

SANTA BARBARA

# LIFE & STYLE

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# Morton Capital Management Celebrates SANTA BARBARA WOMEN MAKING WAVES Patty DeDominic

The Force Behind Today's Business Leaders  
and Tomorrow's Innovators

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### The Journey Matters

As a young woman, Patty DeDominic set her sights on becoming a millionaire by the age of 30—a lofty goal, considering that relatively few women held executive-level corporate positions at the time, and even fewer were entrepreneurs. However, Patty grew up with the mindset that she could accomplish anything with a positive attitude, hard work and determination. She formed PDQ Personnel Services in 1979, combining her passion for people with what she believed was an underserved niche in the staffing market. “Growing PDQ to become a successful business wasn’t an entirely smooth ride,” admits Patty. But she persevered and eventually sold her company in 2006 to what is now one of the largest human resources and staffing firms in the United States. Today, Patty helps others through her consulting firm, utilizing her own experiences in business.

### Innovation Through Purposeful Connection

Tenacity, according to Patty, along with access to an organized network of like-minded women entrepreneurs with whom she could partner and share ideas and resources, helped her take her business to the next level. That network, the National Association of Women Business Owners (NAWBO), currently serves thousands of members through 60 chapters. Patty helped build the Los Angeles chapter, founded the Santa Barbara chapter, and served as chair of the NAWBO national board from 1994 to 1995. NAWBO helped bring forth key legislation like HR 50/50, or the Women’s Business Ownership Act of 1988, a landmark act that established the National Women’s Business Council and removed many of the barriers preventing women from starting and capitalizing their businesses. On behalf of her leadership, advocacy and tireless work, Patty was recently honored with both a prestigious Lifetime Achievement Award from the President of the United States and NAWBO’s Susan Hager Legacy Award.

### Wave of the Future

Trailblazers like Patty have helped to set the stage for the most active and exciting period in history for women business owners. According to the National Women’s Business Council, women are launching businesses at nearly twice the rate of men and their growth in employment and revenues has continued to outpace the economy. With this in mind, Patty started the International Women’s Festivals in Santa Barbara and Arizona in 2007 to help women connect with the tools and resources they need to flourish in all aspects of their lives: Personal, Professional, Philanthropic, Political, and Planet. This year, the Women’s Festivals expanded into Shanghai, Toronto, and the Pacific Northwest with more locations planned in the future. ✪

For more information about NAWBO Santa Barbara or to get involved, go to [www.nawbo-sb.org](http://www.nawbo-sb.org). For more information about the Women’s Festivals, go to [www.womensfestivals.org](http://www.womensfestivals.org).

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