

ceo
note



COMMUNICATION IS KEY

Sometimes I sound like a broken record. But the only real way to communicate a message and make sure it is heard is to repeat it. And great communication is the one thing that sets really successful companies apart from not-so-successful ones.

We all communicate with our employees, our vendors and our customers.

It is different for a small company than it is for a large company. Within a small company, communication can be as easy as bringing everyone together into one room. Whereas with a large company, there may be a need for newsletters, monthly video-conferences and all kinds of different vehicles to get the message out. Ultimately, though, we are all trying to achieve the same goal when it comes to communicating inside the company: get everyone on the same page and move in a positive direction.

I have been amazed over the years that employees often don't know how good they have it. Whether it is benefits, compensation, autonomy or supervision. While judging Best Companies to Work For, I have seen what a difference it makes to let your employees know what they have and how good they have it. Let them know that they work for a great company and let them know why you are a great company. Often I find that they don't understand their benefits or how much it cost the company to provide those benefits. Or even how to take advantage of them.

All this talk about communication has reminded me of all of the things I need to convey to you.

For the past 15 years I have published *Washington CEO* magazine in Washington state and published *California CEO* for the past six years here in California. In September I sold *Washington CEO* and I am now giving 100 percent of my effort to *California CEO*, which I have wanted to do for several years. I am also starting a small winery in Walla Walla, Wash. I think Walla Walla is the next Napa. And I have a new place in Newport Beach where I will be working on the magazine.

It is incredible being an entrepreneur in charge of your own destiny. You can create the most magnificent adventure. All you have to do is make up your mind about what you want to do and go out and do it. It's not always easy and people who watch what you do each day to make our businesses work often say, "How can you do it?" I just say, "It's because I love it." And I do.

We are creating a CEO community, which includes events, a strong Web presence and the magazine. Next year we will be publishing eight times: February, March, April, May, June, September, October and November. An editorial calendar is on page 21; take a look at some of the articles and features we have planned for the coming year. We also plan to have many Roundtable events. A portion of the Roundtable discussion will be published in the magazine; proceedings of the entire event will be published on the Web at CaliforniaCEO.com. We will be redesigning the magazine starting with the February issue and improving our website, as well.

If you would like to continue to receive *California CEO*, please return the card from the cover wrap, fax back the subscription advertisement on page 33 or call us at 888-734-8274. We will keep your issues coming. This magazine is for you, the business leaders of California. As we grow the events, website and the magazine in the days ahead, we would be interested in hearing any suggestions, comments, questions or ideas you have to offer.

Scott Fivash



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