The San Fernando Valley Business Journal celebrated and honored the women of outstanding achievement in the Valley business community with the annual Women in Business Awards Reception and Luncheon event at the Sheraton Universal Hotel in Universal City on Monday, April 11.

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

Hundreds of nominees were submitted to the San Fernando Valley Business Journal by readers this year. The judges had the unenviable task of narrowing the field down to honorees in nine categories for this year’s big event.

Specifically categorized Awards of Recognition were presented to women who have truly blazed a path of business excellence for all of us in the Valley and beyond.

It wasn’t easy to select just nine honorees for this year’s awards, so we have also taken the time to single out, for honorable mention, a selection of additional finalists – superb examples of women who genuinely lead by example and are all winners in their own right. Each is profiled in these pages.

Many thanks are due to our Presenting Sponsors: California State University Northridge, Comerica Bank, Dignity Health Northridge Hospital Medical Center and Wells Fargo; our Platinum Sponsors: Bank of America Merrill Lynch, Kaiser Permanente and Travelers, as well as our Gold Sponsors: Mission Valley Bank and Valley Community Healthcare.

Congratulations to all the honorees, finalists and nominees!
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CSUN
CALIFORNIA STATE UNIVERSITY-NORTHridge
BUSINESS OWNER OF THE YEAR
HEIDI HAYES
theAgency

Heidi Hayes is president of theAgency, a full-service advertising agency in Ventura County that has operated since 1989. Joining in 1995, Hayes became president and co-owner in 1997. In addition to the ongoing task of new business development she also acts as the account lead for a diverse collection of key clients. With over 25 years of experience, she brings a remarkable drive to her clients’ business and an unerring sense of what fidelity to a brand can and should do.

Whether commercial banking, workforce development, watershed protection, solar energy, foster parent recruitment, veterans services, packaged goods, economic development, video games, water conservation or destination marketing, Hayes brings an unyielding commitment to development of the unique “voice” that will connect clients and customers. Hayes was instrumental in developing theAgency’s strategic philosophy, called “empathetic branding,” which marries the hard edge of fact with the compound curves of consumer emotions and behavior. By blending core rational insights with core emotional insights, marketing strategies are designed that “give” rather than “get” attention, truly igniting the consumer. Whether increasing loan volume 300%, helping to meet water conservation objectives or growing one of the largest tourism improvement districts in the region, her commitment to her clients’ success is unyielding.

Hayes’ ability to craft relevant qualitative and quantitative research into theAgency’s brand-building projects as well as her knack for designing marketing campaigns that increase awareness, build brand value and motivate changes in behavior have been key to theAgency’s growth and longevity. This commitment has earned her the respect—and friendship—of her clients. Hayes received her BS in Marketing from San Diego State University School of Business and continued her studies through Harvard Business School Executive Education. An animal lover and activist, Hayes’ volunteer positions also include Big Brothers, Big Sisters of Ventura County and the New West Symphony.

CEO OF THE YEAR
BONNIE ATMORE
FOOD Share

FOOD Share President and CEO, Bonnie Atmore’s “servant-based” leadership style has laid the foundation for the collaborative, high-impact partnerships that she is renowned for facilitating. She has 17 years of experience in the corporate and nonprofit sector centered on sustainable strategic funding, resource, and organizational development. Under Atmore’s leadership, FOOD Share has grown to serve tens of thousands of families, seniors, and children with the help of over 200 non-profit partners, a team of 50 staff members, 320 volunteers and an all-volunteer Board of Directors who together provide over 3,000 hours monthly of volunteer service.

Current and notable projects underscore Atmore’s unmatched ability to forge successful collaborative partnerships to support those in need. First, a powerful partnership between the Port of Hueneme and Wells Fargo has facilitated one of the most innovative programs Atmore has developed: FOOD Share and Friends, a mobile pantry that travels to food deserts delivering nutritious foods to the hungry. Also, her leadership of a grassroots to national social initiative resulted in national hunger relief organization Feeding America’s Collaboration 4 Clients Advisory Team, a multi-year initiative that aims to implement collaborative programs that address client self-sufficiency through partnerships with non-profit and public agencies that provide food, shelter and health care. She brought this initiative to Ventura County without the help of government funding, utilizing monies from private businesses that support the research. Atmore also advocates preservation of Ventura County’s agricultural heritage. Not only have her relationships with local ranchers and growers resulted in millions of pounds of annual farm-fresh produce donations for FOOD Share, she has helped spearhead an education outreach program called Treasure Our Farms. Additionally, Atmore is Governor-appointed Director of the 31st California Agricultural District, serves as Vice President of VC COLAB Foundation, and President of the VC Fair Board of Directors.
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member.com
EXECUTIVE OF THE YEAR

PRECIOUS MAYES
Pacifica Hospital of the Valley

Precious Mayes started with the 231-bed Pacifica Hospital as an independent with fresh visionary ideas. She took the assignment of census development and completed it with rapid success. Mayes was then given the Chief Development position in which she excelled in creating a referral network that grew from a 20-mile radius to a more than 350-mile radius. Her expertise in building relationships and developing new ones far exceeded the expectations of the organization. She was then offered the Chief Strategy Officer position.

Mayes’ visionary ideas and goals are to open a dialysis unit to service the community; to expand outpatient services and work together with the local IPA and Serra medical clinic to collaborate in creating new opportunities for the community and serve a larger patient population. Mayes is also working to expand patients’ long-term care needs and expand the bed count to meet the greater demand for services. She has successfully endeavored to re-establish contracts with the majority of the managed care organizations to meet a greater need in the community and expand the revenue stream for this safety net hospital.

Importantly, Mayes has reached out to the physician community and recruited top physicians to come treat at Pacifica from Beverly Hills to Loma Linda and university academia level physicians. She is also highly skilled in Physician Management within the hospital. She is the critical facilitator to resolve any conflicts that may arise within the hospital as it relates to physicians, family/patient complaints and any other conflicts. Her expertise in strategic development and increasing revenue has been exactly what the organization has needed. Mayes is a vital link to the success and survival of the hospital’s existence in this ever-changing healthcare environment.

BUSINESS TEAM OF THE YEAR

SHINTA “BUBU” DHANUWARDYO & JENNY Q. TA
VCNetwork

VCNetwork.co (VCNetwork), a comprehensive database of independent venture capitalists who are seeking viable startups to fund, is designed to bridge the gap between hundreds of VCs and innovative startups. With an already existing database of close to 300 VCs in its networks, Jenny Q. Ta, CEO and founder of Sqeeqee.com, the World’s first social networking platform, and Shinta W. Dhanuwardoyo (known as Shinta Bubu), founder and CEO of Bubu.com, have created a ‘virtual Shark Tank’ accessible to any entrepreneur with a good business plan to be matched with the right VC to back them. Entrepreneurs create a profile on VCNetwork.co, which includes the founder and team’s information, as well as how much funding they’re seeking. Once they submit a business plan and select the industry they’re most closely related to, VCNetwork.co’s intelligent system couples them with the best match for their business and their funding needs.

By building a network that includes hundreds of VCs and VC firms, Ta is effectively arming the organization with the same type of resources that today’s investment banks are using to their own advantage as they leverage their client lists to recommend individuals and companies that are wealthy enough to provide the funding that startups need to grow. In carrying out her vision for connecting compatible VCs and startups, Ta joined forces with Silicon Valley’s highly respected Indonesian pioneer, Bubu, whose Bubu.com is one of Indonesia’s earliest Internet-based companies.

Ta and Bubu, though based half a world apart, share a common goal of fostering the entrepreneurial spirit that keeps young startups learning, growing, and innovating. As investors themselves, both successful business leaders are committed to guiding VCNetwork as the company invests in the startups within its fold, up to half-a-million dollars annually.
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Contact Judi Rose: 818.301.6321/ jrose@vchcare.org
www.valleycommunityhealthcare.org

Valley Community Healthcare, a private, non-profit 501(c)(3) charitable organization providing medical care & health services to low-income men, women and children in the San Fernando Valley since 1970

NOT-FOR-PROFIT EXECUTIVE OF THE YEAR

JENNIFER CAMPBELL
American Diabetes Association

Known as a passionate fighter against a deadly disease, Jennifer Campbell, MPH, serves as Area Executive Director for the American Diabetes Association for the Greater Los Angeles area (with a large swath of coverage area that includes the San Fernando Valley, Santa Clarita Valley, Antelope Valley, as well as other areas). With an annual fundraising goal of $2 million, Campbell oversees a staff of 18 and connects with over 500 volunteers in a year. The local office serves more than 320,000 people annually through programs, events, and services.

Diabetes is a deadly disease that affects nearly 30 million children and adults in the U.S., nearly 10 percent of the population. More than one quarter of those with the disease do not know they have it. Another 86 million Americans – one in three American adults – have prediabetes and are at risk for developing type 2 diabetes. The Association funds research to prevent, cure and manage diabetes; delivers services to hundreds of communities; provides objective and credible information; and gives voice to those denied their rights because of diabetes.

Campbell served as a Community Organization Specialist for the Association from 1992-94 before rejoining the Association in its Los Angeles office as Director of Development and Marketing in 2014 and promoted to Area Executive Director in 2015. She was employed by the American Heart Association/American Stroke Association and the United Cerebral Palsy Association during the interim.
We are proud to celebrate all the achievements of women past, present, and future. When women succeed everybody wins.

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Congratulations to Cyndi McAuley from TLC on her nomination for the San Fernando Valley Business Journal’s 2016 Women in Business Awards

“People with disabilities and blindness should have access to lifelong services that promote their independence, social lives and community participation.”
Cyndi McAuley, Executive Director, Therapeutic Living Centers for the Blind

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7915 Lindley Avenue
Reseda, CA 91335

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RISING STAR

MARIETES “TES” MACARAYA
Martini Iosue & Akpovi

Tes Macaraya is a partner at the CPA firm Martini Iosue & Akpovi. She has risen from humble beginnings to her current position using the skills, intellect and tact necessary to achieve her goals as well as those of the firm.

A tax partner at her firm, Macaraya has over 25 years of experience providing tax planning and compliance services for partnerships, high net worth individuals and corporations primarily in the real estate industry. She serves real estate investors, developers and operators across all asset classes including commercial, industrial and residential. In addition to her experience serving clients in the real estate industry, Macaraya serves clients in the manufacturing sector, professional services firms and not for profit organizations.

She began practicing public accounting in 1989 and has a Masters in Taxation from Golden Gate University. She became a licensed Certified Public Accountant in 1993.

Macaraya works tirelessly to ensure that her clients’ needs are satisfied in a professional yet caring fashion. She also has a passion for impactful charitable service and regularly collects clothing for those in need with the Sisters of the Carmelite Monastery on Cebu Island in the Philippines. Prior to joining Martini Iosue & Akpovi, Macaraya worked at Holthouse Carlin & Van Trigt as well as NSBN. She is an active member of both the PrimeGlobal and ProVisor networks. She earned her Bachelor of Science in Accountancy from the University of San Carlos and her Masters of Science in Taxation from Golden Gate University.

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NEWCOMER OF THE YEAR
YELENA DOBRYNINA
Apple School Early Childhood Education

Yelesha Dobrynina created a unique educational facility for children ages 2-6 years old. Based in Van Nuys, Dobrynina’s Apple School combines a strong educational program with a warm, home-like safe environment. It is a state of the art facility that has 60 students and employs 15 staff members. The school opened in July of 2014. Currently there are 150 children on the waiting list to become students at this unique and remarkable school.

Dobrynina wrote and implemented curriculum that includes Math, English, Russian, Spanish, Hebrew, French, Astronomy, Geography, Social Studies, Science, Development of Logical Thinking and Memory, Art, Music, Dance, Gymnastics and Yoga. Students at Apple School are able to read, write, and utilize different languages at a very early age.

Under Dobrynina’s stewardship, graduates of Apple School are well prepared for the next step…elementary school. She has over 27 years of combined education and teaching experience in two different countries. She has two master’s degrees in Child Education and Language Arts/World Literature. She has over three years of child psychology experience and seven certifications for child development. She serves as the owner and director of the day-to-day operations at the school, as well as author of the enrichment programs that are the foundation of education. Teaching is her biggest passion in life. Her favorite quote is: “Teachers who love teaching teach children to love learning.”
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Michael Echols
Office of Cybersecurity and Communications,
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VOLUNTEER OF THE YEAR
DONNA LAURENT
Laurent Legal

Donna A. Laurent is a Certified Family Law Specialist with a law practice in Encino. She graduated in the top 1% of her law school class and has been practicing in complex family law matters for the past 20+ years. She has sat as a “Judge Pro Tem” in numerous family law and domestic violence courts in Los Angeles since 2005 and has lectured extensively for various bar and professional associations on family law and domestic violence issues. She is also a volunteer mediator in the Valley’s family law courts.

After several years as a donor, Laurent became more actively involved in supporting Haven Hills, Inc. in 2011 when she joined the organization’s Program Committee. Located in Canoga Park, Haven Hills is the oldest and largest non-profit domestic violence agency in California. Laurent was drawn to the agency’s commitment to fostering non-violent parenting and its trauma-informed and culturally sensitive programming and services. She joined the Board of Directors in 2013 and was elected as President of the Board in 2014.

Since then, the agency has been re-structured, a new Executive Director has been hired and the Board of Directors has doubled in size.

Laurent’s interest in assisting domestic violence victims dates back to law school when she began volunteering in the Los Angeles Superior Court’s Domestic Violence Clinic. She has continued to aggressively advocate for domestic violence victims/survivors for 25 years and has a particular expertise in this area of family law. She regularly receives referrals from domestic violence organizations such as Peace Over Violence and Break the Cycle, and provides pro bono or reduced fee services to these clients. She is also a pro bono volunteer for the Family Violence Appellate Project, which is dedicated to appealing cases on behalf of domestic violence survivors in order to ensure the safety and well being of survivors and their children.
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Congratulations Nancy Lazkani for being nominated for a Women in Business Award.

Michele Havens and the Northern Trust team

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Congratulations! To our fearless leader Bonnie Atmore on your recognition as part of San Fernando Valley Business Journal’s 2016 Women in Business Awards

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Karla Silver has served as Area Pharmacy Director for Kaiser Permanente for over ten years and oversees 325 pharmacy professionals in the greater San Fernando and Antelope Valley Service areas. Her territory is one of the largest in the Southern California region and she oversees two service areas (Panorama City and Antelope Valley) and has a duplicative leadership role in each region.

Silver will be retiring this year after 18 years of service to Kaiser Permanente, and over 40 years in pharmacy leadership. In her tenure she had led her pharmacy team to consistently score within the top percentile out of all Kaiser Permanente locations in Southern California. She has comforted sick and dying patients, and has a reputation of never turning anyone away who needs help.

Silver’s true legacy and passion have been in the development and mentoring of other pharmacy professionals and executives within Southern California. She has taken every opportunity to establish leadership and mentorship structure and programs amongst Kaiser Permanente employees in the San Fernando Valley, Antelope Valley and greater Southern California areas. All together she has mentored, trained or coached thousands of professionals and is the Southern California leader for the company’s formal coaching and mentoring program. She chairs the Leadership Development Steering Committee for Panorama City and Antelope Valley Executives, and has led and championed the Pharmacy Leadership Development Program, along with Kaiser Permanente’s C.A.M.P (Coaching and Mentoring Program) and L.A.M.P (Leadership and Mentoring Program). A leader in her community, she has served on several boards including the Mid Valley YMCA and the Uber Board of the All-Valley YMCA, the board of the San Fernando Valley Health Systems Pharmacists, and currently serves on the Temple Sisterhood board as a leadership trainer.

Kaiser Permanente

LIFETIME ACHIEVEMENT AWARD

Karla Silver

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Robert Einstein is the Chief Executive Officer of UMe Federal Credit Union in Burbank. The Credit Union serves more than 13,000 members (and growing), with over $170 million in assets. Robert leads an outstanding staff of 30 employees, providing exceptional customer service. Robert’s return to school required both support for busy professionals and high-caliber, graduate-level instruction. The University of La Verne, regarded as a top-rated MBA Program in Los Angeles* fit Robert’s needs, “thanks to a convenient, high-quality education.”

*as rated by L.A. Business Journal

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There were so many excellent contenders for the Women in Business Awards this year, with our honorees and finalists slipping by without recognition. Congratulations to each of the following women listed below who have made contributions to admirable leadership roles in our business community in the Valley!

**JULIET ANDRIASSIAN**
Valley Bar Mediation Center

Juliet Andriassian, the CEO and Founder of Valley Bar Mediation Center, is a driven and motivated professional who strives for excellence and quality. Andriassian has earned a reputation for excellence by leveraging more than a decade of risk management experience to deliver keen insight, service, and solutions to clients' distinct needs, including competitive, niche, and specialty products/services. Organizations of all sizes and sectors as well as individuals benefit from her business insurance expertise combined with a distinct approach and access to a broad range of preferred insurance carriers.

Juliet Insurance Agency was established in 1998 and operates from Glenlake with licenses in California and Nevada. The company's mission is to help its clients achieve their personal, professional, and financial goals by providing sound advice and properly designed, cost-effective insurance and risk management solutions.

Andriassian believes our communities and people are intertwined and depend on each other, so she feels blessed, grateful, and honored to be able to help others when they are going through challenging times.

**DEANNA ARMSTRUBER**
Valley Bar Mediation Center

Deanna Armbruster has provided extensive volunteer services to the non-profit organization, Valley Bar Mediation Center, for over three years. She has helped organize the Center’s board meetings, reached out to foundations for funding raising, and explored opportunities for services that the non-profit can provide.

Armbruster is an organization committed to educating the public about the benefits of mediation. The primary charitable goal is to build community through mediation and peace building. Valley Bar Mediation Center’s educational and peace building. Valley Bar Mediation Center’s educational and peace building. The primary charitable goal is to build community through mediation and peace building.

Consortium Media, by working diligently to give back to causes that speak to her heart. She donates thousands of professional service hours to help raise awareness for hunger alleviation, foster care, and other social justice issues. Building successful relationships between non-profits and corporations is a key brand strategy. By connecting brands and elevating their mutual recognition through charitable drives, she has been successful in major markets from Los Angeles to Chicago.

In addition to her successes working nationally, Beanie-White enjoys contributing her expertise to helping brands grow. Some of the most notable campaigns she and her team have developed include: Ventura County FOOD Share's 4th annual CAN-Tree Collection food drive, which collected 201,100 lbs. of food in a single weekend; Ventura County Public Works Agency's Storm Day exercise and PIO training; Ventura Music Festival Youth Award program; Bikes for Alhambra, San Francisco, and Starbucks and Astropin's foster youth statewide gift drive.

**DENISE BEAN-WHITE**
Consortium Media

Denise Bean-White leads her brand development agency of 26 years, Consortium Media, by working diligently to give back to causes that speak to her heart. She donates thousands of professional service hours to help raise awareness for hunger alleviation, foster care, and other social justice issues. Building successful relationships between non-profits and corporations is a key brand strategy. By connecting brands and elevating their mutual recognition through charitable drives, she has been successful in major markets from Los Angeles to Chicago.

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**LINDSEY CARNETT**
Marketing Maven PR

Lindsey Carnett started Marketing Maven in 2009 and has since grown the company into a full service marketing and communications firm with offices in New York and Los Angeles over the past seven years. While dedicating her time to Marketing Maven, she is also a Goldmine Sachs 10,000 Small Businesses program and current VISTAGE and Women Presidents’ Organization member. Carnett also sits as the Content Committee Chair for the Electronic Retailing Association, the Vice Chairman of the California Lutheran University Victory Club, Adviser for the PKSSA and former 4-year PR and Marketing Chair of Women in Sports and Events (WISE) Los Angeles.

Carnett has developed a reputation for being a hard worker and is dedicated to her business and the success of not only her clients, but also her employees. Her methodology and charisma allow the staff to really get creative when it comes to marketing campaigns – making Marketing Maven a rewarding place to work.

**MARIA CLEMOW**
Wells Fargo

Marla Clemow is executive vice president and president of Wells Fargo’s L.A. Metro Community Bank. In this role, Clemow oversees over 2,200 Wells Fargo banking professionals at more than 80 banking stores across the communities of the San Fernando Valley, Glendale, Burbank, Los Angeles, Beverly Hills, Hollywood, West Hollywood, Santa Monica, West Los Angeles and the South Bay.

When it comes to community involvement, Clemow is a huge proponent of engaging her team to be active leaders in the community and helping drive the positive reputation Wells Fargo has earned in the region. As the largest corporate donor to charitable institutions in the Greater Los Angeles Region, Wells Fargo is proud of the long-standing and strong partnerships it enjoys with organizations that are truly making a difference.

**MARIAH CLEEMAN**
U-Frame-It Gallery

Mariah Cleeman was born in Cali, Columbia. In 1973 she immigrated to Los Angeles with her parents and sister. Attending Blessed Sacrament Elementary and Our Lady of Covdal High School in Studio City, she was actively involved in a number of activities, including photography. She acquired the entrepreneurial bug while still in high school when she began to work at a small frame shop called “Super Art Mart.” She decided to stay on at the frame shop, where her photography background allowed her to apply her creative side to the framing business.

After college, she was given the opportunity to buy the small frame shop in which she had continued to work since high school. In 1988, with her own savings and a business loan she was able to purchase the shop renaming it “U-Frame-It.” Since then she has grown the business into one of the most successful and customer friendly frame shops in the San Fernando Valley.

**JODI DERANJA**
Gibson International

Jodi Deranja, a rising real estate star, relocated from the Westside of Los Angeles to Glendale a year and a half ago, bringing her real estate talents with her. Close to home and coupled with a strong, creative marketing background and her personable approach have made this a fruitful transition.

Deranja has been successfully helping families all throughout the San Fernando Valley, Los Feliz, and Burbank. Her negotiating skills are remarkable and she always goes the extra mile for her clients. This is apparent from her clients’ glowing online reviews. Learning, living and championing new neighborhoods, she has quickly become a rising star in the Valley real estate community.

**ADRIANA CRUZ-OCAMPO**
U-Frame-It Gallery

Adriana Cruz-Ocampo was born in Cali, Columbia. In 1973 she immigrated to Los Angeles with her parents and sister. Attending Blessed Sacrament Elementary and Our Lady of Covdal High School in Studio City, she was actively involved in a number of activities, including photography. She acquired the entrepreneurial bug while still in high school when she began to work at a small frame shop called “Super Art Mart.” She decided to stay on at the frame shop, where her photography background allowed her to apply her creative side to the framing business.

After college, she was given the opportunity to buy the small frame shop in which she had continued to work since high school. In 1988, with her own savings and a business loan she was able to purchase the shop renaming it “U-Frame-It.” Since then she has grown the business into one of the most successful and customer friendly frame shops in the San Fernando Valley.

**STEFANIE GRUBBS**
DKKD Staffing

Team DKKD Staffing – Diane Krehbiel-Delson (owner), Jenny Shrive (head recruiter), Barbara Becnel (operations manager), Marilyn Aubrand (client manager). Erika Blanchard, Fawn Brody, and Stefanie Grubbs – are a particularly effective and well-respected (and well-liked!) team. The team consistently filled positions in the IT field and is known for its professionalism and
the fact that it puts clients and employees needs first.

Diane “D” Kehbriel-Delson, owner of DDKD Staffing, has led the organization to be a consistently growing staple in the IT Service field since 2000. Kehbriel and her team provide employers with qualified staff for their upper management and other IT requirements. Each of the DDKD team goes the extra mile to make sure her contractors and employees reflect the job requirements, and they also each make themselves available to clients and job seekers 24/7 to accommodate their needs.

Debra Donovan
Valley Village

Debra Donovan has been the executive director of Valley Village for many years. She has proven to be a great leader of a very large community-based organization serving the disabled in the Valley. Under her stewardship, Valley Village effectively serves this important and sometimes forgotten population.

Consistently providing a safe, creative place for loved ones to go, Donovan and her team have managed their organization among shortages in government support and have managed to prove they are a sustainable organization in the Valley community, located in Winnetka.

Morgan Duda
Marketing Maven PR

Morgan Duda has blossomed since joining the team at Marketing Maven PR six years ago. The entire team at Marketing Maven raves about her skills and contributions – transcending well beyond her official role as executive assistant.

Duda has earned a reputation for being organized and hardworking and she never fails to go above and beyond her daily tasks. Duda also keeps the firm’s social media accounts up to date and writes blog posts. She is clearly an excellent asset to the company.

Leslie Elkan
Village At Sherman Oaks Business Improvement District

Leslie Elkan is currently serving her third term as President of the non-profit Village At Sherman Oaks Business Improvement District (BID). She was instrumental in creating the thriving district in 1999, and has been closely involved in managing its growth and success ever since. As one of a handful of founding board members, Elkan has worked closely with Los Angeles city officials to shepherd the BID from a lackluster area with mid-century landmarks to a bona fide commercial destination with strong rents, very few vacancies, brisk pedestrian traffic and a specific mix of great restaurants and shops.

In the 17 years Elkan has volunteered with the BID, she has also served a stint as a Sherman Oaks Neighborhood Council-citizen and is Co-Chair of the Sherman Oaks Beautification Committee, which she helped form in 2005. She has been an annual Big Sunday volunteer captain for the past 9 years, teaming with the Big Sunday volunteer organization and the Mayor’s Day of Service to bring beautification projects to the area.

Lisa PR

Lisa Elkan, founder and director of Lisa PR, has over thirteen years experience with prestigious organizations Guthy-Renker Corporation (Project: Wonder Pilates, Tony Robbins), Feinberg Mindel Brandt & Klein, LLP (voted 2010 and 2011 Best Family Law Firm in Southern California by Best LA TV viewers), as well as Bass August & Kabat (preeminent patent law firm). She is a UCLA graduate and volunteers her time to a national non-profit organization. She is an entrepreneur at heart and has written several patents.

Elkan is a frequent guest speaker on Marketing, PR, Social Media and Business Development. She has spoken for: Beverly Hills Bar Association; USC Gould School of Law Alumni; UCLA Anderson School Alumni, Sherman Oaks Chamber of Commerce; The Esquire Network; Summit Networking Group; Producers; Bruin Professionals - San Fernando Valley, Downtown and Orange County Chambers; Women 2 Women; and SCORE LA.

Husan Fries
Stirrings & Pest Control

Susan Fries, “The Termites Lady” has been a pest control professional since 1981. During this time she has owned and run Stirrings & Pest Control, Inc., one of the 100% female owned pest control companies in the country, to be a successful termite and pest control company with five offices throughout Southern California. Offering a full range of non-chemical and low-toxicity products alongside her traditional options has allowed her to meet her customers’ individual needs.

She has published “Learning to Breathe,” her book about how her passion for a healthy, eco-friendly lifestyle began with her son’s asthma attacks, and resulted in her buying ECOLA. She is a active voice in the pest control industry, serving as a Director in the Pest Control Operators of California for the last eleven years. She has also played a significant role in advancing the alternative treatments sector to reduce the possible effects of traditional pest control.

Karen Gabler
LightGabler

Karen L. Gabler has more than 24 years of experience counseling employment in all aspects of employment law. She collaborates with her clients to develop proactive strategies designed to enhance workplace productivity and avoid employment disputes.

Gabler co-founded LightGabler LLP three years ago. As its Managing Partner, she has helped build the firm. The firm has, consequently, under Gabler’s guidance, built out new and bigger office space twice. She supervises seven associates and three paralegals, providing twice-monthly in-house training programs in addition to day-to-day guidance.

As a major part of her practice, Gabler serves as an employment law expert for over 500 businesses of all sizes and industries, providing counsel to manage and conducting training programs for both management and employees. She performs internal audits of clients employment practices to ensure strategic compliance with current laws.

Karyn Gatt
NorthStar Moving Corporation

A highly experienced executive assistant, Karyn Gatt has spent over a decade working for A-list actresses, musicians, record producers and philanthropists. Her unparalleled skills, go above and beyond nature and her huge heart have led to a fulfilling and diverse career.

For the last nine years, Gatt has been the executive assistant to NorthStar Moving Co-Founder Laura McHolm. Not only does Gatt seamlessly handle the daily business to-do and scheduling for McHolm, she has become one of her best friends and has assisted the growth of McHolm’s moving business with her “out of the box” thinking.

In addition to an achieving life within the office walls, Gatt works tirelessly after hours to make the world a better place. She helps support and raise donations for Claire’s Place Foundation, a non-profit organization providing support to children and families affected by childhood fibrosis, helps orchestrate donations for NorthStar Moving’s annual food drive, “Let’s Send Hunger Packing” and many other non-profit organizations.

Kat Guessed
FIT4MOM

Kat Guessed is Owner and Instructor at FIT4MOM of Sherman Oaks and Burbank. Shortly after the birth of her son Jack in 2009, she became a FIT4MOM client and attended Stroller Strides classes regularly. After a little hiatus from classes, she returned with her one-year-old daughter Stella. Her experience with Stroller Strides inspired her, motivated her and gave her the opportunity to meet some likeminded women and form enduring friendships. Because of this experience, it wasn’t a hard decision for her to take over the franchise in the summer of 2014.

For Guessed, it’s been wonderful to watch her customers make friends for themselves and their children and to hear their stories of success as they reach their fitness goals. Under her stewardship, FIT4MOM is able to help hundreds of women through a fun calendar filled with specialty classes, “Our Village” play dates and crafts, as well a regular Mom’s Night Out and Saturday classes for working moms.

Amy Hagu
Bread & Associates, Inc.

Amy Hagu was born, the second of three children, in Santa Clarita. She attended Saugus High School, where she was an active participant on the softball and volleyball teams. She graduated from California State University Northridge with a Bachelor’s degree in Accounting. Shortly after graduating, she began working for Bread & Associates, Inc., Certified Public Accountants, where she quickly advanced through the ranks from Junior to Senior Accountant, and currently to Auditor in Charge.

In her brief time with the company, she quickly passed all four parts of the CPA exam and earned her designation Certified Public Accountant. Today, she manages the company’s east coast audit clientele while maintaining her NAI Public Commission in California and New York. She also became the first non-partner to earn her designation of Certified Fraud Examiner.

Rachel Howitt
NAI Capital

Rachel Howitt is President/COO of NAI Capital, the largest independently owned full service commercial real estate firm headquartered in Southern California. Howitt worked as an accountant and with her own real estate company in the social service field, before joining NAI Capital. Rachel has been a dynamic executive leader of NAI Capital serving as President/COO since the company’s reorganization in 2005. Howitt was instrumental in growing NAI Capital with the addition of a new office location, NAI Capital-Santa Barbara, opening in Southern California. While other companies are merging/consolidating and are being taken over by firms beholden to Wall Street, Howitt works to continue the independent entrepreneurial spirit of NAI Capital and grow the company. Her leadership skills, business acumen and success are an empowering example for women in commercial real estate.

Howitt oversees all financial and administrative matters relating to NAI Capital, Inc. She is responsible for building/strategic alliances to enhance the depth and scope of the services NAI Capital provides to its clients, including strategizing on company expansion plans. She is also a principal in NAI Capital Management Services, Inc., a property management company exclusively managing Commercial Investment Real Estate.

LaRonda Jones-Gutierrez
Provideance Holy Cross Medical Center

LaRonda Jones-Gutierrez in Data and Evaluation Manager for Welcome Baby Providence Holy Cross Medical Center. In her role, she advises and develops a track for professional development, program

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development, and implementation. With over 10 years in the healthcare industry, whether in the community, on college campuses, or in the hospital setting, Jones-Gutierrez is a leader whose goal is to develop others into great leaders through modeled behaviors. Jones-Gutierrez has used her own story of overcoming adversity and personal challenges with her own health to fuel her drive to improve the leaders who work with our system’s caregivers. With so much focus in her career around development, it is her future goal to conduct learning summits for minority girls in South LA to address issues and hurdles they face in their communities. By offering resources, mentorship, and a safe and supportive, understanding environment, it is her hope that through encouragement, more will see the possibilities of their future.

RYAN JORDAN
Edutated Nannies

Ryan Jordan earned a multiple-subject teaching credential and Master of Arts in Education from Pepperdine. In addition to teaching, she has spent more than five years as a full-time professional nanny for celebrities and high-profile families. Through her own experiences as a nanny focused on her approach to the home as a classroom and “edu-taining” children, plus feedback from families, Jordan discovered that there was a need for higher learning centers to address the needs of people who have been denied benefits for eating disorder treatment. Jordan sees health plans that refuse coverage, or agree to pay for treatment for a short period of time, forcing patients to be discharged before their health is restored. In 2007, Jordan won the first published eating disorder decision in California in which the court applied the state’s mental health parity law to beneficiaries who sought treatment outside California. In August 2012, she won the first federal court ruling that determined health plans must pay for all medically necessary treatment for mental illnesses, including residential treatment.

DINA KIMMEL
We Rock the Spectrum Kids Gym

Although Dina Kimmel is a trained educator and marketing executive at Califor-

nia State University Northridge, it is her mother’s intuition combined with her entrepreneurial spirit that led to the creation of We Rock The Spectrum Kid’s Gym. After her second child was diagnosed with Autism Spectrum Disorder, Kimmel began to research ways to facilitate her son’s development. This led her to create a sensory gym in her own home. Gabriel thrived and at the same time her older daughter Sophia enjoyed playing on the equipment as well.

The fact that both of her children were being entertained at the same time was a fantastic outcome. Kimmel had an “aha” moment when she realized that many people did not have the means or space to put a gym in their own homes. This was the beginning of We Rock the Spectrum Kid’s Gym. The first gym opened in August 2009 and due to the demand it has become a global franchise with over 53 locations, and counting.

MONIQUE LAWRIE
GHC Housing Partners, LLC

GHC Housing Partners’ senior vice president of acquisitions and development Monique Lawrie joined the compa-

ny in 2002 to expand expertise in acquisition, finance and construction or renovation of affordable and market-rate housing. She has extensive experience with the use of low-income housing tax credits, multi-layered financ-
ing structures and HUD project-based rental programs, as well as conventional financing. While at GHC, Lawrie has been responsible for the acquisition and financing of approximately 15,000 units exceeding $750 million in value. Lawrie has more than 20 years of experience in real estate development and finance. Prior to joining GHC, Ms. Lawrie served as the chief executive officer of A Community of Friends (ACOF), a Los Angeles-based nonprofit development organization. Under her leadership, ACOF produced approximately 800 units in Los Angeles, Orange and San Diego counties, and raised more than $100 million in capital from private and public sources.

NANCY LAZKANI
Icon Media Direct, Inc.

Nancy Lazkani has been regarded as one of the pioneers of per-
formance-based advertising. She was selected by FBN Paribas Bank as one of 23 women CEOs in the world, to attend Stanford University’s Graduate School of Business’ Women Entrepreneur Program. People gravitate to Lazkani because she radiates passion for her clients’ success. Lazkani has a deeply rooted drive to innovate and disrupt the norms that pre-

vention. She constantly challenges the players in the industry to evolve. Laz-
kani’s tactics have caught the attention of “Silicon Beach” over the last few years, as she’s infused a new group of digitally disruptive clients to her roster that’s sure to continue making waves. Today, Icon Media Direct continues to build on this foundation of disrupting norms and fostering innovation in the areas of media buying, management and attribution not only with traditional but also emerging digital platforms.

ROBIN LEVITJ
4D Executive Search

Robin Levitt, President of 4D Executive Search, is a seasoned professional with an impressive track record in executive search and recruitment. She is a creative thinker, a tireless worker, and a true advocate for her clients. Levitt began her recruiting career in San Francisco in the mid 1990’s. After honing her skills, she moved to Los Ange-

les, where she launched Human Resourc-
es International. In 2002, she followed her entrepreneurial spirit and opened Ad&I Consulting. Within three years, she grew the company to nearly one million dollars in revenue. Today, as President of 4D, Levitt has the unique ability to make every cli-

ent feel they are her only client. She is engaged, passionate and tireless in her efforts. Levitt is not only committed to her clients, but she is also dedicated to the betterment of our collective community. A portion of her fees are donated to a non-profit organization that provides supplies to underserved schools.

CYNDI MCAULEY
Therapeutic Living Centers for the Blind

Leading a team of over 300 employees who are caring for clients that are born with blind-
ness or have become blind later in life may well take a lion’s share of courage, strength, experience and a great sense of humor. That is exactly how colleagues and clients alike describe Cyndi McAuley, a warm and caring leader who constantly exhibits her unique blend of wisdom, caution and humbleness.

Under McAuley’s stewardship, the Therapeutic Living Centers of the Blind have a very serious agenda in place. It’s an agenda that means dedicated team-
work in working hard to assist people who are challenged by vision loss and other bodily functions from sunset to dawn and throughout the day. TCB offers a wide array of services to each of their clients from speech ther-

apy, psychological help, housing, Braille the state-of-the-art and social activities. They also have a whole array of services in several sites in the Valley.

LAURA MCHOLM
NorthStar Moving Company

Laura McHolm’s NorthStar Moving Company is built upon a sincere dedication to meeting the highest standards for service and integrity in relationships with customers, employees and the community at large. As a result, her company moves over 8,000 families a year, employs over 200 people in the San Fernando Valley and has been honored with more awards for service than any other moving company.

McHolm and NorthStar Moving have redefined the moving industry as the first to offer eco-luxury moving services, elevat-
ing basic moving and storage services to a new unparalleled level of customer service, customized care, and environment-

al consciousness. They have proven the state of the art way to move is with its red carpet service, and are succeeding
in their mission to move service back into what should have always been the ultimate service industry: the moving industry. McFolm and her company contribute time, services, and financial support to over a dozen charitable and socially conscious organizations including Make-A-Wish, Global Green, Habitat for Humanity and Move for Hunger.

LAUREL MINTZ
Elevate My Brand

Laurel Mintz fell into entrepreneurship when she had to take over the family business right out of school. Her father had become ill and she had to make sure that her family could survive. At the time she was 26 and found herself overseeing a team of 60 and two 20,000-square-foot custom retail shops.

Currently, Mintz is the CEO of Elevate My Brand by day and busy networker and entrepreneur by night. She lives and breathes the company from the small tasks such as purchasing office toys and cleaning supplies to the big decisions of hiring, business development, leading panels, and paying the bills. She has a passion for helping small business owners grow and especially for helping women owned small business achieve their goals and succeed. Under her direction, Elevate My Brand has been on a 70% growth trajectory year after year for the last three years.

CARA MYERS
Media City Tax Group

Cara Myers is the Vice President of Media City Tax Group, an innovative full-service accounting firm located in Burbank, with clients nation-wide and a network of CPAs, Enrolled Agents, bookkeepers, and lawyers ready to serve clients’ specific needs. Myers doesn’t see customers as just “another client.” She views each client as part of the “Group,” that together can evolve into the next big change stage. Myers and team at Media City Tax Group are constantly looking for new and innovative techniques like its paperless office, up-to-date training, as well as industry leading software and technology.

Myers began her bookkeeping career in 2004 with Myers and Myers, CPA alongside her sister, now husband, Josh. Over the years she has helped lead and build Media City Tax Group through its multiple stages of growth.

VICKI NUSSBAUM
Village At Sherman Oaks

Vicki Nussbaum is a nutritionist who provides customized nutrition support with emphasis on weight loss, cholesterol and blood pressure management, diabetes management, and improved quality of life. She works with people to analyze their lifestyles and nutrition needs and develops customized nutrition plans that meet tailored patient requirements.

Aside from her work as a nutritionist, Nussbaum is also an Executive Director of the Sherman Oaks Chamber of Commerce and part-time Executive Director for the Village at Sherman Oaks Business Improvement District. The Village at Sherman Oaks ranks as one of the Valley’s most recognized destinations for shopping, dining and spending quality time with friends and family. The BID’s purpose is to improve the hardscape, landscaping and profile of these upscale, unique blocks in Sherman Oaks. A Van Nuys Blvd from the 101 to Ventura and on Ventura Blvd from Van Nuys Blvd to just west of Cedros North.

LAURIE PETERS
Laurie Peters Public Relations

Laurie Peters is a senior level strategic communications specialist and owner of Laurie Peters Public Relations (LPPR). She originally founded LPPR in Los Angeles in the late 1990s, followed by a career in the technology industry leading teams both in-house, as a corporate communications director for a semiconductor company in San Diego, and as a PR agency director for a strategic communications firm in Austin, Texas. After returning to Los Angeles, she re-launched LPPR with an interest in utilizing her extensive experience in both technology and entertainment to support the merging of these industries.

In addition to participating on numerous marketing committees for leading tech industry organizations throughout her career, including the Digital Living Network Alliance, High-Definition Audio-Video Network Alliance, International Telecommunication Union, 1,394 Trade Association, the Car Audio Technology Consortium and Infiniti trade association, Laurie has represented a number of non-profit organizations and is dedicated to advocacy work both personally and professionally.

KIM PRETTI
Belt Prep Stylist

Kim Prettí has been styling and decorating photography advertising and editorial pieces for some of the most successful, creative and successful clients in the world. She has the ability to work quickly, creatively and within budget on just about any project.

Prettí’s enthusiastic attitude to detail, understanding of visual communication and can-do attitude puts smiles on the faces of all her clients. Born in Los Angeles, she knows the city’s quirky gems – well traveled, she’s comfortable in unusual arenas.

DANONE SIMPSON
Montage Insurance Solutions

Danone Simpson is the Founder and Chief Executive Officer of Montage Insurance Solutions, a full service insurance brokerage firm. Simpson is passionate about client service. After working as a Vice President and/or Partner with a few larger mid-sized insurance brokers, Simpson spun out on her own upon the persistence of her clients. Simpson’s promise is to ensure companies are properly covered, understand coverages, paying the best rates and can run their businesses without worrying about risk.

Tatiyants takes pride in balancing a sophisticated understanding of the complex and ever-changing worlds of estate and business planning with a personal, person-to-person approach to her clients’ needs.

Danone strives to build lasting relationship- ships with her clients, working with them as their families and businesses grow.

Tatiyants has an intimate understanding of how overwhelming many of the issues she deals with can feel. And she knows just how important it is to have a plan in place – one that’s uniquely tailored. She works hard to personalize each plan to meet her clients’ needs, whether it’s for estate planning, business law, probate or trust administration. Because of her strong belief in the importance of expertise in tax law for best practice in estate planning, Tatiyants earned a degree of Masters of Law in Taxation (LL.M.) with a focus on estate planning and taxation.

ELIZABETH THASIAH
Post V C Kids, a Program of Ventura County Children & Family Services

Elizabeth Thasiah is the Program Manager for Foster Parent Recruitment, Development and Support for the County of Ventura, Children and Family Services. She guides and directs the county’s Foster VC Kids program to recruit and support high quality foster caregivers within Ventura County. Thasiah is leading the county in an awareness campaign/quality improvement plan to support unaccompanied children, quality caregivers for foster youth in VC. She brings innovative lead- ership and support to engage the county’s engagement practices with businesses, local communities, faith leaders and foster caregivers.

Over the last 16 years, Thasiah has championed community initiatives to create improvements in system access, quality, safety and wellbeing. Within Ventura County, she has served as a consultant to Ventura County Public Health and Program Manager with First 5 Ventura County. She has served as a board member on several Non-Profit Boards, including The Abundant Table/Join the Farm, a Ventura Country grassroots organization that supports farm-to-school, youth development, agricultural and nutrition education for communities facing health and nutrition disparities.

KENDRA THOMAS
Thomas Law Offices

Attorney Kendra Thomas is a Certified Family Law Specialist. Since founding Thomas Law Offices, APC in 2007, she has dedicated her career to helping clients achieve another chance at happily ever after. Whether this means dissolving one bond or solidifying and/or creating another bond.

A force to be reckoned with in the courtroom, Thomas is very active in sev-
eral local Bar Associations and contributes her valuable legal skills to many community projects. Some of her best work has been done in litigating domestic violence cases where she has really been able to make a life-saving difference. She is also certified in mediation, arbitration, and negotiation through the Straus Institute at Pepperdine University and uses this skill to resolve cases timely outside of the confines of an over-crowded court system.

MAJA TROCHIMCYK, PH.D.
Phoenix House

As Senior Director of Planning at Phoenix House of California since 2007, Dr. Trochimczyk has raised over $95.6 million for Phoenix House’s programs across the region. Her duties include strategic planning and fundraising; researching funding opportunities; preparing and submitting proposals to government funders; overseeing regional communications, such as program descriptions, letters to funders, website materials, flyers, Power-Point presentations, and social media.

A dedicated nonprofit executive with vision, creativity and effectiveness that has greatly benefited her organization in the last decade, Dr. Trochimczyk is also a member of Association of Fundraising Professionals, American College of Health Care Executives, and is involved in the Polish American community as Board Secretary and Communications Director of the Polish American Historical Association, and member of other organizations. As a community volunteer, she contributes to the cultural life in her area as former Poet Laureate of Sunland-Tujunga, member of Village Poets, organizing poetry readings locally, and publishing books in her small publishing house, Moonrise Press.

REGINA TSEIKHIN
The Beauty Box

Regina Tseikhin is owner and president of both The Beauty Box and The Candle Collection Shop in Studio City. Despite the fact that she has a medical background, her approach to the beauty business is anything but clinical. Drawing together a collection of unique, high-end and niche products, The Beauty Box has garnered rave reviews from customers since 2005. Meanwhile, her newest venture, the Candle Collection Shop, has become an instant hit since opening last April. In addition, she has been steadily building both brands’ web presence.

With Tseikhin’s loving touch, The Beauty Box is neatly packed with “all things fabulous” — carrying the most sought-after lines of body affair delights to make skin glow, hair dance, nails claw, and each woman’s atmosphere radiate in decadent scents. The Beauty Box is all about personal care and takes pride in the service and principal idea that its clients are friends who deserve the very best.

THERESSE TUCKER
BlackLine Systems

Therese Tucker has long been a woman in a male dominated world. She was among the first women to graduate with a degree from the Department of Computer Science at the University of Illinois; she was one of the only female engineers at Hughes Aircraft in L.A. where she worked on ship sonar software; she started her first company at 23. Tucker founded and bootstrapped BlackLine in 2001 after retiring as CTO of a major financial services software company. BlackLine was the first cloud-based software focused on automation for Finance & Accounting. The idea was revolutionary in that it provided what every business needs – accurate data and efficient processes, all while reducing costs. By developing software to automate traditionally manual processes, Tucker has helped improve the lives of accountants around the world. BlackLine clients, who include Boeing, Costco and eBay, rave about how the software allows them to spend more time at home with their families, and to focus on more important strategic issues at work.

TRIXY WEISS
Hudson & Marshall, LLC and Genesis Capital

As a seasoned entrepreneur and executive, Tracy Weiss has founded multiple companies and is a recognized leader in the United States real estate and mortgage finance industries. By focusing on providing financing and real estate solutions for the real estate investor through her companies Genesis Capital and Hudson &
Marshall LLC, Weiss has been successful in changing the way America’s leading banks, government agencies, and private equity/ hedge funds, finance and sell real estate assets.

Weiss is the Founder and Chief Executive Officer of the Genesis Companies, which is currently comprised of Genesis Capital, LLC, and its related Funds. Genesis Capital, the online real estate auction company founded by Weiss, merged with Hudson and Marshall, America’s first independent real estate auction company, in early 2015. Weiss serves as Chief Executive Officer Hudson & Marshall. Genesis Capital is a leading national originator of investment-grade distressed real estate assets.

She and her team frequently lend their expertise to provide financial education guidance and resources to help small business owners thrive.

Melissa White
Wells Fargo

Melissa White is the district manager for Wells Fargo’s South Valley Metro market. White oversees over 200 retail banking professionals at nine Wells Fargo banking stores in the communities of Woodland Hills, Encino, North Hollywood, Studio City, Sherman Oaks and Tarzana.

White is a seasoned banker with more than 20 years of retail banking experience, including 15 years as a Wachovia teller in Edison, N.J., and has served in a variety of retail banking positions, including head teller, banker, ATM and processing compliance representative, card services representative, service leader, assistant manager and store manager.

PAULA WILSON
Valley Community Healthcare

As CEO, Paula Wilson is responsible for the operation, financing, budgeting, and managing of the Valley Community Clinic in North Hollywood. Starting with Valley Community as a volunteer over twenty years ago, she has led the organization through a great deal of change and growth. Since taking over as CEO in 2005, Wilson spearheaded a successful capital campaign that raised five million dollars in just over two years and made possible the 45,000 sq. ft. facility in which the clinic now resides.

For more than 30 years, Valley Community Clinic has been the “family doctor” for the San Fernando Valley’s uninsured. Services offered include General Medical, Women’s Health, Optometry, Teen Clinic, Chronic Disease Management, Mental Health, complete HIV/AIDS Services, Health Education, Community Outreach, and more. All services are low or no cost.

LISA YOUNG
The Rescue Train

Lisa Young is the Founder, President and Executive Director of The Rescue Train. Her deep connection with animals is something she believes she was born with. When her acting career brought her to Los Angeles she was shocked to see the state of the city shelters and find them loving homes for the San Fernando Valley’s uninsured. She started volunteering her time a low-income animal hospital in East LA in the year 2000 and the seeds for her organization were planted.

In 2003, she founded and became the Executive Director of The Rescue Train, a non-profit, no-kill dog and cat rescue located in Studio City. She has led The Rescue Train and its volunteers to raise over 22.5 million dollars to save thousands of dogs and cats from euthanasia at city shelters and find them loving homes where they become cherished family members. She has also recently launched new programs such as the “Shelter Intervention Program” that provides help for low-income people in the Valley that want to keep their pets.

ARLENE YUAN
TEAPOP

Arlene Yuan loves tea, art, and people. Following her career in dance and choreography, she established the first TEAPOP in North Hollywood in 2015 as a community hub for artists and tea-lovers to gather, get loud, and be refreshed. Her events and collaborations bring creative forms and brands together to celebrate the local artistry of Los Angeles. Yuan is an alumna of the Marshall Business School at USC and has called LA her home for the past 10 years.

We proudly congratulate
Roschell Ashley
New Horizons
Chief Operating Officer

on being nominated for the
San Fernando Valley Business Journal
2016 Women in Business Awards.

She is our “Executive of the Year!”

Since 1954 we’ve been fulfilling the dreams of thousands of individuals with special needs, and providing business services to hundreds of local and national businesses.

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Sisters Set Direction for Industrial Brokerage

MANAGEMENT: Siblings run CBRE team that secured deals worth $8 billion.

The high-powered team of Darla Longo and Barbara Emmons are an anomaly in the industrial real estate profession. Not only do the women business partners individually hold high-ranking positions in the male-oriented industrial real estate segment, but they are also sisters.

Based in the Valley and Ontario, the pair head up L.A.-based brokerage firm CBRE Group Inc.’s West Coast National Partners team covering California and surrounding states. Last year, the 17-person team led by the two women brokered 59 deals worth more than $8 billion in the West Coast region. And the pair are part of a larger group that negotiates deals worth $23 billion.

Both hold the prestigious vice chairman title within CBRE, the highest brokers can hold. Each has also been among the top 3 percent of brokers by performance at CBRE.

Emmons, a 26-year CBRE veteran, is based in the brokerage’s Glendale office and handles office transactions and land sales. She’s handled over 12,000 acres of complex land sales.

Longo, in Ontario, is the first woman in the company’s history to be elected to the CBRE board of directors and is a managing director of CBRE’s West Coast Institutional Group. She received the Los Angeles Business Journal award in 2013, 2012 and 2011 for the greatest number of sales transactions and total annual sales results by deal volume.

In the industry has had more advantages than disadvantages, the pair say.

“It was 1996. I’m different, and people would remember me,” Longo said. “As long as I was intelligent and could do the work, I had a strategic advantage.”

Emmons and Longo started out working separately in real estate and talked only occasionally about partnering.

“Our father passed away in 1996— it was the impetus for us,” Emmons said. Things aligned, and we started working together.”

While commercial real estate is still mostly a man’s world, it’s becoming one females increasingly share—particularly on the pair’s team.

Out of 15 brokers, four are women—including Emmons and Longo—while seven women serve in support roles.

“Having so many women on a commercial real estate team is unusual, as it is a male-dominated field,” Longo said.

**House Switch**

After 15 years in commercial real estate, top office broker Ryan House is going to the other side.

House, based in Valencia, will be using his brokerage skills and relationships to boost business for the residential property management company he and his wife, Tamar House, have owned since 2010 and she has been running.

All Valley Leasing Inc., in Valencia manages single-family homes and townhomes for the small, individual investor looking to buy residential properties worth up to $1 million. All Valley finds and vets tenants, handles the lease paperwork and then collects the rent.

“I don’t want to say it’s a 180-degree switch, but it’s somewhere between 90-degrees and 180-degrees,” House said. “It’s a remarkable opportunity. Retail and apartments are the two hottest markets for small investors. People, if they have no debt on their primary residence, will refinance that and go out and buy new.”

The business manages 125 homes now and will soon manage its first large property, a four-plex residential building. House said:

All Valley also helps prospective tenants find places to rent, but it’s getting increasingly difficult.

“Rental demand for our single-family and townhomes is so high you can lease out a property within a day,” House said.

Previously, House handled office leasing for Chicago-based brokerage firm Jones Lang LaSalle Inc., so to keep his foot in the door and continue building relationships with the local business community, he took a position as senior vice president handling commercial real estate with the primarily residential real estate-focused JohnHart Real Estate in Valencia. House said he plans to bring his research and analysis skills—critical tools in commercial real estate—to the residential part of the market as a value-added benefit for investors to help them manage their assets.

“We would run our analysis in conjunction with what they do on their end, rather than just sell them a home,” House explained.

**Top Financier**

Encino’s Marcus & Millichap Capital Corp., the finance brokering arm of Calabasas-based commercial real estate brokerage Marcus & Millichap Inc., has named Danny Abergel, first vice president of capital markets, so to keep his foot in the door and continue building relationships with the local business community, he took a position as senior vice president handling commercial real estate with the primarily residential real estate-focused JohnHart Real Estate in Valencia. House said he plans to bring his research and analysis skills—critical tools in commercial real estate—to the residential part of the market as a value-added benefit for investors to help them manage their assets.

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**Staff Reporter Carol Lawrence can be reached at (818) 316-3123 or clawrence@sfvbj.com.**
## Major commercial real estate sales in the greater San Fernando Valley.

<table>
<thead>
<tr>
<th>Property Address</th>
<th>Property Name</th>
<th>SF/Bldg. Class</th>
<th>Year Built</th>
<th>Buyer</th>
<th>Buyer Broker</th>
<th>Seller</th>
<th>Seller Broker</th>
<th>Sale Price (millions)</th>
<th>Sale Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1000 Town Center Drive, Oxnard</td>
<td>1000 Town Center</td>
<td>114,487 A</td>
<td>1989</td>
<td>The Johnston Group, Agoura Hills</td>
<td>The Johnston Group, Agoura Hills</td>
<td>Equity Office Management</td>
<td>Tom Dwyer, Michael Slater, Team Shannon; CBRE</td>
<td>$23.1</td>
<td>3/21/2016</td>
</tr>
<tr>
<td>1840 Victory Blvd., Glendale</td>
<td>Victory Studios</td>
<td>56,547</td>
<td>1969</td>
<td>Hidman Dawley Partners and LLJ Ventures/CM Group, San Diego</td>
<td>NA</td>
<td>Victory Partners and Mason Trust</td>
<td>Andrew Beri, Mark Evonoff, Avison Young (Canada) Inc.</td>
<td>$15.4</td>
<td>3/2/2016</td>
</tr>
<tr>
<td>4142-4152, 4144, 4146 Lankershim Blvd., Toluca Lake (three buildings, parking lot)</td>
<td>60,067 B</td>
<td>NA</td>
<td>1754 Building LLC</td>
<td>Stacy Vertelli-Fraser, Charles Dunn Co Inc.</td>
<td>Lankershim Media Center Associates LP</td>
<td>Stacy Vertelli-Fraser, Charles Dunn Co. Inc.</td>
<td>$13.0</td>
<td>3/2/2016</td>
<td></td>
</tr>
<tr>
<td>1819-1827 W. Verdugo Ave., Burbank</td>
<td>8,474 C</td>
<td>1948</td>
<td>Celina Marciano</td>
<td>Fred Tsarakyan, Supra Realty</td>
<td>JT &amp; SM Ineldecanto</td>
<td>Gino Gaudino, Stevenson Real Estate Services</td>
<td>$2.06</td>
<td>3/31/2016</td>
<td></td>
</tr>
<tr>
<td>4019 Tujunga Ave., Studio City</td>
<td>8,100 C</td>
<td>1961</td>
<td>HD21H LLC, Los Angeles</td>
<td>NA</td>
<td>Ra-Jungta LLC</td>
<td>NA</td>
<td>$1.93</td>
<td>3/22/2016</td>
<td></td>
</tr>
<tr>
<td>300 E. Glendale Ave., Glendale</td>
<td>2,823 B</td>
<td>1971</td>
<td>SHH C &amp; Chi C Leung, Glendale</td>
<td>NA</td>
<td>Walton Family Trust</td>
<td>NA</td>
<td>$0.95</td>
<td>3/24/2016</td>
<td></td>
</tr>
</tbody>
</table>