

RAVING OVER RYE WHISKEY | TRAVEL: LAS VEGAS | THREE ARCH BAY SPOTLIGHT

LAGUNA BEACH

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Magazine

THE MEN'S ISSUE

EASYGOING ENSEMBLES
MAKE A STATEMENT
WITH ATHLETIC WEAR
THIS SPRING

SPRING TRAINING

FITNESS TIPS
FROM LOCAL
PRO ATHLETES

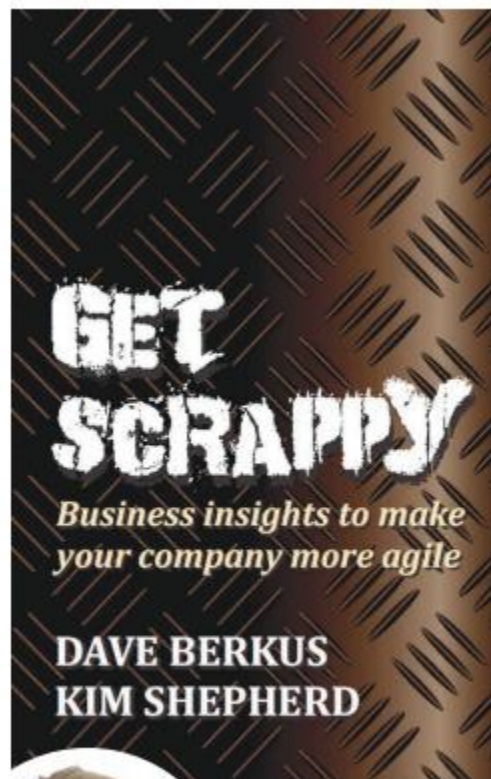
CREATIVE CUSTOMIZATION

RESTORING
CLASSIC JEEPS

CUSTOM CUFF LINKS
LOCAL ARTISTS'
HANDCRAFTED CREATIONS

LUXE LEFTOVERS
TRANSFORMING
SURPLUS SERVINGS





**TURNING THE
PAGE ON
BUSINESS STRATEGY**

Lagunan Kim Shepherd, CEO of award-winning Web-based recruiting firm Decision Toolbox, has released

her second book—"Get Scrappy:

Business Insights to Make Your Company More Agile"—with co-author Dave Berkus, a renowned venture capitalist. In the book, Shepherd shares strategies for business management, marketing and growth based on her years of experience creating and leading successful companies, eschewing traditional methods for new approaches. "Get Scrappy" covers topics such as advice that startups will never follow, relying on your gut instincts and how to think like a growth-focused CEO, while also exploring the belief that work-life balance is now a cliché and information is not the same as knowledge. Not only a business leader, Shepherd has a varied background, including 10 years as a TV reporter and a stint as entertainment director for Club Med; she also nearly snagged a spot on the Olympic ski team. Shepherd, a sought-after guest speaker, became an author in 2010 with her first book, "The Bite Me School of Management: Taking a Bite Out of Conventional Thinking." —S.S. LBM