

# Global goals save lives

*3n helps tsunami relief*

BY DEANN DALEY HOLCOMB



Cinta Putra

**W**hen she was growing up in Indonesia, Cinta Putra dreamed of being a brain surgeon because of her fascination with science, but her dreams changed after coming to America.

Now she runs a multi-million dollar corporation called National Notification Network (3n).

Putra came to the United States to go to college and decided to concentrate her studies on business and finance. After receiving her MBA, Putra stepped out into the corporate world where she discovered she had a sharp knack for business. She built a solid reputation working in a variety of industries including technology, chemical, utility and consumer goods.

Prior to forming her own company, Putra was president of Abacus Energy Services, one of the top independent California energy service providers.

As she climbed the corporate ladder, Putra said it was more and more

difficult to be away from her family, and that's why she made the decision to step out on her own.

In 2002, Putra co-founded 3n, located outside of Los Angeles, Calif., in Glendale. 3n offers a mass notification system for emergency and routine communications. Fifty employees work at 3n overseeing 100 clients including EarthLink, Goodyear, the U.S. Army Corps of Engineers and the U.S. Coast Guard.

Putra's company has revolutionized the speed and efficiency of immediate communication with the masses. It can be thought of as one call, by one person, connecting and sending a message to thousands.

"Our system allows a user to send a message to tens of thousands of people within minutes and receive a confirmation report of who received the message and when," Putra said. "The 3n system can deliver a message to all standard voice and text communication devices such as phone, pager, fax, e-mail and PDA, and that is just the tip of the iceberg."

Putra had a chance to see her system work miracles during a recent world crisis when 3n was used by relief efforts after the tsunami in Southeast Asia.

"One of our customers is a worldwide disaster management company that used our system to mobilize relief workers globally," Putra said. "Within minutes, organizers knew exactly who was available and what roles they could fill. Relief workers were on their way to the area within hours."

3n works closely with the government, armed forces, healthcare and education facilities such as Baylor Medical Healthcare Systems, and corporate markets and also engages in communication regarding the New York Harbor

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with the Coast Guard, as well as with the U.S. Marines who use communicating missions to deploy troops.

In regards to healthcare systems, 3n is used to being in constant communication with nurses, doctors and other hospital personnel in areas such as patient emergency, natural disasters, industrial accidents and bioterrorism threats.

In the end it's all about saving lives.

"After a lot of research, I feel we have built the most powerful, effective and feature-rich mass notification system in the market place today," Putra said. "I want 3n to become a regular part of every person's life."

On a daily basis, companies use the 3n system, for example to coordinate weekly meetings with employees out in the field instead of trying to coordinate dial-in numbers through e-mail. No matter where employees are, in a car, at home or at an offsite location, all they have to do is press "1" and the employees are automatically bridged together.

Putra said she likes to focus on rewards not awards.

"It is rewarding when our company makes positive strides forward or when an employee has a feeling of accomplish-

ment when they have made a contribution," Putra said. "If I look around my company, I see a good balance of men and women and when all is said and done, I want everybody to think big and have the power to achieve their goals."

Along the road to success Putra has faced several obstacles. One hurdle in particular, was learning how to juggle career and family, an issue Putra knows every working mother deals with daily.

"Realize you are not alone," she said. "Though we juggle as hard as we can, in the end it is about deciding on priorities and values and how we allocate our time. It is a decision we make consciously with our family."

She added, "It is different for every woman, a personalized equation unique to our own needs, our child's needs and our spouse's needs."

Putra said the 3n team has global aspirations in the future of becoming a part of the world's communication system.

**fun facts about Cinta Putra:***What is your favorite vacation spot?*

Bali, Indonesia.

*What do you like to do when you're not working (outside activities, hobbies)?*

When I am not working, I spend most of my time with my children. My children are my hobby now. When I do get some time on my own, I enjoy yoga, Pilates and jogging.

*What books do you like to read?*

I read a lot of business books, mostly on leadership, execution, and building a great team. I am also starting to read biographies of great people. Most recently I finished "The Iron Lady: A Biography of Margaret Thatcher" by Hugo Young. I have so much to learn still. But for fun, I enjoy a good mystery thriller or science fiction like "The Children of Men" by P.D. James

*What is your favorite quote?*

"There are those that look at things the way they are, and ask why? I dream of things that never were, and ask why not." — Robert F. Kennedy

"At 3n, I have the flexibility to lead a company and deliver a product I believe in as well as stay involved at all times with my family," Putra said. "Personally, I would like for my four children to grow up to be successful members of society, and I want them to aim high and work hard to get there." 