

City National Opens Dialogue with Valley Businesses

BANKING: Bank develops new advisory board to better serve region's business owners.

By **MARK R. MADLER** Staff Reporter

City National Bank has formed an advisory board of San Fernando Valley region professionals and leaders to keep bank officials in touch with what entrepreneurs and business owners need to be successful.

The 11-member board is one of 14 advisory groups City National has in the western United States. It will meet three times a year with the next session taking place in October.

The board consists of people from diverse industries and backgrounds with established ties to the business community, said **Scott Aney**, a senior vice president and moderator of the group.

"When you put a group of people together they feed off each other and it creates a better dialogue than you get one-on-one," Aney said.



Stefko

The group's first meeting, held in May, got the group off the ground and helped to establish the direction it wants to take, Aney said.

Dave Stefko, a senior vice president with construction services firm Eberhard in Van Nuys, has served on similar boards

in the past and has found that he learned a great deal listening to others discuss their business practices.

Aney:

'When you put a group of people together they feed off each other and it creates a better dialogue.'

Whether one is a contractor or an accountant, there are recognized concepts used in business of how to treat employees and customers, and City National officials can benefit from hearing these, Stefko said.

"The bank uses the panel to gather concepts from these successful businesses that they can apply to other companies they have as clientele," Stefko said.



Georgio

Jon Georgio brings the perspective of the president of a medium-size landscaping business with 1,100 employees and more than \$100 million in revenues.

With good credit and a strong cash position, Georgio's Gothic Landscape Inc. in Valencia has different needs from a bank than a similar sized building struggling financially.

The biggest challenge that a mid-size business faces is when banks fail to see them as a unique enterprise, Georgio said.

"They should not be lumped in with other businesses in their industry," Georgio said.



Aney

The give and take format of the meetings means that both sides come away with new information.

"The more they know the better (it is) for them, and (it) makes them more competitive," Aney said. "It

helps them build their personal worth in their companies."

Members of the San Fernando Valley Regional Board for City National Bank

Marion Chappel - CFO, Republic Indemnity Co. of America, Encino

Karen Davis - vice president, finance, California Lutheran University, Thousand Oaks

Robb Evans - chairman and CEO, Robb Evans & Associates, Sun Valley

Jon S. Georgio - president, Gothic Landscape Inc., Valencia

Calvin Hedman - president, Hedman Partners, Valencia

Spencer L. Karpf - CEO, Software Management Consultants, Glendale

Art Lopez - president, North American Security, Los Angeles

Pegi Matsuda - publisher and president,

San Fernando Valley Business Journal, Woodland Hills

Dutch Ross - president, Economic Resources Corp., Lynwood

Steven Shapiro - president, Summit Business Management, Encino

Dave Stefko - senior vice president, Eberhard, Van Nuys

Source: City National Bank



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