

# TOP FEMALE ENTREPRENEURS

By HELEN FLOERSH *Staff Reporter*

*Women-owned businesses enjoy a run nationally and in the Valley region.*

Women-owned businesses are “having a moment.” From coast to coast, more U.S. companies than ever before are running with female executives at the helm. Between 2007 and 2016, the number of women-owned businesses rose 45 percent to roughly 11.3 million, according to a report commissioned last year by **American Express Co.** Such firms make up nearly 40 percent of all businesses in the nation, and generate an estimated \$1.6 trillion in revenue.

Here in the greater Valley region, it’s apparent that the ladies have been breaking the mold for some time as leaders in industries dominated by men. Take **Picore International Security**, for example, the No. 4 firm on the Business Journal’s Women-Owned Businesses list (see page 15). Chief Executive Dr. **Dana Picore** founded the Calabasas company almost 20 years ago after her experience as an officer with the **Los Angeles Police Department** during the L.A. riots led her to recognize a need for a psychology-based approach to personal protection. After obtaining a doctorate in psychology, she set to work building a business that could fill the gap.

Today she leads a 350-strong workforce; her company brought in revenues of \$14 million last year, up from \$10 million in 2015.

Of course, no matter the industry or your gender, starting a business is never easy. But does being a woman make it harder?

That depends whom you ask. For **Joann Roth-Orseay** of No. 9 **Someone’s in**

**the Kitchen**, based in Tarzana, the answer is a resounding “no.”

“Not once. Never,” Roth-Orseay said.

**Ruth Drizen-Dohs**, chief executive of Chatsworth firm **Drizen-Dohs Corporate Communications** (No. 29), agreed.

“Once (relationships) are forged, it’s all about intelligence, enthusiasm, execution and sincerity, not about being a man or a woman,” Drizen-Dohs said.

Still, some women do feel they have to put in more effort to justify their value compared to their male counterparts. As **NorthStar Moving Corp.** President **Laura McHolm** noted, reaching the top is only the first step.

“You’re not just smashing the glass ceiling, you’re proving it can be done better than when the ceiling was there,” McHolm said. “An A isn’t good enough – it has to be A+.”

The top company on the list is **Center for Autism and Related Disorders**, started in 1990 by Dr. **Doreen Granpeesheh**. The launch was based on the results of a study on which she was working that indicated early intervention could dramatically improve outcomes in young patients with autism, according to the firm’s website. Today, the company has more than 100 locations in the U.S. and international outposts in Thailand, South Africa and the Middle East.

The profiles that follow highlight a few of the female entrepreneurs on the list. While their stories differ, they all agree that given the choice, they would definitely start their businesses again.



**STEPHANIE WAGNER**  
President  
Wagner Engineering & Survey Inc., Northridge  
Founded 1990

*Stephanie Wagner’s civil engineering firm boasts a portfolio that includes Panorama City High School, L.A. Metro’s Orange Line rapid busway and the First*

*Street Bridge viaduct in downtown Los Angeles. She oversaw subdivision projects in Porter Ranch and Hidden Hills before starting her own firm.*

**Question: Why start a business?**  
**Answer:** As a dual licensed professional, I wanted to properly integrate my civil engineering and land surveying skills into a firm which offered and performed both services well.

**How did you build it?**  
I used a slow-growth model which allowed me to grow and improve my skills along with my business.

*‘The joy and satisfaction of seeing your business grow is priceless.’ —STEPHANIE WAGNER*

**Would you do it again?**  
I would absolutely do this again, but with the business “lessons learned” I have acquired, I would do this slightly differently.

**How being a woman helped you:**  
Being a woman has helped me through taking advantage of many small, woman-owned certifications to enable my firm compete for work. I just wanted to compete on an even playing field.

**Challenges of being a woman in business:**  
There were clients who were more comfortable dealing with male owners; I sensed some doubts dealing with a woman in a male-dominated field. Being a persistent person, I thrive on proving my firm can do a great job for projects when given the chance.

**Hardest day:**  
My hardest days are when I must let an employee go. I pride myself in offering the best opportunities and benefits for employees, so to fire a staff member feels very personal to me. I am grateful to have had very few of these days.

**Best day:**  
The day I was named a national fellow of the American

Council of Engineering Companies, my national professional organization. I was very humbled and proud of this accomplishment.

**Best business advice you ever received:**  
A past employer of mine taught me to always strive to keep a good mix of public and private projects in my backlog. This advice has served me well through many economic swings.

**Advice for aspiring female business owners:**  
Begin their business knowing that failure was not an option – to invest heavily of their time, ideas and enthusiasm. The first three years are not easy, but the joy and satisfaction of seeing your business grow is priceless.

**JOANN KATINOS**  
Chief Executive  
AAA Cos., Valencia  
Founded 1995

*JoAnn Katinos was raised in Hawthorne and started construction contractor AAA Cos. in 1995 after working as an exception payment specialist, data entry clerk and controller. In addition to spending time with her three children, she enjoys gardening, paddle-boarding and wine-tasting.*

**Why start a business?**  
I saw an opportunity and I seized it.

**How did you build it?**  
The business was built by responding to our customer needs in a timely manner. Regardless of what they requested, we took care of it. Our slogan was and always has been “Anything, Anywhere, Anytime.”

**Would you do it again?**  
Absolutely, it has been very rewarding.

**How being a woman helped you:**  
Being involved with Women Business Enterprise organizations has helped build relationships with potential clients.

**Challenges of being a woman in business:**  
There are always people that do not take you serious



**Team Work: JoAnn Katinos makes a point in Valencia.**

but I did not care and forged forward.

**Hardest day:**  
The day I finally decided to take a family vacation and my second in charge decided to pursue other avenues in her life with no notice and left me with no one to take care of my business.

**Best day:**  
In terms of business, the day the company was at a point where we did not have to worry about making payroll.

**Best business advice you ever received:**  
Don’t sweat the small stuff.

**Advice for aspiring female business owners:**  
Do your best. Know that people will underestimate you, however; be prepared to prove them wrong.





PHOTO BY MIKE BAKER

Measuring Success: Laura McHolm has built NorthStar Moving by listening to both customers and employees.

**LAURA MCHOLM**  
President  
NorthStar Moving Co., Chatsworth  
Founded 1994

Laura McHolm had an unlikely start as co-founder and marketing director of NorthStar Moving Co. She began attending university at the age of 16. After graduating from the **University of California at Berkeley**, she worked for Lawrence Hall of Science teaching computer programming and mathematics and joined the computer division of **Atari** in its infancy to work in consumer marketing. Encouraged by the Atari legal team to attend law school, she graduated from law school and also obtained an emphasis in computer law from **Oxford University**. She worked for various inventors as a general counsel and marketing director. In the mid-1990s she moved away from the Fortune 500 to fulfill her more creative, entrepreneurial spirit and partnered with **Ram Katalan** to launch NorthStar Moving.

**Why start a business?**  
Moving is one of the most stressful moments in peoples’ lives. My partner and I recognized that no one was taking service seriously in the moving industry. And, just like all entrepreneurs, we thought there has to be a better way.

**How did you build it?**  
By listening to our clients and to our team members. And living by our mission: to exceed our clients’ expectations with graceful customer care and put service back into the moving industry. Our clients are now our ambassadors. We move over 9,000 families a year and are beginning to franchise.

**Would you do it again?**  
Yes, in a heartbeat. Not many attorneys have stories about moving **Jennifer Lopez**, **Getty Museum**, **Angelina Jolie**, countless other celebrities; dealing with decoy trucks and paparazzi; having our movers screened by the Israeli secret service to move a prime minister’s security equipment; and be a proud owner of a 10,000 gallon tank of biodiesel.

**How being a woman helped you:**  
Moving is traditionally burly men carrying heavy boxes. But

life doesn’t stop on moving day. Kids still need to get to soccer practice, the cat is going to get skittish; our approach reflects what really occurs. I am thankful for my female sensitivity that allows me to see the whole picture.



**Krehbiel-Delson**  
*Diane Krehbiel-Delson is the chief executive at DKKD Staffing, which specializes in executive and IT positions nationally. DKKD serves clients such as Children’s Hospital, CBS Corp., Princess Cruises, iPayment Inc., Patagonia Inc., and Miller Kaplan Arase. Known as “Di” in the staffing industry, she has three children and has lived in Westlake Village for more than 45 years. She and her husband share a hobby as viticulturists – they have a small vineyard in Woodland Hills.*

**Why start a business?**  
The IT job market began to really pick up in 2011 and I always wanted to have my great recruiters and staff members working with me again from the other agencies we worked at together in the past. For example, my primary recruiter Jenny Shrive has been with me since 2000, as has my executive assistant Fawn Brodey – who was just named the Business Journal’s Executive Assistant of the Year at its Women in Business Awards.

**How did you build it?**  
The DKKD Staffing team is built on honesty, flexibility and respect. We have a very personal approach when it comes to screening job seekers and value the relationships we’ve built since 2000. We work hard to reflect the needs of both the

**DIANE KREHBIEL-DELSON**  
Chief Executive  
DKKD Staffing,  
Westlake Village  
Founded 2011

**Challenges of being a woman in business:**  
You’re not just smashing the glass ceiling, you’re proving it can be done better than when the ceiling was there. Anyone can do anything. And like all trail blazers, I feel a responsibility to do it well, very well. An A isn’t good enough – it has to be A+.

**Hardest day:**  
Recently, Yelp abruptly changed their algorithm which threw more than 99 percent of our five-star reviews into their filter. This made us look like our services were not well-rated by our clients. I felt punched in the gut. We have always lived and died by our reputation. To be made to be seen as a company that did not provide great service because almost 1,000 of our good reviews went to the filter was devastating.

**Best day:**  
I love having happy clients, happy team members and a happy community. Our annual food drive is just finishing up. We’ve donated over 28,000 meals to the food banks. We really are all about moving happiness home!

**Best business advice you ever received:**  
My father, who also was an entrepreneur, told me to shift the B2C paradigm: you’re not selling, you’re solving people’s problems. If you build your business from being of service to people, the sky is the limit.

**Advice for aspiring female business owners:**  
You can do it! Girl power! Don’t take no for an answer!

applicant and the client. I wanted to create an environment where applicants and clients feel respected, and my recruiters and staff truly enjoy what they do. Our results are a testament to working with great staff and having a great team.

**Would you do it again?**  
Absolutely!

**How being a woman helped you:**  
Whether you are a woman or a man as a business owner, it’s just about how you treat your staff and being a good leader.

**Challenges of being a woman in business:**  
None that I can think of.

**Hardest day:**  
Finding out a well-paying client claimed bankruptcy.

**Best day:**  
There are days when we get a candidate their first career job and they are so excited; there are days when we make several placements in one day; candidates we placed years ago reach out to us years later thanking us for helping them with their great career success today; breaking in to the new company and placing candidates where the client said they wouldn’t add new agencies. And the list goes on.

**Best business advice you ever received:**  
Don’t get complacent about the business you have today.

**Advice for aspiring female business owners:**  
Find what you really love to do and figure out how to get paid for it. Even if I won the Lotto, I would still be a head-



**Grayem**  
*Laurie Grayem is a lifelong resident of Santa Clarita. In 1978 she married her husband Tim, who founded Canon Recruiting Group in Los Angeles two years later. Grayem began working as a recruiter part-time and later switched to full-time during the mid-1990s. She became chief executive in 2011. Grayem belongs to the Women’s Business Enterprise National Council.*

**Why start a business?**  
Canon Group was founded in 1980 by my husband, Tim Grayem. He had extensive experience in the contingent staffing industry. Canon was born out of the best ideas and practices gleaned from those years in executive recruiting.

**How did you build it?**

We began to see our clients’ need for temporary and temp-to-perm staffing. We are able bring the quality of contingent recruiting to our temporary staffing, making Canon the go-to staffing firm for our clients.

**Would you do it again?**  
Yes – if we had it to do over again – we would probably start working in temporary staffing even sooner.

**How being a woman helped you:**  
We work with people at their most vulnerable – their livelihood. Issues arise that need to be worked through with our temps. I would like to think that I bring a level of compassion and willingness to go the extra mile to make sure our employees are taken care of and our clients satisfied.

**Challenges of being a woman in business:**  
Being a professional woman has only been a benefit in our business. I have consistently been respected and treated in a professional manner by our clients, employees and vendors.

**Hardest day:**  
Working with a woman who was being harassed by a family

member in the work place of our client; making sure she would be safe going home; confirming with our client that the harasser would have no access to her.

**Best day:**  
An applicant for a professional position became homeless. She and her disabled daughter were living in a shelter. Canon put her on temp assignment and advanced funds to allow her to move into a hotel. Finally, we were able to give her the good news that the client took her permanent with benefits.

**Best business advice you ever received:**  
Put yourself in the other person’s shoes – look at the problem or negotiation from their perspective. Do not be clouded by your own opinions or desires for the outcome. Look for a solution that works for the betterment of all parties concerned.

**Advice for aspiring female business owners:**  
Strive to do your best every day and treat people like you would like to be treated. A kind word and positive feedback goes a long way and enhances everyone’s day. Don’t take “no” for an answer – keep trying until the “no” becomes a



JOANN ROTH-OSEARY

President

Someone's in the Kitchen, Tarzana

Founded 1980

Joann Roth-Oseary started her business – where else? – in the kitchen. Thirty years later, she has grown her Tarzana catering and event-planning company into an award-winning, multi-million dollar business. When she isn't serving clients, she donates her time and professional services to area charities, including the **AIDS Project Los Angeles**, **Jewish Home for the Aging** and the **Search Foundation**. Roth-Oseary's personal and professional accomplishments have been recognized by numerous organizations; she recently received the 2017 Steve Kemble Leadership Award for her achievements in the event-planning industry.

**Why start a business?**  
Having always been a working woman, I felt it was time to channel my passion into my own company.

**How did you build it?**  
From the ground up. In the beginning, I bought the food, I cooked the food, I served the food, I loaded the vehicles, unloaded, washed the dishes, did everything myself. Thus I know everything about what is right and what is not in an instant, and know and respect how hard my employees work to



PHOTO BY DAVID SPRAGUE

**Be Our Guest: Joann Roth-Oseary serves dinner plate.**  
  
that same end of perfection.  
  
**Would you do it again?**  
Yes, yes, yes, yes and yessirreee!

**How being a woman helped you:**  
Women know how to not only lead from the head, but from the heart as well. This attribute has served me well.

**Challenges of being a woman in business:**  
Not once, never. I have always conducted myself to the highest possible standards and have been a respected member of the community, both within my own profession and the community at large.

**Hardest day:**  
The day of the Northridge earthquake, for sure. Those repercussions reverberated economically for years, and those were the hardest days of hanging in there while I saw many of my colleagues fold and run away.

**Best day:**  
My best day forevermore was the day I married my beloved husband Yossi Oseary.

**Best business advice you ever received:**  
Run your company in a lean and mean fashion and always be on top of your cash flow and sales.

**Advice for aspiring female business owners:**  
Get in there and hang in there. Follow your passion to the finish line.



Picore

DANA PICORE

Chief Executive

Picore International Security, Calabasas

Founded 1999

*Dana Picore's academic and practical expertise on security issues has made her a sought-after instructor, author and consultant. The former Los Angeles Police Department officer is a licensed*

*private investigator and psychotherapist whose work has taken her from the flooded streets of New Orleans in the aftermath of Hurricane Katrina to the Middle East, where she conducted research on global terrorism.*

**Why start a business?**  
After working as a Los Angeles police officer during the L.A. riots, I saw there was potential to help people in a different capacity while still offering protection. It was then I went back to school for my Ph.D. in psychology, became a threat assessment expert and started my company with a refined, all-encompassing 360-degree approach to security – one that incorporates situational de-escalation, psychological assessments that are not only used for my own team, but for companies and their HR, hiring and training. I also focus on sensitivity training and diversity inclusion.

**How did you build it?**  
Slow and steady wins the race. I started out of my garage, representing VIP clients looking for a more personalized and accessible security firm. Once people learned the point of difference Picore was offering, I was able to expand the client base.

**Would you do it again?**  
I truly believe in helping people. It is in my nature and always has been. There isn't a day that goes by that I would consider doing anything else.

**How being a woman helped you:**  
Security has long been a male-dominated field and continues to be. In some regards being a woman has been helpful in the access to Women-owned Business Enterprise and Small Business Administration opportunities, as well as offering an understanding of what it is like to be the underdog. Being able to surpass expectations because I am a woman is something I am proud of. I hope more women look at industries that are predominantly male and see that there is an avenue for success. Women have a gut intuition and an innate understanding of how to take care of people. Ironically, those very traits have helped me succeed in what can be a very dangerous business.

**Challenges of being a woman in business:**  
Once again, in a heavily male dominated industry, it was sometimes difficult to convince a client that just because we were woman-owned that we wouldn't be as tough and vigorous in our security capacity.

**Hardest day:**  
The hardest days are when you start to doubt yourself because a potential client can't see past a woman owner. Those days,

however, are the ones that keep me going and push me to prove not only to myself, but to those who may have underestimated me, that I can and will provide the best service.

**Best day:**  
Knowing that our team protected a client, did their job and did so with efficiency and professionalism is a "best day." When a client calls you to say, "Thank you, I am grateful for you and your company," I can think of no better feeling than a job well done being recognized.



Drizen-Dohs

RUTH DRIZEN-DOHS

Chief Executive

Drizen-Dohs Corporate Communications Inc., Chatsworth

Founded 1999

*Ruth Drizen-Dohs earned a bachelor's degree in journalism from California State University – Northridge.*

*She has 30 years of experience in public relations, marketing, branding, speechwriting and coaching. Her company provides editorial content, web services, graphic design and printing for clients in a range of industries, from health care and apparel to churches and synagogues.*

**Why start a business?**  
Companies and organizations had an urgent need for quality communications for their employees, customers, divisions or members. There was no other source of highly experienced writers, editors, designers, web creators or printers all under one roof.

**How did you build it?**  
The nature of our business is a partnership with our clients, so when we provide amazing projects on time and at reasonable cost, we receive referrals. We are also referred to other departments inside one corporation. Providing high-end writing, design, printing and web creative from an experienced, talented team is extremely hard to find. And we have found that our clients value us just as much as we value them. We're also always on the lookout for marketing/communications ideas that might help a client achieve excellence among employees and customers. When our clients can grow without having to add the overhead of an eight-person marketing/communications team, they come to depend on our team instead.

**Would you do it again?**  
We were ahead of our time in our vertical integration of high-end services. Our core skill is determining the audience and delivering exactly what impacts them, versus a cookie-cutter approach. With the advent of mass communications via the internet, the need for our skill base is great-

er than ever before. So yes, I sure would do it again.

**How being a woman helped you:**  
My sensibilities to create an internal culture that respects and lives all of the values we live and breathe with our customers—and in our day-to-day quality—is a trait that makes me proud. I am humbled by the fact that our customers choose us, and we are always trying to go above and beyond to continue to earn their loyalty and trust.

**Challenges of being a woman in business:**  
I have been extremely fortunate that our business has always been based on relationships. And once those are forged, it's all about intelligence, enthusiasm, execution and sincerity, not about being a man or a woman.

**Hardest day:**  
My hardest day is when we need to make tough adjustments to our team. Our company provides financial well-being and job satisfaction for people's lives and the lives of their families and these types of decisions weigh heavily on me. Our amazing team is no stronger than its weakest link and every once in a blue moon we have to make tough decisions to ensure our internal and external excellence remains intact. It may be a rough day, yet it ensures a successful and rewarding business life.

**Best day:**  
When a client's face lights up when we show our creative approaches to our assignment and we hit it out of the park. The client provides their thoughts and sensibilities, yet is so surprised when we create a project or overall approach that takes the assignment to a whole new level. Sometimes we fight hard to win annual reports or newsletters or branding projects. When we see on their faces how happy they are they chose DDCC, it's an extremely rewarding moment.

**Best business advice you ever received:**  
Always proceed from a position of strength, because when you do, the rewards will follow.

**Advice for aspiring female business owners:**  
Focus on doing something she knows well, does well and enjoys – and remember that if she does those three things with passion, purpose and integrity, the financial rewards will come.





**Tripp**  
**JAVE TRIPP**  
Chief Executive  
J-n-K Services Inc., North Hollywood  
Founded 1988

Jave Tripp was born in Mexico City and moved to El Paso, Texas at age 12. After earning a bachelor's degree from the **University of Texas – Austin**, she went to work for a Chatsworth company. She quit to start J-n-K, a printing and graphic design firm, nearly 20 years ago. In her spare time, she loves to attend concerts, **Los Angeles Kings** games and other sporting events. She's married with a daughter who attends California State University – Northridge.

**Why start a business?**  
I was working for a medical instruments company that was being run by mostly men.

I was young and female. I was not getting the respect I thought I deserved so I quit my job and started J-n-K Services in 1988.

**How did you build it?**  
I started with my neighbors, typesetting their resumes. Then I called many printing companies in the San Fernando Valley and it all began to grow. Our biggest challenge was surviving the recession in 2008. We had just finished moving and buying a building when the recession started. We had to make huge adjustments in the way we ran our company. A big thank you goes to our employees who are still with us today for making the necessary adjustments in order to keep us afloat.

**Would you do it again?**  
Absolutely!

**How being a woman helped you:**  
I like to be able to say I am a certified minority business and 100 percent woman-owned. I get a lot of jobs by putting that on my website.

**Challenges of being a woman in business:**  
None that I know of.

**Hardest day:**  
Not being able to deliver what I promised to a client.

**Best day:**  
Every day I get a new client is my best day.

**Best business advice you ever received:**  
No one has ever died from not having business cards!

**Advice for aspiring female business owners:**  
Breathe! Thrive! Grow! Treat everyone with respect!

**ASHLEY WYATT**  
President  
Anything 2 Everything, Studio City  
Founded 2009

A third-generation Angeleno, Ashley Wyatt attended **Boston University** and majored in public relations and communications. Starting in 2001, she landed a series of jobs in the promotional items and branded merchandise. In 2008 she left and started working with clients doing lanyards and t-shirts, founding her company the next year. Her approach: "Always answer my phone; always work on the weekends; always have a plan B, C and D." Wyatt resides in the San Fernando Valley with her family.

**Why start a business?**  
I wanted to be my own boss. A2E came about because I recognized that companies wanted a reliable partner to handle all of the tiny details that go into representing their brand – from VIP events to meetings to quality branded merchandise.

**How did you build it?**  
I started at my dining room table doing every part of the business myself and learning as my company grew. Fortunately, with promotional products, you don't make a purchase until a client needs something so the overhead was small.

**Would you do it again?**  
Yes.

**How being a woman helped you:**  
Well, I do get included on lists like this one! It's nice exposure and great to network with other women in business.

**Challenges of being a woman in business:**



**Wyatt**  
None that I've encountered.

**Hardest day:**  
I always strive to make sure a client's needs are met. When something goes wrong with a client's order, even if it's a single box of missing pens, that makes for a hard day.

**Best day:**  
When a client's event rolls out exactly as planned and the swag is perfect.

**Best business advice you ever received:**  
Fast pay makes fast friends.

**Advice for aspiring female business owners:**  
Do it. Don't think about how hard it will be, just dig in.



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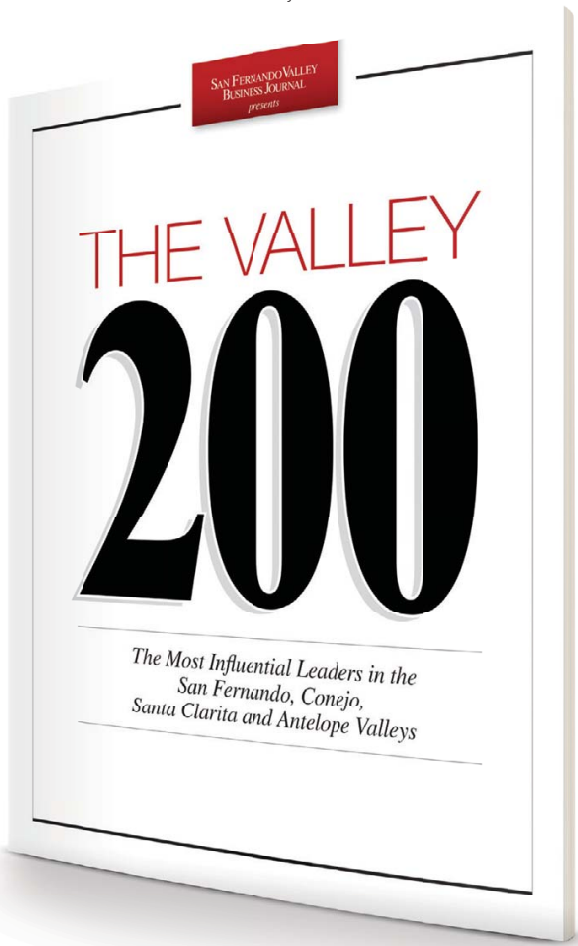
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# THE LIST

## WOMEN-OWNED BUSINESSES

Valley-area companies ranked by total number of employees

► NEXT WEEK  
Public Companies

**THE PACESETTER:** Woodland Hills-based Center for Autism & Related Disorders is the largest woman-owned business headquartered in the greater Valley region. The company operates more than 140 centers nationwide, including 13 that opened last month. It employs approximately 3,000.

**TOUR:** Picore International Security's Chief Executive Dana Picore is a former officer of the Los Angeles Police Department. She wrote a book titled "Hope in the Darkness" and will embark on a nationwide tour this year to speak about security and conduct corporate and private seminars.

**GROWTH:** Sada Systems was the fastest-growing company on this year's list. The North Hollywood company reported a 46 percent increase in revenue from 2015 to 2016.

**Wide Array**  
The Valley's largest women-owned businesses are in diverse industries.

Advertising/Public Relations	11
Manufacturing	9
Staffing	4
Food/Restaurant	4
Insurance	3
Retail	3
Facility Services	2
Child Services	1
Moving Services	1
Private Aviation	1
Language Services	1

Source: Business Journal research

Rank	Company <ul style="list-style-type: none"><li>name</li><li>address</li><li>website</li></ul>	Employees <ul style="list-style-type: none"><li>total</li><li>Valley-area</li></ul>	Revenue <ul style="list-style-type: none"><li>2016</li><li>2015</li><li>(in millions)</li></ul>	Percentage Woman-Owned	Description	Profile <ul style="list-style-type: none"><li>year founded</li><li>Valley offices</li><li>total offices</li></ul>	Top Executive <ul style="list-style-type: none"><li>name</li><li>title</li><li>phone</li></ul>
1	<b>Center for Autism and Related Disorders</b> 21600 Oxnard St., Suite 1800 Woodland Hills 91367 centerforautism.com	3,000 NA	NA NA	100%	psychotherapy and applied behavior analysis for children with autism	1990 3 50	Doreen Granpeesheh President (818) 345-2345
2	<b>Sage Publishing</b> 2455 Teller Road Thousand Oaks 91320 sagepublishing.com	1,542 NA	300.0 300.0	100	publishing	1965 1 6	Blaise Simqu CEO, President (800) 818-7243
3	<b>Maria's Italian Kitchen</b> 16535 Arminta St. Van Nuys 91406 mariasitaliankitchen.com	450 NA	NA NA	100	Italian restaurants	1985 9 9	Madelyn Alfano President (818) 786-4866
4	<b>Picore International Security</b> 23679 Calabasas Road, Unit 215 Calabasas 91302 picoreinternational.com	352 50	14.0 10.0	100	armed and unarmed security guards, executive/ VIP protection, private investigation	1998 1 4	Dana Picore CEO, President (818) 888-9659
5	<b>Canon Recruiting Group</b> 26531 Summit Circle Santa Clarita 91350 canonrecruiting.com	250 75	13.2 10.7	51	nationwide staffing and search firm	1980 1 2	Laurie Grayem CEO, Managing Partner (661) 252-7400
6	<b>AAA Cos.</b> 25007 Anza Drive Valencia 91355 aaacompanies.com	230 150	26.5 31.4	60	facility solutions provider	1995 1 5	JoAnn Katinos, CEO Brian Higgins, Principal (800) 892-4784
7	<b>Sada Systems Inc.</b> 5250 Lankershim Blvd., Suite 620 North Hollywood 91601 sadasystems.com	180 150	69.4 47.3	51	business consulting services, IT services, cloud solutions, app development, managed services	2000 1 2	Tony Safoian CEO, President (818) 766-2400
8	<b>NorthStar Moving Corp.</b> 9120 Mason Ave. Chatsworth 91311 northstarmoving.com	136 136	14.5 15.1	50	moving and storage services	1994 1 1	Ram Katalan, President Laura McHolm, Co-Founder (800) 275-7767
9	<b>Pretzel King</b> 3030 Edgewick Road Glendale 91206 N/A	135 83	6.0 5.9	100	fast food franchises	1994 5 11	Linda Read President (818) 634-2449
10	<b>Icon Media Direct Inc.</b> 5910 Lemona Ave. Sherman Oaks 91411 iconmediadirect.com	100 99	NA NA	100	advertising agency	2000 1 1	Nancy Lazkani CEO (818) 995-6400
11	<b>Helinet Aviation Services</b> 16303 Waterman Drive Van Nuys 91406 helinet.com	66 66	NA NA	100	aviation	1987 1 1	Kathryn Purwin, CEO Jim McGowan, President (818) 902-0229
12	<b>Someone's in the Kitchen</b> 5973 Reseda Blvd. Tarzana 91356 sitk.com	50 25	4.4 4.1	100	catering and event planning	1980 1 1	Joann Roth-Oseary President (818) 343-5151
13	<b>General Industrial Tool &amp; Supply</b> 7649 San Fernando Road Burbank 91505 gitool.com	47 47	23.8 22.9	100	distributor of industrial tools and supplies	1951 1 1	Karen Boyle President (818) 504-9333
14	<b>Perillo Industries Inc.</b> 2150 Anchor Court Newbury Park 91320 centuryele.com	40 40	NA NA	100	designer and manufacturer of power supplies	1973 1 1	Mary E. Perillo President (805) 498-9838
15	<b>LBW Insurance and Financial Services</b> 28055 Smyth Drive Valencia 91355 lbwinsurance.com	35 35	4.9 5.1	51	independent agency providing insurance, financial services, and risk control strategies	1922 1 1	Mitzi Like CEO, President (661) 702-6000
16	<b>ImpressionsLA/DoradoMusicPackaging</b> 10742 Burbank Blvd. North Hollywood 91601 impressionsla.com	35 35	NA NA	100	business printing, direct mail, music packaging, vinyl record jackets	1982 1 1	Jennifer Freund President (818) 761-9295
17	<b>Alpha Aviation Components Inc.</b> 16772 Schoenborn St. North Hills 91343 alphaaci.com	32 32	NA NA	100	machining and assembly services for aircraft, aerospace and medical equipment	1954 1 1	Lidia Gorko CEO (818) 894-8801
18	<b>Abacorp CNC Machined Parts</b> 9165 Independence Ave. Chatsworth 91311 abacorpnc.com	30 28	2.0 2.0	100	manufacturing - machine shop	1997 1 1	Kim Frankel, CEO, President Rob Frankel, COO (818) 772-7671
19	<b>Montage Insurance Solutions</b> 5550 Topanga Canyon Blvd., Suite 310 Woodland Hills 91367 montageinsurance.com	25 25	3.2 2.3	100	commercial insurance brokerage and employee benefits consulting	2006 1 1	Danone Simpson CEO, President (818) 676-0044
20	<b>Wagner Engineering &amp; Survey Inc.</b> 17134 Devonshire St., Suite 200 Northridge 91345 wesinc.org	25 25	NA NA	90	civil engineering, land surveying, mapping	1990 1 1	Stephanie A. Wagner President (818) 892-6565

NA - Not Available N/A - Not Applicable  
Note: Information for this list was provided by representatives of the companies themselves. Companies are ranked by total number of employees and 2016 revenue, respectively. To qualify for the list, companies must be at least 50 percent women-owned. Due to the right of privately held companies to withhold information, the Business Journal makes no claim that this list is complete. Numbers have been rounded.

To the best of our knowledge, this information is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to research@sfbvj.com. ©2017 San Fernando Valley Business Journal. This list may not be reprinted in whole or in part without prior written permission from the editor. Reprints are available from Wright's Media (877) 652-5295.

Researched by David Nusbaum

WOMEN-OWNED BUSINESSES *Continued from page 15*

Rank	Company <ul style="list-style-type: none"><li>• name</li><li>• address</li><li>• website</li></ul>	Employees <ul style="list-style-type: none"><li>• total</li><li>• Valley-area</li></ul>	Revenue <ul style="list-style-type: none"><li>• 2016</li><li>• 2015</li><li>(in millions)</li></ul>	Percentage Woman-Owned	Description	Profile <ul style="list-style-type: none"><li>• year founded</li><li>• Valley offices</li><li>• total offices</li></ul>	Top Executive <ul style="list-style-type: none"><li>• name</li><li>• title</li><li>• phone</li></ul>
21	<b>UltraGlas Inc.</b> 9200 Gazette Ave. Chatsworth 91311 ultraglas.com	24 24	NA NA	100%	designer and manufacturer of specialty architectural glass and glass surfacing for building projects	1973 1 1	Jane A. Skeeter CEO, President (818) 772-7744
22	<b>Marketing Maven Public Relations Inc.</b> 2390C Las Posas Road, Suite 479 Camarillo 93010 marketingmavenpr.com	18 18	2.1 1.8	100	integrated marketing firm	2009 1 2	Lindsey Carnett CEO, President (310) 994-7380
23	<b>Ronin Staffing</b> 500 N. Brand Blvd., Suite 625 Glendale 91203 roninllc.com	15 15	20.6 17.7	100	temporary staffing agency	2008 1 3	Vivian Rutherford CEO, President (818) 303-1340
24	<b>Andrews &amp; Van Lohn Insurance</b> 10734 White Oak Ave. Granada Hills 91344 avlininsurance.com	13 13	NA NA	100	independent insurance agency writing all lines of personal and commercial insurance	1963 1 1	Laura Andrews Clemens President (818) 360-3410
25	<b>Counterintuity</b> 3305 W. Burbank Blvd. Burbank 91505 counterintuity.com	13 13	NA NA	50	public relations	2007 1 1	Lee Wochner, CEO, Creative Strategist Amy Kramer, President (818) 848-1700
26	<b>Fiona Hutton &amp; Associates</b> 12711 Ventura Blvd., Suite 170 Studio City 91604 fionahuttonassoc.com	11 11	3.3 3.0	100	public relations, public affairs and crisis communication firm specializing in strategic communications solutions	2001 1 1	Fiona Hutton President (818) 760-2121
27	<b>Anything 2 Everything</b> 12001 Ventura Place, Suite 410 Studio City 91604 team2e.com	10 8	12.4 9.8	100	events, branded merchandise and creative services	2009 1 3	Ashley Wyatt President (310) 251-4475
28	<b>Media Well Done Inc.</b> 28534 Constellation Road Valencia 91355 mediawelldone.com	10 10	1.9 NA	100	creative agency	1990 1 1	Jenny Paige CEO, Creative Director (661) 295-5552
29	<b>DKKD Staffing</b> 3390 Auto Mall Drive, Suite 200 Westlake Village 91362 dkkdstaffing.com	10 6	1.2 1.6	100	professional staffing service	2011 1 1	Diane Krehbiel-Delson CEO (805) 236-3793
30	<b>McCue Communications</b> 1616 W. Burbank Blvd., Suite C Burbank 91506 mccuecommunications.com	10 5	0.6 0.6	100	public relations firm for tourism/destination, wine/beverage, culinary/hospitality and lifestyle organizations	2009 1 3	Michelle McCue CEO, President (213) 985-1011

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qualify for the list, companies must be at least 50 percent women-owned. Due to the right of privately held companies to withhold information, the Business Journal makes no claim that this list is complete. Numbers have been rounded.

Researched by David Nusbaum



AAA T.L.C.  
Health Care, Inc.

The Premier Home Care Company  
in Southern California



JODY SHERMAN  
President and Executive Director

JODY SHERMAN IS A SUCCESS STORY IN MORE WAYS THAN ONE. Yes, she has founded and run two very successful businesses, but she's also been successful in bringing her generous and caring spirit to thousands of people across Southern California who have needed her help.

Born and raised in New York City, Jody moved to Los Angeles as a young adult to pursue a career in acting. Taking the stage name 'Jody Fair,' it wasn't long before she had starring or supporting roles in films such as *Ghost of Dragstrip Hollow*, *The Brain Eaters*, *Hot Rod Gang*, and *The Young Savages*, the latter starring Burt Lancaster.

In 1967, Sherman launched Pierce Management Company, a real estate development firm responsible for some of the most exclusive landmark condominiums in the Beverly Hills – West Los Angeles area, including the Wilshire House, Oakhurst Terrace and Crown Towers. She also developed and managed housing for low-income residents.

In the late 1980's, when Jody was raising her children with husband Earl Sherman and working full time as a developer, her parents moved to Los Angeles from New York with devastating health conditions. No matter how hard she tried, she couldn't find a home care agency that offered the competent, affordable, and compassionate care she felt they deserved. The thought of sending them to a nursing facility was heartbreaking, and it also frightened her.

Jody began to hire her own caregivers. She looked for compassionate men and women who felt a need to help other people, and she had them trained by doctors and nurses. One by one, she built a loyal staff that enabled her mother and father to live out the rest of their years in the comfort and dignity of their own home.

Impressed with the quality of these remarkable caregivers, physicians and hospital administrators began asking Jody to find home health aides for their other patients in need of assisted living. And so a business was born and a new standard of care was created. Over the past 26 years, AAA T.L.C. has served over 20,000 clients and has become the most respected home care agency in Southern California because of the Absolutely Always Amazing Tender Loving Care it provides.

Ms. Sherman is a member of Cedars-Sinai Medical Center's Board of Governors where she supports Cedars' stem cell research. She is also a member of the Magnolia Council, working to help raise awareness of the Tower Cancer Research Foundation and generating funding for the TCRF that will help to develop new therapy alternatives to cancer patients. Additionally, she serves on the Board of Directors of the Neuro Community Foundation, working to find new treatments and care for neurological diseases such as Parkinson's, MS, and traumatic brain injury, and serves on the Board of Governors for the Northridge Foundation at Northridge Medical Center. Ms. Sherman is highly involved with the Dorothy Leavey Cancer Center at Northridge Medical Center, where she is committed to fulfilling the unique needs of each patient and their family. Jody and AAA T.L.C. offers world class care, support and guidance through all phases of their journey. After 26 years in business, Jody's offices in Encino are thriving and continuing to give love and care to the community.

JODY SHERMAN, PRESIDENT & EXECUTIVE DIRECTOR

16133 Ventura Blvd., Suite 900 | Encino, California 91436 | Email: info@aaatlc.com | Ph: 866-608-6608 | www.aaatlc.com





WOMEN-OWNED BUSINESSES

**MOVE:** In February, Caulipower launched in 30 Whole Foods Markets in Southern California, Arizona, Nevada and Hawaii. It also launched in Bristol Farms stores as well as on Amazon.com. The company makes cauliflower-based foods such as pizza crusts.

Rank	Company <ul style="list-style-type: none"><li>name</li><li>address</li><li>website</li></ul>	Employees <ul style="list-style-type: none"><li>total</li><li>Valley-area</li></ul>	Revenue <ul style="list-style-type: none"><li>2016</li><li>2015</li><li>(in millions)</li></ul>	Percentage Woman-Owned	Description	Profile <ul style="list-style-type: none"><li>year founded</li><li>Valley offices</li><li>total offices</li></ul>	Top Executive <ul style="list-style-type: none"><li>name</li><li>title</li><li>phone</li></ul>
31	<b>It's just a date</b> PO Box 261893 Encino 91426 Pending	10 10	NA NA	100%	dating/companion service	2016 1 1	Ethel Williams President (818) 693-0308
32	<b>JPR Communications</b> 20750 Ventura Blvd., Suite 104 Woodland Hills 91364 jprcom.com	10 10	NA NA	55	public relations agency focused on technology companies	1990 1 1	Judy Smith, Principal Mark S. Smith, Exec. V.P. (818) 884-8282
33	<b>Morris &amp; Berger</b> 500 N. Brand Blvd., Suite 2150 Glendale 91203 morrisberger.com	9 9	1.5 1.9	50	retained executive search for the non-profit sector	1984 1 1	Jay V. Berger CEO, Managing Partner (818) 507-1234
34	<b>Scott Public Relations</b> 21201 Victory Blvd. Canoga Park 91303 scottpublicrelations.com	9 9	NA NA	100	public relations and marketing experts in health care, insurance professional services and technology	1987 1 1	Joy Scott CEO, President (818) 610-0270
35	<b>J-n-K Services Inc.</b> 5700 Cahuenga Blvd. North Hollywood 91601 jnkservices.com	8 8	1.0 1.0	100	commercial and digital printing, graphic design, and mailing services	1988 1 1	Jave M. Tripp CEO (818) 505-8155
36	<b>Drizen-Dohs Corporate Communications</b> 9555 Cozycroft Ave., Suite 100 Chatsworth 91311 drizen-dohs.com	8 8	NA NA	100	public relations	2000 1 1	Ruth Drizen-Dohs CEO (818) 772-9555
37	<b>Equis Staffing</b> 27001 Agoura Road, Suite 160 Calabasas 91301 equisdifference.com	7 7	8.0 7.9	100	placement of IT and accounting/finance professionals	2006 1 1	Carrie Nebens President (818) 444-0100
38	<b>Caulipower</b> 16130 Ventura Blvd., Suite 400 Encino 91436 caulipower.net	7 2	NA NA	80	food manufacturer	2016 1 1	Gail Becker CEO (410) 627-5948
39	<b>U-Frame-It Gallery</b> 6203 Lankershim Blvd. North Hollywood 91606 uframeitgallery.com	7 7	NA NA	100	custom picture framing	1976 2 2	Adrianna Cruz President (818) 781-4500
40	<b>America Translating Services Inc.</b> 27893 Smyth Drive Valencia 91355 americatranslating.com	5 5	0.9 0.8	100	translation services	1984 1 1	Rosa A. Steventon President (661) 294-9040

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Researched by David Nusbaum



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