

Woman with a Heart for Bakersfield

Lori Malkin



Lori Malkin has a passion to serve her customers and our community. She is the owner of Lolo's and Christine's fashion boutiques, stores that reflect her passion for fashion merchandising that caters to women of all ages and styles, and her heart to make a difference in our community. Lori grew up talking shop around the dinner table.

Her parents, Christine and Keith Patterson, owned three stores locally. Keith ran the business matters behind the scenes while Christine managed the stores and served customers. Lori remembers playing sales girl in her mother's shops as a little girl. "But I'm not pretending anymore," she says. In 1948, her parents opened their first store, Vogue, then added Christine's about five years later. Shortly after, Lori was born and by age five was active in the family business, stuffing envelopes to earn enough money to buy a hot dog and a root beer at Vest's Drugs on 19th Street. As she says, "Retail is in my blood and I have a huge passion for the customers. I really love working with people, being able to give them feedback and helping them make their fashion choices."

Lori is an example of those who transition tragic loss into a legacy of hope and help for others. When her son Jeffrey Johns passed away in 2009, she was comforted that his organs could be used to save five lives and his tissue to benefit 50 others. Lori created JJ's Legacy, a non-profit organization that inspires others to consider organ donation to save lives. An annual golf tournament and information sharing activities encourage all in the community to enroll in the Donate Life California Registry by checking Yes when applying for a driver's license. Over 200 golfers made this year's tournament a huge success, and more than

380 attended the dinner and auction that followed. JJ's legacy has made presentations to local high schools, Rotary Club and the Bakersfield Business Women's conference. In May, they fulfilled the "Make a Wish" for a 10-year-old girl who awaits a kidney transplant.

Lori utilizes her business to host popular monthly Bunco events to raise funds for local charities. The store hosts forty to one hundred guests and in addition to the money raised the events educate her customers and other community members about the valuable work of many local organizations. Organizations that have benefitted from the Bunco events include, American Cancer Society, American Heart Association, Court Appointed Special Advocates of Kern County, Henrietta Weill Memorial Child Guidance Clinic, the American Lung Association, Toys for Tots and Hoffmann Hospice.

Lori has participated in Bakersfield Breakfast Rotary Club and Junior League. In addition she is on the Board of Directors of the Bakersfield Business Conference and has also serves as a presenter for that event.

Lori is the wife of Bob Malkin and the mother of five children, Drew, Jeff, Brian, Brooke and Brittany. Family is very important to Lori and she loves spending time with her two granddaughters.

