



Women in business

The women featured in the following pages have quite a bit in common. Each of these San Joaquin women is a pillar of the community: intelligent, business savvy, and successful. These women are exemplary of the type of people that fill our community, people that are looking to make a change, to better themselves, or to better our surroundings. Read on to meet these admirable women.

WOMEN IN BUSINESS

SADYE REISH, JESSICA KRABLIN, AND VALERIE ZOCCOLI

Account Executives

San Joaquin Magazine

95 W. 11th St., Ste. 206, Tracy, (209) 833-9989

www.sanjoaquinmagazine.com

Representing the leading magazine in the San Joaquin Valley as account executives means interacting with community business leaders every day and keeping up with the latest news and trends in our area. Sayde Reish, account executive and former soccer player at UOP, says, "I love meeting new people, and working for *San Joaquin* magazine provides ample opportunity to do exactly that. I have amazing clients—each with different advertising needs—so my job is always fun, interesting, and ever-changing." Sayde works along-side Valerie Zoccoli, experienced sales executive and wife of the publisher Tony Zoccoli, and Jessica Krablin, the newest member of the *San Joaquin* sales team. Jessica says, "*San Joaquin* magazine is the best resource that has happened to the Central Valley. We knew San Joaquin was a great before, but now we are reminded of it in style."



WOMEN IN BUSINESS



LISA STARKEY

PDC the Boutique

115 S. School Street (Woolworth Shopping Center), Lodi, (209) 333-7777

PDC the Studio

710 N. Yosemite Street, Stockton, (209) 298-4029

A graduate of Academy of Art University in San Francisco, Lisa Starkey-Laber followed her dream of becoming a photographer/interior consultant and founded PDC, Photography & Design Concepts, in 2005. PDC The Boutique houses the work of more than one hundred up-and-coming artists from all over the world, as well as the work from a select group of local artists. From clothing, graphic art, paintings, decoupage, photographs, and jewelry, to simple items such as hand-made pin wheels; it is all lovingly supported by Lisa in her shop, where one can find "a little bit of everything." While the photography portion of PDC is temporarily on hold, PDC The Studio continues to provide interior consulting for commercial and residential spaces.

Through the evolution of both The Studio and The Boutique, one thing has remained a constant: the love and support of Lisa's clients and other local business owners. "The Lodi community has been incredibly gracious and loyal, just like my Stockton clients, so opening The Boutique here has been a welcoming transition."

For Lisa, PDC is all about the opportunity to inspire people. Be it from a photograph, a paint color or a special gift from her boutique, she loves what she does and feels blessed everyday because of it. Lisa is also happy to announce that the online store, PDCTheBoutique.com, will go live this fall. Until then, visit lisastarkey.com for more information.

WOMEN IN BUSINESS



ERICA COMBS

More Heart Than Talent Publishing, Inc.
6507 Pacific Ave., Ste 329, Stockton, (800) 208-2260
www.mhtpublishing.com

Erica Combs—internationally recognized speaker, life and success coach, and published author—founded More Heart Than Talent Publishing, Inc. in 2004 when she saw the opportunity to create a publishing company that focused on assisting first-time authors.

“It all started when my husband wrote an amazing inspirational book, sent it out to more than one hundred publishing companies across the nation, and was told that though his message was great, the book didn’t fit within their ‘marketing plan’.”

More Heart Than Talent specializes in developing first-time authors whose books focus on personal development, self-help, motivational, business, and inspirational messages. As of today, More Heart Than Talent has published eleven books, two of which were written by Erica—*Women in Power* and *21st Century Selling Secrets*. The company currently has seventeen projects in the works, including a motivational book for children, kindergarten through sixth grade, that is being written and illustrated by children within the same age range.

As a publishing company, More Heart Than Talent offers its authors complete turn-key book creation, ghost-writing services, editing, cover design, internal layout of the manuscript, marketing and distribution for twelve months, and a promotional booth at a three-day event for more than one thousand entrepreneurs. “At More Heart Than Talent, our goal is to create a mutually prosperous and reciprocal collaboration with each of our authors.”

WOMEN IN BUSINESS



Helena Monica and her husband Mark

HELENA MONICA

Bikram Yoga Stockton

2341 Pacific Avenue, Stockton (209) 948-9642 www.bikramyogastockton.com

When Helena Monica took her first Bikram Yoga class in early 2003, she had no idea that it would completely transform her life. It has relieved her of back pain due to scoliosis, helped her lose weight, and given her the strength and confidence to accomplish her dream of starting a health-based business. The unique practice of “hot yoga” also introduced Helena to her husband and business partner, Mark Monica—an avid yoga practitioner who shared in her dream of changing peoples’ lives through health and fitness.

A busy professional, Helena was amazed to find that as she left class, the stress from her day was completely drained from her body. “After one week of practicing Bikram Yoga, I told myself I was going to open a studio in my community so that I could provide this service to my family, friends, and neighbors. My desire to have a positive effect on peoples’ lives was a huge driving force for me. For three-and-a-half years I practiced Bikram Yoga diligently, five to six times a week, with the dream of opening my own studio as a constant thought in the back of my mind.”

With substantial help from both of their families and the support of the Stockton community, Helena and Mark made their dream into a reality and opened Bikram Yoga Stockton in April of 2008.

WOMEN IN BUSINESS



TAWNIA MONTOYA

Bay Valley Accounting Professionals

612 W Eleventh St., Ste. 101, Tracy, (209) 832-2997

www.bayvap.com

Tawnya Montoya was born and raised in San Bernardino, California and move to the Bay Area over thirteen years ago. She is a college graduate with a Bachelors Degree in Business Administration, with option in Accounting. She has over thirteen years of accounting experience in the public and private sectors, working with for profit and non profit businesses. She is the owner of Bay Valley Accounting Professionals that offers Bookkeeping and Tax Services and BayPay Inc that offers Payroll Services. She is also part owner in Bottom Line Medical Billing and Collections. She believes the secret to her success are great clients, a supportive family and a dedicated staff. Tawnya models both her personal and professional life after the famous quote "Carpe Diem – Seize the Day."

Client's who come to the Law Offices of Sabrina Schneweis-Coe are looking for high attention to detail, strong legal knowledge, as well a personal touch. "We are passionate about helping families, individuals and couples create happy and secure futures."

Sabrina Schneweis-Coe and Loris L. Bakken provide comprehensive, highly personalized counsel in estate, tax, charitable and business planning, including special needs planning. They also provide mediation on various matters, including mediated family law. The firm's mission is to help families, individuals and couples plan for life, deal with death and resolve conflicts. They serve their clients by first listening and ascertaining the client's goals, dreams and concerns. Then they work with their clients to develop a plan that reflects each individual client's unique situation, while putting their knowledge and experience to work for the client's benefit.



SABRINA SCHNEWEIS-COE AND LORIS L. BAKKEN

Law Offices of Sabrina Schneweis-Coe

1806 W. Kettleman Lane, Suite 1, Lodi, (209) 339-9196

www.ssc-lawoffice.com

WOMEN IN BUSINESS

SONIA CASAS

Bellas Bridal Shop

1744 Pacific Ave., Stockton (209) 464-2735
www.bellasbridalshop.com

The Shadow Oaks

7555 Pacific Ave., Stockton (209) 477-5547

The new Bellas Bridal Shop on the miracle mile is all about great customer service and exclusive lines of wedding dresses and formal apparel that no one else in the San Joaquin Valley carries. The original Bellas Bridal Shop that opened four years ago was an epiphany for me. I had always been interested in the fashion industry. So when the opportunity arose I jumped on it. The Shadow Oaks Steakhouse was a dream come true. I remember as a young person coming to the old Shadows—how much fun and exciting it was. It reminded me of Frank Sinatra; so cool. In recent years it had fallen on hard times. When I found out it was being sold I didn't hesitate to buy it. Restoring an old icon has been a revelation and a pleasure. We hope to see you soon.



LORNA CROOKS, TANDY GOTSCHALL, AND CAROLE MITSUDA

Midori's Décor

2819 W. March Ln., Stockton, (209) 473-4700
www.midorisdecor.com

When Lorna Crooks and Tandy Gotschall opened Midori's Décor in 2006, they asked Carole Mitsuda, an artist with twenty years retail experience, to help them create a shopping experience with a Eurasian flair.

Midori's Décor imports hand selected Chinese furniture from the Ming Dynasty as well as reproductions and more modern accent pieces. They also offer interesting gifts for you, your friends, and your home (with spectacular free gift wrap). They have holiday and hostess ideas from Aromafloria to Zulugrass. "We are small enough to keep the store looking fresh and current," says Mitsuda. "We also have furnishings at our warehouse in Stockton for our customers and designers if they prefer to see items before we bring them into the store."

Hours are Monday – Friday 10 am–6 pm
Saturday 10 am–5 pm. Closed Sundays. Additional hours are available by appointment.

WOMEN IN BUSINESS



RAFAT S. RAZI, DMD, MPH **Pediatric Dentistry**

2160 Grant Line Rd., #130, Tracy (209) 834-1307
www.dentists4kids.com/dr/razi.htm

Dr. Rafat Razi has many accomplishments as today's woman in business. She is the owner of her practice, specializing in Pediatric Dentistry, in a beautiful state-of-the-art office in Tracy, CA. She graduated from the Harvard School of Dental Medicine and the Harvard School of Public Health in Boston Massachusetts. She completed her Specialty training in Pediatric Dentistry at the University of Rochester's Eastman Dental Center in upstate New York. Furthermore, she served as Assistant Professor in Pediatric Dentistry at Columbia University in New York City. Throughout her education, training, and faculty position, Dr. Razi has researched many dental topics and has publications in scientific journals. Her expertise in her specialty is over ten years.

Dr. Razi, a wife, and mother of two children, balances her home life with her growing practice. "Our team is well-trained to treat the dental needs of infants, children and adolescents in a caring, nurturing, environment. Our office uses the latest dental materials, nitrous oxide, and digital radiography." As a clinician, educator, researcher, wife and mother, Dr. Razi has successfully become a well- rounded, accomplished, woman in business.

LINDA WILCOX **RE/MAX Real Estate Center**

2311-A Tracy Blvd., Tracy, (209) 832-2020
2333 W. March Lane, Suite A, Stockton, (800) 585-5439
www.lindawilcox.net

A resident of Tracy, California, Linda Wilcox has had a passion for assisting people with their homes for many years. Having received an interior design degree, she has extensive experience managing projects of all types and sizes. She has worked with many prominent clients, major department stores, and the San Francisco Design Center. In 1999 at the suggestion of her clients, her passion for real estate became a reality. Her clients are attracted to her reassuring communication style, her creativity, and ability to help them achieve the home of their dreams. She is currently a general managing broker at RE/MAX Tracy.

Linda's philosophy of service is displayed by her involvement in many organizations including Tracy Sunrise Rotary (incoming president 2008-2009), Tracy Brighter Christmas, and Tracy Wildlife Association.



WOMEN IN BUSINESS

Classic Design Floor to Ceiling is a beautiful interior design showroom providing professional design services and products for new and remodeled kitchens, baths, floors, and custom interiors. It is owned by a woman, staffed by women, and aimed toward women.

A spacious showroom displays products, and the design staff pulls samples together so you can see your entire project from floor to ceiling at one time, in one location. From there, you will receive project management, installation, and after-care service, all of which are guaranteed to take the stress away.

"Women tend to make the purchasing decisions for their homes, so I wanted to create an environment where they would feel comfortable and able to complete all their projects under one roof. I know how valuable time is these days, and picking out your interiors while dodging forklifts shouldn't be your only option for convenience." –Tiffany Gomes, Owner



Karen Beus, Jan Hoffman, Elaine Fisse, Tiffany Gomes, Cathy Marshall, Justine Miller

TIFFANY GOMES

Classic Design Floor to Ceiling

2303 South Stockton St., Lodi, (209) 334-4060,

www.classicdesignftc.com



SUSAN MEYERS

Indulgence Salon

7610 Pacific Ave., Ste B, Stockton, (209) 478-5859

I have lived in Stockton since 1972, and worked as a RN at Dameron and St. Joseph's hospitals until 1993. After this rewarding but intense career, I wanted to work, but at something very different; and it had to be fun. Thus the concept for Indulgence Salon was born. This is my second salon, and I learned a lot from owning my first. I was able to achieve my goal of an up-scale, but fun and warm salon in October 2008, when Indulgence Salon opened for business in "Hammer Ranch Center". So stop by, meet our caring staff, see our products for sale, and have some fun. Indulgence you really can afford!!!

WOMEN IN BUSINESS



**LORI WAGNER AND
ZANNA CURRY**
HBW – Wagner, Curry &
Associates, LLC
1110 W. Kettleman Lane, Suites 31 & 32,
Lodi (209) 365-1400



At HBW – Wagner, Curry & Associates, LLC, we offer real solutions to real challenges. Most people with financial struggles do not seek help because they think they cannot afford it. In many instances, we are able to reposition money already being spent to ensure individuals and families are properly protected and on the right road to retirement. Every family can benefit from our complimentary financial planning. We are also having extraordinary success helping families save their homes from foreclosure.

Lori lives in Lodi with her two children—Julia, 16, and Joshua, 14. Zanna and her husband, Paul, live in Lodi with their five-year-old daughter, Dani. Zanna and Lori are on the board of Women, Children & Family Service Charities of America. They are also heading up a new initiative in California to help kids who age out of the foster care system.



**KAY SKARLOKEN-
CLAXTON**
Ocean Avenue
Bed and Bath

211 Lincoln Center, Stockton
(209) 956-2500
www.shopoceanavenue.com

Kay Skarloken-Claxton does everything with heart. Seventeen years ago, she was hired as Food Service Manager for

Dameron Hospital. Kay brought creativity to each event, with a flair for detail. Kay's entrepreneurial spirit drove her to leave Dameron to purchase her own shop, Ocean Avenue Bed and Bath. Her loyalty and love of Dameron Hospital never stopped and she was always the first to offer to help with events. In the fall of last year, Kay was hired by the Auxiliary to manage the Dameron Gift Shop for patients, friends, and families. In both her association with Dameron, and her ownership of Ocean Avenue Bed and Bath, Kay infuses life and vibrancy into all that she does, caring so much for women, and making everyone feel welcome and at home.

**CARRIE
TRAMMELL**
Something Simple

7610 Pacific Avenue
Stockton • (209) 476-0400

Just because life can be complicated, it doesn't mean your space has to be. Think of the sense of relief and empowerment you feel just after you've cleaned your bedroom.

Your clothes are where they're supposed to be, you have space to walk around, and everything is in its place. Now extend that feeling into the rest of your surroundings; your home, garage, even your workplace. Think this is all just a daydream? Visit Something Simple. We are a local retail store that specializes in custom organization systems for your home and office. Our personal approach to making your life easier by removing the clutter, optimizes any space to its full potential. We even help clients learn organization using custom storage, premium wire systems, carts, and more so that you have time to get back to the basics of life.



WOMEN IN BUSINESS

MELINDA GARCIA, ESQ.

Garcia and Gurney
612 W Eleventh St., Ste. 101, Tracy, (925) 468-0400
www.garciagurney.com

Melinda Garcia helps businesses compete in today's market, providing both transactional and litigation services to her clients. As a transaction lawyer, Ms. Garcia possesses the expertise to competently advise businesses with respect to employment issues, intellectual property, business organization, real estate acquisition, commercial leasing, mergers and acquisitions and international business transactions. As a litigator, she regularly appears in California state courts and private forums such as arbitrations and mediations.

Ms. Garcia has received recognition for her work as a business attorney and as a humanitarian in the local communities. She is committed to developing network opportunities for her clients and participating in the growth of the legal and business community. She maintains offices in Tracy and Pleasanton where she offers consultations in both English and Spanish.



ERICA BARTLES
Along the Way
145 N. Lincoln
Center, Stockton,
(209) 951-3100

Erica Bartles is an educator and owner of Along the Way Educational Materials and Toys. As a first grade teacher and business owner, she is dedicated to the education of our children. Along The Way was established three years ago and just recently made the move to Lincoln Center. With Erica's thirteen years of experience teaching at Commodore Skills School, she has a first-hand look at current teaching trends; which easily transfers to the products she carries in the store. With her husband Steve, a co-owner and Principal, and two children, Kate, 9, and Zach, 6, it's no wonder she has a passion for bringing unique educational products to our community.

JOHANA MARTZ, SARAH KLINE, AND KAT MARTZ

**Kat's Cakes and Kesters
Cake Decorating
Supplies**

503 W. Harding
Way, Stockton, (209)
466-CAKE (2253)
www.katscakes.com



This mother-daughter business has quickly built a reputation as the place to go for custom cakes and specialty supplies. The cakes—always from scratch—are the creations of Kat Martz, who began her career seven years ago in the Bay Area. Kat, her mother, Johana, and sister, Sarah, purchased Kester's Cake Decorating Supply last spring. Long-time customers immediately took notice, as the trio gave the shop a facelift and shook up the staid business with contemporary designs, modern flavor combinations and detailed fondant work. "This is a family business, with many customers who are also like family!" Kat says.

WOMEN IN BUSINESS

LINDSAY DALONZO AND CATHY LAGORIO

Wish List: A Fashion Lounge
2111 Pacific Ave., Stockton, (209)
466-4126

Open nearly four years, Wish List owners Lindsay Dalonzo and Cathy Lagorio have created a unique shopping destination on the Miracle Mile in Stockton. With a focus on customer service they have added in-house personal shopping, style consultations and custom jean fittings to their boutique which already boasts a fun, energetic atmosphere and great clothing lines you won't find anywhere else in the area.



DEBORAH SKINNER

Academy of Performing Arts
124 W. Tenth St., Tracy, (209) 830-9297
www.apaoftracy.com



Following her career as a professional dancer and choreographer, Deborah Skinner earned a Bachelor of Arts Degree in dance from UC Irvine, a Master of Arts Degree from Mills College, and has completed extensive post graduate work in educational psychology. Ms. Skinner has taught at Ohlone College, Mills College, California State University Hayward, and UC Berkeley. Ms. Skinner is an accomplished choreographer and a skilled coach. Many of her students have gone on to be talented and working professionals in the dance arena. Ms. Skinner is founder and director of Children's Dance Theatre as well as Heartwork's Early Education Program, a highly successful preschool that teaches kindergarten readiness skills through traditional, didactic methods as well as music, movement, performing arts, and creative problem solving activities.

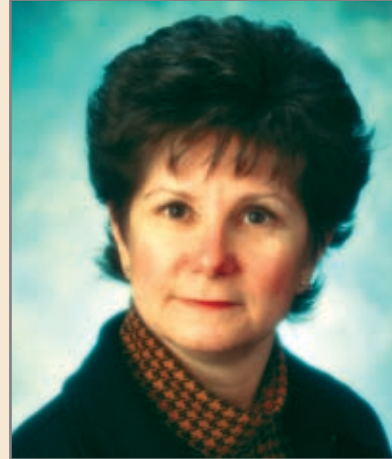
WOMEN IN BUSINESS



ROE TRAPASSO BRIDGES
Fabio's Restaurant

88 W. Tenth St., Tracy, (209) 836-2012, www.fabios.biz

To Roe Trapasso Bridges, owner of Fabio's Restaurant, the restaurant business is a family affair. Working alongside her husband and three daughters, Bridges proudly serves Italian dishes created from family recipes passed down through the generations. As a Soroptimist, She is proud to provide Tracy community outreach, and support the people of the city through sponsorships and services. The restaurant has the feel of a family gathering every night, as a place where people can relax and talk to one another in a comfortable and welcoming atmosphere, all while enjoying the freshest ingredients and meals, prepared as they are ordered.



PENNY VAN DER MEER
Willson and Company

612 W. Eleventh St.,
Tracy, (209) 832-2997
www.willsonco.com

Penny van der Meer, EA, owner of Willson & Company, has been preparing tax returns for individuals, small businesses, and non-profit organizations since 1982.

Taxpayer representation is a passion of Penny's. An Enrolled Agent since 1996, she represent her clients before the Internal Revenue Service on all tax related matters including federal and California audits of personal and business tax returns, filing for an offer, and compromise and obtaining installment agreements for clients with collection issues.

Penny has a Series 6 and 63 securities license and a California insurance license enabling her to assist her clients in retirement and estate planning.



MAYWELL L. INONG, D.D.S.
General and Cosmetic Dentistry

4568 Feather River Drive,
Suite E, Stockton
(209) 477-9105,
www.inongdental.com

Since graduating from University of the Pacific School of Dentistry, San Francisco, in 1999, Dr. Maywell Inong has completed several advanced and continuing educational courses to assure that her patients receive the most comprehensive and innovative dental care. Dr. Inong and her staff strive to provide quality dental service in a professional, caring, efficient and safe environment. They work hard to maintain an upbeat and harmonious atmosphere where patients feel comfortable and at ease.

"It is our goal for each patient to achieve a lifetime of optimal dental health. We feel that the best way to ensure this is through a lifelong dental relationship with our patients."

ROBIN DECOITE
Creative Crafters
Vintage Nook

238 W. Harding Way,
Stockton,
(209) 547-1073



When the window of opportunity is just right, your heartfelt dream just might come true! Just ask Robin DeCoite, retired Preschool Teacher, professional volunteer, longtime crafter, and now owner of the Creative Crafters Vintage Nook. Over thirty-five crafters and antique dealers have set up artful 'nooks and crannies' blending handcrafted items and vintage collectibles and antiques. In the 'Craft Reference Library' customers can sip tea in china cups while pondering their next extraordinary project. Customers can also sign up for workshops and classes offered. Even though times are hard and some say its the worst time to start a new business, Robin feels blessed how everything has come together.