

# SAN FERNANDO VALLEY BUSINESS JOURNAL

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## BUSINESS WOMEN OF THE DECADE 2002-2011

On February 16th, the San Fernando Valley Business Journal was proud to host the 10th Annual Women in Business Awards Reception. To celebrate this milestone, we looked back at the 120 past honorees and identified ten as business women of the decade. This special section features the past honorees and gives our readers a closer look at the ten professional business women who were chosen for their continued success and business savvy.



## The San Fernando Valley Business Journal's Business Women of the Decade!



**Bitia Ardalan**  
*Executive Vice President, National Specialized Lending Group Union Bank, N.A.*

Bitia Ardalan has been with Union Bank since 1986 when she joined the management training program. Over the years she has held various management positions including most recently as an executive vice president overseeing commercial banking for the Greater Los Angeles division.

Ardalan oversees the sales, marketing and credit management of several of the bank's fastest growing national growth specialties including commercial finance, environmental industries and fund finance, that underwrites the needs of sponsored investment funds including bridge capital and subscription facilities. Her group is also responsible for the geographic expansion of commercial banking and the identification and development of new high-potential niches for the bank.



**Sue Bendavid**  
*Shareholder Lewitt Hackman*

After receiving a "women in business award" from the SFVBJ in 2005, Sue Bendavid moved on to become the President of the San Fernando Valley Bar Association. As the President, she created new initiatives for the association, including the Explorer Post, which was designed to introduce high school students to the field of law. Businesswise, she acts as her firm's Employment Department Chair and major shareholder.

Per the requirements of her positions, she provides daily consulting and litigations, as well as defends wage and hour class actions on the behalf of clients and employees concerning claims and exposures that number in the 40-50 million dollar range. Furthermore, she is a frequent guest lecturer at USC and has been named a "super lawyer" every year since 2006.



**Jane Boeckmann**  
*Treasurer Galpin Motors*

Jane Boeckmann is currently the treasurer for Galpin Motors, Inc., as well as the official Interior Designer for all of their facilities. Boeckmann is also the current President of the Los Angeles based-firm, World of Communications, Inc., which is the former publisher of the Valley Magazine and L.A. Brides.

She has also held board and officer positions with a number of civic affiliations including the First 5 L.A. Proposition 10 Commission, the Valley Industry & Commerce Association, the Economic Alliance of the San Fernando Valley, the Los Angeles County Music & Performing Arts Commission, and the University of Southern California. Her past civic services have earned her a number of awards, including Humanitarian Award, the Free Enterprise Award, and the Women of Vision Award.



**Jolene Koester**  
*President California State University, Northridge*

2010 marked Dr. Jolene Koester's tenth year as the President of California State University, Northridge (CSUN), which is one of the largest and most diverse universities in the nation—with a student body of well over 36,000 and a staff of nearly 4,000.

During her time as President, Dr. Koester has increased enrollment and donor support, expanded facilities, and celebrated the University's 50th anniversary. Recently, she has also led the development and construction of the Valley Performing Arts Center (located at CSUN), with seats nearly 1,700 and will host a number of culturally significant theater and artistic performances and displays.



**Mitzi Like**  
*CEO LBW Insurance & Financial Services, Inc.*

Mitzi Like is the CEO and Managing Partner of LBW Insurance & Financial Services, Inc., and has more than 30 years experience in the property and casualty insurance industry. She is currently the vice chairman of major gifts for the Henry Mayo Newhall Memorial Health Foundation and a member of the National Associate of Women Business Owners.

She and her husband, Randy Moberg, support the College of the Canyons as members of the Chancellor's Circle. LBW Insurance was ranked #11 on the list of the largest women owned businesses by the San Fernando Valley Business Journal.