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LABJ Poll

What is your opinion of New Year's resolutions?

- I don't make them.
- I make them but don't keep them.
- I make them and keep them

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Posted date: 12/22/2008

Playing the Trump Card

By CHARLES CRUMPLEY
LOS ANGELES BUSINESS JOURNAL STAFF

Patricia Gracia, president of Hispanic advertising agency Power Media Group in Santa Clarita, was in a restaurant recently finalizing a deal with a client when a man approached and asked if her group was enjoying lunch.

Gracia noticed immediately that the man was "polite and very cultured." But there was something else. Something familiar.

"I looked again and said, 'Oh, my God, it's Donald Trump!'" she recalled.

Gracia does not believe it was mere coincidence that The Donald appeared as Power Media was signing a joint-venture agreement.

"At that meeting we had a strong aura of prosperity and the power of the Hispanic market," she said. "I believe Donald Trump felt that, so he approached."

Well, maybe. Of course, it helped that the meeting occurred in Palos Verdes at the Trump National Golf Club.



One of the Girls

The scariest thing Kristi Heicke has ever done? That's easy. A couple of years ago she left a successful career to start a non-profit mentoring program for girls 11 to 15 in Long Beach.

"I knew I wasn't happy," Heicke recalled of her career as a sales director for a small manufacturer. "I was working, traveling, stressed; I looked horrible day and night. I just thought something's got to change."

So the 40-year-old mother of three left behind a \$100,000 annual salary and sank \$75,000 of her own money into her new organization called Girlfriends.

Today she oversees four group meetings a week for about 100 girls covering such topics as money management, conflict resolution, self-esteem, knitting, "a little bit of everything – it's kind of a one-stop shop."

There are still some scary moments, such as when she thinks about her income. "Some days I get really panicked, but if I stress out about the money I'll just lose the passion."

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WEEKLY EDITION

December 22 - January 4, 2008



Trying Times

Analysts and local business executives expect that the financial problems felt in Los Angeles will continue to take a toll in 2009.

Namvar Hatches Another Plan for Reimbursement

Embattled businessman Ezri Namvar is working to repay his investors and stay out of bankruptcy court.

Merger Frenzy Sweeps Through Aid Associations

More non-profit organizations hope that by merging operations they can save money.

WEEKLY EDITION

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