



NAWIC

National Association of Women In Construction
Region 12 - Southern California
Chapter 110 - San Gabriel Valley
www.nawic110.org

The Rose Gazette

Volume 9, Issue 9

May/June 2007

CALENDAR OF EVENTS

- * **May 9 General & Board Meeting**
- * **June 5 Board Meeting**
- * **June 20 Industry Appreciation Night**
- * **July No meetings**
- * **August 7 Board Meeting**
- * **August 18 Chapter Birthday Party**
- * **September 4 Board Meeting**
- * **Sept 5-8 Annual Convention in Orlando, Florida**
- * **September 12 General Meeting**

President's Message from Daphne Masin

Happy May and for you moms' I hope you all had a Happy Mothers Day. Hello to everyone!

The Ventura Chapter did a wonderful job hosting Forum. There was representation at Forum from each Chapter. The festivities were many and fun was had by all! I am pleased to announce that the San Gabriel Chapter received 3rd Place in our Block Kids Events of the 8 Chapters that participated. Thanks again to Maria, Patti and everyone for your time and efforts. We also received an award for our participation in WIC Week. How encouraging it was to hear that each Chapter in Region 12 participated. It's that participation that truly represents NAWIC's true strengths and commitment!

Five of our eight Scholarship applicants attended our General Meeting on May 9th to give a short speech on their qualifications and why they should receive the Barbara Curtin Memorial Scholarship Award. Awards will be presented at Industry Appreciation Night in June 20th.

I want to remind the Chapter members to return their nomination ballots to Patti Rascon if you haven't already. Our last garage sale was a HUGE success thanks to everyone. And the best part was we decreased the number of pallets of items from 12 to 2. Gwen bought many of the woman's clothing to the woman's shelter Wings and we just made so many "Deals" that the public just couldn't resist. This helps to rotate our Garage Sale inventory.

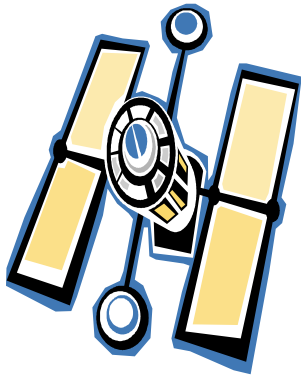
Industry Appreciation Night on June 20 promises a "far out" presentation by Julie Webster with JPL. Her topic will be "*Cassini-10 Years in Flight and Just Beginning*". The location will be Domenico's Italian Restaurant in Arcadia. We will also celebrate our Block Kids winner, Scholarship, Member of the Year, WIC Week and Board Election results. Check our website for more details.

Remember to sign up for Summer Conference hosted by the San Diego Chapter. The dates to remember are July 13th-14th, 2007. Also mark you calendar for September 5-8, 2007 for the Annual Convention being held in Orlando, Fl.

Thanks and have a Great May.

All Welcome!

**You are invited to attend
San Gabriel Valley Chapter #110
Industry Appreciation & Awards Night**



June 20, 2007

Featuring Julie Webster with JPL

“Cassini - 10 Years in Flight and Just Beginning”

Other program highlights to include:

- * **Block Kids Presentation**
- * **Barbara Curtin Memorial Scholarship Awards**
 - * **Member of the Year**
 - * **WIC Week Project**
 - * **Board Election Results**

**Domenico's Italian Resturant
251 N. Santa Anita Ave., Arcadia
(626) 574-7433**

Please RSVP to Gwen Garis at (909) 985-7688

6:00 No host cocktails, 6:30 dinner \$32..00 per person



Fun in the Sun!

Sponsored by NAWIC San Gabriel Valley
#110

Spend a week at a beautiful 5 Star Resort

Pueblo Bonito in Cabo San Lucas

- * Timeshare holds up to 6 people and is overlooking the beach
- * You have a choice of going the week of June 16, 2008 or June 16, 2009
 - * Airfare is not included
- * \$20.00 per ticket-only 250 tickets will be sold

Save the date:

4th Annual Conference
Groundbreaking Women
in Construction:
Building Leadership

October 4, 2007

The Palace Hotel, San Francisco

For more information:

<http://www.pecklaw.com/gwic2007/>

Quote of the Month:

“ Money isn’t the most important thing in life, but it’s reasonably close to oxygen on the “gotta have it” scale.

-Zig Ziglar

Garage Sale June 2, 2007 @
Mc Aloney Enterprises for more info
contact Daphne @ 626/303-3835

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Business Briefs...

What the Turnaround Ace Knows

George Cloutier talks about how entrepreneurs can avoid startup pitfalls and set their companies up to profit right from the start

by Karen E. Kline

In his 21 years as a business turnaround expert, George Cloutier, founder and CEO of American Management Services, has seen just about every kind of business failure imaginable. After reviewing 6,000 companies in hot water, Cloutier says, he's concluded that 90% of failures are due to bad management.

Business owners who are lax, unengaged, fearful, or in denial will never run successful companies, he says. Cloutier spoke recently to Smart Answers columnist Karen E. Klein about how entrepreneurs can avoid startup pitfalls and set their companies up to profit right from the start. Edited excerpts of their conversation follow.

Why do businesses fail?

Because they don't make a profit. Profits aren't everything—they are the only thing. With 90% of our clients, we install a cash management system. They don't have cash flow plans, and they don't budget.

Let's say your company's going to make \$100,000 a year, or \$1,400 a week after taxes. You put that amount on a spreadsheet, and you work up a budget. It's not that tough.

Yet most business owners whose companies go under point to lack of funding as the cause.

If you're out of money, it's usually because you're a bad manager. Of course there are exceptions, but in more than 80% of our clients we find they have not managed their resources correctly.

For instance, we did business with a lock and key company. They had \$1 million worth of keys in their inventory but no system of keeping track of them. All the keys were different—they couldn't identify which ones were selling and which were not.

So the company's assets were all tied up in these keys, and a lot of them were the wrong keys. You can't finance your way out of problems like that, you have to manage your way out of them.

Does bad management typically begin at business startup?

It may start right at the beginning, or it could be that business owners have some early success, then get carried away and get lazy or become distracted. Even though your business is doing wonderfully, you can't spend all your time playing golf. You still have to work 60 to 70 hours a week to be a successful entrepreneur. Companies just don't run themselves.

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Business Briefs continued

What are the specific hallmarks of failing to manage successfully?

Not doing financial statements honestly and accurately each month is the real killer. If you're in school, and you get a bad report card, you know you have got to change those Ds and Fs if you want to graduate. In business, you've got to look at the report card and make changes if you want to succeed. But you can't make those changes if you don't have financial statements, or the ones you have are not accurate.

So, don't include receivables that you're never going to collect, don't fantasize about sales that are never going to happen. Look at your profit and loss and cash flow statements in the cold, hard light of day.

Don't make excuses; don't deny bad news. Face the problems and figure out why you're losing money. Either your prices are too low or your product costs are too high. Deal with that right away. Don't implement a plan that will reduce your losses in six months, because you'll go out of business before then.

Is it human nature to want to deny or put off tough decisions?

Tough decisions usually involve confrontations, and most people don't like those. But my mother used to tell me to eat my vegetables first, and that's what I tell clients.

We all have things we don't want to do or we shy away from: Increase prices on our biggest clients, fire an employee who's not doing the job. It's easy to delay or procrastinate, but it's much better to make a checklist of those tough things, do them, and then move on.

Time is money, and procrastinating wastes your money. Every day you let that situation continue or keep that ineffective employee on the payroll, it's costing you money.

How do employee issues lead to failure?

Many small businesses—and even big businesses—fail to demand top performance from their employees. If someone bills themselves in an interview as the best salesman since sliced bread, hold them to it! They should be as good as they say they are.

The same goes for your suppliers, manufacturers, distributors, and anyone else you work with. You're paying them to deliver excellent performance, and if they don't, you have to find someone else who will.

Again, it's tough because people don't want to have confrontations. But if you want to be a business owner, you're going to have to confront people, and if you can't handle that, you're going to fail.

The other thing about managing employees is that most business owners don't have pay-for-performance policies. If a potential employee asks for \$35,000 a year, give them \$30,000 with the option to earn \$40,000 if they do well.

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Business Briefs continued

It will be worth your money to pay 25% more if you get the performance level you want out of that employee. If other employees complain, you tell them they can earn just as much if they perform just as well.

What additional management errors do you commonly run into?

There's way too much emphasis right now on business owners needing to delegate. When you're a small-business owner you do have to delegate, but you can't abdicate. Ultimately, you're responsible for the company and you have to stay on top of things.

Even after you've delegated something crucial to an employee, you have to circle back regularly and make sure you're getting the right performance in that area. Don't blame others for their shortcomings if you didn't bother to follow them closely enough.

I tell clients there are no bad employees, just bad owners. If an employee isn't working out, you have to get rid of him. If you're too busy to notice something's going wrong, you're not managing your time correctly or working hard enough.

If your business is in danger of failing, should you bring in a consultant?

If you bring a consultant in, make sure you're paying them to get a new system implemented. Don't just pay for advice—you can get loads of that for free.

Consolidating the advice and implementing it is the hard part. Get someone in who can really help you get your hands on the problems and change them. We spend 80% of our time at clients' companies working with management and employees, doing training, and hiring and firing.

Karen E. Klein is a Los Angeles-based writer who covers entrepreneurship and small-business issues.



Just for laughs....

Apples and wine

Women are like apples on trees. The best ones are at the top of the tree. Most men don't want to reach for the good ones because they are afraid of falling and getting hurt. Instead, they sometimes take the apples from the ground that aren't as good, but easy. The apples at the top think that something is wrong with them, when in reality, they're amazing. They just have to wait for the right man to come along, the one who is brave enough to climb all the way to the top of the tree.'



Now men.. men are like fine wine. They begin as grapes, and it's up to women to stomp the *^^^ out of them until they turn into something acceptable to have dinner with.

Share this with all the good apples you know.



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President

115 North El Molino Avenue
Pasadena, California 91101
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(626) 583-2442 • FAX (626) 577-9645
email: mthorsen@ruleco.com

Crawford & Bangs, LLP

A Limited Liability Partnership

Shaaron A. Bangs
Attorney

1290 E. Center Court Dr.
Covina, California 91724
Ph 626-915-1641 Fx 626-332-5604
Direct Line 626-858-4204
E-mail SBang@BuildersLaw.com Website www.BuildersLaw.com

Riverside Office
Ph 951-788-4309
Fx 951-788-4364



NAWIC

National Association of Women in Construction

Golden West Gunitite Inc.
Gwen Stone
President

108 Loma Pl.
Upland, CA 91786
E-Mail gwen.stone@worldnet.att.net

office 909-985-7688
fax 909-985-1848
lic. # 450444



Lic. #484418

KIM SMICK

Human Resources Manager
Corporate Secretary

2649 Stingle Avenue
Rosemead, CA 91770

(626) 288-6170
Fax (626) 571-6817
E-Mail: kims Mick@irishteam.com

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pmungerer@ku-law.com

KAMINE UNGERER LLP
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Daphne Masin
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Fax: 626-301-0996
Email: daphne@mcAloney.com
11775 Clark Street, Arcadia, CA 91008

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