

VERTICAL INITIATIVE FOR ELEVATOR WOMEN

"Elevator Women Helping Elevator Women"

Some succeed because they are destined too, but most succeed because they are determined too!"

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At the NAEC Spring Conference in Sarasota, an informal VIEW meeting was held to discuss how the women of the elevator industry can help each other. Those in attendance were, Jessica Baxter, Pam Baxter, Jackie Mortman, Mary Lewis, Ricia Hendrick, Monica Stoer, Amy DiPaolo, Marie McDonald, and Martha Hulgan. Everyone in attendance introduced themselves and shared their history and experience in the elevator industry. The following are notes concerning the VIEW meeting in Sarasota:

- Informal meetings to network and get to know each other.
- Keep the VIEW activities low key.
- Try to double the VIEW membership by Dallas. Let your friends and associates know about the VIEW.
- Check legalities of formal organization.
- Work on "Mission Statement."
- Confirmation – the VIEW is not about the men of the elevator industry – it is about elevator women helping elevator women.
- Develop mission statement.
- A number of women have agreed to be mentors. Names to be released soon.
- Directory of members.

Also, during individual conversations during the conference there were discussions about women traveling alone to conventions & conferences. It was suggested that we provide a way to partner with other VIEW women when attending receptions, parties, etc. and, provide cell numbers for emergency purposes. Everyone, please comment by e-mail with ideas.

MISSION STATEMENT

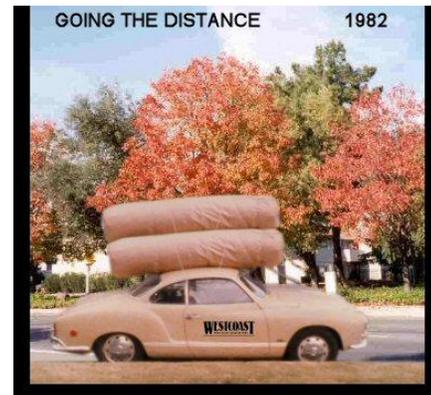
Based on the e-mails I received, the general consensus for a mission statement is:

"Women in the Elevator Industry helping each other through communication and education."

So, unless I hear otherwise – the vote is in...

Member Profile: LESLIE MALLOY Owner, Westcoast Elevator Pads

Another Women's Success Story...



Leslie Malloy is a true success story; in 1982 she borrowed \$5000.00 and started Westcoast Elevator Pad out of her apartment in Pasadena. Now, twenty six years later, she has annual sales of over 1 million dollars.

Leslie received her A.A. from The Fashion Institute of Design and Merchandising in Los Angeles and worked as a pattern maker in the clothing industry. She then continued on to U.C.L.A. to earn her B.A. degree. After graduating, she began her career in the elevator industry at Oliver & Williams Elevator Company. There she was fortunate to have Pauline Park, one of the few women in the industry at the time, as her mentor. While working at Oliver & Williams, Leslie was the receptionist; many customers would call asking about purchasing protection pads. They were simply given the name of a vendor who manufactured elevator pads.

After giving the information to many of their customers; she decided she was ready to launch her own company. She began to research elevator codes for pads, check out competitors products and found a vendor for her fabric. With her background as a pattern maker she was ready the next time a call came in for a set of elevator pads. Leslie moved out the furniture in her apartment, acquired a sewing machine with a lease-option to buy and began constructing elevator pads. Her first sales were to Westinghouse Elevator for \$2000.00.

One of Leslie's biggest challenges was to stay under the radar in the extremely male dominated industry. She wanted to be taken seriously as a business owner. Fortunately, her name could be male or female. Another challenge was the strength it took to handle and transport the large quilted rolls of material. Leslie would actually tie 3 bolts of material at a time to the top of her Volkswagen Karman Ghia-receiving a lot of strange looks. She said "It never occurred to me that I couldn't put those huge rolls on the top of the car—or for that matter, make the pad company work. Some of the highlights for Leslie were creating the first line of designer pads using embroidered logos and inventing innovative hanging hardware to keep pace with industry needs. The company was incorporated in 1997 with a renewed goal in providing quality products made in the U.S.A. at a superior value.

A bit of advice from Leslie: " Let people help you—I was so stubborn about doing this all on my own that I missed many opportunities to receive help and wisdom from others...Ultimately, what really matters is a courageous spirit and a generous heart."