

WOMEN MAKING
A DIFFERENCE

2008 HONOREES

Business Owner/CEO of the Year:
MARTHA DE LA TORRE, El Clasificado

TWENTY years ago, Martha de la Torre became the founder of El Clasificado, a free, Spanish-language publication, almost reluctantly. The 30-year-old CPA who had drafted the business plan for a free, weekly shopper for Los Angeles's Spanish-speaking community, and whose intent was to be the sweat equity investor, was forced to proceed as the paper's founder when her investors went bankrupt.

Ten years later, with Martha as CEO, El Clasificado has begun to see significant success after key changes were made to the business plan and distribution method. The company's 2007 revenues are listed in excess of \$11 million, with a work force of over 100. With the acquisition of Al Borde, an edgy Latin alternative publication, the company under de la Torre's leadership has been named one of the fastest growing companies in Los Angeles by Hispanic Business, ICIC-Inc. Magazine, and the Los Angeles Business Journal.

Martha is currently helping to enrich her community as an active participant on three nonprofit boards: the Los Angeles County Education Foundation which focuses on K-12 education, Los Angeles Child Guidance Clinic which provides mental health services for underprivileged children, and on Loyola Marymount University's Mexican American Alumni Association which helps provide scholarships for qualified and deserving LMU Undergraduate Latino and Latina students.

Martha de la Torre has come a long way since drafting her business plan in 1988. She has single-handedly made El Clasificado one of the most important Hispanic publications in LA. Her tireless dedication and personal commitment to make her company thrive has often served as an inspiration to her employees, and are what helps make her Business Owner of the Year.

**Executive of the Year:**
DIANE B. DIXON, Avery Dennison

As Senior Vice President of Corporate Communications and Advertising for Avery Dennison Corporation, Diane B. Dixon is responsible for the strategic direction and management of all aspects of corporate communications programs, including financial, shareholder and investor communications, corporate and brand advertising, employee communications, media and community relations, charitable contributions, corporate and brand identity and communications with worldwide operating divisions.



Dixon makes a significant difference to the world outside of her corporate position as well. Her commitment to inspiring leadership and motivating others to improve their community prove how deeply she embodies this statement. As Chair of United Way Women Leaders, she has led a comprehensive effort to inspire philanthropic leadership among other businesswomen.

Dixon and Women Leaders spearheaded the first Women Leaders Summit that convened a diverse group of female leaders to examine key challenges facing low-income women in Los Angeles County. In addition, she is a member of the United Way of Greater Los Angeles Board and a member of the prestigious Tocqueville Society. Her support of the broader organization helped the United Way raise almost \$60 million in funding last year.

Dixon is a member of the Board of Directors for ALS of Greater Los Angeles, KCET and the Los Angeles Area Chamber of Commerce, as well as the executive committee of the Women's Leadership Board of Harvard University's John F. Kennedy School of Government, to name but a few. Her effective decision making, commitment to inspiring leadership in others, and determination to make our community a better place make Diane Dixon a richly deserving Executive of the Year.

Rising Star of the Year:
MICHELLE BHOLAT, UCLA Family Medicine

MICHELLE Bholat, MD, MPH is the first Latina vice-chair of the UCLA Department of Family Medicine and one of Los Angeles' fastest rising stars. Bholat believes that healthcare is a basic human right and she is doing her part to make that right a reality.

She is the main architect behind UCLA's International Medical Graduate (IMG) Program that has garnered front page headlines this year. The program is designed to remedy California's short-fall in physicians, particularly those with Spanish fluency, by training unlicensed Latino IMGs in the US to become board certified physicians.



At the heart of Bholat's business model is the belief that improving communication between doctors, patients, and healthcare institutions is central to delivering better care and outcomes. Her emphasis on communication is a consequence of the disconnect she felt with her healthcare providers when she was a teen mom on Medi-Cal. Working her way up the healthcare ladder from a nursing attendant with a GED to a medical director, Bholat set out to bring a more culturally and class sensitive approach to the business of medicine.

Bholat became one of the first graduates of UCLA's Executive Master of Public Health Program in Healthcare Policy and Administration, and now sits on the advisory board.

Bholat is currently the Public Health Commissioner for the 4th district in LA County and was given the LA County Department of Health Services Recognition of Service Award for "Excellent Leadership and Tremendous Dedication to Our Community and Patients." In sum, Bholat is a successful role model for the Latino community and all women professionals.

Philanthropist of the Year:
JULIA GOUW, East West Bank

JULIA Gouw serves as the Vice Chairman of the Board and Chief Risk Officer of East West Bank, the second largest commercial bank based in Los Angeles. Named one of the 25 most powerful women in banking four times by *U.S. Banker* magazine, she has made her mark in the industry. In fact, during her tenure, the bank has grown from \$400 million in total assets to \$12 billion.

Gouw inspires women and girls to set high standards for themselves and see the importance of giving back to their community. As a member of United Way Women Leaders Steering Committee, she has been dedicated to inspiring businesswomen to take a stake in their community by pooling their time, talent and resources to improve the lives of thousands of individuals and families. Last year alone, she helped Women Leaders raise almost a million dollars to help L.A. County's poor.



Julia's kind spirit and strong commitment to give back may be seen in other ways as well. She was the founding Chair of the Executive Women's Advisory Board for the Iris Cantor-UCLA Women's Health Center. She also established an Endowed Chair for Mood Disorders Research at the David Geffen School of Medicine at UCLA.

Julia lends her time and leadership to a number of nonprofit boards. She currently serves as a member of the Board of Visitors of the David Geffen School of Medicine at UCLA, Board of Directors of The UCLA Foundation, Board of Directors of Huntington Hospital and Board of Trustees of Saint John's Health Center Foundation. Julia Gouw is the Philanthropist of the Year for her impassioned commitment to making a difference in the lives of others.

Volunteer of the Year:
JAN CLOYDE

As the former Executive Vice President and Director of Banking Services at City National Bank, Jan Cloyde helped the bank become a premier mid-sized bank focused on middle market entrepreneurs. Her leadership helped the bank achieve national recognition when *Greenwich* placed it among the top three banks nationwide in overall banking services and cash management. To add to these accomplishments, Cloyde was also named as one of *U.S. Banker's* most powerful women in banking.



Equally impressive has been Cloyde's unselfish commitment to the community. She currently serves on the Board of Directors of United Way of Greater Los Angeles, and has lent her expertise in strategy and planning to help develop United our action agenda to address our community's challenges. Cloyde also serves as a member of United Way Women Leaders Steering Committee.

Cloyde serves on the Executive Committee and Board of Directors of People Assisting the Homeless (PATH), and is an Emeritus Board Member of Big Brothers/Big Sisters of Greater Los Angeles. She was a Founding Board Member of the L.A. Chapter of the Susan G. Komen Breast Cancer Foundation, a Member of the President's Council of the National Breast Cancer Coalition, and Founding Member and immediate past Chair of the Executive Advisory Board to the Iris Cantor-UCLA Women's Health Center.

Jan Cloyde's unselfish commitment of time and talents have not only made a difference in the lives of the less fortunate in our community, but also served as an inspiration to others. She has rightfully earned her place as the Los Angeles Business Journal's Volunteer of the Year.

Non-Profit Owner/CEO of the Year:
ELISE BUIK, United Way of Greater Los Angeles

ELISE Buik has served at the United Way of Greater Los Angeles (UWGLA) since 1994 and made history in March 2005 by becoming the first female president and CEO of UWGLA. Her dedication to philanthropy, social and economic issues, and tackling poverty in Los Angeles County are evident in her accomplishments.

Under her leadership, the UWGLA has transformed from its historical fundraising role into a community impact organization that identifies social issues, convenes experts, partners with other organizations and crafts innovative solutions. Her philanthropic philosophy and dedication has led to the launch of a strategic 10-year Action Plan in order to tackle the new face of poverty.

With a plan that will focus on the three critical issues impeding the social and economic trends in Los Angeles County, Buik is dedicated to meeting basic needs of the community, improving educational achievement and helping families gain financial stability. She has dedicated her efforts to identifying social issues and seeking solutions to make a difference in our future by uniting public, private, business and non-profit sectors to come together in their efforts to move more people out of poverty and improve the quality of life in Los Angeles County.

Buik presently serves as a Senior Fellow for the UCLA School of Public Affairs, on the advisory board for the USC School of Policy, Planning and Development Master of Public Administration program, on the board of UNITE-LA, an affiliate of the Los Angeles Area Chamber of Commerce, and on the board of Southern California Grantmakers. She was recently given the "Modeling Exceptional Leadership" award by Korean Churches for Community Development. She served on Mayor Antonio Villaraigosa's transition team. Add to all this award for being this year's Los Angeles Business Journal's Non-Profit Owner/CEO of the Year.

