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## NAWBO-LA ONLINE NEWSLETTER AUGUST 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 introduce you to the 2008-09 NAWBO-LA and Enterprise Institute of NAWBO-LA Boards of Directors, plus provide insight into plans for the coming year. Also, we give you a wrap-up of the NAWBO National 2008 Women's Business Conference, which will provide lasting benefits to NAWBO-LA members by strengthening the National-LA relationship. Stay tuned as we continue to bring you the information you need to strengthen and grow your business!

### [Incoming Board to Enhance Member Experiences](#)

*In a time of change and a world of opportunity, NAWBO-LA commits to creating, innovating, reaching and rising to new heights together with its members*

### [Enterprise Institute Continues to Create Legacy for NAWBO-LA](#)

*New chair and incoming board members bring their expertise to advance fundraising efforts toward education and research programs for women entrepreneurs*

### [National's Conference Builds Access, Opportunities](#)

*NAWBO-LA leaders establish additional connections at the NAWBO National 2008 Women's Business Conference, helping lay the foundation for broader opportunities for LA members*

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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](mailto:newsletter@nawbola.org).*

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**Incoming Board to Enhance Member Experiences**

*In a time of change and a world of opportunity, NAWBO-LA commits to creating, innovating, reaching and rising to new heights together with its members*



Mark your calendars for Tuesday, Sept. 23 from 6 p.m. to 8 p.m. for the installations of the NAWBO-LA and Enterprise Institute of NAWBO-LA 2008-09 Boards of Directors, as the organizations celebrate the growing power of women business owners and the impact of their leadership.

Incoming President [Jane Skeeter](#), CEO of UltraGlas, Inc., looks forward to an exciting year with an even stronger focus on building an inclusive and diverse membership and further enhancing the membership experience.

"I want our members' involvement to be even greater," Skeeter said. "I would like them to know their engagement is critical and that belonging to and participating in NAWBO-LA is of great personal and professional value to them. NAWBO-LA opens a lot of doors. The benefits of membership are far greater than that of just networking."

To that end, NAWBO-LA plans to develop a membership committee that will help new members connect with existing members, and provide additional opportunities for members to meet each other and obtain maximum value from the "My NAWBO-LA" experience.

Interim Executive Director Patty Murar added that it's about "maintaining the incredible position NAWBO-LA has achieved and reaching forward."

**Ongoing and New Initiatives**

While NAWBO-LA continues its search for a new CEO, the organization is moving ahead full force and tapping into the talents and expertise of its board, members and staff to advance existing initiatives and define new opportunities.

Skeeter wants to take the next steps in building upon NAWBO-LA's existing impact in economic, political and social spheres.

Noting that NAWBO-LA is increasingly looked to and "invited to the table" by political and business leaders, she said, "I believe it's time for us to leverage our influence. We've built an outstanding organization, and now it's time for the rest of the community to look to us for leadership and for us to represent women business owners in a powerful way."

Skeeter added she wants to ensure NAWBO-LA makes the woman business owner "our customer," and for members – as well as current and past board leaders – to provide their knowledge and experience to help the organization grow.

In another area, Skeeter believes it's important for NAWBO-LA to focus on sustainability – through programs for members and through the organization's actions – as part of being responsible to both membership and the environment.

"It's a legacy we need to leave behind," she explained. "We want to show how green can be golden – how it can be profitable and responsible."

**Incoming Board Members**

NAWBO-LA's incoming board members already are creating a legacy through their work with their own businesses, NAWBO-LA and other community work. The Nomination Committee, chaired this year by Bonnie Nijst, put forward a roster of leaders with a diverse range of experience and skill sets to guide NAWBO-LA and help members get the most out of the organization.

"These are fabulous, energetic and exciting women," Murar said. "They're so focused and so able to stay the course and effectively problem-solve."

The new NAWBO-LA board members, besides Skeeter as president, include:

- [Daphne Anneet](#), president-elect (partner, Burke, Williams & Sorensen, LLP, Los Angeles)
- [Laura Yamanaka](#), past president (president, teamCFO, Inc., Los Angeles)
- [Linda M. Harris](#), secretary (president, JorgensenHR, Valencia)
- [Marguerite Rangel](#), treasurer (partner, Rangel/Schaffer of Pacific Advisors, Inc., Pasadena)
- [Madelyn Alfano](#), vice president of membership (president, Maria's Italian Kitchen, Van Nuys)
- [Wendy Mitchell](#), vice president of public policy (principal, WM Consulting, Inc., Sherman Oaks, and new to the board this year)
- [Natalie Cole](#), director at large (CEO/publisher, *Our Weekly Newspaper*, Los Angeles, and new to the board this year)
- [Gayla Kraetsch-Hartsough](#), director at large (president, KH Consulting Group, Los Angeles, and new to the board this year)
- [Jill Mellady](#), director at large (president, Mellady Direct Marketing, Santa Clarita)
- [Maria de Lourdes Sobrino](#), director at large (founder/CEO, LuLu's Dessert @

- [Patty Murar](#), ex-officio member (interim executive director, NAWBO-LA)

#### Board Installation Event

The new NAWBO-LA board will be officially installed, along with the new Enterprise Institute of NAWBO-LA board (see [additional story](#) for details on the Enterprise Institute board), at an installation reception on Tuesday, Sept. 23, 2008, from 6 p.m. to 8 p.m. at the Millennium Biltmore Hotel in downtown Los Angeles. Each year this event attracts and embraces the Los Angeles business and civic community, including elected officials and corporate and community representatives.

Current event sponsors include [Wachovia](#) (Presenting Sponsor); [DeDominic & Associates](#) (Legacy Partner); and [Corporate ImpressionsLA, Inc.](#) and [Southern California Edison](#) (Bronze Sponsors).

For more information and to register for the Board Installation, visit [www.nawbola.org](http://www.nawbola.org).



#### About NAWBO-LA's 2008-09 President

Incoming NAWBO-LA President Jane Skeeter serves as CEO of UltraGlas, Inc., a Chatsworth, Calif., designer, manufacturer and distributor of decorative architectural glass and glass tile. Founded by Skeeter in 1987, UltraGlas pioneered, developed and introduced the unique heat slumping (embossing) process known as UltraGlas® to the U.S. architectural and design communities. The company has become an acknowledged world leader in architectural glass technology, as well as a primary resource for unique decorative glass on an international scale.


Skeeter, a certified interior designer and a member of the California and National Glass Associations, frequently contributes to magazine articles and gives guest lectures at numerous conferences and trade events across the country. She also cherishes the opportunity to create her own fine art.

#### Membership Drive & Diversity Expo on Sept. 9

Register now for the annual NAWBO-LA Membership Drive & Diversity Expo, designed to help women business owners make connections and build resources.

The 2008 event will take place on Tuesday, Sept. 9 from 10:30 a.m. to 2 p.m. at the Kyoto Grand Hotel and Gardens in downtown Los Angeles. Highlights will include a luncheon panel discussing the numerous opportunities on how to do business with corporations and ways to secure contracting bids for city and state agencies, plus workshops to learn more about certifications and how to do business with government agencies.

For registration, sponsorship and exhibit opportunities, visit [www.nawbola.org](http://www.nawbola.org).



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**Enterprise Institute Continues to Create Legacy for NAWBO-LA**

*New chair and incoming board members bring their expertise to advance fundraising efforts toward education and research programs for women entrepreneurs*

The Enterprise Institute of NAWBO-LA, a 501(c)3 tax-exempt charitable organization dedicated to education and research programs for women business owners, welcomes a new chair this year who has pledged to continue the NAWBO-LA commitment to creating a legacy for current and future women entrepreneurs.

[R. Christine Hershey](#), president of Hershey|Cause in Santa Monica, who served on the Enterprise Institute board this past year, brings her cause-related marketing and foundation experience to the Enterprise Institute board as chair. She takes the reins from [Betsy Berkheimer-Credaire](#), president of Berkheimer Clayton Executives Search in Los Angeles. Under Berkheimer-Credaire's leadership, for the second straight year, the Enterprise Institute exceeded its goal of raising \$100,000 under the banner of the Legacy Society, which gives name recognition and gratitude to the individuals who make tax-deductible contributions of \$5,000 or more.

The Legacy Society was established in 2006 when NAWBO-LA President Emeritus Patty DeDominic announced her historic \$1 million challenge grant, but requiring that the Enterprise Institute match her donation by raising at least \$100,000 annually (for 10 years) to double the benefit to the organization and multiply the legacy for the next generation of women entrepreneurs.

Both the NAWBO-LA and Enterprise Institute boards serve to advance women business owners through NAWBO-LA programs. The distinctions are that the NAWBO-LA chapter is a 501(c)6 nonprofit serving the networking, business referral and advocacy needs of dues-paying members; and the Enterprise Institute is a 501(c)3 charitable nonprofit serving education and research needs of all women business owners, non-members included. The Legacy Society is a brand under the Enterprise Institute banner, created as something special (not a separate organization) simply to thank and recognize the individuals who contribute \$5,000 or more to the Enterprise Institute, matching DeDominic's grant.

"Every March NAWBO-LA recognizes these generous women in our Leadership & Legacy Awards Luncheon program as part of our Legacy Society," said Berkheimer-Credaire. "We are developing additional meaningful ways to properly say thank you to these women who give from their hearts to help other women business owners succeed like they have."

**Following in Impressive Footsteps**

"I am proud to welcome R. Christine Hershey as chair of the board, as I followed Renee White Fraser before me. Christine will bring her unique experience and her passion for women business owners to this volunteer leadership role," added Berkheimer-Credaire.

She continued, "Chris Hershey is a remarkable success story herself. She has owned a highly respected design and marketing firm for three decades that is dedicated to helping nonprofits achieve greater brand identity and awareness. As a woman business owner herself, she has faced the same challenges all business owners tackle every day. She is a member of the Legacy Society, and has already given her time toward educating other women business owners. We believe deeply that women can find financial independence and enjoy productive lives through business ownership. They will themselves 'pay it forward' when it is their turn to help others."

Hershey looks forward to bringing her expertise in running capital campaigns, developing corporate partnerships and conducting successful fundraising programs to the Enterprise Institute.

"One of the really great trends I see happening nationwide is that corporate clients are becoming more interested in what we call corporate social responsibility," Hershey said. "The work we do at NAWBO-LA and the Enterprise Institute makes us an ideal recipient of both those services and dollars."

**Providing Signature Education Programs**

The primary education program Enterprise Institute funding makes available is the PEAK Leadership Academy™, a capacity-building series of courses especially designed for women entrepreneurs. The Enterprise Institute presented two PEAK programs this past year with the support of contributions and corporate sponsorships.



Hershey completed one of the PEAK sessions and noted afterward, "One of the most powerful things NAWBO-LA and the Enterprise Institute can do is to help women develop as business owners and leaders. This series addresses capacity-building for companies and technical assistance needs – which fit our mission perfectly."

**Welcoming Incoming Board Members**

Returning to the board to support the Enterprise Institute, in addition to Hershey as chair, are:

- [Sheila Hartman](#), president of the Financial Independence Company, Woodland Hills
- [JoAnn Bourne](#), executive vice president, Corporate Deposits and Treasury Management Group, Union Bank of California, Los Angeles
- [Loreen Arbus](#), president/executive producer, Loreen Arbus Productions, Inc., Los Angeles
- [Susan Cotton](#), interim president/CEO, Coalition to End Family Violence, Westlake Village
- [Patty DeDominic](#), CEO, DeDominic & Associates, Santa Barbara
- [Janice Bryant Howroyd](#), president and CEO, ACT-1 Group, Torrance
- [Margot Kyd](#), vice president, Supply Management and Fleet Services, SDG&E and SoCalGas, Semptra Energy utilities, San Diego
- [Yolanda Nunn Gorman](#), Ph.D., president and CEO, Brilliance Strategies, Inc., Culver City

- [Brenda Zamzow-Frazier](#), president, The Zamzow Group, Inc., Beverly Hills

New to the Enterprise Institute board this year is [Lisa Greer Quateman](#), Esq., managing partner, Quateman LLP, Los Angeles.

Berkhemer-Credaire also stays on the board as past chair, plus on the board of NAWBO California. Of the work of both the Enterprise Institute and NAWBO-LA, she said, "As the influence and power of NAWBO members continue to become a presence on national, statewide and local levels, we are proud to be part of this remarkable organization of women who get things done on behalf of other women. And we give back at the same time, in dollars and time, to continue to build this valuable support system called NAWBO-LA."

#### Helping Build a Legacy



To leave your own legacy as part of the Enterprise Institute Legacy Society – and join this community where the means to give and desire to contribute come together in a powerful way that creates both a cycle of success and a legacy of generosity – visit [www.nawbola.org/legacy](http://www.nawbola.org/legacy).

Everyone also is invited to the Annual Board Installation Reception for both the NAWBO-LA chapter and the Enterprise Institute, on Tuesday, Sept. 23, 2008, from 6 p.m. to 8 p.m. at the Millennium Biltmore Hotel in downtown Los Angeles. To register, visit [www.nawbola.org](http://www.nawbola.org).



**About the Enterprise Institute's 2008-09 Chair**

Incoming Enterprise Institute Chair R. Christine Hershey is the founder and catalyst for Hershey|Cause, guiding its overall strategic and creative vision. Passionate about "Communications for Good," she consults regularly with CEOs and senior executives throughout the country, advising on positioning, identity and strategy. Her experience in both the corporate and philanthropic sectors includes such Fortune 500 companies as Disney, Wells Fargo and AT&T (Cingular), as well as the World Health Organization, the Institute of Medicine and The Nature Conservancy.

Hershey's work in communications has helped shift debate on issues ranging from social justice and racial equality, to health care and domestic abuse, to GLBT rights and immigration reform. As an author and expert, Hershey's work has appeared in the *Stanford Social Innovation Review*, *The New York Times* and *The Chronicle of Philanthropy*. As a publisher of *Why Bad Ads Happen to Good Causes* and *Why Bad Presentations Happen to Good Causes*, she also has helped educate the philanthropic sector regarding best practices. Her first book, the *Communications Toolkit*, published in 2005, has been distributed in all 50 states, 24 countries and across six continents.

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**National's Conference Builds Access, Opportunities**

*NAWBO-LA leaders establish additional connections at the NAWBO National 2008 Women's Business Conference, helping lay the foundation for broader opportunities for LA members*

The NAWBO National 2008 Women's Business Conference drew rave reviews from attendees in the NAWBO-LA contingent, who believe the strengthened National-LA relationship will provide LA and its members with a greater showcase and a greater opportunity to be heard beyond the local and state levels.

Held in Phoenix, AZ in June, the conference drew approximately 600 attendees. Key installations included former NAWBO-LA president and current member Cynthia McClain-Hill as NAWBO National president, former NAWBO-LA CEO Helen Han as new NAWBO National executive director, and NAWBO-LA Immediate Past President Laura Yamanaka as a member of National's 2008-09 Board of Directors.

"I want to bring our lessons learned and experiences to the national level," Yamanaka said. "It can only benefit NAWBO-LA and our members to have a strong national presence, because it reinforces the LA brand and increases our voices and access to opportunities at the national level."

As an example, she cited a high-profile gathering held at the conference with key officials from the two presidential campaigns. "Where else would women business owners from around the country be able to provide input to and have discussions with significant players for the two candidates?"



NAWBO National: president, Cynthia McClain-Hill and executive director, Helen Han

*photo courtesy of [Photography by Hamilton](#)*

**Raising the Bar**

Both Yamanaka and incoming NAWBO-LA President Jane Skeeter said this year's conference raised the bar, with an outstanding array of speakers, networking opportunities and sponsor contacts.

Skeeter participated in meetings with leaders of other large NAWBO chapters, and the group shared ideas in areas like membership programs and retention, plus learned more about the resources National makes available to chapters.

The LA relationship with National, she added, can create mutual advantages.

"We can provide National the example of our business model, while the LA chapter stands to benefit from the additional resources and services that National offers," Skeeter said.

**Learning from Other Leaders**

The National conference featured keynote speeches from these remarkable business leaders:

- Rita Davenport, president of Arbonne International and author of *Making Time, Making Money*
- Nely Galan, television producer, owner of Galan Entertainment and cast member of *The Apprentice: Celebrity Edition*
- Oren Harari, professor at the Graduate School of Business at the University of San Francisco, author of the book *Break from the Pack: How to Compete in a Copycat Economy* and former senior consultant at The Tom Peters Group
- Laura Liswood, secretary general, Council of Women World Leaders and senior advisor, Goldman, Sachs & Co.



NAWBO-LA president, Jane Skeeter, immediate past-president, Laura Yamanaka, and past-president, Bonnie Nijst at the 2008 Women's Business Conference.

*photo courtesy of [Photography by Hamilton](#)*

**Looking to the Future**

While they move forward in applying lessons learned and reaping the benefits of the conference, NAWBO-LA's leaders also are looking to continue the momentum they've established.

"There's a confluence of events and people to really allow NAWBO-LA to take a huge step forward, both locally and nationally," Yamanaka said. "We have an amazing opportunity."

Skeeter said she hopes more NAWBO-LA members will attend the National 2009 Women's Business Conference, taking place in Chicago next June 25-27. "It's inspirational,

motivational, educational and a lot of fun," she said. "It helps reignite excitement in being a woman business owner."

To read and view more highlights from the 2008 Women's Business Conference, visit [www.nawbo.org](http://www.nawbo.org) and click on "Events" and then on "Women's Business Conference."

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