

Happy New Year!

I hope you all had a wonderful holiday with family and friends and are ready to meet the opportunities the New Year will bring. Despite the economic challenges of the past few years, Pulido Sanchez Communications, LLC has continued to grow both locally and internationally and 2012 promises to be a fantastic year.

While our inclination in tough times is to hold tight to our resources, there is actually no better time than now to step up our civic-minded activities and give back to the community. I've always aspired to give back to the community through non-profits that are near and dear to my heart. In that spirit, I have agreed to chair the National Museum of Mexican Art's 25th Anniversary Gala on May 4. When I was approached to chair the Gala, I realized there was no better time for me to do this. It was the perfect opportunity for me personally and professionally, and I was thrilled to be asked to usher in a new era for the Museum.

The National Museum of Mexican Art is the leading Latino arts institution in the U.S. and the only Latino museum accredited by the American Association of Museums. But apart from that, it also serves as the community center for the residents of Pilsen, Chicago's most populous Mexican-American neighborhood.

Having been involved with the Museum for a number of years both as a patron and a Board member, I am pleased and honored to serve as the Gala Chair for the Museum's historic Silver Anniversary. This year, we have decided to take the celebration back into the Museum, with a fabulous tent, exotic cuisine and entertainment. We'll be providing updates on the Gala over the coming months, so stay tuned. If you haven't had an opportunity to visit the Museum, I encourage you to do so. And if you are already familiar with the Museum but know of someone who should become acquainted with it, drop us a note and we'll send along some information.

One of the things I'm most excited to share with you in this edition of "Suite 500" is a new feature called "Conversations With Pat." I'll be sitting down with some of Chicago's most prominent civic, philanthropic and business leaders to get an inside glimpse on their success along with a few other surprises. I'm thrilled to feature Christie Hefner, a good friend, role model and confidante. I've always admired Christie and was thrilled to have the opportunity to learn a few new things about her.

I hope you are all as excited about 2012 as the PSC Team is.

Pat

+ Conversations with Pat

Ten Questions with Christie Hefner

After 27 years at the helm of Playboy Enterprises Inc., Christie Hefner stepped down in 2009 to devote her time to charitable causes. In 2011, the allure of work was too great, and she accepted an offer to become executive chairman of Canyon Ranch Enterprises®, a pioneer in wellness spas, to guide the company into new media and business partnerships.



I met Christie socially about ten years ago. At the time, I was in the midst of a career transition, having left corporate America to pursue my dream of entrepreneurship. Christie offered her friendship, sound advice and priceless insight. She was also gracious enough to plan a luncheon for myself and a few other women who were also in the throes of changing their careers, introducing us to valuable contacts. Through

the years, Christie has always displayed a kind and generous spirit, who always stands up for what she believes in. I'm honored to call her my friend.

1. Were you always expected to take the reins at the family company?

My interests growing up were law, politics and journalism and I did not plan to go into the family business. Moreover, when my father invited me to come and work at the company after I had graduated from Brandeis and worked in Boston as a journalist for a year, I think his plan was simply for us to get to spend some time together, as my parents had divorced when I was very young.

2. Was it hard to walk away from Playboy?

At first, when I started thinking about leaving, it was difficult, because I kept asking myself, "Is this the perfect time?" After a while, I realized that was the wrong question. Instead, I focused on how the company was positioned and how it would fare if I left. And though the economy was not good when I did leave at the beginning of 2009, the company's balance sheet was strong and I felt the growth businesses we had developed in digital media, international expansion and licensing would continue to drive future growth as the economy improved. I was definitely ready to move to the next professional chapter.

3. What did you discover about yourself after leaving Playboy?

Probably the biggest revelation was the benefit of looking back at my 20 years as Chairman, C.E.O. and really coming to appreciate how much the job of being C.E.O. of a public company is basically 24/7 worrying all the time about everybody else; and correspondingly, discovering how terrific it felt to be fully engaged with institutions I respect, people I like, around areas I think are important, in ways I feel I am making a difference and am valued for it, and yet having control over my life.

4. What was the most valuable business lesson you learned during your time with the company?

The advantage of continuous intellectual curiosity and agility, and that you cannot know too many smart people.

5. What excited you about increasing your role with Canyon Ranch?

Having been on the Canyon Ranch Advisory Board for about 15 years, I had come to know the founders well, developed enormous respect for how mission-driven the organization is as it works to provide the tools and inspiration for people to lead healthier lives. I had discussed with them the opportunities to extend that mission, the Canyon Ranch brand, and the underlying intellectual property of the practitioners across all areas of health and wellness.

So, when they first asked to hire me to develop the strategies and then as Executive Chairman to preside over the business development, I was delighted. Whether you think about baby boomers, young Moms, employers, seniors or government policy, everyone is trying to figure out how to move us from a system of 'sick care' to one that promotes health and wellness. And I believe that Canyon Ranch has important resources and expertise to contribute to that.

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6. **What advice do you give to young women who want to climb the corporate ladder?**
When you're thinking about where to work, look beyond the job you're interviewing for to the company and the culture to try to ascertain whether or not you think it's a place where you can grow, where diversity is honored, where the focus is on innovation and growth, and where you will look forward to going to work.
7. **What's the biggest mistake women in corporate America can and sometimes do make when climbing the corporate ladder?**
Believing that conversations about compensation or promotion should be about them and what they deserve, versus what the organization needs and values, and how they have and will continue to help it (including their boss and their department/division) be more successful.
8. **What do you think is the No. 1 trait any great leader should have?**
The ability to build and motivate a great team, the ability to inspire and the ability to constantly think strategically about the market and the business.
9. **If you had it all to do over again, would you do it differently?**
I prefer to look forward not backward.
10. **What would people be surprised to know about you?**
That I used to hustle pool at college and backgammon on airplanes.

+ Client Spotlight

Altura Capital

At Pulido Sanchez Communications, LLC, we're all about partnerships. One of the most exciting partnerships we've forged is with our client, Altura Capital Group. Helmed by Monika Mantilla, president and CEO, this New York-based firm is dedicated to serving the needs of Institutional Investors in the Emerging Manager category. PSC was retained as Altura's strategic advisor to help the company build its profile in Chicago through targeted business development strategies.

Altura is focused on providing Institutional Investors with the strategic, investment advisory and research services they need to search, invest and partner with emerging and diverse managers. The firm is noted for its commitment to generating performance from new, largely untapped sources and operates under four strategic pillars:

- Guide** institutional investors to high potential
- Collaborate** among all relevant market constituents
- Produce** opportunities for institutional investors
- Maximize** ROI while building highly profitable lines of business

Under Mantilla's leadership, Altura has emerged as a global firm and currently oversees the management of more than \$5.7 billion in assets and serves more than 12 of the largest institutional investors in the world. Additionally, Mantilla is a nationally recognized researcher, leader and innovator and has received numerous accolades for her business acumen and commitment to diversity. Among the honors she's received are the 2010 "Hispanic Heritage Award" (the highest honor for Latinos by Latinos), Entrepreneur of the Year by the New York State Hispanic Chamber of Commerce, and Hispanic Magazine's "Excellence in Financial Services Award."

+ Around Town with PSC

Christmas got off to a presidential start for PSC, as Pat Pulido Sanchez attended an **Annual White House Christmas reception** in Washington D.C. on December 13. Philanthropic, social and civic leaders from across the country nibbled on gourmet appetizers and desserts while sipping champagne and listening to the military band brought in for the occasion. First Lady Michelle Obama was resplendent in a beautiful Kelly Green dress while attendees got to mingle and have their photo snapped with a dapper President Barack Obama. Pat, who has attended this annual event since President Obama took office, called it “the best one yet...”

...On November 11, PSC attended Una Noche de Paella (A Night of Paella), hosted by the National Museum of Mexican Art (NMMA). The highlight of the evening was when the Consul General of Mexico, Eduardo Arnal Palomero, played chef for a day by cooking up some of his delicious paella. With the help of French-trained and Mexican-born Chef, Carlos Gaytan, Executive Chef at Chicago’s Mexique restaurant, it was a fabulous night of food and fun. Paella is traditional to the Valencia region of Spain, and generally contains vegetables, seasonings, seafood, meat, beans...and obviously rice. It is famous for being cooked in a large, round, shallow pan.



+ Our Email Addresses Have Changed

As noted in last November’s “Suite 500,” the PSC team gave its website a makeover. And to complement our new site, our email addresses have received a facelift too!

Reflecting our new domain name, the PSC email addresses now end in [@pulidosanchez.com](mailto:pat@pulidosanchez.com). If you haven’t already, please make a note in your contact list.

My new email address is pat@pulidosanchez.com.

If you haven’t already, please visit our new website www.pulidosanchez.com.