

Newsmakers



Mescobi

Accounting

Tammy Mescobi has been promoted to director of media and public relations at NSBN LLP, a Beverly Hills-based certified public accountant and business consulting firm. Mescobi

was most recently marketing manager with the firm.

Advertising

Campbell-Ewald, an advertising and marketing communications agency, has hired **Patrick T. Early** as senior vice president. Early was previously strategic planning supervisor at Rubin Postaer & Associates, an advertising agency.

Claire Browne has joined Rubin Postaer & Associates as vice president and director of media insights, research and accountability. Browne was formerly director of research at National Cable Communications in Los Angeles.



Browne

Miller Group, a marketing and advertising firm, has named **Jay Matsueda** as account supervisor. Matsueda was previously an account manager at Donat/Wald, a marketing and communications agency in Santa Monica.

Getting Back Into Ad Game Proved to

As the new executive producer and managing director at David and Goliath in El Segundo, **Carol Lombard** will oversee the advertising agency's broadcast ads, which span television, radio, and online media. The agency handles the advertising campaigns of Kia, Universal Stu-

for Lombard is being able to shape a smaller agency as it grows.

It took some time to find an advertising job that suited her. After graduating from USC with a degree in business administration she started in copywriting, but quit because she didn't enjoy having people critique her ideas. Next she tried account management, but felt it stifled her creativity. So she went back to get a master's of fine arts at California State University, Fullerton before getting back into the ad game.

Lombard attributes her success in advertising to her belief in the medium. She uses advertisements to find products in her everyday life.

"Their short content is great for my short attention span," Lombard said.

Since she has lived in Southern California her whole life, she loves working for local businesses, such as the print and billboard campaign she did for the Dodgers at Y&R.

"It's always nice to help the community and local businesses," Lombard said.

Lombard lives in Huntington Beach. She says the commute isn't as bad as everyone

Featured Newsmaker

dios, Applebee's and more.

Lombard comes to the firm, known as DNG, from competitor Y&R Brands where she served as executive producer and worked with many high profile companies such as Land Rover, Mattel and El Pollo Loco. While her position there was similar to the one she now holds, she felt switching companies was a good move.

"I was pretty happy there but then I got the call from David and Goliath, and positions like that don't open up easily," Lombard said. "I decided I wanted to go to a smaller, privately held agency."

The most exciting part of the new position

Architecture

Nathan Bishop has been promoted to the position of associate at Koning Eizenberg Architecture, an architecture firm in Santa Monica. Bishop was most recently a design consultant at the firm.

Altoon + Porter Architects LLC has promoted the following senior associates to principals: **David V. Green, Frederick P. Kerz, Mitchell Lawrence, Kenneth R. Long** and **Douglas B. Meyer**. The following associates were promoted to senior associates: **Tom Bastis, Richard L. Kuei, Paul Li, C.K. Lim** and **Monica Owen Vergara**. The firm has

also promoted the following members to associates: **G. Matthew Buckles, Sandra Cervantes-Caraballo, David Hall, Andre Helfenstein, Greg Keating, Tymon Ros** and **Joanna Wong**.

Banking & Finance

Ernst & Young LLP has promoted **Karen Angel** and **Kim Vogler** to directors, **Dan Buchler, Suzanne DeJong, Mark Sogomian** and **Steven Schechter** to partners, and **Nancy Chan** to executive director. Angel and Vogler were previously associate directors. Buchler, DeJong, Sogomian and Schechter were most

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LABJ forum

Hot Titles

Summer vacations are traditionally a time for folks to hit the beach – and catch up on their reading. Of course, many people are going to be enjoying paperback thrillers. But some will be keeping up with what's going on in their industry sectors. So the Business Journal asks:

Will you be reading this summer for business or pleasure?

Steven M. Shori

*Chief Executive
UnionBanc Investment Services*

I have been reading different industry periodicals and magazines relating to securities, investment, and bank insurance, and I plan on continuing to do so. If I get any time for casual summer reading, I'll probably work through a couple James Patterson novels.

Patrick T. Early

*Senior Vice President
Campbell-Ewald*

I read The Economist every week, and I take great pains to keep up with all the latest issues. There's also a business book I'm dying to crack open that's written by someone I used to work for, John Steele. John is the guru of strategic advertisement and marketing and a master of communication, and he has a new book out, "Perfect Pitch," which I can't imagine will disappoint in any way. I've also just ordered a new biography on Albert Einstein.

Tammy Mescobi

*Director of Media and
Public Relations
NSBN LLP*

I'm interested in doing summer reading that relates to my line of work – anything that could help me grow in what I do. I'd like to read more on PR trends and different marketing trends. I'm planning to read "Blogosphere: Best of Blogs" by Peter Kuhns and Adrienne Crew. As for pleasure, I like reading books on travel, so that I can read up on places before visiting them. At the firm, I'm also part of a book club that reads mostly fiction and inspirational books. Some of the books we've selected for the summer include "Black and Blue" by Anna Quindlen and "Steps and Exes: A Novel of Family" by Laura Kalpakian.



Mescobi

Robert Mena

*Director of Student Affairs
Southwestern Law School*

I'm finishing up my doctorate of education so I will be reading for my course work and for my dissertation. I'm focusing my dissertation on the impact of learning communities on the social integration and retention of Hispanic students on college campuses. All the material that I'll be reading relates strongly to my work, since I'm the director of student affairs and I work with a lot of students from Hispanic and other minority backgrounds. I usually read for pleasure also, but I don't think I'll have much time for that, because I'm just too busy with all my other reading.

Frederick Yang

*Vice President of Finance
Gemstar-TV Guide International Inc.*

I will be reading Michael Michalko's "Thinkertoy." This book reveals creative thinking techniques for approaching and solving problems in unconventional ways. The techniques discussed in this book are divided into linear techniques, which allow for the manipulation of information to generate new ideas, and intuitive techniques, which show how to find ideas by using intuition and imagination. Once the techniques are put to use, one would find that creativity is not an accident or something that's genetically determined. It's the result of one's intention to be creative.

Jay Matsueda

*Account Supervisor
Miller Group*

Recently, I've been reading a lot of books about environmentalism. Al Gore's film "An Inconvenient Truth" really resonated with me, and ever since I saw it I've tried to learn more about the Green movement and what people can do to lessen their footprints on the planet and live in a responsible way. A lot of my reading has inspired me to take action in a number of ways, both personally and in business-related matters.

Howard Fine
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Daniel Miller
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Zainabu Bryant

ADMINISTRATION

CONTROLLER

Nancy Schwartz

ACCOUNTS RECEIVABLE MANAGER

John Cottrell

ACCOUNTS PAYABLE SPECIALIST

Alesia White

ASSISTANT TO THE PUBLISHER

Beth Theriac

RECEPTIONIST

Erin Schauer

OFFICES

5700 WILSHIRE BLVD., SUITE 170,
LOS ANGELES, CA 90036
(323) 549-5225 FAX 549-5255

WWW.LABUSINESSJOURNAL.COM

