



**CONGRATULATIONS to  
Our Client Organizations and  
Latest Placed Candidates!**



**David Eads**  
Executive Director & CEO  
Tournament of Roses



**Scott Hipert**  
Chief Executive Officer  
Los Angeles Universal Preschool



**Leona Hiraoka**  
Chief Executive Officer  
KEIRO Health Services



**Mike Buczkowski**  
Chief Marketing Officer  
UCLA Extension



**Milinda Martin**  
Chief Operating Officer  
United Way of Greater LA



**Joseph Pulido**  
AVC Marketing Operations  
Brandman University



**Rachel Pell**  
AVP News & Media Relations  
Penn State University



**Natalie Dyenson**  
VP, Food Safety & Quality  
Dole Food Company

To close out 2016 and kick-start 2017, Berkhemer Clayton would like to thank you, our clients and friends, for being essential to our business success now for 23 years. Our retained executive search firm has stood the test of time. We have survived and thrived through major recessions and significant disruptions in the retained search industry. We send you our gratitude this holiday season.

We are pleased to announce our latest executive placements at client organizations: Brandman University, Dole Food Company, Keiro Health Services, Los Angeles Universal Preschool, Penn State University, UCLA Extension, United Way of Greater Los Angeles and Tournament of Roses (Rose Parade and Rose Bowl Game). Before we recruited these executives to their new positions cited under the photos above, David Eads was EVP/COO of the Los Angeles Area Chamber of Commerce; Scott Hippert was CEO of Parents As Teachers National Center in St. Louis, MO; Leona Hiraoka headed interactive media at the National Education Association in Washington, D.C.; Mike Buczkowski owned a digital advertising agency in Chicago, IL; Milinda Martin was Vice President of National Community Investment at Time Warner Cable, Los Angeles, CA; Joe Pulido managed marketing strategy at Toyota Motor Sales USA, Torrance, CA; Rachel Pell was SVP, Group Manager at Ketchum in New York, NY; and Natalie Dyenson was head of Food Safety and International Compliance at Walmart in Bentonville, AR.

Our client organizations are corporations, universities and large nonprofits that engage us to find senior-level candidates. Most are currently employed and would not be "looking" for a new position. That's the primary difference between "retained" executive search and recruiting online. Postings and recruitment sites are effective for mid-level jobs, not for recruiting executives for specific leadership roles.

When it comes to CEOs, C-suite executives, VPs, Directors, we are still the go-to source for Corporate Communications, Investor Relations, Brand Marketing, Corporate and Nonprofit Management and Board Searches. We are proud of our diversity track record: 62% of placed executives over 23 years have been women and ethnic minorities. Our staff is multi-lingual and multi-ethnic, and we always include diversity strategy in every search. And we save valuable time for our client organizations.

We also place women directors on corporate boards, both through standard board searches and a new practice we invented, "Reverse Board Search" where corporations hire us to proactively place their C-suite women on outside corporate boards [[CLICK HERE](#) for more information].



# Thank you, Debbie Reed!

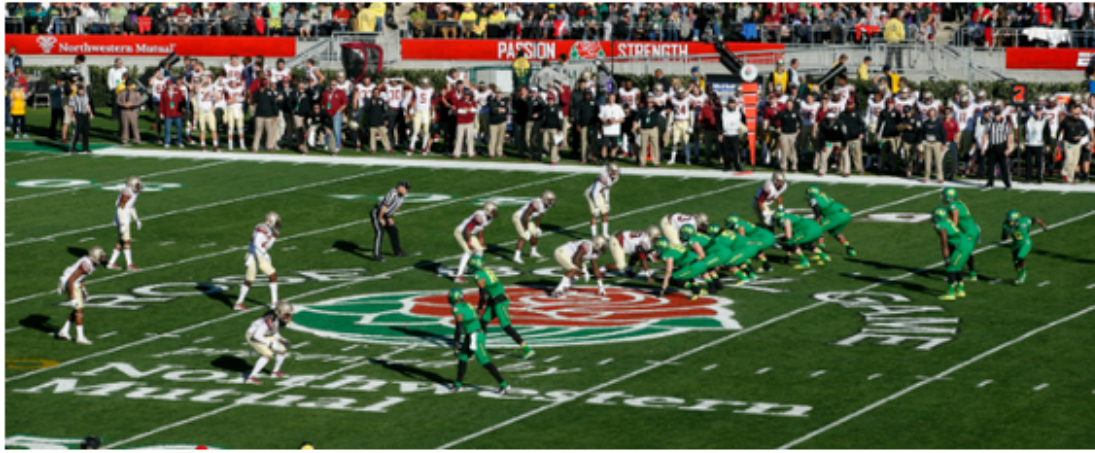
## 2020 Women on Boards



On Thursday, November 17th, Co-chairs Betsy Berkhemer-Credaire and Renee Fraser, with keynote speaker Debra Reed, Chairman and CEO of Sempra Energy, welcomed 450 women and men to the Dorothy Chandler Pavilion at the LA Music Center. This was the fifth annual 2020 Women On Boards Luncheon co-chaired by Renee and Betsy, to raise awareness of the 2020 WOB campaign based in Boston and to help Southern California women secure seats as directors on publicly held company boards of directors. The Los Angeles luncheon was largest in the country among the 20 events held in 20 cities nationwide. Current directors, including men, facilitated 45 table discussions about each attendee's career experience that could be value-added for corporate boards. Next year's date is November 16, 2017, always the Thursday before Thanksgiving. A stellar Host Committee of 45 women executives, from corporations, nonprofits and universities, helped make our Los Angeles event a huge success!



## *Coming Up Roses!*



With the 103rd Rose Bowl [and the 128th Rose Parade] just weeks away, executive search firm Berkheimer Clayton has recruited David Eads as executive director and chief executive officer of the Pasadena Tournament of Roses Association (The Rose Parade and Rose Bowl Game). He will join the organization in February 2017. William Flinn, current association executive director, is retiring after more than three decades with the organization.

Betsy Berkheimer-Credaire, the search firm's president and corporate board practice leader, led the assignment. The search included nationwide outreach to candidates involved in college football, television sports, major tourist events around the country, and large nonprofits involved in televised events.

"The competition was intense," said Ms. Berkheimer-Credaire. "We dedicated a team of five Berkheimer Clayton staff in order to accomplish the outreach and interviews from August to the end of October." She said the goal was to have a finalist selected by Thanksgiving. "We always handle CEO searches within three to four months, but this timing was especially critical to enable the selected executive to 'shadow' the retiring CEO during the all-important month of December, building up to America's New Year's celebration," said Ms. Berkheimer-Credaire...

<http://huntscanlon.com/berkheimer-clayton-recruits-ceo-tournament-roses/>



As volunteer chair of the board of Southern California Leadership Network, Betsy was honored at its annual "Visionaries" awards for "Empowering Leadership," along with Cong. Karen Bass (Public Sector Leader of the Year); Chris Essel, CEO of SoCal Grantmakers (Leader of the Year); and David Ambroz, LA Planning Commissioner, and Disney/ABC Television Group (Graduate of the Year.) Under the aegis of the Los Angeles Area Chamber of Commerce, SCLN is the premiere leadership development organization in the country, offering four impactful programs--Leadership Southern California, Leadership Los Angeles; California Connections (statewide), and acquired this year, the Riordan Leadership Institute. Visionaries was held at the historic United Artists Theater in downtown Los Angeles, now owned by the Ace Hotel, but originally founded by the late actors Mary Pickford and her husband Douglas Fairbanks, Jr. Nancy Olson is VP of Leadership and Education at the Los Angeles Area Chamber in charge of SCLN.



At graduation ceremony for the SCLN Leadership Los Angeles program, Vice President, Ben Lambert was applauded by his Berkheimer Clayton colleagues, from left, Fred Clayton, Mary Raigoza, Ben Lambert, and Shai Phillips (who is currently participating in the Leadership Southern California cohort). For more information: [www.leadershipnetwork.org](http://www.leadershipnetwork.org).




Invited by Connie Collingsworth, General Counsel for the Bill & Melinda Gates Foundation, Betsy was keynote speaker at the DirectWomen conference in New York at the Waldorf Astoria in October.

DirectWomen stages an annual conference for corporate general counsels, partners at top law firms, and senior executive women to serve on public company boards of directors. The attendees all received copies of Betsy's book "The Board Game—How Smart Women Become Corporate Directors."

<http://www.directwomen.org/>



## The Board Game: How Smart Women Become Corporate Directors

By Betsy Berkemer-Credaire 



[SEE MORE ABOUT BERKHEMER CLAYTON](#)

*Please note: In order to provide our staff and their families time to enjoy the holidays, our offices will be closed at*

*Noon on Friday, Dec. 23. We will resume regular office hours on Tuesday, Jan. 3, 2017.*

#### Newsletter Copyright Information

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Berkhemer Clayton has a 23-year track record of successful senior-level searches for corporations, higher education and nonprofit organizations. We specialize in management-level executive searches in Communications & Marketing, Finance & Investor Relations, and Boards of Directors.



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is a certified **Women-owned Business Enterprise (WBE)**.

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