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NAWBO-LA ONLINE NEWSLETTER APRIL 2008 ISSUE

Welcome! to the NAWBO-LA ONLINE NEWSLETTER, a vehicle for communication for the National Association of Women Business Owners - Los Angeles Chapter (NAWBO-LA).

In this issue, we provide insights from the most recent PEAK Leadership Academy SM session, the launch of a new grassroots business alliance that includes NAWBO-LA participation, the benefits of a stronger connection with NAWBO National, and highlights of products and services offered by some of NAWBO-LA's new corporate partners. Stay informed as we continue to bring you the information you need to strengthen and grow your business and rise to new heights!

[PEAK Graduates Share Program Insights](#)

The capacity-building NAWBO-LA PEAK Leadership Academy SM continues to offer an exceptional learning opportunity for peak-performing women entrepreneurs, with the next session beginning in May

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New grassroots business alliance provides effective resources to mobilize the collective voice of the Los Angeles business community, including women business owners

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Partnerships enable NAWBO-LA to better serve its members in the effort to empower and enable women-owned businesses

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About the NAWBO-LA Online Newsletter

In each issue of the NAWBO-LA Online Newsletter, we strive to provide timely and valuable information and resources to the entrepreneurial community and share our mission of empowering and inspiring women entrepreneurs into economic, social and political spheres of leadership. The NAWBO-LA Online Newsletter is published six times yearly by NAWBO-LA and written by Mindy Berman/Mindy F. Berman Communications. The publication months are February, April, June, August, October and December. NAWBO-LA's Online Newsletter editor may be reached at newsletter@nawbola.org.

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PEAK Graduates Share Program Insights



The capacity-building NAWBO-LA PEAK Leadership AcademySM continues to offer an exceptional learning opportunity for peak-performing women entrepreneurs, with the next session beginning in May

For Brenda Zamzow-Frazier, president of accounting services firm The Zamzow Group, her “wow” moment in the most recent NAWBO-LA PEAK Leadership AcademySM came when surveys completed by stakeholders of her company demonstrated a large organizational hole that wasn’t being properly filled. Based on the surveys, she made the dramatic decision to make a major shift in her management team.

Such is the impact of this five-session capacity-building academy, which offers a portfolio of programs that show entrepreneurs how to create the successful transition to a professionally managed firm, without sacrificing the entrepreneurial spirit that inspired their companies in the first place.

Funded through the Enterprise Institute of NAWBO-LA’s Legacy Society and NAWBO-LA corporate partners – Southern California Gas Co. and San Diego Gas & Electric (both Sempra Energy utilities) served as first-time sponsors for the fall 2007 session and will sponsor another session at the end of this year – PEAK delivers high-impact contact under the instruction of Dr. Yvonne Randle, vice president of Management Systems Consulting Corporation and a lecturer at the UCLA Anderson School of Management. The small class sizes – about 12-15 women per PEAK session – allow for quality interactions and a premier learning experience.

Strategic Management Crash Course

Recent graduate R. Christine Hershey, president and founder of communications firm Hershey|Cause, said, “I didn’t have the business protocols I needed until I took this class. It’s like the mini-MBA I never got.” Zamzow-Frazier called it “a crash course in strategic management.”

Both women praised the “takeaways” that came from the course, which required them to develop and present a strategic plan for their business.

“I always have been the typical founder-centric model. This really was a way to get the best thinking from an MBA-level professor so I would have the tools to give my team the skills and background they needed to help develop and implement the plan,” Hershey said. She added that at her 20-employee firm there’s now “a higher level of accountability across the board” as her team puts into place more effective internal processes in areas like cost accounting, human resources, operations and sales.

For Zamzow-Frazier, the takeaways included learning to make more strategic decisions and “not sweat the small stuff,” becoming more goal-oriented and focusing on the end result. “I’m setting achievable goals as opposed to biting off more than I can chew,” she said. “I’ve taken other courses in strategic planning, and they all seemed very theoretical. PEAK was very practical, because we used our own businesses as a case study.”

A Sponsor Supplier Pipeline

PEAK provides women business owners with the tools they need to take their companies to the next level in a structure designed to fit the realities of entrepreneurs’ businesses and lives. In addition, it offers valuable connections with corporate sponsors.

Long-time NAWBO-LA corporate partners Southern California Gas Co. and San Diego Gas & Electric, both Sempra Energy utilities, chose to become PEAK sponsors to enhance their ongoing supplier diversity initiatives and further build the capacity of their business suppliers.

Margot Kyd, vice president of Supply Management and Fleet Services for the utilities, said, “A core part of our strategy is to mentor and develop diverse business enterprises to increase their capacity to serve us. We have sponsored a number of women business owners who currently do business with us through the PEAK Leadership Academy to assist

them in growing their business to the next level. We're also trying to reach more broadly to nurture the growth of diverse business enterprises to strengthen our pipeline for the future."

Southern California Gas Co. and San Diego Gas & Electric Supplier Diversity Manager Yolanda Padilla attended the recent PEAK sessions sponsored by her utilities and commended the participants for "their passion in what they're doing in their businesses. It's outstanding to see the strength of these women business owners."

Kyd added, "Having the opportunity to personally participate in the presentation of the final strategic plans from these companies was very rewarding. I was extremely impressed by the quality and thoughtfulness put into them. It reassured me that this is a good investment of Southern California Gas Co.'s and San Diego Gas & Electric's resources and time."

The Next PEAK Opportunity

NAWBO-LA members interested in becoming part of a community dedicated to each other's success are encouraged to register for the spring 2008 PEAK Leadership Academy, which begins on May 27 and will be sponsored by Citibank. The application deadline is April 30.

Application criteria for the upcoming session include:

- Must have gross revenue between \$250,000 and \$900,000
- Must have five or fewer employees
- Must have 50% or more ownership
- Must sign a confidentiality agreement upon acceptance
- Must be a NAWBO-LA member or accept a complimentary NAWBO-LA membership

By taking part, participants will receive the following deliverables:

- A professional analysis of their organizational effectiveness
- A written and comprehensive strategic plan for their business
- Tools and processes to ensure plan implementation
- Access to a community of successful women business owners

Recent graduate Hershey – like Zamzow-Frazier a current board member of the Enterprise Institute of NAWBO-LA – highly recommends the program: "One of the most powerful things NAWBO-LA can do is to help women develop as business owners and leaders. This class addresses capacity-building and technical assistance needs really strongly and seems to fit that mission perfectly."

To find out more and download a PEAK Leadership Academy registration application, visit www.nawbola.org/events/info.php?id=1614.

Congratulations to the fall 2007 PEAK Leadership Academy graduates:



Name	Company	Website or Contact
Maria Bastian	Agile Sourcing Partners, Inc.	www.agilesourcingpartners.com
Danette Batiste	Computer Consulting Operations Specialists, Inc. (CC-OPS)	www.ccops.com
Victoria Bondar	Verabella Skin Therapy	www.verabella.com
Hazel Breen	Breen Engineering, Inc.	www.breeneng.com
Robin Chow	Law Offices of Robin D. Chow	323-549-0555
Jennifer Christopher	JLOOP Rich Media	www.jloop.com
Jennifer Freund	Corporate Impressions LA, Inc.	www.impressionsla.com
Linda Harris	JorgensenHR	www.jorgensenhr.com

Christine Hershey	Hershey Cause	www.hersheycause.com
Francine Limon	Inka Corporate Products	www.inkapromoshop.com
Anamiria Madrigal	Aztek Cellular, Inc.	209-613-1407
Trudy Mangrum	CM Distributors, Inc.	www.cmdistributorsinc.com
Leonor McCall-Rodriguez	One Voice Insurance Services	www.onevoiceinsuranceservices.com
Pat Sanford	Tech Ed Services, Inc.	techedservices.com
Brenda Zamzow-Frazier	The Zamzow Group, Inc.	www.thezamzowgroup.com

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BizFed Brings Advocacy Tools to NAWBO-LA Members

New grassroots business alliance provides effective resources to mobilize the collective voice of the Los Angeles business community, including women business owners



With NAWBO-LA's role as a founding member of the Los Angeles County Business Federation (BizFed) – a new large-scale, grassroots alliance of regional business organizations – women business owners now have new tools at their disposal to communicate instantaneously with decision-makers and effectively advocate to create a better economic and political

environment for their firms.

Launched in late January, BizFed already represents 47 business organizations with about 82,000 business owners and 1.3 million employees within Los Angeles County. BizFed's e-mail action alerts – issued when a majority of member organizations agree on the need for them – enable those tens of thousands of business owners to receive real-time vital information and with just a couple clicks online contact elected officials to make their voices heard.

It's the likelihood of so many business owners responding in a rapid timeframe that brings the ability to yield "real results," said BizFed CEO Tracy Rafter. "It gives you a greater return on your time and attention investment. It's empowering to know your single action is a part of a bigger movement."

She added, "Strength in numbers is really the biggest point of BizFed."

The Power of One Voice

This new partnership offers an added benefit to NAWBO-LA members as the organization further enhances its advocacy on critical issues that affect the region's economic vitality and quality of life. With the BizFed alliance, NAWBO-LA – which understands the importance of being part of the political process by transforming and influencing public policy – can offer members greater and more streamlined access to critical information needed to project the voice and perspective of women-owned businesses.

At the event to introduce BizFed, NAWBO-LA CEO Helen Han explained, "We believe that BizFed is an organization that represents the diverse interests of ALL businesses. BizFed shares NAWBO-LA's desire to transform public policy and influence opinion makers through the projection of ONE VOICE."

Han also said, "And most importantly, BizFed allows the small business owner – that would otherwise not be engaged in the political process – to stand on a level playing field as an effective agent for change for the benefit of the business community at large. BizFed's commitment to improving the quality of life for small business owners and our employees creates a natural nexus between the two organizations."



Issues Voiced By Membership

Before officially launching, BizFed conducted a survey of its founding organizations' members, including NAWBO-LA, to identify their key areas of concern. The top issues voiced by membership included:

- Reducing commuting time,
- Curbing crime and gang activity, and
- Conducting K-12 education reform.

The survey also found that more than 61% of BizFed member businesses are small firms with just one to 19 employees, which gives small businesses the opportunity

to have an equal say with their larger counterparts in advocacy efforts.

"Our economy is at a critical juncture where Los Angeles is at risk of losing jobs from both

small businesses and large alike,” Rafter said. “We can’t stand by and let that happen. From job retention and creation, to increasing investment in critical infrastructure and necessary services to create a better sense of community, BizFed businesses will be an active part of every discussion.”

To learn more about BizFed, visit <http://bizfed.org>. Also access BizFed and other information about NAWBO-LA’s advocacy initiatives at www.nawbola.org/advocacy.

Leaders Lend Voices to BizFed

California Gov. Arnold Schwarzenegger:

“The momentum for this new business coalition is fantastic. A vibrant economy begins with a job. By creating jobs and growing the economy, the Los Angeles County Business Federation will be setting the stage to effect immeasurable improvements in transportation, education, health care and crime prevention in California. I congratulate all its member organizations for coming together to help build and expand our economy.”

Biz Fed Chairman David Fleming:

“We believe that a strong business community, which creates jobs and keeps our economy growing, benefits everyone – business and working families alike. Our priority will be to support and advocate for strong economic policies which incentivize Los Angeles businesses to stay here, expand here and to attract new companies to bring their jobs to our backyard.”

Tim McCallion, Chairman of the Los Angeles Area Chamber of Commerce:

“A key component of BizFed’s outreach will be their groundbreaking creation of highly powerful web tools. These web tools and action alerts allow BizFed members to communicate their opinions instantaneously to decision-makers from throughout the region and provide them with the most information about elected officials and their districts.”

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NAWBO-LA Strengthens Connection With National

Local leader Cynthia McClain-Hill set to become NAWBO National president for 2008-09



As former NAWBO-LA president and active member, Cynthia McClain-Hill prepares for her installation as NAWBO National president at the 2008 Women's Business Conference in June in Phoenix. She looks forward to the LA chapter's ability to leverage its strengths to amplify its policy impact at the local, state and national levels.

During her National presidency, McClain-Hill, managing partner of Strategic Counsel PLC, anticipates putting more resources into supporting public policy at the state level (vs. just the national level), which "will build a much more potent platform from which to pursue national policies."

She noted that many issues that affect NAWBO members and other women business owners – such as health care reform, immigration, business taxes, education and environmental policies – are being championed more and more aggressively by states, and putting resources at that level will have "a direct impact on the effectiveness of local chapters to the extent that National is partnering with local chapters and women in local markets."

Growth, Inspiration and Encouragement

McClain-Hill encourages NAWBO-LA members – who actually join the National organization when they become part of NAWBO – to gain additional "opportunities for growth, for inspiration and for encouragement" by attending the National conference. It will take place at the Arizona Biltmore Resort & Spa in Phoenix from June 12-14, 2008.

Besides providing the opportunity to broaden professional and personal relationships on a national level, the conference – with a theme of "Together: Rising" – will offer a content-rich agenda, with educational sessions on leadership, business planning, global business development, branding and marketing; and advocacy sessions on health care, immigration and procurement. The event also will celebrate women business owners' rising tide of entrepreneurship, as they increasingly shape the larger business environment and build greater success for themselves.

Greater LA Influence and Impact

Current NAWBO-LA President Laura Yamanaka, who will serve as a board member for NAWBO National in 2008-09, noted, "NAWBO-LA has made great strides at the local level, and now with the election of Cynthia McClain-Hill as president of NAWBO National, LA's influence and impact will be extended to the national level with the support of LA membership.

"I know many members focus only on the local benefits of the NAWBO relationship, but a great way to explore one of NAWBO's benefits on a national basis is to attend the Women's Business Conference," Yamanaka also said. "We will have a great opportunity to meet women business owners and sponsors from all over the country, learn from interesting speakers and take a break from our day-to-day businesses."

Added McClain-Hill, who will host Los Angeles colleagues and friends at a conference president's reception, "It's important to take time to step back and to really replenish ourselves as entrepreneurs. To do that in an environment where you're being supported and inspired by others who share your life experience is very powerful. There are very few opportunities to have these kinds of 'takeaways.' We all will have an excellent time!"

As she prepares to take on an important new role, McClain-Hill also reflects on her commitment to NAWBO both on the national and local levels: "NAWBO has been a tremendous resource to me as a business owner. The relationships that I've established and the information that I've gained have played a significant role in my development as an entrepreneur. I believe equally in the power of women and, in particular, entrepreneurs to

change the world. I'm very committed to giving back to this organization in a way that helps it to reach and to support more women.”



For additional information on the resources available through NAWBO National, visit www.nawbo.org. To learn more about and to register for the 2008 Women's Business Conference, log onto www.nawbo.org/section_70.cfm.

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New NAWBO-LA Corporate Partners Offer Added Value

Partnerships enable NAWBO-LA to better serve its members in the effort to empower and enable women-owned businesses

NAWBO-LA's corporate partner roster continues to grow – with new companies bringing new resources and benefits to members, while those companies receive the opportunity to tap into an established community of women entrepreneurs.

New NAWBO-LA corporate partners (listed in alphabetical order) include:

- Fraser Communications, www.frasercommunications.com
- Hewlett-Packard, www.hp.com
- Strategic Counsel PLC, <http://strategiccounsel.com>
- U.S. Trust, Bank of America, www.bankofamerica.com/ustrust
- Wachovia Corporation, www.wachovia.com

About Hewlett-Packard (HP)

HP aims to help women entrepreneurs leverage its personal computing, printing, software and services portfolio to be a competitive asset for their businesses. Through a website specially designed for women entrepreneurs, located at www.hp.com/go/women, they can access free online classes, read firsthand about successful HP female leaders and customers, shop for technology products, explore grant opportunities and more.



As a national sponsor of NAWBO for two years, the company desired to take the engagement to a more personal level by investing locally in select chapters. "We are pleased to sponsor NAWBO-LA to support women business owners in California and take our engagement to a local level," said Michael Nordstrom, HP business marketing manager. "We intend to connect Los Angeles members with women-owned certified HP resellers to foster greater growth and networking for local businesswomen."

About Wachovia Corporation

Wachovia is one of the nation's largest diversified financial services companies, providing 13.4 million household and business relationships with a broad range of banking products and services, including private banking, financial planning and employee perks business owners can use to attract employees.

Wachovia ensures that a significant percent of its business is directed to women-owned businesses and is proud to be a national corporate partner of NAWBO. At Wachovia, understanding and addressing challenges women-owned businesses face when accessing capital is a priority. And Wachovia can focus resources on problems small to large business owners encounter, like planning for a business transition, deciding whether or not to transfer wealth to children, or dealing with a spouse who never expected the couple's wealth would come from the wife's business. Wachovia's goal is to deliver what clients want from a financial advisor – advice for their business or for them personally and simple access to financial services and solutions. Visit www.wachovia.com/women for more information.



"Wachovia's commitment to women directly supports the mission of NAWBO-LA," said Joni Topper, senior vice president and government banking executive for Wachovia's Western Banking Group. "We're a great business bank, but I'm finding an amazing number of hard-driving, successful women who don't yet have the advisory team they need to address the outcomes of a successful business, like transferring wealth or planning their exit. I'm really excited about Wachovia partnering with NAWBO-LA to bring this additional focus."

Make sure to check out this year's NAWBO-LA Women of Influence speaker series, sponsored by Wachovia. To see the calendar of upcoming events, visit www.nawbola.org/events/register.php.

Stay tuned to future issues of the *NAWBO-LA Online Newsletter* for more updates on how NAWBO-LA's corporate partners can benefit members. In the meantime, for more

Annual NAWBO-LA Luncheon Reaches New Heights

The 22nd annual NAWBO-LA and Enterprise Institute of NAWBO-LA Leadership & Legacy Awards Luncheon, held March 14 at the Beverly Hilton Hotel, drew a sellout crowd of more than 1,200 business owners, community leaders, media and dignitaries to recognize the rising power of women entrepreneurs. At the event, NAWBO-LA recognized six award honorees and inducted three women business owners into its Hall of Fame.

As NAWBO-LA President-Elect Jane Skeeter said at the event, "Each of our distinguished honorees epitomizes in her own way this year's theme, 'NAWBO-LA: Rising.' As role models and mentors, these women raise the bar for women's achievements in business. But through their vision and leadership, they also create opportunities for all women, throughout the community, to rise to their true potential."

Congratulations again to the honorees, and thank you to the outstanding corporate sponsors and the greater Los Angeles business community for your commitment to this year's event, and for further propelling women business owners into spheres of influence.

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- [Video Clip](#)
- [Los Angeles Business Journal tribute ad](#)
- [February's Online Newsletter featuring honorees](#)

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