



Giving You A Voice



“Neeti Dewan’s Revolutionary New Business Book” *with Bobbi McKenna*

In her book, *From Executive To Yogi In Sixty Seconds*, Neeti Dewan shows us how we can all achieve professional and personal excellence by integrating the wisdom of the east with the genius of the west. You can buy the book at amazon.com.

Born in India, educated in the Los Angeles area, Neeti is a cosmopolitan, sophisticated Californian who tools between home and office in her sapphire-blue Jaguar.

A corporate executive and finance professional, who is Director of Tax for Aramark Uniform Services, Neeti performs at the top of her profession without neglecting her family and friends.

Last week, corporate executives, business owners, and leaders of the Indian community came together at the Royal Delhi Palace with friends and family members to celebrate the publication and release of a book that many believe has the potential to transform corporate America.

The book launch was billed as a “Bollywood Blast,” and it was that and more. (The word “Bollywood” comes from a combination of two words: Hollywood and Bombay, and is the nickname for the world's largest film industry based in Bombay, now called Mumbai, India. Bollywood films are known for their elaborate music and dance sequences.)

Neeti Dewan, who we are used to seeing wearing Versace, Armani, and Ralph Lauren, wore a gold and maroon silk “lehenga” (full length Indian two-piece gown) studded with Swarovski crystals, and posed with party guests for professional photographs.

Neeti and her daughter, Nisha, performed a dance choreographed by Mr. Nakul Mahajan, CEO of NDM Dance Productions and former Mister India California title holder. Neeti’s son, Sammy performed a dance to a Bollywood song and did a standup comedy sketch.

Other entertainment was provided by several groups: CTC Entertainment, Mr. Vivek, aka “Brainstorm,” who acted as the MC and performed a hip-hop/Indian live song performance. A dance troupe called Rangla Punjab, performed dances based on the folk dances of the state of Punjab. Fire ‘N Ice (two women dancers) performed an Indian/American fusion dance. To round out the evening, Neeti and her husband Al, danced for the cheering crowd.

Neeti dedicated her book to Al, who was the driving force behind the publication for the book. Some of her family came all the way from India for the event: Neeti’s mother, Mrs. Kiran Dewan, her mother’s sister, Mrs. Vimal Sehgal, and her uncle and aunt, Mr. and Mrs. Hans Raj Sood. Neeti’s brother Tarun Dewan and his wife Deepa Dewan came from Northern California.

(Neeti Dewan - cont'd)

Among the 200 guests were (in alphabetical order)

- Alison Berlant of PricewaterhouseCoopers, and her husband Larry Berlant, Tax Attorney & CPA
- Elizabeth Blakely, Partner at the law firm of Rodi, Pollock, Pettker, Galbraith & Cahill, and her husband Chris Blakely
- Patty DeDominic, LA Business Journal CEO of the Year and Past Chairman of the LA Chamber of Commerce and her husband Gene Sinser
- Don Drake, Investors Business Daily CFO and his wife Linda Drake
- Robert Earnest, Superior Industries General Counsel and Tax Director, and his wife Karen Earnest
- Mariam Esmail, Neeti's mother-in-law
- Renée White Fraser, CEO of Fraser Communications
- Ed Headington, Public Relations Manager of the Los Angeles Press Club, and his wife Sasha Lala
- Greg Hunt of Kaufman & Hunt, and his wife Julie Hunt
- Melanie McDaniel, Partner at PricewaterhouseCoopers and her husband Jeoff Wyrick
- Bobbi McKenna, Publisher of Givingyouavoice.com Internet Magazine
- Christopher McKenna, T-Mobile, and his fiancé Nancy Ossen, a History teacher Hilary McKenna, Video and Multimedia Journalist
- David Michaelson, Aramark Uniform Services Vice President of Finance and his wife Crystal Michaelson
- K.B. Nair, India Journal Newspaper Reporter
- Michel W. Potts, India West Newspaper Reporter
- Ash Pradhan, Aramark Uniform Services Vice President of IT
- Lynda J. Roth, President, LJR Consulting Services
- Patricia Schelee, UnionBanc, VP Financial Services
- Rochelle Schneider, NAWBO National Board member and Principal of RJS Legal and Business Consulting
- David Sniezko, Partner at Ernst & Young and his wife Anita Sniezko
- Vince Sodhi, Neeti's uncle and his wife Dr. Nandini Sodhi
- David Solomon, Aramark Uniform Services Chief Financial Officer and his wife, Debra Solomon

Guests danced until midnight with the DJ group "Dhamaka" providing Bollywood and American music, and when guests departed, the author gave them party favors: Chocolates in maroon and gold boxes and a CD of Bollywood music.

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