

Jaime Geffen's Story

Written by Angela Newman

If anyone has ever been to an amazing event where the entire place has been transformed into another world for blockbuster movie premiers, award show after parties, product launches, incredible weddings or corporate events (unless the corporation is being bailed out by the government), chances are it was designed and produced by Jaime Geffen at YourBASH!

Jaime has been passionate about special event planning for as long as she can remember. While studying for her undergraduate degree at the University of San Diego, graduate courses in Event Management were being offered through Georgetown University. Jaime enrolled in those courses and became a certified Event Professional. After graduating from college, she jumped right into the business booking meetings and offsite retreats for corporations at hotels and resorts. In 1999 she was offered a job with Sony Pictures Television in Los Angeles, so she packed her bags and moved to sunny Southern California. She started at Sony as an assistant and as Jaime describes her ladder climbing at Sony, she “had a *meteoric rise* over the next 7 years. I was promoted annually and by 2007, I was running the Special Events department and a team of 5 people.”

As Director of Special Events and Talent Relations for Sony Pictures she had the opportunity to work on events that honored television productions such as Seinfeld, King of Queens and Jeopardy to name only a few. Jaime remained in this position for a year and a half and then decided it was time to start her own company. Starting a company presents a whole new set of challenges but she was ready to take it on much in part due to the support and encouragement she received over the years from working at Sony. Jaime said many things have contributed to her success, “I feel like I was given an opportunity to become successful at Sony and that my bosses always believed in me. They appreciated my opinions and visions and that gave me the confidence to push ahead and be successful. In turn, that gave me the confidence to go out on my own and continue with these visions.” She loves to make people happy by creating these extraordinary experiences in their lives and memories that will last a

lifetime. "It is fun to see the responses the client gets from their guests. That makes all the hard work and sweat worth it!"

But as expected in any new endeavor, challenges of starting YourBASH! faced Jaime every day but she didn't get discouraged and didn't see them as a negative; instead she approached them as a challenge to conquer. When you're passionate about what you are doing and believe in what you are doing - it's much easier to keep going regardless of the road blocks along the way.

Climbing the ladder in a corporation or starting your own business takes a lot of work and dedication so having a support system helps tremendously when times get stressful or you just need a little help or encouragement. Jaime recognizes and is so thankful for all the support she has received over the years from her mom and dad and now her husband of five years. "He gave me the opportunity to leave a full time job to follow my dream and he has been so positive and supportive. It is nice to feel like if you fall, there are people there to catch you!"

Today, Jaime shares her knowledge and expertise with others in her field. She tries to emulate the qualities of her former boss at Sony in her current executive role as business owner. Having others to emulate and learn from helps us to be better employees, bosses and business owners. Taking the qualities you admire in others and disregarding the ones you don't can help you develop into a successful business woman. While working at Sony, she worked with several interns which gave her a chance to mentor them the way she had been mentored by others. One intern in particular shadowed Jaime and was referred to as "mini-me" since she worked closely with her for over six months. Thanks in part to the mentoring she received from Jaime, she continued to study in the events and PR field and is now owner of her own firm. Jaime says, "I am so proud." And to that I add: you should be!

She has many more years of climbing her ladder ahead and sees YourBASH! as a booming business with plans to expand to several divisions and products. She is also planning to write a book to share her experiences with others so be on the look out. I'm sure it will be a great one to read.

In the meantime, follow Jaime's advice for women when climbing your pink ladder,
"Be strong and do not second-guess yourself. You can do it!"

Visit Jaime Geffen at www.your-bash.com