasks manually.

**MARC AZIZUDDIN**  
SEIU LOCAL 721

As a member of the Senior Management Team and ex-officio member of the Executive Board and member of various committees, Azizuddin has been able to efficiently lead strategic negotiations, operation support, equipment procurement and facilities design & acquisition for the SEIU organization’s two new facilities. He has played a key role in establishing budgeting, administration, logistics, finance, accounting, systems functions. He currently has twelve direct reports within the finance department of the company. Azizuddin is responsible for overseeing tax, treasury, accounting, SOX compliance, & financial resource allocations within the company. Over the past two years in this role, Azizuddin has capitalized on Private sector experience to improve external functions. He has also played an instrumental role in securing funding for two new facilities for over thirty million dollars.

**GLENN BALES**  
PROVIDENCE SAINT JOSEPH MEDICAL CENTER

Glenn Bales tirelessly spends most of his waking life dedicated to creating and maintaining a financially stable environment for Providence Saint Joseph Medical Center and Providence Holy Cross Medical Center. Never wavering from his exceptionally long work hours, Bales goes above and beyond to ensure that all managers in the ministry who have fiscal responsibilities are well educated. He frequently will hold budget education sessions as well as always being available for one on one education. He is tenacious in presenting detail but presents it at levels that is understood and helps to encourage positive changes. At times of fiscal concern, he reminds his colleagues of their mission of serving the poor and the vulnerable, providing a face to the numbers. Crucially, he goes above and beyond his role as a CFO to help make each managers feel involved in the ministry of healing.

**CHARLES BEST**  
BLACKLINE SYSTEMS

Charles Best, CPA, came on board as BlackLine’s first CFO in June of last year. As a proven leader who excels at implementing and managing internal controls and processes, Best is putting his expertise to work to help build a solid foundation for growth at BlackLine. In just his first year on the job, for example, he performed a company spending overhaul to instill a level of accountability, including formal approval and analysis processes and he enhanced financial reporting capabilities with metrics to drive performance. He also implemented many Cloud-based tools to improve operating efficiencies and put a new 403(b) plan together for the employees that is more appropriate for BlackLine’s size and growth potential. Quite an impressive first year on the job!

**FARAH BOROOMAND**  
ALFRED E. MANN FOUNDATION FOR SCIENTIFIC RESEARCH

Farah Boroomand is tough-minded and uncompromising when it comes to what she sees as the core function of financial reporting. Behind all the numbers, people are the bottom line. CalCPA Members. Trusted Advisors. At the heart of sound financial decisions.
Strengthened by time.

Straight talk. Sound counsel. Practical solutions. At Snell & Wilmer, some things never change.

Snell & Wilmer is a proud supporter of the Los Angeles Business Journal’s 2012 CFO Awards. Congratulations to this year’s nominees!

www.swlaw.com
Here’s to the CFO, who keeps an eye on all the details.

Congratulations to all the nominees for the Los Angeles Business Journal’s CFO of the Year Awards.

Your exceptional accomplishments are a credit not just to your individual organizations but to the entire financial profession.

Find out what thousands of smart CFOs and business owners nationwide already know: that the key to success is working with the right advisor—one that offers an integrated set of solutions, from assurance, tax, and consulting to risk management, transaction, and wealth services.

For close to a century, we’ve helped a wide range of businesses strengthen their financial operations.

Discover how we can make a difference to yours.
Continued from page 30

Thomas Boyack was one of Beach Point’s founding members. The firm was founded in January of 2009 through a management buyback of the alternative investment vehicle that Boyack relied on his previous alternative asset management experience to build out from Beach Point’s predecessor firm. His goal was to create an infrastructure that would encourage open communication and independent reporting across the firm. Because he did not inherit an existing infrastructure, he was able to focus on building a best-in-class organization from day one. During his tenure, Beach Point has consistently grown its assets under management. His contributions have allowed the firm to scale considerably since its inception. He has also ensured the firm’s operations are competitive versus its peers.

BRETT CHLOUPEK
SOURCE PHOTONICS

Brett Chloupek, CFO of Source Photonics, has done a remarkable job growing the company since his start in 2006. As many of the competitors in the optical communications industry have fallen off the map due to the tumultuous economy, Source Photonics has remained a stronghold in the market. The company’s products are used for fiber-to-the-premise technology to deliver video, voice and data services. In a highly developed technological industry, Chloupek has leveraged best of breed product development applications to ensure the company continues to trend in the right direction. As Source Photonics continues to grow globally, with over 1500 employed around the world, Chloupek is focused on maintaining the company’s current certification with the International Organization for Standardization and the Federal Communications Commission.

KEVIN COMBS
SHEPPARD, MULLIN, RITCHER AND HAMPTON LLP

Sheppard Mullin consisted of four offices all located in California, with approximately 210 attorneys at the time Kevin Combs joined the Firm. During his sixteen year tenure, he has been instrumental in growing the firm to fifteen offices with 600 attorneys located in California, Washington, D.C., New York, London, Shanghai, Beijing and Brussels. The firm has weathered the economic downturn and continues to grow and prosper. In large part this is due to conservative and realistic budgeting from Combs that the partners and potential new partners trust; his role in keeping expenses in check to ensure profitability; and incurring no long-term debt through the firm’s expansion. The ability of the firm to double in size while increasing its profitability is due in no small part to Combs’ financial stewardship.

JAMES CORWIN
PROVIDENCE HEALTH & SERVICES PHYSICIAN SERVICE DIVISION

In March of 2007, Jim Corwin took the post of CFO with Facey Medical Foundation where he played a key role in driving business operators to enhance the organization’s reputation, profitability, and sustainability during a period of uncertainty within the local economy. Two of his largest accomplishments with Facey include bridging the gap between the For-Profit Medical Group and the Not-For-Profit Foundation as well as recently spearheading the completion of the largest integration of an Independent California Foundation (facey) with a major Health System (Providence). As of July 1st of this year, Corwin was appointed as the Regional CFO post for Providence Health Systems Physician’s Service Division in Southern California. Within this capacity, Corwin’s primary focus has been to manage the organization’s capital, control costs, and support the investment products carved out by Providence. His goal was to create processes and internal controls designed to eliminate potential conflicts of interests and encourage open communication and independent reporting across the organization. The firm, because he did not inherit an existing infrastructure, he was able to focus on building a best-in-class organization from day one. During his tenure, Providence has consistently grown its assets under management. His contributions have allowed the firm to scale considerably since its inception. He has also ensured the firm’s operations are competitive versus its peers.

Randstad Finance & Accounting
proud sponsor of the 2012 Los Angeles CFO of the Year Awards

our focus matches your focus
As the second-largest finance & accounting staffing firm in the country, we focus exclusively on placing professionals in finance and accounting positions. For more than 25 years, our executive recruiters have successfully delivered the top talent that organizations need to impact their bottom line and drive financial success.

We applaud this year’s nominees and award winners for serving as exemplary leaders within the Los Angeles business community and as an inspiration for the finance & accounting industry.
Way to Go!

Congratulations to Sam Joumblat for being named the Business Journal’s Chief Financial Officer of the Year in the Government Entity category. In addition to winning awards, Sam is making sure the Port of Long Beach has the highest seaport credit ratings. Great work, Sam.

www.POLB.com
Continued from page 34

he has oversight of this Region’s Finance and Administrative function.

DEAN DITTO
KAHL STORZ ENDOSCOPY-
AMERICA, INC.

Dean Ditto is a dynam-ic CFO who has quickly estab-lished himself within his company and the Los Angeles business community. He has created a strong team and changed the finance culture within KARL STORZ Endoscopy-America (KSEA) to support the company’s growth initia-tives. At the executive level, Ditto leads the company’s financial functions and regularly contributes to strategic and operational initiatives. 2011 brought continued growth for KSEA and the company pursued investments in market expan-sion.

Ditto led the company’s effort to improve segment performance monitor-ing and investment evaluation. Forecast models were improved and standardized to be more predictive and intuitive to business leaders. Ditto’s improvements over the last couple years and his new pieces of analysis were integrated into the company’s planning process positioning the company for a bright present and future.

DAVID DONELL
X PRIZE FOUNDATION

David Donell has built, strengthened and led the financial and oper-a-tional function of the X PRIZE Foundation, a nonprofit focused on innovation and in-cen-tive models creating billion dollar industries in sectors including life sciences, energy, the environment and exploration. In the five years he has been with the Foundation, he has broadened the Foundation’s mission and reach by unify-ing the vision of the organization’s man-agement and providing the critical sup-port and discipline required to make this vision a reality. Simply put, Donell has built the foundation that makes the organization run smoother and gets things done. The result of this organiza-tional transformation has more than tripped the Foundation’s revenue and exponentially increased the number of headline-grabbing breakthroughs with the potential to positively impact billions of lives.

CHUCK EALLONARDO
Bristol Farms

After successfully leading Bristol Farms’ financial side through its transition away from Supervalue ownership and one of the most fiscally challeng-ing periods in the com-pany’s history, Chuck Eallonardo turned his attention back to expense management. He assembled a project team that consists of members from all areas of the company: Operations, I/T, Finance, and store-level employees. Together, the team has reduced expenses across the company such as Telephone, Trash Supplies expense, and much more. While Eallonardo became the CFO less than two years ago, he has been leading the finance function for Bristol Farms since 2005. In that time, he has led the company through three ownership changes, two General Ledger implementations, and numerous other projects. Thanks in large part to these efforts, the company has never been in a better position.

RICHARD M. GINSBURG
SANDERS INDUSTRIES

Under the direction of Richard Ginsburg, Sanders Industries has grown and prospered even in times of economic downturn. Sanders Industries revenues have grown roughly 78% since 2006 when Ginsburg joined the organization. Companies, such as Sanders compete effectively by concen-trating on selected components and parts manufacturing for particular prime-con-tractors. As a testament to Ginsburg’s skills as a CFO, the company absorbed several acqui-sitions, effectively managed expenditures and returned consistent profit year-over-year. Ginsburg’s contributions to Sanders Industries are evident in the effective finan-cial management of the company, which has allowed the company to grow and become a source of economic growth for the city of Long Beach.

DOUGLAS GOLD
RICHARDSON & PATEL LLP

Back in 2007, in his first two months as CFO, Doug Gold showed he meant business by completely overhauling Richardson & Patel’s financial infrastructure. He assembled a new account structure so that the firm’s numbers would communicate a clear message when reported to the partners. He did a retro-active audit and rebooking of all revenue and expense for the year 2006 and year-to-date for 2007 so that the firm could have solid year-over-year reporting in his first year on the job. Since then, over the last five years, Gold has helped the firm grow, helped it survive through challenging times, rebranded the firm, built an infectious culture, trained the employees to go from a one-office to four-office firm mentality, saved millions in expenses, brought in several hundred thousand dollars in revenue, and expanded into new practice areas.

Congratulations Chuck! on being nominated as one of The Los Angeles Business Journal’s 2012 CFOs of the Year

We’re proud of you! from your Bristol Farms Family Bristol Farms Your Extraordinary Food Store

Congratulations and best wishes to our friend and colleague AFSHIN KATEB OF SBE Entertainment Group

FOR THE RECOGNITION OF YOUR INNOVATION AND ACHIEVEMENT AS AN OUTSTANDING CFO.

WE LOOK FORWARD TO BEING A PART OF YOUR MANY SUCCESSES.
GREGG GOLDMAN
USC MARSHALL SCHOOL
OF BUSINESS

Gregg Goldman became Senior Associate Dean and Chief Financial officer for the USC Marshall School of Business in September of 2003. Serving as the chief financial officer and administrative officer for the school, Goldman oversees a wide range of administrative functions that support the school’s instructional and research programs. He is responsible for managing the school’s staff personnel, finances and physical facilities, recommending policies and procedures; planning and organizing for the future; and administering daily operations. He is known for being agile and adept–not only with the already complex budgeting demands of a business school, but also in working closely with the USC central financial operations and in helping Marshall focus on long-range planning and strategy to make the school even stronger.

TOM GRAZIANO
CELLUPHONE

Tom Graziano has been a key figure in building Celluphone’s success by spearheading crucial business initiatives that drastically improve business operations. One such project was the company-wide implementation of business software critical for supporting Celluphone’s continued expansion. Previously, Celluphone was operating several systems that were not able to support the growing business. Graziano was highly influential in recognizing that Celluphone’s inventory management system and financial system were both insufficient, and in driving the company to implement the necessary software solution. With this software implementation, Celluphone has gained important benefits, such as automated integration of supply chain with financials, automated shipping information retrieval, serial number capture, and rebate application; and a scalable technology platform that provides a solid groundwork for further business growth and development.

SCOTT HENRY
BEATS by DR. DRE

Scott Henry brings to Beats by Dr. Dre the skills of a seasoned senior financial executive with extensive experience in all aspects of internal and external corporate and operational financial management and business development in multi-national NYSE listed companies, including IPO, SOX, and turnaround management. He’s had nearly two decades of investment banking experience on Wall Street spanning a wide range of industries and financial and advisory product areas, including public and private debt and equity, M&A, venture capital and restructuring. Areas of specialty include capital raising, strategic planning, financial management, project financing, M&A, and crisis management. Henry also has significant international transaction, business development and operational experience (Asia and Western Europe) that he can now apply to benefit the legendary music maker’s organization.

ALAN HOFFMAN
CENTURY HOUSING CORPORATION

Alan Hoffman is Senior Vice President and Chief Financial Officer for Century Housing and its affiliates. With 24 years of experience in management and finance, Hoffman is currently responsible for all corporate finances, investments, financial planning and IT functions. Under Hoffman’s financial stewardship, practically 100% of Century’s revenue is earned as a return on investment, meaning that the company is not funded by grants or contributions. Its capital base has increased steadily since a re-organization in 2011, the company became the first not for profit Community Development Financial Institution to be admitted to the Federal Home Loan Bank in California.

AFSHIN KATEB
SBE ENTERTAINMENT GROUP

As Chief Financial Officer, Afsahn Kateb brings over 20 years of hospitality and real estate industry experience to SBE. He plays a crucial role in the company’s acquisitions and project development while overseeing all aspects of SBE’s financial affairs. Kateb joined SBE from Lowe Enterprises, where he was Senior Vice President of Lowe Enterprises Investors serving as portfolio manager for Lowe Hospitality Investment Partners (LHIP), a $266 million discretionary fund that invests solely in hotel resort properties. In that capacity, he was responsible for asset management of the portfolio, including portfolio management for hospitality equity and structured finance investments. Prior to Lowe, Kateb served as Chief Financial Officer and founding member of the KOR Group and was the ultimate driving force behind KOR’s fiscal management and growth potential.

Continued on page 38
Continued from page 37

**PAUL KERWIN**  
**WESTLAKE FINANCIAL SERVICES**

Through Paul Kerwin’s financial leadership, Westlake now has a portfolio of $1.6 billion. In 2002, when Kerwin started as the Controller, the entire Hankey Group of Companies had 750 employees. In 2004, when he was promoted to Chief Financial Officer, the entire Hankey Group of Companies had 914. At the end of 2011, the Hankey Group of Companies had 1,631 employees. With Kerwin as CFO, the growth of Westlake Financial Services, just one company within the Hankey Group, has been nothing short of a world class performance. He has consistently performed an exceedingly high level, has been recognized for his work by industry leaders, has led Westlake through a global financial meltdown and still was able to show growth financially and enabled Westlake to increase its workforce.

**DAWNNA LAWRENCE**  
**DEPARTMENT OF PUBLIC WORKS**

Dawnna Lawrence has been in her current position as CFO for more than six years and is responsible for planning, organizing, and directing all centralized finance and budget services for the department of public works to include accounting, budgeting, accounts payable and accounts receivable, revenue claiming, grant and bond management, procurement, evaluation and determination of fees, preparation of federal and state reimbursements, financial reporting needs, cost accounting, internal and external audit resolution, graphics and reproduction services, and information technology. Lawrence has spearheaded the department’s financial performance measures that show where funds are spent effectively and efficiently. She has also developed many initiatives that have allowed the Los Angeles County Department of Public Works to pursue and secure new and sustainable funding sources needed to meet the critical infrastructure, maintenance, and operational needs of the department.

**MARK LEE**  
**PLAYMATES TOYS**

Mark Lee has led Playmates Toys through a tumultuous time in the nation’s economic history with a focus on stability and efficiency. While many competitors closed their doors during the economic downturn, Lee was able to ready Playmates Toys for the storm and put them in a position to be developing new exciting toys in recent years. Lee made it clear his vision for the future would be to focus on product development and his strong financial leadership has given innovation leaders at the organization the flexibility to bring these new products to market. Meanwhile, Nickelodeon will be releasing a new Teenage Mutant Ninja Turtle show this fall, and Playmates has successfully gotten ahead of the premiere by releasing a new line of toys.

**DAVID MACOMBER**  
**CREDIT MANAGEMENT ASSOCIATION**

David Macomber is a financial executive with broad experience in all aspects of accounting, auditing and financial management. He is responsible for accounting, data processing, human resources, benefits programs, insurance administration and facilities for Credit Management Association, a non-profit association of 1200 member companies. He is a member of the Senior Management Team which oversees all seven operating departments and CMA’s educational foundation, and interfaces with the Board of Directors. David interfaces directly with the Association’s independent CPA’s, banks, actuaries, investment advisors, insurance brokers, computer consultants, legal counsel and vendors. His specialties include data processing migration, automation and redesign of accounting systems, implementation of cost savings measures, refurbishing facilities and relocation of offices, benefits administration, risk management, and acquisitions.

**SCOTT OTA**  
**WATER REPLENISHMENT OF SOUTHERN CALIFORNIA**

Scott Ota completed a comprehensive overhaul of the WRD’s budget development and rate setting process, a process that has now received the Award for Excellence for Operating Budgeting awarded by the California Society of Municipal Finance Officers for eight consecutive years. Ota led the WRD’s efforts in its 2004, 2008 and 2011 issuance of Certificates of Participation. He has also managed and maintained the WRD’s 100+ professional services contracts. He is involved in risk management issues, potential liability concerns and audits all payments to vendors for appropriateness and compliance with contract requirements.

Continued on page 40
Green Hasson Janks & Financial Leaders

Great legacies are born of great collaborations. Marie and Pierre Curie’s pioneering research astounded and altered the world. Behind the story of their scientific triumph is the story of the epic effort required to finance it. In every great endeavor, visionary financial leadership matters. Which is why Green Hasson Janks is pleased to congratulate the finalists and winners of the 2012 CFO of the Year Award. Great things happen when great people collaborate.

Marie and Pierre Curie’s extraordinary legacy includes the discovery of two radioactive elements, the receipt of multiple Nobel Prizes, and the implementation of bold financial strategies to support generations of researchers at the renowned Curie Institute. Find out more at greenhassonjanks.com/collaboration

Green Hasson Janks
Accountants and Business Advisors
10990 Wilshire Blvd
36th Floor
Los Angeles, CA 90024
310-871-1600
greenhassonjanks.com

A member of BDO International, a worldwide network of independent accounting firms and business advisors
© 2012 Green Hasson & Janks LLP. All rights reserved.
Continued from page 37

ments. He also developed a compliance strategy for Government Accounting Standards Board Statement 45 for the WRS. This included supervising the actuarial study, providing financial and benefit assumptions and establishing an Irrevocable Other Post Employment Benefits Trust account in accordance with the GASB.

KENT RATZLAF
NIAGARA BOTTLING

Kent Ratzlaff serves as Chief Financial Officer of one of the largest family-owned bottled water companies in America. In one of the toughest stretches the United States economy has seen, Ratzlaff has continued to grow Niagara organically. Ratzlaff, in fact, has been able to grow the company to one of the largest bottled water organizations in the United States, while keeping a strong focus on being a family owned company. Being a family owned company, the strategy for growth has remained the same, to grow the business from within without relying on mergers or acquisitions to provide growth. Ratzlaff has done exactly that and has maintained steady growth for as long as he has held the role of CFO. He has also played a large role in gaining and maintaining their largest client, Wal-Mart.

PATRICK ROMAGNANO
REVENUE FRONTIER & MEDIA DESIGN GROUP

Rising above and beyond the typical job requirements if a CFO, Patrick Romagnano is always writing new strategies and custom programs in order to offer value added service to his organization’s clients. This includes programs to analyze media and creation of indexes on media profitability, something new to the industry. Media Design Group, in fact, is the first agency capable of tracking a web hit back to an original television media buy. A system called “RPM,” or “Retail-performance Metrics,” is a proprietary algorithm developed in part by Romagnano, and was designed to segment and profile key customer traits that drive media planning and strategy for clients looking to maximize media dollars and drive sales. This innovation is used to compile and analyze response data using demographic, psychographic, competitive and direct response data to establish a blueprint for retail success.

BRADLEY S. SATENBERG
1ST CENTURY BANK

Since Brad Satenberg joined 1st Century Bank in 2009, he has managed a happy and healthy finance team with no turnover, and has been a key strategic executive helping to navigate the bank through a very interesting time in the financial markets. Satenberg has been successful in his professional endeavors and his career has been exemplified by his hard work and dedication to his people. While he is constantly under the pressure of a filing deadline, Satenberg has calmness in his approach to his work. He is analytical but decisive. Most importantly, he leads by example and is constantly mentoring his team and others in the bank. And his hard work has paid off – he has helped the bank reach record levels of assets and earnings over the past several quarters.

TIMOTHY M. SCHORN
HCP, INC.

Timothy Schoen has now spent six years with HCP as part of the management team that has presided over a period of profitable growth and portfolio expansion that has seen the company deepen its healthcare real estate holdings across its five main sectors of senior housing, medical office, life science, post acute/skilled and hospitals. This growth has seen Funds From Operations (“FFO”), a figure used by REIT’s to define cash flow from operations, increase dramatically from 2005 to 2012. During the past six years, Schoen specifically has been involved with the growth of the company on the acquisitions, operations and currently on the financial front. Schoen also leads a staff that consistently demonstrates the highest level of professional skill and integrity and his sharp leadership skills are key to development and retention of the team.

KAREN SCHOENBAUM
CALIFORNIA UNITED BANK

Karen Schoenbaum has served as Executive Vice President and Chief Financial Officer of California United Bank since October 2009. In this role, she focuses on increasing shareholder value by gaining visibility for stock, reviewing the financial landscape for strategic FDIC-assisted deals, and on traditional merger & acquisition opportunities in the market. She also oversees public reporting and the finance department, as well as steering the Bank’s technology areas. Much to her credit, the bank has been successful at not only surviving these tough economic times, but expanding and growing while enhancing franchise and shareholder value. The growth of the
bank has been partly due to acquisitions in which Schoenbaum has been instrumental in negotiations, overseeing the complex accounting requirements of such transactions, as well as completing the mergers and integration of the acquired banks.

ALBON SOWDEN
THE HUNTINGTON LIBRARY, ART COLLECTIONS, AND BOTANICAL GARDENS

Alison Sowden arrived at the Huntington Library, Art Collections, and Botanical Gardens in 1990 and found a cultural treasure on the brink of financial disaster. For 2 of every 3 years since 1958, the institution had generated deficits, wiping out its invested reserves, spending too high a percentage from its endowment, and accumulating decades’ worth of deferred maintenance. Fast forward to the present day, and thanks in large part to Sowden’s financial stewardship, The Huntington now enjoys financial health that it has not experienced since the 1950s. Sowden’s focus on building The Huntington’s financial foundations has created a more secure platform launching new programs, expanding collections, and extending the reach of the mission of Mr. Huntington. Her long tenure has also given her the opportunity to enjoy the fruits of her successes, and serve as the institutional financial historian!

TODD SWEAT
VACO LOS ANGELES, LLC

Todd Sweat is the Chief Financial Officer and SVP of Administration for all of Vaco’s offices and he is the financial lifeline to the Vaco Los Angeles office. He also works directly with the team of Vaco partners to develop financial and operating strategies to make them a best in class recruiting and staffing company. Under his financial leadership this past year, Vaco has continued to develop strategic partnerships, and has improved internal controls resulting in a 23% reduction in operating expenses and engineered a 56% increase in EBITDA. All of this leads Vaco to anticipate revenue growth of approximately 20% in the coming year. Sweat also led the company through a debt recapitalization plan that allowed its partners to realize some of their equity value, while taking advantage of attractive financing terms.

MARK R. SZCZEPANIAK
PROSPECT MORTGAGE, LLC

Mark R. Szczepaniak has been able to successfully guide Prospect Mortgage LLC through one of its most difficult financial periods. Poor economic conditions and bad weather led to few homes being purchased and it took some savvy financial maneuvering to keep the company afloat. By decreasing the company’s cost structure and attracting new lenders, Szczepaniak and Prospect Mortgage were able to make it out of 2010 and 2011 relatively unscathed and are now faced with the task of record earnings for the coming year. Sweat also led the company through a debt recapitalization plan that allowed its partners to realize some of their equity value, while taking advantage of attractive financing terms.

KENNETH WARD
KLUNE INDUSTRIES, INC.

Ken Ward’s contributions as CFO to Klune Industries, Inc. (a manufacturer of complex aluminum, nickel, titanium and steel aerostructures), have been remarkable. In less than two years, Ward helped transform Klune’s financial profile so dramatically that the company’s revenue nearly doubled and profitability increased substantially. This work was a key part of what made Klune into a sought-after acquisition by Precision Castparts, a publicly traded, multi-billion dollar company. Among Ward’s many contributions, Ward installed financial metrics and conducted monthly reviews which gave management a much deeper understanding of the business and an ability to assign accountability both with operations and program managers. All of this served to provide Klune with a more robust forecasting process and better financial budgeting than it had ever had before.

For information on how to sponsor the CFOs of the Year 2013, call 323.549.5225

COMMUNITY BANK

For over 65 years, Community Bank has provided Southern California businesses with superior financial services and expertise. Our mission is to help you grow and prepare for the future.

Successful partnerships help your business prosper. To be a part of this partnership, call us today at 877-922-2653.

Visit us at one of our convenient locations. Get Business Center details at www.cbank.com

Anaheim • Burbank • Commerce • Corona • Fontana • Glendale • Huntington Beach • Irvine • Ontario • Pasadena Redlands • Santa Clarita • Santa Fe Springs • South Bay • Ventura County • Warner Center • West Los Angeles

SBA Preferred Lender | Member FDIC | Equal Housing Lender
At the Event

The event was held at the Millennium Biltmore Hotel downtown.

Beach Point Capital is proud to recognize Thomas Boyack as a CFO of the Year Finalist

Congratulations to Tom and the other finalists for CFO of the Year
Over 400 attendees were on hand to honor the best CFOs in Los Angeles.

**American Business Bank®**

**WULD LIKE TO CONGRATULATE OUR CFO,**

**Wes Schaefer**

**FOR BEING AWARDED CFO OF THE YEAR IN LOS ANGELES.**

As an independent bank serving middle market businesses, our leadership team understands how important personalized attention and financial expertise are to our growing clientele.

**American Business Bank®**

Member FDIC

www.americanbusinessbank.com

**LOS ANGELES - CORPORATE**

523 West 6th Street, Suite 900
Los Angeles, CA 90014
(213) 430-4000

**ORANGE COUNTY**

18101 Von Karman, Suite 450
Irvine, CA 92612
(949) 261-1122

**SOUTH BAY**

970 West 190th Street, Suite 301
Torrance, CA 90402
(310) 998-1200

**INLAND EMPIRE**

3633 Inland Empire Blvd., Suite 720
Ontario, CA 91764
(909) 919-2040

**SAN FERNANDO VALLEY**

21800 Owens Street, Suite 350
Woodland Hills, CA 91367
(818) 884-0000