



NAME: PATTI MASSEY

TITLE: PRESIDENT

COMPANY: MYCA GROUP OF COMPANIES

An entrepreneur can be described as “a person who organizes and manages any business enterprise, with considerable initiative.” Or you could just say “Patti Massey.”

For 20 years Patti has turned innovative and creative ideas into successful business ventures. In fact, her business career really started with a lemonade stand at age eight. Now she is President of the MYCA

Group of companies, with activities as diverse as managing the repair and maintenance of fork-lift truck fleets, to providing on-line certification for Los Angeles Fire Department EMTs. All bridged by Patti's ability to visualize effective use of technology.

In 2001, Patti took the company she had developed public, and sold her interest to another technology company, and retained a small division which focused on e-learning.

She created www.diversityuniversity.com, a joint venture with another WBENC certified company, Pope and Associates, to develop e-learning tools in the area of diversity and inclusion, products she predicted would have an impact on the growth of the company. That prediction was remarkably accurate – the client list of Fortune 500 companies includes Procter and Gamble, Kraft Foods, Sony, Hershey, Verizon, Progressive Insurance, and GE Aviation. In fact, the City of Los Angeles has awarded Myca an exclusive contract to develop and deliver its e-learning curriculum. Over the years, many new courses have been added to the company's offerings at www.ezlearnu.com.

The MYCA group's development of e-learning is not static – Patti has clear thoughts on how training in general will evolve, with training “events” going by the wayside with shorter and easily searchable learning tools that are accessible as needed.

“We recognize that training events only account for approximately 5% of the average worker's time during the course of the year. So we have a strategy now to provide learning when they need it most -- at the point of work. Using innovative technology tools, an employee who needs training

or coaching assistance as they are in their work flow can access the information in whatever form they need it," she says.

The ability to utilize technology effectively led to MYCA's Material Handling initiative providing forklift truck equipment, parts and servicing. "We've developed this very sophisticated fleet management system working with another WBENC certified company," shared Patti. We measure the actual 'after installation' cost to operate equipment. We found that we can save companies a minimum of 15 per cent on their overall operation budget by really drilling down into the details of their ongoing expenses."

Patti says that this division benefited greatly from being a WBENC certified business. Sonoco, was actively seeking a supplier in her field of expertise, and following a strong recommendation from Procter and Gamble, signed up Patti's company on the spot.

Patti has some sound advice on where companies should head, once WBENC certification is achieved. "I think too many newly certified WBENC companies stay in their local community too long. I think what they need to do very quickly is advance to the national level. Because even if they aren't a national company or have national reach, they will be inspired and surrounded by women who are very successful, very motivating, very warm and generous, and they'll just learn so much.

"But the best advice that I would give somebody starting out, is very early on, get out of the office and network with people who you want to emulate."