

SAN FERNANDO VALLEY BUSINESS JOURNAL

Valley Mentors

◆ AWARDS ◆

Honoring those who shaped today's leaders

2021 FINALISTS

If you're successful, you probably have a mentor to thank.

Mentors are the ones who showed up at your side – perhaps out of nowhere – and guided you through your workplace. They explained things. They encouraged you. They introduced you to the right people. With the **Valley Mentors Awards**, you finally get to thank your mentor with public acknowledgment.

Successful leaders in recent weeks nominated their mentors for awards. The nominees who were chosen as finalists appear on the following pages. And at our virtual event on Aug. 19, a select few of them will be chosen as the Business Journal's Best Mentors.

Even if you did not nominate a mentor, please join us for an hourlong, free event at 2 p.m. on Aug. 19. Local leaders will describe how to create a mentoring workplace, and you'll hear inspiring stories of why our honorees were chosen. To register, simply go to the Business Journal's website, look for Valley Mentors and click on the registration button.

VIRTUAL AWARDS RECEPTION

Thursday, August 19 | 2PM

To register, please visit [**sfvbj.com/bizevents**](https://sfvbj.com/bizevents)

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2021 FINALISTS



PAULA BAHAMON
*Vice President, Community
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Mission Valley Bank



CHANDRA A. BEATON
Litigation Group Chair
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JONATHAN BORING
Founder and President
Social Spice Media



DR. SHARI CORBITT
Owner and Founder
Awakenings Treatment Center



MARC EMMER
President
Optimize Inc.



KAREN GABLER
Founding Attorney
LightGabler



YAIR HAIMOFF
Founder and Executive Managing Director
Spectrum Commercial
Real Estate, Inc.



BOB HERTZBERG
Majority Leader
California State Senate



MICHAEL HILLER
Accountant
Hiller Enterprises



LESLIE KING
CEO, King Nutronics Corporation
*Board President, Optimist Youth
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President and Founder
Terri Hilliard, PC



MICHELLE ROGERS
National Manager
The Storytellers Project/USA TODAY Network/
Ventura County Star



MITCH ROSENBERG
CEO/Owner
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DANONE SIMPSON
CEO & President
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CHARLIE SMITH
Founder and President
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JAVE TRIPP
Owner
J-n-K Services



DANIEL WITHERS
Senior Vice President and Senior Director
Matthews Real Estate
Investment Services



Achieving great things for our community

When someone comes along who has the courage and vision to turn dreams into reality, the future looks brighter for everyone.

We proudly recognize the San Fernando Valley Business Journal Valley Mentor Award Nominees.



Mentoring Benefits Employees and Businesses

Mentoring programs can have a significant impact on organizations' business goals, in addition to employee professional development, according to research from the Association for Talent Development (ATD) outlined in a report titled "Mentoring Matters: Developing Talent with Formal Mentoring Programs."

The top benefits to organizations with formal mentoring programs were higher employee engagement and retention (50 percent), support for the growth of high-potential employees (46 percent), the creation of intra-organizational relationships and collaboration (37 percent), and knowledge management and transfer (37 percent).

Of the 969 talent development professionals surveyed, 29 percent of participants' organizations have formal mentoring programs, while another 37 percent of organizations have informal mentoring programs.

Other key findings in the report (based on the 285 participants whose organizations have formal mentoring programs) are:

- Organizations that train mentors and mentees before or during the program in skills, such as communication, listening, and accountability, are significantly more likely to indicate that mentoring programs are highly effective at meeting their learning goals.
- The top three benefits mentees received from participating in mentoring programs were



- professional development (36 percent), a better understanding of organizational culture (30 percent), and the development of new perspectives (27 percent).
- The top three benefits mentors received from participating in mentoring programs were the development of new perspectives (59 percent), the development of leadership skills

- (49 percent), and insight into the organization (38 percent).
- Results showed that 57 percent thought their organizations' mentoring programs were effective to a high or very high extent at achieving learning goals, while 38 percent of their organizations' mentoring programs were effective to a high or very high extent at achieving

- business goals.
- Some recommendations based on the research findings are:
- Test with a pilot program.
 - Use mentors for new hires.
 - Evaluate performance before and after the program to measure effectiveness.
 - Provide clear guidelines and training for all involved.
 - Get buy-in from senior leaders.
- Information about obtaining the full research report can be found at td.org/mentoringreport.

The Association for Talent Development (ATD) is the world's largest professional membership organization supporting those who develop the knowledge and skills of employees, improve performance, and help to achieve results for the organizations they serve. Originally established in 1943, the association was previously known as the American Society for Training & Development (ASTD).

ATD's members come from more than 120 countries and work in public and private organizations in every industry sector. ATD supports talent development professionals who gather locally in volunteer-led U.S. chapters and international member networks, and with international strategic partners.

For more information, visit td.org.

NAWBO-CA's Education Fund 'Pathways to Corporate Boards' Program Offers Unique Opportunities

The NAWBO-CA Education Fund Pathways to Corporate Boards Program equips, educates and positions high potential, diverse, business owners, executives, and leaders for corporate board leadership through mentorship and coaching.

The program is designed to incubate a socially and professionally diverse pipeline of leaders to optimize corporate board leadership across California and beyond.

PROGRAM OVERVIEW

The purpose of the NAWBO-CA Education Fund Pathways to Corporate Boards Program is to provide confidential and in-depth ideation, guidance, and thought-partnership to position outstanding business owners, executives, and leaders for corporate board leadership.

Qualified candidates are selected for a six month, customized pathway development program with a seasoned corporate director. The program is not a training program, but a tailored mentorship program and entry point for understanding and accessing advanced corporate leadership opportunities.

Interested business owners, executives, and leaders must apply for admission to this fee-based mentoring program.

- Each year, cohorts will have access to:
- One-on-one guidance supported by a seasoned corporate director
 - Peer engagement and networking experiences supported by corporate directors
 - Assessment of resume

- Individualized recommendations for training resources
- Development of board statement and value proposition
- Diverse decision-makers, influencers, and corporate board leaders
- Strategic introductions

APPLICATION AND PROGRAM FEES

The application fee is \$295 for NAWBO members and \$495 for non-members. Upon selection, there is a \$2,995 program cost for NAWBO-members, and \$4,995 program cost for non-members.

- Important notes:
- Application deadline is Friday, September 24, 2021
 - To access the NAWBO-member rate, applicants must be a NAWBO Supporting Member or Premier Member. See more information and fees to become a member at nawbo.org.
 - The application fee does not guarantee admission to the program. Applicants can reapply for future cohorts if they wish.

WHO SHOULD APPLY?

The NAWBO-CA Education Fund Pathways to Corporate Boards Programs for experienced business owners, executives, and leaders who have previous knowledge of corporate boards and have started to network strategically for board opportunities. NAWBO encourages candidates to apply who have:

- Capability, time, resources, and commitment to serve on a corporate board
- Demonstrated commitment towards corporate board engagement through trainings or webinars
- Significant revenue or multimillion dollar P&L experience
- Financial acumen
- Demonstrated leadership experience plus a deep knowledge and expertise in a specialty sought after by corporate boards
- Engaged in driving the overall strategic direction of their organization
- Time and commitment to attend NAWBO-CA Corporate Board Pathway meetings,

- networking opportunities, and capacity building roundtables (an estimated 4-7 hours per month)
- Time, commitment, and resources to pursue additional trainings as recommended by the Mentors (an estimated 3-8 hours per month, time commitment various depending on previous knowledge and need for training).

- Capability, time, and commitment to take ownership of the process and your pathway to a board seat
- If part of a large corporation, the support of their CEO or board chair to take part.

For questions and additional information, email pathways@nawbo-ca.org





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Black Business Month Celebrated at SCORE Mentors

This National Black Business Month, SCORE, the nation's largest network of volunteer, expert business mentors, is spotlighting resources to support America's Black entrepreneurs and offering volunteer opportunities for experienced Black business owners.

SUPPORTING BLACK-OWNED BUSINESSES

SCORE's original survey data from *The Megaphone of Main Street: The Impact of Covid-19, Impact on Black-owned Small Businesses* showed that Black-owned businesses face unique barriers to success. In particular, they were significantly more likely to seek – but less likely to receive – outside funding from both public and private sources.

In response to these unique challenges, SCORE offers a centralized educational hub called SCORE for Black Entrepreneurs that provides Black small business owners with access to personalized support and the resources they need to succeed, including:

- Educational content specially designed to support Black entrepreneurs.
 - Live webinars and original online workshops.
 - Free, remote, expert business mentoring.
- Business owner and makeup artist Ursula

Augustine of Ursula's About Phace Rittenhouse Studio advised other entrepreneurs.

"I would suggest they go to SCORE," said Augustine. "You'll be working with the perfect mentor based on your needs, your industry and your location, and they'll be available to connect with you as needed to provide you with special advice and extra support to help grow your business into a successful and profitable business."

VOLUNTEERING WITH SCORE

SCORE is also actively recruiting talented and experienced entrepreneurs and executives to become mentors, workshop presenters or subject matter experts. Volunteers come from a diverse variety of personal and professional backgrounds – but, they share a passion for life-long learning, giving back to others and enriching their local communities. Last year, SCORE volunteers collectively donated 3,980,987 hours of service.

SCORE Mentor DeLisa Clift said, "Today SCORE has a very diverse group of individuals who are mentoring and volunteering within the organization...we are able to come together and meet our clients where they are."

Visit SCORE.org to learn more about volunteering with SCORE.



Since 1964, SCORE has helped 11 million entrepreneurs to start or grow a business. SCORE's 10,000 volunteers provide free mentoring, workshops and educational services to 1,500+ communities nationwide, creating

45,027 new businesses and 74,535 non-owner jobs in 2020 alone.

Visit SCORE at score.org. Or follow @SCORE-Mentors on Facebook, Instagram and Twitter.

New Technology Introduces Intelligent “Best-Fit” Mentors and Mentees

Phenom, a global leader in Talent Experience Management (TXM), recently announced Phenom Mentoring — an innovative product that connects employees and experienced leaders seeking a mentor-mentee relationship. With Phenom Mentoring, organizations can leverage automation and artificial intelligence (AI) to match individuals based on their skills, career path, location, goals and mentoring styles.

As work continues to adapt to virtual settings, employee engagement and human-to-human connection are more crucial than ever for sustainable growth and retention. According to recent surveys, nearly half* of employees say they aren't getting enough training, coaching and mentoring to advance their careers during

the pandemic — and 26%** of employees have expressed that they plan to seek external work after the pandemic subsides.

Phenom Mentoring enables employees to evolve and employers to build a more capable enterprise at scale. The product helps organizations launch or enhance meaningful mentoring programs, facilitate colleague collaboration, track goals and measure the success of mentor-mentee connections. Additionally, companies can reduce turnover at a time when they're facing immense pressure to outpace their competitors in the race for talent.

With Phenom Mentoring, employees can navigate a suitable career path through a one-on-one mentorship that advances hard and soft

skills. Using the product's intuitive interface, all employees can:

- Discover AI-recommended mentors based on criteria like skills, goals and career paths.
- Request a compatible mentor who can help them reach clearly defined goals.
- Initiate and manage mentorships within Phenom's talent experience platform.
- Track mentorship goals, objectives, session summaries and resources.

"Most seasoned employees can point to those one or two mentors who helped them develop their career," said Tim Adair, director of product management at Phenom. "With AI and automation, we're not only helping employees discover mentors — we're helping employers create those connections at scale. It's an instrumental piece of the employee experience."

EMBRACING A ROBUST EMPLOYEE EXPERIENCE

Mentoring is one part of a holistic employee experience. Infused with Phenom AI and machine learning to deliver personalized recommendations and content, Phenom Employee Experience includes:

- **Career Pathing.** Empowers employees to identify future job opportunities, as well as the skills needed to progress.
- **Internal Mobility.** Matches employees to open internal roles based on their skills, location and career path.
- **Learning and Development.** Provides relevant courses, training and resources that meet employees' needs and interests.
- **Gigs.** Spotlights internal projects that

deliver experiential learning opportunities to develop new skills.

- **Employee Resource Groups.** Introduces employees to internal communities and networking opportunities.
- **Diversity and Inclusion.** Makes career opportunities available for all employees by clarifying equity gaps.
- **Referrals.** Builds talent pipelines with greater speed and reduced cost as employees easily refer from their networks.
- **Alumni Networks.** Keeps previous employees engaged to promote potential re-hiring and maintain brand affinity.

A UNIFIED SOLUTION FOR THE ENTIRE TALENT JOURNEY

Employee Experience is critical to evolving talent with the right skills and professional relationships. But it is only one aspect of the entire talent experience. The relationships among candidates, employees, recruiters and managers are all interconnected; neglecting even a single one can undermine an employer's ability to hire, grow and retain the right talent.

Integrating these experiences is the foundation of Talent Experience Management — the unified approach that connects every stakeholder interaction throughout the talent lifecycle. As a result, candidates find the right job faster; employees learn and evolve; recruiters discover best-fit talent with efficiency and at scale; and hiring managers make stronger data-driven decisions to build their future teams.

Learn more at phenom.com.



Mentorship Program Launched to Elevate Women in Fintech Industry

Fi911, the sister company of Chargebacks911, has launched a new micro-mentorship program to empower female leadership across the thriving fintech and payments arena. LIFT: Elevating Women in Fintech aims to champion and enable more women to seize opportunities across the sector.

The completely free program facilitates one-on-one, on-demand meetings with industry leaders and entrepreneurs, including Andrea Dunlop, managing director of the Payment Division of The Access Group; Marion King, director of payments, NatWest; and Sondra Fienberg, global workload lead-fraud for Microsoft, allowing mentees to discuss challenges and pressure points.

Leading the program, Fi911 Co-Founder and COO Monica Eaton-Cardone said, "While there are many factors in achieving greater inclusion for women in fintech, it's imperative that women at the top hold the door open for others to follow. Mentorship for aspiring leaders can improve their confidence, help them build a strong network and encourage self-advocacy, all of which are key tools for advancement."

Eaton-Cardone continued, "We often hear

about the benefits of mentorship, but many find it unattainable. Especially in an industry where there is such gender disparity – women currently only make up 7% of fintech startup founders – it can be difficult to find female mentors. On the other hand, influential women are often stretched to take on as many mentorships

as they would like. That's why we chose this format for LIFT."

Women seeking mentors are asked to identify the challenge they are facing – such as navigating a difficult conversation or transitioning into a new role – and can choose a preferred mentor to speak to. After submitting a request, a

virtual meeting is arranged, and mentors use the discussion to understand their unique situation and ensure they walk away with specific, actionable advice.

Applications are now open for leaders interested in joining the program as a mentor. The founding mentors represent a group of women in various positions of influence across finance and technology industries.

Between finding the appropriate mentor-mentee fit, to maintaining the relationship over time, traditional mentoring is a significant commitment on both sides. Micro-mentoring allows for greater flexibility and a broader reach by pairing mentees with the right professionals to coach them through specific pressure points as they arise.

In addition, Fi911 and sister company Chargebacks911 recently announced a partnership with findexable to build the Fintech Diversity Radar, the world's first global platform that measures the role women play in fintech, creating transparency and encouraging progress within the industry. Eaton-Cardone currently serves on the initiative's advisory board alongside top fintech and diversity experts.



Health & Community go together like Bert and Ernie!



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JOIN US!

And together we can make a real difference in
providing healthcare for the San Fernando Valley.

Please contact Judi Rose at
818.301.6321 / jrose@vchcare.org
www.valleycommunityhealthcare.org

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