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VALLEY INDUSTRY ASSOCIATION'S

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# Winter Wonderland

VIA BASH  
NOVEMBER 8, 2014

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# 2014 VIA NOMINEES

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Laura Kirchhoff, Child & Family Center

## RISING STAR

Capital Office Products  
Mellady Direct Marketing  
SCV-TV  
SOS Entertainment  
Storm Water Resources

## VIA VOLUNTEER OF THE YEAR

Bob **Comer**, Bob Comer Print Sales  
Chris Schrage, LBW Insurance & Financial Services

# 2014 VIA BASH

## WELCOME AND INTRODUCTIONS OVERVIEW OF EVENT

Chris Chapleau, American Business Machines and  
Chairman of the Board, Valley Industry Association and  
Kathy Norris, CEO/President, Valley Industry Association

## SPONSOR RECOGNITION

Hillary Broadwater, QM Design Group, VIA BASH Committee Chair  
Debi Acker-Zolnoski, Circle of Hope, VIA BASH Co-Chair

## VIA VOLUNTEER OF THE YEAR AWARD

Presented by:

Kathy Norris, CEO/President, Valley Industry Association

## VIA EDUCATION FOUNDATION PRESENTATION

Laura Kirchhoff, Child & Family Center and Chairwoman, VIA Education Foundation  
Diana Meyer, Logix Federal Credit Union and Chairwoman, VIA Vice Chair of Education

## VIA RISING STAR AWARD

Presented by:

Chris Chapleau, American Business Machines and  
Chairman of the Board, Valley Industry Association

## SHOWCASE OF STUDENT ART AND PRESENTATION OF STUDENTS

Presented by:

Hillary Broadwater, QM Design Group and  
Chairwoman, VIA BASH Committee and  
Gail Pinsker, William S. Hart Union High School District

## VIA BUSINESS OF THE YEAR AWARD

Presented by:

Tim Burkhart, Six Flags Magic Mountain and  
VIA Vice Chair of Programs

## LAST CALL FOR SILENT AUCTION

## VIA PARTNER OF THE YEAR AWARD

Presented by:

Jill Mellady, Mellady Direct Marketing and  
VIA Vice Chair of P.R. and Marketing

## MUSIC AND DANCING WITH BLUE SKY



## FROM THE CEO/PRESIDENT

The 2014 VIA BASH celebrates you! Whether you are a longtime member deeply involved in our history or a relatively new member preparing to help us create our future, please let me extend a sincere thank you for your support.

Established in 1981, VIA is proud of its long history in the Santa Clarita Valley, and even more proud of the tremendous group of members we work with each and every day. Tonight, we have the honor of presenting some very special award to VIA members of distinction. As we honor our Volunteer of the Year, Rising Star and Business of the Year, we bear in mind the hundreds of other companies that make up this organization. The VIA BASH honors all of you.

With more than 30 years of supporting business in the Santa Clarita Valley, the Valley Industry Association has continued to see growth, and the best is yet to come. We are firmly invested in the vitality of the Santa Clarita Valley and we carry a special philosophy: To move quickly in identifying and satisfying member needs.

VIA continues to forge partnerships with leading area business organizations and are proud to be on the forefront of emerging technologies. We are engaged in meaningful discussions and have developed a

collective voice for business.

We are especially proud of our education programs and the 2014 VIA BASH Event showcases the work of the VIA Education Foundation and our Connecting to Success Program. Each year, 60+ business professionals join us to train more than 2500 high school students in important workforce readiness skills that will allow them to better enter the world of work.

If you're not a member yet, why not? Ask a member how VIA has helped take them to the next level. I am confident you will find VIA to be a strategic partner in your business success.

Enjoy the evening and thank you for being part of VIA's significant past, laudable present and promising future.

*Kathy Norris*

Kathy Norris  
CEO/President  
Valley Industry Association



*The founder of JC Penney once said "Growth is never by mere chance; it is the result of forces working together."*

It was with that mantra that I entered the 2014 year as Chairman of the Board. In the last 12 months I had the opportunity to see that in action by VIA's involvement in a variety of important programs that yielded substantial benefits for our membership.

Through this process I have come to the realization that what James Cash Penney must have also saw was that this growth occurred both on an individual level as well as an organizational level! This year was one in which I found myself having to face numerous challenges and yet realizing that both at American Business Machines, as well as at the Valley Industry Association, I was surrounded with all these great people who were looking to accomplish the same goals.

So much of what us as members of VIA see happens at the luncheons, B2B, Connecting 2 Success, and other high publicity events. However, what I saw in the last 12 months was a loyal band of directors, committee chairs, and staff members who thought daily about the Valley Industry Association and how they may better serve the organization. I wanted to give a specific thank you to Andrea McAfee for all your help in preparing our financial reports (and always recruiting!), Jeanne Duarte for being an incredibly generous new addition (and landlord!!), and Anna Frutos-Sanchez for courageously offering

to take the helm next year. To Kathy, Nancy, Naomi, the rest of the board, the volunteers, Grace Baptist Church, Hart District, COC, the City, and the many others who contributed great things to us this year – THANK YOU!

And to help continue strong into the new year, I would like to remind you to help us continue our focus on increasing Collaboration with our local partners, continued Advocacy to help bring sensible solutions to local and regional issues, the increased building of relationships to help promote business growth, and as always a determined focus on helping support the educational needs of our local community; businesses and our youth alike.

*Chris Chapleau*

Chris Chapleau  
2014 Chairman of the Board  
Solutions Consultant, American Business Machines  
cchapleau@abm1.com / 661-912-1398

## VIA BASH CHAIR & CO-CHAIR

Together with Kathy Norris and our VIA Bash volunteers we have blended our talents, imagination and creativeness to bring you this year's VIA Bash, Winter Wonderland.

We extend a huge thanks to all of the sponsors whom without your support this event would not be a success. To all of the Bash volunteers who took time from their daily schedules to help and be the voice of the BASH, THANK YOU! And to all of you here, thank you for your dedication and commitment to VIA and the VIA Education Foundation.

We anticipate your evening to be exceptionally elegant; filled with fun and frolic as you experience the Magic of a Wintertime Fantasy.

May your memories forever be present.....



Hillary Broadwater  
President, QM Design Group



Debi Acker-Zolnoski  
Board of Directors, Circle of Hope, Inc.

## Special Thanks to the 2014 VIA BASH COMMITTEE

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Debi Acker-Zolnoski, Circle of Hope

### COMMITTEE

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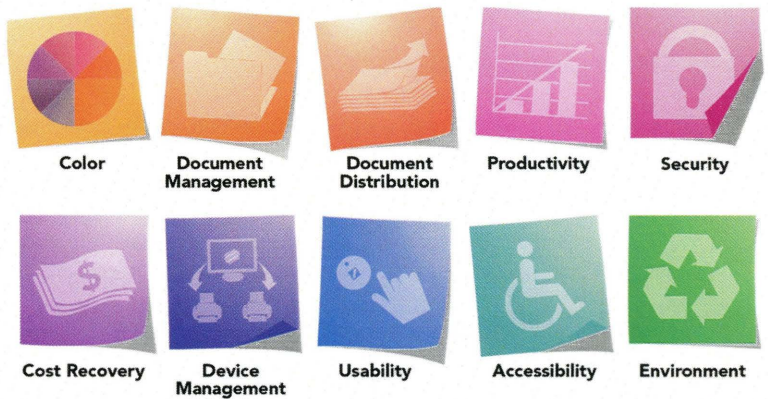
Taylor White, Storm Water Resources



Local band Blue Sky will provide the musical mood and the after dinner dance excitement for the 2014 VIA BASH.

A Santa Clarita favorite, Blue Sky is a five-piece group that plays for the simple love and passion of music. Playing together for more than 8 years, they perform songs that reflect their past but also fit perfectly into the present. Blue Sky will present versions of some of the best classic rock, pop, and R&B you've heard, along with some you haven't. Blue Sky never just performs songs note for note – they bring something special to each one and give it a flavor all their own. From the whisper of a ballad to high-energy dance goodness, Blue Sky does it all.

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## Thank You

*to each and every member, without whose support this year would have been a great challenge. I wanted to give a special thank you to Kathy, Nancy, Naomi as well as the Board of Directors for all the kindness they have shown me. I look forward to working with each of you for decades to come...my door is always open!*

Chris Chapleau, 2014 Chairman of the Board  
Solutions Consultant, American Business Machines

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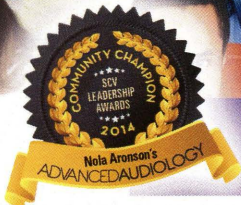


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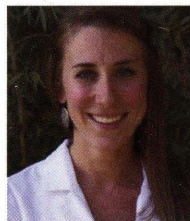
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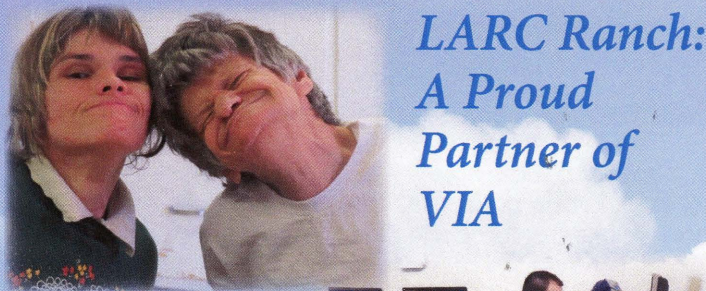
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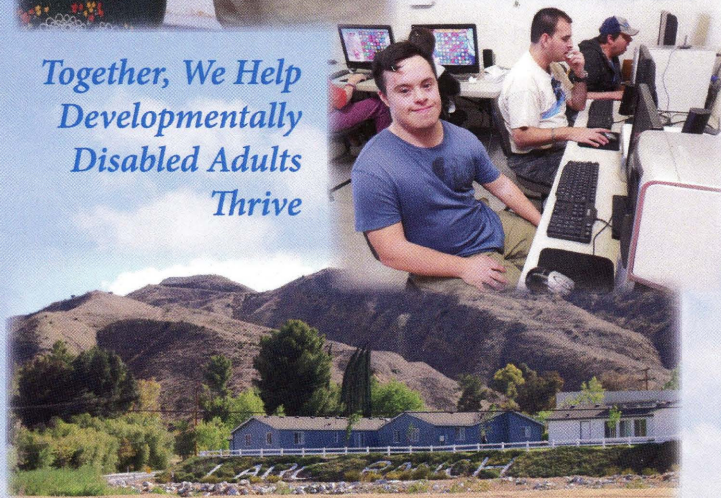
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# STUDENT ART



Geordy Gonzalez  
12th Grade  
Bowman High School



Sara Aranda  
12th Grade  
William S. Hart High School



Maria Hinojosa  
11th Grade  
William S. Hart High School



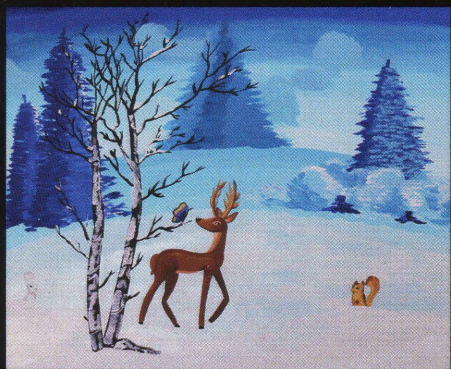
Paola Mondragon  
12th Grade  
William S. Hart High School



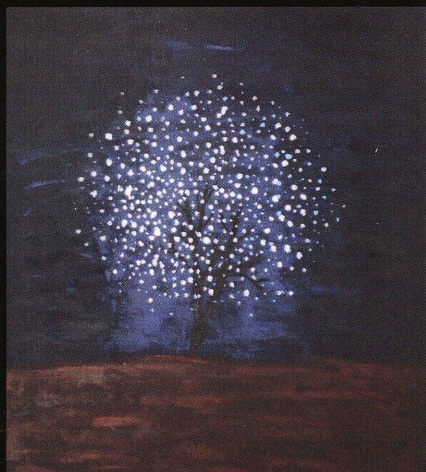
Natalie Hartel  
12th Grade  
William S. Hart High School



Alyson Bataille  
11th Grade  
William S. Hart High School



Namita Shyam  
7th Grade  
La Mesa Junior High School



Sheridan Mott  
12th Grade  
William S. Hart High School

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Laura Kirchhoff (1)  
Jeanne Duarte (2)  
Andrei Nikitin (2)  
American Family Funding (4)  
Joe Klocko (1)  
Kathy Klocko (1)  
Brian Klocko (1)  
Britt Klocko (1)  
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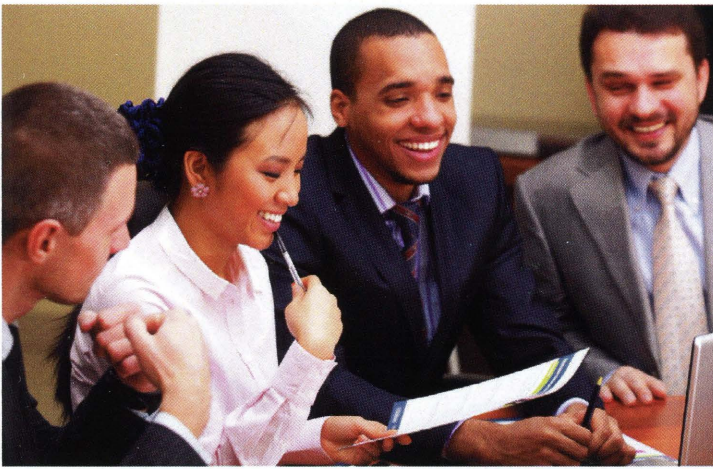
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# HISTORY CONNECTING TO SUCCESS



In March of 2002 the Valley Industry Association (VIA) conducted their bi-annual CEO Forum – focused on Education. Nearly 100 business leaders met to discuss training and retraining needs for existing employees, as well as educational needs for the emerging workforce. An overwhelming theme for “Basic Business Conduct” skills emerged, identifying the need for entry level employees entering the workforce to be equipped with fundamental skills and work ethics. Specifically, this included interviewing skills with appropriate dress, punctuality, clear and concise communication and interpersonal skills, job responsibility, teamwork and customer service understanding. Verbal and written communication skills, problem solving, decision-making, organizational skills and strategic level thinking were also desired.

Soon afterward, the Valley Industry Association Education Committee met to discuss and develop a means to satisfy these important needs. A training program for high school aged students was strongly suggested. In an effort to move forward with solutions, the Education Committee reviewed portions of Junior Achievement’s Success Skills program and found it had much to offer. Unfortunately, the program was too lengthy for local high schools to add to an already aggressive curriculum.

The VIA Education Committee wanted to consider the possibility of amending the program into an intensive training, off-site “seminar” for high school students and scheduled a planning session with representatives from Junior Achievement. Through a very special collaboration between the VIA Education Committee, Junior Achieve-

ment, and local educators, “Connecting to Success” was born. Designed as a three subject, day long “seminar” pilot program loosely based on “Success Skills” and the needs of local business leaders, the program was presented to several hundred juniors from Valencia High School in November of 2003. Facilitated by local business professionals, Connecting to Success provides a value to students they wouldn’t ordinarily access. This training is offered by their future employers and presents unique insight into the world of work.

The 2003 Connecting to Success program involved the entire junior class at one local high school, with 500 students in attendance. Each year, the program has expanded in the sheer number of participating students and the demand from other Santa Clarita Valley high schools to be included in the program.

The 2014 program, representing the twelfth year of Connecting to Success is currently in process. Nearly 2,500 students from the William S. Hart Union High School District are participating, requiring three days to cover all the students wishing to attend the program. Over the years, job fairs and internship competitions have often been added to the day’s activities, helping students get a jump start on their entry into the world of work.

Since 2003, we’ve watched Connecting to Success develop in a variety of other areas, and even other states! We are extremely proud to have piloted such a successful program right here in Santa Clarita. The program continues to grow, with additional high schools added each year. Sixty to eighty business professionals participate in

the training process each season. Connecting to Success is truly an advantageous training program for our future workforce.

In order to effectively manage the remarkable growth of this program, the Valley Industry Association realized a stand alone 501 © (3) non profit organization would be necessary to support the program. In 2007, the VIA EDUCATION FOUNDATION was born. Since that time, the foundation has been successful in receiving grants for the program from entities such as Southern California Edison, Citibank, The Newhall Foundation, US Bank, State Street Foundation and others. Contributions from the business community of the Santa Clarita Valley have also helped the program grow.

In the fall of 2013, and again in 2014 VIA premiered the program with brand new, updated curriculum, created and copyrighted by the Valley Industry Association Education Committee as follows:

Building Your Image for Success  
Ethics: Doing the Right Thing  
Money Smarts

The Valley Industry Association’s ultimate goal is to ensure that every high school junior within the Santa Clarita Valley experiences the Connecting to Success program. The innovative seminar has become a national model, and in other formats is now being offered in various cities across the nation. The entire cost of the Santa Clarita Valley program is covered through local support and grants garnered by the Valley Industry Association.

As the program continues to grow, budgetary concerns grow as well. Each year the program has grown, with an ultimate objective to reach all 4,500 11th graders in the Santa Clarita Valley. This growth increases programs costs dramatically each year. With that in mind, VIA created a special, not for profit foundation, the VIA Education Foundation (Tax ID No. 45-5239130) to align ourselves for educational grant opportunities. In addition, both the VIA Education Foundation and the Valley Industry Association work hard to fund this important workforce readiness program through grants, special fundraising events and corporate and personal contributions.

For more information, please contact Kathy Norris, CEO/President of the Valley Industry Association: (661) 294-8088 or by email: [kathy@via.org](mailto:kathy@via.org).



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A DJ is performing at a party. The scene is dimly lit with blue stage lights. A large, arched structure with glowing lights is visible in the background. A disco ball hangs from the ceiling. The DJ is wearing a dark t-shirt and is positioned behind a DJ booth. Other people are visible in the background, some looking towards the DJ.

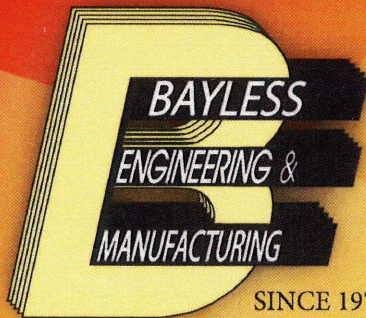
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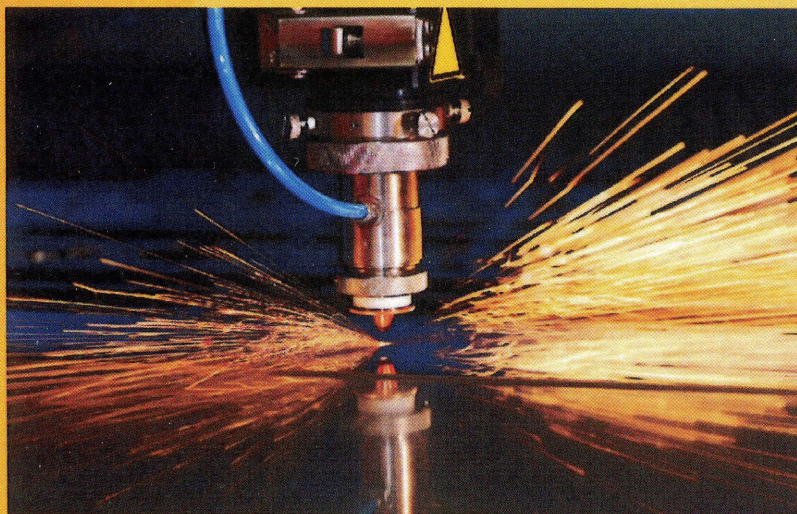


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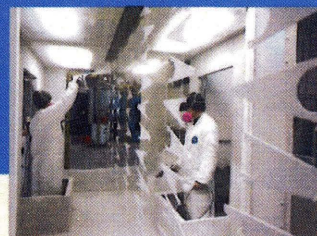
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