

Jerome E. Horton, Chairman
CALIFORNIA STATE BOARD OF EQUALIZATION

California State University,
DOMINGUEZ HILLS FOUNDATION

Bridges Community Economic Development Corporation



Connecting Women to Power

2013 BUSINESS CONFERENCE

FRIDAY
JUNE 28, 2013

California State University,
Dominguez Hills

*Motivational,
Inspiring,
Empowering.*



From the President

On behalf of the students, faculty, and staff of Cal State University, Dominguez Hills, I am pleased to welcome you to the 5th annual Connecting Women to Power Business Conference led by the Honorable Jerome Horton, Chairman of the California State Board of Equalization and CSU Dominguez Hills alumnus.

As part of a university with a student body made up of nearly 70% women, connecting women to power through education and mentorship is part of our core mission, and helping Chairman Horton, his staff, the partner organizations, and sponsors put this remarkable event together is more than an honor, it is our responsibility. Fifty-five percent of our more than 82,000 alumni live and work within 25 miles of this campus and many of those graduates are here today, both as honored guests and as participants hoping to better position themselves to thrive as women business owners across the South Bay, the state, and the nation.

I am proud of these alumni and the many other women here today. Your participation, ambition, success and entrepreneurship is inspiring, and your desire to continue learning and mentoring others who hope to follow in your footsteps is laudable. My hope is that each of you leave better prepared to succeed regardless of where your hopes and dreams take you. And for those of you inspired to capitalize further on what you learn here today, I encourage you to explore our university's various degree and certificate options.

I encourage you to fully utilize the invaluable resources that are being provided to you and know that the business leaders of tomorrow are at the Connecting Women to Power Conference today. I wish you well on a successful conference and I invite you to return to campus often.

Sincerely,

A handwritten signature in cursive script that reads "W. J. Hagan".

Dr. Willie J. Hagan
President
California State University, Dominguez Hills

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JEROME E. HORTON
CHAIRMAN
CALIFORNIA STATE BOARD OF EQUALIZATION

June 28, 2013

Dear Ladies and Gentlemen:

Welcome to the 2013 Connecting Women to Power Business Conference and thank you for sharing this time with us. As your Chairman of the Board of Equalization, my mission is to help California taxpayers pay the minimum amount of taxes under the law and to protect taxpayer's rights.



I encourage you to introduce yourself to as many conference participants as possible. Remembering the phrase, before the harvest comes the planting of the seed, in that our guest may be potential clients, business partners, investors, or future friends.

This conference will also empower you with educational resources and access to decision makers who can help you grow your business and create quality jobs for California.

To that end, today and henceforth as you return to your respective offices and businesses, I encourage you to see yourself as an eagle capable of rising above your adversaries; and meeting your challenges as an eagle would use the resistance of the wind, to empower it to climb higher and higher. When you get a little fatigued, as you likely will, spread your wings to their fullest capacity and glide through the sky, seeing your opportunities from on high.

Have fun, learn, get connected with like minds, and empower yourself to make difference in the lives of others.

In Your Service,

A handwritten signature of Jerome E. Horton in cursive script.
JEROME E. HORTON, Chairman
4th District, Board Member



STATE OF CALIFORNIA

A message from

MICHELLE STEEL

Southern California's Elected Taxpayer Advocate

June 28, 2013

Welcome to the Connecting Women to Power Business Conference. Thank you for taking the time to attend this event.

Running a business in California's globally connected economy is no easy task. As a former small business owner, I know this first hand. It is imperative to have the knowledge and the tools to succeed. That is why I support this free Business Conference.

Today's events are designed to help you learn important tax information, how to access capital, and how to expand you business in our global economy. Please avail yourself of the resources and information that will be presented today.

California's small businesses are the backbone of our state's economy. Our state cannot succeed without the jobs, services, and tax revenue that California's small businesses create. I hope that today's seminars and information make it easier and more profitable to operate your business in the Golden State.

Again, thank you for your participation.

Best wishes,

A handwritten signature in black ink that reads "Michelle Steel".

MICHELLE STEEL
Vice Chair, Third District
Board of Equalization

Inglewood California



OFFICE OF CITY CLERK



Yvonne Horton
CITY CLERK

June 28, 2013

Dear Ladies of California:

Welcome to the 2013 Connecting Women To Power Conference. Be sure to attend the "Work Life Balance" session. It promises to be an exciting, provocative and enriching experience; as we enjoy real talk, with real people, about real issues.

The 1st 100 attendees will receive a commerrative "*Dare to Dream Again CWP*" pin and a chance to win a massage at *Burke Williams Day Spa*.

Remember, this moment in time will never come again, however the lessons learned, relationships developed and connections made can be used forever.

Please enjoy the moment, create memories and empower yourself to prosper financially, personally and mentally. Remember you are the author of your story and the composer of your song, so write a happy ending.

Respectfully yours,

YVONNE H. HORTON
Inglewood City Clerk



Bridges Community Economic
Development Corporation

George J. Penn, PhD., Interim Executive Director

June 28, 2013

Dear *Connecting Women to Power* Business Conference Attendees:

Bridges Community Economic Development Corporation (Bridges) is pleased to co-host this conference with the Chairman of the California State Board of Equalization (BOE) Jerome E. Horton, Vice Chair of the BOE Michelle Steel, California State University, Dominguez Hills, and the Southern California Minority Supplier Development Council.

Bridges is committed to educating and nurturing future entrepreneurs through many academic programs. We strive to create a level playing field through educational resources and support to enable every student to have an opportunity to maximize their full academic potential.

The *Connecting Women to Power* Business Conference is a great investment in energizing California's economy, and I'm confident that businesses owned and controlled by women entrepreneurs will lead the way in re-establishing California as an engine for this nation's economy.

Throughout the day you'll hear speakers and participate in workshops that will cause your business to thrive in the current marketplace. I encourage you to broaden your network and take full advantage of the strategies and opportunities you will experience today.

Supporting women business owners and aspiring entrepreneurs helps to build good partnerships among business and community leaders. These efforts can only serve to improve communities throughout Los Angeles County and therefore, Bridges is proud to support this conference.

Thank you for participating in the *Connecting Women to Power* Business Conference. I encourage you to embrace the fellowship with the diverse group of women business owners, and embrace the knowledge that is being offered for your business growth and development.

Kind regards,

Pamela V. Penn

President, PDA Consulting Group

Board Member, Bridges Community Economic Development Corporation

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www.bridgescommunity.org

June 28, 2013



Welcome to the 2013 *Connecting Women to Power* Business Conference where you can rejuvenate and revitalize your dreams!

Women are a source of power and inspiration for many and today and I encourage you to renew and reward yourselves with the rich sources of wisdom and knowledge available at this fabulous conference.

Currently, I sit on the House Transportation and Infrastructure Committee, as well as the Committee on Small Business. I serve as Ranking Member on the Small Business Subcommittee on Health and Technology and the Panel on 21st Century Freight Transportation. My desire to serve was instilled by my father, Los Angeles County Supervisor, Kenny Hahn, and the heart of service is a blessing from my late mother, Ramona Hahn. I live to serve and serve so that others can live a better life.

Janice Hahn

Congresswoman, Representing the 44th Congressional District of California
U. S. House of Representatives

June 28, 2013



Welcome ladies and gentlemen to the 2013 *Connecting Women to Power* Business Conference. This is a powerful conference and I encourage you to invest the time and energy to get the most out of your experiences today.

In Congress, I have been an outspoken advocate for balanced fiscal policies that preserve the social guarantee to our seniors and women and invest in the future. Please contact me if I may be of service you as you explore the vast possibilities of doing business in California.

I also serve on the House Committee on Foreign Affairs where I'm a Ranking Member of the Subcommittee on Africa, Global Health, Global Human Rights and International Organizations. As a member of the House Judiciary Committee, I am working to craft sound criminal justice reforms as well as protect intellectual property right infringements that threaten the economic health of the 37th District. I was selected by Democratic Leader Nancy Pelosi to serve on the prestigious Steering and Policy Committee, which sets the policy direction of the Democratic Caucus.

However, most of all, I serve you and welcome an opportunity to empower you to grow, expand, and enjoy your business in California.

Karen Bass
Congresswoman, Representing the 37th Congressional District of California
U. S. House of Representatives

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California State Senate

SENATOR
TED W. LIEU
TWENTY EIGHTH SENATE DISTRICT

CHIEF
LABOR AND INDUSTRIAL
RELATIONS

MEMBER
APPROPRIATIONS
ELECTIONS AND
CONSTITUTIONAL AMENDMENTS
INSURANCE
VETERANS AFFAIRS

June 28, 2013



Dear Friends:

I am pleased to welcome you to the 2013 Connecting Women to Power Business Conference. This exceptional event has become a much-anticipated tradition that empowers women to be leaders, not only in business but also in their personal lives and communities.

Your participation at this conference is a tribute to your commitment to enhancing the economic vitality of our region, state, and nation. Throughout the conference you will hear from a variety of dynamic speakers, learn strategies to help you shape and grow your business, gain access to free business assistance services, and network with like-minded professional women.

I would like to commend California State Board of Equalization Chairman Jerome E. Horton and Vice Chair Michelle Steel for sponsoring this event. I would also like to thank all of the co-sponsors, partnering organizations, and guest speakers for their support and participation.

Best wishes for an inspiring and memorable conference!

Sincerely,



TED W. LIEU
Senator, 28th District

California State Senate

SENATOR
CAROL LIU
TWENTY FIFTH SENATE DISTRICT

MEMBER
EDUCATION
GOVERNANCE & FINANCE
HUMAN SERVICES
PUBLIC SAFETY
TRANSPORTATION & INFRASTRUCTURE



Dear Friends,

It is with great pleasure that I offer my warmest greetings to the California Board of Equalization on their 2013 Connecting Women to Power Business Conference.

Since 2010, the Connecting Women to Power Initiative has brought together hundreds of business professionals, entrepreneurs and community leaders to discuss opportunities and innovative ideas to empower and support one of the fastest growing populations of business owners, women.

This year's conference hosts exceptional panelists and keynote speakers from both the private and public sectors. These experts will share their experiences with business owners and entrepreneurs ensuring they have the tools, resources and opportunities to maximize their success. I am happy to participate in this year's conference with four exceptional members of my GREEN21 Advisory Council. I would like to thank Mayor Mary Ann Lutz of Montrovia, Marie Campbell, President of Sapphos Environmental, Felicia Williams, Past Chair of the Pasadena Environmental Commission, and Cynthia Vant Hul of Mariposa Eco Consulting, who was also one of the 2013 Women of the Year for Senate District 25.

I thank Chairman Horton for his leadership in empowering women entrepreneurs and for providing a platform through which women's businesses can flourish.

I am pleased to be a part of this event and I look forward to continuing my partnership with the Board of Equalization.

Sincerely,



CAROL LIU

Senator
25th Senate District

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COMMITTEES
CHAIR, GOVERNMENTAL
ORGANIZATION



"Connecting Women To Power"
2013 Business Conference
Friday, June 28, 2013

On behalf of the constituents of the 64th Assembly District, I want to extend greetings and a warm welcome to all attendees of the "2013 Connecting Women to Power Business Conference".

I send my congratulations to the Honorable Chair of the State Board of Equalization, Jerome Horton, and the community partners and co-sponsors that come together each year to host this great event. Thank you for your continuing commitment to empowering participants to make a difference in their communities, in their lives and in the lives of others.

Best wishes for another outstanding and memorable conference.

Sincerely,

ISADORE HALL, III
Assemblymember, 64th District
Chair, Governmental Organization Committee



COMMITTEES
TRANSPORTATION CHAIR
JOINT COMMITTEE ON EMERGENCY
MANAGEMENT VICE CHAIR
SELECT COMMITTEE ON PORTS, CHAIR
ACCOUNTABILITY AND ADMINISTRATIVE
REVIEW
HEALTH
ENVIRONMENTAL SAFETY & FORD
SOCIETIES &
LEGISLATIVE ETHICS
LEGISLATIVE WOMEN'S CAUCUS CHAIR

Dear Friends,

Please accept my heartfelt greetings as you gather for the 2013 *connecting Women to Power Business Conference*.

I hope this event will inspire you, energize and invigorate your imagination, as well as help you realize your business and personal goals. This conference is a wonderful investment in helping California's economy to continue in its upswing, and only you can make this happen. I am confident that women-owned businesses will continue to rebuild California and lead the nation in this effort.

President Kennedy once said, "Leadership and learning are indispensable to each other." I send you best wishes for a successful event.

Warmest regards,

BONNIE LOWENTHAL
Assemblymember, 70th District



Welcome

7:30 a.m. – 8:30 a.m.

Attendee Check-In and Continental Breakfast

8:30 a.m. – 9:30 a.m.

Opening Session—Welcoming Remarks

Hyepin Im

President and CEO, Master of Ceremonies
Korean Churches for Community Development

Sue Borrego, Ph.D.

Vice President of Student Affairs and Enrollment Management
California State University, Dominguez Hills

Honorable Jerome E. Horton

Chairman, Representing the 4th District
California State Board of Equalization

Honorable Yvonne Horton

City Clerk
Inglewood

Honorable Michelle Steel

Vice Chair, Representing the 3rd District
California State Board of Equalization

Honorable Betty T. Yee

Member, Representing the 1st District
California State Board of Equalization

Honorable Janice Hahn

Congresswoman, Representing the 44th Congressional District of California
U. S. House of Representatives

Honorable Carol Liu

State Senator, Representing the 25th District
California State Senate

Honorable Bonnie Lowenthal

State Assemblymember, Representing the 70th District
California State Assembly

Pamela Penn

Board Member
Bridges Community Economic Development Corporation

Keynote Speaker

Hilda Solis

Former United States Secretary of Labor for President Obama, 2009-2013

Morning Sessions

9:30 a.m. – 2:00 p.m.

Room #323, located directly behind the Ballroom

Doing Business Just Got Easier!

Hear about free resources and receive important tax tips for the success of your business from the State Board of Equalization

9:45 a.m. – 11:00 a.m.

Ballroom

Strategies for Moving Your Career Forward: The Path to Partnership, Perfecting Your “Elevator Speech,” and Building Strategic Professional Relationships

Explore how to network quickly and efficiently to maximize contacts and leads. Gain information to ensure your networking encounters are memorable and engaging, learn to create an “elevator pitch” that best represents you, and how to follow-up and follow-through after networking events to turn contacts into solid working relationships.

Theatre

Marketing Trends and Strategies: Utilizing Social and Traditional Media to Promote Your Business

Learn how to obtain strategic media exposure through traditional channels, such as television and print, as well as social media such as Facebook, Twitter, and Constant Contact. Discover tricks to build a successful client base and attract new leads through branding identity, website design, and targeted email outreach.

11:15 a.m. – 12:30 p.m.

Ballroom

International Trade May be Easier Than You Think! Capitalizing on federal, state, and local government resources and connecting with foreign governments and international decision makers to help your business expand over-seas.

Many federal, state, and local government resources exist to help small businesses expand over-seas, but many business owners are not aware of them. Meet agency representatives who will discuss what they have to offer and outline the steps you need to take to enter this exciting market.

Theatre

Contracting with Fortune 500 Companies: Learn how to access millions in sub-contracts with public and private companies.

Learn the basics to obtain government and private contracts. Become a success story by identifying local and statewide incentives available to your company.

Lunch Sessions

12:30 p.m. – 2:00 p.m.

The Executive Luncheon—Library, 5th floor
(Sold out—only open to pre-registrants)

Expo Exploration—Palm Courtyard

Work-Life-Balance: Real Talk–Real People–Real Issues—Theatre

Mini Breakout Sessions—Loker Student Union, Rooms 324-328

Mini Break-Out Schedule

ROUND ONE

12:45 p.m. – 1:15 p.m.

Women in Leadership Roles—Loker Student Union, Room 324

Presented by: Los Angeles Area Chamber of Commerce
Speaker: Susan Barilich, Esq., Attorney at Law, Susan Barilich P.C.

Government Advocacy for Business Owners—Loker Student Union, Room 325

Presented by: League of Women Voters, Los Angeles
Speaker: Raquel Beltran, Executive Director, League of Women Voters of Los Angeles

Human Trafficking: What You Need to Know—Loker Student Union, Room 326

Presented by: Legislative Women’s Caucus
Speaker: Jerilyn Stapleton, Project Director, Jewish Labor Committee (JLC) anti-human trafficking program

How to Generate Revenue Using Social Media—Loker Student Union, Room 327

Presented by: Southern California Minority Business Development Council
Speaker: Michele Ruiz, President and Chief Strategist, Ruiz Strategies

Disabled Veterans Business Enterprise Program—Loker Student Union, Room 328

Presented by: California Commission on the Status of Women
Speaker: Valerie Louis, Owner, Valerie Louis Janitorial

ROUND TWO

1:30 p.m. – 2:00 p.m.

Public Speaking for Business Owners—Loker Student Union, Room 324

Presented by: Los Angeles Area Chamber of Commerce
Speaker: Barbara Rocha, Director, Barbara Rocha and Associates

Agenda

1:30 p.m. – 2:00 p.m.

Legal Aspects of Starting and Running a Business—Loker Student Union, Room 325

Presented by: Reddock Law Group

Speaker: Angela Reddock, Founding and Managing Partner, The Reddock Law Group

Human Trafficking: What You Need to Know—Loker Student Union, Room 326

Speaker: Jerilyn Stapleton, Project Director, Jewish Labor Committee (JLC) anti-human trafficking program

How to Generate Revenue Using Social Media—Loker Student Union, Room 327

Presented by: Southern California Minority Business Development Council

Speaker: Michele Ruiz, President and Chief Strategist, Ruiz Strategies

Disabled Veterans Business Enterprise Program—Loker Student Union, Room 328

Presented by: California Commission on the Status of Women

Speaker: Valerie Louis, Owner, Valerie Louis Janitorial

Afternoon Sessions

2:15 p.m. – 3:30 p.m.

Ballroom 1

Capitalizing on Tax Credits and Avoiding the Pitfalls of Taxation: Learn to arrange your finances to minimize your tax liability and avoid fines, penalties, and fees.

Hear from representatives from the Board of Equalization, Franchise Tax Board, Internal Revenue Service, and Employment Development Department who will share tax credits and free government services that businesses often do not take advantage of, as well as tax pitfalls that cost many businesses to pay unnecessary fines and fees.

Ballroom 2

Going Green: Creating Sustainability and Discovering Business Opportunities through Environmental Stewardship hosted by Senator Carol Liu

Leaders in the movement to create environmentally-friendly businesses will present the latest trends in “going green,” and discuss how your business can participate in conserving natural resources while enhancing profits. Panelists will also present opportunities to become a provider of the resources businesses need to maximize sustainability.

Theatre

Accessing Investment Capital and Developing a Business Plan for Funding Success: The Keys to Acquiring Traditional and Non-Traditional Capital

Financial well-being is an important part of any new and existing business venture. Obtain important information to build and strengthen your business by accessing investment capital through both traditional and non-traditional means.

CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS



Offering **Limitless**
OPPORTUNITIES
for the **LEADERS** of
Tomorrow

California State University, Dominguez Hills serves as an eminent educational and cultural center for the South Bay and Greater Los Angeles region.

CSU Dominguez Hills is proud to host the
2013 Connecting Women to Power Business Conference!



OFFICE OF GOVERNMENT AND COMMUNITY RELATIONS
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Hyepin Im

President and CEO

Korean Churches for Community Development

Master of Ceremonies

Ms. Hyepin Im is a U.S. Presidential Appointee on the Corporation for National and Community Service, the nation's largest funder of service and volunteerism. She currently serves as the Founder and President of Korean Churches for Community Development (KCCD), the largest Asian faith-based organization involved in church and community development initiatives. Its mission is to help faith-based and community based organizations build capacity to do economic development work on a greater scale.

Ms. Im is also a frequently invited speaker at conferences sponsored by the White House, Secretary of Labor Elaine Chao, the Christian Community Development Association, National Council of Korean Southern Baptist Churches, Federal Home Loan Bank of San Francisco, U.S. Department of Housing and Urban Development, U.S. Department of Labor, Asian Americans for Equality, and the Southern California Conference of AME Churches. She has also been featured in many interviews with CNN, Los Angeles Times, Washington Post, National Public Radio and other media including Korean media. Ms. Im has published several collaborative research reports supported and funded by federal agencies as well as foundations on various topics on the Asian American community including a report on "Korean American Churches as Partners in Community Development: The Untold Story" which was featured on the Whitehouse website.

Ms. Hyepin Im has been involved in various professional capacities related to faith-based economic development work including her work as a venture capitalist for Renaissance Capital Partners, an affiliation of First A.M.E. Church and Hancock Park Associates. Ms. Im is also involved in many civic activities and has been recognized for her contribution to the community.

Ms. Im has been a frequent speaker at numerous events on leadership, community service, fundraising, faith-based economic development and on the Asian American community including being a plenary speaker at the White House Faith-based conference.

Hyepin also helped to found the Sponsorship Professionals Association, which garnered the membership of major institutions in Los Angeles. A graduate of the Coro Leadership Southern California, Hyepin, was previously with GTA Consulting Company as Vice President, and Ernst & Young LLP as Consultant and Auditor. She received her B.S. from U.C. Berkeley and her M.B.A. from the University of Southern California and a Master of Divinity from Wesley Theological Seminary.



Sue Borrego

Vice President for Enrollment Management, Planning and Student Affairs

California State University, Dominguez Hills

Dr. Susan E. Borrego is vice president for Enrollment Management, Planning and Student Affairs at California State University, Dominguez Hills, an urban comprehensive, minority-serving institution with approximately 15,000 students. Most recently, Dr. Borrego was instrumental in leading the development of the University's new strategic plan, marketing and institutional rebranding campaign, as well as the development and implementation of the strategic enrollment plan, including student retention and recruitment initiatives. In addition to these responsibilities, she oversees student affairs and intercollegiate athletics and serves as the principal investigator for numerous federal grants to support student success, including a Title V grant from the U.S. Department of Education. Her most recent positions at CSU Monterey Bay and Dominguez Hills required "turnaround" work, as each institution had not achieved enrollment targets for over a decade. Dr. Borrego worked across the campus departments, developing the interdepartmental relationships and interventions that allowed for meeting and exceeding targets at both institutions.



Dr. Borrego has extensive experience working in both private and public institutions.

Prior to her position at CSU Dominguez Hills, Dr. Borrego was vice president for Student Affairs at CSU Monterey Bay, assistant vice chancellor for Student Affairs and associate vice chancellor/dean of students at the University of Arkansas. She served at California Institute of Technology during the 1990s where she developed Caltech's first high-achievement program for underrepresented students and expanded student involvement in community service and engagement. Additionally, she has held positions in institutional advancement, public information, student orientation and activities. Throughout her career Dr. Borrego has continued to teach and write, serving as a clinical faculty member at the University of Southern California where she was a finalist for the Socrates Teaching Award and as an adjunct faculty member in higher education at the University of Redlands. Currently she is teaching in the graduate program in Educational Leadership (M.S.) at CSU Fullerton.

In addition to her experience in student services and enrollment management, Dr. Borrego brings an extensive background in fund-raising strategies for non-profits as well as higher education. Early in her career, she was instrumental in developing an endowed scholarship program, including naming opportunities and solicitation planning. As the director of Caltech Y and the AIDS Services Foundation, Dr. Borrego worked directly with board members to solicit private gifts as well as corporate and foundation grants and donations. At the University of Arkansas, she worked with leadership to help the Division of Student Affairs reach its campaign targets. While in the CSU system, Dr. Borrego has collaborated with Advancement staff to identify and reach potential donors. In her current position, she coordinated efforts that resulted in a \$250,000 Foundation gift to the University while also working with the Athletics Department to successfully raise over \$250,000 for a basketball court naming in honor of a former coach. Across her career, Dr. Borrego has campaigned tirelessly to secure a wide range of grants in support of student success.

Dr. Borrego leverages her combined experience in advancement, strategic planning, marketing and branding to ensure a truly integrated approach to supporting the growth and vitality of both the institution and its students. Her cross-departmental collaborations give Dr. Borrego unique insight into bringing together multiple constituencies in a shared mission and vision.

Dr. Borrego is passionate about supporting student success, particularly for traditionally underrepresented students. She serves both nationally and locally on numerous boards and national task forces, including as a team leader for the AASCU Hispanic Success study, chair of the NASPA Undergraduate Fellows Program and has consulted for the Irvine Campus Diversity Initiative project. Her ongoing research focuses on issues of student learning and success, socioeconomic class and developing organizational capacity to serve underrepresented and low-income students.

"Paying it forward" is central to Dr. Borrego's life, from collecting supplies for food pantries to providing support for students to go to college. She believes privilege is to be shared. She enjoys intercollegiate athletics, reading, gardening, scuba diving and snorkeling. She and her partner relish time with their two adult children, three grandchildren and friends.

Jerome E. Horton

Chairman, Representing the 4th District
California State Board of Equalization

Jerome E. Horton was overwhelmingly elected to the California State Board of Equalization on November 2, 2010, after being appointed to the Board by Governor Schwarzenegger and confirmed by the California State Assembly and Senate in 2009.

Horton joined the Board with over 35 years of public service experience, including 21 years with the BOE. While at the BOE, Horton served as the Business Tax Advisor and Legislative Director to Board Member Parrish, Supervisor, District Reviewer, and was an architect of the Taxpayer's Bill of Rights and the Joint Enforcement Criminal Task Force.

Elected Vice Chairman of the Board October 6, 2009, and Chairman January 26, 2011, Horton established the Southern California Settlement and Appeals Division, enhanced compliance programs, launched the Human Trafficking Initiative, and sponsored Volunteer Income Tax Assistance and educational outreach programs to help minimize the tax burden and level the playing field for California taxpayers.

Prior to joining the Board, Horton was president of Strategic Advocates, a business consulting firm, and served on the California Medical Assistance Commission, giving him a unique insight into business and public policy.

Serving in the California State Assembly from 2000-2006, Horton chaired the powerful Governmental Organization Committee and the Horse Racing and Community College sub-committees. Horton also served on various influential legislative policy committees, including the Budget, Elections, Insurance, Banking and Finance, and on the California Workforce Investment and the Cultural Endowment Boards. Notably, Horton is the author of the legislation that established the BOE's Tax Investigation Unit and Business Tax Debtors Disclosure policies.

Before joining the Legislature in 2000, Horton served on the Inglewood City Council, Housing and Redevelopment Agency, and as president of the Coalition for Responsible Development in Inglewood, Chairman of the California Democratic Party's 51st Assembly District, Co-Founder of Children's Rights 2000, and a partner with the Coldwell Banker Real Estate Investment Firm.

Horton is the first African American elected to the Board of Equalization since its inception in 1879 and the third African American constitutional officer in California's history.

Horton graduated from El Camino College with a degree in business administration and California State University, Dominguez Hills with a degree in finance and accounting. He is also a licensed realtor.

Horton, a native of Pinebluff, Arkansas, is married to the Honorable Yvonne Horton, City Clerk of the City of Inglewood, and together they share two children, Myeshia and Matthew, one granddaughter, Sahara, one dog, and two cats.



Michelle Steel

Vice Chair, Representing the 3rd District
California State Board of Equalization

Michelle Steel, California's highest ranking Republican woman, was elected in 2006 and re-elected in 2010 with more than one million votes, to represent the 8.5 million residents of the Third District on the California State Board of Equalization. One of twelve constitutional officers in California, Steel was unanimously elected by her colleagues to serve as Vice Chair in 2011.

In just her first year on the job, Michelle quickly distinguished herself as the state's leading tax fighter. In December 2007, Steel discovered the Board of Equalization had delayed the return of millions of dollars in security deposits owed to California businesses. Thanks to Steel's decisive leadership, Board procedures were changed. Since then, the Board has returned over \$100 million in tax security deposits to thousands of California businesses in a timely manner. In 2008, Steel successfully led the fight against a new iTax, a \$500 million tax on digital downloads. In 2009, Steel sponsored legislation to exempt non-profit Navy-Marine thrift stores from sales taxes. Michelle's commitment to taxpayers began three decades ago when she watched her mother fight an unwarranted Board of Equalization tax bill. As an immigrant small business owner, Michelle's mother lacked the resources to successfully fight a massive state agency and reluctantly acceded to the Board's demands.

As one of California's fiscal officers, Michelle promises to protect taxpayers from the overbearing government that her family encountered. A signatory of the Taxpayer Protection Pledge, Steel will oppose all new taxes and tax increases. When adjudicating tax appeals, she will always presume that a taxpayer is innocent until proven guilty.

Steel's experience includes service on the California World Trade Commission, Los Angeles Department of Children and Family Services, and Los Angeles Airport and Fire Commissions. Recognizing her public policy credentials, President George W. Bush appointed Steel to the White House Conference on Aging and to the President's Advisory Commission on Asian Americans and Pacific Islanders. Michelle, a Pepperdine University business graduate, has an executive MBA from the University of Southern California's Marshall School of Business and lives in Surfside, Orange County with her husband, Shawn, and their two daughters.



Betty T. Yee

Member, Representing the 1st District
California State Board of Equalization

Betty T. Yee represents the First Equalization District and its 21 counties in northern and central California. Ms. Yee has over 25 years of experience in public service, specializing in state and local finance. Ms. Yee previously served as Chief Deputy Director for Budget with the California Department of Finance where she led the development of the Governor's Budget, negotiations with the Legislature and key budget stakeholders, and fiscal analyses of legislation on behalf of the Administration. Earlier, she held senior staff positions on several fiscal and policy committees in both houses of the California State Legislature.

Throughout her career, Ms. Yee has been an advocate for underserved and underrepresented communities, including the Asian Pacific Islander American community where she secured state funding for projects in San Francisco, San Jose, Sacramento, and Los Angeles and ensured the establishment of the California Commission on Asian and Pacific Islander American Affairs.

Preceding her legislative service, Ms. Yee served as a county public health commissioner and worked in the public and non-profit sectors, developing and implementing health and social services programs for women, older adults, and low-income individuals and families. She also served as the first Executive Director of the California Governance Consensus Project, a long-term mediation project under the auspices of California State University, Sacramento, and McGeorge School of Law, involving 34 statewide interests focused on state and local governance and fiscal reform.

Ms. Yee has demonstrated a strong commitment to mentoring and supporting Asian Pacific Islander Americans, women, and youth seeking to enter or pursuing promotional opportunities in the California State Legislature or other public service. She co-founded the Asian Pacific Youth Leadership Project, which exposes high school youth to the legislative process and encourages leadership and participation in public and community service. Ms. Yee currently serves on the board of directors for California Women Lead, a non-partisan, nonprofit organization dedicated to providing leadership training, networking opportunities, and policy discussion forums for women serving in or seeking elective or appointed offices.

Noted for her work on state and local finance issues, Ms. Yee received the Distinguished Service Award from the California State Association of Counties and an award of recognition from the California Assessors' Association for her work in establishing the State-County Property Tax Administration Program.

Ms. Yee is a native of San Francisco where her immigrant parents owned and operated a laundry and dry cleaning business for 30 years. She earned her Bachelor of Arts degree in Sociology from the University of California, Berkeley, and her Master's Degree in Public Administration from Golden Gate University, San Francisco. She currently serves on the board of directors of the Cal Alumni Association, and she was the 2008 Community Service Award recipient from the Golden Gate University Alumni Association.



Pamela Penn

Board Member

Bridges Community Economic Development Corporation

Pamela Penn has over 30 years of experience in designing, managing and implementing compliance and outreach for community benefits programs. As the President of PDA Consulting Group, Inc., she brings a wealth of expertise in the development and implementation of contract compliance monitoring, and business and community outreach programs. Penn has provided these services on large infrastructure, commercial, mixed use, and residential housing construction projects. As a veteran in the contract compliance arena, she oversees program development and administration of targeted outreach programs for Small Business Enterprises, including Disadvantaged Business Enterprises, Minority Business Enterprises (MBE), and Women Business Enterprises (WBE). She executes career development and local hire program requirements, and monitors payment of federal and state prevailing wage rates.

Penn's career began in 1979 at Long Beach Transit, where she served as the Assistant to the Director of Transportation. She was responsible for the design and implementation of the agency's MBE, WBE and Equal Employment Opportunity (EEO) programs. In 1984, she accepted a position as a Labor Relations Specialist with the Southern California Rapid Transit District, where she was responsible for the enforcement of prevailing wage rates for several large transit facility construction projects.

Two years later, Penn served as the Contract Compliance Administrator for the Los Angeles County Transportation Commission, where she was responsible for the design and implementation of the agency's MBE and WBE program for the Blue and Green Line Light Rail Projects. The Commission soon promoted her to the Manager of Contract Compliance, a role that required her to oversee MBE/WBE program management, enforcement of prevailing wage requirements, Project Labor Agreement activities, and EEO programs, all while supervising eight departmental staffers.

In 1990, Penn accepted a position as a Technical Assistance Professional with Montgomery Watson, an environmental engineering firm, to administer the Clean Water Program for the Greater San Diego Clean Water Program. She was charged with developing strategies to ensure that MBE and WBE firms were provided contracting opportunities with this \$1.5 billion wastewater and reclamation construction project.

In 1994, Penn formed KARO Enterprises Management Consultants Inc., a minority, woman-owned management consulting firm specializing in the development, implementation, and administration of affirmative action and EEO programs; contract administration and compliance; and career development and job training. Other services included community relations, business outreach, labor/wage compliance, and marketing. KARO primarily provided services to large infrastructure projects with public and private entities.

Penn launched PDA Consulting Group, Inc. in 2001 to continue providing the same level of quality service to clients in the areas of community relations, local employment outreach, MBE/WBE and small business enterprise outreach, and contract compliance. PDA has provided professional consulting management services for many large construction projects, as well numerous other public and private entities. Penn has also served as a Strategic Consulting Partner to Kaiser Permanente and the City Centre Development Corporation in San Diego.



Hilda Solis

Keynote Speaker

Former United States Secretary of Labor for President Obama, 2009-2013

Former United States Secretary of Labor for President Obama, 2009-2013

In 1994, Hilda Solis became the first Latina to serve in the California Senate, later earning her the prestigious John F. Kennedy Profile in Courage Award.

Then, in 2009, she was confirmed as United States Secretary of Labor, under President Barack Obama, becoming the first Latina U.S. cabinet member.

While a member of Congress from 2001 to 2009, Ms. Solis' priorities included "work-life balance issues," such as expanding access to affordable health care, creating environmentally-friendly jobs and improving the lives of working families. She authored the Green Jobs Act which provided funding for "green" collar job training for veterans, displaced workers, at risk youth and individuals in families falling under the federal poverty line.

In her role as Secretary of Labor under the Obama Administration from 2009 to 2013, Secretary Solis made job training a priority, resulting in more than 1.7 million people completing federally-funded job training programs. Among those trained, more than one million people earned industry-recognized credentials.

In addition, she focused on helping both large and small businesses understand the value of hiring returning military service members, and fostered innovative efforts to help women and homeless veterans.

Upon her departure as Secretary of Labor, President Obama had this to say:

"Over her long career in public service – as an advocate for environmental justice in California, state legislator, member of Congress and Secretary of Labor - Hilda Solis has been a tireless champion for working families. Over the last four years, Secretary Solis has been a critical member of my economic team as we have worked to recover from the worst economic downturn since the Great Depression and strengthen the economy for the middle class. Her efforts have helped train workers for the jobs of the future, protect workers' health and safety and put millions of Americans back to work. I am grateful to Secretary Solis for her steadfast commitment and service not only to the Administration, but on behalf of the American people. I wish her all the best in her future endeavors.



Room #323

(directly behind the Ballroom)
9:30 a.m. to 2:00 p.m.

Doing Business Just Got Easier!

Hear about free resources and receive important tax tips for the success of your business from the State Board of Equalization.

Starting a Business Just Got Easier
with
e-reg
Electronic Registration & More

www.boe.ca.gov

Publication 214-1 (8-12)

California State Board of Equalization

Did You Know?

The BOE has a number of electronic services available to help your business.

- eFile. You can electronically file a return.
- Verify a permit online.
- Use mobile applications to find the closest BOE office, verify a permit, or find the sales and use tax rate.
- Watch online seminars and find other educational classes and events in your area.
- Follow the BOE on YouTube™, Twitter, and Facebook®.



www.boe.ca.gov

What is eReg?

Electronic registration (eReg) is a convenient, fast, and free way to register online for a permit, license, or account with the BOE.

- Get a seller's permit
- Add a new business location to an existing BOE account
- Register as a qualified purchaser
- Pay use tax for one-time purchases and for vehicles, vessels, aircraft, and manufactured or mobilehomes
- Register for a Timber Yield Tax account
- Register as a cigarette retailer
- Register to pay taxes on internet purchases of cigarette or tobacco products
- Register for an International Fuel Tax Agreement (IFTA) account
- Apply for and purchase a California Fuel Trip permit
- Apply for and purchase Annual Flat Rate Decals for private passenger vehicles
- Register for other Special Tax and Fee programs

Publication 214 (5-12)

Doing Business Just Got Easier

with



Electronic Registration & More



California State Board of Equalization

Speakers

Ballroom

9:45 a.m. to 11:00 a.m.

Strategies for Moving Your Career Forward: The Path to Partnership, Perfecting Your “Elevator Speech,” and Building Strategic Professional Relationships

Explore how to network quickly and efficiently to maximize contacts and leads. Gain information to ensure your networking encounters are memorable and engaging, learn to create an “elevator pitch” that best represents you, and how to follow-up and follow-through after networking events to turn contacts into solid working relationships.

Kaye Bragg, Ph.D.

Acting AVP, Faculty Development and Academic Programs
California State University Dominguez Hills

Welch Hall D440

Email: kbragg@csudh.edu

Moderator

Kaye Bragg earned a PhD in International Relations and Comparative Politics from Colorado State University. Her academic training at both the M.A. and Ph.D. level emphasized an interdisciplinary perspective of International Relations and Comparative Politics, with a regional in Asia. Such a focus was important because, for her, politics does not occur in a vacuum, but rather is part of the interplay between a nation’s socio-economic and cultural forces.

This theoretical foundation is the framework Dr. Bragg uses for examining public policy issues of national development among Asian nations and women’s organizations.

Given her field experiences in India and China, she is especially interested in explaining political choices and participation during the process of economic development. In the last ten years her research has evolved into public policy areas given her consulting work with nongovernment organizations. From this research she began an exchange with several women scholars investigating feminist policy making and globalization leading to a series of working papers examining “trafficking of women in Asia” submitted to the UN High Commission for Refugees (2002-07).

Also during this period the areas of program assessment, pedagogy and online teaching have become a research interest given Dr. Bragg’s administrative positions in the university. She believes Universities create an environment for “life long learning” through opportunities for individuals to engage in dialogue, problem solving, critical thinking, and personal transformation. The University links its intellectual resources to the community through teaching, research, and service activities. Dr. Bragg’s current position as Associate Vice President of Faculty Development and Academic Programs provides an opportunity for her to integrate her background in faculty development, assessment and accreditation with strategic planning for undergraduate studies initiatives responding to the CSU system’s mission of student access and academic excellence.



Tanya Haynes

Chief Efficiency Officer

Phoenix Business Development Group

Tonya Haynes possesses 25 years Aerospace, Manufacturing, Financial, Cable/Satellite, Logistics, and Entertainment industry experience working for industry leaders and Fortune 500 companies such as; Mattel Toys, Hughes Aircraft Company, Computer Sciences Corporation (CSC), DIRECTV, NBC/Universal, McDonnell Douglas/Boeing, IBM Global Services, Aerospace Corporation, Grainger Industrial Supply, and Automatic Data Processing (ADP).

Tonya Haynes experience includes five years at middle management and ten years executive level. Leading teams of as few as 4 to as many as 200, Tonya Haynes launched initiatives that engaged customers, increased client satisfaction levels, directed organizational effectiveness and business process improvement projects while cultivating employees who have consistently promoted into leadership roles. The skills and experience Tonya Haynes acquired in corporate coupled with her innate business acumen and ability to develop and shape data prepared her for the 2002 launch of her company, Phoenix Business Development Group.

Under Tonya Haynes leadership, Phoenix Business Development Group's brand of "excellence" is thriving and becoming more recognizable, having increased its client portfolio year after year since its inception, most notably receiving the "Excellence in Technology Training" award from California Resources and Training (CARAT) for the positive contributions her team made to California's Broadband Technology Initiative.

Tonya Haynes actively shares information and participates in vigorous conversations and debates within the Twitter and Linked-in communities. She has been mentioned in peer threads, cited by peers and quoted in articles and e-zines such as the Harvard Business Review often showing up as a Top Influencer on Linked-in.

A Social Entrepreneur at heart, Tonya Haynes works with non-profit organizations and sits on Advisory Boards and Councils such as; El Camino's EOPS/CALWORKs/CARE programs lending her voice to ensure all students obtain access to a quality education. Working closely with the Los Angeles Urban League, Vermont/Slauson EDC and Weingart Center Association Tonya Haynes educates and trains people in un-served and underserved communities how to manage their careers like a business and informing prospective business owners how to do business with and like a BIG business.

Tonya Haynes received her Bachelors of Science degree in Business Administration from California State University Dominguez Hills. She and her company are headquartered in Redondo Beach, California where she resides with her six sons and their dog.



Bree Nguyen

Strategic Partnership Development

Facebook

www.breenguyen.com

Bree Nguyen is Facebook's Strategic Partnership Development community engagement lead for public figures and events working with celebrities, actors, musicians and athletes to utilize Facebook and Instagram to create impactful presences online, engage fans through technology and build brands. Prior to Facebook, Nguyen has worked for music and entertainment companies like Maverick Records and Warner Bros. Records pioneering the way artists define and establish their brands online and through to technology to generate sales. Nguyen has worked directly with artists like *NSYNC, Linkin Park, Michelle Branch, Red Hot Chili Peppers, Talib Kweli, Neil Young, E-40, The Veronicas, Ashley Tisdale and many more.

In addition to her entertainment industry experience, Nguyen is an experienced startup entrepreneur with a strong technical background. She has worked with early stage technology companies like CampusExplorer.com, where she led the Internet Marketing team and helped raise nearly \$9 million in funding, and Rent.com, which was acquired by eBay for \$433 million.

Bree Nguyen is a magna cum laude graduate of California State University Dominguez Hills where she earned her B.S. with honors in Business Administration: Finance. While at CSUDH, she earned 1st place in the CSUDH Business Plan Competition, two 1st Place Student Research Day awards and a California State University state title for her research on Venture Capital Growth in Southern California.



Michaela “Mickey” Marraffino

West Coast Regional Marketing Director

South Bay Galleria

Michaela “Mickey” Marraffino is a Senior Certified Marketing Director in the Shopping Center Industry. Mickey grew up in Massachusetts, then moved to Washington DC, where she graduated with a Bachelors of Science degree in Business Administration from The American University. She began her marketing career with the redevelopment of a shopping center in Washington, DC. In search of warmer weather, she landed in the Inland Empire, where she Grand Opened a shopping center before moving to Redondo Beach 15 years ago. Mickey currently works for Forest City as the West Coast Regional Marketing Director at South Bay Galleria, where she also oversees the marketing of 6 other Regional Shopping Centers. With 20 years of strategic marketing and creative brand leadership expertise. She is an innovator, recognized for communication and motivational skills especially with diverse groups, and a social media expert. Her community involvement includes Soroptimists International Manhattan Beach, Redondo Beach Visitors Bureau, Civic Light Opera, Leadership Redondo (2011), North Redondo Beach Business Association, Designing Women South Bay, and Church of the Beach Cities Job Search Support Group. Mickey was named 2013 Woman of Distinction by the California Legislature Assembly, 2012 Redondo Beach Chamber of Commerce Woman of the Year, and Distinguished Soroptimist in 2003.



Speakers

Theatre

9:45 a.m. to 11:00 a.m.

Marketing Trends and Strategies: Utilizing Social and Traditional Media to Promote Your Business

Learn how to obtain strategic media exposure through traditional channels, such as television and print, as well as social media such as Facebook, Twitter, and Constant Contact. Discover tricks to build a successful client base and attract new leads through branding identity, website design, and targeted email outreach.

Jean Franklin

Executive Director

United Job Creation Council

Email: jean@unitedjobcreationcouncil.org

Moderator

Jean Franklin has been a member of the City of Refuge since 1985 and is a Minister and Auxiliary Leader at the City of Refuge, and sits under the anointed leadership of her Pastor, Bishop Noel Jones. Minister Franklin is the founder and Director of Anchor of Hope Reentry Ministry at the City of Refuge.

Jean Franklin is one of the original founding members and Executive Director of United Job Creation Council (UJCC). The organization was forged from a strategic alliance of over 100 churches and faith based organization to impact the economic needs of underserved communities by creation greater access to employment through construction and other jobs to impact the economic needs of under-served communities by creating greater access to construction and other jobs through job preparation, training, job placement and retention opportunities for at-risk and underserved local population.

Under the directorship of Ms. Franklin, the organization formed the Los Angeles Alliance of Ministers and Pastors (LAAMP) and garnered the support of small, medium and large churches, local residents, and community based executives, to implement its Local Hire Job Creation Initiative and lead the South Los Angeles community in a united campaign to effect new ordinances and public policies that establish employment opportunities for residents of disadvantaged neighborhoods in the City of Los Angeles, including collecting 5,000 signatures on petitions urging the City to adopt local hiring practices. As a result of our work, UJCC has an MOU for its collaborating practitioners and service providers; and LA City Council has adopted the Community Redevelopment Agency (CRA) Construction Career Ladders Policy, which UJCC initiated. As adopted, the Construction Career Ladders Policy requires public works projects and development projects receiving over \$1 million in CRA assistance to employ local and local low-income residents on construction jobs and to sign a master project labor agreement.

Ms. Franklin received recognition from Senator Curren Price, Jr. as a 2013 SHero for her legacy of outstanding service on behalf of her community, demonstrated leadership, volunteerism, and commitment to making a positive difference that speaks to the spirit of generosity. She received the P.O.W.E.R. Collaborative Network's Choreographers of Careers Award for her outstanding work uplifting the community through United Job Creation. She serves as a member of California' Green Workforce Coalition and a member of Los Angeles Southwest College Career Advisory Board. Ms. Franklin represented United Job Creation and the faith-based collaborative as a guest at the White House first African American Policy in Action Leadership Conference.



Sallie Salinas

Administrative Director
Professional Business Consultant
Coastline Institute for Economic Development

Sallie Salinas, Administrative Director, CiED Economic Development, Professional Business Consultant. Sallie is responsible for the growth, global outreach and oversight of economic and workforce development programs for the Coastline Institute for Economic Development (CiED). She brings over 22 years' experience in business growth and is regarded as a tireless promoter of the impact and role of women in business. She launched the first SBA Women's Business Center in Orange County and spearheaded the White House Business Council to visit California to hear the needs of small businesses.



Sallie has extensive knowledge in the area of social media, on-line marketing, market segmentation, business plan development, growth strategies and human capital development. She vigorously pursues opportunities to educate and empower women in business and lends her expertise in sharing resources that women in business can leverage to generate growth and expansion.

She holds prestigious awards such as "Women Making a Difference", "California's Notable Leader to Watch" "Latino 100", "SBA Women's Center of Excellence", as well as other local and national recognitions. As an entrepreneur herself, Sallie speaks at local, state and national levels on women, minority and small business challenges and highlights the economic impact small businesses make to the global economy.

Marc Emmelmann

Principal Business Consultant
Coastline Institute for Economic Development

Marc is a marketing consultant for non-profit organizations and businesses of all sizes. As a seasoned expert, his vast experience and passion includes website development, marketing strategies, social media and maximizing website presence and sales with search engine optimization. His expertise focuses on creating engaging communication that will take your business and online presence to the next level.

Anissa Barton-Thompson

Adjunct Faculty Member

California State University, Dominguez Hills

Anissa Barton-Thompson, a full-time web developer and graphic designer, has been involved in the field of Computer and Internet Technology for over 20 years. She has received awards for her work on high end e-commerce, consumer, entertainment, and community service and education sites. As an adjunct faculty member, she has taught Website Design & Development at California State University, Dominguez Hills (CSUDH) since 1995, and is the developer of the Web Design Certificate Program there. She also holds certifications in Web Design from Brainbench, and Internet Business and Marketing, from CSUDH.

Anissa is an Adobe Certified Professional, an Adobe/Macromedia Certified Dreamweaver Developer, and holds Master Level Certifications in HTML and Dreamweaver. She consulted on the production of, and contributed a featured website to, the Total Training Dreamweaver 8 and CS3 series DVDs and other training materials, and actively contributes to the development of Adobe's Dreamweaver and Fireworks design applications in its Creative Suite product line. She is a proud member of African American Women in Technology as well as the LA Web Professionals Group. Anissa is also a published photographer.



Dallas Fowler

Principle

Daltek Global Solutions, LLC

Email: dfowler@daltekglobal.com

www.daltekglobal.com

Born in the City of Inglewood, Dallas Fowler is a proud Los Angeles County native and graduate of the School of Business and Industry at Florida A & M University. Dallas is the Principal of Daltek Global Solutions, LLC a boutique digital and print media firm specializing in outreach, political and business development consulting. She holds over nine years of experience in the Supplier Diversity & Community Affairs arena and 13+ years of project management and event planning experience. Dallas is the current First Vice President and Political Action Chair for New Frontier Democratic Club and the former Alumnae Association President for the Los Angeles African American Women's Public Policy Institute (LAAAWPPI) housed at USC. She also currently serves on the boards of Living Advantage, Inc., and the Museum of African American Art at the Crenshaw Baldwin Hills Mall.



Emily Shanklin

Marketing Director

SpaceX

Ms. Shanklin is Marketing Director for SpaceX, the world's fastest growing launch services company and first private company to send a spacecraft to the International Space Station. In this role, Ms. Shanklin drives the overall marketing strategy and oversees day-to-day program execution. Prior to SpaceX, Ms. Shanklin served as the VP of Marketing for Bayview Financial, a privately held financial services firm with \$12B in assets and over 2,000 employees worldwide. In this role, she managed a \$4M marketing budget across five distinct marketing programs, including quarterly ROI analysis. Ms. Shanklin's experience includes roles at various companies including AIG SunAmerica, Pacific Bell Wireless, and IDG Books Worldwide, developing business cases for new technology, product marketing, lead generation and corporate communications. Ms. Shanklin holds a Bachelor of Arts in human biology and communications from Stanford University and a Master of Business Administrations from the University of California Los Angeles.



Deane Leavenworth

Regional Vice President, Government Relations

Time Warner Cable

Deane Leavenworth oversees local, state and federal government relations activities in Time Warner Cable's West Region including the states of California, Hawaii, Washington, Idaho, Colorado and Arizona. The Government Relations team focuses on regulation, legislation, compliance and building community partnerships that support science, technology, engineering and math (STEM) efforts in the community.

Leavenworth joined Time Warner Cable in 2001 as Vice President of External Affairs with local responsibilities in government relations, community relations and media relations. Before joining Time Warner Cable, Deane served as a senior official in the City of Los Angeles Mayor's office and the Third Council District. Prior to his City service Deane led Leavenworth Associates, an issue-oriented public relations firm with an emphasis on public/private pro-social partnerships. He began his career as a special education teacher.



Speakers

Ballroom

11:15 a.m. to 12:30 p.m.

International Trade May be Easier Than You Think!

Capitalizing on federal, state, and local government resources and connecting with foreign governments and international decision makers to help your business expand over-seas.

Abigail L. Browning

International Business Specialist

Governor's Office of Business and Economic Development

In January 2013, Abby Browning joined the Governor's Office of Business and Economic Development (GO-Biz). GO-Biz is the lead state entity for economic strategy and marketing of California on issues relating to business development, private sector investment, economic growth and international trade and investment.

As an International Business Specialist, Abby handles the International Policy, Partnerships and Planning of GO-Biz's International Affairs and Business Development section. She works closely with regional specialists such as U.S. Commercial Services, Foreign Consulates, World Trade Centers, the California Chamber of Commerce, local chambers, industry trade associations and country contacts to promote California exports of goods and services through trade shows, seminars and meeting as well as encouraging the location and expansion of companies from around the world into California.

Prior to joining GO-Biz, Browning worked for the California Chamber of Commerce's International Affairs department from 2007 - 2012. She assisted with the department's sponsoring and participating in trade, investment and other international events, as well as maintaining the CalChamber's International website and managing the production of the Council for International Trade's weekly e-newsletter. In 2010, Browning led the business delegation for the 2010 Gubernatorial Trade Mission to China, Japan, and South Korea, on behalf of the CalChamber.

Browning has also held positions in legislative research, organization management and international affairs with OMI Government Relations in Sacramento, as well as an extensive internship with the California Seismic Safety Commission's legislative unit, where she worked closely with federal and foreign officials to further develop the state's seismic response activities. She has also previously worked with the Austrian Consulate in San Francisco, assisting in coordinating events for visiting Austrian dignitaries.

Browning holds a B.A. in Political Science, focusing on Foreign Affairs from West Virginia University. She earned an M.A. from the School of Government, focusing on Political Theory and International Relations at California State University, Sacramento.



Ballroom

International Trade May be Easier Than You Think!

11:15 a.m. to 12:30 p.m.

Julie Anne Hennessy

Director, U.S. Commercial Service

U.S. Department of Commerce

www.export.gov

Julie Anne Hennessy joined the U.S. Commercial Service, U.S. Department of Commerce in May 1995 and became the director of the West Los Angeles office in 1999. In addition to her role as director, Ms. Hennessy assists small-to-medium sized companies specifically in the healthcare technologies, apparel, natural cosmetics, and franchising sectors with their international marketing efforts. She is regularly invited to speak at seminars and conferences about Commercial Service programs and services and how companies can use them to expand into new markets overseas.

Ms. Hennessy began her career in international trade at the Department of Commerce in Washington, D.C. where she worked for six years investigating whether foreign governments or companies were engaging in unfair trade practices. She holds a Master's Degree in International Affairs from the George Washington University in Washington, D.C. and a Bachelor's Degree in Business Administration from the University of Southern California. She is also a Certified Global Business Professional.



Martin Selander

International Trade Specialist

US Small Business Administration / US Export Assistance Center

Phone: 1-949-660-8935

Email: Martin.Selander@sba.govwww.sba.gov/oit

Martin Selander is the U.S. Small Business Administration (SBA) senior representative for international trade at the U.S. Export Assistance Center (USEAC) in Irvine. He has served at the SBA since 1991 and at the USEAC since 1996, coordinating SBA export financing and international trade assistance programs for five SBA Districts in Southern California, Nevada, and Hawaii.

The Orange County USEAC last year facilitated the approval of 110 SBA loans totaling over \$81 million to small business exporters. Additionally, the office supported over 900 local small business exporters with counseling and consulting assistance.

Prior to serving at the USEAC, Martin was a Commercial Loan Specialist in the finance divisions of the SBA District Offices in Hartford, Connecticut and Los Angeles, focusing on SBA domestic lending programs, loan servicing, liquidation and workout, and economic development.

Martin holds a Bachelor of Science degree in Business Administration from Central Connecticut State University, and a master's degree in business administration with an emphasis in finance from the University of Kentucky, where he interned as a graduate assistant at the SBA sponsored Small Business Development Center. He is an ardent distance runner and has completed over 50 marathon races.



Jim MacLellan

Director of Trade Development

Port of Los Angeles

www.portoflosangeles.org/business

Jim MacLellan is responsible for trade promotion programs to encourage increased trade through the Port of Los Angeles and the Southern California Gateway. This includes outreach programs to assist local small to medium size businesses enter global export markets. He has held this position since January 2007, and previously was Director of Marketing, at which time he directed marketing programs, coordinated the activities of the Port's ten international offices, and worked with customers and service providers to help build the Port's long-term clientele.

Prior to joining the Port of Los Angeles in 1992, he spent more than 20 years working internationally in the maritime and intermodal shipping business. As Adjunct Professor, he teaches an annual course on international shipping and transportation at the Monterey Institute Graduate School of International Studies.

A member of several local and international organizations, he currently serves as President of the Pacific Chapter of the United States – Mexico Chamber of Commerce, and as Vice – Chairman of the Southern California Regional District Export Council (U.S. Department of Commerce). He is a Member of the Board of the Foreign Trade Association and CMTC (NIST), Member of the Board of Advisors for the USC Marshall Center for Global Supply Chain Management and is also a member of the World Trade Week Committee of the Los Angeles Area Chamber of Commerce.



Tracey Lewis Rendinelli

West Region International Director

UPS

www.ups.com

As the West Region International Director, Tracey Lewis Rendinelli is responsible for the growth and development of both imports and exports for the 15 Western States. Her responsibilities include small package, ocean and air freight growth along with Brokerage and clearance.

Tracey joined UPS 28 years ago as a part time telephone representative and has held various sales positions. Her entrance into the international arena began in 2003 leading an international sales team of 13 people in the Los Angeles and Orange Counties as well as the Inland Empire. She has several certifications from the Department of Commerce including a certificate in Export Compliance.

Including her responsibilities at UPS, Tracey also serves on various boards for organizations developing women and education. She is actively involved with the Board of Advisors for the College of Business for California State University, Long Beach, and chairs a committee for Career Development. A longtime supporter of United Way, Tracey served as a Loaned Executive to the Orange County United Way helping to raise funds from other large companies.

As a proud graduate of California State University, Long Beach, Tracey is an active member of her alumni group and mentors and speaks to classroom undergraduates and post graduates about international business and cultures.



Ballroom

International Trade May be Easier Than You Think!

11:15 a.m. to 12:30 p.m.

Alison Germak Gatchev

Director of Corporate Development

Overseas Private Investment Corporation

Phone: 1-202-336-8400

Email: info@opic.gov

www.opic.gov

Ms. Alison Germak Gatchev is the Director of Corporate Development in the Small & Medium Enterprise Finance department at the Overseas Private Investment Corporation (OPIC), the primary agency of the U.S. Government tasked with facilitating U.S. private investment into emerging markets. In this role, Ms. Gatchev is responsible for counseling U.S. companies seeking financing, evaluating investment proposals, and developing new business opportunities for the Agency. Ms. Gatchev is also responsible for leading her department's outreach efforts to the U.S. business community and cultivating relationships with key federal and local partners. From 2004 to 2010, Ms. Gatchev served as a Public Affairs Specialist in OPIC's Office of External Affairs designing and implementing communication and outreach campaigns for which she won several awards. Ms. Gatchev is a frequent speaker and contributor at conferences on international business and development.

Ms. Gatchev holds a M.A. in International Commerce and Policy with an emphasis in Global Business from George Mason University's School of Public Policy, where she presently serves as Assistant Vice President on the board of the school's Alumni Chapter. She is the recipient of the school's 2010 David Ricardo Trade Award, given to the graduate representing exceptional academic ability, involvement, and promise in the fields of commerce and trade. Ms. Gatchev graduated Summa Cum Laude with a Bachelor's degree in Political Science from Susquehanna University and has studied abroad at Oxford University.



Speakers

Theatre

11:15 a.m. to 12:30 p.m.

Contracting with Fortune 500 Companies: Learn how to access millions in sub-contracts with public and private companies.

Learn the basics to obtain government and private contracts. Become a success story by identifying local and statewide incentives available to your company.

Jean Franklin

Executive Director

United Job Creation Council

Email: jean@unitedjobcreationcouncil.org

Moderator

Please see bio previously featured.



Danetta Jackson

Program Manager

Department of General Services, Procurement Division

Danetta Jackson is the Program Manager of the State of California Department of General Services Small Business and DVBE Certification and Outreach Branch. She also serves as the Department's Small Business and Disabled Veteran Business Enterprise (DVBE) Advocate. In these capacities, Danetta and her staff work to make certain that Small and DVBE businesses understand the state contracting process and get access to their share of state awarded contracts. In addition, Danetta is in charge of forging strategic collaborations with government agencies at the local, statewide, and federal levels.

Danetta has over 25 years of experience working in State Government. She received her bachelor's degree from California State University, Sacramento (CSUS) and completed a Leadership for the Government Manager Certification program through CSUS.



Theatre

Contracting with Fortune 500 Companies

11:15 a.m. to 12:30 p.m.

Alice Estrada

Program Manager

L.A. County Office of Small Business Procurement Technical Assistance Center

Phone: 1-323-881-3964

Email: AEstrada@isd.lacounty.govosb.lacounty.gov

Alice Estrada is Program Manager of the L.A. County Office of Small Business and the Procurement Technical Assistance Center. The Office connects business with government opportunities by conducting training classes and providing workshops on registration, bid search, proposal preparation, and small business certification.

Alice's experience covers intergovernmental and public relations, small business procurement, purchasing and contracting.



Angela Thompson

West Region Human Resources Operations Manager

UPS

www.ups.com

Angela Thompson has worked with UPS for almost 24 years. She began her career in the Louisville Air hub which is now called World Port in Louisville Kentucky. She has held many assignments within UPS. She worked in Louisville from 1989 to January 2001 where she was then promoted to District Human Resources Manager for the Oregon District. After 2 ½ years, she accepted an assignment with Mail Boxes Etc, Inc., a subsidiary of United Parcel Service in San Diego California. She then transferred in March 2005, to the UPS Headquarters, Information Technology group in Mahwah, New Jersey and she accepted the assignment as the District Human Resources Manager in the North New Jersey District located in Parsippany, NJ. In September 2008, she was transferred to the West Region Office as the Learning and Development Manager. Also she was selected as the Director of HR. in the Southern California district. In June 2011, Angela accepted the position of Region HR. Operations Manager in the West Region which is her current role.

Angela graduated from William Penn College in Iowa with a Bachelor's degree in Business Management in 1986. She also received her Master's degree from Webster University, St. Louis Missouri in 1995 with a double major of Human Resources and Management.

Angela recently joined the board of the Inside the Outdoors in 2011 and also volunteers with the Girls Inc. organization in Orange County.



David Wiehagen

Vice President of Strategic Procurement

Time Warner Cable

David serves Time Warner Cable (TWC) as the Vice President of Strategic Procurement. His team negotiates hundreds of TWC contracts and he oversees the Purchasing Team which issues over 42,000 purchase orders yearly.

David is the corporate leader for Supplier Diversity. Over the past five years, he regularly interfaces with TWC Executives and Regional Leaders and produces the Supplier Diversity quarterly measures report which details hundreds of millions of spend annually. Beginning in 2012, he joins a number of his TWC Colleagues each month in hosting a Supplier Diversity Webinar that introduces new diverse vendors to TWC.

David joined the Cable industry in 2002 as VP of Logistics and Supply Chain for Adelphia Communications which was later purchased in part by TWC. Previously he spent six years as a Senior Manager for Deloitte & Touche in their Supply Chain practice. David began his professional career with Westinghouse Electric in Pittsburgh PA where he served in a variety of professional and management roles.

David is a current board member for the Carolinas Minority Supplier Development Council and he is a former member of the Board of Directors for Auberle, a Pittsburgh Agency, with the mission of "Helping Troubled Children and Families Heal Themselves." David is an avid golfer and lucky to be married to Lorraine. Together they fully enjoy their 5 children and 4 grandchildren.

Time Warner Cable Inc. is among the largest providers of video, high-speed data and phone services in the United States, connecting more than 15 million customers to entertainment, information, and each other. Time Warner Cable Business Class offers data, video, and phone services to businesses of all sizes, cell tower backhaul services to wireless carriers, and through its NaviSite subsidiary, enterprise-class hosting, managed application, messaging and cloud services. Time Warner Cable Media, the advertising arm of Time Warner Cable, offers national, regional, and local companies innovative advertising solutions.

Time Warner Cable serves customers in the following 29 states: Alabama, Arizona, California, Colorado, Hawaii, Idaho, Illinois, Indiana, Kansas, Kentucky, Maine, Massachusetts, Michigan, Missouri, Nebraska, New Hampshire, New Jersey, New Mexico, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, Texas, Virginia, Washington, West Virginia and Wisconsin.

Time Warner Cable employs more than 50,000 people across the U.S.

Time Warner Cable owns and provides customers with exclusive, local, all-news TV channels in New York, North Carolina and Texas that give viewers content targeted to their community interests and concerns.



Theatre

Contracting with Fortune 500 Companies

11:15 a.m. to 12:30 p.m.

Angela Gibson

Area Manager, External Affairs

AT&T

Angela Gibson, Area Manager at AT&T, is responsible for public policy and community relations activities in the greater Los Angeles area. She is also the corporate liaison to selected federal and state officials.

Miss Gibson was most recently appointed as a commissioner to the Los Angeles County Workforce Investment Board. She also serves as president of the Greater Los Angeles African American Chamber of Commerce (GLAAACC). In addition, Gibson is on the board of directors to the Los Angeles Urban League, the South Bay Workforce Investment Board, Los Angeles African American Women Public Policy Institute, the Southeast Community Development Corporation, and the Inglewood Chamber of Commerce.

Angela believes in the importance of small business to our economy and is the past Chair of the Culver City chamber and past president of the Compton, Lynwood, and Carson chambers of commerce.

She has been recognized for her community and corporate efforts by the Black American Political Association of California, Black Women of Achievement, Association of Black Women Entrepreneurs, Our Authors Study Club, Women in NAACP, Black Business Association, Recycling Black Dollars, GLAAACC, and the Black Public Relations Society.

Angela is a 33 year AT&T veteran, joining Pacific Bell in 1979. She has been responsible for personnel and budget matters, special event coordination, external communications and public policy strategies and results.

A native of Oklahoma, Angela Gibson currently resides in Inglewood.



Speakers

Mini Break-Out
Round One
12:45 p.m. to 1:15 p.m.

Women in Leadership Roles

Loker Student Union, Room 324
Presented by: Los Angeles Area Chamber of Commerce

Susan Barilich, Esq.

Attorney at Law

535 N. Brand Blvd. Ste. 504
Glendale, CA 91203
Phone: 1-818-500-0377
Email: susan@barilichlaw.com
www.barilichlaw.com

Moderator

Susan Barilich is an experienced trial attorney, who has practiced law for over 30 years. Her practice focus is litigation, with an emphasis on business and commercial litigation and real estate litigation. She represents clients in both State and federal courts. Her law firm, Susan Barilich P.C., is located in the central business district of Glendale, California.

She speaks publicly not only in her courtroom practice, but she has also been a featured speaker for a number of business conferences. She is interested in leadership development in both the business, social, and political arenas. She completed the Southern California Leadership Network program and is an alumnus of the class of 2010.

Ms. Barilich was born and raised in South Bend, Indiana, and graduated from Indiana University with a B.A. in English. She obtained her law degree from the University of Houston Law School.

In her free time, she hikes, spends time at the gym, enjoys yoga, skis, reads extensively, and dabbles in politics. Her household includes a large Lab-mix, Putt-Putt, and a giant Scott Terrier, Otis, and three friendly felines.



Mini Break-Out
Round One
12:45 p.m. to 1:15 p.m.

Government Advocacy for Business Owners

Loker Student Union, Room 325
Presented by: League of Women Voters, Los Angeles

Raquel Beltrán

Her personal motto is:

“El que parte y comparte, se queda con la mejor parte.”

“The one who parts and shares, gets the best part.”

Raquel Beltrán has served the League of Women Voters of Los Angeles as executive director for five years. A native of San Diego, Raquel Beltrán's professional experience includes over 35 years of public administration and non-profit experience.

Raquel earned her Master's degree in Business Administration from California State University Dominguez Hills, with Delta Mu Delta honors. Her years of experience have the unique characteristic of including work with a variety of organizations. Examples include business organizations, government agencies, organized labor, community organizations, institutions of higher learning, and community-based organizations.

She is a graduate of the City of San Diego Management Academy; a former San Francisco Bay American Red Cross disaster preparedness specialist, and past –president of the Cal. State Dominguez Hills Alumni Association. She is also a co-founder of the United Domestic Workers Union of America.

What does Raquel do for fun? She is founder and president of the Mariachi Academy of Carson, an after school cultural and education program. The Academy provides instrument and voice classes in Mariachi music to children and youth in the South Bay areas of Los Angeles.

Raquel is most proud of – her family. She adores her husband and mentor Jerry Groomes (a native of Philadelphia), her 28 year old daughter Erika Raquel, 18 year old son Golden Diego, 16 year old daughter Jessica Vel, and 16 month old granddaughter Sophia Raquel.



Speakers

Mini Break-Out
Round One
12:45 p.m. to 1:15 p.m.

Human Trafficking: What You Need to Know

Loker Student Union, Room 326
Presented by: Legislative Women's Caucus

Jerilyn Stapleton

Project Director

Jewish Labor Committee (JLC) anti-human trafficking program

Phone: 1-323 543-1732

Email: jerilyn4peace@gmail.com

www.jlcwr.org

Jerilyn Stapleton was born in Chicago, IL and raised in Long Beach, CA, before moving to her current home in Hollywood, CA for her former career in the entertainment industry. She may be best known for being an "Action Kid" on Dick Clark's "Where the Action Is" series on ABC TV network. She is a long time advocate for civil rights, human rights, social justice, and women's rights, starting with the passage of the Equal Rights Amendment, ERA. Ending violence against women and injustice (economic and otherwise) is at the top of her priorities. She works on legislation and policy to improve conditions for women and girls

She currently serves as her LA City Councilman's appointment to the LA Domestic Violence Task Force; Southern CA State Coordinator for the Peace Alliance; National Organization for Women's Board of Directors; Officer of CA NOW; member of Los Angeles Network to End Slavery - LANES; and board member of the Jewish Labor Committee, JLC, Project Director of JLC's anti-human trafficking program. She works with the California Legislative Collaborative on Human Trafficking, CCLCHT. She's been speaking and educating unions and community groups in LA to bring awareness of human trafficking the last five years.



Mini Break-Out
Round One
12:45 p.m. to 1:15 p.m.

How to Generate Revenue Using Social Media

Loker Student Union, Room 327
Presented by: Southern California Minority Business Development Council

Michele Ruiz

President and Chief Strategist

Ruiz Strategies

Michele Ruiz is a bi-lingual entrepreneur whose passions are entrepreneurship, empowerment, and technology. Her motto is: Empowering Entrepreneurs to Empower Themselves! Through her personal brand “Michele Ruiz ~ My Life as a Latina Entrepreneur” she educates, inspires and empowers entrepreneurs. Via her website at www.MicheleRuiz.com she shares her experiences with her thousands of followers by blogging, vlogging, content messaging, and public speaking. Considered an “Influencer,” she also represents Fortune 1000 companies as a brand ambassador wanting to harness the power of her influence.



Michele is also President and Chief Strategist at Ruiz Strategies - Transformational Messaging Strategies to Persuade, Motivate and Influence Leveraging New Media and Technology. Today it's all about “Influencer Marketing.” Her company is a strategic consulting firm that develops and executes transformational content messaging strategies for world class companies, professional services firms, government entities and C-level executives leveraging the power of social media, new media, traditional media and virtual technologies. Ruiz Strategies is certified as a Woman-Owned and Minority-Owned Business. (MBE, and WMBE Certifications). More information is available at RuizStrategies.com

In 2006, Michele decided to become an entrepreneur and founded SaberHacer.com, a bilingual expert based “how-to” educational broadband site for US Hispanics online. She launched the video on demand site to provide quality and culturally relevant content for U.S. Hispanics when she determined there was a void of culturally relevant content for Hispanics. Her mission has always been - do what she can to help people and change lives. Bitten by the serial entrepreneurial bug, Michele is now the founder of two additional companies, her own branded company “Michele Ruiz, My Life as a Latina Entrepreneur” and Ruiz Strategies. She's preparing to launch one more company in the near future.

Considered a thought leader, Michele has been interviewed and quoted by major news organizations including CNN and The New York Times. Michele is a keynote speaker on a variety of topics including Transformational Content and Communication Strategies, New Media and Social Media, Women and Family, Entrepreneurship and Business, Leadership, Marketing to Hispanics, Media & Broadcasting, and Technology Trends and Digital Engagement.

Previously, Michele Ruiz enjoyed a long career as an award-winning broadcast journalist, beginning her broadcasting career co-anchoring Channel One News. From there, she moved to KTLA in Los Angeles as a field reporter and morning anchor for the station's KTLA Morning News and co-hosted a public affairs program called “Making It, Minority Success Stories”. In 1998, she joined KNBC-TV as a reporter and anchor of the 6:00 pm newscast.

Michele received 16 Emmy nominations during her news broadcasting career, 5 Emmy's, 4 Golden Mikes as well as LA Press Club Awards. Additionally she received numerous commendations for her leadership and service to the community in a variety of roles. Michele is also known for her charity work and has volunteered her time with numerous organizations. She served on the Board of Directors for the non-profit agency Para Los Niños for over a decade. She has also served on the Cal State Fullerton College of Communications' Dean's Advisory Board, and currently focuses on Entrepreneurial Advocacy and Policy initiatives.

You can keep up and connect with Michele not only on her website www.MicheleRuiz.com but on her Facebook Fan Page, Twitter, Google+, YouTube, and LinkedIn. Michele's Favorite Quote: “Do all the good you can to all the people you can in all the ways you can as long as you ever can” by D. L. Moody

Speakers

Mini Break-Out
Round One
12:45 p.m. to 1:15 p.m.

Disabled Veterans Business Enterprise Program

Loker Student Union Room 328
Presented by: California Commission on the Status of Women

Valerie Louis

Owner, Valerie Louis Janitorial

Mini Break-Out
Round Two
1:30 p.m. to 2:00 p.m.

Public Speaking for Business Owners

Loker Student Union, Room 324
Presented by: Los Angeles Area Chamber of Commerce

Barbara Rocha

Phone: 1-626-792-8075
Email: Barbara@BarbaraRocha.com
Blog: GettingOverYourself.wordpress.com
www.GettingOverYourself.com

Barbara Rocha, a nationally known speaker, trainer, author, and consultant, is Director of Barbara Rocha and Associates, a communications training firm based in Pasadena. For 30 years she has conducted over 1200 of its training seminars for well over 11,000 business executives. These seminars teach verbal and written communications and are tailored to the specific needs of clients. Other services include keynote speaker, conference session leader, individual coaching, and speech preparation for other speakers.

Some of her clients include Arco Pipeline, Century Housing Corporation, Ericsson Turkey, The Federal Reserve Bank, Marie Callender Pies, Southern California Edison, Turkcell, Turner Construction, Verizon, and The Washington Post.

Rocha earned her B.A. from UCLA, taught in public schools, did graduate study at California State University and earned her M.A. in history, writing a thesis analyzing the speaking ability of Winston Churchill. She is the author of *Getting Over Yourself: A Guide to Painless Public Speaking and More*; *60 Ways to Spark Your Speaking: Just in Time Answers to Frequently Asked Questions*; and *Love to Talk, Hate to Speak? How to Gain Confidence in Front of Any Audience*. In addition, she has been conducting courses for the American Management Association since 1980.



Mini Break-Out
Round Two
1:30 p.m. to 2:00 p.m.

Legal Aspects of Starting and Running a Business

Loker Student Union, Room 325
Presented by: Reddock Law Group

Angela J. Reddock, Esq.

Angela J. Reddock is the Founding and Managing Partner of The Reddock Law Group, a boutique employment and labor law firm providing advice and counsel to Fortune 500 companies, mid and small-sized businesses, non-profit organizations and governmental and public sector entities.

An employment and labor lawyer for 17 years, Reddock is a recognized authority on employment and labor law and workplace issues. Merging her experiences as a lawyer, prior elected and appointed official in state and local government, and her substantial service in the civic and non-profit sectors, Reddock prides herself in providing insightful, practical, and solutions-oriented advice and counsel to her clients. A firm proponent of preventive approaches to resolving workplace issues, Reddock works closely with clients to implement innovative practices that create positive, growth-oriented, and conflict-free work environments.

Over the course of her distinguished career, she has represented business clients on a wide range of employment and labor law issues, including on claims of wrongful termination, harassment, discrimination, retaliation, workplace privacy, trade secrets and proprietary information, non-competition and solicitation provisions, wage and hour issues, collective bargaining and labor relations. Reddock also advises employers on labor relations and collective bargaining matters and conducts workplace investigations and workplace trainings on various topics including “Preventing Harassment and Discrimination in the Workplace” and “Managing within the Law.”

Reddock is also a frequent author and legal commentator. Her published works include *How to Survive Your First Job*, where she was a special editor, and *Inside the Minds: Labor & Employment Client Strategies*.

Reddock is a graduate of the University of California, Los Angeles’ School of Law, Amherst College, and the Brentwood School. She also is a former Coro Fellow in Public Policy & Public Affairs.



Mini Break-Out
Round Two
1:30 p.m. to 2:00 p.m.

Human Trafficking: What You Need to Know

Loker Student Union, Room 326
Presented by: Legislative Women’s Caucus

Jerilyn Stapleton

Project Director

Jewish Labor Committee (JLC) anti-human trafficking program

Phone: 1-323 543-1732

Email: jerilyn4peace@gmail.com

www.jlcwr.org

JPlease see bio previously featured.



Speakers

Mini Break-Out
Round Two
1:30 p.m. to 2:00 p.m.

How to Generate Revenue Using Social Media

Loker Student Union, Room 327
Presented by: Southern California Minority Business Development
Council

Michele Ruiz

President and Chief Strategis

Ruiz Strategies

Please see bio previously featured.



Mini Break-Out
Round Two
1:30 p.m. to 2:00 p.m.

Disabled Veterans Business Enterprise Program

Loker Student Union Room 328
Presented by: California Commission on the Status of Women

Valerie Louis

Owner, Valerie Louis Janitorial

Theatre
1:00 p.m. to 2:00 p.m.

Work-Life Balance: Real Talk— Real People—Real Issues

Learn how to balance professional and personal needs while maintaining drive and enthusiasm. The panel will explore strategies for reaching professional goals and objectives, while still taking care of ourselves – our health, energy, sense of balance, and desire to preserve time with family and friends.

Honorable Yvonne Horton

City Clerk
City of Inglewood

Moderator



Saundrea D. Young, LCSW

Director of Social Medicine
Kaiser Permanente Los Angeles Medical Center

www.kp.org/losangeles

Saundrea D. Young is a Licensed Clinical Social Worker in the state of California. She was the Assistant Director of Hospital Social Services at King/Drew Medical Center for 16 years. During that time she developed an expertise in the areas of grief work and victims of violence.

In 1986 she co-founded the Loved Ones of Homicide Victims Service Center and served as both a psychotherapist and the Director of Clinical Services. The Center provided mental health and other supportive services for families and friends of homicide victims. It also served as a training facility for therapists studying in the field of Post-traumatic Stress Disorder.

Ms. Young's work has been featured in the Los Angeles Times, on the news shows "60 Minutes" and "48 Hours," and on several local television and radio shows. She was featured in chapter 16 in the book, *The Killing Season, a Summer Inside an LAPD Homicide Division.*

Ms. Young's work in the community has been recognized by various organizations throughout the region. She is the recipient of several awards and commendations for her community service including the May Co. "Outstanding Community Service Award," the Los Angeles Chapter, American Cancer Society "Community Service Award," the Los Angeles County Antiviolence Prevention Coalition "Angel of Peace Award," and The National Association of Black Social Workers "Award of Excellence." She served on a national task force of the Children's Defense Fund and has testified in Washington D. C. before the Senate and the House of Representatives on "The Impact of Violence on Children."

A graduate of Michigan State University and The University of Michigan, Ms. Young is currently the Director of the Social Medicine Department at Kaiser Permanente Los Angeles Medical Center and a 15+ year student of Tai C'hi C'hung.

For more information about Kaiser Permanente Los Angeles Medical Center, please call 1-800-464-4000.



Juanita L. Watts, M.D.

Regional Coordinator for Women's Health

Kaiser Permanente, Southern California Region

www.kp.org/losangeles

Dr. Juanita Watts, a board-certified Family Practice physician at Kaiser Permanente's Glendale Medical Office, has dedicated her medical career to the field of women's health. Her commitment to improving the lives of women is demonstrated by her tireless effort to increase awareness, eliminate barriers, provide health education, and implement prevention strategies.

Dr. Watts has taken this passion for the well-being of each and every one of her patients and brought it to her role as Regional Coordinator for Women's Health, where she directs Kaiser Permanente's ongoing efforts to maintain excellent women's health care services. Dr. Watts' patients reflect the cultural and economic diversity of the community and their health issues. She believes the tools for health prevention are: to share information in a public forum; lead by example; be compassionate; and to encourage two-way communication with her patients.

Dr. Watts' dynamic personality and unwavering dedication have positioned her as an in-demand keynote speaker and frequent guest on television and radio health programs. She speaks across the nation, having shared the dais with such notables as award-winning authors, Mehmet Oz, M.D. and Michael F. Roizen, M.D. Dr. Watts' popularity is further evidenced by her successful "Call to Action" presentations at the Los Angeles County Office of Women's Health, Senator Carol Liu's Cancer Awareness Program, National NAACP, and 100 Black Men Conferences.

Her national television appearances include, Lifetime Television's "Speaking of Women's Health," where her medical expertise covered discussions from diabetes to the importance of screening for cervical cancer and was featured in the nationally-acclaimed CNN special report, "Doctors under the Knife" where she discussed how the best healthcare systems put the patient first.

Her community outreach includes serving on boards such as the Los Angeles County Department of Health Services Office of Women's Health. Dr. Watts is a regular columnist in the Kaiser Permanente quarterly publication, "Partners in Health," offering expert advice and information on health issues facing women today.

Dr. Watts has earned several awards for her contributions to the community from the City of Glendale Commission on the Status of Women, California State Assembly for Leadership in Women's Health, Alpha Kappa Alpha Sorority, and the California Black Women's Health Project. She was named an "Everyday Hero" by Kaiser Permanente and was most recently honored by the Pasadena NAACP and Pasadena First AME Church.

A graduate of the University of California, Irvine School of Medicine, she is actively involved in teaching and research and is a tenured Clinical Associate Professor of Family Medicine at the University of Southern California's School of Medicine.

One to practice what she preaches, Dr. Watts lives her health messages while balancing her medical practice and her community outreach efforts with her family life, which includes twins who have recently graduated from college.

For more information about Kaiser Permanente Los Angeles Medical Center, please call 1-800-464-4000.



Deborah Aldredge

Chief Administrative Officer

Farmers Insurance

Deborah Aldredge is the Chief Administrative Officer, a position she has held since January 2013. In her role, Aldredge oversees Human Resources, the University of Farmers, Government and Industry Affairs, Risk and administrative oversight for Internal Audit (which reports to FGI and Exchange Audit Committees).

Previously, she served as Chief People Officer beginning in December 2011 where she was accountable for providing human resources support to Farmers' 24,000 employees in such areas as talent strategy, workforce planning, talent management, succession planning, and executive coaching. She also worked with her functional counterparts in Human Resources

to deliver competitive compensation and benefits programs, to positively impact employee engagement and to promote performance management to make Farmers the destination of choice for top talent. In addition, she is responsible for the learning and development solutions for the 40,000 employees, agents, and district managers.

Before that, in August 2009, she was appointed as the head of the Human Resources Business Partners.

With more than 25 years of experience in human resources and corporate learning, Aldredge's previous work experience includes senior human resources, learning and development, and performance roles at Bank of America, Merrill Lynch and Thomson Financial.

Education: Bachelor of Arts degree from University of Iowa.



Mary Lou Cappel, Ph.D.

Professor

California State University, Dominguez Hills

During her 27-year tenure at CSU Dominguez Hills, Dr. Mary Lou Cappel has served as professor and program coordinator of Recreation and Leisure Studies, and this year was recognized with the Excellence in Service Award, one of the university's highest honors awarded to faculty.

Dr. Cappel is the author of "Leisure for Healthy Living," a textbook she continues to use as she helps to prepare countless students—through Dimensions of Leisure course—to explore leisure choices that will enhance their personal satisfaction, motivation, and physical well-being. She is also lending her expertise to create curricula for the university's First Year Experience program, an initiative aimed at improving student retention and mentoring.

Dr. Cappel is an expert and advocate for at-risk youth, mentoring, leadership, and personal health, and has been a keynote speaker, founder, board member, guest editor, volunteer, program chair, facilitator, liaison, and leader for dozens of on- and off-campus organizations and events.

She has met with great success through collaborations with students and professionals on community projects, including the Watts Friendship Sports League, and Sista 2 Sista, a program she co-founded in 1993 that is centered



on self-empowerment for young girls living in Watts housing developments. Subsequently, she initiated and coordinated Sisters 4 Sisters, a similar program for girls in the Harbor City Housing Development.

As a mother of two daughters, she completed a master's degree in recreation administration from the University of North Carolina, Chapel Hill and a doctorate in philosophy from the University of Southern California, and began teaching full-time when they were very young. She was the Girl Scout leader for their troops, fund-raiser for their high school events, and somehow, applying rigorous strict time management skills, never missed a dance recital, awards ceremony, or sporting competition.

Serving as a role model and inspiration, for the past ten years Dr. Cappel has run 5Ks, 10Ks, half-marathons, as well as the New York, Washington, D.C., Los Angeles, and Marine Corps marathons—many with an artificial pacemaker implanted into her chest.

Del Richardson Price

President and CEO

Del Richardson & Associates, Inc.

Ms. Richardson is a Renaissance woman in every sense of the word. She is an entrepreneur, a wife, mother, and grandmother. Ms. Richardson is the President and CEO of Del Richardson & Associates, Inc. (DRA).

DRA is a multi-faceted firm of experienced professionals dedicated in providing a full range of right of way, and strategic outreach services to public and private agencies. DRA is a household name in Washington D.C. and Sacramento. Ms. Richardson is an expert in the field of displacement and eminent domain. She remains the only minority and woman owned firm in right of way industry, which is an industry historically dominated by white men.

Ms. Richardson holds a B.S. in business Management from the University of Redlands, A.S. degree from Sinclair College in Dayton, Ohio in Community Based Corrections, graduate studies in Real Estate Finance and Development from the University of Southern California, and various other professional courses of study, including the Goldman Sachs Business 10k program.

Ms. Richardson has been an entrepreneur since the age of 11, first printing business cards offering a discount for combination babysitting and housekeeping services. Since that time Ms. Richardson has owned and operated several businesses, among them a soul food café and pool hall.

Ms. Richardson, along with 2 partners, made history 13 years ago when the first flight in over 50 years flew direct from Los Angeles to Havana, Cuba. Cuba Travel Services is a startup air charter and travel services company that was granted a license under the Clinton Administration to travel to Cuba. While the United States granted several licenses that year, only one company from the Western United States was granted landing rights in Cuba.

Ms. Richardson is a board member of the Compton School Board Advisory Foundation, Project WIN, and raises money for other organizations that provides education and social services to underserved populations.

Ms. Richardson's hobby is foreign travel. In 2011, Ms. Richardson traveled to Kurdistan, Iraq and met with President Masoud Barzani. Ms. Richardson has traveled extensively but prefers travel to developing countries where she loves to explore the landscape both politically and socially.

Ms. Richardson is married with 2 adult children and 2 grandchildren and resides in Southern California.



Ballroom 1
2:15 p.m. to 3:30 p.m.

Capitalizing on Tax Credits and Avoiding the Pitfalls of Taxation: Learn to arrange your finances to minimize your tax liability and avoid fines, penalties, and fees.

Hear from representatives from the Board of Equalization, Franchise Tax Board, Internal Revenue Service, and Employment Development Department who will share tax credits and free government services that businesses often do not take advantage of, as well as tax pitfalls that cost many businesses to pay unnecessary fines and fees.

Dina Hay

District Administrator, Norwalk District Office
California State Board of Equalization

Email: Dina.Hay@boe.ca.gov

As District Administrator, Dina Hay directs the Board of Equalization's (BOE) Sales and Use Tax program in the Norwalk District Office.

Ms. Hay began her career with the BOE's Santa Ana office as a Business Tax Representative in 1990, eventually promoting to a Business Taxes Compliance Specialist in 1994. Ms. Hay achieved yet another promotion in 1995 to Business Taxes Compliance Supervisor II in the Fuel Taxes Investigation & Enforcement Section of the Fuel Taxes Division. In 2000, she served as Southern California Area Administrator in the Investigations Division prior to her current appointment in November 2005.

Ms. Hay holds a Bachelor of Science degree in Business Administration with a major in Management and Human Resources from California State Polytechnic University, Pomona.



Cynthia Bridges

Executive Director
California State Board of Equalization

Phone: 1-916-327-4975

Email: Executive.Director@boe.ca.gov

www.boe.ca.gov

Ms. Cynthia Bridges is the Executive Director of the California State Board of Equalization (BOE) and has been leading the organization since August 1, 2012.

Ms. Bridges previously served as the Secretary for the Louisiana Department of Revenue, a position to which she was appointed by three Louisiana Governors. During her 12 years in that role, Bridges helped to transform the agency into a recognized leader in customer service. This recognition, one of many during a 30-year career with the Louisiana Department of Revenue, is the focal point of her philosophy and values.

Various state and national organizations have honored Ms. Bridges for her outstanding contributions. The publication State Tax Notes selected Ms. Bridges the "2012 Tax Administrator of the Year" and the Baton Rouge Business Reports named her as one of the "Most Influential Women in Business" in 2007.

Ms. Bridges received her Bachelor of Science degree from the University of Louisiana in Lafayette, Louisiana.



Selvi Stanislaus

Executive Officer

Franchise Tax Board

Phone: 1-800-852-5711

www.ftb.ca.gov

Selvi Stanislaus was appointed Executive Officer of the Franchise Tax Board (FTB) on January 11, 2006. Selvi is the FTB's fourth executive officer and first woman to hold the post.

Selvi oversees the second largest tax department in the nation, with more than 6,000 employees in California and its three out-of-state offices.

After graduation from the Sri Lanka Law College as an Attorney-at-Law, Selvi worked in the private sector, and thereafter in the Chambers of Sri Lanka's President's Counsel.

Selvi immigrated to California in 1986, where she returned to law school, completing a juris doctor degree with Honors and a master of laws degree in Tax Law. After another period in the private sector, she joined the Board of Equalization's (BOE) legal staff in 1996 to pursue her passion in tax law. In April 2005, Selvi was appointed the Acting Assistant Chief Counsel of the Tax and Fee Programs Division of the Legal Department, formulating legal policies affecting every tax and fee program in California administered by the BOE, which collects nearly \$53 billion annually in taxes and fees.



Paula Levy-Harris

Southern Region Program Manager

Employment Development Department

Paula Levy-Harris has worked for the State of California, Employment Development Department, for over 28 years within Collection Division, Field Operations. She earned her Bachelors of Science in Business Management from the University of Phoenix. Paula began her professional career as an Employment Program Representative in the Unemployment Insurance Branch and changed career paths to Tax Branch as a Tax Compliance Representative (TCR). She promoted to management as a Tax Administrator I, Tax Administrator II, and is currently a Tax Administrator III.

Paula has full management responsibility for the Tax Branch Southern Region Field Operations Collection Program, which includes the Santa Fe Springs, Los Angeles, and San Bernardino Area Collection Offices. She oversees and directs managers and staff involved in the collection of accounts receivable; ensuring collection goals are on target and customer service expectations are achieved. Paula oversees the implementation of best practices in the Field that affect the overall tax compliance and efficiency of the collection program. She maintains, establishes, and implements uniform application of collection and compliance policies and provides oversight and direction on the day-to-day operations of compliance and collection functions. Paula has led staff and managers throughout her career, has been an active member on the Collection Division Field Operations Management Team, and has demonstrated positive leadership, professionalism, a strong work ethic, and a commitment to the values, vision, and mission of the Department.



Ballroom 1

2:15 p.m. to 3:30 p.m.

Capitalizing on Tax Credits and Avoiding the Pitfalls of Taxation

Cathy Ortiz

Senior Stakeholder Liaison

Internal Revenue Service

Cathy Ortiz is a Senior Stakeholder Liaison within the Communications and Stakeholder Outreach organization of the Small Business/Self Employed Division of the Internal Revenue Service. As a Stakeholder Liaison, Cathy is responsible for establishing and maintaining stakeholder relationships and for providing education and outreach to the small business community and tax professional organizations. Previously, Cathy held the position of Senior Tax Specialist and was instrumental for the successful outreach and implementation of significant small business tax workshops in California. She remains at the forefront of small business concerns, cultivating strong partnerships with business development organizations and developed best practice models of outreach for her division. Cathy has also held technical positions in General Program Examination, International Special Programs and Taxpayer Service functions of the IRS. Cathy started her IRS career in 1992 as a Bilingual Taxpayer Service Representative in El Monte, California.

She resides in the Greater Angeles area with her husband and three teenage daughters.



Speakers

Ballroom 2
2:15 p.m. to 3:30 p.m.

Going Green: Creating Sustainability and Discovering Business Opportunities through Environmental Stewardship hosted by Senator Carol Liu

Leaders in the movement to create environmentally-friendly businesses will present the latest trends in “going green,” and discuss how your business can participate in conserving natural resources while enhancing profits. Panelists will also present opportunities to become a provider of the resources businesses need to maximize sustainability.

Mary Ann Lutz

Mayor

City of Monrovia

Mary Ann Lutz was first elected as Mayor of the City of Monrovia in 2009 and re-elected 2011 and 2013. Prior to her election as Mayor served as a City Council Member from 2003-2009. She holds several key regional and federal leadership roles, including:

- First Vice Chair, San Gabriel Valley Council of Governments (SGVCOG)
- Founding member and past Chair of the Environmental, Energy, and Natural Resources Committee for the SGVCOG
- Chair of the Water Resources Working Group for SGVCOG
- Vice Chair Gold Line Joint Powers Authority
- Member, Los Angeles County Integrated Waste Management Task Force
- Member, Southern California AQMD Local Government & Small Business Assistance Advisory Group
- Alternate Board Member, San Gabriel Basin Water Quality Authority
- Vice Chair, Women Mayors, United States Conference of Mayors
- Member Mayor’s Water Council, United States Conference of Mayors

Mary Ann is a Past Chair of the Los Angeles Regional Water Quality Control Board 2003-2012.

Mary Ann attended Boise State University. Mary Ann is the owner of Lutz & Company, Inc., a court reporting consulting firm, in Monrovia. Her reputation as one of the busiest people in town is balanced with a personal life spent with husband Corey as they enjoy the theater, traveling and company of great friends.



Ballroom 2

Going Green hosted by Senator Carol Liu

2:15 p.m. to 3:30 p.m.

Kerinia Cusick

Policy Director

SunEdison

With a background in energy policy and renewable energy financial analysis, Kerinia Cusick oversees SunEdison policy directives in the U.S. and guides U.S.-based efforts to support international business development. In this role, Kerinia primarily works legislators, regulators, and state-based energy offices focusing to create solar markets.

Kerinia joined SunEdison from a renewable energy consulting firm. Kerinia started her career in aerospace, gradually became interested in solar power, and chose to study energy policy, solar power, and electric vehicles while working on her Master's degree.

Kerinia holds a Master of Science degree in Systems Management from USC, and a Bachelor of Science degree in Mechanical Engineering from Drexel University.



Marie Campbell

President

Sapphos Environmental, Inc

Address: 430 N. Halstead, Pasadena, CA 91107

Phone: 1-626.683.3547

Email: mcampbell@sapphosenvironmental.com

Marie Campbell is the sole owner and president of Sapphos Environmental, Inc., one of the most successful small woman- and minority-owned environmental consulting business enterprises in the western United States. Marie has 30 years of experience in both the private and public sectors. She started her environmental career as a teaching assistant at the University of California at Los Angeles. From UCLA, she moved on to a position as an environmental protection specialist with the U.S. Army Corps of Engineers, where she rose to the position as Acting Chief, Environmental Resources Branch. She left the public sector to take a position as an Associate with one of California's largest environmental consulting firms, ultimately opting to venture out and establish Sapphos Environmental, Inc. This is an incredible year for Marie and Sapphos, as the firm celebrated its 20th anniversary, was recognized this year by the Minority Business Development Agency as the 2012 green environmental consulting firm, was recognized by the California Air Resources Board as a Climate Action Leader, and received the 2012 Governor's Environmental and Economic Leadership Award. Marie was elected as a member-at-large to the National Association of Environmental Professionals Board of Directors in 2010, and her consulting firm has a gross income of \$75 million with a perfect litigation track record.



Felicia Williams

Appointee

Pasadena Center Operating Company

Felicia Williams is currently the Mayor's appointee to the Pasadena Center Operating Company that operates the convention center and civic auditorium. She is the former Chair of Pasadena's Environmental Advisory Commission which advises the City Council on policies involving the environment, such as the ban on plastic bags that went into effect July 2012. Felicia is a bicycle commuter and has made several cost-saving investments, including a 1.8 kilowatt solar panel system, 125 gallon rainwater collection system, xeriscaping, dual flush toilet, and plug in electric vehicle. Ms. Williams' professional background is in finance with experience in the energy, investment banking, and real estate industries. She has a B.A. from Stanford University in Urban Studies, an M.A. from UCLA in Urban Planning, and an M.B.A. in finance from the University of Michigan Ross School of Business.



Cynthia Lozano-Vant Hul

Owner

Mariposa Eco Consulting

Cynthia Vant Hul is the owner of Mariposa Eco Consulting and a principal with the GHG Climate Team. Her company assists public agencies, private companies and organizations, in managing programs related to resource, recovery and recycling mandates, sustainable program development and the verification and reduction of greenhouse gas under state mandate AB 32. For the past 15 years, Cynthia's area of expertise is in all levels of waste management, environmental protection, interpreting regulatory mandates, contract compliance, and sustainable program development and creating zero waste programs. In 2012, her company visited over 15,000 businesses and schools to promote increased recycling and zero waste programs.



She takes pride in mentoring and training future resource recycling managers by teaching through a certification program hosted by the California Resource Recovery Association, and funded by the President's Community Based Job Training Grant. As a ten year volunteer, she is the past chair and director for the Southern California Waste Management Forum which is dedicated to advancing knowledge of the interrelationship between waste management practices and the environment in Southern California. Cynthia also serves on Senator Carol Liu's, Green 21 Council as an Advisory Council Member which consists of green industry and sustainability leaders representing residential, business, nonprofit, academic, and labor sectors of the 25th Senate District.

She is Regional Council Member for the American Cancer Society, Los Angeles Regional Board, and on the San Gabriel Valley Community Leadership Council. Cynthia holds a Master's of Public Administration, from California State University, San Bernardino.

Theatre
2:15 p.m. to 3:30 p.m.

Accessing Investment Capital and Developing a Business Plan for Funding Success: The Keys to Acquiring Traditional and Non-Traditional Capital

Financial well-being is an important part of any new and existing business venture. Obtain important information to build and strengthen your business by accessing investment capital through both traditional and non-traditional means.

Patrick Rodriguez

Public Information Officer

U.S. Small Business Administration

patrick.rodriquez@sba.gov

www.sba.gov/ca/la

Moderator

Patrick Rodriguez is currently the Public Information Officer and an Economic Development Specialist with the U.S. Small Business Administration Los Angeles District Office where he assists aspiring and existing business owners to access SBA programs and services. Previously, he worked for Congresswoman Linda Sanchez for five years as her Senior Congressional Aide in the Cerritos District Office - he covered business, transportation, and veteran issues in addition to event planning and speech writing.

Patrick has extensive political campaign experience and has worked as a consultant for firms seeking contracts with state and federal government agencies in addition to working in the Public Affairs/Government Relations Division of Time Warner Cable.

Patrick was also in the Army Reserve where he worked as a Journalist and Military Historian, serving in Kosovo in '02 and in Iraq in '05 and '06. He was honorably discharged after eight years.



Lisa Espindola

Team Manager

U.S. Bank

Phone: 1-818-995-4189

Mobile: 1-818-434-3050

Email: lisa.espindola@usbank.com

www.youtube.com/watch?v=5CdroB2VxWE

Lisa Espindola has thirty years of experience working with many financial institutions in varying sizes, including some of the largest in the world and also small independent financial institutions. What has remained the same is that her focus and job responsibility has always been working with and helping commercial clientele. Lisa's career has many facets, SBA Business Development Officer, Commercial Loan Officer; concentrating on operating companies, and investment lending. She currently is managing a team in Los Angeles and Ventura Counties with main focus on commercial lending for operating companies and also commercial investment real estate. Lisa has a passion for assisting small businesses, as she believes small businesses to be the backbone of the US economy.



Constance Anderson

Director

Pacific Coast Regional Small Business Development Center

Email: constancea@pcrsbdc.org

Management Program at UCLA's Anderson School of Management and the American Bankers Association Graduate School of Compliance.

Pacific Coast Regional Small Business Development Center (SBDC) Director
Constance Anderson specializes in helping clients with financial issues such as business financing and business plan development, as well as business startup and general business management.

As Director, Constance oversees 11 Business Advisors and 10 Instructors and directs all services of the SBDC including delivering results; managing finance, budgets and grants; securing sponsors and partnerships and developing events. Prior to becoming SBDC Director, Constance was Vice President of Pacific Coast Regional SBDC, overseeing communications and training. She was also responsible for managing PCR's Entrepreneurial Training Institute and SCORE consulting.

From 1987 to 2001, Constance held executive positions in banking; her responsibilities included business banking and overseeing compliance. Actively involved in the community, Constance is a member of organizations including the City of Los Angeles Mayor's Office, Minority Business Development Agency; the National Association of Female Executives; and the National Association of Women Businesses Owners (NAWBO-LA).

Constance is certified as a NxLevel Instructor and Fast Trac-Growth Venture facilitator. She is a graduate of the Executive Director Leadership Program 2010. She attended the Executive Management Program at UCLA's Anderson School of Management and the American Bankers Association Graduate School of Compliance.



Lubna Kabir

ASB Publicity Commissioner

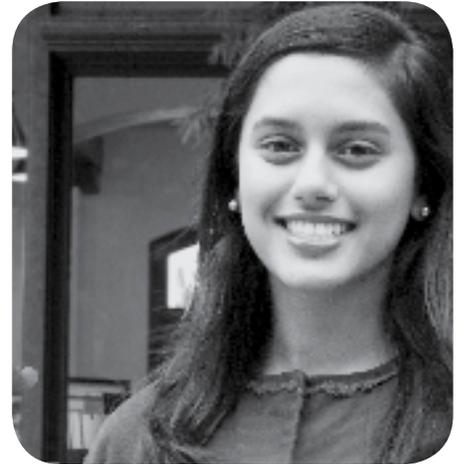
Fairmont Preparatory Academy in Anaheim, CA

I am Lubna Kabir. At school, I am known as the artistic, creative one, and I fulfill my role as my school's ASB Publicity Commissioner with extreme gusto, zeal, and artistic ability. Basically, creativity is my passion in all that I do.

I currently attend Fairmont Preparatory Academy in Anaheim, CA, and I am involved in several activities at my school. In each activity that I throw myself into, I ensure that a part of me, that creative side of me, is contributed to the community involved. The first and foremost position that I hold at my school is that of ASB Publicity Commissioner. For three years, I have worked hard to create posters, use Facebook, use word-of-mouth, and use digitally designed ads to publicize events at my school. If you were to attend my school, you would at once recognize that impeccable handwriting of mine printed onto the large, colorfully designed posters hung throughout the hallways.

Throughout my high school years, I have found that art is a way for me to express myself and put my thoughts on paper, no matter what emotion I am feeling. Currently, my 2-D portfolio contains over 100 pieces, created from various forms of media. I am extremely fascinated with facial structures and neck forms, and I hope to continue studying such topics as an artist in the future.

In the future, I aspire to attend Harvard College, where I wish to pursue a joint concentration in Psychology and Visual and Environmental Studies. Furthermore, I wish to follow my passions and work as an Imagineer at Walt Disney Animation Studios. I also have several inspired dreams, and I aspire to someday open my own art museum, initiate an institution for underprivileged children to learn about the importance of art and creativity in life, and serve as an art teacher for children in my old age. Overall, with my passion for creativity, I hope to create a legacy that will make waves and impact the world on a large scale.



Presented By

Jerome E. Horton, Chairman, State Board of Equalization

Michelle Steel, Vice Chair, State Board of Equalization*

Carol Liu, State Senator*

Bonnie Lowenthal, Assembly Member, Chair, California Legislative Women's Caucus*

Yvonne Horton, City clerk of Inglewood*

California State University, Dominguez Hills Foundation

Bridges Community Economic Development Council

California Legislative Women's Caucus

Southern California Minority Supplier Development Council

Honored Guests*

Karen Bass, U.S. Congresswoman

Janice Hahn, U.S. Congresswoman

Hannah-Beth Jackson, State Senator

Ted Liu, State Senator

Roderick D. Wright, State Senator

Cheryl R. Brown, Assemblymember

Isadore Hall III, Assemblymember

Holly Mitchell, Assemblymember

Norma Torres, Assemblymember

Shirley Weber, Assemblymember

Fiona Ma, Former Assembly Speaker Pro Tempore

Eric Garcetti, Mayor Elect, City of Los Angeles

Julie Ruiz-Raber, Carson City Mayor Pro Tempore

Elito M. Santarina, Carson City Council Member

Mike A. Gipson, Carson City Council Member

Lula Davis-Holmes, Carson City Council Member

Paul Krekorian, Los Angeles City Councilmember

Paul Koretz, Los Angeles City Councilmember

Bernard Parks, Los Angeles City Councilmember

Jan Perry, Los Angeles City Councilmember

Herb J. Wesson, Jr., Los Angeles City Councilmember

Joe Buscaino, Los Angeles City Councilmember

*Participating in this event as invited guests.

Co-Sponsors

Armenian American Chamber of Commerce
California Black Chamber of Commerce
California Commission on the Status of Women
California Hispanic Chamber of Commerce
California Legislative Women's Caucus
Chinese Chamber of Commerce of Los Angeles
Franchise Tax Board
Korean American Federation of Los Angeles
League of Women Voters Los Angeles
Los Angeles Area Chamber of Commerce
National Latina Business Women Association of Los Angeles
State Board of Equalization

Honorary Host Committee

Danone Simpson, Founder and CEO, Montage Insurance Solutions
Natalie Cole, Founder, CEO and Publisher, OurWeekly
Anne-Merelie Murrell, Owner and CEO, Giroux Glass Inc.
Renee White Fraser, Founder and CEO, Fraser Communications
Ani-Bedrosian Adaimy, Former President, Armenian American Chamber of Commerce
Gail Koretz, Government and Community Relations Manager, Kaiser Permanente
Angela Gibson, Area Manager, External Affairs, AT&T
Billie Greer, President, Southern California Leadership Council
Linda Griego, Founder, Griego Enterprises, Inc.
Lauren Mains, Office of State Senator Curren D. Price
Angela Reddock, Founder and Managing Partner, The Reddock Law Group
Angela Sassounian, Media and Communications Director, Prudential California Realty
Tonia Woodbury, Vice President, Business Manager, Wells Fargo Bank and Company
Dr. Sophie Wong, Former President/Lifetime Member, Asian Business Association

Armenian American Chamber of Commerce

The Armenian American Chamber of Commerce (AACC) is a nonprofit organization committed to serving the needs of the business community in the U.S. and abroad. The Chamber and its members share a common cause of equality and accessibility to corporate America and Armenian-American commerce. The AACC extends a helping hand and shares its collective resources, wisdom, and expertise with businesspeople who are asking for nothing more than a chance to exercise their right to succeed and prosper through hard work and equal opportunities—virtues that are intrinsic to both the Armenian and American cultures. Its mission is to advance the industrial, commercial, professional, and public interests of the Armenian American community locally, nationally, and internationally.

California Black Chamber of Commerce

The California Black Chamber was created by five businessmen who saw a need to assist local chambers from around the state with business growth and development for their members, advocacy in supplier diversity issues, and the expansion and strengthening of communities within their region of operation. The California Black Chamber of Commerce is the largest African American non-profit business organization and represents hundreds of small and emerging businesses, affiliates, and chambers of commerce throughout the state.

California Commission on the Status of Women and Girls

The California Commission on the Status of Women and Girls exists to advocate for the women and girls of California, providing a vehicle through which their voices can be heard. The Commission on the Status of Women, a nonpartisan state agency, works in a culturally inclusive manner to promote equality and justice for all women and girls by advocating on their behalf with the Governor, the Legislature, and other public policy makers and by educating the public in the areas of economic equity, including educational equity; access to health care, including reproductive choice; violence against women; and other key issue areas identified by the Commission as significantly affecting women and girls.

California Hispanic Chamber of Commerce

The California Hispanic Chamber of Commerce (CHCC) was founded on the principles of Advocacy, Empowerment, and Education for California's Hispanic Businesses. We are committed to creating, developing, and providing educational and economic development programs to increase adult leadership for CHCC and its members and to provide scholarship opportunities for qualified students to attend educational institutions to study business and economic development. CHCC also hosts an annual legislative conference, convention, and Economic Summit, which create opportunities to bring together policy makers, business owners, chamber leaders, and sponsors from throughout California to discuss the state's economy and how Latinos play an important role in shaping the future of the state's growth and development.

California Legislative Women's Caucus

The Legislative Women's Caucus represents and advocates on behalf of the diverse interests of women, children, and families throughout California. It seeks to increase participation and representation of women in state government. Members of the Legislative Women's Caucus seek to promote sound legislative policies and budget priorities that will improve the well-being of women, children, and families and to work cooperatively with local, state, and national women's organizations interested in advancing policies to achieve these same objectives. The Legislative Women's Caucus is bipartisan and embraces the goal of empowering all women to be self-sufficient, independent, and equal partners in their homes, communities, places of work, and government.

Chinese Chamber of Commerce of Los Angeles

The purpose of the Chinese Chamber of Commerce of Los Angeles is to promote the growing cadre of Chinese American businesses across Southern California and to serve the interests of the region's broader business community. Chinese American business owners are playing an increasingly significant role in Los Angeles. More and more, they are assuming prominent positions as corporate innovators, creative pioneers, and civic leaders. Chinese American entrepreneurs will have a considerable role in shaping the future of Los Angeles—particularly as a key hub of the Pacific Rim. The Chinese Chamber of Commerce of Los Angeles is committed to ensuring that the interests of this important business segment are sufficiently addressed and properly acknowledged in the public square. Furthermore, it is the commitment of this organization to celebrate the rich heritage and cultural roots of where this business community comes from. Whether you are Chinese or not, if you share our vision, we welcome your involvement and participation.

League of Women Voters Los Angeles

The League of Women Voters (LWVLA) is a nonpartisan political organization encouraging informed and active participation in government. It helps shape public policy through education and advocacy. The League of Women Voters never supports or opposes any political party or candidate, and operates at three levels: local, state, and national. LWVLA is a local League that performs two separate and distinct roles: (1) Voters Service/Citizen Education, where we present unbiased nonpartisan information about elections, the voting process, and issues; and (2) Action/Advocacy, in which, we are nonpartisan, but, after study, we may use our positions to advocate in the public interest for or against particular policies or ballot measures.

Los Angeles Area Chamber of Commerce

The L.A. Area Chamber of Commerce is a business membership organization committed to improving the business climate and quality of life in a community, typically through advocacy, networking, and business development programs. Since 1888, the Chamber has championed the needs of the business community and the citizens it serves. The founding members of the Chamber created the organization to function as a vehicle to attract new business to California. The L.A. Area Chamber is the largest and oldest chamber of commerce in L.A. County. We helped build L.A.'s water system, freeways, port, transit system, and more. Through the collective voice of more than 1,600 member organizations, the Chamber is one of the leading organizations working to address policy issues affecting L.A.'s future.

Southern California Minority Supplier Development Council

Southern California Minority Supplier Development Council (SCMSDC) is the largest nonprofit minority business advocacy organization in the region, representing the interests of more than 600,000 Minority Business Enterprises (MBEs), serving nearly 1,700 SCMSDC-certified MBEs and 300 corporate members throughout a 13-county service area. SCMSDC is one of 36 regional councils in the National Minority Supplier Development Council (NMSDC) network. SCMSDC's mission is to be the premiere organization strengthening economic ties between large public-, private- and foreign-owned corporations and minority men- and women-owned business enterprises. The council achieves this by providing nationally recognized ethnic-minority certification, strategic networking between corporate member procurement professionals and certified minority women and men entrepreneurs, enhanced capacity of minority-owned businesses through education, information, and skills development, and recognition of outstanding commitment and performance in purchasing goods and services from diverse businesses by corporate members and certified minority-owned businesses.

Korean American Federation of Los Angeles

The Korean American Federation of Los Angeles (KAFLA) is a non-profit organization serving the social and community needs of the Korean American community in Greater Los Angeles. The primary function of KAFLA is to act as an umbrella organization to over 200 Korean American community organizations by providing community forums to discuss pertinent issues, and functions as a clearinghouse for up-to-date community information. KAFLA represents the 750,000 Korean Americans residing in Los Angeles. KAFLA has been an active voice in advocating for the political and social rights and interests of the Korean American community.

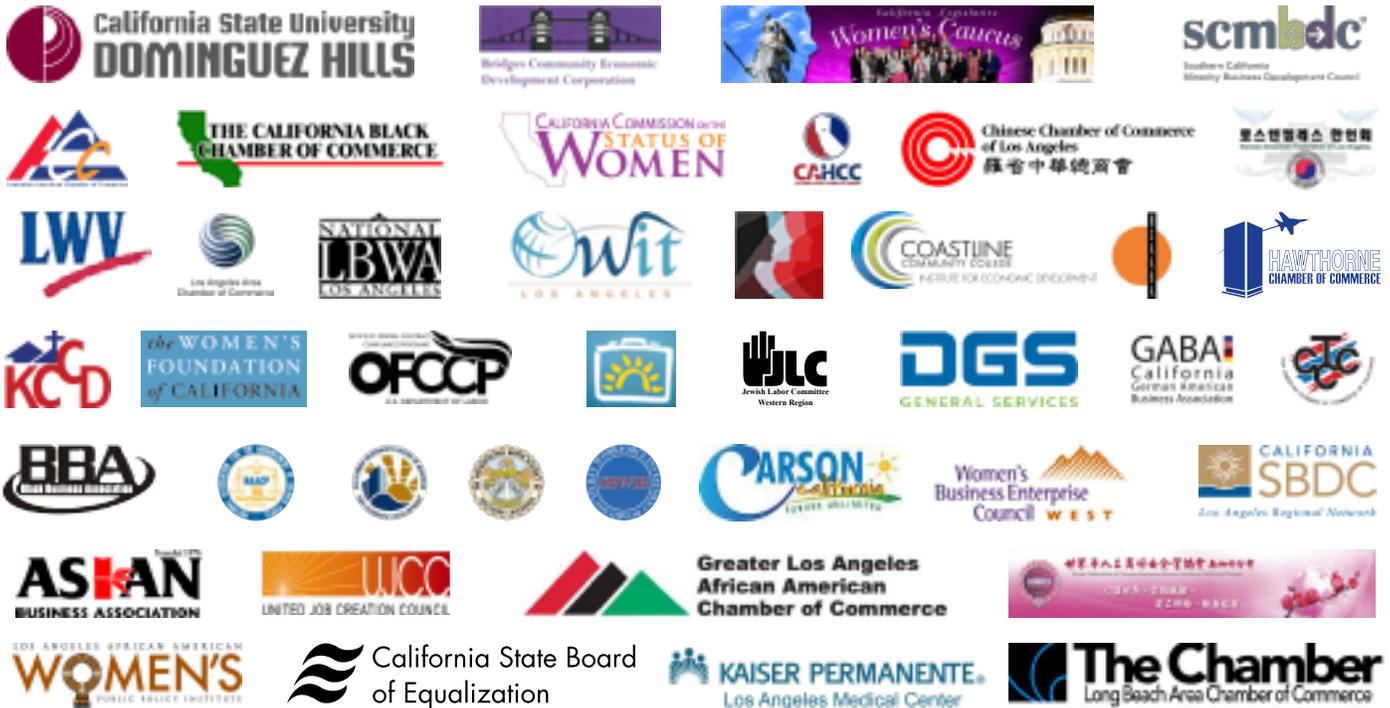
National Latina Business Women's Association

Since 1998, the National Latina Business Women's Association's (NLBWA) mission has been to promote, develop, and support the rapid growth of Latina business owners, professionals, and their families. The national organization supports the development of chapters throughout the U.S. and these chapters deliver programs and services enabling greater success for this critical, underrepresented market. The purpose of NLBWA is to create more representation, visibility, and business development, networking, and mentoring opportunities for Latinas and their families in the world of business and at the executive level throughout the country. NLBWA is committed to becoming the country's leading business resource for Latinas and their families, attracting and embracing the women in diverse business sectors and corporate America.

Partner Organizations

Asian Business Association
 Black Business Association of Los Angeles
 California Department of General Services
 California Educational Solutions
 California Small Business Association
 California State Board of Equalization
 City of Carson
 Coastline Institute for Economic Development
 German American Business Association
 Global Federation of Chinese Business Women–
 Southern California Chapter
 Governor’s Office of Business & Economic
 Development (GO-Biz)
 Greater Los Angeles African American Chamber of
 Commerce
 Hawthorne Chamber of Commerce
 Hispanas Organized for Political Equality (HOPE)
 Jewish Labor Committee Western Region

Kaiser Permanente
 Korean Churches for Community Development
 Long Beach Area Chamber of Commerce
 Los Angeles African American Women’s Public Policy Institute
 Los Angeles City Commission on the Status of Women
 Los Angeles Regional SBDC Network
 Metropolitan Water District of Southern California
 National Association for the Advancement of Colored People,
 Long Beach
 National Council of Asian American Business Associations
 South Bay Workforce Investment Board
 Thai American Chamber of Commerce
 The Women’s Foundation of California
 United Job Creation Council
 U.S. Department of Labor,
 Office of Federal Contract Compliance Programs
 Women in International Trade–LA
 Women’s Business Enterprise Council West



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