

OC METRO

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20 YEARS

20

women to WATCH

It's our annual list profiling **women who are impacting Orange County's business community.** And there's one new face on the scene who will **knock your socks off.**

How **Volcom's film contest** could help save the environment

David vs. Goliath: Can a neighborhood butcher survive the **Meat House?**



Lisa McDennon

Principal, LRM Interior Design, Laguna Beach
lrmdesign.com

Age: 39 | **City of residence:** Laguna Beach

Family: My husband, Kevin; my daughter, Ryley, who is almost 5 years old; and my son, Aiden, who is almost 7 years old

First job: I worked at a one-hour photo developing company. I put the pictures through the machine.

Who or what inspires you: So many things – nature inspires me, other artists. My family inspires me.

Advice to other women in business: Trust your gut and follow that instinct, that feeling you get when you get that sixth sense. Don't ignore it.

Last movie you watched: "Avatar" in 3-D

It's the 10th anniversary for LRM, and Lisa McDennon can't believe that it's gone by so fast.

LRM is not just a design firm that churns out clients. "We really assist clients through not just the design selections but also the day-to-day supervision and construction," McDennon explains.

She listens to her clients, so that the interior environment she creates reflects their personality.

"We're not cookie cutter," she says. "We lend our design expertise, so there's some influence but, in the end, it's all personal taste – the architectural details, the furniture and the accessories."

The clients are as diverse as their personalities – a mountain home, a bachelor pad and, McDennon hopes, a couple of restaurants.

"I've always wanted to design restaurants," she says.

Her first big break? A resort in Fiji just two weeks into her newly opened business. "It was serendipitous," she says.

Recognition by House Beautiful magazine as one of the 20 Designers to Watch, two resorts and a lot of clients later, McDennon sees only the sky.

"Shoot for the moon and land on the stars," she says. "The possibilities are endless." *twenty*



Shawna von Behren

National Accounts Manager, Yamaha Corp. of America,
Buena Park; yamaha.com

Age: 31 | **City of residence:** Mission Viejo

Family: Not married; no pets

First job: My sister and I cleaned the offices of Illinois Oil Marketing Equipment Co. in Pekin, Ill.

Who or what inspires you: My parents – they have always been incredibly hard working.

Advice to other women in business: Never give up. Stick with what you believe and make your thoughts known.

Favorite TV show: "30 Rock" – I love Tina Fey.

Shawna von Behren was bound to work in the music business.

At Bradley University she played piano, guitar and trumpet. And, as a member of her college's jazz ensemble, she performed as a soloist during a European tour.

Since then, she's become one of only two district managers in the history of Yamaha's Pro Audio and Combo (drum and guitar) Division. And people are taking notice.

In January 2007, she was featured on a panel discussion called "Pretty Good for a Girl" at the industry's prestigious National Association of Music Merchants trade show in Anaheim. And in 2008, she was named District Manager of the Year. She's also been featured in an article by Music and Sound Retailer Magazine titled "Formidable Females."

"Yamaha is the cream of the crop," she says, without discounting the MBA she earned in just a couple of years. "It's about random doors that open. You don't know how things will work out – but they do." *twenty*



View our "20 Women to Watch" video; click on to ocmetro.com