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A Good Relationship with Your Banker Is Good Business

by Betty Uribe, Ed.D.

We all understand the importance of strong personal and professional relationships. As we've experienced, relationships require work by both parties to be successful. The more you put into fostering your connections, the more fulfilling, productive and rewarding they are. Continual communication, support and interaction are critical for any relationship to work.

These same principles apply to the relationship you have with your banker. Below are some tips on finding the right banking relationship and making it work – specifically making it work for you and your business.

Finding the Right Banker

You may already know and work with a banker that you like and trust. That's great – just review the other tips below to ensure you are getting the most out of that relationship.

If you don't have that relationship already, take the time to find the bank and banker that will work best for you. Identify banks in your community that have small business services and bankers that handle small business relationships. Ask other business owners and your other professional advisers for their recommendations. Look for a banker that understands your type of business, your target customers and the local area and region where your business operates.

Initial Meeting

Stop by or call the banks you have indentified. Let them know you are looking for a banking relationship for your small business and would like to set up a meeting to discuss your needs. At that meeting, clearly lay out your business and financial plans and articulate your short and long-term goals. Request that your banker takes this information and comes back to you with suggestions for financial tools, resources and products that will help you meet your needs and accomplish these goals. Compare what each bank offers you and decide on which one you feel is the best fit for your business.

Banking is about More Than Credit

Don't lose sight of the fact that banks offer more than credit and loan options. Banks can help you with services to manage your funds and information to help you grow your business. Beyond a checking account, your banker should be able to offer other cash management tools, online services, credit card processing for payment, payroll management, investments and other services. Also, many banks



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now offer online tools and resources for your business beyond banking. These include tips and expert advice on everything from marketing and human resources to social media and ecommerce.

Colleagues of Your Banker

It is a smart idea to get to know the people at your local branch apart from your personal banker. Get to know the branch manager, tellers and other staff. The more they know about you and your business's financial needs, the better they will be able to help you and serve as a back-up to your banker. Likewise, make sure that your office and financial staff know your banker and know how to reach them.

Ongoing Evaluation

Be sure you and your banker are both clear on your financial goals. Evaluate these at least a few times a year with formal meetings – either with in-person or phone conversations. Email is convenient, but a personal connection helps build a strong long-term connection. Most importantly, these check-ins provide a great opportunity to access your needs, how these needs may have changed and make any necessary adjustments.

The right banking relationship can not only make your life easier, it can also help you effectively manage and grow your business. It's essential to find the right banker for your company. Then take the initiative to leverage and foster the relationship to get the most out of it.

Betty Uribe, Ed.D.

Betty Uribe, Ed.D., is an executive vice president of California Bank & Trust, which has launched a financing initiative aimed at minority and women-owned businesses in California called TEAM (Tools, Education, Access and Mentoring). For more information, please visit www.calbanktrust.com/team. You can also follow CB&T on twitter: @calbanktrust or "Like" them on Facebook: www.facebook.com/calbanktrust. (Copyright: California Bank & Trust, 2015)



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Assisting Clients in Achieving Their Goals

U.S. Healthcare System's Rapid Road to Digitalization

Orange County electronic medical records leader helps physicians, hospitals and dentists prepare for the paperless platform

For many in healthcare, this year will be a turning point in our nation's history, since it marks the official beginning of the paperless era.

It has been a work in progress, with much headway made since September 2010, when the U.S. government released the final, long-awaited details on the specific rules and regulations associated with the shift toward an electronic healthcare system, as per the previously announced 2009 American Recovery and Reinvestment Act (ARRA).

Initially, in February 2009, the ARRA was passed into law by Congress. A component of the Obama Administration's overall economic stimulus plan, the ARRA calls for more than \$29 billion in incentives to be dedicated to the HIT sector, pursuant to the Health Information Technology for Economic and Clinical Health Act (HITECH). This includes more than \$19 billion allocated to aid healthcare entities as they strive to advance their operations through the implementation of HIT solutions. A portion of that amount – \$17.2 billion – has been allocated to HIT infrastructure relating to Medicare/Medicaid incentives for physicians and hospitals.

The portions of the stimulus plan dedicated to Federally Qualified Healthcare Centers (\$1.5 billion) and Indian Health Services (\$85 million) commenced distribution during the second half of 2009. Quality Systems was already experienced in these areas, having served each for the past 18 years. The majority of the funds allocated under the stimulus plan tied into physician incentives began at the onset of 2011 when those physicians that demonstrated "Meaningful Use" (government-approved use) of EHR on a government-certified system. While the definition of "meaningful use" and the standards for government certification were finalized in late 2010, Quality Systems was already well-positioned to meet the long-awaited requirements. The definitions include, among others: e-prescribing capability; the ability to electronically exchange health information to improve quality and promote care coordination; and the capability to report on clinical quality measures. Stage 2 Meaningful Use criteria were also recently established. All the incentives will continue to be offered to the medical community through this year.

Already, much of the industry has shifted toward transitioning to electronic health records (EHR). In fact, 2/3 of our nation's physicians have already adopted to EHR.

Quality Systems, a pioneer in helping medical practices automate their businesses, already serves more than 4,000 practices and hospitals, which spans in excess of 80,000 physicians and dentists.

Nearly 40 years ago, Quality Systems chairman, Sheldon Razin, identified the need for automating medical and dental practices; a vision he first saw in the 1970s and a path he and senior management have been carefully plotting since the company's inception.

Quality Systems and its NextGen Healthcare subsidiary develop and market computer-based EHR, practice management and revenue cycle management applications as well as connectivity products and services for medical and dental group practices and small hospitals. The company is a leader in the EHR sector, and its products are CCHIT Certified®, meaning they have been certified for use by the Certification Commission for Health Information Technology, a leading independent, 501(c)3 nonprofit organization with the public mission of accelerating the adoption of robust, interoperable health information technology. The Commission has been certifying electronic health record technology since 2006.

Paperless Prowess

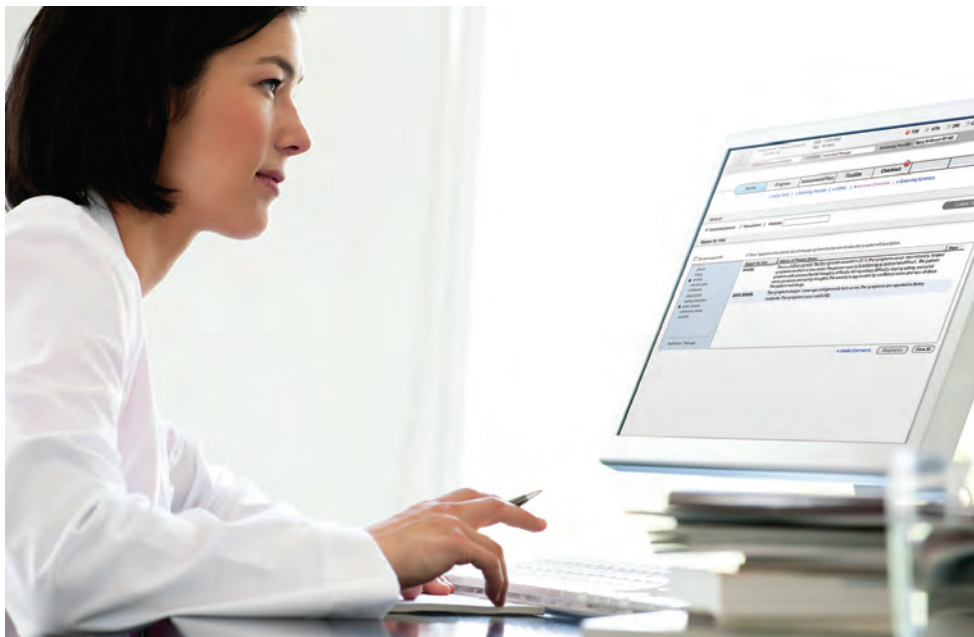
Throughout 2012, ARRA incentives were provided to those physicians and medical practices that adopted implementation of EHR and incorporated systems that communicate with each other to keep patient information confidential, seamless, current and interactive amongst all constituents including healthcare providers, payors and patients.

The extraordinary sea-change that is occurring in our healthcare system will positively impact how medicine is practiced, paid for, reimbursed and delivered in our country. Healthcare providers are already recognizing the enormous opportunities afforded them by partaking in the incentive program and are swift to realize the financial benefits.

Healthcare providers that participated in early EHR adoption were eligible to receive up to \$44,000. According to the ARRA, physicians that are entitled to the full \$44,000 each will see these dollars distributed annually in five increments. Currently, 20 percent of the nation's healthcare systems have adopted EHR. It is the U.S. government's intent that the remaining 80 percent will operate on electronic medical platforms by the desired 2015 date. Medicare reimbursement penalties for non-compliant HIT adoption begin in this year. The government believes 75 percent of the stimulus spending will have occurred between 2011 and 2013.

Arming the Forces

Quality Systems has been preparing for this dynamic period, and over the past few years has been dedicated to expanding its network through the hiring of additional



employees to prepare. The growth in its employee network was due to the vast opportunities that lie ahead in the HIT sector.

To prepare, the company added staff across its sales, marketing, implementation and training departments. In addition, the company completed several acquisitions of complementary platforms to help arm itself with the capabilities necessary to serve this changing healthcare electronic marketplace. Now, with 2,400 employees worldwide, Quality Systems is well-armed with a team that stands ready to provide all the key tools needed to succeed in this paperless landscape.

The Right Prescription

In anticipation of the release of the government's final regulations, Quality Systems has restructured the company

operationally, establishing several clearly defined business units and appointing experienced leadership to head each of them. These strategic initiatives allowed Quality Systems and its team to capitalize on what is expected to be a substantial opportunity for capturing additional market share amid this growing electronic healthcare landscape.

With the increased need and demand for EHRs resulting from the ARRA, Quality Systems spent the past several years preparing by:

- ▶ Ramping up its sales and training staff
- ▶ Completing seven acquisitions in three years to round out the scope of its product and service offering in preparation of the upcoming sea-change in healthcare
- ▶ Increasing employee base by hundreds, bringing the current employee base to 2,400
- ▶ Creating five divisions from two – medical, dental, electronic data interchange (EDI), RCM and acute care
- ▶ Appointing new management members to enhance the senior leadership team
- ▶ Ensuring delivery of ancillary products and services that complement its award-winning EHR solution

With a strengthened management team and specifically defined business units, Quality Systems is well positioned to serve the market with its innovative portfolio of products and services that cater to meeting the evolving needs of a changing healthcare delivery system. Its 26 different plug-and-play modules span all physician specialties for EHR and are believed to be the broadest offering in the sector. Its award-winning products and services bring cutting-edge solutions to users.

Looking ahead, Quality Systems continues to reach a diversified customer base through cutting-edge offerings of multiple innovative products and services that cater to medical, dental and ambulatory practices, as well as small hospitals.

From its various business units, the company creates customized solutions based on the individual needs of its rapidly growing client base, whether it is a small hospital, a management services organization, a growing dental enterprise, a large physician group practice or an expansive health system.

HIT: The Root of it All

During its nearly 40 years in operation, the vision to automate medical and dental practices has become a successful reality through organic growth and acquisition. Today, that reality continues to guide the company and shape both the HIT sector as well as the nation's future electronic-based healthcare delivery system.

Quality Systems' growth is continually recognized, and it is considered among the fastest-growing HIT companies in the sector by investment community analysts, third-party organizations and industry trade associations. Quality Systems ranked again on *Forbes'* list of "America's 200 Best Small Companies" – recognized for the 12th consecutive year. In addition, the company ranked again on *Forbes'* list of "America's Fastest-Growing Tech Companies." It also has earned several American Business Awards, International Business Awards and BestinBiz awards for its management and team efforts, innovative solutions and marketing strides.

After its reorganization and preparation for the future opportunities that lie ahead, Quality Systems is optimally positioned to capture additional market share and capitalize on the immediate right-place, right-time opportunity afforded it by the ARRA.

As the company remains focused on aiding physicians, medical groups and dental practices as they enter the digital age by presenting them with next-generation products and services, it expects the years ahead will be filled with continually advancing technologies and much broader EHR adoption.

The digitalization of healthcare has arrived and Quality Systems – with its nearly four decades of vision, excellence and a reputation for delivering incomparable solutions – is a key proponent in helping so many players participate in the path to going paperless.

For more information, please contact Quality Systems Inc. at 949.255.2600 or visit www.qsii.com.



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Sunwest Bank Helps Orange County Entrepreneurs Grow Their Businesses

Entrepreneurs are the engine of the Orange County business economy. Sunwest Bank helps entrepreneurs in Orange County and across the Western United States to achieve their business goals by looking beyond the business plans and financial statements to really understand the ins and outs of their business.

Sunwest Bank has helped DeNault's TrueValue Hardware, a company that's been a stronghold in the Orange County community for more than 55 years, to



continue to grow its family-owned and operated business. Sunwest Bank has also been integral in the success of Slater's 50/50, a Southern California-based burger and beer restaurant started by Scott Slater in 2009. Hear firsthand from Ruth DeNault, who with her four sons owns DeNault's, and Scott Slater, founder of Slater's 50/50, as they tell the story of their businesses and how a strong banking relationship has helped to propel them to success.

Growing a Family Business for the Next Generation

Sunwest Bank: Can you tell me a little bit about your business and its success?

Ruth DeNault: In 1953, my husband and I came to San Clemente and found what we thought was temporary work at a small, local hardware store. The town was beginning to grow, but at the time, it was just 3,500 people and there was no freeway. After a few years in the area, we decided to start our own hardware store business and signed a lease on a store in January 1956. We raised the funds for this initial investment with the help of our friends, family and some of our wholesale suppliers.

For nearly 20 years, we had just one location in San Clemente. Then in 1972, we acquired a small, struggling hardware store in San Juan Capistrano. And in 1976, we expanded again through the acquisition of additional land in another part of San Juan Capistrano. Today, DeNault's operates five retail stores throughout Orange and San Diego Counties and one commercial division, which is managed through our corporate headquarters in Rancho Santa Margarita and sells supplies to condominiums and large apartment complexes. With the growth in the rental market, we saw an opportunity to capitalize on the expanding market and provide these organizations with the supplies they need to successfully operate their properties.

As a result of our expansion and continued success in the area, we've been able to create a true family business. All four of our sons, Bob, Steve, Don and Tom, joined the family business early on and are working together to help ensure the success of the company for the next generation.

SB: How has Sunwest Bank helped you grow your business?

RD: The biggest way that the Bank has helped us to be successful is by understanding our business. Our relationship manager, Jim Martin, really knows our business backwards and forwards. He not only comprehends the financials of the



Helping a Young Entrepreneur to Achieve His Business Goals

Sunwest Bank: Can you tell me a little bit about your business and its success?

Scott Slater: Right out of college, a friend and I started a hot dog stand and deli business outside of Home Depot, with locations in the Bay Area, Las Vegas, New York and Phoenix. We ran the business for five years, but closed as a result of the recession. That's when Slater's 50/50 became a reality. I found a location in Anaheim Hills and collaborated with my chef to create the signature 50/50 burger patty. The idea for the patty came from the burgers that I grill at Charger tailgates. After a long Saturday night, many guests wanted to incorporate bacon into their meal, but we weren't able to BBQ the bacon. So, I decided to incorporate ground pork belly into the hamburger meat, solving the problem and creating something delicious in the process.

Today, Slater's 50/50 has grown into a regional chain of restaurants in Southern California specializing in burgers, bacon and beer. We have seven locations in total, three of which are in Orange County, specifically in Lake Forest, Huntington Beach and Anaheim Hills. We have 101 beers on tap and we're known for our 50/50 patty, which is 50 percent ground beef and 50 percent ground bacon. We're a "design your own burger concept," so we have over 1 million different ways to make a burger from our design it menu.

SB: How has Sunwest Bank helped you grow your business?

SS: Sunwest Bank has been instrumental in our growth pattern. After successfully

opening and operating my first three locations, I was looking for additional financing. Sunwest Bank was able to help structure the financing for our fourth, fifth and sixth restaurants. We are currently working with the Bank on future business projects.

SB: What made Sunwest Bank the most attractive option for you in trying to grow your business?

SS: Sunwest Bank was able to deliver when other banks could not and, as such, made it possible for my business to expand. They have been a great partner throughout the process, and now we use them for banking and for deposits in addition to financing. What makes Sunwest Bank particularly appealing to me is that they're a local, regional bank. They didn't just look at my numbers; they actually got to know me and my concept. They took a long-term approach and saw a good concept with growth potential. Being a smaller bank, Sunwest Bank was able to have better exposure and see beyond P&Ls.

SB: As an entrepreneur, what is the most rewarding part of your business?

RD: As longtime members of the South County community, we love being able to give back to the community – both through the business and our philanthropic activities. It's very rewarding when customers share their positive feedback with us and tell us how pleased they are with the help, the customer service and product knowledge that we provide through our stores. The big-box stores don't specialize in relationships. Our customers come into our stores, and we know most of them by name and consider them friends. We make it a point to give back to our local neighborhoods through community organizations and philanthropies, such as the Little League, YMCA, and Boys and Girls Club.

SB: What advice would you give to other entrepreneurs looking to develop a banking relationship?

RD: First, you must have confidence and determination. You need to have a very solid business plan. Having a well-thought-out business plan will help you to successfully navigate the first few years of your business, which can often be the most challenging. Even with a plan in place, you must be nimble when you need to be. Once you have all of this in place, you need to make sure that you find a banking partner that totally and completely understands your plan and your goals. You need to develop a true partnership with your bank. Our business has been successful in part because of the great relationship we have with our bank. A great banking relationship has been essential for us and is something that all entrepreneurs should develop.

SB: As an entrepreneur, what is the most rewarding part of your business?

SS: Having multiple locations is certainly rewarding. Walking into those locations and seeing people enjoying something that I created is probably the most rewarding aspect of my business.

SB: What advice would you give to other entrepreneurs looking to develop a banking relationship?

SS: It's not all about the bank, it's about the bankers.

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Let us help you grow your business. Call our President and CEO Chris Walsh at 714.730.4444. www.SunwestBank.com

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Quality Systems, Inc. (QSI) provides advanced healthcare information technology (HIT) solutions for medical and dental practices as well as hospitals and community clinics – helping them improve care and population health as well as enhancing business results.

With fully integrated, interoperable solutions including electronic health records, practice management systems and revenue cycle management services, we help healthcare organizations meet their clinical and business HIT needs. Our growing client base consists of more than 4,000 practices and hospitals, which spans in excess of 80,000 physicians and dentists.

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QSI



Thinking of Expanding Your Business? Consider the Following Sources of Capital

by Gordon S. MacLean, Partner and Director of Audit Services, and Sam Lahham, Audit Senior Manager, RJI

Are you thinking about expanding your business? If so, you are probably weighing numerous options. Whether it is a matter of extending the runway or taking your business to the next level, you will need to make the right decision.

Debt financing is the most common option. Most entrepreneurs prefer debt financing because there is no loss of ownership or control of the company. Banks and credit unions offer a myriad of financing options, such as lines of credit and term loans. A line of credit is best suited to address short term liquidity issues. A term loan is usually for a specific purpose (e.g., financing a piece of equipment or making a property acquisition). Many entrepreneurs choose Small Business Administration (SBA) loans. It is important to note that the SBA does not make direct loans to small businesses. Rather, the SBA sets the guidelines for loans, which are then funded by local financial institutions. The SBA's role is to guarantee that these loans will be repaid, thus eliminating some of the risk. SBA guaranteed loans are generally not available to small businesses if the company has access to other financing on reasonable terms. Debt financing often comes with certain financial performance and reporting requirements. Banks and credit unions will often require the company to meet or exceed pre-determined financial covenants, as well as, have the financial statements compiled, reviewed or audited by an independent CPA firm. Banks and credit unions come in all shapes and sizes, from international institutions with worldwide reach, to community banks that are committed to serving a certain constituency. It is important to choose the right financial institution, as there are pros and cons to each type.

Private equity financing is another common source of funds for entrepreneurial companies looking to expand. This covers angel investors, venture capital firms and private equity firms. Angel investors tend to get involved in the very early stages, usually investing into startup companies. Commonly, angel investors are individuals; however, there are numerous firms that engage in these type of early stage investments. Venture capital firms tend to get involved once a startup has become more established. Transactions with venture capital firms tend to be more complex since they involve institutional investors in a more structured setting. Private equity firms tend to get involved in the later stages of a company's lifecycle. Most commonly, private equity firms are involved in exit strategies resulting in an acquisition of the entire company. However, in many cases, private equity firms only acquire a portion of the company and become a strategic partner for the ownership and management group of the business. Typically, a member of the private equity firm becomes a board member of the company. In this case, a level of control and decision making capacity is lost; however, many entrepreneurs tend to benefit from this sort of private equity partnership through the experience and guidance offered by the private equity group.

Public equity financing is another option for some companies. This is commonly achieved by one of two ways: an initial public offering (IPO) or a reverse merger. An initial public offering is the process of taking common equity shares of a privately held company and making them available for sale to the public. A reverse merger is a less costly process by which a private company is acquired by a company that is already publicly traded (usually a "shell company" without any significant operations). Both of these options can be fairly costly, involve a loss of control and require registration with the U.S. Securities and Exchange Commission (SEC).

For those looking to avoid the extensive registration and filing requirements that come with being a public company, there is a possible exemption. Under the Securities Act of 1933, any offer to sell securities must either be registered with the SEC or meet an exemption. Regulation D contains rules which provide

certain exemptions from the registration requirements, allowing these companies to offer and sell their securities without having to register them with the SEC.

With all forms of equity financing comes a reduction of your ownership, which often means a reduction in your control. This may or may not be an appealing option for some entrepreneurs.

Lastly, in recent years, crowdfunding has become a viable option for entrepreneurs to fund their companies. There are three main types of crowdfunding for businesses: reward based, debt and equity. Reward based funding is the most common of the three, which simply offers investors an incentive in exchange for participation. An example of this would be a voucher for a free appetizer via a campaign that is funding an entrepreneur who wishes to open a restaurant. It is important to note that contributions to reward crowdfunding are essentially considered donations. This does not provide any guarantee or obligation from the company to the investor. Debt crowdfunding serves as an alternative to banks and credit unions. Currently, there are limited options since debt crowdfunding for businesses is still in the infancy stage. Frankly, many of the debt crowdfunding sites do not make the case for a better alternative to traditional financial institutions. Equity crowdfunding has yet to reach its full potential due to the current state of legislation on the matter. Pursuant to the Jumpstart Our Business Startups (JOBS) Act, which was signed into law on April 5, 2012, the SEC is currently drafting the rules and regulations that will impact equity crowdfunding. The SEC intends to adequately protect investors without imposing overly burdensome regulations. With all types of crowdfunding, it is important to gauge the level of risk involved and to clearly understand the compliance requirements imposed by all involved parties.

There is no easy decision when it comes to which source of capital is right for you. It is important to involve your CPA or other trusted business partner or advisor in the early stages to ensure you understand the requirements, timing, costs and tax implications, as well as, regulatory requirements of each available option.

Gordon S. MacLean, CPA

Gordon is a Partner and the Director of Audit Services at RJI. He has 29 years of experience, including 20 years at a Big 4 firm. He has been involved in numerous capital raising transactions, including SEC public offerings and filings, initial public offerings, secondary offerings, spin-off transactions, public debt offerings, and private placements. Gordon can be reached at 949.852.1600 or at gmaclean@rjicpas.com.



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About RJI

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Strong Employment Growth, Rising Rents

MARKET FORECAST BASED ON ECONOMIC MODELS

OVERVIEW

Cresa has created a statistical model to forecast demand for office space based on employment. With this proprietary model, Cresa is able to forecast the demand for office space with accuracy well beyond conventional trend analysis. Cresa has used the model, coupled with available information on office space supply, to forecast key Orange County office market statistics. Cresa uses this information to provide leadership to our clients regarding real estate matters.

MARKET DYNAMICS

STRONG EMPLOYMENT GROWTH. Orange County employment has undergone a dramatic turnaround since the depths of the Great Recession. Since topping out at almost 10.0% in early 2010, the County-wide unemployment rate has fallen to below 4.5% as of December. Employment has increased by over 135,000 (up 9.5%) during this period. [See Chart One – Orange County Employment].

Employment growth is the key driver behind demand for office space. Other important factors include the proportion of total employment to employment in the office sector, and space use per employee. Cresa's exclusive focus on tenant needs provides us with unique insight into these factors. We find that in Orange County, the percentage of employment in the office sector has been increasing while the space use per employee has been declining. This dynamic has had a factor in the demand for additional space and has had a dramatic effect on how slowly the vacancy rates have dropped for the past several years.

MINIMAL NEW SUPPLY. Meanwhile, office construction activity has been at an historically low level [See Chart Two – Office Space Inventory and Completions] with just 2.4 million square feet delivered over the past 60 months. To put this in perspective, over the 60 months of the previous construction downturn, 2002 through 2006, 6.6 million square feet were delivered.

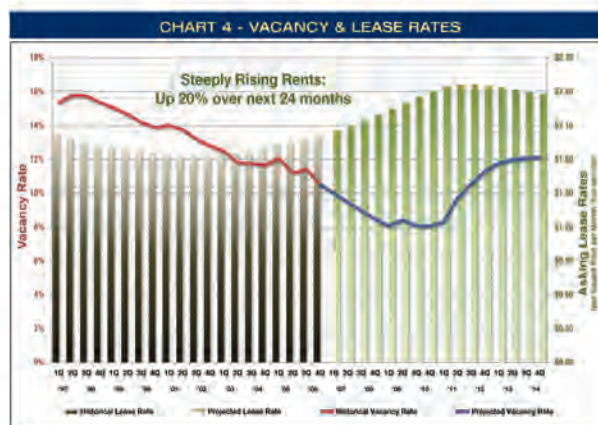
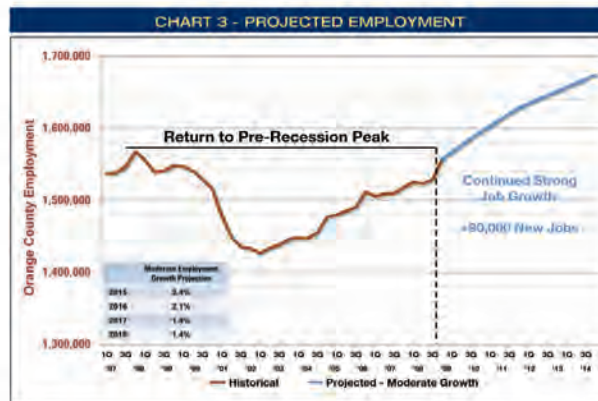
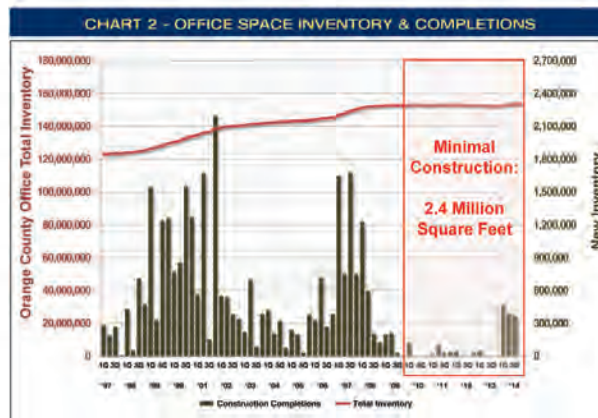
VACANCY RATE DOWN, RENTS STARTING TO RISE SIGNIFICANTLY. The demand-supply dynamic has led to steadily falling vacancy rates, down from a high of 15.8% in early 2010 to 10.5% at year-end 2014. Lease rates are up moderately, rising from a low of \$1.83 per square foot per month, full-service (asking rate) in late 2012 to \$2.02 as of year-end 2014, up 10.4%.

FORECAST

CONTINUED STRONG EMPLOYMENT GROWTH. Cresa projects that Orange County employment growth will remain significantly positive over at least the next three years. Orange County will have made up all the jobs lost during the recession by early 2015. Cresa forecasts employment growth in excess of 90,000 through the end of 2017. [See Chart Three – Projected Employment].

SIGNIFICANT SUPPLY COMING ON LINE ... BUT NOT RIGHT AWAY. Orange County developers have in excess of 11 million square feet of under-construction, planned, or proposed office space in the pipeline. While new construction will eventually lead to rising vacancy rates and stabilize lease rates, Cresa projects that significant new supply will not come on line before 2017.

STEEPLY RISING RENTS. With strong and rising demand for space (employment) and inadequate supply (new construction), prices will rise. As existing office space oversupply has been absorbed, the pressure on lease rates has increased. The environment is ripe for significant price (lease rate) increases. Cresa forecasts that rates



will rise by more than 20% over the next 24 months with asking rate increasing to over \$2.40 per square foot per month, full service. [See Chart Four – Vacancy and Lease Rates].

IMPLICATIONS FOR TENANTS

Rising on-going real estate costs – With asking lease rates rising in excess of 20% over the next two years, real estate expenses for tenants signing new leases will increase, significantly for some real-estate intensive businesses. In addition to higher starting rates, leases will likely have higher annual rent increases.

Narrowing lease rate bid-ask spread – Actual transaction lease rates have been 5% to 10% below asking rates in recent years. This spread will narrow, likely falling to the 0% to 5% range.

Shrinking concessions – Free rent, allowances, parking cost, and other concessions not included in the lease rate will shrink or disappear.

Longer lead times – With fewer spaces available in the near-term, more time will be required to find good matches of space needs to available space. Also, striking deals earlier on the rising rent curve will yield savings.

Non-lease occupancy structures – Larger requirements may need to consider occupancy scenarios that are not traditional leases including self-develop, build-to-suit, pre-lease JV, and others

CRESA LEADERSHIP

Tenants need to prepare and plan for a different real estate environment than they've experienced over the past five years. Tenants need to:

- Evaluate business/operational forecasts in the near and intermediate term
- Envision how workplace design expresses corporate culture and enhances productivity in a changing workforce
- Determine space requirements – translate operational forecasts into space needs
- Create a real estate strategic plan – this should include an Action Plan component to take advantage of current market conditions while addressing future space needs

Cresa can lead, assist and collaborate in each of these areas, from



**Kenneth B. Blye, Principal
Cresa Orange County**


Ken is a Principal at Cresa Orange County with over 24 years of commercial real estate experience as a developer and tenant representative. He has a bachelor's degree in Economics from Harvard University, and a Master of Business Administration degree from the Haas School of Business at UC Berkeley with specializations in real estate and finance.

For additional information, or assistance, please contact Mr. Ken Blye, Principal at 949.706.6619, or kblye@cresa.com, or visit our corporate website at cresa.com

About Cresa

Cresa is an international corporate real estate advisory firm that exclusively represents tenants. With 58 offices in North America, Cresa is the largest commercial real estate advisory exclusively dedicated to representing tenants. Cresa specializes in the delivery of fully integrated real estate services, including: Transaction Management, Project Management, Strategic Services, Corporate Solutions, Site Selection, Lease Administration, Capital Markets, Mission Critical Solutions, Relocation Management, and Facilities Management. For information, visit www.cresa.com.

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5	RICK MARTIN	25
6	RANDY PARKER	24
7	JEFF SHARPE	23
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The Mihaylo MBA

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As the fifth largest business school in the nation, Mihaylo College of Business and Economics at Cal State Fullerton provides a world-class business education. The college prides itself on strong interaction with the Southern California business community.

Mihaylo College features nationally recognized faculty, award-winning students, forward-looking curriculum, and flexible programs, which attract talented and diverse students from around the globe. Mihaylo College is the only business school in Orange County, and one of only five in California, to hold a prestigious dual accreditation from AACSB in business administration and accounting. Only 5 percent of business schools worldwide have achieved this distinction. In addition, Mihaylo College is ranked by *U.S. News & World Report* as one of the top part-time MBA programs and is recognized annually by *Princeton Review* as one of the "Best Business Schools." Add to that an unmatched alumni base of over 55,000 Mihaylo graduates — and you've got an unbeatable choice: Mihaylo.



The MBA program consists of applied learning and collaborative teamwork.

Southern California: Gateway to the World

Mihaylo fuels the economic and corporate success of Orange County and Southern California. Through its educational programs, the College instills in its vast corps of graduates strong core business knowledge, critical thinking skills and motivation, thereby putting them in position to contribute to the success of area businesses. The College's impact is far-reaching because it serves as a thought leader contributing to the economic progress of Southern California. Even with the focus clearly on Southern California, the reach and impact is felt worldwide. Mihaylo graduates work across the country and internationally, and with more than 40,000 graduates living in Southern California, this advantage really does make Mihaylo College of Business and Economics the dominant driving force of business in the region.

Mihaylo Hall: Offering Students World-Class Resources

Mihaylo Hall provides students with state-of-the-art technology, computer labs, study areas, and meeting rooms. The dynamic learning environment utilizes classrooms specifically designed to develop the leadership, teamwork, and technological competencies the business community demands. The 195,000-square-foot building is home to all faculty and students, as well as Mihaylo College's 15 Centers of Excellence. These centers are faculty-led and provide students with the opportunity to engage in advanced research and business development activities, as well as consult with area businesses.

The Strength of a Mihaylo MBA: The Faculty and Students

More than 165 full-time faculty create strength through diversity in education, experience, and cultural backgrounds. Mihaylo faculty work in the real world,

not in the ivory tower, and prepare students for the global marketplace. They do this by integrating best business practices, technology, award-winning research, functional applications, and real-world experience. At Mihaylo, teaching and research go together. All graduate courses are taught by highly qualified faculty who've proven themselves as researchers and instructors, as well as in industry. This strength in our faculty attracts students from across the globe, which creates a dynamic classroom experience where students learn from both peers and professors. A challenging curriculum, team projects, and intense field experiences give Mihaylo students a competitive edge.

The MBA and Graduate Business Programs at Mihaylo

Each of the graduate programs offers a rigorous and relevant curriculum that balances theory with practical application. Mihaylo students receive a comprehensive, world-class education, which they can tailor to match their professional goals.



MBA program graduates recognized for degree completion at Spring Commencements.

► The Full-Time MBA program, offered at the CSUF Fullerton campus, is delivered as an accelerated, cohort-based program. It features the innovative Mihaylo Leadership Academy, personalized career services coaching, and an international trip — all of which are included within the fee structure.

► The Fully-Employed MBA (FEMBA) program, offered at the CSUF Irvine campus, attracts students with significant professional experience. This accelerated, cohort-based program creates an immediate professional network. All courses are scheduled to accommodate working professionals. An international travel course is available for interested students.

► The Flexible MBA program, offered at the CSUF Fullerton campus, provides a flexible evening program. Students may choose from 13 areas of concentration and can complete the program at either a full-time or part-time pace — all through evening classes. An international travel course is also available for interested students.

Other Mihaylo specialty master's programs are the Master of Science in Accountancy, Master of Science in Taxation, Master of Science in Information Systems, and the Master of Arts in Economics. Mihaylo is a preferred recruiting school for the Big Four, as well as regional accounting firms in the Los Angeles and Orange County areas. Excelling in online graduate education, the Master of Science in Information Technology is ranked #1 in California and #6 in the nation and for online graduate business programs by *U.S. News & World Report*.

For more information on the MBA and graduate programs at Mihaylo College, visit mba.fullerton.edu or call 657.278.1020.



The Best Chauffeured Difference

With over 20 years of experience, Best Chauffeured continues to provide first-class transportation solutions. Best maintains a large fleet serving several of Orange County's top corporations, celebrities, VIPs, hotels, meeting planners and DMCs. As a Best Chauffeured client or guest, you'll gain the freedom to make the most of your time whether you travel for business or leisure. Best Chauffeured strives to go beyond transportation to give you the best experience imaginable and become your most trusted transportation partner. Best offers worldwide service in 500 cities and 50 countries – 24 hours a day, 365 days a year.



the most efficient way to utilize the diverse fleet of vehicles (accommodating groups all sizes), seven days a week.

Your program manager will coordinate and book your event using their experience and expertise to organize the group. These professionals are able to understand the specific requirements of your day. The Best team will organize and oversee the details, from creating customized maps and itineraries to making reservations. For challenging

venues, they will send their logistics team for on-site inspections to evaluate and provide professional recommendations. Their coordinators will also be present and attentive on-site, to oversee all meet-and-greet needs and facilitate the staging and loading of the vehicles.

In 1995, Best Chauffeured began modestly by serving the wedding and weekend limousine rental market and quickly built its outstanding reputation. Upholding that reputation is central to the steady growth of Best Chauffeured Worldwide. The foundation of Best was built right from the start. Best fully owns its three-acre headquarters complex, fully owns its fleet, spares no expense in the area of safety and operates under a methodical, sound business model.

The Best Customer Service

The Customer Service and Reservations Department at Best Chauffeured consists of senior-level customer service specialists who are carefully selected and provide years of experience in dealing with corporate and executive transportation needs throughout the world. They truly understand the level of expectation of those they serve and are available to handle any and all needs that may arise – any time of day from anywhere in the world.

Groups & Meetings

The Group Department at Best Chauffeured makes planning the transportation for your next event simple. Over the past 20 years, Best Chauffeured perfected the process of coordinating transportation and logistics for group events and meetings. Best Chauffeured's Group Department will work with your event planners to understand the needs and challenges of your event. They will suggest



Beyond. Transportation.

With an extensive fleet of sedans, limousines, vans, SUVs, minicoaches and motorcoaches, Best Chauffeured accommodates any type of transportation need. Professionally trained chauffeurs, pristine vehicles, 24-hour reservations support, vehicle tracking and flight tracking provide customers with the highest level of service possible.

Best Chauffeured's professional team is at your service, ready to take you anywhere you need to be. Whether your destination is an international airport or an internationally renowned restaurant, Best Chauffeured is here to ensure you arrive at your destination—on time and in style.

Let Best Chauffeured take care of the details. Regardless of what your transportation need requires, you may rest assured all will be taken care of. From determining the most efficient route to ensuring the vehicle is stocked with requested beverages, Best Chauffeured's goal is to allow you time to relax and enjoy the journey.

To make a reservation or to learn more about Best Chauffeured, please visit www.bestchauffeured.com or call 866.323.BEST (2378).

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Airlines serve fewer than 500 U.S. airports, while private aircraft have access to more than 5,000. Traveling privately with your colleagues affords you the opportunity to make more efficient use of the aircraft, increasing on-board productivity while reducing per-seat costs. By controlling your own schedule, you can also manage the high cost of time away from your business, as well as the added expense of hotels, rental cars and miscellaneous expenditures resulting from unnecessary overnight stays generated by airline scheduling limitations.

As a leader since 1987 in the client-focused private aircraft arena, West Coast Aircraft Sales specializes in maximizing client positions during the purchase, sale and operation of aircraft around the globe. Our industry-leading, up-to-the-minute market research, coupled with our hands-on approach to each project consistently enables us to provide results that exceed expectations. Each project is custom tailored to meet the specific requirements of the individual client, with WCAS overseeing every step of the transaction from inception to completion.

We maintain strategic alliances with all major aircraft manufacturers, as well as a variety of industry-leading aviation companies and have an extensive and impressive track record in both the new, pre-owned and delivery position markets.

Additionally, as part of West Coast Aviation Services, a large, highly respected international operator of private aircraft, partnering with West Coast Aircraft Sales affords you access to numerous other benefits including opportunities for charter revenue, aircraft upgrades, premium pricing on maintenance, fuel, insurance, hangar storage and even crew training. Contact Jon Eruren (jeruren@wcas.aero, 949.266.7834) to learn more about efficient, cost-effective options for you and your business.

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Review Your Review Process

Times have changed and the way we work has changed, but for many organizations the performance review process unfortunately, has not. Managers in organizations across the globe dread review time because it is seen as “annoying administrative paperwork” that they can’t wait to check it off their list. Employees want the feedback, but many have become disenchanted with reviews lacking substance given by managers who a) may not know how to conduct an effective performance review or b) simply aren’t engaged in the process. It’s time for organizations to review their review process. In addition to the negative perceptions of performance reviews that have permeated the workplace, the way we work has changed. In the today’s knowledge economy, most work is team-based while performance reviews remain focused on individuals. The way companies operate and organize their workforce has changed. So, why are our performance assessments the same? Even if you’ve moved the process online, are you asking the same questions and measuring the same attributes? And further, are managers across your organization properly trained to conduct reviews consistently and effectively?

Organizations that want to create a high-performance culture and develop the next generation of leaders need to re-think their process while re-invigorating their managers to look at performance assessments in a new light. Here are some fundamental guidelines we believe any organization can benefit from when re-evaluating the review process.

Train Your Managers

In many organizations across various industries or sizes, people often move

up the ladder because they are good at what they do, not necessarily because they are good managers. When people are promoted to management positions, management training is often overlooked. Since performance reviews are an important element of talent management, companies should take a close look at how they are guiding and training managers (especially newly minted ones) on providing effective feedback.

Better align strategic business objectives to individual performance goals. A key element to more effective performance reviews is being able to tie them to strategic business objectives. However, managers must also remember to refine performance metrics as the business strategy evolves over time.

Start Planning Today!

The War for Talent survey by McKinsey & Co. reports also showed the most important corporate resource over the next 20 years will be talent. If you start by focusing on creating a cultural shift within your organization that leverages performance reviews as a valuable asset you are on the right path in achieving more effective talent management. The time, energy and resources invested to help strengthen your review process, will be time well spent.

Beacon Resources is one of the largest direct hire, interim and interim to hire, finance and accounting staffing firms in Orange County. For more information, call 949.675.4000 or visit www.beacon-us.org, 4 Corporate Plaza Dr., Ste. 101, Newport Beach, CA.

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Why Teach Teenagers Entrepreneurship?

It's never too early to teach teens business, according to Stephen Christensen, dean of the business school at Concordia University and founder the Teen Entrepreneur Academy (TEA). With the ever-changing and highly competitive global economy creating new standards of employment, entrepreneurship has become not only popular, but essential for job creation and growth. Business leaders acknowledge the relevance and importance of entrepreneurship as an educational and economic catalyst, making the need for youth entrepreneurship programs more evident than ever. What better environment to host TEA than entrepreneurial Orange County, a hotbed of technology, innovation and business startups? TEA fosters the development of a business-savvy workforce that ultimately supports the region's and America's economic vitality. It's ideal training for the next generation of entrepreneurs and CEOs who possess a free enterprise and self-responsibility mindset.



- 4. Applied Learning
- 5. College Preparation

TEA inspires teenagers' career hopes, showing them how to get started while providing them the resources and support they need to be successful. Working in teams of three, the teens present their own startup business plans.



Students experience a low-risk way to launch a business. Successful entrepreneurs and faculty teach and mentor students with step-by-step advice, equipping the next generation of entrepreneurs – young men and women of character and integrity.

TEA defines success as "having confidence, the ability to communicate, and joyfully using passion and vision to generate cash flow and provide service to others." Please explore TEA, consider the implications and determine what your role might be.

Learn more at www.cui.edu/tea, or contact Stephen Christensen at stephen.christensen@cui.edu or 949.214.3198.

TEA is a hands-on training program for high school students who want to learn entrepreneurship, business principles and how to start their own businesses. Students spend one week at the University living, learning and working on their business startup plans. Over 200 high school students from six states and three countries have participated in the TEA over the past three summers. The next Academy is July 12-18, 2015 and its Business Plan competition, with a \$1,000 prize, is on Friday, July 17, 2015.

A 2011 national Gallup survey of high school students found that:

- ▶ 86 percent wished they had more business classes
- ▶ 7 out of 10 said they want to start their own business

Helping teenagers embrace entrepreneurship yields practical life skills, financial awareness and priceless rewards for them to succeed in business and life. TEA is another step in teenagers climbing that ladder of their own success, empowering them to pursue their dreams.

Five Reasons to Teach Entrepreneurship to High School Students

1. Job Creation and Economic Growth
2. Real World Experience
3. Curriculum Missing From High School

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Scott's Restaurant & Bar

Scott's is considered South Coast Metro's best seafood restaurant. Last year, it proudly celebrated 25 years at South Coast Plaza. If you are looking for extraordinary seafood, steaks and an impressive wine menu, Scott's is where to eat and meet up in Orange County. This stylish, yet warm and friendly, atmosphere is popular for quick power lunches, pre-theater dinners, special occasions, Sunday brunch and happy hour. The restaurant also boasts impressive private dining rooms; the perfect solution for executive meetings, receptions and dinner parties.



Feb. 19 through 22, Scott's celebrates the Lunar New Year with festive and symbolic dishes added to its admired menu. Executive Chef Michael Doctulero will prepare, in pure gourmet form and creativity, two cultural dishes to highlight this celebration. Featured dishes are: Fire-Roasted Dungeness Crab with garlic and sambal chili and Seared Whole Shrimp with sweet peppers and black bean sauce. General Manager Robert Redaelli explains, "At Scott's, we want to celebrate and bring the significance of the Lunar New Year – The Year of the Ram to all our guests. We wish all of our customers—local and visiting—good fortune, happiness and longevity."



Also, on Friday, March 6 at 7 p.m., Scott's 2015 Wine Tour dinner will begin with Castello Di Volpaia, known for elegant Chianti Classicos and "Super Tuscan" wines. Special guest Federica Mascheroni Stianti will represent her family's rich and elegant wines, and share the family's incredible history of their 11th century hilltop village, home of this state of the art winery. The evening features a brilliantly inventive and classic menu, from reception, four courses to dessert – each with wine pairings; \$200 per person, \$350 per couple, inclusive of tax and gratuity.

For reservations, please call 714.979.2400. www.scottsrestaurantandbar.com

Transferring Ownership While Retaining Control

A GRAT or IDIT can help

by Jeff Hipshman, CPA, Partner

If a large portion of your wealth is tied up in a family business, you may find that your estate planning goals conflict with succession-planning goals. If the value of your business is substantially greater than the gift and estate tax exemption (currently \$5.43 million), traditional estate planning techniques would have you transfer the business to your children or other family members as early as possible in order to remove future appreciation from your estate.



gift and estate tax purposes, but it's treated as a grantor trust for income tax purposes (that's the "defect"). Because the trust is irrevocable, business interests you transfer to it are considered to be completed gifts, so any future appreciation in their value escapes estate taxes. At the same time, grantor trust status offers two important benefits:

1. As grantor, you pay income taxes on the trust's earnings, allowing trust assets to grow tax-free, leaving more for your beneficiaries (essentially, an additional tax-free gift).
2. For income tax purposes, a grantor trust is considered your alter ego rather than a separate entity, so any payments you receive from the trust are treated as tax-free payments to yourself.

From a succession-planning perspective, however, handing over the reins to the younger generation may be premature. Perhaps the next generation of leaders isn't yet ready to take over the business. Or maybe you're not ready to give up control. Fortunately, there are several trust-based tools that allow you to transfer business interests to your successors now — minimizing gift and estate taxes — while maintaining control of the business. Two to consider are the grantor retained annuity trust (GRAT) and a sale to an intentionally defective irrevocable trust (IDIT).

GRATs

With GRATs, you transfer business interests to an irrevocable trust, which pays you a fixed annuity for a set number of years. When the trust term ends, the assets are transferred to your children or other beneficiaries. You control the business during the trust term and continue to earn income in the form of annuity payments. For this technique to work, the business must generate sufficient income to fund the annuity payments.

In addition to removing future business appreciation from your taxable estate, a GRAT minimizes any gift tax liability on your initial transfer of interests to the trust. That's because the value for gift tax purposes is equal to the actuarial value of your beneficiaries' future interest in the trust. By adjusting the length of the trust term and the size of the annuity payments, you can reduce the value to a very low amount — even to zero in some cases.

The main disadvantage of a GRAT is mortality risk. In order for you and your family to enjoy the tax benefits of this technique, you must survive the trust term. If you don't, trust assets will be pulled back into your taxable estate.

IDITs

Another powerful tool for obtaining tax benefits while retaining control of your business is a sale to an IDIT. A properly designed IDIT is an irrevocable trust for

Structuring the transaction as an installment sale rather than a gift offers additional benefits. So long as the business generates enough income to cover the installment payments (or is able to borrow the necessary funds), selling the business to an IDIT avoids gift taxes. Once the note is paid, trust assets pass to your beneficiaries tax-free. During the trust term, the installment payments provide you with a tax-free income stream.

Installment sales should be structured carefully to ensure the transaction passes muster with the IRS. Also, while the assets won't be included in your estate if you don't survive the trust term, your estate may be subject to tax on the note's unpaid balance.

What's your succession plan?

If you own a family business, it's critical to have a succession plan that covers both the transfer of ownership and, ultimately, the transfer of control. Bear in mind that the ownership-transfer strategies we've discussed are complex, and all of the nuances aren't covered here. Whether you use these tools or other techniques, your tax advisors can help you design a plan that meets your business, financial and estate planning needs.

Jeffrey Hipshman, CPA, is a partner with HMWC CPAs & Business Advisors (www.hmwccpa.com) in Tustin. He specializes in family wealth planning for the high net worth individual, as well as business and tax planning for the closely held business and its owners. He can be contacted at 714.505.9000.

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2015 NOMINEES

85°C Bakery Café, Brea*Chris Lin, CEO*

85°C was founded in 2004 in Taipei, Taiwan with the philosophy of serving five-star quality products at an affordable price. After opening over 700 stores throughout Asia and Australia, the first 85°C U.S.-store opened in 2008 in Irvine, Calif. Since then, the company has expanded to 13 other locations throughout California and is expected to double its current store size within the next year. To date, 85°C serves over 14,000 customers a day and offers over 40 different varieties of pastry products, all baked fresh every hour, every day. 85°C has developed innovative production, baking and distribution systems in order to achieve its success today. 85°C strives to be a community bakery store and is constantly working with local community groups to provide fundraising and support charity efforts.

**All Green Electronics Recycling, Tustin***Arman Sadeghi, CEO*

Arman Sadeghi is a serial entrepreneur who has started a number of successful companies in the last 20 years. He is most widely known as founder and CEO of All Green Electronics Recycling in Tustin, which was recently named the 366th fastest-growing company in the U.S. by Inc. Magazine. He is also currently the principal and CEO of Titanium Success Inc., a peak performance and coaching company, which was started one year ago and has seen incredible exponential growth. Being a presenter at a TEDx Conference in 2012 gave him a taste of life as a public speaker and the desire to take his personal and professional life one step further. He is now known as one of the top keynote speakers for corporate markets that want their executives to live holistically with maximum efficiency.

**Alliance Entertainment, Irvine***Jeff Walker, CEO*

Jeff Walker co-founded CD Listening Bar in 1990 and over the last 25 years has built the company onto the world's largest music and video wholesaler, with over \$750 million in annual sales and 530 employees. In 2013, Walker and his partner Bruce Ogilvie orchestrated the acquisition of Alliance Entertainment, a company three times the size of Super D without outside capital. In 2014, Alliance shipped over 70 million CDs, DVDs and vinyl with 20 million direct-to-consumers' doorsteps from its 600,000-square-foot warehouse in Kentucky. The company never exited the vinyl business, and now it currently has over 45 percent of the vinyl market share and is growing at over 50 percent per year. Alliance is currently expanding into turntables, headphones and other consumer products. Alliance makes extensive contributions to Susan G. Komen, Relay for Life, Women in Distress, Angel Tree and many other organizations.

**American Handforge, Irvine***Eric Albert, CEO*

With more than 40 years in the forging industry, Eric Albert is a recognized leader in the manufacturing and forging of exotic alloys. He has been at the forefront of cultivating a community within his own team members and has made a significant difference in re-shaping the stigma associated with the manufacturing of aluminum, titanium and stainless steel hand forgings. Growing up in the industry, he embraces hard work, ethics and is employee focused – training, educating and safety are of the upmost importance to him. Since inception, American Handforge continues to grow year after year with a projected growth of 30 percent over last year. American Handforge supports numerous charities and encourages employees to give back to the communities they live in. Manufacturing is the heart of this country, and Albert is dedicated to keeping the “art of forging” alive, well and growing.

**Antonia Edwards Fine Art, Laguna Beach***Antonia Edwards, Owner*

Antonia Edwards is an artist and art curator who has been curating galleries and procuring fine art for residential and commercial clients in the U.S. and abroad since 1996. She has worked with some of today's most respected artists and galleries throughout California. After years of devoted work to her trade, she has now opened her own gallery in North Laguna Beach. She is featuring emerging artists, as well as known contemporary artists. Over the years, she has discovered artists who were “hidden” in the back rooms or poorly displayed corners of galleries.

**ARQ, Irvine***Kunal Hinduja, President/CEO*

Fueled by Kunal Hinduja's passion and vision of a world that runs on wireless data, ARQ has grown exponentially since its founding in 2008 into an international powerhouse with three U.S. offices and branches in India, Kuwait, Canada and Mexico. Revenues have increased more than 1,000 percent to a total of \$44 million in 2014, and that is expected to triple this year. ARQ designs, installs and maintains indoor and outdoor wireless solutions for high-occupancy venues, ranging from major international sports stadiums and high-rises to university and hospital campuses. He has outfitted the most innovative and high-tech campuses of Silicon Valley, including Facebook, Yahoo! and eBay, as well as large-scale facilities such as the Staples Center, Fort Lauderdale Airport and the Las Vegas Convention Center. In addition to his professional success, Hinduja is one of the first three members of the corporate board of Big Brothers Big Sisters of Orange County.

**Austin Taylor Inc., Irvine***Ron Viggiano, President*

Since opening its doors in 2000, Austin Taylor has become the premier men's haberdashery in Southern California. Austin Taylor creates custom men's clothing uniquely suited for each client's personal needs, wants and preferences. Ron Viggiano has been creating custom wardrobes for successful business leaders and athletes in the region since 1986. During his 29 years in the industry, Viggiano has learned every aspect of the business from scheduling sales calls, consultations, pattern making and on-time delivery. Viggiano started his own company in 1992, and subsequently has become an expert in fabrics and color coordination. He was brought in as a partner and president of Austin Taylor Inc. in 2000, and he purchased ownership in 2010. Fittingly, Viggiano's favorite quote by Mark Twain is “Naked people have little to no influence on society.”

**B Scene Advertising Agency, Newport Beach***Caren Lancona, CEO*

B Scene Agency and TV Productions has been in business for over 30 years, and has been an innovator in marketing, advertising, public relations and packaging, with a strong emphasis in television production. Caren Lancona founded B Scene shortly after high school, focusing on sports marketing while she was an athlete and stunt performer for popular TV shows. B Scene quickly became an Orange County leader in marketing and television production for TV commercials along with matching, POS, digital and print ad campaigns. In the past decade, Lancona took B Scene in a new direction by combining advertising and television production to create 30-minute TV shows that promote companies while following the entertainment of hybrid reality. In addition to Lancona's work with B Scene Agency, she also owns and produces Miss Newport Beach, Miss Corona del Mar, Miss Beverly Hills and Miss Coastline USA Pageants under the Miss California USA franchise.

**B. toffee, Newport Beach***Betsy Thagard, Founder*

After years of passionate experimenting to create a toffee that would combine only the finest, freshest and most natural ingredients, Betsy Thagard created her perfect toffee – B. toffee. She shared her handcrafted toffee with family and friends before they urged her to introduce it to the world. Since the inception of B. toffee in 2009, it has created quite a stir in the candy confection world. With a core audience, strong following and ever-growing customer base, Thagard has turned a passion into a profitable business. Solely by word of mouth, without the assistance of food brokers, distributors or a sales team, B. toffee has experienced consistent growth since the company was founded and is on track to continue the growth in 2015. Sales in 2014 continue to surpass years previous, with a +55 percent increase overall from 2013, and in the fourth quarter sales increased by over +140 percent. Today, B. toffee can be found nationwide, with premier placement at the country's most noted gourmet markets and specialty stores including Whole Foods (OC/SD/LA) and Dean & DeLuca.

**Backyard Bees LLC, Santa Ana***Kelly Yarrazaval, Co-Owner/Founder/CFO**Janet Andrews, Co-Founder/Owner/Operations Manager*

Janet Andrews and Kelly Yarrazaval came together after finding bee hives in their backyards that neighbors wanted to exterminate. They soon received hundreds of emails from Orange County residents and businesses who did not want to see honeybees





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ITS - Traffic/Civil/Electrical Engineering - Transportation Planning - CEM

	2014 Orange County Business Journal's 2014 Excellence in Entrepreneurship Award Nominee	
	2012 Winner of Cal-EPA/California Air Resources Board's Cool California Climate Leader	
	2011 Award of Excellence in Service by Los Angeles County MTA/Metro in the County of Los Angeles	
	2011 Award of Excellence in Service by Los Angeles County MTA/Metro in the County of Los Angeles	
	2010 Award of Excellence in Service by Los Angeles County MTA/Metro in the County of Los Angeles	
	2009 Winner of the ASCE's Outstanding Private Sector Civil Engineering Project in Metropolitan Los Angeles	
	2009 Winner of the Caltrans' 2009 Excellence in Transportation Award in the State of California	
	2007 Winner of the ASCE's Outstanding Public/Private Sector Civil Engineering Project in Metropolitan Los Angeles	
	2005 Winner of the APWA's Best Traffic Congestion Mitigation Project of the Year in Southern California	
	2004 Top Nominee of Transportation Foundation's Highway Management Program in the State of California	
	2003 Winner of the PTI's Best Transportation Technology Solutions Award in the United States	
	2002 Winner of the ITS-CA's Best Return on Investment Project Award in the State of California	
	2000 Award of Excellence in Service by Los Angeles County MTA/Metro in the County of Los Angeles	

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killed. Seeing the need for hive rescue and locally produced, non-commercial honey, Backyard Bees was founded. Soon Andrews and Yrarrazaval found people who wanted to become “hive hosts” and keep the rescued hives in their backyards. Backyard Bees now has over 150 hives in beautiful backyard gardens and large properties throughout the county. In a time of a worldwide honeybee crisis, Backyard Bees is dedicated to keeping hives alive through honeybee hive rescue and relocation service, as well as providing locally harvested Orange County, unfiltered raw honey and all-natural beeswax products. Backyard Bees is committed to teaching honeybee education and conducts “honey house” tours and educational presentations to schools, local garden clubs, libraries and home school groups.

Baking Betty's, Newport Beach

Emily Osterberg, President

Emily Osterberg, founder and smiling face of Baking Betty's, is a native of Minnesota. Osterberg left her home in 2005 and moved to Southern California to become an entrepreneur. Determined to find her passion in life, she took her mother's advice to pursue her goals and was always inspired by the words of Ralph Waldo Emerson, “Do not go where the path may lead. Instead go where there is no path and leave a trail.” With that in mind, she opened Baking Betty's in 2009 and has been full speed ahead ever since. Osterberg's love of baking began early in life in her mother's kitchen, where she and her mom enjoyed baking cookies together. She learned all the family recipes, including her grandmother's specialty, the classic chocolate chip cookie, one of Baking Betty's favorites. To this day, Osterberg spends hours baking in her commercial kitchen, constantly creating new exciting recipes.

**Bascom Group, Irvine**

Jerome Fink, Co-Managing Director

By definition, Jerome Fink is a true entrepreneur by simple observation of his company's growth, success stories and longevity. After encountering two tumultuous downturns, the company still stands as one of the top 50 largest private equity owners in the nation. However, those at Bascom feel there is more to being an entrepreneur than numbers alone. Social responsibility, company values and individual development all come to mind when defining a “successful” entrepreneur and Fink embodies just that. After Fink and two others created a thriving business out of an old college project, he went on to spread his knowledge and passion for life to his employees, clients and the community through nonprofits. While managing the stabilization of his company, Fink became heavily involved in the local community, becoming an important advocate to many organizations and creating social outreach initiatives at each Bascom site.

**Baum + Pashley Orthodontics, Tustin**

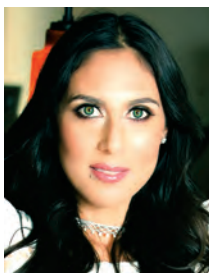
Doug Baum, Doctor/Owner

Dr. Doug Baum has been creating beautiful smiles for over 15 years. Dr. Baum was born and raised in Peoria, Illinois. He attended Indiana University School of Dentistry. Upon completion of dental school in 1999, Dr. Baum was commissioned in the US Navy Dental Corps., where he served as a department head of operative dentistry at School of Infantry/Fleet Marine Force-Camp Pendleton and was awarded a Navy Achievement medal for outstanding military service. After practicing general dentistry for five years, Dr. Baum returned to Indiana University. There, he obtained his orthodontic specialty training and Master of Science degree in Dentistry. Dr. Baum is married to his wife, Melissa, a dental hygienist in the local community.

**BeautyMark Organics, Corona del Mar**

Jenna Lobos, Founder/Owner

Taking a leap of faith and following her heart, Jenna Lobos left her successful career as a mortgage representative in order to discover her true gifts and talents. Getting back to her roots of beauty and health, Lobos' new path began when she resigned with a modeling agency at the age of 35. This sparked a newfound feeling of empowerment, motivating her to share this feeling with other women. By following her passion of wanting to help women feel beautiful, Lobos started an organic airbrush tanning business. Simultaneously, she went on to get her nutritionist license under the umbrella of holistic health. This eventually inspired BeautyMark Organics “BEAUTY FOOD FOR THE SKIN,” a 100-percent, all-natural and paraben-free, vegan skin care line, which can now be found at the Hotel Irvine. Lobos became an author in 2014 with her first book, *Love Your Body, Love Your Life*, which furthers her message of health and beauty from the inside out!

**Behavioral Health Works, Garden Grove**

Dr. Robert Douk, Founder/CEO

Dr. Robert Douk is a psychologist, philanthropist and entrepreneur who is

transforming the field of psychology through his innovative approach and desire to better care for patients. He began Behavioral Health Works (BHW) in 2008 out of his kitchen with two part-time therapists and a budget of less than \$2,000 of his own personal savings. Without the help of investors or bank loans, BHW has grown to over 125 therapists serving more than 275 families daily in Orange County alone. He single-handedly developed the innovative clinical program that is certified by the California Department of Education and the Regional Center of Orange County. The state and federal government also seek his services daily. BHW now offers its services to most of the primary health insurance carriers and is currently branching out into six more states.

**Black Hill Press, Orange**

Kevin Staniec, Co-Founder

Black Hill Press is a publishing collective founded on collaboration. The company's growing family of writers and artists is dedicated to the novella—a distinctive, often overlooked literary form, that offers the focus of a short story and the scope of a novel. Black Hill Press believes a great story is never defined by its length. Books are available in both print and digital formats, online and in local bookstores, libraries, museums and university gift shops. The company published 26 books (print and digital) in the last two years. Additionally, Black Hill Press has hosted sold out crowds for literary programs produced at several prestigious venues, including Book Soup, Hemingway's Lounge and The Last Bookstore. Co-founder Kevin Staniec was the keynote speaker at the California Art Education Association (CAEA) Annual Conference and the featured guest at many campuses across California including Cal State University, Fullerton; Coastline Community College; Chapman University; and Laguna College of Art and Design, LCAD.

**Bonakdar Institute, Corona del Mar**

Monica Bonakdar, MD, Medical Director

When Dr. Monica Bonakdar established her Corona Del Mar office in 2000, she focused on one key goal – to create a luxurious, state-of-the-art environment offering the latest non-invasive cosmetic procedures and high-tech laser treatments. Her vision: to artfully restore youthfulness in the aging face and body. A medical professional with more than 20 years of experience in non-invasive cosmetic procedures, Dr. Bonakdar offers the latest advancements in injectables, laser surgery and high-technology treatments with personalized and professional patient care. She has been a part of the BOTOX Cosmetic Physician's Network since 2000 and is trusted by many leading medical manufacturers, including Allergan, Mediscis, Suneva and Ulthera. Dr. Bonakdar involves her patients with her charitable “Look Good, Feel Good” program, where she donates a portion of her monthly revenues to various local charities that her patients select.

**Bootlegger's Brewery LLC, Fullerton**

Aaron Barkenhagen, President/CEO

Aaron Barkenhagen began his career as a software developer at the age of 19 and later went on to become the youngest insurance product manager at the Auto Club of Southern California in 2005. His longtime homebrewing hobby and experience as a product manager came together when writing the business plan for Bootlegger's Brewery, while obtaining his business degree from CSUF. He started the brewery in 2008 and in six years grew from a startup to a leading company in the Orange County craft beer market. Bootlegger's Brewery now employs 35+ employees with distribution in almost 2,000 retail outlets in Orange County. Barkenhagen has maintained a focus on community involvement and annually donates thousands of dollars of product to local charities. Barkenhagen has received several awards including 2009-2010 “Entrepreneur in Residence” from the Center of Entrepreneurship at CSUF, “Orange County 2010 Entrepreneur of the Year,” “Medium Business of the Year 2011,” and mayor's business award in 2014.

**Bowl of Heaven, Rancho Santa Margarita**

Dan McCormick, Co-Founder/CEO

Brandon Beazer, Co-Founder/President

Bowl of Heaven was founded in 2010 in Orange County, and has quickly grown to become the leader in the healthy, fast, casual dining category. Serving Acai bowls, smoothies and cold-pressed juices with more than 100 franchises sold, Bowl of Heaven is expanding rapidly, fulfilling the mission to feed customers' addiction with delicious, quality super foods and super fruits. Bowl of Heaven has served hundreds of thousands of guests in the Orange



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County area, helping to fuel their bodies for school, workouts and activities. Bowl of Heaven takes nutrition and health very seriously, with the owners frequently speaking at local high schools about healthy eating and living. The company supports fundraisers and causes around the county, such as the Run For Ruby, Never Ever Give Up and hundreds of other events and fundraisers. The company has also hired dozens of youth from local high schools and colleges, creating career paths for them to become store managers and work in the corporate structure.

Bremer Whyte Brown & O'Meara LLP, Newport Beach

Nicole Whyte, Founding Partner

Keith G. Bremer, Founding Partner

Keith G. Bremer has been identified as one of California's top 100 attorneys. He is a member of the American Board of Trial Advocates, an AV rated attorney by Martindale-Hubbell and voted Super Lawyer every year since 2009. He is the senior partner of Bremer, Whyte, Brown and O'Meara LLP, a 100+ member law firm with full-service offices in Orange County, Los Angeles, Berkeley, San Diego, Riverside, Denver, Las Vegas, Reno and Phoenix. Nicole Whyte is a founding principal of Bremer Whyte. Admitted to the South African Supreme Court in 1990, the California State Bar in 1991, the Nevada State Bar in 2000, the Washington D.C. State Bar in 2011 and the Washington State Bar in 2012, Whyte has extensive experience in all aspects of litigation. She has successfully handled hundreds of complex, multi-million dollar lawsuits and has been awarded the highest accolade in Martindale-Hubbell: an AV rating. This was as a result of an extensive, confidential review conducted among the legal profession in her community.



Brower, Miller & Cole, Newport Beach

Judith Brower Fancher, President

In addition to founding and building her highly respected national marketing firm for the past 21 years, Judy Brower Fancher has served as president of the Orange County Press Club, authored a trend book, and served on the boards of the Hoag Hospital 552 Club Golf Tournament and the Real Estate Division of the Jewish Federation of Orange County. She also donates hundreds of hours to the Orange County Rescue Mission each year.



Fancher's firm has served as the public relations, content and marketing agency for major commercial real estate organizations, financial firms, shopping centers, service providers and consumer-facing companies for more than two decades. Having built her firm to a strong level, surviving two deep recessions without having to fire any employees and growing her business back to strength again underscores her commitment to her own team, as well as to her clients and her profession.

Business Communications Solutions, Irvine

Sunny Rajab, CEO

Sunny Rajab has always tackled challenges head-on and full-force, regardless of what obstacles she may face; age and gender, for example. Age did not stop Rajab from starting her own telecommunications and IT business when she was barely out of high school. In an intimidating industry dominated by men, she did not let anyone stand in her way. Rajab graduated from Pepperdine University with a degree in Business Management. She is the CEO of the Irvine-based company, Business Communications Solutions (BCS). Rajab's vision was to provide businesses with one place to find all of their technology needs. BCS provides consulting, design, implementation and support for business phone systems, computer networking, video conferencing, cloud services, cabling and much more. BCS eliminates the need to work with different vendors, because the company handles it all from inception to maintenance.



Center for Peak Performance, Newport Beach

Dr. John O'Keefe, CEO

Dr. John O'Keefe is a national expert in peak performance, emotional intelligence and behavioral finance. The Center for Peak Performance was founded in 1996 when Dr. O'Keefe realized that business owners needed assistance in creating success and abundance both personally and professionally. Dr. O'Keefe has helped business owners achieve rapid growth and profitability. He focuses on C-level executives to help them breakthrough their thresholds and achieve the results they desire. He also encourages them to become active in their community to pay forward for the success they achieve. Dr. O'Keefe has worked with over 1,000 people and hundreds of businesses over the years. He supports CHOC, OC Fire and Police, and has lectured for wellness programs for both patients and health care providers to help them overcome everyday stress.



Eduardo Don Jr. | CEO and President

"The Lumen21 team congratulates Eduardo Don Jr. on your nomination for The Orange County Business Journal's Excellence in Entrepreneurship Award"

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CGS Business Solutions, Mission Viejo*Nick Chavis, Managing Principal/Founder*

Nick Chavis, managing principal and founder of CGS Business Solutions, is celebrating the company's five-year anniversary with its second back-to-back Orange County Business Journal Fastest-Growing Company title. Chavis, a member of the North Carolina Lumbee Indian Tribe, is a certified minority business owner specializing in IT business solutions and consulting services. For the last 17 years, he has been serving some of Orange County's largest corporations. He is a guest lecturer at his alma mater, California State University Fullerton, where he has advised both undergrad and graduate business students on being an entrepreneur and career growth strategies.

**ChromaDex, Irvine***Frank Jaksch, Co-Founder/CEO*

Unlike many early stage companies, ChromaDex (OTCQB:CDXC), has a solid annual revenue stream of approximately \$11 million annually. The innovative natural products company's patented ingredients are targeted at multibillion-dollar markets such as the dietary supplement, food and beverage, and cosmetics industries. The company is moving full steam ahead with a \$62 million deal for a suite of new wellness products that weren't on the radar screen for revenue growth last year. ChromaDex also maintain the largest phytochemical catalog in the world and a well-established customer base that includes the FDA, USDA, Nestle, Coke and Abbott Labs. In Oct. 2013, ChromaDex received backing from DSM, a \$12 billion multinational company, the corporate venture arm of Royal DSM (OTCQX:RDSMY), representing strong validation for ChromaDex and its ingredients pipeline, as well as its business model for finding, acquiring and commercializing novel ingredients appealing to a broad age range — from millennials to baby boomers.

**Cloudify Inc., Costa Mesa***Evan Jafa, CEO*

With over 25 years of experience, including serving as CTO and SVP for CoreLogic and First American, Evan Jafa has established himself as a leading innovator in the IT field. As of 2012, Jafa founded Cloudify Inc., which has grown to become a leading authority in cloud strategy and implementation. In 2014, Jafa also founded InnovateOC, an innovation center with the specific goal of bringing together startup groups, the business community and all interested parties to build Orange County up as a recognized hub of technical innovation.

**Combatant Gentlemen, Irvine***Vishaal Melwani, CEO/Chief Designer*

From the very beginning, Combatant Gentlemen has made waves in the menswear and e-commerce space and changed the way people think about retail business models. Early investors include industry luminaries like Tony Hsieh, CEO of Zappos; Brian Spaly, CEO of Trunk Club; Howard Schultz, CEO of Starbucks; David Marcus, president of PayPal; and Enrico Beltramini, former executive at Gucci and the founder of the Fashion Tech Accelerator. Combatant Gentlemen distinguished itself in the e-commerce startup world by achieving profitability in its first year and triple-digit revenue growth year over year. The company won the Ahead of the Fashion pitch competition in 2012, and has been covered by the Wall Street Journal, Forbes, CNN, Men's Journal, Fortune and The Huffington Post.

**Corent Technology, Aliso Viejo***Feyzi Fatehi, CEO*

Feyzi Fatehi has spent his career building high-performance, high-tech organizations including multiple independent business units at HP, and four technology startups in Silicon Valley and in Southern California with valuations ranging from \$100 million to \$1 billion, including his current company, Corent Technology. Fatehi is a highly respected and enthusiastic advocate for cutting-edge technology concepts and has been a keynote speaker around the globe from London to Rome and from Singapore to Sydney, including speaking at events at the Harvard Business School, Wharton, Stanford, Pepperdine, Cal Tech, USC and UCLA. Fatehi is the longest serving board member at the CARE Foundation, and is a regular keynote speaker at the Advancement Academy, headed by Kurt Miklinski of Silicon Valley Bank.

**Cristophe Salon Newport Beach, Newport Beach***Scott Fontana, Owner/Celebrity Stylist*

Scott Fontana is a celebrity stylist, owner of Cristophe Salon Newport Beach, proprietor of the Life Time Fitness Spa and Salon by Scott Fontana, creator of the

Making the Cut live hair show competition, founder of the Scott Fontana Collection line of salon products, and co-founder of the 501(c)3 organization, Yachts for Tots. Throughout his 30-year career, Fontana has worked with the industry's leading icons and frequently traveled around the country to style the entertainment world's biggest names for photo shoots, music videos, TV and fashion shows. And yet, he found one more thing to do: create the industry's first and only live hair show competition, Making the Cut. The competition is a high-end, professionally produced event that features live hair cutting and styling on stage performed by leading local stylists, a live hair and fashion show, and a renowned judging panel comprised of beauty industry elite.

**Custom Business Solutions Inc., Irvine***Art Julian, Founder/CEO*

Art Julian began selling cash registers more than 30 years ago, and in essence, he still does. Custom Business Solutions has translated the cash management function to electronic platforms that focus on ordering systems and operations management solutions for restaurants, hospitality and retail companies. Custom Business Solutions developed the first iPad-based operating system for the restaurant industry. NorthStar Order Entry records customer choices and connects those requests to the kitchen, inventory system and cash flow systems. NorthStar Order Entry now offers five connection points — tabletop, kiosk, staff-operated, online and mobile. The company also installs and services POSitouch, a third-party POS solution that offers robust features, including time and attendance tracking, forecast-based scheduling, time clock management and other HR functions. Custom Business Solutions works with hundreds of locations of nationally known full- and limited-service restaurants. Julian's vision for improving operations and cash management continue to be the driving force behind innovations and product development.

**Dolly's Cotton Candy, Seal Beach***Krista Thompson, Owner/President*

Dolly's Cotton Candy is an on-site cart concession catering service that Krista Thompson started in 2011 after leaving a career in corporate print advertising. Dolly's Cotton Candy provides a unique food entertainment experience for all ages from a custom-designed cotton candy cart. By providing a detailed and professional service with the highest-quality ingredients available, Dolly's Cotton Candy has grown significantly, serving clients from Santa Barbara to San Diego. Clients include A-list celebrities, four-star resorts and Fortune 500 companies. Dolly's Cotton Candy has been featured on popular shows including Keeping Up With The Kardashians and David Tutera's CELEBrations, and was rated LA Times "Top 40 Desserts" at the Taste of LA in 2011 and ranked No. 3 By the OC Hot List for best desserts in 2015. This year, Dolly's Cotton Candy acquired the patent for the carts and is currently manufacturing concession carts so that other companies and individuals can enjoy the benefits, job opportunities and convenience of cart catering.

**Drive Me Cookie LLC, Costa Mesa***Taylor McSunas, Chief Cookie Doughveloper
Kohlman Verheyen, Doughmmander in Chief*

Drive Me Cookie was founded in 2012 by Kohlman Verheyen and Taylor McSunas before their last year at the University of Colorado at Boulder. The longtime friends decided to transplant a thriving Boulder-based cookie and snack food storefront directly into the college marketplace of UCI. Drive Me Cookie fired up its oven and hit the streets of Orange County in Oct. 2013. The custom Mercedes Sprinter van is outfitted with a full commercial kitchen featuring a professional oven, freezer and refrigerator. Today, the company serves hot homemade cookies and customized ice cream sandwiches at private catered events, public street vending events, and home and office deliveries. Based in Costa Mesa and operating all over Southern California, Drive Me Cookie has served over 50,000 people and baked over 150,000 cookies at events with notable clients including Kelley Blue Book, Honda, Toshiba, Blizzard Entertainment, Keystone Pacific Property Management and the Irvine Co. The company has been featured in various food blogs, TV broadcasts and print articles, and was a standout highlight at the nationally featured first annual LA Cookie Con.

**Dynamic Fabrication Inc., Santa Ana***Mike Kartsonis, President/Founder*

As president and founder of custom contract manufacturing company, Dynamic Fabrication Inc. (DFI), Mike Kartsonis is dedicated to providing the company's

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notable client roster with high-quality custom fabrication, certified welding, precision machining and sheet metal work for over 34 years. Today, Kartsonis has built longtime relationships with his customers, including Fortune 500 companies such as Rockwell, Lockheed Martin, Disney and General Electric. With the help of his close-knit group of highly skilled and certified journeymen, and a strong network of industry associates, Kartsonis has established a stellar reputation for DFI throughout the business community. Along with his commitment to DFI, Kartsonis actively participates in industry trade shows and events, and is a long-standing member of the National Tooling and Machining Association's (NTMA) Los Angeles chapter. He is also heavily involved in his local church, St. Paul's Greek Orthodox Church in Irvine.

**Flatirons, Irvine**

Geoffrey Godet, CEO

Flatirons is the largest independent developer of software used in the global aviation engineering and maintenance industry. Its customers include the top airlines in the United States, Europe and South America, as well as the world's top three engine manufacturers, several U.S. allied air forces, major publishers and other leaders in their respective fields. Flatirons has grown year over year both organically and through acquisition. Flatirons was the first in its field to invest in China, with the opening of an office in Shanghai in 2007. In 2014, it established a subsidiary in the UK and opened an office in London and also opened an office in Chennai, India, in 2015. The Irvine-based company now operates worldwide with 12 offices on three continents. Flatirons' leadership in the partner community includes the development of four EMC-certified solutions, recognition from EMC through the 2012 Excellence in Services Integration Award, and the 2014 Partner of the Year Award from EMC's Information Intelligence Group.

**FSC Co., Irvine**

James Marcellino, CEO

Almost 20 years ago, First Serve Consulting (FSC) Co. began providing small business owners with systems and tools necessary for success. By modeling the simple principal of putting customer needs at the forefront of best practices, i.e. – "service first," FSC was born. The company is a boutique firm working with companies that operate across the globe. Over the years, FSC has been privileged to work with amazing organizations, which has afforded it the ability to grow while staying small. FSC first came to Orange County in 2007 to the city of Huntington Beach. From there, FSC advised companies in the Internet, contract manufacturing, apparel, software and logistics businesses. In 2009, FSC relocated to Irvine and began working with other local companies. Over the years, FSC has represented firms in big data, financial services, hospitality, furniture wholesaling and most recently, dental practice management, prepaid products and retail sales.

**Eat Cleaner, Lake Forest**

Mareya Ibrahim, Chef/Inventor/Brand Ambassador

Chef Mareya is also known as "The Fit Foodie," a nationally recognized food safety and clean eating expert, an award-winning entrepreneur, television chef, author and inventor. She is the creator of EatCleaner.com, the premier lifestyle destination for fit food information. Her book, *The Clean Eating Handbook*, was released in May 2013 and is being touted as the go-to guide for anyone looking to eat cleaner and get leaner. She is a contributor to "The Daniel Plan: 40 Days to a Healthier Life" by Rick Warren, Dr. Daniel Amen and Dr. Mark Hyman. She is a featured chef on the Emmy-nominated cooking show Recipe Rehab, eHow.com, Livestrong.com and is the local food expert for San Diego Channel 6 News. Her back-page column, "The Fit Foodie," appears in Edible Orange County Magazine. Mareya is also active in the community and was the recipient of the 2013 Women Making a Difference Award presented by California Senator Lou Correa for demonstrating extraordinary dedication and contribution to public health and well-being.

**Elbows Mac n' Cheese, Brea**

Punita Patel, Owner/Co-Founder

Founded in 2011, Elbows Mac n' Cheese, an Orange County-based, gourmet mac n' cheese eatery, has grown exponentially under the leadership of Punita Patel. With the opening of a second location in Brea Downtown in 2014, the chain has shown no signs of slowing down in 2015, with plans for expansion throughout the year. Since its opening in 2011, Elbows Mac n' Cheese has worked with several local nonprofit organizations out of a desire to give back to the communities in which the Mac n' Cheese team live and work. In 2011, the restaurant was voted "Best Mac n' Cheese" by CBS Los Angeles and was awarded the People's Choice Award at the Grilled Cheese Invitational.

**Electron Beam Engineering Inc., Anaheim**

Richard Trillwood, Founder/CEO

Electron Beam Engineering Inc. (EBE) provides precision electron beam and laser welding services throughout the United States, Canada, Europe and Australia. Located in Anaheim, EBE specializes in working with complex components for a variety of applications, ranging from the popular CoolSculpting medical device and Formula 1 racecar components to NASA's "Curiosity" Mars rover, which has been exploring the red planet for two years now. In 1968, Richard Trillwood designed and manufactured the world's first compact production electron beam welding machine in Cambridge, England, where he was born. The machine revolutionized the electron beam welding industry and set in motion the demand for small precision EB welding machines and job shops that we see around the world today. Trillwood and EBE are longtime supporters of Vocational Visions, a human service organization helping people with intellectual and developmental disabilities, and the nonprofit, Bethesda Lutheran Communities, which provides homes to those with intellectual and developmental disabilities.

**Fish & Tsang LLP, Irvine**

Robert Fish, Founding Partner

Robert (Bob) D. Fish's legal work is unique for an attorney – he deals in dreams, not documents. Fish founded Fish & Tsang LLP (F&T) in 2007 with a small handful of like-minded professionals dedicated to protecting clients' inventions. Despite opening during a recession, the firm has enjoyed substantial annual growth and now employs 30 IP professionals, offering acclaimed IP protection to clients globally across a wide breadth of industries. Recently, the firm expanded into Northern California with a Silicon Valley office, and teamed with MS Society – Pacific South Coast Chapter as the first OC title sponsor of the Walk MS in Irvine. Fish is an accomplished author, cartoonist and IP lecturer at UC Irvine. He actively is involved in the American Bar Association, American Intellectual Property Law Association, American Trial Lawyers and Orange County Bar Association, among others.

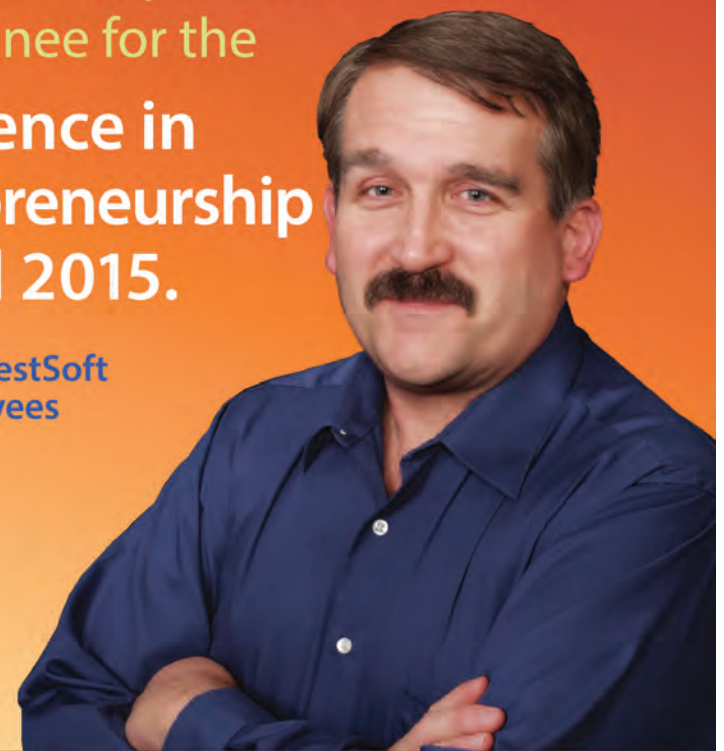


Our Congratulations to Leonard Ryan

on your recognition from the Orange County Business Journal as Nominee for the

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– the QuestSoft employees



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2015 NOMINEES

GigaSavvy, Irvine*Corey Mangold, Principal/Co-Founder*

GigaSavvy has continually been a leader in both digital and traditional advertising. With plans to open a new building in a couple months, GigaSavvy's new headquarters will be one of the most unique buildings in Southern California. The historic building, built in 1894, will feature foosball; ping pong tables; collaboration areas; hidden rooms and lounges; a full 28-seat bar; and even a competition bowling alley, complete with black lights. GigaSavvy has been ranked as one of the best places to work in Orange County by the Orange County Business Journal, as well as one of the fastest-growing companies in Orange County. GigaSavvy experienced over 100 percent growth in 2014, with indications of similar growth in 2015. GigaSavvy also loves to donate and do pro bono work for nonprofits, including Jim Carrey's nonprofit, The Better U Foundation.

**Global Language Solutions, Irvine***Olga Smirnova, CEO**Inna Kassatkina, President*

Armed in 1994 with a fax machine, \$800 in cash, and a Rolodex of contacts from previous freelance projects, Inna Kassatkina and Olga Smirnova founded Global Language Solutions (GLS), a fledgling translation and interpreting services company. Two decades later, the firm is a \$15 million company with more than 100 employees and rapidly expanding offices in Asia, Europe, Latin America and the United States. Headquartered in Irvine, GLS provides services in more than 100 languages to Fortune 1000 companies, as well as high-profile corporate clients such as Kaiser Permanente, Allergan, Electronic Arts and Hallmark, among many others. GLS has achieved double-digit revenue growth percentages since inception. Over the past five years, the firm has received several accolades, doubled its number of full-time employees to more than 100 and expanded its local physical office presence to Asia, Europe and Latin America. In 2014, the company received the ACG Corporate Growth Award.

**GoldenComm, Newport Beach***Jason Lavin, CEO*

A visionary who recognized in 1995 the critical role that the world wide web and websites would play in the marketing and identity of companies, Jason Lavin established Golden Communications Inc. (GoldenComm) as a strategic digital design firm that – today – has grown into a thriving company with 70+ employees across three continents. GoldenComm is a technology firm that puts people and businesses first and serves medium and Fortune 100 companies. GoldenComm's client list includes some of Southern California's most prominent brands: Ingram Micro, SnugTop, TotalGym, The Foundation for the Undeafed, Tim Salmon, Beach Cities, Nekter Juice Bar and many more. The company, which relocated its headquarters by purchasing a larger office space in the fall to accommodate a growing client roster and team, saw outstanding growth in 2014. This growth is expected to further continue in 2015.

**Green Box Electronic Recyclers, Santa Ana***Matthew Miller, Founder/CEO*

Matt Miller is the founder of Green Box Electronic Recyclers. Green Box has pioneered a unique solution to provide consumers worldwide with a convenient and sustainable method of discarding outdated electronic devices. In 2014, Green Box culminated years of research in eWaste collections and wireless sensor development, integrating new Smartbox™ technology into its large network of recycling kiosks. By employing advanced fill sensor and asset tracking technologies, Green Box is perfecting labor and vehicle efficiency with just-in-time collection routes. Green Box continues to multiply its kiosk infrastructure in Orange and Los Angeles counties, growing by almost 400 percent last year. Green Box's corporate accounts division grew by over three-fold last year and the company is scheduled to open a second Orange County processing facility in 2015. In December, the company opened Green Box thrift shop in Santa Ana.

**Greenwave Systems Inc., Irvine***Martin Manniche, Founder/Chairman/CEO*

Martin Manniche founded Greenwave Systems in 2008. The company's mission is to improve people's lives and contribute to the environment by creating innovative, open standards-based Smart Home services. Manniche saw that existing products were too complex and costly, and he wanted to leverage his expertise in networking technologies and consumer products to produce easy-to-

use, cost-effective products. As Greenwave has grown, its business has evolved, and today, the company is considered the leading global Internet of Things (IoT) software and services company. Greenwave licenses its technology platform directly to leading brands and makes available both hardware consultation and home services applications so licensees can quickly accelerate the broad opportunities of IoT and offer their own value-added products and services to their customers. Greenwave has won numerous industry and humanitarian awards, including several CES Innovation Awards, CIO Review's "50 Most Promising IoT Companies" and the prestigious Nobel Sustainability® Supported Clean Tech Company Award.

**H. Hendy Associates, Newport Beach***Heidi Hendy, Managing Principal*

Heidi Hendy launched H. Hendy Associates in 1979. With 36 years of experience in Orange County and a passion for meeting business objectives, Hendy is a leader in interior architecture and planning, delivering exceptional results and setting an industry standard for design and planning that drives business success. H. Hendy Associates' roster of recently designed Orange County office spaces includes: Jones Lang LaSalle, Lee & Associates, Idea Hall, tk1sc, Network Capital, Incipio, CBI, CoreLogic, Telogis and Goodman Birtcher, for which H. Hendy Associates was awarded CoreNet's REmmy Award. In a county that the country looks to for leadership in commercial real estate, Hendy is instrumental in keeping firms ahead of the curve when it comes to constructive innovations in office design. Hendy is passionate about mentoring up-and-coming leaders at H. Hendy Associates, sharing how actions turn into results to empower an entrepreneurial spirit in each employee.

**Hanley Investment Group, Irvine***Ed Hanley, President*

Ed Hanley founded Hanley Investment Group in 2004, a boutique commercial real estate investment sales and advisory firm that specializes in retail properties, with a dedication to fostering a better brokerage team and creating a unique client experience. Under 10 years of Hanley's leadership, the firm has grown to do business in 23 states, completing more than \$5 billion in sales. Because of Hanley's unique outlook on the brokerage culture, he has retained top talent, many for more than 10 years. He is dedicated to supporting his community and leads the "Movember" initiative in the firm. Each year, the team grows moustaches to raise awareness and funds for prostate cancer research. The firm ranks in the top 1 percent in the nation and raised more than \$67,000 in four years.

**HKA Inc. Marketing Communications, Tustin***Hilary Kaye, President/Founder*

Hilary Kaye is founder and president of HKA Inc. Marketing Communications, an award-winning agency serving regional and national clients. The agency's integrated communications strategies elevate visibility, heighten awareness and promote business growth. She spearheads HKA's business development and works with staff developing strategies that enable clients to reach their business objectives with measurable results. A former journalist who reported for The Wall Street Journal and National Observer, Kaye built an agency known for excellence and service. HKA enjoyed a memorable 30th year in 2014 by giving back through Locally ProuD, a program in which nonprofits competed to win a year of complimentary HKA services. Kaye serves on the Crystal Cove Alliance board, is an Alzheimer's Association Visionary Woman, a founding member of NAWBO's Women's Business Institute, and is a member of Women Presidents' Organization. At the MS Walk in Irvine, Kaye has fielded "Ruby's Raiders" in memory of her mother for the past 15 years.

**Honest PPC, Laguna Niguel***Scott Harvey, President*

Scott Harvey created his first company at the age of 21 with a childhood friend. It was a high-tech systems integration company that sold large business computers, software and performed programming and other related services. With a \$978 initial investment, he grew the company to 10 employees and revenues over \$5 million per year, garnering awards from Hewlett-Packard, IBM and Sun Microsystems. Harvey founded his current company, Honest, in 2008, creating an organization to capitalize on his marketing background. Starting in a terrible economy, there were no investors to be found, so Harvey had to bootstrap the company and grow it conservatively. The company has grown from one client for the first six months of the business, to over 20 long-term clients who have been with the company for years.



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Idea Hall, Costa Mesa

Rebecca Hall, CEO

Rebecca Hall formed Idea Hall in 2003 at a time when few Orange County public relations firms were integrated with in-house design services or the disciplines of branding and marketing. She grew the agency from her dining table in a Costa Mesa condo with one commercial real estate client (Tejon Ranch) into what is now the No. 2 public relations firm in Orange County per the 2014 Best PR Firms List compiled by the Orange County Business Journal. The agency expanded steadily, outgrew two office locations, and by 2008 had established an impressive client roster that included Birtcher Development and Investment, Bixby Land Co., Chapman University, Watson Land Co., Buchanan Street Partners, Johnson Capital, LPA and SCI Real Estate Investments, among many others.



Insteon, Irvine

Joe Dada, CEO

As the founder and CEO of Insteon, Joe Dada is committed to making life simple for customers by connecting them to the things that matter most and by ensuring that all of those things work together in perfect harmony. He has led Insteon to become the world's best-selling wireless home-control networking technology. Since 2005, Insteon has developed more than 200 products including motion sensors, lights, thermostats, wall switches and more. Insteon products are readily available, right now, at more than 3,000 local retailers such as Wal-Mart, Costco and Home Depot. In Sept. 2014, Insteon became the first home automation technology to allow control through Microsoft Cortana. Joe Dada is also active in the community, where he has been a member of the Consumer Electronic Association's CE Advisory Panel and is active in the Young Presidents' Organization, where he has held several board positions.



Joseph Co. International Inc., Irvine

Mitchell J. Joseph, CEO/Chairman

Mitchell J. Joseph, founder, CEO, and chairman of the Joseph Co. International Inc. has been a leading entrepreneur in Orange County for many years. Beginning in Laguna Niguel in the 1990s and now located today in Irvine, The Joseph Co. International Inc. has been a pioneer in the research and development of the world's first and only self-chilling beverage can, the Chill-Can®. In 2015, the company will launch Phase III of the Chill-Can® within the West Coast Chill Pure Energy "Healthier Alternative" Energy Drink. With the astounding improvements made to the technology within Phase III, the Joseph Co. is certain to begin licensing this technology to beverage conglomerates around the world with the belief this technology will be industry standard within seven years.



Kareo Inc., Irvine

Dan Rodrigues, Founder/CEO

Dan Rodrigues began his entrepreneurial success as the co-founder of Scour, a very popular search engine for finding music and video files online used by more than 10 million consumers. With Scour, Rodrigues raised \$12.5 million in venture capital financing from Michael Ovitz, Ron Burkle and Ron Conway; led a 70-person organization; designed the Scour Exchange peer-to-peer software downloaded by more than 7 million registered users; developed other patented technologies; and sold the company in 2000. Rodrigues started creating technology for the health care industry in 2001 as a co-founder and managing partner of Skematix, a software consulting firm based in Southern California. In 2004, Rodrigues founded Kareo. Under his leadership, Kareo has grown to 500+ employees serving over 25,000 health care providers in the U.S. At the helm of Kareo, Rodrigues has raised over \$90 million in total capital.



Kush Bottles, Santa Ana

Nicholas Kovacevich, CEO

Nicholas Kovacevich founded Kush Bottles, a pharmaceutical bottle company, and grew the organization to over \$4 million in sales in just the second year. As of today, Kush Bottles has sold over 12 million containers and become known in the industry as the leader in promoting child safety and child-resistant packaging solutions. Kovacevich has frequently met with and advised state legislators and regulators to help in the crafting of more stringent and protective child safety rules. Kovacevich is also actively involved with Habitat for Humanity and the ALS Foundation.



Lugano Diamonds, Newport Beach

Moti Ferder, President/Design Director

A privately owned, international firm dedicated to providing the finest-quality jewelry and services, Lugano Diamonds holds a global perspective of the industry and worldwide reputation as a leading diamond manufacturer. Lugano's extensive collection of precious and semi-precious gemstones includes coveted jewels from now-extinct mines. Moti Ferder founded Lugano Diamonds in 2005, serves as president and design director, and plays an instrumental role in the flourishing company. Part of the company's success comes from Lugano's dedication to providing an experience as remarkable as its collection. As such, Ferder recognizes the opportunity to expand the brand through partnering with like-minded companies. A master craftsman and visionary, Ferder is a creative force and jewelry expert. He serves as designer, buyer and appraiser for Lugano Diamonds, and is the primary liaison between the company and international gemological laboratories. Ferder is passionate about supporting the nonprofits and charities by creating signature Lugano Diamonds designs, donating jewelry pieces to auctions and drawings, as well as underwriting many events nationwide.



Lumen21, Orange

Eduardo Don Jr., President

The past year has been a banner one for Eduardo Don Jr. and the Lumen21 team. Don received multiple accolades for innovation and business growth from the Minority Business Development Association, CRN, CIO Review 100, TMC, the Initiative for a Competitive Inner City and Fortune Magazine. Under the direction of Don, Lumen21 launched a Compliant Cloud Computing Platform that was recognized by TMC as the "Cloud Computing Product of the Year for Innovation" in 2014.



Managed Direct Response, Yorba Linda

Pat Mercuri, President/Founder

Pat Mercuri is founder and president of Managed Direct Response, a company based in Yorba Linda. Mercuri is a veteran of the direct marketing industry in Orange County with over 20 years of experience in the industry. Mercuri is recognized within the industry for his expertise in direct response, having

The advertisement features the Consumer Brands logo at the top, followed by the word "CONGRATULATES" in a large, bold font. Below this, the name "DEXTER GO" is prominently displayed in a very large, bold font. Underneath, it reads "FOUNDER OF PROPERTYRATE" with a small house icon, and "THE NATION'S LEADING RESIDENTIAL APPRAISAL SERVICE" in a smaller font. The text "FOR HIS NOMINATION FOR THE ORANGE COUNTY BUSINESS JOURNAL EXCELLENCE IN ENTREPRENEURSHIP AWARDS" is centered below. At the bottom, the Consumer Brands logo is repeated on the left, and the address "Consumer Brands, LLC 65 Enterprise, Aliso Viejo CA 92656" is on the right.

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introduced a number of innovative marketing programs for the mortgage, solar and automotive industries. During his career, he has mailed over 80 million lead-generating marketing materials. During the last 20 years, Mercuri has grown his companies through three recessions and emerged as a leader in the industry. He understands that to grow you need to continually test, adapt and bring new marketing products to his companies. Mercuri is a member of the Direct Response Marketing Association and has spoken at a number of conventions.

**Manna Kadar Cosmetics, Laguna Niguel**

Manna Kadar, CEO

Manna Kadar is a story of beating the odds. Having been raised in a community of drive-by shootings, home invasion robberies, and where the prospect of college and success were remote, Kadar rose beyond all of this and began her entrepreneurial career by opening her first cosmetics store at the Brea Mall. Over six years, Kadar expanded this to a chain of seven stores while going to USC full time. Ultimately, she sold the chain in 2002, but her passion for the beauty industry did not wane and she later opened a chain of salon and spas, which she still owns today. In 2011, Kadar pursued her dream of starting her own cosmetics line, Manna Kadar Cosmetics (MKC). Some of the highlights of MKC include being featured on Good Morning America and The Ellen Show. MKC has received countless awards and has been chosen as 1 of 10 brands to be featured at the prestigious Cosmoprof Discovery Beauty.

**Match By Julia, Rancho Santa Margarita**

Julia Bendis, Owner/Matchmaker

Julia Bendis was born in the Former Soviet Union, and moved to the U.S. in 1989 at the age of 13. Even though life wasn't easy in Russia, Bendis and her family were still able to enjoy the little things, like helping others and bringing people together. The women in her family have always done three major things in their lives: feed people, help others and introduce people to one another. Both Bendis' mother and grandmother have matched people, and have counted numerous weddings and babies as a result. Bendis' first match was when she was in high school, and the couple went out for approximately three years. Bendis has always had a keen intuition of who would be great with whom, and her ability to read people developed even stronger as she got older. This intuition and her grandmother's wisdom has guided and helped her all these years.

**Minagar & Associates Inc., Irvine**

Fred Minagar, President

Minagar & Associates Inc. is a professional traffic engineering, transportation planning and Intelligent Transportation Systems (ITS) and Construction Engineering Management (CEM) firm. Since its inception in 1993, the firm has completed over 400 traffic engineering/transportation planning and 100 ITS projects for both public and private clients in over 16 states. Public agencies have included Los Angeles County MTA/Metro, U.S. DOT, FHWA, Caltrans, U.S. Army Corps of Engineers, numerous counties and over 80 cities. Private clients have included Boeing, Lockheed Martin, Washington Mutual Bank/Chase, Wal-Mart, Starbucks, Target, Home Depot, KB Home and 60 others. The firm is the recipient of numerous, local, regional, state, national as well as international awards. Fred Minagar was recently elected by the residents of Laguna Niguel to serve as their newest city council member. He previously served for 18 years as chairman/commissioner of the Planning, as well as the Traffic & Transportation Commissions in Laguna Niguel.

**Mixed Bakery, Corona del Mar**

Elyssa Fournier, Pastry Chef/Owner

Mixed Bakery draws on Elyssa Fournier's experience with French and American baking. She specializes in tarts, muffins, cookies and French pastries. What makes Elyssa stand out is her ability to satisfy any sweet tooth regardless of any and all special dietary needs and restrictions. Her delicious gluten-free, dairy-free, vegan and sugar-free selections remain satisfying and scrumptious. Fournier earned her degree in pastry arts at the French Culinary Institute (now known as the International Culinary Center) in New York City. After a stint under the watchful eye of Le Cirque's renowned pastry chef, Jacques Torres, she mixed it up at New York bakeries Musette, Café Indulge and Le Pain Quotidien.

**Mobilitie, Newport Beach**

Gary Jabara, CEO/Founder

Gary Jabara is the CEO and founder of Mobilitie, the largest privately held wireless infrastructure provider in the United States. Mobilitie funds, installs and

operates indoor and outdoor neutral host DAS, Small Cell and Wi-Fi networks, communication tower sites, as well as other infrastructure used by wireless carriers to enable high speed mobile communications. Mobilitie engineers wireless solutions at the largest and most complex venues across all major industries, including sports and entertainment, real estate, hospitality, education, healthcare, government and transportation. Mobilitie has deployed wireless networks in venues that include Churchill Downs, all of MGM Resorts' properties in Las Vegas, the National September 11 Memorial & Museum, Honda Center, Arrowhead Stadium, America's Center convention complex and Edward Jones Dome, Tropicana Field, Verizon Center, Toyota Park, as well as Nationwide Arena. Through Mobilitie, Jabara became a leader in the nationwide deployment of Distributed Antenna (DAS) across the United States.

**ModBargains, La Habra**

Mike Brown, Co-Founder/CEO

As an automotive enthusiast modifying his own car, Mike Brown identified an opportunity in the marketplace and founded ModBargains, an online aftermarket auto parts retailer. At the time, he was 19 years old and a full-time student at Chapman University. After graduating from Chapman, he went full throttle on expanding ModBargains. The company quickly scaled up from a drop-shipping, no inventory, no installations company into what they are today - a massive warehouse facility with shipments flowing in and out, along with dozens of employees interacting directly with customers to help them make choices on products. Directly adjacent to ModBargains is Mod Auto, the company's installation shop. ModBargains is known for extremely high customer service and support along with its detailed product knowledge and ability to use expertise and experience to help their customers. The company is actively involved the community by supporting numerous events and charities, namely Bimmerfest and Reach Out World Wide.

**Morgan Marketing & Public Relations, Irvine**

Melinda Morgan Kartsonis, Agency Principal

Melinda Morgan Kartsonis founded Morgan Marketing & PR in 1991 and has since grown the company into an amazing team of tenured public relations professionals. The agency's client roster includes local dining hotspots such as Sapphire Laguna (eight years), as well as national restaurant chains such as Del Taco, Pieology Pizzeria, Wienerschnitzel (20 years), Hawaiian Host (eight years) and Juice It Up! In addition to foodservice clients, Morgan Marketing supports a variety of industries including luxury jewelry, representing Lugano Diamonds in Newport Beach (six years) and custom contract manufacturing, working with DFI Inc. in Costa Mesa (10 years). Kartsonis is known for her longstanding client relationships, some at 20 years, as well as her commitment to providing results-driven strategic counsel, excellent creative direction and superior service.

**Moxxe PR, Mission Viejo**

Mona Shah-Anderson, President

Over the past decade, Moxxe has established itself as the go-to PR firm for independent fine dining restaurants in Orange County. Mona Shah-Anderson has also helped launch, and continues to handle publicity for, Orange County Restaurant Week and is active with the Orange County chapter of Les Dames d'Escoffier International. She is also actively involved with the March of Dimes and organizes many fundraisers for her clients to benefit local charities.

**MPA Landscape, Santa Ana**

Chuck Galanti, President/CEO

Cathy Carley, Owner/CFO

Chuck Galanti has over 30 years experience in the landscape industry. Galanti's experience with upscale properties began in the early '80s when he assisted with the original installation at the Ritz Carlton, Laguna Niguel and continued working for them for four years. He continued his five-star hotel experience at the Four Seasons Newport Beach where he supervised the landscape for 18 years, while with three different companies. When Galanti switched jobs, the hotel always followed. In the 1990s, he developed and grew an interior and exterior landscape division for a large janitorial company. Galanti has installed and maintained five-star hotels, shopping malls and office buildings. His personal dedication to customer service, longstanding customer relations, creative design abilities, and many years of experience prompted him to begin his own company, MPA Landscape Services, in 2004. His hard work and reputation have enabled him to excel in the industry and run his own successful business.



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Nekter Juice Bar, Santa Ana

Alexis Schulze, Co-Founder/Chief Visionary Officer
Steve Schulze, CEO/President/Founder

Nekter Juice Bar was founded in 2010 by Steve and Alexis Schulze whom, with unbridled passion, made it their mission to bring fresh, healthy and affordable juice that tasted good to their neighborhood. By focusing on their community, hosting school fundraisers, donating to local charities, partnering and supporting their fellow small business owners, Steve and Alexis Schulze soon became an inspiration as not only budding entrepreneurs, but as compassionate individuals who hoped to make the world a healthier place one juice at a time. Four years later, more than 50 juice bars in five states, an innovative product line and over 680 employees, Steve and Alexis have achieved what many could only dream - not measured just in success by their peers, but by the way they continue to inspire their communities to embrace a balanced, healthier and more positive lifestyle.



New American Funding, Tustin

Rick Arvielo, CEO
Patricia Arvielo, President

Patty Arvielo's humble beginnings have shaped her unique business perspective and well-recognized leadership role in real estate and mortgage lending. As president of New American Funding, Patty continues to originate, booking nearly \$3 million in home loans each month on her own, all while managing operations and sales for New American Funding's headquarters, branches and over 1,400 employees. In 2003, Patty and her husband, Rick Arvielo, launched New American Funding with the vision of building a mortgage company that would operate as a proficient call center focused on good pricing, fast home loan closes and excellent customer service. A born entrepreneur, Rick has experienced success in business because of his willingness to risk and overcome adversity. For him, the challenges he's faced throughout his career has made the business world all the more exciting, rewarding and worthwhile. Rick's desire to make a positive impact on the industry for future generations has motivated his active participation and involvement in a number of prominent member associations.



Newport Brachytherapy Institute/OC Brachytherapy/Photon Finance, Newport Beach

Jennifer Armstrong, President

OC Brachytherapy (formerly Newport EBX) offers local physicians a unique opportunity to partner with the company to build medical facilities that provide advanced treatment options and offer them to patients. OC Brachytherapy builds and operates patient-focused facilities using the most cutting-edge technologies available in the market today. The company provides advanced, non-surgical treatment options for skin cancer by building, staffing and operating a skin cancer center of excellence. Affiliations with leading medical experts help OC Brachytherapy continually identify new technologies and treatments. Newport Brachytherapy Institute and OC Brachytherapy is designed to allow patients the autonomy to self refer, taking all insurances (including Medicare). The organization treats all patients who medically qualify and desire an alternative to surgery.



Newport Mental Wellness, Newport Beach

Tina Sadri, Founder

Seyedeh Tina Sadri opened her offices this year in Newport Beach. Her ambition is to care for the community that helped her become who she is today. Sadri is not only a wife, mother and licensed marriage and family therapist, she is also the driving force behind an affordable wellness program that caters to those that don't qualify for welfare. Newport Mental Wellness offers programs that benefit women and children. Mind, Body and Balance is a program for women and focuses on living a balanced lifestyle. Teen Talk is program that addresses issues with kids in schools. Sadri implemented an additional program that offers Orange County high schools low-cost private counseling for kids that need one-on-one help. Sadri believes that balance is the key to success and addresses current issues in her upcoming book about social media and how it can become a form of an addiction.



NoteStream, Irvine

Michelle Forsythe, CEO/Co-Founder

NoteStream started with a mission to improve the accessibility of long-form articles and blogs for mobile devices, and is now reinventing publishing for the modern mobile generation. While statistics show readership of online and print

content is declining, NoteStream provides authors with a mobile-first content management platform, providing them the opportunity to reach a growing group of readers. Users find the NoteStream app appealing due to its innovative yet intuitive design, including the Power Wheel™ for navigating the app and the delivery of content in sequential short, easy-to-read segments. Soon to be introduced in the v2.0 app update, Red Crumbs™ will increase reader appeal by allowing users to quickly navigate to the new content they are interested in. Writers, bloggers and magazines find NoteStream to be a compelling platform for hosting their content because it enables them to offer their articles and blogs to mobile users without the complexity and cost of developing and marketing an app themselves.



OC Event Solutions, Irvine

Gina Waggener, Executive Director/Owner

Gina Waggener is the founder of OC Event Solutions Inc. With over 10 years of experience in creating dynamic events in the U.S. and overseas, she has managed all aspects of event planning, securing sponsors, establishing long-term vendor relationships, event production, execution and fundraising for small to large businesses. As the marketing and events director, she increased event revenue and public appeal by forming strategic partnerships with nonprofits. A percentage of the company's sales going to various charities has resulted in increased attendance and sponsorships for her clients. Waggener is most known for her ability to increase public appeal by creating dynamic events that amplify the message, attract media attention and brand clients in the Orange County market. Growing small businesses is Waggener's specialty, customizing a marketing program to fit any budget.




Once & Again, Laguna Beach




Lorraine Fiore, Owner



Once & Again was inspired by Lorraine Fiore's courage to start over in life after dealing with a sudden personal loss. Thanks to her enviable style and visual acuity, she acquires unique vintage pieces that show beauty in any home. She helps clients find that perfect piece or design an entire project.






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Once & Again is also used as a unique event venue. Fiore is a passionate supporter and sits on the board of the Friendship Shelter, a nonprofit for the homeless in Laguna Beach. Another passion she enjoys is staging for homes, commercial spaces and events. The name of her store was inspired by her love of vintage pieces that were once new and placing them again, as well as her personal story to begin again. Fiore donates a 10 percent of her business sales during all events to the Friendship Shelter.

Optimum Employer Solutions, Newport Beach

Kevin Gramian, Founder/CEO

Optimum was founded in 2007 and immediately embarked upon a phenomenal growth path powered by client satisfaction. In the midst of the economic downturn, Optimum grew 1,085 percent between 2007 and 2010, landing on the Inc. 500 list in 2011. Optimum continues to grow steadily and has remained on the Inc. 5000 list in 2012, 2013 and 2014. Optimum has also been named to Orange County Business Journal's Fastest-Growing Private Companies List the past four years.

**Orange Label Art + Advertising, Newport Beach**

Wesley Phillips, CEO/Owner

Rochelle Reiter, Owner/Agency Principal

Debbie Nagel, Owner/Agency Principal

Orange Label Art + Advertising was founded in Orange County as Hunter Barth Advertising in 1972. Throughout the agency's 41-year history in Orange County, it has weathered recessions, ownership changes and has had to adapt to the ever-changing business landscape to remain relevant in a highly competitive industry. In 1990, Wes Phillips became an owner, taking over the role from the agency's founder after seven years of working in the business. Phillips' leadership within the company allowed it to thrive. In 2007, Rochelle Reiter joined the ownership team after working as the agency's media director and subsequently vice president of client services for 12 years. When Reiter joined the ownership team, the company rebranded to Orange Label Art + Advertising. In 2012, Deborah Nagel became an owner after working with the agency for 20 years. With her client service background, her financial expertise and passion for building teams, she added tremendous value, making the ownership team a complete trio.

**Pacific Medical LLC, San Juan Capistrano**

Andrew Bonin, President/CEO

Twenty years ago, there were very few medical device repair companies. Today, it's no secret the market has seen significant growth. Andy Bonin started Pacific Medical LLC in his garage and grew it to the thriving company it is today, with growth of 49 percent over last year. Bonin's company is run on trust and a good, strong team. Pacific Medical provides hospitals and surgery centers worldwide a reliable source for the repair and refurbishment of patient monitoring equipment. Its full-service repair depot houses numerous certified engineers working with the latest equipment to ensure each piece of equipment is ready for patient use. With an enormous inventory of recertified monitoring equipment for sale along with OEM compatible accessories from all manufacturers, the company continues to focus on consistency and quality over the competition.

**Pacifica Wellness, Costa Mesa**

Dr. Tim Ramirez, Founder

Dr. Tim Ramirez is the founder and CEO of Pacifica Wellness (PW), an integrative medical center that focuses on holistic principles, non-invasive techniques and a series of inventive and restorative treatments, therapies and fitness programs designed to help clients achieve optimal well being. Dr. Ramirez founded Pacifica Wellness in 1999, with the idea that health and fitness should be enjoyable and easy to incorporate into everyone's lifestyle. His vision is to positively affect as many people as he can and increase awareness and understanding of optimal health. Holistic and natural approaches to optimum health and well-being are the cornerstones of his methodologies. He practices integrated alternative medicine with healthy nutritional choices, along with daily fitness and exercise. At Pacifica Wellness, people are most important; Dr. Ramirez does not treat disease, he treats people.

**Paragon Construction Consulting Inc., Newport Beach**

Jeffrey L. Hall, Principal/CEO

Jeff Hall's parents were not well-educated and came from simple means. Hall did many odd jobs to help with the family while in school. He had two paper routes and made extra money rebuilding engines. An injury ended his college football career

and he joined the Navy in 1983. After a tour of duty in the Persian Gulf, Hall left the Navy with an Honorable Discharge and several accommodations. Hall had several failed attempts as a business owner. In 1999, after losing both of his parents and a divorce, he was offered a management position at Turner Construction. With hard work and a desire to succeed, his career recovered and in 2006, he was promoted to vice president of the largest general contractor in the U.S. Still, his dream was to own his own business, and in 2007, Hall purchased Paragon Builders Inc., which later became Paragon Construction Consulting Inc.

**Payoff Inc., Costa Mesa**

Scott Saunders, Founder/CEO

Before founding Payoff, Scott Saunders was a lead investor and entrepreneur in Walz Group, a financial technology company serving the nation's largest financial institutions. He has prior experience in both venture capital and government, working with the U.S. Small Business Administration's SBIC Program, where he helped invest \$700 million in newly formed venture capital firms like Accretive (Accretive Health, Fandango) and Emergence Capital (Box, Salesforce.com, Veeva, Yammer). Saunders has an MBA from Columbia Business School and a B.S. from George Mason University, and studied abroad at Oxford University where he played for the golf team. He lives with his family in Laguna Beach.

**Pedego Electric Bikes, Irvine**

Don DiCostanzo, CEO

Co-founded by Don DiCostanzo, Irvine-based Pedego Electric Bikes opened its doors in December 2008 and began selling its high-quality electric bikes in 2009. Under DiCostanzo's direction, Pedego now offers a choice of seven models of Pedego electric bikes in hundreds of color combinations. It partners with Ford to deliver the unique Ford Super Cruiser. Pedego also partners with Tommy Bahamas to deliver a branded electric bike for Tommy Bahamas stores. Today, Pedego electric bikes are sold at 800 stores in 40 countries, including over 50 Pedego branded stores. DiCostanzo is devoted to delivering the highest-quality electric bikes in a variety of styles and colors to delight his customers and dealers.

**PeopleG2, Brea**

Chris Dyer, CEO/Founder

Founded in 2001 by Chris Dyer, PeopleG2 is a leading human capital due diligence service provider leveraging proprietary processes and tools to serve clients' risk management needs and support their most strategic people-related decisions. PeopleG2 has also been on the cutting-edge of technology in the background check industry. Even though PeopleG2 offers a state-of-the-art system, the company is continually set apart by its human touch aspect. PeopleG2 supports the human resources industry by offering HR executive book clubs in Orange County and Los Angeles. Dyer also hosts a weekly radio show, TalentTalk, dedicated to providing HR executives, CEOs, entrepreneurs and other business executives the opportunity to share their knowledge with over 100,000 listeners. Dyer also sits on the board of directors for Working Wardrobes.

**Performance Strategies Inc., Aliso Viejo**

William Robertson, CEO

Performance Strategies Inc. (PSI) has achieved corporate advisory status among Fortune 100 clients on three continents. With specialization in the banking/finance, automotive and telecom sectors, this company has created the best-selling sales training program, Selling Below the Price Line, and has delivered it to over 85 major corporations since 1984. PSI has been involved in the Orange County chambers, networking groups and charity groups since 1996. Robertson also sits on the board of green technology innovator, Zero Truck Inc., in Santa Ana and is currently president and COO of Hitor Group Inc.

**Philly's Best Authentic Cheesesteak & Hoagie Shop, Irvine**

Bob Levey, Co-Founder

Andrea Levey, Co-Founder

Philly's Best is celebrating 23 years of true Philly flavor in Southern California. The company was founded by native Philadelphians, Bob and Andrea Levey, who wanted to bring the real flavors of Philadelphia to their new Southern California home. In 1992, they opened their first Philly's Best location in



2015 NOMINEES

Fountain Valley. The company's authentic flavors start with proprietary recipes, along with ingredients and products direct from Philadelphia, including Amoroso® rolls, Wise® Chips, Taylor® Pork Roll, Frank's® Soda, Pennsylvania Dutch Birch Beer® and TastyKake® offerings. A genuine Philly brand and concept, Philly's Best has grown to 22 franchised and corporate-owned locations throughout Southern California. Bob and Andrea Levey have deep-rooted ties to the Orange County community, hosting in-store fundraisers to support local schools, sports teams and organizations, as well as providing meals and donating items to charity events.

Phoenix Energy Technologies, Irvine

Lisa Varga, CEO

Phoenix Energy Technologies was founded primarily to provide energy management services and consulting. Upon recognizing an industry need for a seamless software energy management solution, PhoenixET began the development of an energy management software platform. Recognized for its unique and industry-leading solutions, PhoenixET has received numerous awards. These awards include, "2012 Vendor of the Year" by the Professional Retail Store Maintenance Association, "CleanTech OC 2012 Company of the Year" by CleanTech OC, "2012 Vendor to Watch," and "2013 Enterprise Smart Grid Leader" by Groom Energy. PhoenixET has also won recognition based on growth including a spot on the 2013 and 2014 Fastest-Growing Private Companies List by Orange County Business Journal and America's Fastest-Growing Private Companies for 2012 and 2013 by Inc. Magazine.



Pieology Pizzeria, Rancho Santa Margarita

Carl Chang, CEO/Founder

Founded by Carl Chang in 2011, Pieology Pizzeria is the true "pie-oneer" in the fast casual custom pizza sector, evolving from the simple idea to turn America's most craveable food into an affordable and interactive experience. A leading contender and key player in the competitive category, Pieology is garnering national attention from top media outlets, including Forbes, KFI-AM "Success from Scratch" and Wall Street Journal, which called upon Chang as an expert resource and leader in the restaurant industry. It was his commitment to family, and passion for community and delicious food, that inspired him to create Pieology Pizzeria. Under Chang's leadership, Pieology has helped raise funds for numerous worthwhile charities, including the Cystic Fibrosis Foundation, Leukemia and Lymphoma Society, as well as many local nonprofit organizations, youth sports teams and schools.



Premier Business Centers, Irvine

Jeff Reinstein, CEO

Premier Business Centers acquired an executive suite company out of bankruptcy in May 2002 with nine locations. Premier repositioned the company and grew it from nine locations to 72 (acquiring or opening a new location every 45 days on average). Premier has never had an unprofitable year, even during the worst recession in history. Premier also did not take on any debt for its expansion. Premier's employee base has grown from 33 employees in 2002 to 250 employees today. Premier provides flexible turnkey office space, business services and virtual office plans for executives and mobile workers. Premier has more than 5,000 office units for rent and thousands of virtual office clients. Premier has maintained or exceeded 90 percent occupancy at its mature properties, even through the last recession. Premier has great relationships with their landlords and has never defaulted on a lease or asked for rent relief.



Procure America Inc., San Juan Capistrano

Fred Armendariz, President

As founding partner and president of Procure America, Fred Armendariz has helped public and private sector organizations of all shapes and sizes achieve a new level of control and efficiency in their daily operations. By utilizing the knowledge he gained working with massive private sector purchasing managers on the President's Management Agenda as the deputy administrator of the Small Business Administration, and combining that with his experience working in government as the chairman of the California Alcohol Beverage Control Appeals board, he is able to bridge the gap between the public and private sector bringing the best of both worlds together into Procure America.



Profit Recovery Partners, Costa Mesa

Donald Steiner, CEO

Profit Recovery Partners (PRP) is a professional consulting firm specializing in designing and implementing expense reduction over general administrative spend items for mid-size to large companies. Founded 18 years ago on the principle that the playing field between vendors and businesses was uneven, that



businesses often had little transactional transparency, PRP has saved their clients over \$2.7 billion dollars to date. PRP is the largest and most successful firm of its type in North America and has served successfully on over 1,400 client engagements. Donald Steiner and PRP give to programs that promote scholarships for underprivileged kids, as well as money to teachers who work in low-income and underprivileged schools. They also contribute to several local charities as a company, such as Holiday Angel Tree Tags and the Council on Aging.

Promotional Fulfillment Services Inc., Ladera Beach

Daniel Barnett, Founder/CEO

Daniel Barnett is a successful entrepreneur and the founder/CEO of Promotional Fulfillment Services Inc. (PROMOFILL), an industry-leading Third Party Logistics (3PL) provider, specializing in order fulfillment, product fulfillment, warehousing and distribution services for the direct-to-consumer, wholesale and retail industries. Starting the company in 2006 with 1,000 square feet of storage space, PROMOFILL now operates bicoastal fulfillment centers in California and Philadelphia, providing national and international distribution solutions. Through the end of 2014, the company had processed, packed and shipped more than 6.5 million orders for merchant clients of all sizes, ranging from small e-commerce startups to Fortune 100 companies. Key clients and distribution include Amazon, eBay, Target, Trader Joe's, Wal-Mart and many more. As an Inc. 5000 company in 2013 (#792), both PROMOFILL and Barnett have been awarded numerous accolades for industry excellence and company growth, including a spot on the Orange County Business Journal's Fastest-Growing Private Companies List from 2009 to 2013.



PropertyRate, Orange

Dexter Go, President

Three brothers Dexter, Joel and Chris Go founded PropertyRate in their apartment in 2004. The three brothers have self funded the growth of PropertyRate, never having any debt. Even with the extreme down turn in the residential real estate industry in 2007, their outstanding reputation and customer service has created a loyal client base and kept them afloat. PropertyRate was included on the Inc. 500 list of Fastest-Growing Companies in 2013. The Go brothers are active members of their community, and in particular, The Crossing Church.



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PTS Staffing Solutions, Irvine*Ronald Stein, President*

From the humble beginnings of an SBA loan and a third mortgage on his home to cover payroll, no salary for the first year and a home office operating out of a spare bedroom, PTS Staffing Solutions has grown to be one of the largest staffing agencies in Orange County. The PTS business plan, to provide technical and professional staffing augmentation services, was conceived by Ronald Stein in 1995 while he was unemployed and looking for his next opportunity. From inception of the company, to attract and retain the best talent for its clients, PTS offered immediate eligibility to a comprehensive employee benefit package for all of its W-2 contractors. Today, after 20 years of continuous growth, PTS Staffing Solutions is headquartered in Irvine, in its own building. PTS is now one of the largest staffing agencies in Orange County, servicing all of California and with a satellite office in Texas.

**QuestSoft, Laguna Hills***Leonard Ryan, President/Founder*

Leonard Ryan has served as a leader in the Orange County mortgage industry for more than 30 years and at the helm of QuestSoft, which he founded, for 20 years. In addition to significant growth over the past 24 months, Ryan and his company have been recognized with more awards than any other technology company serving the mortgage and banking industries. Ryan was personally awarded the top honor to a non-lender technology member of the Mortgage Bankers Association, the 2014 Mortgage Banking Tech All-Star Award. He was also one of only three finalists nationwide for a special award from Mortgage Technology Magazine called the Steve Fraser Visionary Award. He was also honored as a nominee in last year's Orange County Business Journal's Excellence in Entrepreneurship Awards, and participated in this year's business luncheon roundtable hosted by OCBJ Publisher Richard Reisman. Ryan's community involvement involves financial support of Second Harvest Food Bank and their "No Lunch Lunch" charity event.

**Realty ONE Group, Irvine***Kuba Jewgieniew, Founder/CEO*

Kuba Jewgieniew was able to grow Realty ONE Group to the No. 1 real estate firm in Nevada in just three years, and quickly expanded in Arizona and California. Realty ONE Group is now the fastest-growing real estate brand in the nation, with over 5,500 Realtors across multiple states. His decision to franchise in 2013 yielded 30 new partners in the first year. Realty ONE Group has been named by Inc. 500 as one of the fastest-growing private companies in America for six consecutive years, and is the fifth largest independent brokerage in the nation, as ranked by REAL Trends. In 2013, Jewgieniew formed his own 501c3 foundation, Realty ONE Group Cares, which launched in the first quarter of 2014. The focus of Realty ONE Group Cares is to support Realty ONE Group employees experiencing hardships and make a positive, tangible impact for families in need by giving back at the local level.

**Rescue One Financial, Irvine***Bradley Smith, CEO/Co-Founder*

Founded in 2007, Rescue One Financial provides debt management, debt reduction/consolidation and loan assistance to consumers overburdened with debt. In 2013, the company showed a three-year growth of 1,406 percent. During that time, the firm added 26 jobs, bringing the total number of employees for 2013 to 53. Rescue One Financial manages over \$2 billion of consumer debt. Bradley Smith started his 18-year financial services career on Wall Street where he worked with the largest retail advisory group at Merrill Lynch. His team at Merrill Lynch was responsible for the largest Rule 144 trade in history selling more than 5 million shares of Walt Disney stock and managed over \$2 billion in concentrated stock positions. Rescue One Financial earned the No. 4 spot on the Orange County Business Journal's Fastest-Growing Companies List in 2012.

**Rhythm, Irvine***Craig Cooke, CEO*

Craig Cooke and his partner Peter Bohenek founded Rhythm in 1996 with only \$1,300 each, a few instructional books on web development and online marketing, a single Apple computer and their passion for rock and roll. Their mission was to create an online music store for independent artists. The Internet was in its infancy then and many feared online purchasing. But, the work for website development kept rolling in. Fast forward to almost 20 years later and business for



Rhythm is not only thriving, but the agency keeps hiring to keep up with ever-growing digital demands. Rhythm is also very active in educating the community on the value of marketing to drive business and hosts the annual Integrated Marketing Forum for Orange County, drawing reputable brands to share their marketing tips. Rhythm has hosted the IMF event for three consecutive years with each year drawing more and more attendees.

RJI CPAs, Irvine*Manuel Ramirez, Partner*

Manuel started his career in public accounting in 1983 and after graduating from California State University, Fullerton in 1987 joined McGladrey & Pullen. In 1990, he joined the firm of Miranda & Strabala (which split in 1991), and became partner at the age of 25 in 1992 of the successor entity, Strabala Ramirez & Associates. Currently, RJI is the preeminent, boutique CPA firm in Orange County specializing in international tax and audits of publicly traded/private held corporations. RJI employs approximately 40 employees (including outside consultants). In 2011, RJI became the Southern California representative of DFK International, the tenth largest network of CPA firms worldwide with 212 member firms, 386 offices operating in 82 countries, representing 10,500 partners and professional staff and total member fee income of \$1.1 billion. In 2014, Ramirez and his team negotiated the successful merger with an accounting firm in Riverside to expand its presence in the Inland Empire.

**Sapphire Laguna, Sapphire Pantry, Sapphire at School, Laguna Beach***Chef Azmin Ghahreman, Owner/Executive Chef*

Eight years ago, Chef Azmin Ghahreman founded the Sapphire Culinary Group and opened his first restaurant, Sapphire Laguna, and the adjacent gourmet specialty shop, Sapphire Pantry. Featuring globally inspired cuisine made with locally sourced ingredients and a comfortable setting, Sapphire Laguna and Sapphire Pantry have become Laguna Beach favorites. Ghahreman is extremely passionate about bettering the community and improving the way people think about food. He founded Sapphire at School in 2007, which currently serves healthy and balanced lunches and promotes healthy eating in nine Orange County schools, supporting 4,200 students and faculty each day. Giving back to the community is an initiative that Chef Ghahreman is committed to year-round, and he supports local organizations including Juvenile Diabetes Research Foundation, Mission Hospital Foundation, Friendship Shelter in Laguna Beach and Serra's Pantry in San Juan Capistrano, among many others.

**Secure Channels Inc., Irvine***Richard Blech, CEO/President*

Richard Blech is an entrepreneur, investor and innovator. His primary business focus is on data security, technology and strategic alliances. Blech is the CEO of Secure Channels Inc. and CEO of Proximity LLC - both high-tech/data security companies. He also holds the position of CEO of MeThinks Media LLC. As managing member of Imperium Management LLC, Blech actively invests in technologically advanced ventures. He has a discerning ability to determine market trends that are not only lucrative, but also pave the way to technological advancement across the globe. Blech achieved his formal education in Switzerland completing a B.A. in Business Administration at the Business School Lausanne. Before launching his first entrepreneurial venture, he gained invaluable experience in business administration and management in the United States and Europe. He settled on the European mainland where he lived for 20 years and currently resides in Dana Point.

**SecureAuth, Irvine***Craig Lund, Founder/CEO*

A seasoned IT executive, Craig Lund has achieved remarkable entrepreneurial success. From his early experiences at Netegrity and IBM, he learned how to grow a successful and innovative technology business. Striking out on his own in 2006, Lund's vision was to address a gap in user authentication for the Cloud. Lund took the hard road by not accepting venture capital funding until he was sure his vision was realized. Since then, he's taken SecureAuth to the top of its market to be a leader in user access control, unseating top players in the market along the way. Under his leadership, SecureAuth has enjoyed double-digit growth annually and continues to be an innovator in the market. Lund is also involved with his family passion, soccer. He is active with United Futbol Club in supporting his children, as well as sponsoring programs that enable underprivileged students to participate in elite soccer.



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Soberlink, Cypress

Brad Keays, Founder/CEO

Brad Keays, a serial entrepreneur, founded Soberlink in 2010 after realizing there hadn't been any innovation to the industry's technology in 15 years. Soberlink is a healthcare technology company that has created an ecosystem of devices, enterprise software and applications to help monitor alcohol addiction, aid in the recovery process and ultimately improve patients' long-term sobriety. Founded in 2010, Soberlink was created in order to introduce a new approach to recovery by supplying treatment professionals with a revolutionary, yet familiar, tool that discreetly and conveniently monitored alcohol addiction. Soberlink achieved success with its first device iteration, and has gone on to introduce new devices and software with improved technology. Currently used in more than 100 treatment facilities and programs as a tool for alcohol monitoring, Soberlink provides counselors with a new way to engage with clients, monitor their recovery and have real-time knowledge of their clients' behavior.



Sparkhouse, Santa Ana

Torrey Tayenaka, CEO/Founder

An entrepreneur since the beginning, Torrey Tayenaka started a marketing company his junior year of high school and has been growing it for the past 10 years. During that time, Tayenaka has become the president of Ad2OC, a networking group for young professionals in advertising and marketing; founder of Forge 54, a nonprofit that brings creative people together to donate services to other nonprofits in need — giving over \$300,000 in pro bono services to nonprofits in 2014; as well as the founder an inventor of Eva Smart Shower, the world's first smart shower device that helps users save water. Tayenaka has accomplished all of this while continuing to run and grow Sparkhouse, a video marketing agency with clients that include USAA, GMC, Jacuzzi and Forever 21.



Spectrum Languages, Irvine

Nadia Dorsey, Founder/Director

Nadia Dorsey has been inspiring people through her own passion for language and culture for over 15 years. Having traveled to over 60 countries around the world and having lived in Spain, Italy, France and Turkey, she understands what it

is like to feel lost in the language chaos of not being able to communicate. Prior to graduating cum laude from Duke University, she decided to unite her two passions, teaching and learning languages, to form Spectrum Languages. Although Dorsey comes from a multicultural background, she grew up speaking only English, but has studied Latin, acquired fluency in Spanish, Italian and French, as well as proficiency in Arabic, and uses these techniques to help others learn languages. Spectrum Languages has expanded its offerings to include online classes for adults locally and around the world, customized adult language programs, student tutoring, translation and editing services, as well as local and international English as a Second Language program.



Sportsheets International Inc., Huntington Beach

Julie Stewart, President

Tom Stewart, Founder/CEO

In 1993, Tom Stewart founded Sportsheets International Inc. in his garage. With the help of his partner and sister, Julie, his brother, brother-in-law, wife and father, Sportsheets now operates out of a 17,000-square-foot building in Huntington Beach. Tom's inspiration for the company came years ago while watching David Letterman in a Velcro® suit jump off of a trampoline and stick to the wall. Tom taught himself how to sew and with the help of his brother Bob, designed and created their first product, the Sportsheet, "Velcro®" Bondage Bedsheet. This never-before-made product propelled Sportsheets unknowingly, into the adult novelty industry explosion. Innovation and customer service are the foundation of Sportsheets. In addition to his work with wounded veterans, in 2014, Stewart started a nonprofit to place donated drum sets into unfunded junior high and high schools with music programs. The nonprofit is to honor his father, a life-time jazz drummer, who passed away in Nov. 2013.



Strategic Medical, Newport Beach

Antony G. Clarke, Founder/President/CEO

Strategic Medical was formed in 2010 with a vision to consolidate the fragmented outpatient imaging market across Orange County. In the four years since its inception, the company acquired, developed and/or merged multiple imaging

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facilities and then, emerged as one of the preeminent imaging networks in Orange County. Currently spanning eight imaging facilities with annual revenues exceeding \$15 million, Strategic Medical employs nearly 70 team members, all of whom are dedicated to delivering exceptional patient experiences. Antony Clarke leads Strategic Medical and is an avid cyclist and triathlete. This hobby translates into focus and dedication in the workplace. Clarke takes this passion further by supporting his favorite charity, Wheels4Life. He also volunteers as a Beacon for his children's school, Newport Elementary. The Beacons are a group of dads dedicated to donating their efforts to improve the school's environment on behalf of their children.

**Sullivan Solar Power, Irvine**

Daniel Sullivan, CEO/Founder/President

Sullivan Solar Power is a privately owned, family business that aims to change the way Southern California generates electricity. Daniel Sullivan has embodied the American dream and created a company that actualized a rags-to-riches story. Sullivan started his company out of a garage and has grown it to 120 individuals that share a vision of changing the way the world generates electricity. Sullivan Solar Power is one of the top solar companies in California and has been named one of the fastest-growing energy companies in the nation by Inc. Magazine for five consecutive years. By leading the Solar Energy Revolution and being one in four companies in the country to receive professional accreditation, Sullivan Solar Power has become the obvious choice for people who choose to go solar. The company has installed 26 million watts of solar power and has maintained a longstanding A-plus rating with the Better Business Bureau, with not one complaint filed.

**Summerset Professional Grills, Irvine**

Jeff Straubel, President

Summerset Professional Grills started in 2002 as a brokerage for high-end stainless steel grills. The company was an OEM supplier to some well-known brands, then added commercial kitchen equipment products such as griddles, char-broilers and deep fryers. Due to the Great Recession, in 2009, Summerset decided to create its own brand because of the shrinkage of the economy and OEM opportunities. Summerset Professional Grills officially launched in Dec. 2009. Sales have grown at a steady 25 to 30 percent since inception. The company has been recognized on the Inc. 500 list in 2012 and in 2013. Summerset's experience stems from a strong entrepreneurial background going back since 1982, including manufacturing, service and government contracting.

**Superior Wall Systems, Fullerton**

Ron Hudson, Founder/President

Ron Hudson is the founder and president of Superior Wall Systems, a commercial steel framing, load bearing wall systems, lath and plaster, drywall, union contracting company. Superior Wall Systems has projects throughout the state of California. Current projects include the largest load bearing walls systems senior living facility in Alta Dena called Montecedro, a new hotel in Palm Desert and other projects throughout Southern California. Hudson started his company nearly four decades ago out of his home and since has grown the business to be one of the fastest-growing companies in Orange County, as listed in the Orange County Business Journal in 2014 with over 30 percent growth year over year since 2011. Along with the growth of Superior Wall Systems, Hudson built an 110,000-square-foot manufacturing facility in South Gate, where he has a proprietary system of building steel frame load bearing wall, which significantly reduces the building time in the field.

**Supply Solutions, Los Alamitos**

Jeffrey Lerma, CEO/President

Supply Solutions is the third company that Jeffrey Lerma has started, and by far, the company he is most passionate about. After two years selling janitorial supplies for a major company, Lerma decided it was time to bring a new perspective to the industry, and Supply Solutions was born in 2006. In a world where large companies can lose their personal touch with employees, vendors and customers, Supply Solutions has found a niche that has caused sales to skyrocket. The company has been listed the past three years on the Orange County Business Journal's list of fastest-growing private companies. Lerma attributes this growth to the culture created at his company — truly caring about each individual they come in contact with. It is fully expected for Supply Solutions to continue its pattern of growth and become one of Southern California's most impactful facility supply companies.

**SYSPRO USA, Costa Mesa**

Joey Benadretti, President

Joey Benadretti co-founded SYSPRO USA with now SYSPRO USA CEO Brian Stein in 1987 to fill a perceived void in the market for a feature-rich, highly cost-effective Enterprise Resource Planning software solution to enhance the efficiencies of growing manufacturers and distributors in the United States, the Caribbean and Central and South America. In the ensuing 25 years, Benadretti has applied his leadership skills and marketing expertise to build an in-depth organization that serves the company's expanding reseller channel and user base. Today, SYSPRO USA employs a top notch professional team and boasts a roster of thousands of customers.

**Tallega Software, Irvine**

David Gerber, CEO

Tallega Software was founded in 2005 by two industry veterans, David Gerber and Peter Klentos. With a combined 40 years experience in document management and workflow solutions, as well as sharing roles as officers at a previous startup, the founders decided to create a company that would offer the "right" technology solutions from the industry's leading vendors to help customers automate business processes. Together they've built a company that continues to grow, and more importantly, continues to bring customers technology that's right for them. Technology changes rapidly and Tallega is helping customers stay ahead of it, which gives them a competitive advantage. Tallega also continues to be active in community efforts such as, Boys & Girls Club of San Clemente, as well as Community Outreach Alliance (COA), a youth outreach program.

**T.E.A.M., Newport Beach**

Michael Olivas, CEO/Founder

T.E.A.M. focuses on collegiate marketing and entertainment travel and assists with the planning of retreats and special events for a variety of organizations. However, T.E.A.M. specializes in assisting fraternities and sororities in planning their formals. Michael Olivas started developing T.E.A.M. in his spare time while he was working full time. Realizing that his dream would never get off the ground without his full focus, he moved back to his parents' home at the age of 30, committed to saving the funds needed to start his company. Olivas worked tirelessly and after only one season, saved enough to create the new technology that is the cornerstone of T.E.A.M. The proprietary technology created by Olivas is the first to ever allow Greeks nationwide to book their formals online and Olivas continues to develop and add features. T.E.A.M. has experienced rapid growth over the past few years with 200 to 300 percent growth every season.

**Teen Entrepreneur Academy/Concordia University, Irvine**

Stephen Christensen, Founder/Managing Director

Established in 2011, the Teen Entrepreneur Academy (TEA) is a hands-on, learn-by-doing, one-week business entrepreneurship summer camp for high school students held the second week of July. Living on the campus, high school students learn real-world entrepreneurship, startup strategies, principles of free enterprise, self-responsibility and how to launch their own businesses. In three years, 200 teenagers from 10 states and three countries have participated, with 80 teenagers in 2014. Teenpreneurs, working in groups of three to four, prepare startup business plans for their own real businesses. The best business plan wins \$1,000 in the TEA summer competition. Stephen Christensen, TEA founder, also serves as dean of the business school at Concordia University and executive vice president. He is a 30-year veteran of Orange County higher education. As an entrepreneur catalyst, he is committed to helping people of all ages plan and start their businesses, speaking and hosting workshops on campus or at churches.

**Telogis, Aliso Viejo**

Jason Koch, Co-Founder/President

Newth Morris, Co-Founder/President

Telogis is a business intelligence company with a disciplined focus on transforming the way companies do business — particularly outside the four walls. The level of deep data that is processed for customers drives more informed decisions relating to operational efficiency, reducing costs, reducing risk and gaining a competitive advantage. Telogis' primary differentiator is its comprehensive, single platform. The integrated solutions that leverage the company's platform range from improving driver behavior, vehicle diagnostics, electronic forms for regulatory compliance such as HOS/DVIR, route optimization,



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territory planning and commercial-grade navigation. Hundreds of thousands of assets, vehicles and workers are visible on the platform today in more than 100 countries, and Telogis collaborates closely with several vehicle and equipment manufacturers to design and develop best-fit solutions. Telogis provides built-in technologies that power the world's top vehicles and equipment including Ford, GM, Hino Trucks (a Toyota Group Company), Volvo, Mack and Manitowoc Cranes – with more to come.

TextPower, San Juan Capistrano

Mark Nielsen, Executive Chairman

Mark Nielsen has run many successful high-tech companies and knows how to achieve an objective quickly, efficiently and with fiscal responsibility. He is currently the executive chairman of TextPower, an innovative text messaging solution provider. Nielsen is well-known in the local business community from his work with the AeA (formerly the American Electronics Assn.) as a tech coast angel, mentoring and funding Orange County startup companies, and as a director of the Ventana Capital Executive Advisory Board. His business success translates to political success as well – Nielsen was elected mayor of the city of San Juan Capistrano in 2009, and served as chairman of its Redevelopment Agency from 2007-2008 and on the SJC City Council from 2006 to 2010.

**The Busch Firm, Irvine**

Timothy R. Busch, CEO

Tim Busch is on the leading edge of trends that are driving innovation in the hospitality industry. He brings nearly 35 years of business and industry experience to his role as founder and chief executive officer of Pacific Hospitality Group LLC. Through his pioneering leadership, Pacific Hospitality Group has become a premier hotel development and management firm backed by a strategic vision and strong core values. With an extensive finance, legal and management background, Busch has founded and led many companies, including The Busch Firm, which specializes in high net worth estate planning, tax, and real estate and business legal transactions. He is also part owner and managing partner of the Stone Eagle Golf Club in Palm Desert, Calif., and co-owner of Busch's Markets – a 15-location specialty grocery store – the largest independently owned grocery chain in Michigan.

**The Wardrobe Code, Costa Mesa**

Nicole Longstreath, Founder

In 2011, Nicole Longstreath founded The Wardrobe Code to help women all over the world find their signature style and learn how to shop strategically. At first, the idea of receiving style coaching via the Internet seemed unusual, but she overcame logistical obstacles and has coached women as far as Hong Kong and Australia. In 2014, she launched an online style coaching program called The Style Mastery Sessions. It features online materials, group support calls and a dedicated Facebook group for clients. Longstreath has been a volunteer for both Working Wardrobes, helping program participants to select career-appropriate clothing, and WHW, helping to represent the organization for the Brea Chamber of Commerce.

**TKOart, Irvine**

*Heather Katz, Owner/Senior Creative Director
Troy Thompsen, Owner/Senior Creative Director*

Since its inception in 2005, TKOart has installed more than 100,000 works of art in hotels, high-end residences, businesses and corporate headquarters. The firm is known for its custom-designed, larger-than-life, three-dimensional sculptures and for its multifaceted approach to bringing works from recognized and emerging artists to public and private spaces. Heather Katz and Troy Thompsen's love of art goes hand in hand with their joyful interactions with artists, designers and clients. The duo has provided in-depth consulting and art procurement services to private collectors, including a number of well-known personalities. Notable clients include MGM Studios, Disney, Capitol Records, 20th Century Fox and MetLife. Katz sits on the board of directors of the Anti-Defamation League Orange County, the Orange County Chapter of Women's Philanthropy and of her synagogue. Thompsen is an active member on the board of directors of The Blank Theatre in Hollywood.

**TLT Food, The Lime Truck, Irvine**

Daniel Shemtob, CEO/Executive Chef

When it comes to food trucks, The Lime Truck has been an institution in Orange County. The company has been in business for over four years, with sales ranging from \$500,000 to \$1.5 million. The Lime Truck has raised more than \$50,000 for local charities, public school and various fundraisers. In addition, the organization has also donated food and raised \$15,000 for Second Harvest Food Bank. Additionally, The Lime Truck was a



winner on the Food Network's Great Food Truck Race and featured as the No. 5 "Best New Restaurant in the U.S." by Yahoo! Chef and sole owner Daniel Shemtob has also been featured on the Zagat list of 30 under 30. Today, the food truck is still serving customers along with two brick and mortar locations in Westwood and Irvine. The company will soon open its third location in downtown LA.

Tom Ferry - Your Coach, Irvine

Tom Ferry, CEO

Tom Ferry is the CEO of Tom Ferry – Your Coach, an international coaching and training company. He was named No. 1 Real Estate Educator by Swanepoel Power 200 and is the best-selling author of *Life! By Design*. During his 26+ years in the industry, Ferry has influenced over 500,000 real estate professionals to create inner and outer wealth by helping them grow a prosperous business that they love. Ferry is a highly sought after and renowned speaker whose work embodies a passion for life and business, a commitment to discipline and the most innovative business strategies you will find anywhere. Ferry has been featured in The New York Times, Wall Street Journal, USA Today, The Huffington Post, Mashable.com, Inman News, Agent Genius, Realtor Magazine and many other media outlets.

**Total Apps Inc., Aliso Viejo**

Rey Pasinli, Executive Director

Total Apps Inc. was founded in 2007 to specifically service e-commerce clients looking to grow their businesses. The company takes a hands-on approach and has directly engaged with over 25,000 merchants since its inception. Total Apps qualified for the Inc. 5000 for 2012, 2013 and 2014. The company has enjoyed 900 percent growth over the past four years. Total Apps Inc. is passionate about supporting the local community. Every employee selects a charity to support on their first day of employment. Additionally, Total Apps and its staff volunteer their time and actively participate at several local events annually. The owners also volunteer their time with local startups; incubators; hackathons; and UCI, Pepperdine and Chapman University guest speaker engagements.

**Trade American Card, Irvine**

Michael Ames, CEO

Trade American Card was the invention of Mike Ames and his family in 1970. His daughters now run this barter services administration company from the headquarters in Irvine. Over 5,700 businesses have enjoyed membership in America's longest-running barter services company that features products and services that are available on a trade basis among the paid up membership. In addition, Ames' daughter Kim, is the secretary of the National Association of Trade Exchanges (NATE). Creating millions per year in value for its members, TAC enjoys a sterling reputation both in Orange County and the entire nation. Trade American Card supports a number of charities, being an active sponsor to many events in the Orange County area.

**Tredway Lumsdaine & Doyle LLP, Irvine**

Mark C. Doyle, Partner

As partner at Tredway Lumsdaine & Doyle LLP (TLD), Mark Doyle leverages more than 30 years of experience to provide corporations and individuals with trusted legal counsel on a full range of estate, business and tax-planning matters. As one of the firm's leaders, Doyle has played a key role in TLD's growth to 21 attorneys who practice across an array of legal specialties. Most recently, Doyle spearheaded the relocation of the firm's Orange County regional office to a larger space, which features an innovative Skype "bridge" to unite TLD's clients and attorneys across four Southern California locations. Doyle also is part of a select network of prequalified attorneys who provide legal guidance to advisors and clients of UBS Financial Services throughout the United States.

**TriDerma, Corona**

Gloria Vanderlaan, CEO/Founder

Inspired by her own needs, Gloria Vanderlaan founded TriDerma in 1992. Known for its natural, high-quality, hand-selected ingredients, all products in the TriDerma skin care family are made with Certified Genuine Virgin Organic Aloe, moisturizers and other carefully selected botanicals that target and help heal a wide variety of skin issues. Since its founding, TriDerma has grown from an online e-commerce site to a full-fledged distributor, counting Wal-Mart, CVS, Target and Walgreens as retailers. Recently, TriDerma donated 500 Radiation Skin Relief® Fast Healing Creams to Bay Area Cancer Connections (BACC), a nonprofit dedicated to supporting those affected by breast and ovarian cancers. Additionally, from Oct. to Dec. 2014, 100 percent of profits from all Radiation Skin Relief® products sold were donated back to BACC.



2015 NOMINEES

True Investments LLC, Irvine*Twila True, Co-Founder/CEO/President*

Twila True, a member of the Oglala Sioux Tribe, is the co-founder, CEO and president of True Investments LLC, a leading woman- and minority-owned Orange County real estate private equity firm. True is responsible for the firm's overall strategy, finances, operations and culture, with a focus on growing assets under management and scaling the growth and capabilities of the business. Under True's leadership, the management team has collectively deployed billions of dollars in real estate investment strategies throughout their careers. Additionally, True Investments and its affiliated and managed entities invest in operating companies with a focus on four sectors including health and beauty, real estate, food and beverage, and finance. In 2015, True plans to open multiple prototype nail studios that aim to redefine the nail industry under the Polished PerfectSM by Twila True brand in Orange County.

**TWENTY EIGHT Restaurant & Lounge, Irvine***Shirley Chung, Executive Chef/Partner*
Stacie Tran, Partner

The mastermind behind TWENTY EIGHT Restaurant & Lounge, a fresh, modern approach to traditional Chinese cuisine is Executive Chef & Partner Shirley Chung, best known from season 11 of Top Chef. Prior to her rise to fame, she held the executive chef position at China Poblano by Jose Andres. Shortly after she opened China Poblano, it was nominated for the Best New Restaurant Award by the James Beard Foundation. Born and raised in Beijing, China, Chef Shirley is trained in classic French and Italian cuisine, and has worked and opened restaurants for Thomas Keller, Guy Savoy and Mario Batali. Seasoned restaurateur Stacie Tran, who has experienced a life-long history in the hospitality industry, partnered with Chung to bring a new experience to Orange County. TWENTY EIGHT separates itself on the county's culinary landscape by offering a cuisine without borders while embracing many of the fresh ingredients that California has to offer.

**United Capital, Newport Beach***Joe John Duran, CEO*

United Capital has been one of the fastest-growing firms in the industry since its founding, with 57 offices nationally and over 400 employees. United Capital recently won the Charles Schwab Pacesetter Award where the proceeds were donated to the local Boys and Girls Club. The company was ranked in the Top 10 RIAs in Financial Planning Magazine and earned a spot on the Orange County Business Journal's Fastest Growing Companies List in 2014. United Capital's local offices also often participate and sponsor many community events. Joe Duran is a New York Times bestselling author and a frequent contributor to CNBC, FOX Biz and Nightly Business Report.

**United Medical Credit, Irvine***Matthew Libman, President*

United Medical Credit (UMC) is platform that connects multiple lenders to medical providers to provide financing for elective medical procedures like cosmetic surgery, fertility, bariatric and dentistry. UMC was started in 2011, and has risen to be one of the fastest-growing companies in Orange County, ranking No. 8 on the Orange County Business Journal's list in 2014. The founder, Matthew Libman, at 25 years old in 2011 was working 9 to 5 at a company similar to United Medical Credit. He saw so many faults in the way the business was being run, and knew that the industry was in need of a more efficient competitor. Libman saw that the big banks were not approving patients, so he rushed to fill the gap in the market. Today, he is taking advantage of the new Fintech atmosphere to grow United Medical Credit to become one of the largest technology-based medical financing companies in the nation.

**Vaco Orange County, Irvine***Jennifer McCasland, Managing Partner*

Although Jennifer McCasland began her career as a CPA, it wasn't until she launched Vaco nine years ago that she knew that she had found her true calling and passion. McCasland built a team of talented individuals who thrived upon the daunting task of strategically guiding others through the peaks and valleys of their careers. Not only is McCasland involved in the day-to-day operations of regularly placing more than 100 senior executive consultants in accounting and finance projects, but she also manages the business in the technology, financial and administrative divisions of the firm. In the last year, the team has doubled in size, and the company has expanded to introduce new lines of business to further serve their clients and consultants. Through McCasland's leadership, Vaco Orange County has also introduced a mentoring program at the firm to guide young, new talent to long-term success within Vaco and in the employment services industry.

**Valenza Chocolatier Inc., Costa Mesa***Amy Jo Pedone, CEO/Certified Master Chocolatier*

Amy Jo Pedone exemplifies the American entrepreneurial spirit because she made the change from a successful career in commercial real estate lending into the confections and food industry without any prior formal training, experience, business relationships or product line. She developed a passion for chocolate while making various confections during the holidays with her mother. Shortly after the passing of her cousin to ovarian cancer, she was inspired to live life with no regrets and subsequently pursued her dream of becoming a certified master chocolatier to then form her own company. In just 18 months following the launch of Valenza Chocolatier, Pedone has developed a loyal and growing national consumer base, designed her own website and online store, built critical new relationships within the food industry, and won numerous local and regional awards for the quality of her products, all with limited personal equity to invest.

**ValuEscrow Inc., Santa Ana***Shawn Murphy, President/Co-Founder*

ValuEscrow Inc. was founded in 2013, achieved its Accredited Business status with the BBB in Aug. 2014 and subsequently received a nomination for the Orange County Business Journal's Family Owned Business Awards in Oct. 2014. ValuEscrow Inc. is committed to being a premier closing agent and escrow company that REALTORS®, lenders and title agents rely on to realize greater success and to better serve their customers by delivering best-in-class closing and escrow services with a relentless commitment to excellence, integrity and innovation. Shawn Murphy co-founded ValuEscrow in 2013 with fellow family members, Bob Murphy and Kathryn Smith, to fill a void for their national title company (ValuAmerica), relative to supporting escrow services across California.

**We Olive & Wine Bar San Juan Capistrano, San Juan Capistrano***Kimberly Middleton, Owner/President*

Kimberly Middleton is the owner of We Olive & Wine Bar San Juan Capistrano. At We Olive & Wine Bar, Middleton is able to marry her professional skills in branding, marketing and sales, with her personal passions of healthy living, great food, meeting new and interesting people, and providing excellent products and truly great customer service. Prior to opening We Olive & Wine Bar, Middleton worked in the health care, biotech and pharmaceutical industries as a marketing professional and consultant. She earned a bachelor's degree from Purdue University in West Lafayette, Indiana and an MBA from The University of Notre Dame in South Bend, Indiana. Middleton is a wife, mom, owner and president of C.D. Middleton Inc. A north central Illinois native, Middleton's desire to support small artisan growers stems from her significant involvement in her family's farm located in rural north central Illinois.

**Wonderland Bakery Inc., Newport Beach***Allyson Ames, President*

Started from her mom's kitchen, Allyson Ames' fantasyland of a bakery delights both children and adults everywhere from the Orange County area to the White House. Ames and her mom have achieved a huge presence in the west and Wonderland is a favorite of many. Special event products include much more than just cupcakes, and corporate products are shipped nationwide for a variety of conferences and conventions. Wonderland Bakery has supported many charities over the years and continues to contribute to both corporate and political events that benefit many in communities all across the U.S.

**Workforce Solutions Group, Foothill Ranch***Pamela Jung, Founder*

Pamela Jung, and a partner, created Workforce Solutions Group in 2001 with a primary focus on direct hire placement across all business sectors. A few years later, in response to the high demand for health care employees, she created HealthCare as a separate brand dedicated exclusively to the health care market. HCT operates as its own entity under the WSG group of companies. From 2001 to 2007, the organizations experienced tremendous growth. Then, the economy took a downturn. Jung cut operating expenses, reorganizing loans with banks, and was forced to survive on a cash-only basis, as all credit lines and credit cards were cut or frozen. In order to turn the company around, Jung decided to focus primarily in the health care market, as she felt it was recession proof. Her strategy worked as the company has grown to over \$19 million with a 60+ employees and offices in Orange County, Los Angeles and Northern California.



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All Green Electronics Recycling - Arman Sadeghi
Alliance Entertainment - Jeff Walker
American Handforge - Eric Albert
Antonia Edwards Fine Art - Antonia Edwards
ARQ - Kunal Hinduja
Austin Taylor Inc. - Ron Viggiano
B Scene Advertising Agency - Caren Lancona
B. toffee - Betsy Thagard
Backyard Bees LLC - Kelly Yrarrazaval
Backyard Bees LLC - Janet Andrews
Baking Betty's - Emily Osterberg
Bascom Group - Jerome Fink
Baum + Pashley Orthodontics - Doug Baum
BeautyMark Organics - Jenna Lobos
Behavioral Health Works - Dr. Robert Douk
Black Hill Press - Kevin Staniec
Bonakdar Institute - Monica Bonakdar, MD
Bootlegger's Brewery LLC - Aaron Barkenhagen
Bowl of Heaven - Dan McCormick
Bowl of Heaven - Brandon Beazer
Bremer Whyte Brown & O'Meara LLP - Nicole Whyte
Bremer Whyte Brown & O'Meara LLP - Keith G. Bremer
Brower, Miller & Cole - Judith Brower Fancher
Business Communications Solutions - Sunny Rajab
Center for Peak Performance - Dr. John OKeefe
CGS Business Solutions - Nick Chavis
ChromaDex - Frank Jaksch
Cloudify Inc. - Evan Jafa
Combatant Gentlemen - Vishaal Melwani
Corent Technology - Feyzi Fatehi
Cristophe Salon Newport Beach - Scott Fontana
Custom Business Solutions Inc. - Art Julian
Dolly's Cotton Candy - Krista Thompson
Drive Me Cookie LLC - Taylor McSunas
Drive Me Cookie LLC - Kohlman Verheyen
Dynamic Fabrication Inc. - Mike Kartsonis
Eat Cleaner - Mareya Ibrahim
Elbows Mac n Cheese - Punita Patel
Electron Beam Engineering Inc. - Richard Trillwood
Fish & Tsang LLP - Robert Fish
Flatirons - Geoffrey Godet
FSC Co. - James Marcellino
GigaSavvy - Corey Mangold
Global Language Solutions - Olga Smirnova
Global Language Solutions - Inna Kassatkina
GoldenComm - Jason Lavin

Green Box Electronic Recyclers - Matthew Miller
Greenwave Systems Inc. - Martin Manniche
H. Hendy Associates - Heidi Hendy
Hanley Investment Group - Ed Hanley
HKA Inc. Marketing Communications - Hilary Kaye
Honest PPC - Scott Harvey
Idea Hall - Rebecca Hall
Insteon - Joe Dada
Joseph Co. International Inc. - Mitchell J. Joseph
Kareo Inc. - Dan Rodrigues
Kush Bottles - Nicholas Kovacevich
Lugano Diamonds - Moti Ferder
Lumen21 - Eduardo Don Jr.
Managed Direct Response - Pat Mercuri
Manna Kadar Cosmetics - Manna Kadar
Match By Julia - Julia Bendis
Minagar & Associates Inc. - Fred Minagar
Mixed Bakery - Elyssa Fournier
Mobilitie - Gary Jabara
ModBargains - Mike Brown
Morgan Marketing & Public Relations - Melinda Morgan Kartsonis
Moxxe PR - Mona Shah-Anderson
MPA Landscape - Chuck Galanti
MPA Landscape - Cathy Carley
Nekter Juice Bar - Alexis Schulze
Nekter Juice Bar - Steve Schulze
New American Funding - Rick Arvielo
New American Funding - Patricia Arvielo
Newport Brachytherapy Institute/OC Brachytherapy/Photon Finance - Jennifer Armstrong
Newport Mental Wellness - Tina Sadri
NoteStream - Michelle Forsythe
OC Event Solutions - Gina Waggener
Once & Again - Loraine Fiore
Optimum Employer Solutions - Kevin Gramian
Orange Label Art + Advertising - Wesley Phillips
Orange Label Art + Advertising - Rochelle Reiter
Orange Label Art + Advertising - Debbie Nagel
Pacific Medical LLC - Andrew Bonin
Pacific Wellness - Dr. Tim Ramirez
Paragon Construction Consulting Inc. - Jeffrey L. Hall
Payoff Inc. - Scott Saunders
Pedego Electric Bikes - Don DiCostanzo
PeopleG2 - Chris Dyer
Performance Strategies Inc. - William Robertson
Philly's Best Authentic Cheesesteak & Hoagie Shop - Bob Levey
Philly's Best Authentic Cheesesteak & Hoagie Shop - Andrea Levey
Phoenix Energy Technologies - Lisa Varga
Pieology Pizzeria - Carl Chang
Premier Business Centers - Jeff Reinstein
Procure America Inc. - Fred Armendariz
Profit Recovery Partners - Donald Steiner

Promotional Fulfillment Services Inc. - Daniel Barnett
PropertyRate - Dexter Go
PTS Staffing Solutions - Ronald Stein
QuestSoft - Leonard Ryan
Realty ONE Group - Kuba Jewgieniew
Rescue One Financial - Bradley Smith
Rhythm - Craig Cooke
RJI CPAs - Manuel Ramirez
Sapphire Laguna, Sapphire Pantry, Sapphire at School - Chef Azmin Ghahreman
Secure Channels Inc. - Richard Blech
SecureAuth - Craig Lund
Soberlink - Brad Keays
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Sportsheets International Inc. - Julie Stewart
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