

# **INNOVATOR** *of the* **YEAR AWARDS**

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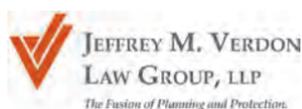
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## Cyberattacks Can Shut Down Your Small Business Forever. Here's How You Can Fight Back

America needs small businesses, and small businesses need protection from cyber threats.

Our country's 28 million small businesses create two out of every three new jobs in the U.S. each year. More than half of Americans either own or work for a small business, according to the U.S. Small Business Administration. They play a key role in our nation's economy and supply chain, and they store, process, and communicate massive amounts of customer information.

But many of them are incredibly vulnerable to cyberattacks that expose or exploit customer information and can down their operations entirely. A 2022 study shows that small businesses are three times more likely than larger corporations to be targeted by cybercriminals, and a recent Accenture report found that 43% of all cyberattacks specifically target small businesses. Only 14% of those companies have cybersecurity protections in place.

Companies with 100 or fewer employees are at a higher risk of cyberthreats such as hacks, spear phishing and other breaches, and these attacks are devastating for their business. Business insurance carrier Hiscox found that cybersecurity attacks can cost businesses of all sizes an average of \$200,000 to resolve, and *this is enough to put many smaller companies out of business entirely.*

### What Can Small Business Owners Do?

As the threat of cybersecurity threats from bad actors both in the U.S. and abroad grows, many small business owners are understandably struggling to stay on top of cybersecurity—especially those with a remote workforce.

However, Cox Business is well prepared to help small and medium business (SMB) customers meet National Cyber Defense Agency, CISA, guidance quickly and affordably.

Cox recently launched, Cox Business Essential Security, which elevates a small business' security posture against cyber threats by adding business-grade backup and cloud storage, advanced security and device management, and web filtering protection against malicious websites. Essential Security features are advantageous to small businesses that are currently supporting both in-office and remote workers.

### What is Cox Business Essential Security?

Cox Business Essential Security is a cloud-enabled, continuously-updated solution that helps businesses protect against the latest threats – sometimes even before they get to the United States. The security solution combines two cybersecurity solutions, MalBlock and Endpoint Protect:

**MalBlock** helps guard against online threats like viruses, botnets, spyware, Trojan horses, and worms. Using machine learning, MalBlock uncovers current and emerging threats, blocking them before they reach customers' networks. MalBlock Remote provides the same in-office protection to employees anywhere they access the Internet, including using home or public Wi-Fi networks.

**Endpoint Protect** combines data backup, next-generation antivirus and antimalware and endpoint vulnerability management into a single service designed to secure internet-connected devices.

The Essential Security Package is a cost-effective suite of security tools that helps small businesses defend, back up, and restore their data against existing and future cyber threats.

As small business owners, your customers, employees, and communities need you. They depend on you for essential goods and services, as well as the jobs you provide. Make sure you can protect their data, protect their livelihoods, and keep your business alive and well with advanced, easy-to-use cybersecurity solutions like Cox Business Essential Security Package.





## Medtech Leader Edwards Drives Meaningful Innovation for Patients

*Edwards Lifesciences has continuously developed the world's leading technologies for structural heart disease and critical care medicine*

More than 500,000 heart valve procedures are performed worldwide each year, many utilizing sophisticated medical technologies like those made by Edwards that enable either the repair or replacement of diseased heart valves.

Edwards Lifesciences' roots date to 1958, when Miles "Lowell" Edwards set out to build the first artificial heart. Edwards was a 60-year-old, recently retired engineer with an entrepreneurial spirit and a dream of helping patients with heart disease. With a background in hydraulics and fuel pump operations, Edwards believed the human heart could be mechanized. He presented the concept to Dr. Albert Starr, a young surgeon at the University of Oregon Medical School, who thought the idea was too complex. Instead, Starr encouraged Edwards to focus first on developing an artificial heart valve, for which there was an immediate need.

After just two years, the first Starr-Edwards mitral valve was designed, developed, tested, and successfully placed in a patient. This innovation spawned a company, Edwards Laboratories, which set up shop in Santa Ana, California – not far from where Edwards Lifesciences' corporate headquarters is located today. The spirit of innovation remains central to Edwards today. Since introducing the

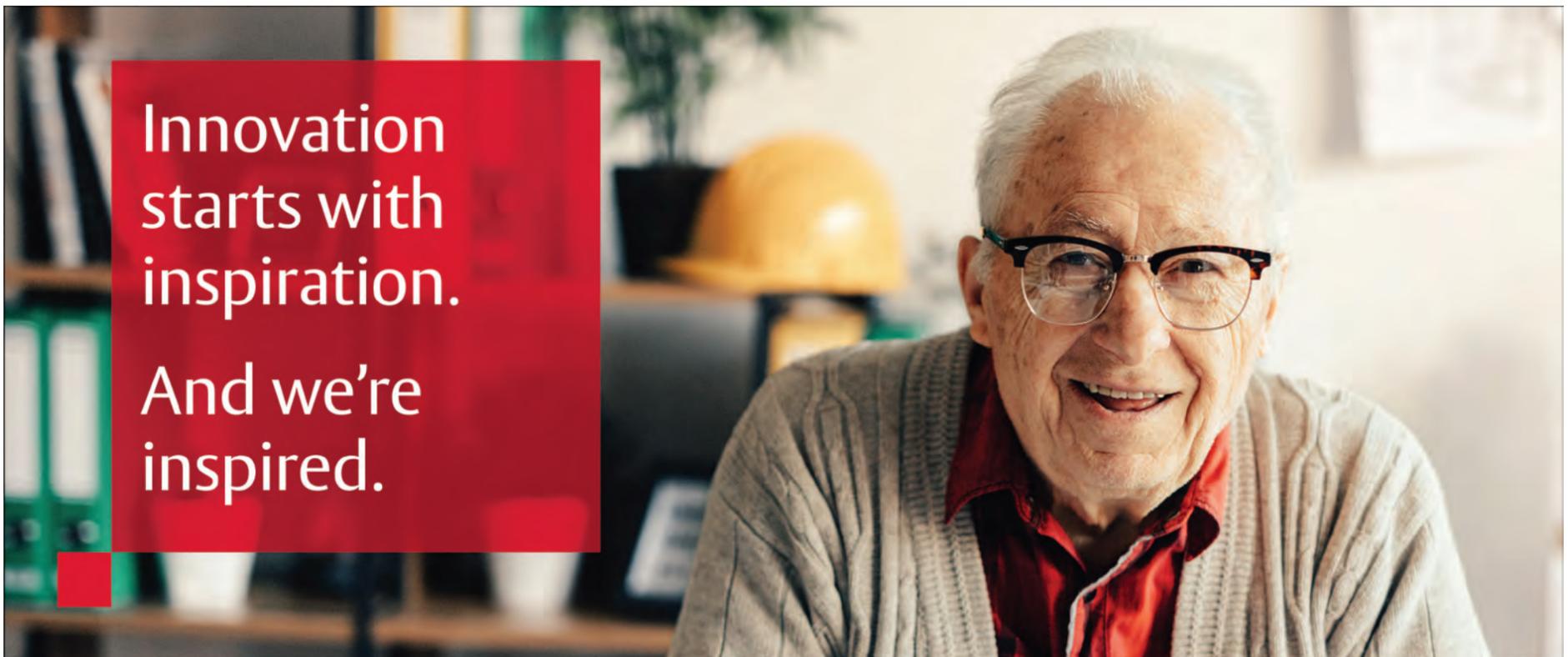
first commercially available heart valve in 1960, Edwards Lifesciences has continued to meaningfully advance heart valve therapy.



Today, Edwards continues to lead the field of tissue replacement heart valves and repair products and advanced hemodynamic monitoring. Edwards' major product lines are focused on transcatheter aortic valve replacement, surgical heart valve replacement and repair and critical care monitoring.

The company invests approximately 17 to 18 percent of sales in R&D, and recent years' product growth is directly related to the outputs of Edwards' R&D. Over the last several years, Edwards has been proud to introduce several innovative products that help maintain strong global leadership positions and enabled more patients to benefit from the company's life-saving technologies than ever before.

Edwards continues to be focused on solving unmet needs and promoting transformative solutions with the power to make meaningful differences across the spectrum of healthcare – for patients, clinicians and the overall healthcare system.



By creating a community unified around a single passion: To help patients live longer, healthier and more productive lives. By working with clinicians to solve unmet needs and make meaningful differences across the healthcare system. By evolving a portfolio of breakthrough technologies with a patients-first mindset.

**Edwards Lifesciences. From inspiration to realization.**

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## Innovation — Transforming The Way We Do Business to Make a Difference

Two years ago, COVID forever changed our world. For multiple industries worldwide, it also sparked new opportunities for innovation, presenting opportunities to transform the way that we think about business.

From the big screen, to the internet, to culinary expertise, and more, the Golden State—especially Orange County—is home to entrepreneurs and innovators. At PNC Bank, we want to provide Orange County entrepreneurs and businesses with the capital and resources they need to fuel their innovative spirit.

From small businesses to large corporations, PNC teams with business owners throughout the lifecycle of their companies. We can often provide a source of capital – vital for entrepreneurs who are ready to scale up their ideas or bring their products to market.

At PNC, it is our goal to leverage the power of our resources to help our clients move forward financially. For more than 160 years, we have focused on providing our clients with great service and financial expertise to help them meet and exceed their financial goals. PNC's leaders in Orange County make decisions locally to help clients gain access to the capital and other financial resources they might need to innovate and bring their ideas to market.

PNC's 2021 expansion into Southern California provides customers access to the qualities they value in community banks while delivering the security, technology, and capabilities of one of the nation's largest banks – we look forward to supporting Orange County entrepreneurs as they pursue innovation and success.

## PNC brings its Main Street Bank Model to Orange County

The PNC Financial Services Group, Inc. (NYSE: PNC) is one of the largest diversified financial services institutions in the United States, with assets of \$541 billion as of March 31, 2022. Across the country and through four strategic international offices, PNC provides retail banking, including residential mortgage, corporate and institutional banking, and asset management. As a National Main Street Bank, PNC is committed to delivering on each of its strategic priorities while looking out for the best interests of all its key stakeholders, including its customers, communities, employees and shareholders.

### CORPORATE & INSTITUTIONAL BANKING

Provides a complete set of value-added lending, treasury management, advisory and capital markets–related products and services to companies, governments and nonprofits across the U.S. and Canada.

- One of the largest commercial and industrial and commercial real estate lenders in the U.S.
- One of the top treasury management providers in the U.S.

### ASSET MANAGEMENT GROUP

Provides comprehensive private banking services for high-net-worth and ultra-high-net-worth individuals and families as well as custom investment and advisory solutions for a wide breadth of institutional clients.

- One of the largest U.S. wealth managers and multifamily office providers
- One of the largest U.S. providers of outsourced chief investment officer (“OCIO”) services

### RETAIL BANKING

Provides deposit, lending, brokerage and insurance services, and investment management and cash management products and services to consumer and small business customers serviced through our branch network, solution centers, ATMs, call centers, online banking and mobile channels.

- One of the largest banks in the U.S. based on deposits and branches
- Ranked among top small business lenders
- One of the nation's top retail lenders and servicers of residential mortgage loans nationwide

### COMMUNITY IMPACT

Through executive leadership, strategic investments and employee volunteerism, PNC is helping to build strong communities and create financial opportunities for individuals, families and businesses.

### Community Development

PNC boosts the quality of life in neighborhoods through affordable home loans and lending programs, economic revitalization and customized financial solutions. In April 2021, PNC announced a Community Benefits Plan to provide \$88 billion in loans, investments and other financial support to bolster economic opportunity for low- and moderate-income individuals and communities, people and communities of color, and other underserved individuals and communities over a 4-year period beginning January 1, 2022. PNC earned an “outstanding” rating for exceeding Community Reinvestment Act standards in the most recent examination period, as it has consistently done since those examinations began more than 40 years ago.

### Charitable Giving

In 2021, PNC provided more than \$98 million in philanthropic support, including more than \$67 million in grants from the PNC Foundation, and more than \$30 million in charitable sponsorships from PNC Bank, N.A. The PNC Foundation forms relationships with nonprofit organizations to advance mutual objectives driven by two priorities: (1) early childhood education, and (2) community and economic development.

### PNC Grow Up Great®

A \$500 million, multiyear, bilingual school readiness initiative that began in 2004 and has benefited more than 8 million children — particularly underserved children — from birth to age 5. Built on the understanding that education is a powerful means for economic and social mobility, the program provides innovative opportunities that assist families, educators and community partners to enhance children's learning and development

### Environmental Responsibility

PNC supports the transition to a low-carbon economy by actively managing our own internal operations, managing capital for our clients in responsible ways, maintaining risk controls that incorporate climate change considerations, and helping our clients finance their sustainable operations.

Jarrod Ingle is regional president and head of Corporate Banking for PNC Bank in Orange County and Inland Empire.

In this role, Ingle leads the Orange County/Inland Empire market, overseeing business development, client relationships and helps lead PNC's local philanthropic initiatives. Additionally, as head of Corporate Banking, Ingle serves as the senior executive leading business development and relationship management for middle market and large corporate banking clients.

Ingle brings 25 years of banking experience to PNC. Prior to joining PNC in October 2021, he served as market executive/market director of middle marketing banking for a nationally branded bank where he managed a team focused on companies ranging between \$20 million and \$1 billion in revenue. He also held various positions in commercial banking, equipment finance and financial leasing.

Ingle earned a Master of Business Administration in business finance from California State Polytechnic University and a Bachelor of Science in business finance from Iowa State University.

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# CATHWORKS®

## CathWorks FFRangio® System: A New Era in Coronary Physiology

CathWorks, based in Kfar Saba, Israel and Irvine, CA, is a fast-paced medical device start-up focused on digital health innovations to improve the lives of patients globally. Fractional flow reserve (FFR) is a diagnostic technique that evaluates the physiologic impact of coronary artery stenosis, making it an important decision-making tool when managing patients with coronary artery disease (CAD). While FFR is an important diagnostic tool backed by strong clinical evidence, the nature of traditional FFR — which requires invasive pressure wires and drug stimulation — has resulted in its underutilization around the globe.



Recently, CathWorks entered into a strategic partnership with Medtronic to market and sell the CathWorks FFRangio® System globally. Medtronic is the global leader in medical technology and has more than 90,000 employees worldwide in more than 150 countries. The partnership with Medtronic will expand CathWorks' footprint globally, enabling more patients to benefit from its revolutionary technology that is poised to disrupt the current coronary physiology market.

“CathWorks has been looking for the right partner to help us expand the reach of the

FFRangio System globally to truly transform how cardiovascular disease is diagnosed and treated. Medtronic not only brings the strength of its commercial team to CathWorks, but a reputation of investing and defining new opportunities to revolutionize care. I am excited about the possibilities ahead as we partner with Medtronic to bring our technology to more physicians and patients in the U.S., Japan and Europe.”

– Ramin Mousavi, President and Chief Executive Officer

Unlike traditional FFR, the CathWorks FFRangio® System eliminates the invasive and cumbersome nature of traditional wire-based physiology. Instead, the FFRangio technology combines artificial intelligence (AI) and advanced computational science to obtain physiologic information from routine angiograms (X-rays). It provides physicians with quick and reliable intraprocedural FFRangio values for the entire coronary tree, enabling them to make better treatment decisions for their patients.



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# Is Enterprise Risk Insurance the New Kid on the Block?

For businesses worried about covering themselves for enterprise risks that are unexpected or even unthinkable, Enterprise Risk Insurance can offer some protection, along with a possible investment opportunity

*By Jeffrey M. Verdon, Managing Partner  
Jeffrey M. Verdon Law Group, LLP*



Private Insurance, have you heard of it? Chances are it may be a new concept, but as a business owner in 2022, it is one well worth exploring.

**Private Insurance is a marketing term describing an exclusive program that allows a closely held business to purchase insurance policies for specific losses associated with enterprise (business) risk.**

By offering businesses the opportunity to directly procure insurance through an established insurance structure, and not through the traditional insurance avenue, private insurance delivers transparent turn-key access into the alternative risk transfer space.

## **What Kinds of Risks Can You Insure?**

Enterprise risk is quite a popular subject these days. It deals with the low-probability, but high-severity exposures that are now top of mind as the country continues to adjust to the economic side-effects of these unprecedented times. The age of covid has increased the hazards for enterprise risk. Businesses across the country are seeking to transfer this traditionally self-retained risk to a third-party insurer.

Private Insurance allows a business to directly procure enterprise risk coverage for loss of net income due to a variety of unfortunate events such as loss of key personnel, loss of key

customers, loss of key suppliers, and more.

The options for businesses are to transfer this risk by purchasing insurance from a traditional insurance carrier

***“At a high-level, Private Insurance is a robust and proprietary transaction whereby a business directly procures insurance, the reinsurance carrier distributes this risk among hundreds of insureds throughout the country, and the investors benefit from the underwriting profit of the reinsurance carrier. This structure not only protects you in the present but can also secure your future.”***

or to seek insurance through alternative means. The latter is often popular when a company feels alternative insurance has superior risk management systems affording them the capacity to outperform the sometimes black hole of traditional insurance.

Moreover, Private Insurance offers even more than an insurance policy; it can become a tremendously valuable investment opportunity.

## **How Does Private Insurance Work?**

As with most insurance transactions, a business purchases insurance from an insurance carrier, and that carrier binds the risk, issues policies back to the business, and then reinsures a portion of that risk to a reinsurance carrier — insurance for insurance. However, in Private Insurance, 100% of the premium earned

through the sale of policies gets ceded to the reinsurance carrier.

That carrier allows investors, who are designated by the business purchasing the policies an investment opportunity

connected to the performance of the reinsurance carrier.

Here is the key: That reinsurance company has individual funds that rise and fall with claims experienced over the course of multiple policy periods. Any dollars not used to pay claims or underwriting expenses are deposited into these policy-linked accounts which participate in the funding of

individual policy-linked claims.

With good claims experience, these accounts have the potential for tremendous growth over time. When the business no longer purchases these policies, the investors have the sole benefit of the assets that have accumulated in these policy-linked accounts.

## **The Bottom Line**

At a high-level, Private Insurance is a robust and proprietary transaction whereby a business directly procures insurance, the reinsurance carrier distributes this risk among hundreds of insureds throughout the country, and the investors benefit from the underwriting profit of the reinsurance carrier. This structure not only protects you in the present but can also secure your future.

In a world full of uncertainties, one thing is certain: Private Insurance is the way of the future.



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*Jeffrey M. Verdon, Esq. is the Managing Partner of the Jeffrey M. Verdon Law Group, LLP, a Trusts & Estates boutique law firm located in Newport Beach, Calif. With more than 30 years of experience in designing and implementing comprehensive estate planning and asset protection structures, the law firm serves affluent families and successful business owners in solving their most complex and vexing estate tax, income tax, and asset protection goals and objectives. Please call us for a complimentary consultation.*

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# Help for advanced stomach cancer

## Innovative clinical trial seeks better patient outcomes

UCI Health surgical oncologist Maheswari Senthil, MD  
Photo by Karen Tapia

Stomach cancer is the fourth leading cause of cancer deaths worldwide because it usually isn't detected until it is in advanced stages. Among the most concerning is stomach cancer that has spread into the abdominal cavity and lining, or peritoneum.

Once cancer cells have invaded the peritoneum, the survival rate is only four to six months. Moreover, the incidence of gastric cancer is on the rise among adults under 50, especially Hispanics.

Surgical oncologist Dr. Maheswari Senthil, a specialist in advanced abdominal cancers and director of the UCI Health Chao Family Comprehensive Cancer Center's Peritoneal Malignancy Program, is determined to change those statistics with a novel clinical trial.

"We are seeing an alarming increase in metastatic cancers, particularly gastric carcinomatosis in younger adults," she says. "They need a fighting chance against this aggressive cancer."

### Boosting chemotherapy's effectiveness

The current standard of care is intravenous (IV) chemotherapy, but studies show this regimen slows the cancer's spread for about six months, then tumors usually start to grow again.

Evidence suggests that this treatment alone is insufficient because the peritoneal membrane reduces the drugs' ability to penetrate the abdominal cavity.

Infusing higher doses of chemotherapy directly into the abdominal area after IV treatment may be more effective, says Senthil, who also serves as medical director of the UCI School of Medicine's Center for Clinical Research.

To improve patients' options, she has teamed up with UCI Health medical oncologist Dr. Farshid Dayyani, a leading expert in gastrointestinal cancers and medical director of the cancer center's Stern Center for Cancer Clinical Trials and Research.

Together, they have launched STOPGAP, a phase 2 clinical trial that takes a three-pronged approach to treating gastric carcinomatosis.

Participants start with three months of standard IV chemotherapy. Next, over a period of at least three months, a chemotherapy agent is infused directly into the peritoneum by way of a port implanted into the abdominal tissue.

Selected patients then undergo cytoreduction surgery to remove all visible signs of cancer from the abdominal cavity. The area is immediately bathed with a heated chemotherapy solution for about 90 minutes to kill any remaining microscopic cancer cells, a procedure called hyperthermic intraperitoneal chemotherapy (HIPEC).

After surgery, most patients receive monthly immunotherapy infusions to further reduce the risk of cancer recurrence.

### Seeking better outcomes

STOPGAP is the only U.S. trial to use all three treatment modes for advanced gastric cancer. The goal is to demonstrate that this combination therapy is safe and improves patient survival rates. So far, seven patients are enrolled in the trial, which is actively recruiting up to 35 patients.

"Stage IV cancers can have very good outcomes with this type of care if you have the right team," says Senthil, noting that UCI Health, home to the only National Cancer Institute-designated comprehensive center in Orange County, is one of the few in Southern California with the necessary level of expertise in all three treatment modes.

The study, one of more than 300 active cancer clinical trials at UCI Health, is funded in part by seed money from the UCI Anti-Cancer Challenge, the cancer center's annual ride, run, walk fundraising event, which returns to in-person activities on Oct. 8 at the Irvine campus.

"The current standard of care for advanced gastric cancer is mainly palliative," Senthil says. "We believe this approach will give these patients much better outcomes and longevity."

**UCI Health**

[ucihealth.org/clinicaltrials](https://ucihealth.org/clinicaltrials)

# UCI Health

What I'll remember about  
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**how I was treated.**

With next-day access to the highest-ranked cancer center in Orange County, you have the benefit of time and can be confident you are getting the most advanced care right here in your community. Our personal approach to your care starts the moment you connect with us, and it continues with every step of your journey. It's comprehensive treatment, dedicated to your needs.



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Model used for illustrative purposes.

from here you can step anywhere  
**the wooden floor**®

## Innovation is the Core of Continued Organizational Transformation

By Dawn S. Reese, Chief Executive Officer, The Wooden Floor

Even as leaders take **action to re-energize** their people and organizations; the **most forward looking** see a larger opportunity – the chance to **build on pandemic-related accomplishments** and re-examine (or even **reimagine**) the organization's identity, how it works and how it grows." McKinsey & Company, *Nine Keys to Becoming Future Ready*, January 2021.

Earlier this year, I led a discussion on this topic of "being future ready" with members of the OC Nonprofit CEO Forum, a group that I founded at the beginning of the pandemic to gather leaders to initially discuss COVID-19 related issues. Subsequently, the members have continued to regularly meet over the past two and a half years to discuss the strategic issues facing their organizations, their teams, and the communities they serve.

As the pandemic has lingered, I continue to have discussions with nonprofit leaders, and for profit leaders as well, about the internal resiliency and forward-looking intention that is required to keep organizations moving forward despite the deep challenges we face today. **Innovation is the core of continued organizational transformation.** Organizations have been challenged as never seen before to re-examine the ways they do almost everything, in order to respond to the needs of their clients, customers, constituents, and communities.

As we saw in the early days of the pandemic, rapid innovation unfolded in new and enlightened ways as most organizations moved into virtual and hybrid environments. Organizations like The Wooden Floor have found ways to assess which programs and/or service deliveries that can scale, adapt or sunset based upon responding to new information and data.

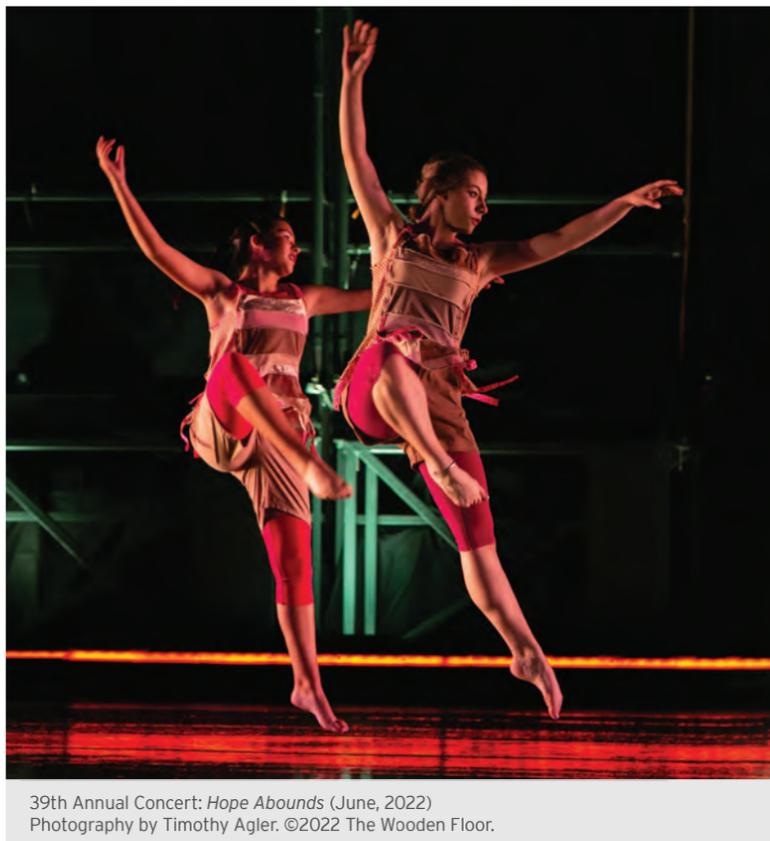
**At The Wooden Floor, we regularly follow a design-thinking process to innovate which includes three steps:**

- 1. Empathy** - providing opportunities to listen and learn from the students and families we serve in order to create results-driven programs.
- 2. Ideation** - providing an affordable way for us to generate new thoughts on programs and/or process improvements, which we can implement either incrementally, or at a larger scale.
- 3. Experimentation** - what we like to call "piloting" of new projects.

This provides our team with an opportunity to try something new, without the high investment of organizational resources, and at the same time creates an opportunity for learning. By implementing design-thinking throughout an organization, it can help to reinforce and codify these practices which have other additional benefits to leadership and management practices, staff retention, team engagement, and culture sustainability.

These practices were further reinforced by authors Aaron De Smet, Chris Gagnon, and Elizabeth Mygatt of the article *Nine Keys to Becoming Future Ready*: "Take

a stance on **purpose**; Sharpen your **value** agenda; Use **culture** as your 'secret sauce'; Radically **flatten structure**; Turbocharge **decision making**; Treat **talent** as scarcer than capital; Adopt an **ecosystem view**; Build **data-rich** tech platforms; **Accelerate learning** as an organization."



39th Annual Concert: *Hope Abounds* (June, 2022)  
 Photography by Timothy Agler. ©2022 The Wooden Floor.

The Wooden Floor launched an ambitious 10-Year Strategic Vision 2021-2031 during the pandemic to: *Drive Social Innovation, Grow Impact, and Uplift Our Community*. We are intentional about how we are carrying forward the important first phase of our Strategic Plan called *Leading With Agility. Strengthening Our Community*. During the pandemic, it has been even more important to keep re-examining what we know, as well as refreshing our organization in order to respond to the evolving needs of the students and families today. And at the same time, we have kept an eye towards a vision for the future--- when students join The Wooden Floor, they make a 10-year mental commitment to the organization, and we must be prepared to make a 10-year organizational commitment to them.

In the news there have been reports about the increased drop-out rates for high school and college students, as well as lowered test scores in K-12 due to remote and hybrid learning. In order to mitigate these potential outcomes, The Wooden Floor's team of our Board of Directors, staff, and supporters work tirelessly to ensure our students have not been derailed during the pandemic. *Some of our recent accomplishments:*

- 100% of our senior class members graduated and enrolled in higher education – our 18th consecutive class since 2005
- 55% of our alumni have graduated with a Bachelor's or Master's degree since 2005, as compared to 12% of their peers
- Over 140 alumni are enrolled in colleges and universities across the nation including Chapman University, CSU Fullerton, UC Irvine, UC Los Angeles, University of Southern California, and Vanderbilt University
- 3rd, 5th and 8th grade students are exceeding benchmark standards in Math Literacy for Orange County and California\*  
2020-21 Compare Smarter Balanced ELA and Mathematics Test Results - CAASPP Reporting (CA Dept of Education)

As an entire organization, we are laser-focused on ensuring that ten years from now, when the pandemic will be hopefully long over, The Wooden Floor's students will have the social, emotional, and academic prowess to reach their big dreams for their futures in higher education and beyond.

We believe when dance is used as a means of social change, innovation flourishes into courageous life-changing outcomes for the children we serve, and moves The Wooden Floor's exciting mission forward, which helps move our community forward.



Dawn S. Reese, Chief Executive Officer of The Wooden Floor, is a social innovator who leverages her unique blend of experience in business, technology, education and the arts to propel young people forward. During Reese's 13-year tenure, The Wooden Floor has seen significant growth and with the opening of its second location in Santa Ana, and licensing of its model. Recent awards for The Wooden Floor include: *2022 Nonprofit of the Year Award Greater Irvine Chamber*, *2021 Aim High Award New York Life Foundation*, and *2021 Stand Up The Arts Award from Ovation TV/Charter Communications*, and Reese received the *2020 Women of Distinction Award from 34th CA Senate District Tom Umberg*.

Dawn serves on the Board of Directors for **Advisors in Philanthropy OC**, **OneOC** as Treasurer, **Orange County Music and Dance**, **Passkeys Foundation** as Board Chair and the **Santa Ana Chamber of Commerce**. She is on the Board of Advisors for the **Center for Leadership - College of Business and Economics at California State University, Fullerton**. Reese began the first part of her career in management consulting specializing in the high technology sector, and currently she is an evaluator for **OCTANE's** Nonprofit Accelerator Panel. Reese is an author, mentor, consultant, and national conference presenter on topics of strategic planning, board governance, leadership development and creative youth development.

TheWoodenFloor.org

 DawnSReese



# DANCE IS THE ANSWER.™

We transform the lives of young people in low-income communities through **the power of dance** and **access to higher education**.

Founded in 1983, The Wooden Floor is one of the foremost creative youth development nonprofit organizations in the country.

Students at The Wooden Floor consistently exceed their peers nationally. Our students become change agents and beacons of hope within their own families, their neighborhoods, our community, and our world.

- **100 percent of our graduates enroll in higher education since 2005**, as compared to about 50 percent of their socioeconomic peers.
- Over the past five years, nearly **50 percent of The Wooden Floor graduates major in STEAM subjects**. (Science, Technology, Engineering, Arts, and Math)
- **55 percent of our alumni have graduated from colleges and universities since 2005**, with a Bachelor's or Master's degree, as compared to 12 percent\* of their socioeconomic peers.

\*National Student Clearinghouse Research Center



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from here you can step anywhere  
**the wooden floor**<sup>®</sup>  
TheWoodenFloor.org



The Noveil team took the top prize in this year's Stella Zhang New Venture Competition. Pictured from left are Kendrick Barefield, Michael Allotey, Ernest Garrison and David Sanusi. • Tyler Robinson/UCI

## Video Dating App Claims Grand Prize in Merage School Competition

*Noveil seeks to eliminate the superficial nature of most popular dating apps.*

Using common dating apps can often feel shallow and risky, but a business created by a UC Irvine student seeks to eliminate those hurdles and provide an application that fosters lasting relationships.

That business, Noveil, recently won a \$20,000 grand prize and \$10,000 Consumer Services first prize in the Stella Zhang New Venture Competition, which is hosted annually by the Beall Center for Innovation and Entrepreneurship at The Paul Merage School of Business to encourage entrepreneurship and support student startups in the Orange County area.

Michael Allotey, a 2021 UC Irvine graduate who majored in computer science and minored in innovation and entrepreneurship, started Noveil specifically for Generation Z college students.

"We understood the problem because we experienced it ourselves," Allotey said of the Noveil team. "We noticed there was a hookup culture that you can't get around in online dating. There was a superficiality. People only judged each other on a picture and then a few sentences in a bio. Also, women don't really feel that comfortable. To us, that's crazy."

Noveil seeks to solve these problems by removing photos and a bio and adding a video dating platform so people can really get to know each other before going on a date.

When somebody signs up for Noveil, they will be asked three questions to determine their preferences and whether they want to start dating. From that point, the app's algorithm uses machine learning to find a good match for each person. Initially, these matches are based on preferences, but after going on a few dates, the app will base its matches on who somebody has chosen to date and who they have disliked in the past.

"It's similar to how Netflix recommends movies," Allotey said. When two people are matched, they are immediately placed in a three-minute video call. The app provides two icebreaker questions to stimulate the conversation.

Allotey started Noveil in November and enrolled in the Stella Zhang New Venture Competition a few months later.

He said he had been interested in competing in the event for a while.

This year's event gave nearly \$100,000 in prize money to a variety of businesses dealing with sustainability, medical technology and diet. Over the course of seven months, 88 teams were whittled down to 10 during this year's competition. These finalists competed in an event run similarly to an episode of "Shark Tank" where contestants pitch their products and services to a panel of judges made up of Orange County entrepreneurs and investors.

Aside from Noveil, several other businesses received cash prizes for a variety of categories, including business products and services, consumer products, consumer services, life sciences and social enterprise. First place winners were given \$10,000 and second place received

\$5,000. A grand prize runner up was also chosen and awarded \$5,000.

### Grand Prize Runner Up

Enjovu Paper was chosen as the runner up for its proposal to use regenerated fibers from elephant feces to create sustainable paper products. The company argued that this will lessen the environmental impact of paper production and raise awareness for endangered elephants, which are threatened by poaching, human-wildlife conflict and habitat destruction.

### Life Sciences

The first prize was claimed by forMED Technologies for its mission to provide patients with an at-home eye pressure monitoring system to prevent blindness and make sure that patients are receiving the correct amount of medication. Sayenza Biosciences received the second place prize for developing the first fully automated device that processes fat removed during liposuction. This is crucial because the cells in liposuction fat have a high amount of adult stem cells, which can be used for regenerative medicine.

### Business Products and Services

Nutripair was awarded the first place prize for its product pairing people with the most nutritious and beneficial foods for their dietary preferences. The company also helps restaurants raise their revenue through helping manage the menu and analyzing allergens and nutrition. EmpowerMi came in second place for its mental wellness platform that provides a more holistic approach to mental health maintenance.

### Consumer Products

HAI came in first place for offering sustainable and fashionable jewelry. GaleGauge took the second place prize for its golf training tool utilizing data on wind, temperature and distance to help people adjust their swing.

### Social Enterprise

Blue Aqua Food Tech received the first place award for using insects to create an alternative protein for fish to feed on to help solve the global crisis of fishmeal shortages. Enjovu Paper also was awarded second place honors in this category.

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### Consumer Services

Noveil also received the first place prize in this category, while SnapHealth came in second place for its mobile app that helps patients take back control of their sensitive health data to improve the overall experience of healthcare.

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## City of Hope Opens the Most Advanced Cancer Center in Orange County

CITY OF HOPE ORANGE COUNTY LENNAR FOUNDATION CANCER CENTER IS AN EPICENTER OF INNOVATION



Jason Salsamendi, M.D., cares for patients in the world's most advanced interventional radiology suite at the new cancer center.  
Photo Credit: Jordan Strauss/AP Images for City of Hope Orange County

Orange County is known around the country for its innovation. City of Hope Orange County Lennar Foundation Cancer Center in Irvine, the most advanced comprehensive cancer center in Orange County, will bring more medical innovation to the area, contributing to the region's status as a focal point for technology and world-changing ideas.

Here, physician-scientists will conduct Phase 1-3 clinical trials at a dedicated clinical research unit and an infusion center to provide patients with pioneering treatments long before they become standard of care.

Additional distinguishing services will include:

- **ACCLAIMED CANCER EXPERTISE:** Access to City of Hope's 575 physicians and more than 1,000 researchers and scientists who only focus on cancer.
- **LIFESAVING CLINICAL TRIALS:** Access to nearly 1,000 innovative Phase 1-3 clinical trials being conducted at City of Hope each year — more cancer-focused clinical trials than anywhere in the area.
- **BREAKTHROUGH TREATMENTS:** Targeted immunotherapies, including CAR T cell therapy, as well as bone marrow transplants, robotic minimally invasive surgeries and MRI-guided radiation oncology. These innovations have demonstrated improved outcomes and a better quality of life for patients in treatment.
- **LEADING-EDGE TECHNOLOGY:** The latest and most comprehensive suite of market-leading radiology, interventional radiology and radiation oncology equipment, providing a powerful combination of high tech and high touch.

- **INTEGRATIVE MEDICINE:** A trailblazing integrative medicine program combining the best of Western medicine and evidence-based complementary therapies, such as acupuncture, massage and meditation.
- **CANCER PREVENTION:** Programs that identify people and families with elevated cancer risk utilizing genetic risk assessments, biomarker panels and environmental surveys to help manage that risk.
- **PRECISION MEDICINE:** Best-in-class genomic testing to profile a patient's tumor and determine the treatment that will be most effective for their cancer.
- **A CLINICAL RESEARCH UNIT:** The epicenter for clinical investigational research that speeds the development of new drugs and interventions to the bedside, allowing patients to receive the latest treatments in cancer care.

The outpatient cancer center will be seamlessly connected to Orange County's only specialty cancer hospital exclusively focused on treating and curing cancer, opening in 2025.

City of Hope Orange County's cancer care network currently includes four regional clinics — two in Newport Beach, one in Huntington Beach and one in Irvine. The cancer center, the regional clinics and the planned hospital will create Orange County's largest network dedicated exclusively to cancer treatment and cures.

For more information, visit [CityofHope.org/OC](https://www.cityofhope.org/OC)



TO MAKE AN APPOINTMENT CALL 888-333-HOPE (4673)



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## THE MOST ADVANCED CANCER CARE IN OC

City of Hope, an NCI-designated comprehensive cancer center, has opened its visionary cancer and academic research center in Irvine. Cancer research that has led to breakthrough treatments used around the globe is conducted right here. Patients who once traveled for expert care now have the world's best cancer-fighting minds close to home. **This is the Hope you've been waiting for.**

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Edward S. Kim, M.D., M.B.A.,  
Physician-in-Chief, City of Hope Orange County  
Nationally recognized advocate for expanding  
access to lifesaving clinical trials



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# SEGERSTROM — SHELBY EVENT CENTER —

## A Cause to Showcase History

The Segerstrom Shelby Event Center is a place of preservation, education, and celebration. The automobiles and artifacts in this collection conjure memories of a recent past filled with power. This power is unique to America and Southern California. The act of saving and preserving the specialties within these walls is near to our hearts, as is our commitment to helping those who need it most.

Profits from the Segerstrom Shelby Event Center go to the Shriners for Children Medical Center — Pasadena, the Carroll Shelby Foundation, and the National Pediatric Cancer Foundation.



The Shriners for Children Medical Center — Pasadena provides comprehensive medical, surgical and rehabilitative care to children up to age 18 with orthopaedic conditions, burn scars, and cleft lip and palate. Medical Center patients receive all services in a family-centered environment, regardless of the families' ability to pay.

The Carroll Shelby Foundation provides medical assistance for those in need, including children, as well as educational opportunities for young people. The Foundation has continued to aid children battling deadly diseases, while expanding its reach into the classroom through the Northeast Texas Community College's Carroll Shelby Automotive Technology Center.



Carroll Shelby wanted the best for everyone around him. He became a legend by doing what he loved with unparalleled passion. His creations breathe fire and stoke the imagination of all who yearn for that truly American goal: Freedom. Through his foundation, the Carroll Shelby legacy will continue in the relentless pursuit of fighting for a good cause.

On January 20th, 2022, Ted and Rae Segerstrom welcomed Kathy Ireland to the Segerstrom Shelby Event Center for a Grand Celebration in making a public announcement of the two-year partnership with the National Pediatric Cancer Foundation.



"The National Pediatric Cancer Foundation (NPCF) is a nonprofit organization dedicated to research and clinical trials to find less toxic, more effective treatments for childhood cancer. Our purpose is to reduce the side effects of current treatments, improve survival rates, and ultimately eliminate childhood cancer." - NPCF

Ted and Rae Segerstrom have made a commitment to build awareness and support future pediatric cancer research by donating a percentage of museum admission sales to NPCF.

The Segerstrom Shelby Event Center is a testament to passion in multiple ways: Carroll Shelby's love of going fast and creating some of the most iconic vehicles in American automotive history, Mr. & Mrs. Segerstrom's tenacious efforts in not only collecting and restoring some of the most rare Shelby vehicles ever produced, but also building a museum to preserve their place in history, and most importantly, ensuring that future generations benefit through the strategic partnership with three unique establishments, each with its own passion for a good cause.

For more information about visiting The Segerstrom Shelby Event Center or our commitment to Shriners for Children Medical Center — Pasadena, the Carroll Shelby Foundation, and the National Pediatric Cancer Foundation, please call us at (949)-969-4368, visit our website, [www.SegerstromShelbyEventCenter.com](http://www.SegerstromShelbyEventCenter.com), or reach us via email at [info@ssecoc.com](mailto:info@ssecoc.com)

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- Fully Equipped Conference Room



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For more information on events or museum tours, visit [www.segerstromshelbyeventcenter.com](http://www.segerstromshelbyeventcenter.com), or call (949)-969-4368.

# HOW TO BOUNCE BACK AFTER YOUR DIVORCE



By Paul Nelson, Esq

**Imagine this:** Your divorce is now final. Congratulations (or condolences, depending on your state of mind). Like a wedding or graduation, a divorce is a life milestone. Things will never be the same. But they might be much better! In the spirit of producing the latter outcome, today's column features advice from life coach Anita K on how to prepare for life's next stage.

But first a little info on Orange County-based Anita K. She has been featured by *Good Day LA*, *Better Homes & Gardens*, *Fox 11 Los Angeles*, *Huffpost*, and *Axios*. Trained and certified by Tony Robbins' Robbins-Madanes program, she's counseled dozens of clients on how to grow and thrive post-divorce. The following Q&A is an excerpt from my interview with her in my forthcoming book, *The Ultimate Guide to Your California Divorce* (publishing in 2023).

**Q:** How is a person supposed to deal with all the negativity they're feeling?

**A:** This is when "self-care" comes in. You must make your mental and emotional health a priority. This can mean seeking counseling from therapist or a priest. Going to a yoga retreat. Working with a nutritionist. Making sure you eat right, get enough sleep, and exercise. Prioritizing self-care is absolutely key because it's one of the few things you have control over, and maintaining your physical, mental and emotional health will help ease the pain you are experiencing. (And it's a lot better for you than junk food, alcohol, and/or smoking.)

**Q:** As painful as divorce is, can it also be an opportunity?

**A:** Any trauma that shatters complacency is an opportunity for self-reevaluation. You know how the COVID lockdowns caused millions of people to reassess what they wanted to do with their lives? In just a few months, many, many people

changed jobs, switched careers, and embarked on whole new lifepaths. Divorce offers the same challenges and opportunities. Your old life has been stripped away and now you can rebuild it in a way that may be better, more fulfilling.

**Q:** How long does recovering from a divorce usually take?

**A:** Expect it to take at least a year. For me, personally, it was two years. But trust the process. It will happen. It may not seem that way when you're in the middle of it but, trust me. You will get through it.

**Q:** Is there anything that will speed up the recovery process?

**A:** Forgiveness can help remove the toxic atmosphere you're living in. Now, you might say, how can I forgive my ex? He/she cheated on me 12 times. That's unforgivable. And, from a

moral perspective, that may be true. But holding that resentment isn't going to help you move on. Once you can stop making everything about you—when you come to understand that cheating was the result of a weakness and failure in your spouse's character—then you can find the strength to move on.

**Q:** Do you have any final recommendations for divorce recovery?

**A:** I'm a big fan of vision boards. Every year, I put together a board filled with pictures that help me visualize the experiences I hope to have and the life I wish to live in the year ahead. It's a tool I use to focus my mind on the goals I desire to achieve. (And this can include entering new relationships and finding a new love.) A divorce may be the end of a marriage, but it's not the end of your story. You have the whole rest of your life to live. Learn from your experience and use those lessons to move toward the future you want.

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# The Need for Speed

By Paul Nelson, Esq



*Top Gun: Maverick* just opened in theaters to positive critical raves as well as blockbuster-status box-office returns. This is, of course, the long-awaited sequel to 1986's *Top Gun*. Directed by the late Tony Scott, *Top Gun* is, 36 years later, still remembered for its stunning pre-CGI flying scenes, its top 40-rich soundtrack, its topless beach volleyball scene and, of course, the immortal line: "I feel the need—the need for speed."

Speed is essential in warfare. The World War II-era term blitzkrieg literally means "lightning war." But it's also just as critical in another, perhaps more familiar battlefield, the courtroom. One of the rights enumerated in the U.S. Constitution is the right to a speedy trial. Likely you have heard the phrase, "Justice delayed is justice denied." In the law, speed is everything.

A divorce is like any other legal proceeding. The faster it concludes, the better for all involved. (This is certainly true if you're footing the bill for your legal representation.) As virtually all family law attorneys charge by the hour, the fewer number of hours they must invest in your case, the better it is for your bank account.

Completing your divorce speedily will also benefit you psychologically. A divorce can't help but be emotionally taxing. It's better to "rip the bandage off" quickly than to prolong emotional agony. Once you've filed for divorce, there are three critical ways to accelerate the process.

## #1 Quickly assemble all relevant documentation.

As part of your divorce, you'll be asked to complete what's called a Preliminary Declaration of Disclosure. This document is to include a full schedule of assets, debts, income, expenses, and supporting documentation as to your financial and property holdings, such as tax returns, bank statements, investment statements, etc. If you and your spouse have a prenuptial

agreement, include this, too.

## #2 Hire your experts early.

Determine what evidence you will need to make your case, then secure the services of high-quality third-party experts to testify on your behalf. Why is time an issue? First, leading experts are always in demand. The people you want may not be available when you need them, so the sooner you begin your search, the more time you'll have to find credible substitutes, if necessary. Second, it may take time for your experts to sift through the available information; this is particularly true when talking about forensic accountants. A rushed analysis is likely to be incomplete, if not erroneous. Finally, there are only so many top professionals to go

around; better to snag the stars before the other side does!

## #3 Propose a settlement.

Know in advance what you want to get out of your divorce and put it in writing. Be specific. Think: House. Business. Vehicles. Investments. If you have children, what should the custody arrangement spell out? Include an argument supporting your case, especially if there's a chance your requests and/or demands may seem one-sided. The ultimate goal, of course, is to propose an offer your spouse will find attractive enough to accept with only minor alterations so you can close the case, avoiding trial. Then you'll be free to begin your new life. Heck, maybe even take in a movie.



PAUL NELSON

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*High Stakes Divorce Lawyers*

## 2022 INNOVATOR OF THE YEAR AWARD NOMINEES

**AIVITA Biomedical Inc., Irvine***Hans Keirstead, Chairman & CEO*

Dr. Hans Keirstead is chairman and CEO of AIVITA Biomedical, Inc., an Irvine-based biotechnology company developing personalized vaccines for the treatment of cancer and prevention of COVID-19. AIVITA's innovative therapies are made possible through proprietary, leading-edge capabilities Dr. Keirstead and his team have developed over two decades as pioneers in the field of regenerative medicine. AIVITA's personalized cancer immunotherapy uniquely targets the seed of all cancers, tumor-initiating cells. In 2021, Dr. Keirstead's team reported a remarkable 50% improvement in progression free survival over standards of care using this approach. In the last year Dr. Keirstead also led the rapid development of a novel personalized vaccine for COVID-19. The vaccine has undergone clinical testing in Indonesia at the invitation of the Indonesian Ministry of Health and aims to serve nations with limited access. Importantly, the vaccine provides direct cellular immunity by stimulating a T cell response, in contrast with available mRNA vaccines which produce transient antibodies in hopes of stimulating cellular immunity. Hans is a member of several local Orange County charities. He is also a husband, father, and proud member of the Orange County community.

**A-Tech Consulting Inc., Orange***Casandra Williams, Owner, CEO & CFO*

Casandra Williams is not only an innovator in her field, but in her community. Her company, A-Tech Consulting, was the first to test nonprofit Orangewood Foundation's new program, the General William Lyon Workforce Academy, pairing disadvantaged young adults in apprenticeship opportunities with local construction firms. The program teaches trade skills to young adults looking for a career path and provides a new source of dedicated employees for companies. In less than a year, it has grown to serve 14 youth and connect them with seven community corporations. Williams now sits on the board for Lyon Workforce Academy and is eager to continue to build on the vision and amazing potential of this program and expand services in partnership with the LWA board and the Orangewood team. Providing choices, financial resources and community support is what changes the direction of a young person's life. A corporate community that encourages our youth to discover their potential, push past their fears and doubts, and see that they are strong and capable leaders is what will change lives and generations forever.

**ATTOM, Irvine***Rob Barber, CEO*

As CEO of ATTOM, Rob Barber directs the enterprise, data and product strategy, customer acquisition and service, as well as corporate management teams, for the premium property data provider. Barber also leads the company's corporate M&A strategy. Barber's true passion for property data guides the ATTOM team comprised of forward-thinking experts. This enthusiasm continues to motivate the company's growing team of data experts dedicated to ensuring ATTOM's key stakeholders - ranging from customers to subsidiary partners - achieve success through a culture of integrity and excellence in a positive and collaborative environment.

**ATTOM, Irvine***Todd Teta, Chief Product & Technology Officer*

Todd Teta leverages over two decades of experience in technology and product innovation in his role at ATTOM, where he leads the company's technology and product teams. Teta's unique contributions to ATTOM continue to prove invaluable in ensuring the company's ability to deliver data-driven critical insights and analytics-ready property data solutions, addressing a wide range of business needs. Under Teta's leadership as chief product and technology officer, ATTOM - now the parent company of RealtyTrac, Homefacts, Home Disclosure, Home Junction and GeoData Plus - continues to build upon its data footprint through technology developments and strategic acquisitions. Teta remains committed to consistently delivering innovations that contribute to furthering ATTOM's goal of bringing more comprehensive real estate data to the marketplace.

**Avanir Pharmaceuticals Inc., Aliso Viejo***Wa'el Hashad, President & CEO*

Wa'el Hashad has served as the president and CEO of Avanir Pharmaceuticals, Inc. for the past five years. He is also currently a member of the California Life Sciences (CLS) Board of Directors, the Financial Management Association Honor Society and the advisory board of the Center for Health Care Management and Policy (UCI Paul Merage School of Business). A pharmacist by training, he is a passionate leader with over 25 years of experience in pharmaceutical management, sales and marketing in the U.S. and international markets. As the chief commercial officer and executive vice president of Seres Therapeutics, Hashad pioneered the path for future therapies. Within this role, he led all activities related to the commercialization of new products. He additionally launched groundbreaking therapies as the therapeutic area head for General Medicine and head of Global Marketing at Amgen. As the vice president of Cardiovascular and Metabolic Disorders Marketing at Boehringer Ingelheim, Hashad oversaw the development of a new product which was the first of its kind and offered an easier process for clients.

**BioCorRx Pharmaceuticals Inc., Anaheim***Brady Granier, CEO*

During the 12 years prior to joining BioCorRx® in June of 2013, Brady Granier had been involved in sales management, media sales and business development. Mr. Granier was employed at Clear Channel Media & Entertainment ("CCME"), where he had served in several positions from account executive to director of business development and local sales manager. He has also served as the Healthcare Category Manager for the Los Angeles division of CCME, the largest



media company in the United States. During his tenure at CCME and other media companies, he worked on marketing campaigns for local businesses and physicians, as well as for national brands such as Neutrogena, New Line Cinema, Paramount Pictures, Samsung, AT&T, Coke, Dr. Pepper, Hansen's, Honda, MGM, Universal Studios and more. He also managed endorsements on the radio for Ryan Seacrest. In 2006, He received the coveted Pinnacle Award from CCME for being the top sales executive in the Western region. While serving as director of business development, Mr. Granier grew new business by 49% in his first year in that role.

**Blue C, Costa Mesa***Eric Morley, Co-Founder & COO*

For nearly 25 years, Eric Morley has built Blue C's reputation as Orange County's leading brand strategy and marketing agency - a feat not possible without innovation and ingenuity at pivotal moments. Blue C recently debuted its proprietary BrandPWR program to lead businesses through a hands-on, multi-step process that defines the who, what and why behind their brand. An amalgamation of dynamic best practices learned throughout Blue C's lifetime, Morley drew on the agency's more than 12,000 marketing projects, 500 rebrands and 1,000 launches to develop this one-of-a-kind branding roadmap. Morley has also built Blue C's client roster significantly over the last year, with a hyperfocus on partnering with electric transportation and sustainability brands who are or aim to be innovators, disruptors and tastemakers in their respective industries. Morley is also a proven innovator outside of Blue C. When the pandemic hit, Morley quickly sprang into action and co-founded the California Love Drop, a non-profit organization that served more than 400 "love drops" and delivered 38,000+ meals to front line responders, those who need care and medical personnel combatting the pandemic.

**Branded Group, Anaheim***Michael Kurland, CEO, Co-Founder & Author*

Michael Kurland, CEO, writer, podcaster, entrepreneur, culture creator, and conscious capitalist. An award-winning CEO of a successful facilities management company, Kurland is committed to leading with purpose and giving back to his community. Kurland launched Branded Group in 2014 and has led its year-over-year exponential growth and cultural transformation, which has been accomplished through the cultivation of a highly-regarded team of industry experts who strive to be better to their customers, communities, themselves, and to each other. This commitment has resulted in deep and long-lasting customer, vendor, and non-profit partner relationships, innovative programs that drive customer satisfaction, and a respected position in the industry. Kurland is a well-established author of thought leadership articles in online publications such as Forbes, Inc., Huffington Post, and Thrive Global on topics such as leadership, company culture, social impact, and employee engagement and retention. In addition, his first book titled "Broken to Better: 13 Ways Not to Fail at Life and Leadership" will be available July 19th. He is also the host of the "BeBetter with Michael Kurland" podcast. Kurland shares his facilities management expertise in case studies and industry publication articles. He is a sought-after speaker, sharing his entrepreneurial journey with aspiring small business owners and students.

**CathWorks, Irvine***Ramin Mousavi, President & CEO*

Ramin Mousavi is a dynamic executive with an outstanding history of building high-performing teams and achieving exceptional results in the medical device and high-tech industries - from developing to launching and commercializing breakthrough and transformational products. He is currently the president & chief executive officer (CEO) of CathWorks, an innovative global medical device company focused on transforming the diagnosis and treatment of coronary artery diseases. CathWorks is dedicated to improving the care of patients suffering from coronary artery disease by providing clinicians the most comprehensive and objective data through CathWorks digital health platform, a combination of advanced algorithms, artificial intelligence, machine learning and cutting-edge user interface. A rising star of the medical device industry, Mousavi has executive leadership and operational experience in general management, marketing, strategy, product development, and commercialization across multiple market segments. Prior to CathWorks, Mousavi led the patient monitoring and digital health portfolio at Baxter International. Previously, he held various leadership assignments at Edwards Lifesciences, Panasonic, and Rockwell Collins. Mousavi served as CathWorks vice president of global marketing & strategy and the company's chief marketing officer from 2019 to 2020.

**Check Capital Management Inc., Costa Mesa***Steve Check, President*

Steve Check founded Check Capital Management (CCM) in 1987. As CCM's chief investment officer, he is responsible for overall investment policy and portfolio management. While formally educated as an engineer (plus coursework in accounting), Mr. Check found his passion in investing and helping others with financial issues. He thoroughly studied great investors—Benjamin Graham, Warren Buffett, Charlie Munger, etc.—learning not only their techniques but the underlying mindset that ensured their success. Mr. Check holds a BS degree in Electrical Engineering from Iowa State and a Masters in Engineering from the University of California, Irvine. A member of CFA Institute, he is past president of the CFA Society of Orange County.

**Cinergy Financial, Tustin***Cindy Couyoumjian, Founder & CEO*

Cindy Couyoumjian is truly one of those inspiring stories about a woman who not only entered one of the last remaining male-dominated industries, she also thrived to become one of the best financial advisors in Southern California. In addition to being a brilliant financial advisor, with 36 years of experience, Couyoumjian is also a best-selling author, educator, and lecturer. Couyoumjian's book, Redefining





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## 2022 INNOVATOR OF THE YEAR AWARD NOMINEES

Financial Literacy, became a Wall Street Journal and Amazon best-seller. In addition, her forthcoming book, *The Rise of Women and Wealth*, offer a powerful and compelling message to all women. The message is simply the affirmation that women need to improve their financial literacy in order to achieve financial self-determination. Couyoumjian is currently working on her third book about the silent retirement crisis.

**City of Hope Orange County, Irvine**

*Annette M. Walker, President*

Annette M. Walker is the visionary president of City of Hope Orange County who is bringing the next generation of cancer research and treatment to Orange County. This summer, Walker and her team opened City of Hope Orange County Lennar Foundation Cancer Center in Irvine - the most advanced comprehensive cancer center in our community. The comprehensive cancer center delivers innovations that will become a best practice for cancer centers worldwide. This includes an accessible academic medical center in the heart of a community, innovative and more inclusive phase 1 to 3 clinical trials, integrative medicine that blends Western and evidence-based complementary practices, an unprecedented bench of scientific minds, and full community involvement in almost every aspect of the center - from designing the patient-focused interior to planting a garden for future generations. Walker has a long history of innovating and inspiring others as a health care senior executive, mentor and sponsor, author and speaker, and tireless community leader. She has been twice recognized as one of the most influential leaders in American healthcare.

**Codebreaker Technologies, Irvine**

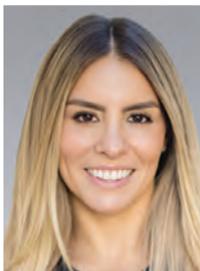
*Cheri Tree, CEO*

Cheri Tree created a new personality assessment model based in BUY-ology, designed to predict buying behavior and human engagement, called B.A.N.K. She has won numerous awards, been voted entrepreneur of the year, written in Forbes, and has clients around the world. In 2019, her company, Codebreaker Technologies, created the world's first artificial intelligence powered by B.A.N.K. and written in Forbes as "the future of sales". Her company just became patent-pending with innovative and disruptive technology that can integrate into any membership or login portal and automatically capture the user's personality type based on their values, giving the company the ability to better engage, retain, advertise, and monetize their relationship with the user. This will be a game changer with business intelligence and data analytics to supercharge results.

**Colliers, Irvine**

*Amanda Spangler, Managing Director*

Joining Colliers in 2021 as managing director for the Inland Empire and Orange County offices, Amanda Spangler's designation marked an industry milestone. She and Jodie Poirier, executive managing director, and Greater Los Angeles Market Leader became the first female duo to oversee a global commercial real estate services company's operations in the Greater Los Angeles region. Spangler's oversight extends to upwards of 70 brokerage professionals across two offices. In her role, she works diligently to strengthen business development, improve service delivery and recruit top industry talent. Among her many duties and objectives, Spangler places great emphasis on growth, focusing on organic growth through her sales professional's business plans and unique client opportunities and offerings. She strategically aligns her recruitment of top industry talent with complementing Colliers' culture and clientele and anticipating the needs of her professionals and markets.

**Cyrano.ai, Newport Beach**

*Scott Sandland, CEO & Founder*

Scott Sandland is the former world's youngest hypnoterapist. A few companies (and decades) later he is the CEO of a company focusing on artificial empathy and strategic linguistics. As a former executive director and CEO of a mental health clinic and longtime technologist, he has experience leading purpose driven organizations. He has been published in numerous peer-reviewed journals and had his technology featured in the Harvard Business Review, Psychology Today, Forbes, and Entrepreneur Magazine. Sandland is the author of Cyrano.ai's patent, which focuses on non-obvious language patterns associated with mental states like commitment, impulsivity, rationalizations, and more. Sandland has presented his AI work at the United Nations AI for Global Good Conference and is a frequent guest lecturer at multiple universities.

**DAIM - Digital Asset Investment Management, Newport Beach**

*Bryan Courchesne, Founder & CEO*

The founder of Newport Beach-based Digital Asset Investment Management, Bryan Courchesne, is no stranger to managing risk and being on the forefront of innovation as we head into a new digital era and the 21st Century financial landscape. Impacted by the housing meltdown during the Great Recession, the Florida entrepreneur relocated to New York City to trade options in the pit of the exchange. Within a few years he was managing a desk of brokers as the head of equity derivative sales at a Broker-Dealer.

**David Meltzer Enterprises, Ladera Ranch**

*David Meltzer, Founder*

As our world continues to evolve, David Meltzer prepares each day to meet those challenges head-on. While other business leaders may shy away from investing in themselves and their mission due to uncertainty caused by the pandemic, Meltzer has doubled down on his mission to empower over 1 billion people to be happy. Since shifting his focus towards content creation, Meltzer has created two business-focused television shows for Bloomberg and Apple TV, a pitch show called "2 Minute Drill" and the first late-night entrepreneurial show "Office Hours". "Office Hours" is currently airing its second season while "2



Minute Drill is set to record its fourth season in July 2022. Meltzer recently announced a content & distribution deal with Apple TV as a featured influencer, which brings his shows, podcasts, and more to over 1 billion screens worldwide. In addition to recording locations at the Blue Wire studio in the Wynn Las Vegas and at SoFi Stadium, home of the NFL's Los Angeles Rams and Chargers, David Meltzer Studios just launched its third location in Orange County.

**Distressed Capital Resources, Costa Mesa**

*William Lobel, Founder & President*

Led by renowned bankruptcy attorney William (Bill) Lobel, the sole mission of DCR is to help business leaders solve the problems caused by financial distress, with a focus on avoiding Chapter 11 bankruptcy and the reputational damage that it causes. Lobel has decades of experience providing clients in financial distress with bankruptcy options in California. He uses this knowledge and wisdom to create each DCR Smart Plan. Each Smart Plan becomes a roadmap that helps guide you to your desired goals, with step-by-step instructions and suggestions regarding services and individuals who can assist with viable bankruptcy options. Lobel's goal is to maximize value and, in the right circumstances, to assist the client to restructure existing debt, repurpose assets or modify business to allow for the retention of assets. With their help, clients are able to resolve their financial distress while maintaining the hard-earned professional reputations they have spent years building.

**Edwards Lifesciences, Irvine**

*Katie Szyman, Corporate Vice President, Critical Care*

As corporate vice president at Edwards since 2015, Katie Szyman leads her teams with one goal: help patients get home to their families faster. She has done this while adeptly leading Edwards' global critical care and vascular business through nearly a decade of growth. Szyman continues to lead, motivate, and engage sales, marketing, R&D, clinical, regulatory, and dotted-line manufacturing - and in recent years, through the COVID-19 pandemic. Motivated to bring predictive and artificial intelligence (AI) technologies into medical technology, Szyman has led the launch of numerous groundbreaking products, including the Acumen Hypotension Prediction Index (HPI) software, which leverages AI and machine learning to help clinicians understand a patient's hypotension (low blood pressure) risk. This predictive software drives informed decision-making and improved outcomes. Szyman joined Edwards after a 20-year career at Medtronic, where she advanced in Global Finance and Business Development, eventually serving as senior vice president and president of Global Diabetes Research from 2009 to 2014. There, Szyman oversaw research, development, operations, sales, and marketing for Medtronic's insulin infusion pumps and continuous glucose monitoring systems.

**Ephesoft, Irvine**

*Ike Kavvas, Founder & CEO*

Ike Kavvas is the founder and CEO of Ephesoft, a leader in intelligent document processing (IDP) focused on accelerating productivity with automation. He helps customers in 50 countries with his global team in the Americas, Europe and Asia. Kavvas' entrepreneurial drive fuels him as a passionate technology innovator, AI and machine learning advocate, speaker and customer-obsessed trailblazer. As Ephesoft's leader, Kavvas has pushed the boundaries of innovating what was once a stagnant industry - document capture - into an AI-powered technology that is necessary to build the foundation of any digital transformation or hyperautomation initiative. He has taken a common process that is often complicated, time-consuming and inefficient and automated it, building AI into its inner workings to make it simple, fast and efficient. Workers no longer need to manually enter data, worry about mistakes or duplicate their efforts. Ephesoft is a solution that captures data, classifies it (organizes it), extracts the data, allows validation if necessary and exports that data into any other system or repository. IDP enables companies to be data-driven, quickly and without much effort.

**e-Plan Inc., Irvine**

*Michael Chegini, Chief Executive Officer*

Michael Chegini is a visionary whose drive to innovate and commitment to improving how public agencies and the AEC industry perform plan reviews led to the foundation of e-PlanSoft. His vision drives the company to lead the way in technology and leading-edge advancements in the company's offerings. Mr. Chegini has over 40 years of practical experience in civil and structural engineering design, design management, program and project management, and construction of buildings and supporting facilities for public transportation, educational, and municipal agencies, public works agencies and the private sector. His experience in the Compliance Management includes plan review, code analysis, seismic and facility condition assessments and ADA evaluation and design of new and renovation, expansion, improvement, and upgrade designs of all types of building systems. He has diversified experience in all project delivery methods. Under his leadership and vision, the company has been awarded three patents in the last year, bringing its total to 12, with more under consideration.

**Eyedaptic, Laguna Hills**

*Jay Cormier, CEO*

Jay Cormier is CEO and founded Eyedaptic in 2016 with the mission of revitalizing the quality of life for people with AMD (Age related Macular Degeneration). This is one of the biggest unmet needs in eye care today with over 150 million people worldwide affected, with no existing cure or therapy. AMD leads to a loss of central vision which make many everyday tasks like reading a bill or finding canned goods in a grocery store difficult or impossible. Together with cofounders, with deep technology backgrounds as well as ophthalmology retina specialists, the team set forth to use augmented reality with embedded natural vision software to accomplish this goal. After three years,





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## 2022 INNOVATOR OF THE YEAR AWARD NOMINEES

working with nearly 100 patients, a successful clinical study and hundreds of hours of beta usage Eyedaptic's first product was introduced at the end of 2019. Since that time a strategic partnership was formed with the world leader in low vision aids, which was announced in March and is helping drive the product throughout the USA, and the world.

**GoRN & StaffGrit, Santa Ana**

*Vanessa Benavides, Founder & CEO*

Vanessa Benavides, the founder and LatinX CEO of healthcare startup, GoRN, and native to Orange County is a beacon of innovation and empowerment. Her 20+ years in healthcare ranges from entrepreneurship to patient care, as Benavides is a registered nurse. Her multidisciplinary background in nursing plus her keen sense of curiosity lead her to Magnet, a healthcare innovation incubator through St. Joseph's Hospital. Thus, GoRN was born in 2016 as technology "for nurses designed by nurses". GoRN has exponentially grown 150% from staffing two shifts per day pre-pandemic to 300+ shifts per day in 2021 with the use of the dynamic platform. Their technology grew to being utilized across Southern California to support COVID emergency response, homeless crisis management, and nationally with opportunities in acute, non-acute, and travel. The platform has simplified three complex problems: staffing and scheduling, and transportation through their latest strategic partnership, UberHealth. Benavides knew their revolutionary technology could impact other industries, thus StaffGrit was born in 2021. This would not be possible without Benavides' innovative mind and leadership.

**GTFO It's Vegan, Newport Beach**

*Tanya Pierce, Co-Founder & President*

After being a stay-at-home mom for over 10 years, Tanya Pierce conceived of the idea to create the largest online vegan retailer and wholesaler in the U.S. With the rapid growth of plant-based grocery products, coupled with a true concern of creating an offering that was "better for you and better for the planet", the idea of GTFO It's Vegan was created in February of 2020, just prior to the pandemic. Once the pandemic hit, the idea further accelerated due to the need for home delivery of groceries. In just 24 months, GTFO It's Vegan has grown to become the largest player in the market, with over 40k consumers, fulfilling over 40k orders and realizing total sales of over \$5 million. GTFO It's Vegan has also become THE influencer in the vegan and plant-based space with over 140k followers with average posts being viewed by 1-5 million consumers. Today, the company has over 4,000 products across 1,000 brands. The company also has developed its own line of vegan products including vegan sashimi, cheeses, appetizers, and baked goods.

**Helio Genomics, Irvine**

*Justin Chen Li, Chief Executive Officer*

Justin Chen Li, MBA, CFA, is a founding member and chief executive officer of Helio Genomics, an AI-driven healthcare company focused on developing and commercializing early cancer detection tests from a simple blood draw. Helio recently launched a breakthrough product, HelioLiver, with Fulgent Genetics (NASDAQ: FLGT) for the early detection of hepatocellular carcinoma (HCC), the most common form of liver cancer. Founded as a technology spinoff of UC San Diego, Helio Genomics is one of the earliest pioneers and innovators in cfDNA methylation technology for cancer detection. Chen Li has overseen the growth of the business, including the development of ECLIPSE, an automated, high-throughput laboratory process for the accurate and sensitive capture of methylation signals from blood, and the MESA approach (multi-modal epigenetic signatures), a unique bioinformatics technique that combines epigenomics and fragmentomics, two of the company's unique technology platforms that support the early detection of liver cancer and have potential applications in future cancer indications. To date, Helio's holding company has raised \$151 million in funding.

**Hoag Memorial Hospital Presbyterian, Newport Beach**

*Robert Louis, M.D., Chief of Neurosurgery and the Empower360 Endowed Chair for Skull Base and Minimally Invasive Neurosurgery, Pickup Family Neurosciences Institute at Hoag*

Dr. Robert Louis specializes in minimally invasive brain tumor surgery, skull base surgery, neuroendoscopy, microneurosurgery and pituitary surgery. Through the use of cutting-edge neuroimaging and neuro-navigational equipment, he utilizes the concept of keyhole neurosurgery, minimizing the damage to surrounding brain, vascular and soft tissue structures. Dr. Louis believes that most brain and skull base tumors can be resected through small openings or by utilizing naturally occurring orifices. This approach has been demonstrated to decrease post-operative pain, minimize neurologic complications and shorten length of hospitalization, resulting in better outcomes for his patients. Since 2015, Dr. Louis has been involved with the development and implementation of Virtual and Augmented Reality technologies for pre-operative simulation and rehearsal and intraoperative navigation. He is passionate about and advocates for the implementation of virtual reality throughout the patient care continuum from preoperative planning and patient engagement, to intraoperative augmented reality through postoperative physical therapy and pain management.

**iBASEt, Lake Forest**

*Dr. Sung Kim, Chief Product & Technology Officer*

Dr. Sung Kim is an expert technology architect, a published computer scientist with over 20 years of experience, and chief product and technology officer (CPTO) of Orange County-based iBASEt, an industry leader in manufacturing software that simplifies how complex products are made. As CPTO, Dr. Kim is responsible for leading the product development and management efforts of iBASEt. Dr. Kim helped develop iBASEt's long-term technology vision and is responsible for the overall product architecture and infrastructure deployment profiles, focusing on open standards and integration technologies. Dr. Kim's work has led to iBASEt's solutions being adopted by manufacturing giants, implementing cutting edge processes that vastly improve the performance of their



manufacturing operations, quality assurance and industry compliance. His work is enabling manufactures to make their complex operations, simple. iBASEt customers include Lockheed Martin, Pratt and Whitney, Rolls Royce, D&K Engineering, Honeywell, AST Science, NASA and more. Prior to, Dr. Kim worked in the telecommunications industry and academia. He has taught and lead research published in international journals. Dr. Kim holds a Master's and PhD in Computer Science from the University of Texas.

**iTrustCapital, Irvine**

*Todd Southwick, CEO*

Todd Southwick is co-founder and CEO of iTrustCapital, the #1 crypto individual retirement account (IRA) software platform in America. Launched in 2018 with only \$1.3 million in friends and family seed capital, the company has grown from \$2 billion to nearly \$5 billion in total transaction volume in the past seven months alone, with more than 33,000 clients funded IRA accounts, resulting in nearly \$50 million in 2021 revenues at 40+% EBITDA margins. Southwick has accumulated over 20 years of experience with media and technology startups, and recently led iTrustCapital in a \$125 million Series A institutional equity round led by NYC-Based Left Lane Capital, at a valuation exceeding \$1.3 billion.

**Kibsi Inc., Irvine**

*Tolga Tarhan, CEO*

Tolga Tarhan has more than two decades of experience leading companies. He was an early pioneer of cloud native thinking, popularizing developer, and automation focused workflows and serverless application development. In 2013, Tarhan co-founded Sturdy.cloud, an AWS Premier Consulting Partner, which popularized these concepts as one of the most innovative AWS partners. In 2017, Sturdy was acquired by Onica, where Tarhan continued to lead the industry by pushing cloud native concepts into the Fortune 500 and building Onica into the largest cloud native AWS-focused professional and managed services company, worldwide. In 2019, Onica was acquired by Rackspace Technology and Tarhan joined the executive team as the chief technology officer, where he helped Rackspace return to the public markets with an IPO. Most recently, Tarhan founded Kibsi, an end-to-end, low-code platform designed to build custom vision-enabled apps with ease, eliminating complexity, risk, and expense. In Q3 of 2021, Kibsi raised a \$4 million seed round led by NTTVC. Tarhan continues to show thought leadership in the field through his extensive speaking engagements at events, industry conferences, and educational groups.

**Loko Ai, Irvine**

*Joseph Zaki, CEO & Founder*

Joseph Zaki is the founder and chief executive officer of Loko AI. He is a pioneer in Artificial Intelligence with a specialization in real-time Computer Vision and Autonomous Systems. He has 20 years of Hollywood Blockbuster Visual Effects experience delivering ground-breaking Academy and Emmy award-winning Visual Effects, Virtual Reality and Mixed Reality for top Hollywood Studios, Advertising Agencies, Fortune 500 companies and AAA Game Studios. Zaki holds numerous US Patents in Machine Learning, Computer Vision and Synthetic Data and is passionate about creating jobs and career pathways for underserved communities in Orange County, California.

**Lutheran Social Services of Southern California, Fullerton**

*Jim Pijloo, Clinical Area Director*

Jim Pijloo has a varied employment history as a Licensed Clinical Social Worker (LCSW) with the State of California since 1990. His achievements and/or history goes from being a direct line clinician to his current position as a clinical area director. He's been instrumental in multiple "start-up" programs from Home Based Senior Case Management to new Hospice Programs to two separate county Housing and Sustainability Programs. The last program in Orange County where he currently oversees is the CalAIM program that houses the homeless who have lived with trauma throughout their lives. Additionally, he has served as a faculty member of CSULB's Social Work Department since 1989 and currently is a Lecturer in their Graduate Social Work Program for those students who are on the precipice of graduating. Lastly, Pijloo has had experience as a medical social worker (hospital/home health/hospice/clinic) as well as a manager/director/clinical area director at different levels.

**M S International Inc., Orange**

*Manu Shah, CEO*

M S International Inc. (MSI) was founded by Manu and Rika Shah in 1975 in Ft. Wayne, Indiana. While operating out of their basement in 1981, the Shahs secured the contract to supply the black granite for the Vietnam Veterans Memorial in Washington, DC. In 1984 after seeing the advantage of being on a coast, the family relocated to Southern California. In 2003 after approaching \$50 million in revenues, sons Raj and Rup Shah joined MSI. Manu was named E&Y's National Entrepreneur of the Year in 2007 in the Distribution/Manufacturing Category. In 2021 MSI reached \$2.4 billion in annual revenues, 3,000 employees and has created over 250,000 jobs around the world across their supplier base.

**MaxLinear Inc., Irvine**

*Dr. Curtis Ling, Chief Technology Officer*

Dr. Curtis Ling, is a co-founder of MaxLinear and its chief technical officer since April 2006. He is the named inventor on 275 patents worldwide related to broadband semiconductor communication technology. From July 1999 to July 2003, Dr. Ling served as a principal engineer at Silicon Wave, Inc. From August 1993 to May 1999, Dr. Ling served as a professor at the Hong Kong University of Science and Technology. Dr. Ling received a B.S. in Electrical Engineering from the





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## 2022 INNOVATOR OF THE YEAR AWARD NOMINEES

California Institute of Technology and an M.S. and Ph.D. in Electrical Engineering from the University of Michigan, Ann Arbor.

**Menlo Micro, Irvine**

*Chris Giovanniello, Co-Founder & CVB of Worldwide Marketing*

Chris Giovanniello is co-founder and SVP of Worldwide Marketing for Menlo Micro. He oversees all aspects of technology innovation and leads product development efforts. Giovanniello is the market and business development guru who saw the potential in the technology while working at GE Ventures and helped convince GE to let the tech get outside the walls of GE and flourish in a truly innovative startup environment. He defined the products and the go-to-market strategy. The combined industry knowledge, technology innovation, and product development expertise of Giovanniello have helped transform switching into a scalable, commercially viable process. A few of his significant achievements and successes this year include Menlo's comprehensive patent portfolio, proven technology, and the planned introduction of six new Ideal Switch products place Menlo Micro for another significant growth phase in 2022. In addition, Menlo Micro increased its production capacity 1000x last year, fueling the company's continued growth throughout the decade.

**Movandi, Irvine**

*Maryam Rofougaran, Co-CEO*

Maryam Rofougaran is founder and CEO of Movandi of Irvine-based 5G mmWave startup, Movandi. She is a leading pioneer, engineering executive, and entrepreneur in wireless system design. She is named and part of the CNBC CEO Council of the top 50 CEOs in the world that are the next generation of companies to disrupt the world. Through Rofougaran's leadership, Movandi was named to the coveted 2021 and 2020 CNBC Disruptor 50 list, a collection of the most innovative and game-changing private companies shaking up the business landscape and forcing incumbents to react and change. The CNBC Disruptor 50 accolade follows Movandi's recent news of partnering with Qualcomm and Verizon to expand 5G mmWave coverage, and recognition as a CNBC 2Upstart 100, and Global Semiconductor Alliance (GSA) Startup of the watch, Fast Company 2020 innovative startups to watch and one of the most disruptive technologies in 5G.

**Obsidian Security, Newport Beach**

*Glenn Chisholm, Co-Founder, Chairman & Chief Product Officer*

Prior to Obsidian, Glenn Chisholm was EVP and CTO at Cylance, where he led the product and engineering team that pioneered the use of machine learning, statistics, and AI to identify malware. Previously, as the first CISO at Telstra, the leading Asia-Pacific telecommunications company, Chisholm built the company's internal and external security practices from the ground up. Chisholm began his career in engineering at Cisco and as a research associate at the San Diego Supercomputer Center. Now, Chisholm is the co-founder and chief product officer of Obsidian Security, the leader in SaaS security. Chisholm and his team of industry veterans have raised a total of \$119.5 million from leading investors including Greylock, Wing, GV, Norwest, IVP, and Menlo Ventures, while seeing five times growth in deals over \$100,000. Under Chisholm's leadership, Obsidian continues to innovate and lead in the emerging SaaS security industry with the first and only comprehensive security platform built for business-critical applications of today's enterprises.

**Oncocyte, Irvine**

*Ronald Andrews, President & CEO*

Ronald Andrews has over 35 years of experience in the Global Clinical and Molecular Diagnostics industry. He's served, since 2018, as the president and CEO of Oncocyte Inc., a precision diagnostics company with a mission to improve patient outcomes by providing personalized insights that inform critical decisions throughout the patient care journey. Through several successful fundraising efforts, the acquisitions of Razor Genomics, Chronix Biomedical and Insight Genetics, and the initiation of collaborations with Fondazione Michelangelo and Thermo Fisher, Andrews guided Oncocyte through several stages of growth in size and status. Under his stewardship, Oncocyte also relocated its headquarters from Alameda in the Bay Area to Irvine in Orange County, CA. Most significantly, Andrews has directed the launch of DetermaIO, a proprietary gene expression test that assesses the tumor microenvironment, and secured Medicare coverage for DetermaRx, a molecular stratification test to identify patients with IA-IIA non-squamous non-small cell lung cancer (NSCLC) who may be at low- or high-risk of having a recurrence.

**Overair, Santa Ana**

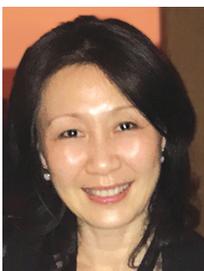
*Benjamin Tigner, Chief Executive Officer*

Ben Tigner is the CEO and co-founder of Overair, the advanced air mobility spin-off of Karem Aircraft that is developing and commercializing its all-electric Butterfly eVTOL. Prior to leading Overair, Tigner pioneered the development of innovative fixed and rotary wing aircraft, both manned and unmanned, including as the president of Karem Aircraft, the chief engineer of the Boeing A160 program and the vice president of Engineering at Frontier Systems. In addition to several patents, Tigner holds a PhD in Physics and an MS in Aeronautics and Astronautics from Stanford University, as well as a BA in Physics from Cornell University. He is also a private pilot.

**Pacsun, Anaheim**

*Shirley Gao, Chief Information Officer*

Shirley Gao is the chief information officer at Pacific Sunwear, an apparel brand dedicated to delivering an exclusive collection of the most relevant brands and styles to a community of inspired youth. Gao previously served as the CIO for PSEB LLC, which was a group company including both Pacific Sunwear and Eddie Bauer. Prior to joining PSEB, Gao held the position of SVP and CIO at Young's Market Company for four years and led the digital transformation for the \$3.5B



revenue wholesale distribution business. Gao advanced her career to global chief information officer during her 12 year service at Guess?, Inc. Gao's areas of experience include Information Technology, Information Security, Retail, Wholesale, Warehouse Management, Loyalty and CRM, Planning and Allocation, e-Commerce and Omni-channel, Financial and HR systems, and IT Compliance. She successfully led multiple digital transformations, enterprise carve-outs, and business integrations. Gao has been leading the companies' technology integration and optimization throughout the pandemic challenges.

**Parentis Health, Laguna Hills**

*Tarek A. El Nabli, Founder & CEO*

After nearly two successful decades in the insurance and financial planning industries, Tarek El Nabli founded Parentis Health to empower seniors and their families through education, advocacy and coordinated care services. Over the past two decades, he has grown Parentis Health from just three residential care homes to the only healthcare company in Orange County that offers services spanning the full continuum of care, including Home Health, Hospice and Home Care services, including medical transportation and short-term care offerings. As a co-founder and CEO of Parentis Health and Verona Court residential care facilities, El Nabli personally sees to it that patients and families experience the highest possible level of care regardless of circumstances or income level. El Nabli and Parentis Health co-founder Arda Kardjian also founded the Parentis Foundation, a non-profit intergenerational literacy organization. Parentis Foundation changes lives by positively and significantly impacting both older adult volunteers and the future generation of young readers.

**PrimaHealth Credit, Newport Beach**

*Brendon Kensel, CEO & Founder*

Brendon Kensel is the founder and CEO of PrimaHealth Credit, a fintech company democratizing access to healthcare through honest, gotcha-free financing. For the first time, most patients can get the care they need thanks to straightforward and affordable payment options with Prima. While building and operating a medical services organization that managed orthodontic offices in Southern California, Kensel had seen the payment struggle first-hand and was inspired to develop the innovative fintech company he wished he had then. He founded Prima with a vision to help more patients access the health care they need by offering affordable monthly payments. Prima picks up where other finance companies leave off, supporting patients and healthcare providers who need to assess ability to pay, collect recurring payments, and manage accounts receivable. In 2021, in partnership with Citizens Bank (specifically Citizens Pay), Prima launched Greenlight to help partners approve up to 90% of applicants and provide more care for more people.

**Project Hope Alliance, Costa Mesa**

*Jennifer Friend, Chief Executive Officer*

Jennifer Friend, J.D. is chief executive officer of Project Hope Alliance (PHA), an organization that works to end the cycle of youth homelessness, using a long-term, site-based model of providing whole-person care for youth experiencing homelessness in Orange County. When Friend became CEO in 2013 after serving on PHA's board for many years, the organization supported one school and 65 kids. Under her leadership, PHA now serves more than 297 youth attending 43 schools. PHA has built a nationally recognized model for ending the cycle of youth homelessness and has achieved a high school graduation rate for its participants more than 20% above the national average. Friend's personal experience as a child who experienced homelessness, fuels her passion for ensuring no child is limited by their parents' economic circumstances. Prior to joining PHA, Friend was a partner at a large law firm practicing civil litigation and transaction law. She holds a J.D. from Whittier Law School, a B.A. in Criminology, Law, and Society from UCI and is a graduate of "Strategic Perspectives in Non-Profit Management" from Harvard Business School.

**Rallio, Irvine**

*Chuck Goetschel, CEO*

Chuck Goetschel is the co-founder of Rallio. Rallio is a powerful SaaS platform combining cloud-based social media technology, artificial intelligence and employee advocacy. As the supplier of choice for franchise organizations and small businesses, Rallio enables multi-location brands and SMB operators to optimize their social media engagement, while managing their entire social media presence, online reputation, and online directory listings in one dashboard for all locations. Notable achievements include rankings on the Inc.com 5000 national and regional listings of the Fastest Growing Companies, the Entrepreneur magazine Top Franchise Supplier listing for four years running, the Financial Times Fastest Growing Companies in the Americas listing, and the Outstanding Small Technology company award from Octane in 2021.

**Revive Real Estate, Irvine**

*Michael Alladawi, CEO & Founder*

Michael Alladawi is a Southern California real estate veteran with a proven track record as a builder, investor, and respected home flipper. Alladawi created Revive Real Estate to share his industry knowledge and help homeowners maximize their profits when selling their homes. When the U.S. financial turmoil hit in 2008, he leveraged his crisis and cash management skills. He protected his family's investments, moving them from banks into real estate. In 2009, single-family homes were auctioned off on the courthouse steps. Alladawi saw an opportunity to fix and flip houses. He teamed up with former Blackstone employees to create Umbrella Capital Group. He eventually would help flip more than 1,000 homes. After watching friends and family struggle with home remodeling projects, Alladawi realized the home renovation industry was ripe for revolution. He partnered with entrepreneur and tech wunderkind Dalip Jaggi and Revive was officially underway. Revive does more than help homeowners create generational wealth. Alladawi explains that Revive often makes a life-changing impact when homeowners can renovate before selling and increase their profits significantly.





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*—Edward S. Kim, M.D., M.B.A., Physician-in-Chief and Senior Vice President, City of Hope Orange County; Vice Physician-in-Chief and Professor, City of Hope National Medical Center*

City of Hope, one of the largest cancer research and treatment organizations in the United States, opens its visionary comprehensive cancer center in Orange County, California, creating a national model for delivering breakthrough research and pioneering treatments. The academic cancer center ushers in a new era of hope for people with cancer.

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Next-level cancer treatment and research has arrived in Orange County.



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2022 INNOVATOR OF THE YEAR AWARD NOMINEES

**Rocksteady Audio, Irvine**

*Jeff Leitman, CEO*

Jeff Leitman first founded Killer Concepts in 2011, with its launch product the Rocksteady XS, an innovate Bluetooth speaker that helped fuel the company's growth. Later, in 2015, he invented the Piggy cell phone stand, selling over 23 million units through North American retail, helping to finance the development of other product inventions, including the FlipStand, Sprockyt, and Rocksteady Stadium. In 2018, Killer Concepts was an Inc. 500 fastest growing company with sales in excess of \$8MM that year; fully bootstrapped and with Leitman as the foudner, owner, President and CEO. In 2020, Leitman split the company into two, with Rocksteady Corp focused on the Rocksteady Stadium speakers and the 2022 launch of the Rocksteady Stadium subwoofer, the World's first wireless portable subwoofer. Now with sales in several countries and the subwoofer about to launch, Leitman is excited to be positioned for enormous growth and is ready to start hiring again and building Rocksteady Corp. into a 10 figure company in the coming years.



US. His vision has led the company to develop the highly successful SetSchedule 3.0 - For the Pro in You application recently launched. Thanks to Dekel's leadership, SetSchedule has surpassed \$3.5 billion of transactions between real estate agents and homeowners, and shoppers.

**ShopGoodwill.com, Santa Ana**

*Ryan Smith, Vice President of ShopGoodwill.com*

ShopGoodwill.com is the first ecommerce auction platform created, owned and operated by a nonprofit organization. The site was designed here in Orange County by Goodwill of Orange County in 1999 to provide an engaging online shopping destination that would further the Goodwill mission of putting people to work. Today, more than 130 Goodwill organizations from across the country list and auction unique items on the site, including art, antiques, collectibles, apparel, jewelry, electronics, and more. All revenue from these auction sales fund Goodwill's life-changing programs and services for people with disabilities and other barriers. More than \$1 billion in online sales have been generated on shopgoodwill.com since its launch - and half of that, \$500 million, came in just the last three years. ShopGoodwill.com is receiving more than 24 million unique page views each week, and currently has more than three million registered customers. Last year, the site saw nearly 43 percent growth in sales over the previous year with \$244.3 million in sales.



**San Feliepe Humanitarian Alliance, Capistrano Beach**

*Dr. Micele Del Conte, CEO & President*

Dr. Micele Del Conte has built two schools in Darfur for women and children, built a pipeline for running water in Ethiopia, painted and stocked several libraries in LA County and OC, furnished several home in OC for battered women and children, among many other things. In addition, Dr. Del Conte has been the President of the Southern California International Refugee Coalition, housed several refugees in her own home and started a group home for unwanted children an housed and fed them all for several years, 150 kids to be exact.



**Siege Pharmaceuticals, Irvine**

*Aimee Edinger, Founder, Siege Pharmaceuticals; Professor and Chancellor's Fellow, Department of Developmental and Cell Biology, UC Irvine; Associate Director, UCI Cancer Research Institute; UCI School of Biological Sciences Equity Advisor*

Dr. Aimee Edinger's passion for pushing the scientific envelope has made her a rising star at UCI. Her laboratory develops innovative therapies that target intracellular trafficking with the goal of treating cancer, obesity, and improving the delivery of oligonucleotide therapeutics. Her team identified small molecules that stop prostate cancer in its tracks and restore normal body weight in mice with obesity, technology licensed to Siege Pharmaceuticals. Dr. Edinger founded Siege in 2019 to translate her discoveries into life-saving drugs. Siege has garnered \$2 million in venture support and won a prestigious \$2 million Direct-to-Phase 2 SBIR award from the NCI. Dr. Edinger consulted for Ionis Pharmaceuticals for several years and received a highly competitive \$1million Ono Pharma Foundation grant in 2019 to expand on this translational work; a paper with Ionis has just been submitted to a high-impact journal. Dr. Edinger is a serial innovator with seven patents in process. As a talented female entrepreneur and UCI Beall Applied Innovation Faculty Innovation Fellow focused on equity and inclusion, she also inspires other outsiders to champion their big ideas.



**SetSchedule, Irvine**

*Roy Dekel, Chief Executive Officer*

Roy Dekel is CEO and co-founder of SetSchedule. Dekel's accomplishments are vast in both the real estate and technology industries. After the military, Dekel moved to the United States to begin his sales career selling vacuums door-to-door, ultimately creating a team and becoming the #1 sales team of the company. From there, he began investing in real estate properties leading him to what would ultimately be the inception of SetSchedule. As the founding partner of SetSchedule, Dekel grew the company from a team of three to a medium-size business of 200+, from all around the world, and a user base of 35,000+ clients in five years. Under Dekel's leadership, SetSchedule has been recognized by Inc. Magazine as one of the fastest-growing company since 2019, ranking 196th overall in the



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Tebra provides independent healthcare practices with a complete operating system for practice success. Built through the combination of Kareo and PatientPop, the offering includes modern websites, messaging and scheduling, telehealth, EHR, care delivery, practice management, billing, payments, and analytics.

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CONGRATULATIONS!

Dan Rodrigues

Co-Founder and CEO of Tebra, nominated for OCBJ's 2022 Innovator of the Year Award!





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TALENT PAGE!**

2022 INNOVATOR OF THE YEAR AWARD NOMINEES

**Smart Cups, Mission Viejo**

*Chris Kanik, CEO & Founder*

Chris Kanik is the CEO and founder of Smart Cups, a sustainability-driven technology company responsible for the World's First Printed Beverage. Born and raised in Union City, New Jersey, Kanik's creative and entrepreneurial spirit can be directly attributed to being the first generation born of immigrant parents. Having experienced first-hand the struggles and inequalities that exist among socio-economic classes, Kanik has always been drawn to disrupting the status quo and designing better solutions to systems. Kanik officially launched Smart Cups and The World's First Printed Beverage in December 2017 from their 23,000 sq. ft facility in Mission Viejo, California. Their first offering, Smart Cups Energy Drinks, was a proof of concept for Smart Cups Technology, which has never existed before.



was a co-founder and a member of the management team of Fjord Ventures, a life science accelerator located in Laguna Hills focused on building and operating companies in the medical device, diagnostic and biopharmaceutical sectors. Bergheim was also the first employee of 3F Therapeutics, which was acquired by ATS Medical and later by Medtronic.

**Specright, Tustin**

*Matthew Wright, Founder & CEO*

Matthew Wright is the founder & CEO of Specright, the first cloud-based platform for Specification Management. Specright was named a Gartner Cool Vendor, received the Salesforce Innovation Award and recognized as one of the Top Places to Work by the OC Register and Built in LA. He's transformed the way companies like Johnson & Johnson, Thermo Fisher, Albertsons and Caterpillar manage their critical product and packaging data. His innovation and vision is enabling these companies to report on sustainability, bring products to market faster, ensure the quality and safety of things we touch or consume every day. He's also a published author and his book, "The Evolution of Products and Packaging," was named to the Amazon Hot New Release List for Industrial Relations Business and has a five star rating. Prior to founding Specright, Wright spent more than 25 years in the packaging industry, holding leadership positions at International Paper, Temple Inland, and rightPAQ - a packaging company he co-founded. He also sits on the Packaging Advisory Board at Cal-Poly San Luis Obispo.



**Sole Technology, Lake Forest**

*Pierre-André Senizergues, CEO*

Pierre André Senizergues, founder and CEO of Sole Technology, parent company of etnies, éS, Emerica, Altamont Apparel and ThirtyTwo, continues to cultivate it's brands as a global leader in footwear and apparel while providing the most quality, function and style for skateboarders, as well as preserving the core spirit of action sports. As the first professional skateboarder to own and operate a footwear brand, and one of the largest still privately-held skate companies in the industry, Senizergues showcases a tireless work ethic and dedication to seeing skateboarding flourish on a global level. He has guided the Sole Technology brands to unprecedented levels of success for more than a decade and demonstrated an undeniable passion for the environment by staying true to its skateboarding roots while pushing the envelope as a leader of sustainability in the industry.



**Tarsus Pharmaceuticals Inc., Irvine**

*Sesha Neervannan, Chief Operating Officer*

Sesha Neervannan is a leader in global drug development with more than 25 years of experience, having led the development of novel therapeutics at several major pharmaceutical companies. At Tarsus, he is instrumental in leading the operational efforts for the pipeline, most notably TP-03 (lotilaner ophthalmic solution, 0.25%), the company's lead candidate under investigation for the treatment of Demodex blepharitis. Prior to joining Tarsus in 2020, he was senior vice president of Global Pharmaceutical Development at Allergan (an AbbVie company), where he leveraged his strategic leadership to develop small molecule and biologics drug products in the company's portfolio, leading a team of 300 people with an operating budget of more than \$100 million. Before Allergan, Neervannan was director, Pharmaceuticals R&D at Amgen where he oversaw CMC functions and assisted in building early development functions, primarily focusing on a discovery-development interface to enable pipeline advancement, and a senior research investigator at Bristol-Myers Squibb Pharmaceutical Research Institute. Neervannan actively participates in local charitable services and serves on the scientific advisory boards of several nonprofit organizations and start-up companies.



**Sonendo, Laguna Hills**

*Bjarne Bergheim, President & CEO*

Bjarne Bergheim is the president and CEO of Sonendo, a commercial-stage medical technology company focused on saving teeth from tooth decay and improving lives. Bergheim was the company's first employee and previously served as COO. He has been a member of the board of directors since 2008. Bergheim led Sonendo through its initial public offering in October 2021, marking a significant milestone for the company's growth in the medical technology space. Additionally, he helped develop Sonendo's flagship product, the GentleWave® System, an innovative technology platform designed to treat tooth decay by cleaning and disinfecting the microscopic spaces within teeth without the need to remove tooth structure. Prior to joining Sonendo, Bergheim



Congratulations to the Orange County Innovator of the Year Honorees.

Innovation is core to our success. It is more than coming up with new ideas—it means putting those ideas into action to better ourselves and our customers.

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Congratulations, Ryan Smith and ShopGoodwill.com 2022 Innovator of the Year Award Nominee

ShopGoodwill.com is the first e-commerce auction site created, owned and operated by a nonprofit organization. Today, more than 130 Goodwill organizations across the United States and Canada list and auction unique items on the site.

Revenue from these auction sales support the Goodwill mission to help people overcome challenges to build skills, find jobs and grow their careers. Your purchases on ShopGoodwill.com help fund an array of life-changing programs and services such as job placement, vocational training and educational advancement.

ShopGoodwill.com would not be in the thriving position it is in today without the modernistic thinking and innovation of Ryan Smith, Vice President of ShopGoodwill.com.

2022 INNOVATOR OF THE YEAR AWARD NOMINEES

**Tax Relief Associates, Irvine**

*Jeff Nickel, CEO*

Jeff Nickel, the CEO of Tax Relief Advocates, is truly a relentless innovator when it comes to building a tax company that helps everyday American's transform their lives. His approach has changed the industry and the perception of the Fresh Start Program itself. Through tireless effort, he has ensured that his team provides the kind of ethical tax preparation, planning, and resolution services that, while rooted in creative strategy, are truly grounded in transforming lives. You don't have to look far to see that, thru his leadership, otherwise mundain entity formation, bookkeeping and accounting translate into stories of American families who are uplifted by the hope turned to reality of a new beginning. Nickel's company provides a multitude of services that enhance one another, building on the belief that education and understanding, paired with steadfast drive, produce amazing results. His larger goal, though, is to inspire the American people one client at a time.



McLaughlin has built and run Professional Services, Technology and Operations organizations across solutions integrators, manufacturers and consulting businesses. While serving as the CIO and VP of Professional Services of the IT distribution division of GE Capital, McLaughlin led the delivery of cost-effective, high-performance technology solutions in support of rapid international growth with capital budget responsibilities up to \$26 million annually. McLaughlin also built the Professional Services P&L for the GE component to over \$100 million in revenue in North American, EMEA and South American markets. In 2004, McLaughlin assumed the operations leader role, retaining IT and Professional Services and adding indirect sourcing, procurement, marketing operations, logistics and facilities, reporting to the CEO. He was part of the senior leadership team that managed and consummated the \$425.5 million sale of the GE division to Avnet in 2006.

**Tebra, Corona Del Mar**

*Dan Rodrigues, Co-Founder & CEO*

Dan Rodrigues is the CEO of Tebra, a cloud-based healthcare technology platform, formed in 2021 with the merger of Kareo and PatientPop. Kareo provides technology to support practice operations, PatientPop provides technology to support practice growth. Together as Tebra, PatientPop and Kareo will support the connected practice of the future. Rodrigues founded Kareo in 2004 with the vision of making medical billing easy for doctors and their staff. Today, Tebra helps over 100,000 healthcare providers run more efficient and profitable practices, while delivering outstanding patient care. Prior to launching Kareo, Rodrigues started creating technology for the healthcare industry in 2001 as a co-founder and managing partner of Skematix, a software consulting firm based in Southern California. In the late 1990's, Rodrigues was the co-founder and CEO of Scour, a very popular search engine for finding music and video files online used by more than 10 million consumers. Rodrigues began his career as a software developer for RealNetworks and Visio.



**The Wooden Floor, Santa Ana**

*Dawn S. Reese, Chief Executive Officer*

Dawn S. Reese, chief executive officer of The Wooden Floor, is a social innovator who leverages her unique blend of experience in business, technology, education and the arts to propel young people forward. In 2020, under Reese's leadership with The Wooden Floor Board of Directors, Campaign Cabinet and staff, the organization successfully culminated a 4-year, \$20.2 million dollar comprehensive campaign called Lift, and its Endowment Fund has grown from \$2.7M to \$8.5M since 2016. Reese received the 2020 Women of Distinction Award from 34th CA Senate District, 2019 Women Breaking Barriers Award from Connected Women of Influence, the 2018 Founders Award from the Institute for Community Impact, the 2016 Center for Leadership Award for Innovation from California State University Fullerton. Reese serves on the Board of Directors for Advisors in Philanthropy, OneOC as Treasurer, Orange County Music and Dance, Passkeys Foundation as Board Chair and the Santa Ana Chamber of Commerce. Reese is the founder of the OC Nonprofit CEO Forum, and is a coach, mentor, and conference presenter on topics of board governance, strategic planning, and fundraising. Reese received her Certified Fund Raising Executive in 2015.



**Technogent, Irvine**

*Mike McLaughlin, CIO & SVP*

Mike McLaughlin is a seasoned IT executive with proven success leading manufacturer, consulting firms and distributor organizations. Since his start in 1986 with IBM, he has led support, services, sales and IT to drive value for customers and efficiency and effectiveness for his companies. McLaughlin is an expert in the design and delivery of cost-effective, high-performance technology solutions and skilled in all phases of the project lifecycle. Prior to joining Technogent,



**Tilly's, Irvine**

*Ed Thomas, President & CEO*

Ed Thomas has worked in the retail, restaurant, and service industries for 30+ years. A senior executive and board member for public and private companies, he offers strategic vision, leadership competency, and decades of experience taking organizations to the next level through restructuring and rapid growth. As president and CEO of Tilly's, Thomas has led the Company towards increased profitability while preserving its culture and brand. Prior to Tilly's, Thomas guided The Wet Seal through critical stages of its life cycle, from early days shortly after going public through returning later in 2014 to lead the entity through a restructuring and transition to new ownership. Thomas is a member of Tilly's board of





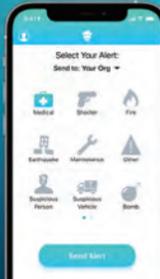
# CONGRATULATES

Vic Merjanian  
*nominated for*  
2022 OCBJ Innovator of the Year!





*Founder & CEO,*  
**Titan Health & Security Technologies, Inc.**



**Titan HST** provides industry-leading full-stack software and hardware 2-way emergency & mass notification in a platform securing the country's largest and premier sporting events, hotels and casinos, enterprises, and educational institutions. Titan HST keeps you safe with it's multi-patented Mesh-Networking, Real-Time Language Translation, and Augmented Reality.

**2022 INNOVATOR OF THE YEAR AWARD NOMINEES**

directors, and formerly served on the boards of public and private companies. Thomas is a Certified Public Accountant and holds a Bachelor of Science in Accounting from Villanova University.

**Titan Health & Security Technologies Inc., Newport Beach**  
*Vic Merjanian, Founder & CEO*

Vic Merjanian is founder & CEO of Titan Health & Security Technologies Inc., a next-gen tech company dedicated to making the world a safer place. Titan HST provides seamlessly integrated software & hardware solutions in all vertical markets, including sports & entertainment, hotel & casino, education, festivals, business enterprise, tv & movie production, healthcare & more. Designed to provide immediately accessible, reliable and comprehensive 2-way mass notification, Titan HST's patented technology reduces response times and allows clients to minimize damage to property and most importantly loss of life during emergencies. During the COVID-19 pandemic, Merjanian continued to innovate and deployed several COVID-19 features with the support of his team including health pre-screening, contact tracing, population density monitoring, and sanitization confirmation that allowed sites to re-open and remain open safely with reduced spread of infection. Most recently, custom integrations and platform partnerships have supported clients with a seamless and reliable ecosystem of security and incident management as they welcome employees and the public back into their facilities.



**University of California, Irvine**  
*Mari Kimura, Professor of Music*

A internationally acclaimed prolific violinist, composer and researcher, Mari Kimura is a leader in the field of interactive computer music and is a renowned master of "subharmonics." Kimura received a Guggenheim Fellowship in 2010, and named a "Great Immigrants: The Pride of America" recognized by the Carnegie Corporation. The President of KIMARI, LLC, Kimura created MUGIC®, a motion sensor system for performance, at UCI's Calit2, and commercially released MUGIC® in September 2020. The founder of the Future Music Lab at the Atlantic Music Festival, Kimura has been a professor at Julliard since 1998, where she teaches a graduate course in Interactive Computer Music. In 2017, Kimura was named a Professor of Music for UCI's Claire Trevor School of the Arts, Department of Music within the Integrated Composition, Improvisation and Technology program. In 2020, she was nominated for UCI's Entrepreneurial Leader of the Year award and received the Certificate of Recognition from the House of Representatives and California State Assembly. In June, Kimura received her Executive MBA degree at UCI.



**University of California, Irvine**

*Brett Sanders, Professor, Civil and Environmental Engineering*  
Brett Sanders, PhD., is a professor of Civil and Environmental Engineering at the University of California, Irvine's Department of Urban Planning and Public Policy. Ever since he was a child, Professor Sanders was fascinated by the everyday implications of how humans

interact with water. Now, with more than two decades of experience at UCI, he has educated students on the contentious interaction between the built environment and the natural environment - particularly in the area of fluid dynamics associated with flooding and coastal erosion. Professor Sanders' research group created the first-ever fine-resolution model of flood risk across the Los Angeles/Orange County floodplain and a public dataset displaying beach erosion throughout the same region - models that are now used across communities to assess risk and take preventative measures to mitigate urban water damage and coastal erosion. Outside of UCI, Sanders is the founding member and head of Research and Development for Zeppelin Floods, LLC, a new startup that helps cities and businesses avoid damage during times of extreme flooding.



**University of California, Irvine**

*Ian Williamson, Dean of The UCI Paul Merage School of Business*  
Ian Williamson was appointed dean of The UCI Paul Merage School of Business on January 1, 2021, and is globally recognized in the area of human resource management. His research focuses on how organizations and communities can develop strong talent pipelines that support positive outcomes. Dean Williamson has lived in four different countries and assisted executives across a wide range of industries in more than 20 countries across six continents to enhance operational and financial outcomes, improve talent recruitment and retention, boost innovation and understand the impact of social issues on firm outcomes. Williamson is recognized for his innovative approaches to business education research and has been published in leading academic journals, media outlets, and inducted into the Ph.D. Project Hall of Fame for his efforts to enhance diversity in academia and the business world. Dean Williamson brings his area of expertise to the Merage School of Business to ensure that a sustainable pipeline of business talent, focused on inclusiveness and digital leadership, is created to support the economic and social well-being of the community.



**University of California, Irvine**

*Krzysztof Palczewski, Distinguished Professor, School of Medicine*  
*Donald Bren Professor and Irving H. Leopold Professor of Ophthalmology, University of California, Irvine*  
*Director of the Center for Translational Vision Research*  
Working with the Gavin Herbert Eye Institute, Dr. Krzysztof Palczewski, an internationally acclaimed vision scientist, has positioned the University of California, Irvine's School of Medicine to take the lead in cutting-edge research contributing to the field of ophthalmology and eye health. In the spring of 2022, Dr. Palczewski's team published a study in Nature Communications demonstrating how genomic base editing could offer durable treatment for inherited retinal disease. If this approach is broadly adopted and translated to clinical practice, it's expected that within 10 years all inherited retinal diseases could be treatable. The base editing technique could provide potentially



**AVANIR**  
PHARMACEUTICALS

**Wa'el Hashad**  
PRESIDENT AND CEO

Avanir congratulates our president and CEO on being nominated for the Innovator of the Year Award. Wa'el's dedication to the development of novel central nervous system solutions has further cultivated a culture at Avanir committed to understanding the patient experience.

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the next generation of electrification.

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**Menlo Micro congratulates Chris Giovannello on his recognition as Innovator of the Year Nomination**

Co-Founder,  
SVP of Worldwide Marketing

**2022 INNOVATOR OF THE YEAR AWARD NOMINEES**

long-lasting retinal protection and prevent vision deterioration in patients with inherited retinal degeneration. Dr. Palczewski's research has changed the field of eye health, leading to treatment and prevention options with an immeasurable impact on patients and the eye health industry. As a leader and innovator in the field of ophthalmology, Dr. Palczewski currently holds 29 patents, has nine patents pending, and published research that has been cited more than 54,000 times.

**US Metro Bank, Garden Grove**

*Janette K Mah, Senior EVP & Chief Banking Officer*

At US Metro Bank, Janette Mah has built a scalable, nimble mortgage platform. Part of the way she has done this is leveraging fintech partners to improve efficiency and automation in a highly competitive space. Mah is credited with successfully building out a retail lending platform coast-to-coast in geographic markets containing major concentrations of Korean-Americans at her prior institution. She was instrumental in establishing a warehouse lending platform there as well, and in 2016 set a record with more than \$450 million in committed facilities. Mah is driven by her passion around mentoring Korean-American women in the banking industry and serving the underserved minority communities in the areas she serves.



**Van Speed Shop / The Van Mart.com, Westminster**

*Duran Morley, Chief Executive Officer*

Duran Morley is the chief executive officer of the Van Speed Shop and the online distribution hub called theVanMart.com. The Van Speed Shop is a turnkey Mercedes Benz van customization lifestyle company. In-house capabilities include full fabrication, upholstery, energy efficient electrical, installation and custom production. Vans can be produced in a 8-9 week period vs. the industry timeframe of 6-9 months. The Van Mart is online e-commerce for people worldwide to purchase a comprehensive and innovative Van Speed part and DIY parts for customer conversions. Additionally, both companies offer a dealer portal. At the early age of 22, Morley has built Van Speed into 27 employees and over a 26,000 square foot manufacturing and customization adventure facility. VanSpeed customers include sports athletes, celebrities, media celebrities and business leaders. Morley has been awarded the SEMA top 35 under 35 worldwide builders by SEMA and is currently on tour with the Adventure Van Expo stops throughout the Western United States and is currently building digital mega media super star, Ken Block's Mercedes Benz Sprinter Van.



**Veritone Inc., Irvine**

*Ryan Steelberg, President & Co-Founder*

Ryan Steelberg is a seasoned technology executive and pioneer of digital and data-driven businesses. He is currently the co-founder and President of Veritone Inc., a public company on NASDAQ. He also serves on its Board of Directors. Previously, he served as the president and chief executive officer of Brand Affinity Technologies, Inc. Prior to



that, Mr. Steelberg served as the head of Broadcast at Google Inc. From 2002 to 2007, he was the co-founder and president of dMarc Broadcasting, an advertising company that was acquired by Google Inc. in 2006. From 1998 to 2000, he served as president and CEO of 2CAN Media, a company that was acquired by CMGi. From 1995 to 1998 he served as president of AdForce, a company that was also acquired by CMGi in September of 1999, after its IPO earlier that year.

**Viant Technology, Irvine**

*Tim & Chris Vanderhook, CEO & COO*

Tim and Chris Vanderhook are co-founders of Viant Technology, a leading advertising software company that enables marketers and agencies to centralize the planning, buying and measurement of their advertising investments. Viant's self-service Demand Side Platform (DSP), Adelphic, is an enterprise software platform enabling marketers to execute programmatic advertising campaigns across Connected TV, Linear TV, mobile, desktop, audio and digital out-of-home channels. For more than two decades, the Vanderhooks have steered Viant's mission of automating the planning, buying, and measurement of advertising through technology and innovation. Their early vision led to the development and standardization of using web cookies for behavioral targeting that pioneered interest-based digital advertising practices widely used today. In 2021, they led Viant's IPO to Nasdaq, and have seen tremendous growth as a publicly traded organization. Under their leadership, Viant maintains its position as a leader in advertising technology. The company was featured on AdExchanger's Programmatic Power Players list, earned a 2022 Great Place to Work certification and the Vanderhooks were named to the list of 2022 Pacific Southwest Ernst & Young Entrepreneurs of the Year.



**ViridiSTOR LLC, Tustin**

*Terry Mullin, CEO*

Terry Mullin is an active innovator and business builder in OC. He has formed and lead teams in market leading companies that have brought first in class software and hardware to the market. His latest venture, ViridiSTOR, Mullin has launched a new era in content management systems to deliver information to the over \$1Trillion event, conference, and tradeshow industry. It is unique in being a truly sustainable solution that actually reduces costs, increases profits for those who deploy it, and makes information more accessible and easier to use at events around the world. In parallel, Mullin continues to expand his patent pending WYSIWYD® technology which provides a human interface to training, allowing more to use and maintain technology easily through visual cues. Mullin has innovated and patented other products including an oral irrigation system for post oral surgery recovery. Mullin has other patents pending in the area of wireless networking, retail management, and sustainable products. Mullin is active in community education in addition to instructing Project Management practices based upon his book "The Project Management Paradox."



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Students that graduate from high school are **350% less** likely to become homeless adults.

The impact of our approach is profound: **96% high school graduation rate** this year, and **78% of those students are enrolled in college** this Fall.

Project Hope Alliance embeds a **24/7 trauma-informed team** into public schools and serves students from kindergarten through the age of 24.



Congratulations to our **Generational Disruptor of Homelessness** for this year's **Innovator of the Year** nomination!

**Jennifer Friend**



[www.projecthopealliance.org](http://www.projecthopealliance.org)

2022 INNOVATOR OF THE YEAR AWARD NOMINEES

**Vivera Pharmaceuticals, Newport Beach**

*Paul Edalat, CEO & Chairman of the Board*

With over 30 years of brand and product development experience in the nutraceutical, pharmaceutical, and medical device sectors, Edalat founded Vivera to create a pharmaceutical company whose core mission would be to put patients first. His forward-thinking management approach as CEO has seen Vivera Pharmaceuticals grow from a single division at its founding to over six divisions and counting today. Leading Vivera's business development domestically and internationally, Edalat works closely with Vivera's sales and marketing teams to anticipate and meet market demands. With trusted global relationships built over the decades, Edalat has worked to leverage his connections and expand Vivera's reach. In addition, he has led the company through innovative research and development at home.



**Vivera Pharmaceuticals, Newport Beach**

*Mehdi Hatamian, Chief Scientific Advisor, Interim Chief Scientific Officer*

Dr. Mehdi Hatamian's 45 years of professional career spans positions at NASA (Space Shuttle program engineer), Bell Laboratories (Distinguished Member of Technical Staff), Silicon Design Experts (Co-Founder), a 20-year career at Broadcom (Chief Scientist for Central Engineering), and 2Pi-Sigma Corporation (Founder and CEO). Dr. Hatamian brings an engineer's mindset to Vivera Pharmaceuticals. He works closely with Vivera's team to expand the Medical Technology and Medical Device divisions, bringing not only his engineering expertise but his knowledge of medical research. Dr. Hatamian is leading the team in developing ZICOH, an electronic, dose-controlled medication delivery system that works seamlessly through the medication supply chain from the manufacturer to the patient. ZICOH is designed to help end the opioid epidemic by providing a fully integrated solution to prescription drug abuse. Dr. Hatamian is dedicated to Vivera's core value of putting patients first by bringing real-life solutions to the United States' current issues. In addition to developing ZICOH, as Vivera's Chief Scientific Advisor Dr. Hatamian oversees the company's team and provides insight into the ongoing medical research.



**Westcliff University, Irvine**

*Dr. Anthony Lee, President*

Dr. Anthony Lee is the president of Westcliff University in Irvine, Calif., one of the fastest growing universities in the U.S., going from less than 1000 students in 2016 to over 4,000 students in 2022. Dr. Lee has served leadership positions across numerous universities and schools in the U.S. and internationally. In these roles, he has successfully led schools through the accreditation process at the university and K-12 levels. With expertise in innovative online and hybrid programs, Dr. Lee has launched new programs infusing and integrating technology with



traditional campus-based classes for an enhanced learning experience. He is a proven leader in many critical areas within higher education including marketing, finance, operations, compliance and accreditation. Dr. Lee earned his doctorate in educational leadership from the University of Southern California Rossier School of Education with a concentration in higher education administration. He earned his MBA from the University of California, Los Angeles Anderson School of Management, focusing on strategy and entrepreneurship. He earned his bachelor's degree from the University of California, Irvine, majoring in economics

**WhiskerCloud, Newport Beach**

*Adam Greenbaum, CEO*

Adam Greenbaum founded WhiskerCloud in 2016 to help modernize the veterinary industry. Since then, Greenbaum led a bootstrapped company to become a globally recognized brand that supports veterinary professionals worldwide. Today, WhiskerCloud works with and supports thousands of veterinary professionals and partners with several organizations with missions to make veterinary medicine more inclusive and accessible. Greenbaum's background in marketing and website design has helped an industry that had long been fearful of technology thrive in the digital age. The veterinary industry is expected to have \$109 billion in revenue in 2022, and digital marketing and technology have never been more critical for veterinary medicine. Before founding and building WhiskerCloud, Greenbaum was a multiple-award winner for work in the travel and healthcare industry. Greenbaum is obsessed with automation, speed, and creating a world that makes it easier to care for your pets and interact with your veterinarian. WhiskerCloud's mission is dedicated to Greenbaum and his wife Elizabeth's love of their three pets-Sophie, Baxter, and Nala.



**YouAttest, Irvine**

*Garret Grajek, President & CEO*

Garret Grajek is a 15 U.S. patent holder and thought leader in identity technology and cyber security. He has led projects and created products for some of America's most established companies: IBM, Cisco, Motorola, Texas Instruments before starting his own companies, including SecureAuth and now YouAttest. His hands-on and real world approach to solving problems stems from his background as a programmer since graduating at the University of Texas and then working in the exploding community of established and newly funded ventures that came from the Austin community. He modeled his life long "we can do it" spirit from the energy he received from this start-up community. From there Grajek has spread his wings w/ world travel and employment in Germany, Canada, Costa Rica and Singapore. He learned in his work and travels to incorporate all ideas and people into his solutions. Which brought him to YouAttest, a new venture started out of O.C. but using the talents of the world to create a better identity security and compliance solution.



*Congratulations!* **MIKE MCLAUGHLIN**

Nominated for **2022 Innovator of the Year**  
By the Orange County Business Journal

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# INNOVATOR

of the YEAR AWARDS

# Congratulations 2022 Nominees

**AIVITA Biomedical Inc** / Dr. Hans Keirstead  
**A-Tech Consulting Inc** / Casandra Williams  
**ATTOM** / Rob Barber  
**ATTOM** / Todd Teta  
**Avanir Pharmaceuticals Inc** / Wa'el Hashad  
**BioCorRx Pharmaceuticals Inc** / Brady Granier  
**Blue C** / Eric Morley  
**Branded Group** / Michael Kurland  
**CathWorks** / Ramin Mousavi  
**Check Capital Management Inc** / Steven Check  
**Cinergy Financial** / Cindy Couyoumjian  
**City of Hope Orange County** / Annette M. Walker  
**Codebreaker Technologies** / Cheri Tree  
**Colliers** / Amanda Spangler  
**Cyrano.ai Inc** / Scott Sandland  
**DAIM - Digital Asset Investment Management** /  
 Bryan Courchesne  
**David Meltzer Enterprises** / David Meltzer  
**Distressed Capital Resources LLC** / William Lobel  
**Edwards Lifesciences** / Katie Szyman  
**Ephesoft** / Ike Kavas  
**e-Plan Inc** / Michael Chegini  
**Eyedaptic** / Jay Cormier  
**Go RN and Staff Grit** / Vanessa Benavides  
**GTFO It's Vegan** / Tanya Pierce  
**Helio Genomics** / Justin Chen Li  
**Hoag Memorial Hospital Presbyterian** / Robert Louis, MD  
**iBASEt** / Dr. Sung Kim  
**iTrustCapital** / Todd Southwick  
**Kibsi Inc** / Tolga Tarhan  
**Loko Ai** / Joseph Zaki  
**Lutheran Social Services of Southern California** / Jim Pijloo  
**M S International Inc** / Manu Shah  
**MaxLinear Inc** / Dr. Curtis Ling  
**Menlo Micro** / Chris Giovanniello  
**Movandi** / Maryam Rofougaran  
**Obsidian Security** / Glenn Chisholm  
**Oncocyte** / Ronald Andrews

**Overair** / Benjamin Tigner  
**Pacsun** / Shirley Gao  
**Parentis Health** / Tarek A. El Nabli  
**PrimaHealth Credit** / Brendon Kensel  
**Project Hope Alliance** / Jennifer Friend  
**Rallio** / Chuck Goetschel  
**Revive Real Estate** / Michael Alladawi  
**Rocksteady Audio** / Jeff Leitman  
**San Feliepe Humanitarian Alliance** / Dr Micele Del Conte  
**SetSchedule** / Roy Dekel  
**ShopGoodwill.com** / Ryan Smith  
**Siege Pharmaceuticals Inc / UCI/UCI Cancer  
 Research Institute** / Aimee Edinger  
**Smart Cups** / Chris Kanik  
**Sole Technology** / Pierre-Andre Senizergues  
**Sonendo** / Bjarne Bergheim  
**Specright** / Matthew Wright  
**Tarsus Pharmaceuticals Inc** / Sessa Neervannan  
**Tax Relief Advocates** / Jeff Nickel  
**Tebra** / Dan Rodrigues  
**Technogent** / Mike McLaughlin  
**The Wooden Floor** / Dawn S. Reese  
**Tillys** / Ed Thomas  
**Titan Health & Security Technologies Inc** / Vic Merjanian  
**UCI** / Mari Kimura  
**UCI** / Brett Sanders  
**UCI Paul Merage School of Business** / Ian Williamson  
**UCI School of Medicine** / Krzysztof Palczewski  
**US Metro Bank** / Janette K Mah  
**Van Speed Shop** / The Van Mart.com / Duran Morley  
**Veritone Inc.** / Ryan Steelberg  
**Viant Technology** / Tim Vanderhook & Chris Vanderhook  
**ViridiSTOR LLC** / Terry Mullin  
**Vivera Pharmaceuticals** / Paul Edalat  
**Vivera Pharmaceuticals** / Mehdi Hatamian  
**Westcliff University** / Dr. Anthony Lee  
**WhiskerCloud** / Adam Greenbaum  
**YouAttest** / Garret Grajek

## Luncheon & Awards Program

September 8, 2022  
 12:00 p.m. – 2:00 p.m.  
 Tickets\*: \$175  
 Table of Ten: \$1650



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## Keynote Speaker

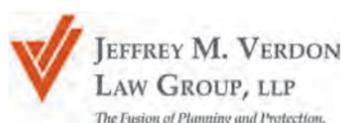
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