Fund Roots for Plant-Based Foods

INVESTMENT: Powerplant aims to harvest healthy revenue.

By CAROLINE ANDERSON Staff Reporter

When L.A. vegetarian restaurant chain Veggie Grill raised $22 million in October, money it plans to use to double in size, it turned to some familiar faces who had formed a new venture capital fund. Powerplant Ventures, which has raised $42 million for its first fund, is devoted to plant-based food companies. Its principals include Veggie Grill co-founders Kevin Boylan and T.K. Pillan, Mark Rampolla, founder of Zico Coconut Water; and Dan Beldy, former managing director of Walt Disney Co.’s $660 million Steamboat Ventures venture capital fund.

The goal of Powerplant, which closed its fund in August, is to make money while doing good and taking care of the Earth, said Rampolla. “Our mission is to make an impact on the food system but also generate excellent returns,” he said. “We believe the best way to make money is to make a positive impact, and we aim to prove it.”

Powerplant has invested in Hampton Creek, a San Francisco producer of plant-based mayonnaise; and Marina del Rey online marketplace Thrive Markets, which is trying to make the type of products sold in Whole Foods available to neighborhoods where they otherwise are not.

Although other funds have some overlap with Powerplant, such as those dedicated to consumer neighborhoods where they otherwise are not.

Please see INVESTMENT page 43

Retailers Sold On Boulevard?

REAL ESTATE: Coffee store may stoke heat for Robertson.

By DAINA BETH SOLOMON Staff Reporter

Blue Bottle Coffee Co. is set to sign a 10-year lease on Robertson Boulevard, and the street’s boosters feel bullish that the gourmet roaster will perk up the long-struggling retail strip between Beverly Boulevard and Third Street.

Two other restaurants, a bar, and gym could soon follow Blue Bottle’s lead, said Jay Luchs, executive vice president at Newmark Grubh

Please see REAL ESTATE page 47

By SUBRINA HUDSON Staff Reporter

EXEC: Berkley remembers sitting at home with his father, Jeff, cold calling companies for six months trying to land new business.

The pair launched their eponymous Carson manufacturing firm, Berkley, four years ago, but they lacked warehouse space, and, perhaps most importantly, clients.

Starting the business from scratch was a brutal process, Eric Berkley recalled. “Someone would say, ‘Awesome, send me a marketing deck,’” he said. “And I hung up the phone and said, ‘Dad, we don’t have a marketing deck.’ So, I spent the rest of the day creating a marketing deck. It was learn as you go.”

The firm’s resourcefulness, coupled with its merchandising knowledge, has paid off handsomely as it snagged the top spot on the Business Journal’s list of Fastest Growing Private Companies this year. Berkley’s revenue has

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The only source of knowledge is experience.

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Age and gender not certain; but we think this is a well-dressed, well-dressed Los Angeles Business Journal reader who enjoys the outdoors, music, and social events. The individual is likely to be between the ages of 25 and 45, with interests in technology, fashion, and health. The photo shows the subject standing near a modern building, holding a smartphone, and smiling. The setting is urban and vibrant, with a cityscape in the background.

Game Company Aims to Assist Vets Score Jobs

Activision Blizzard gets to work with nonprofits on hiring opportunities.

When Bobby Kotick, chief executive of video-game giant Activision Blizzard Inc. and an art supporter, approached Jim Nicholson, the United States secretary of veterans affairs, about opening an arts facility at the West Los Angeles Veterans Affairs building, he got a lukewarm response.

“Bobby, vets don’t need art — they need jobs,” said Nicholson, according to Dan Goldenberg, executive director of Activision’s Call of Duty Endowment, a nonprofit focused on veterans’ employment.

Activation’s board started the endowment, named after Activision’s blockbuster video game, in 2009 to give annual grants to nonprofits across the country that help veterans find jobs. Activision has donated $21 million, plus the cost of overhead and ongoing support, to the endowment. The nonprofits it supports have placed 29,000 veterans in jobs at an average cost of $596 in 2015 compared with the $3,083 spent by the federal government this fiscal year, said Goldenberg, who is a Naval Reserve captain and Harvard Business School graduate.

“Although the endowment’s focus is national, it has had a particular impact in Los Angeles County, which has the highest concentration of veterans per capita in the country, according to a spokesman for the Los Angeles Mayor’s Office for Veterans Affairs. There were around 325,000 veterans living in the county in 2014, according to USC.

Last week, Goldenberg appealed to local representatives of companies including Acorn and Amazon.com Inc. on behalf of Mayor Eric Garcetti to join the mayor’s initiative to place 10,000 veterans in jobs by 2017.

“Despite the number of employers who say they want to hire vets and the number of veterans looking for jobs, there remains a disconnect,” Goldenberg said. The endowment aims to fix the market inefficiency.

“The mayor’s effort is focused more on the demand side, working with the companies,” said Goldenberg. “Our effort is ensuring there’s a supply of job-ready veterans. You can’t have one without the other.”

— Caroline Anderson

Who’s Next Adviser Checks In

Four years ago, the front men from legendary rock band Who were struggling to build out their national charitable organization, Teen Cancer America. A series of point people had fallen by the wayside and the group, which raises money to build hospital environments specifically for teenage patients, wasn’t getting much traction.

Then, Merrill Lynch wealth adviser Rebecca Rothstein stepped in. Introduced to Who lead singer Roger Daltrey by her client, Scottish filmmaker and producer Nigel Sinclair, Rothstein said she had a little time and, wowed by Daltrey’s enthusiasm for the project, agreed to get involved.

“Roger is relentless and had been trying to get Teen Cancer America started here for several years,” said Rothstein, 62. “He was bemoaning the fact that the U.S. hospital system wasn’t meeting the need for a teen-specific program.”

The first thing she did was have Daltrey and organization co-founder and Who guitarist Pete Townshend sit down with Jordan Roth, who was then chief executive of UCLA’s hospital system, and Jordan Kaplan, chief executive of Santa Monica real estate trust Douglas Emmett Inc. Rothstein told the group it hit it off and their first Teen Cancer America space was in the works. It opened in April 2013 at UCLA’s Santa Monica medical center.

“UCLA really became our home base,” Rothstein said.

Since then, Rothstein, who sits on the organization’s board, has helped Teen Cancer America partner with 10 more hospitals and raise millions of dollars. She said she does everything from help put on Who-fronted charity benefit concerts at SoHo House in West Hollywood to help organize and donate auction items for a recent Chicago Cubs World Series telethon party.

“I’m obsessed,” she said. “Once you see a kid’s face and the massive difference in outcomes, you can’t help but be passionate about this type of thing.”

Getting in Gear

Justin Mikita, 31, had long wanted to participate in the AIDS/Lifecycle bike ride, in which about 2,000 participants raise money and then bike from San Francisco to Los Angeles over seven days. But by the time Mikita, who co-founded men’s bed-and-breakfast Project Linus, hit 2008, he joined the American Foundation for Equal Rights, a nonprofit that challenged Proposition 8 at the federal level, where he came to know the Los Angeles LGBT Center. The center is one of the Life- cycle’s two beneficiaries and whose work includes housing homeless youth.

“For me, being lucky, it was no easy coming out process,” Mikita said. At the center, he heard from young people who hadn’t been so lucky and who had come to Los Angeles for a better life only to wind up on the streets.

“As a Southern California Lifetime rider, the $24,000 that Mikita raised went to the center. He’s already signed up for next year’s event.

“Originally, because I wanted to do it for so long, it was about the physical challenge,” he said. “Over the years, I learned there’s so much more behind it.”

Staff reporters Henry Meier and Caroline Anderson contributed to this column. Page 2 is compiled by Edidor, Jonathan Diamond. He can be reached at jmichael@labusinessjournal.com.

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Angeles that they were blocked from watching Dodgers games on SportsNet LA, the exclusive broadcast home of the team and its competitors during negotiations to carry the channel, according to the DOJ.

The complaint alleges that these closed-door conversations amounted to collusion among AT&T and its then-competitor Charter Communications Inc., alleging that the companies illegally shared information with DirecTV and Cox Communications Inc., as the information obtained through these discussions was a “material factor” in the media companies’ decisions not to carry the channel, according to the DOJ.

HERBALIFE CEO TO STEP DOWN

Herbalife Ltd. Chief Executive Michael Johnson will step down in May after serving in the position for 13 years. Replacing him is Thomas V. Girardi, as the information obtained through these discussions was a “material factor” in the media companies’ decisions to not carry the channel, according to the DOJ.

The advertising exchange, headed by Chief Executive Frank Addante, now projects its 2016 GAAP revenue to fall between $271 million and $281 million, lower than the $275 million to $305 million it had projected in the second quarter. The layoffs are expected to reduce future employee-related costs on an annual basis by about $18 million. In addition, the company implemented other cost-control initiatives that it anticipates will save about $12 million annually.

— Garrett Reim

CORRECTION

An article in the Oct. 10 issue headlined “Agency Starts Fresh Mission” inaccurately listed Amir Haque’s title at ad agency Tiny Rebellion. Haque was a partner. The firm’s co-founders were Lucas Donat and Traci Wald.

— Natalie Zhang
OPENING REMARKS

“The thing that performs the best is actually the bikini channels. Then it’s horror, then it’s the news, then it’s sports, and then music.”

FOTV Media Networks Inc’s ALKI DAVID on the streaming media company’s top draws. (See page 6.)

“A LOOK AHEAD

INVESTMENT: Dodgers’ accelerator goes to bat for growth-stage companies.

By SUBRINA HUDSON Staff Reporter

While the Los Angeles Dodgers’ baseball season ended last month, the second season of the club’s three-month accelerator program is nearing its grand finale. The team will host a demo day on Nov. 10 at Cross Campus downtown for the five companies that completed the program, operated in partnership with R/GA Ventures, the accelerator arm of New York ad agency R/GA.

While last year’s 10-startup class, the accelerator’s first, included several early stage firms, the Dodgers this year decided to focus on growth-stage companies with the goal of helping them nurture partnerships and business development strategies.

The five participants included Greenfly Inc, a Santa Monica technology platform helping companies manage and distribute video content; Kemetion, a Belgium-based sports production firm; ShotTracker, a Merriam, Kan., company providing real-time info related to athletic performance; sports detergent maker Renegade Brands of Beachwood, Ohio; and WSC Sports Technologies, an Israeli-based platform that creates customized videos for sports teams.

Jonathan Bradley, program director at R/GA Ventures in New York, said the accelerator’s new model will result in a demo day that looks and feels different from those hosted by traditional accelerators.

“In a normal demo day, they would be looking for and granting their pitch toward getting investment,” he said. “In this case, a lot of that has already been developed throughout the course of the program. We’re leveraging the event to celebrate that success and continue it by creating new relationships with attendees.”

Bradley said R/GA and the Dodgers accepted fewer companies this year to better help the chosen firms develop their individual technologies and products, through partnerships, many of which will be announced during demo day, along with some new funding rounds.

While last year’s class relocated to Los Angeles for the duration of the three-month program, much of the 2016 accelerator was conducted virtually, with companies working remotely from their existing headquarters or at other R/GA offices throughout the country.

The Dodgers are also ponying up more cash this time, too. The team has invested $120,000 into each participant in exchange for an equity stake of up to 6 percent, which is shared with R/GA. Last year, the club invested just $20,000 for an equity stake between 6 percent and 9 percent, which was also split with R/GA.

In addition to the third-party partnerships forged during the accelerator, Bradley said all five participants are either working with the Dodgers in some capacity or with the team’s extended ownership group.

“It sounds cheesy, but we even have signs in our office that say, ‘We start by listening. It’s on our business cards. It’s everywhere.’”

Co-founder ERIC BERKLEY on the philosophy of manufacturing firm Berkeley, No. 1 on the Business Journal’s list of Fastest Growing Private Companies. (See page 1.)

“Dodgers fans were denied a fair competitive process when DirecTV orchestrated a series of information exchanges with direct competitors that ultimately made consumers less likely to be able to watch their hometown team.”

Deputy Assistant Attorney General JONATHAN SALLET on the Justice Department’s antitrust lawsuit against DirecTV and AT&T colluded with other cable providers in negotiations to carry Time Warner Cable’s Dodgers channel.

“A LOOK AHEAD

What’s on the agenda for Los Angeles business in the coming week

“IT’S NOT PURELY A CELEBRATION.”

Gimlet Media co-founder MATT LIEBER speaking to Business Insider on the upcoming “Startup” podcast focused on Dov Charney’s post-American Apparel business career.

“TO RETAIN THE AUTHENTICITY OF WHAT YOU WERE AS AN INDEPENDENT ... THERE’S CERTAINLY NO PLAYBOOK FOR THAT.”

Creata Media’s PETER CSATHY on celebrities’ media ventures, such as Rainn Wilson’s quirky SoulPancake, being purchased by larger firms. (See page 10.)

Who’s making a statement in L.A. business

Compiled by Tom Hicks

“IT’S NOT PURELY A CELEBRATION.”

Gimlet Media co-founder MATT LIEBER speaking to Business Insider on the upcoming “Startup” podcast focused on Dov Charney’s post-American Apparel business career.

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Who’s making a statement in L.A. business

Compiled by Tom Hicks
FOTV hopes to tap crowdfunding to bolster media-streaming service, list with Nasdaq.

Bigger Picture

By GARRETT REIM
Staff Reporter

FOTV has several other targets in its sights, including a digital ad marketplace, which Reddy said would allow the company to increase the amount of video advertising inventory it sells. FOTV now sells about 10 percent of its ad capacity, he said, explaining that the company hasn’t been willing to discount its rates for third-party exchanges.

The firm generated revenue last year of $13.1 million, which came almost entirely from preroll ads, compared with $13.5 million in 2014. The company reported net losses of $8.7 million last year and $5.3 million in 2014.

To sustain the media firm’s operations, FOTV has invested $65 million. SEC filings show that in the quarter ended March 31, it put $5 million into the business, on top of contributions of $16 million last year and $12 million in 2014. He holds an 89 percent stake in the business, which would decline to 51 percent of its ad capacity, he said, explaining that the company hasn’t been willing to discount its rates for third-party exchanges.

Th...
MARIJUANA: PayQwick rolls up lenders willing to work with pot businesses.

By HENRY MEIER  Staff Reporter

Despite its growing acceptance as an above-board industry, marijuana-related businesses have almost completely failed to make inroads with financial institutions fearing loss of federal insurance on their deposits. PayQwick, a Calabasas-based payment processing and compliance firm, is trying to fill this hole in the market by aiding cannabis companies in compliance with state and local laws that have been forced to act as cash operations.

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Payment Processor Puts Money on Compliance

The company currently operates solely in Washington state, where recreational marijuana is legal and controlled by a system that tracks plants from seed to sale. Despite fears about federal banking regulations, the company has been able to partner with several small credit unions and banks in that state to set up accounts for cannabis businesses. Once PayQwick identifies a lender and sets up an account for its client, it then processes all payments through a platform that ensures federal guidelines and state laws are met, acting as a fail-safe service for both the bank and client. And the company has begun to identify L.A. lenders that it could work with going forward.

While many banks have been reluctant to open accounts for cannabis businesses – even legal medical marijuana dispensaries – in Los Angeles and throughout the country due to the plant’s federal classification as an illegal drug, that concern could be short-lived.

“Reputational risk and the stigma attached to cannabis is waning fast,” said PayQwick Chief Executive Ken Berke, who also serves as managing partner of Berke Miller Law Group in Calabasas. “I don’t think big banks or even regional banks are going to open accounts yet, but smaller, local ones are.”

The service could be coming to Los Angeles as soon as March, when the city will have at least one measure on the ballot that mandates a tracking system for legal cannabis from seed to sale. This provision would allow PayQwick to guarantee that money flowing into accounts complies with federal guidance from the Department of Justice and Financial Crimes Enforcement Network, which states that prosecutors will not go after operations abiding by state and local regulations.

The company also processes transactions among cultivators, distributors, retailers, and consumers, ensuring that no black-market money flows into accounts.

Channels from around the world, including the BBC, France24, and Russian news network RT. Much of the content is interest based, including channels focusing on extreme sports, Bollywood movies, and fashion shows.

“The thing that performs the best is actually the bikini channels,” said David. “Then its horror, then it’s the news, then its sports, and then music.”

FOTV has tried to obtain live TV programming from networks such as NBC, ABC, and Fox by arguing that it is eligible for a compulsory license to legally retransmit the content as cable broadcasters do. Several major networks sued FilmOn over the claim, but a federal judge in Los Angeles ruled last year that FilmOn should be allowed to purchase the licenses. The networks have appealed the case to the U.S. Court of Appeals for the Ninth Circuit.

FilmOn visitors can also rent or buy blockbuster movies and popular TV shows, or stream more obscure titles with ads for free. Alternatively, a $15 monthly subscription stream more obscure titles with ads for free.
Cap-Trade's Future Looks Cloudy

POLUTION: Participating firms fear losing credits worth millions of dollars.

By HOWARD FINN, Staff Reporter

Local manufacturers, aerospace companies, oil refineries, and power plants have been buying and selling credits in one of the nation’s oldest cap-and-trade pollution control programs for more than 20 years. Now, local smog regulators are considering scrapping the market-based program, known as Reclaim, and returning to more traditional regulation. The South Coast Air Quality Management District is facing increased scrutiny from federal and state air regulators along with a legal challenge from a coalition of environmental groups seeking to shut down the program who say it doesn’t achieve pollution reductions required by the state.

The possibility that Reclaim could be shut down is causing concern among many of the 272 industrial facility operators who fear increased costs and watching their investment in credits evaporate.

“We think it would be very counterproductive to dismantle Reclaim,” said Michael Carroll, a partner in the Irvine office of downtown L.A. law firm Latham & Watkins, which represents a dozen of the largest participating companies in the program, including several major oil refineries in Los Angeles County. “Shutting the program down would especially hurt those facilities whose operators chose to buy credits or chose other methods to reduce emissions.”

Air district officials made public the possibility of scrapping the program last month. The first official step in the process could take place in February, when the district’s 13-member governing board is set to consider an updated air quality management plan that includes the Reclaim shutdown option.

Even if the board decides to move ahead with that decision, it would take at least a couple of years to come up with a detailed plan to unwind the program and several more years to phase it out. That’s little comfort to major refineries and other participants that often must make capital expenditures years in advance. They are concerned that the thousands of credits that they have stockpiled at a cost of millions of dollars could essentially be wiped out and that in addition they would have to spend millions more to install pollution control equipment to meet new regulations.

“The whole premise of Reclaim when it was launched 22 years ago was to give participating facilities flexibility to invest in certain cleanup technologies or buy credits on the open market,” Carroll said. “Now, many of the companies that chose to buy credits could find themselves being doubly penalized.”

At least one major local business group has joined the call to preserve Reclaim: the Los Angeles County Business Federation, or BizFed.

“Should the district seek to move to a command-and-control method, it would require a huge undertaking to figure out how to manage and regulate the 272 facilities in Reclaim in a way that achieves any better outcomes,” said Tracy Hernandez, BizFed’s chief executive.

Industry support

Reclaim had strong initial support from major industrial companies because it sought to put into practice the relatively new concept of a market approach to pollution control. The program sets an overall cap, which declines over time, on the smog-forming emissions for each facility and then lets facility operators determine whether it is more economically feasible to invest in pollution control technology to meet the target or buy credits to offset excessive emissions.

The emissions targeted by Reclaim are nitrogen oxide and sulfur oxide, the key ingredients of smog. They are primarily found in internal combustion engines – common in industrial generators – and as byproducts of the burning of fuel.

The Reclaim market contains two sets of credits: short-term calendar year credits that sell for anywhere between $1 and $4 per pound of emissions offset and “perpetual credits” that sell for between $500 and $2000 per pound, according to Joe Hower, an environmental consultant with the L.A. office of Ramboll Environ, a Copenhagen, Denmark-based consulting firm.

Besides oil refineries, such as PBF Energy’s Torrance facility, and power plants, many other traditional manufacturing facilities are in the Reclaim program, such as metal forgers, printing plants, and asphalt producers. But some facilities in the program do not fit that mold, such as Walt Disney Co.’s Disneyland amusement park in Anaheim (because of onsite generators), Ralphs Grocery Co. (a Compton facility with industrial boilers and generators), and even the Los Angeles Athletic Club (a diesel generator).

While some of the major industrial emitters who want to remain in Reclaim, some companies would welcome the program’s demise. Small Wilmington oil producer Cooper & Brain Inc., was initially included in the program because it had equipment at oil wells that emitted nitrogen oxide. But after the price of Reclaim credits soared in 2000 due to the energy crisis, the company switched to electrically operated equipment, according to Vice President Jeff Cooper.

Now, Cooper said, nitrogen oxide is only emitted on the rare occasions when a rig is brought in or a well needs to be repaired. But the paperwork burden associated with the
Reclaim program is constant. "Life would be easier for us outside of Reclaim," he said. Environmental groups were suspicious of the program from the outset and have repeatedly called for its shutdown. They claim that allowing companies to buy credits instead of cutting pollution endangers the health of those living near the facilities and that it goes easier on polluters than traditional regulation. In recent years, though, environmental groups said the biggest problem has been the periodic dumping of credits on the market when facilities shut down – 178 closures since the program began. That keeps credit prices down, making the option of purchasing credits even more attractive for polluters.

One egregious example occurred with the 2009 closure of Glendora-based Cal Portland Cement's plant in Colton after the real estate collapse sent demand for cement plunging. That plant had accumulated enough credits to offset about 2.5 tons a day of nitrogen oxide, close to 10 percent of the total emissions allowed for all facilities in the program. Cal Portland sold the credits for $82 million, according to the district. With tens of thousands of credits flooding the market, prices plunged and the much cheaper credits were promptly snapped up by refiners and other Reclaim participants.

"Refineries have been masters at using the credit system to buy cheap credits and not make the pollution reduction changes," said Adrian Martinez, staff attorney in the L.A. office of San Francisco environmental group Earthjustice, one of the plaintiffs in the suit filed in March demanding that the air district shut down the Reclaim program.

The district last month approved a change designed to close most of the loophole exposed in the Cal Portland case: confiscating most credits from closed facilities instead of allowing the companies to sell them back on the market.

Among the options in the air quality management plan to go before the board in February is more frequent cuts in the total number of Reclaim credits.

So far, there have only been two cuts in the number of credits. Air district Deputy Executive Officer Philip Fine said last week that in coming years, more frequent evaluations of the program will have to take place, which are likely to lead to more frequent cuts in the number of credits. The goal: to keep the price high enough so that facility operators will look seriously at installing emission reduction technology.

Working Conditions: PBF Energy's Torrance oil refinery is among 272 facilities impacted by the Reclaim program.
**MOVIE WATCH**

**MOVIE BOX OFFICE**

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<th>Rank</th>
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Weekend ended Oct. 22
Source: Rentrak

**PRIMETIME TV SHOWS**

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<td>1</td>
<td>World Series Game 5 (Cleveland vs. Chicago)</td>
<td>Fox</td>
<td>8.6</td>
</tr>
<tr>
<td>2</td>
<td>NFL Football (Philadelphia vs. Dallas)</td>
<td>NBC</td>
<td>8.3</td>
</tr>
<tr>
<td>3</td>
<td>World Series Game 1 (Chicago vs. Cleveland)</td>
<td>Fox</td>
<td>7.1</td>
</tr>
<tr>
<td>4</td>
<td>World Series Game 3 (Cleveland vs. Chicago)</td>
<td>Fox</td>
<td>6.7</td>
</tr>
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<td>5</td>
<td>World Series Pregame (Sun.)</td>
<td>Fox</td>
<td>6.5</td>
</tr>
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Weekend ended Oct. 22
Source: TVbytheNumbers.com

**CABLE TV SHOWS**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Network</th>
<th>Rating*</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Walking Dead</td>
<td>AMC</td>
<td>7.8</td>
</tr>
<tr>
<td>2</td>
<td>NFL Football (Houston vs. Denver)</td>
<td>ESPN</td>
<td>6.78</td>
</tr>
<tr>
<td>3</td>
<td>Talking Dead</td>
<td>AMC</td>
<td>6.6</td>
</tr>
<tr>
<td>4</td>
<td>NFL Football (Jacksonville vs. Tennessee)</td>
<td>NFL</td>
<td>6.5</td>
</tr>
<tr>
<td>5</td>
<td>NBA Basketball (San Antonio vs. Golden State)</td>
<td>TNT</td>
<td>2.1</td>
</tr>
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</table>

Weekend ended Oct. 22
Source: TVbytheNumbers.com

**TOP SELLING ALBUMS**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lady Gaga</td>
<td>Lady Gaga</td>
<td>Interscope</td>
</tr>
<tr>
<td>2</td>
<td>Nobody But Me</td>
<td>Michael Bublé</td>
<td>Reprise</td>
</tr>
<tr>
<td>3</td>
<td>Pentatonix Christmas</td>
<td>Pentatonix</td>
<td>RCA</td>
</tr>
<tr>
<td>4</td>
<td>Serenity of Suffering</td>
<td>Korn</td>
<td>Roadrunner</td>
</tr>
<tr>
<td>5</td>
<td>Views</td>
<td>Drake</td>
<td>Young Money</td>
</tr>
</tbody>
</table>

Weekend ended Oct. 4
Source: Billboard.com

**DVD RENTALS**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Distributor</th>
<th>Rating*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Neighbors; 2: Scarcity Rising</td>
<td>Universal</td>
<td>8.0</td>
</tr>
<tr>
<td>2</td>
<td>Ghostbusters</td>
<td>Sony</td>
<td>7.0</td>
</tr>
<tr>
<td>3</td>
<td>Captain America: Civil War</td>
<td>Disney</td>
<td>6.7</td>
</tr>
<tr>
<td>4</td>
<td>Free State of Jones</td>
<td>Universal</td>
<td>6.5</td>
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</table>

Weekend ended Oct. 22
Source: Rentrak

**DVD SALES**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Distributor</th>
<th>Suggested Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Independence Day Resurgence</td>
<td>20th Century Fox</td>
<td>$14.96</td>
</tr>
<tr>
<td>2</td>
<td>Alice Through Looking Glass</td>
<td>Sony</td>
<td>30.99</td>
</tr>
<tr>
<td>3</td>
<td>Legend of Tarzan</td>
<td>Warner Bros.</td>
<td>26.98</td>
</tr>
<tr>
<td>4</td>
<td>Ice Age: Collision Course</td>
<td>20th Century Fox</td>
<td>29.99</td>
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</table>

Weekend ended Oct. 22
Source: Rentrak

**VIDEO ON DEMAND**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Distributor</th>
<th>Rating*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Independence Day Resurgence</td>
<td>20th Century Fox</td>
<td>8.0</td>
</tr>
<tr>
<td>2</td>
<td>Ghostbusters (2016)</td>
<td>Sony</td>
<td>7.0</td>
</tr>
<tr>
<td>3</td>
<td>Alice Through Looking Glass</td>
<td>Sony</td>
<td>6.7</td>
</tr>
<tr>
<td>4</td>
<td>Central Intelligence</td>
<td>Warner Bros.</td>
<td>6.5</td>
</tr>
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</table>

Weekend ended Oct. 22
Source: Rentrak

**OUTTAKE OF THE WEEK**

**GAGA AGOG**

Lady Gaga has matched her fourth-straight No. 1 album with “Joanne,” her fifth studio release. The intercope record itself also launched Lady Gaga’s first female artist to score four chart-topping albums in the 2010s. — Tom Hicker

**INTERNET**

**Acquisition of celebrity-led ventures can bring niche audiences.**

By HAYLEY FOX Staff Reporter

While he played the offbeat, principled loner Dwight Schrute in NBC’s hit series “The Office,” off-screen Rainn Wilson has been building an entertainment company that capitalizes on his real-life quirkiness.

His 7-year-old SoulPancake, an east Hollywood business, has been producing online and video content that’s thoughtful, joyous, and funny enough to catch the eye of Participant Media. The Beverly Hills producer responsible for “Spotlight” and “An Inconvenient Truth” last month announced its acquisition of SoulPancake and its 15 employees. The terms were not disclosed.

By acquiring the company, Participant gains the passionate, niche audience that follows the actor and his socially conscious media brand, said Peter Csathy, founder and chairman of Creative Media, a digital media consulting and business development firm.

“That’s the kind of appeal that many mainstream media companies are increasingly looking to tap by acquiring celebrity-founded enterprises.”

Last year, actress Zooey Deschanel’s 5-year-old, female-focused lifestyle website, Hello Giggles, was acquired by Time Inc. for an estimated $20 million. Legendary Entertainment has snapped up a few star-powered companies as well, including Nerdist Industries, a pop-culture website by comedian and podcaster Chris Hardwick, in 2012; and Amy Poehler’s Smart Girls, which the actress created to make, access, and share video content.

Overall industry trends are moving toward content creation.

When SoulPancake, which Wilson had met Wilson when he appeared on her podcast in 2009 — approached the actor to create video content for her website and, ultimately, the Oprah Winfrey Network.

“Oprah asks you to do something, you do it,” said Mogharabi. SoulPancake soon after shifted its business model to a video-based platform, she said, and growth has been strong ever since. Mogharabi credits the proliferation of digital cameras and distribution platforms with making it easier to make access, and share video content. Since its inception, SoulPancake has scored a daytime Emmy; acquired millions of online followers; and released a Web documentary, “My Last Days,” that made the jump to the CW network in 2014.

Please see INTERNET page 46

**Stars’ Media Sites Draw Major Players Into Orbit**

By JOHN VALADE Staff Reporter

Major Players Into Orbit

Stars’ Media Sites Draw Major Players Into Orbit

Digitally Stage: Rainn Wilson’s SoulPancake was acquired by Participant Media.
THE ART OF LIVING

SOTHEBYSHOMES.COM

BEVERLY HILLS | 1001 NORTH CRESCENT DRIVE
4BD/6BA | $26,895,000
Lori Berris 310.883.3061

PACIFIC PALISADES | LUXURIOUS EAST COAST TRADITIONAL
7BD/7BA | $25,900,000
James Repondolke 310.488.4400

MALIBU | BUILD A WORLD-CLASS RESORT
5BD/5BA | $13,888,000
Shamon Shamonki 310.713.4492

SUNSET STRIP | 25714 HASSALM TERRACE.COM
4BD/4BA | $6,500,000
M. Roglano 310.880.3061, S. Postlewaite 310.883.3061

BEL AIR | TIMELESS TRADITIONAL
5BD/7.5BA | $16,000,000
Sharon Alper 310.888.3708

MALIBU | 6738 WILDFIRE ROAD
5BD/3BA | $6,795,000
Hassen Masri 310.780.6133

HOLLYWOOD HILLS | THE BAILEY HOUSE, 1958
2BD/2BA | $4,500,000
M. Silver 310.809.4656, B. Sloane 310.786.1844

PACIFIC PALISADES | VILLAGE MEDITERRANEAN
4BD/5BA | $3,950,000
Graham J. Larson 310.303.9397

BHPO | SIMPLICITY AND ELEGANCE
5BD/3.5BA | $3,795,000
Jodi Korn Radoff 310.717.9700

SILVER LAKE | 2485 MORENO DRIVE
4BD/3BA | $2,150,000
Patricia Ruben 323.333.3801

SANTA MONICA | 1508 12TH STREET, UNIT 4
1BD/1BA | $595,000
Lisa Mansfield 310.993.2303

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Main Museum Ready to Hang With Art Lovers

**INTERNET:** Demand takes Leaf Group as new name as part of retooling effort.

The Santa Monica media and e-commerce holding company announced last month that it would change its name to Leaf Group, effective Nov. 9. Demand Media last year purchased Leaf.tv, a women’s lifestyle video content creator.

**SILICON BEACH REPORT**

**GARRETT REIM**

The company has been retooling for a while. In addition to some recent acquisitions, it has changed many of its business practices as part of an effort to distance itself from a reputation as a content farm and decrease its reliance on advertising revenue. Gone are arts and crafts website Creativiego, social media engagement tool CoverIIlive, and domain registry Rightside.

The firm was hit badly by the content references, an industry term for a publisher that cares more about editorial scale than quality with the goal of luring web surfers and advertisers. After Alphabet Inc.’s Google recalcitrated its search engine formula in 2011 to partly reject cheap content, Demand Media’s market capitalization shrunk dramatically, from more than $2 billion to about $110 million today.

The company has refocused on its growing e-commerce properties, print sellers such as Internet Brands, 6, and fine art marketplace Saatchi Art. Its combined e-commerce revenue grew by 47 percent last year to $52.2 million and now represents 41 percent of revenue.

**WATCHING COMPETITION**

Pathfinders last month partnered with Nielsen Holdings to sell a new way to spy on the competition.

The Santa Monica startup’s digital ad technology helps companies track how competitors are placing ads and what type of ads are being placed, and provides estimates on how much is being spent on those placements.

“It allows our customers to drive in and understand how they should be reacting in a market,” said Chief Executive Gabe Gottlieb, adding, for example, “if my sales are down, and I’m getting outcome 3 to 1 (in advertising) by my competitor, that’s probably a good area to work on.”

Britain’s Nielsen has integrated Pathfinders technology into its advertising intelligence software products for U.S. and Canadian customers. Nielsen will give a cut of revenue to Pathfinders, and is down and I’m getting outcome 3 to 1 (in advertising) by my competitor, that’s probably a good area to work on.”

The firm has roughly 100 customers, including agency Mindshare, Pasadena ad exchange OpenX, IAC’s About.com, and software firm Videology, he said.

Founded in 2010, the company has raised about $5 million from investors such as Santa Monica’s Uphold Ventures and BDMI of New York.

**CIVILIZED CANNABIS**

Derek Reidle believes that marijuana culture is too narrow. The chief executive of digital media company Civilized of Venice thinks the leafy green drug has received a bad rap and in reality is enjoyed by more than just stereotypical stoners.

In response, Reidle launched website Civilized last year with the intent of creating a new way to use marijuana just as acceptable as drinking a beer. The website covers marijuana news and culture as well as lifestyle topics such as clothing, food, and travel.

Riedle said the site reaches 1.7 million unique visitors a month.

“We certainly don’t embrace the color green. We don’t have leaves. We don’t have trees. We don’t sell weed anywhere in our logo or brand promise,” said Reidle. “We are letting people, our staff or contributors, talk about it in everyday terms rather than this vocab and mystique that has grown up around it because it’s been a prohibited substance all these decades.”

The company has raised about $1.3 million in seed funding from investors that include Mitch Fox, former group president and publishing director of Condé Nast.

Riedle said he came up with the idea for a mainstream cannabis website when he stepped outside a restaurant to smoke a joint behind a dumpster on Abbot Kinney Boulevard. It struck him that there were other professionals like him who enjoy the drug but don’t fit in with the cannabis culture and don’t appreciate having to consume it in the shadows.

“Our readers don’t define themselves by cannabis use. Just like beer and wine drinkers don’t define themselves that way,” he said. “There are so many people because of prohibition, which we believe is silly compared to alcohol, they are living their lives in the cannabis closet.”

**Staff Reporter Garrett Reim can be reached at greim@latimesne.ws.com or (323) 549-5225, ext. 232.**
SINGAPORE INVESTOR ASSUMES MAJOR ROLE IN STRUGGLING STUDIO

By HENRY MEIER Staff Reporter

D on’t count Ryan Kavanaugh out just yet.

After early reports last week that the media mogul’s Relativity Media had been sold to Singapore-based e-commerce firm YuuZoo Inc, for as much as $250 million, documents filed with Singaporean regulators contradicted the claim. Instead of a full takeover, YuuZoo is selling out just $50 million for a 33 percent stake in the Beverly Hills production company and distributor, enough to become its largest shareholder. Kavanaugh, who co-founded the company in 2004, serves as chief executive.

That figure includes an initial cash transfer of $27.5 million followed by $22.5 million in cash or YuuZoo shares paid out over the next five months. The transfer of $27.5 million followed by $22.5 million in cash or YuuZoo shares, which would make YuuZoo a majority investor in Relativity, would take full control of the shared distribution platform.

Relativity is also reportedly coming up short in efforts to pay off an $18 million legal tab related to its bankruptcy.

While the company still has its lucrative Netflix distribution deal in place, its list of other assets is thin. Relativity’s TV arm was spun off as part of the bankruptcy, as was its sports management division. Relativity still has the rights to about 30 movies, but the bulk of its titles were sold off in 2012. The YuuZoo transaction gives Relativity – and Kavanaugh – a little breathing room as the company struggles to reverse its fortunes.

Still in Picture: Ryan Kavanaugh.

“It is a game-changing transaction for us and we couldn’t be more thrilled,” Zilliacus said.

For more on this story and others, subscribe to Los Angeles Business Journal or register for your free trial. Find out more here: LosAngelesBusinessJournal.com.

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Say hello at HiePSMCemmArts.com or visit us online at PSMcemmArts.com
increased by more than 9,000 percent from 2012 levels, hitting $11.5 million in sales last year.

Eric Berkley, 27, said listening to customer needs has been crucial to the firm’s success.

The company specializes in designing and manufacturing retail displays and packaging for clients in a wide range of industries, from cosmetic firms to winemakers. Berkley has established itself as the go-to company for brands such as Nikon Corp. and Honest Co., to create standardized packaging for mass retailers including Wal-Mart Stores Inc., as well as club stores such as Wal-Mart subsidiaries Sam’s Club and Costco Wholesale Corp.

“It sounds cheesy, but we even have signs in our office that say, ‘We start by listening,’” he said. “It’s on our business cards. It’s everywhere.”

That tactic paid off last year when a customer asked if Berkley could help get their products on Walmart’s shelves, delivering a new line of business.

“It was kind of natural,” Berkley said. “We’re dealing with the same people, so why not?”

The father-and-son team launched Berkley from a home office in 2012. Since then, it has grown to 38 employees with additional offices in Napa and Bentonville, Ark., Wal-Mart’s corporate home.

Jeff Berkley, age 63, launched his first packaging design company, Conceptual Design Industries, in 1983. He later expanded into manufacturing with the formation of Berkley Packaging in 1995. In 2000, he received an “offer he couldn’t refuse” and sold the business for an undisclosed sum – a consulting piece of their business, I would’ve sold for half its total sales within three years.

He got restless and decided to bootstrap a new company with son Eric, who was about to graduate from the University of Denver with a degree in finance. The pair declined to disclose how much money they put in to get the company off the ground.

Instead, several business partners suggested a consulting side to gain enough traction to make the retail packaging,” said Eric. The value the company brings, he added, is that “we know you need to put 220 units on a pallet to Wal-Mart. Instead, several business partners suggested a consulting side to gain enough traction to make the retail packaging,” said Eric. The value the company brings, he added, is that “we know you need to put 220 units on a pallet to Wal-Mart.

“Our previous business, it just took me longer to grow because we had some financial constraints,” he said. “This time around, there really aren’t any. We’re able to grow as fast and as big as we want.”

Eric’s twin brother, Sean, joined the company three years ago, and Jeff said he’s enjoyed building a family business.

“What more could I ask for than having lunch and spending time with my sons?” he said.

Most of the company’s clients ship their products to the company’s Carson warehouse, where Berkley packages them and sends them off, handling all facets of the process, from creating the artwork to shipping clients’ products to respective retail partners.

Custom Design

For example, if a client needs to have two sunscreens in one package for Costco, Berkley’s staff will custom design the proper display and make sure it’s shipped according to the retailer’s specifications.

“That’s probably the biggest growth of our business – a customer saying all I want to do is make sunscreen. I don’t want to deal with the retail packaging,” said Eric. The value the company brings, he added, is that “we know that you need to put 220 units on a pallet going to Costco.

Berkley’s newest service connecting brands with retailers might prove even more lucrative for the company, and like the sign in their office instructed, it came about after listening to clients.

The company started outgrowing its Carson facility last year and was in the market for additional warehouse space in Los Angeles. Instead, several business partners suggested the firm open a facility in Bentonville, home to Wal-Mart.

“It was kind of like a light bulb went off in my mind,” Eric said.

“My father took a bit more convincing. ‘My dad said, ‘Hey, I live in Beverly Hills. I’m not leaving Beverly Hills, so that’s on you.’” Eric said, laughing. “He stuck to that because he’s been out there twice.”

More brands started seeking the company’s consulting services once its Bentonville office opened last year, he said.

“If a small to midsize company wants to sell their product at Wal-Mart but doesn’t have the know-how (or) speak their language, we help them and take a sales commission,” he said, explaining that Berkley takes a cut of each bulk order placed by the retailer.

He added that while package design and manufacturing still makes up most of the company’s revenue, he anticipates the consulting side to gain enough traction to make up half its total sales within three years.

“But that’s not how anyone planned it,” Eric said. “Two years ago, if you told me about the consulting piece of our business, I would’ve said you’re a crazy person.” Eric said.
Wrapped Up: Eric, left, and Jeff Berkley at their Carson packaging and retail display company.

Los Angeles Business Journal • November 7, 2016

Fastest Growing Private Companies

Profiles of the rest of the top 10, by Research Director David Nusbaum.

The list

PAGES 30-36

Photos from the event

PAGES 37-38
How has your company evolved since it was founded?
Our company, PaeDae, was founded around the concept of premium mobile rewards. It wasn’t until rolling out our solution at scale that we realized how fraught with problems the mobile advertising ecosystem was. We shifted our focus at that time to a much larger addressable market while simultaneously rebranding the company as the Mobile Majority.

How has the company been funded?
Majority.

How did you manage the growing workforce?
We have upgraded our office multiple times. As the company matured and we better understood how and where our revenue was coming from, we decided to invest in building out our infrastructure to allow the team to more efficiently ingest and traffic high-performing mobile ad campaigns while eliminating many of the processes we were previously performing manually as a startup.

What were the biggest obstacles hindering your growth and how did you overcome them?
Our industry is incredibly crowded, so it can be difficult to cut through the noise and differentiate yourself when competitors are claiming they have the same offering. We have always maintained a 3-to-1 (and sometimes 5-to-1) ratio of engineers to sellers. Taking the alternative approach probably could have accelerated sales, but we knew that wouldn’t serve our clients in the long term. Instead, we stayed focused on better results through refining our own technology and building our relationships through results.

Is there still room to grow in your current market or will you seek to expand into new areas?
Ad spending is anticipated to continue its migration from traditional mediums to digital (particularly mobile) in the coming years. We will continue innovating on features that benefit advertisers beyond targeted awareness campaigns. We are already developing solutions for mobile developers, organizations who are looking to monetize their data, and brands interested in direct response and attribution.

Do you have any key advisers in the process?
We’ve had many people who we’ve turned to for advice along the way: our board, investors with experience in the space, and other entrepreneurs outside our industry for unbiased perspective. Overall, we like the tough-love approach to advisers. To quote Abe Lincoln: “He has a right to criticize, who has a heart to help.”

Who were your key advisers in the process?
Responses from Chief Executive Rob Emrich

‘Looking back, the mistakes we made led to the direction we have taken as a company and ultimately our growth.’

CHIEF EXECUTIVE ROB EMRICH

How has your company grown?
Our platform was built from the ground up in 2014, was ultimately what enabled our clients’ campaigns to achieve some of the best engagement rates in the industry. Strategic partnerships, both on the investment and business development sides, have also helped us accelerate revenue.

Who were your key advisers in the process?
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How do you manage expectations going forward?
We will continue to focus on increasing the results and returns for our advertisers and partners while driving down costs and improving our profit margins.

Is there anything you would have done differently?
Probably almost everything. We have succeeded through failure, an ongoing process of trial, error, and adapting. Looking back, the mistakes we made led to the direction we have taken as a company and ultimately our growth. More specifically, some of the hiring and people mistakes we have made are the most damaging. People drive success and a few bad apples can spoil the whole bunch.

How has your location in the L.A. area played into your company’s growth?
I’ve found Tom Bradley’s quote to be true: “People cut themselves off from their ties of the old life when they come to Los Angeles. They are looking for a place where they can be free, where they can do things they couldn’t do anywhere else.”
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Vertical Integration Powers Up Solar Panel Firm

CORONAL ENERGY
Pasadena
BUSINESS: Solar panel installer, operator
FOUNDED: 2012
TWO-YEAR REVENUE GROWTH: 4,316 percent
2015 REVENUE: $30 million

By GARRETT REIM Staff Reporter

The Pasadena solar panel installer and operator has grown its revenue by a rate of 4,316 percent since its founding in 2012, generating $30 million in sales last year. Driving that growth is a red-hot solar industry, said Jonathan Jaffrey, the company’s chairman and chief executive.

“Coronal has funded its vertical integration through the backing of Japanese battery maker Panasonic Corp., which gained a minority stake in the startup by investing $13 million total across two separate installments – the first in December 2014 and the second this September. Panasonic has an exclusive relationship with Coronal to develop solar panel systems equipped with its batteries in North America, which the solar panel installer plans to roll out at an undetermined date.

We’re looking at both opportunities – we’re going to continue to fuel growth. To develop solar panel systems enabled with Panasonic’s batteries, buyers will be able to store power that can be used in peak usage periods and sold to utilities.

In the long run, Coronal aims to generate the majority of its revenue from selling energy generated by its solar installations. The company owns and operates 14 sites across North America that generate more than 120 megawatts of power, including a site in Lost Hills, which sells energy to Southern California Edison.

To continue to fuel growth we need to see systems,” said Jaffrey. “But at some point … we’ll hit a tipping point where we’ll own and operate, if not all our systems, at least a majority. Our long-term focus is to continue to grow that portfolio and energy ownership.”

Responses from Chief Executive Chris Davis

How has your company evolved since it was founded?

Just about everything has had to evolve since we founded the company, except our desire to curate the best possible experience for fans of pop culture, gaming, and entertainment. We’ve grown from a handful of folks packing crates in the same space that we built the business to expanding our headquarters and warehouse spaces.

We’ve also improved and expanded our partner relationships to include some of the biggest names in entertainment like Marvel, Harry Potter, WWE, Halo, and Santa. Finally, we’ve expanded from one product to 16 product lines serving all types of fandom.

How has the company been funded?

Loot Crate was founded with an initial friends and family investment of $25,000. We’ve bootstrapped an incredible amount of growth over the course of our first three years. This year we secured $18.5 million from venture capital firm Upfront Ventures, private equity group Breakwater Investment Management; magazine publisher Time Inc.; Robert Downey Jr. and Susan Downey’s production arm, Bandwagon Media; and private equity group Breakwater Investments.

We’re looking at both opportunities – we currently have strong sales internationally but have just launched our first international office in London to develop the same community and brand presence we have built in the U.S. Also, we are looking at the most passionate communities of fans and developing new ways Loot Crate can provide a unique experience delivered to their mailboxes and inboxes.

How do you manage the growing workload?

We started thinking about how to structure the company and organizational design very early on. We grew from a handful of employees to more than 100. We’ve moved several times to accommodate the space needed to house all of the product we send to our growing subscriber base. We also realized we needed to bring in an experienced leadership team who could help us scale the organization and bring new perspectives to Loot Crate.

What were the biggest obstacles hindering your growth and how did you overcome them?

Finding and retaining talented people is the No. 1 priority for sustaining growth.

Is there still room to grow in your current market or will you seek to expand into new areas?

We’re looking at both opportunities – we currently have strong sales internationally but have just launched our first international office in London to develop the same community and brand presence we have built in the U.S. Also, we are looking at the most passionate communities of fans and developing new ways Loot Crate can provide a unique experience delivered to their mailboxes and inboxes.

How do you manage expectations going forward?

For our customers, it’s about staying true to our love of everything geek and gamer while expanding into new spaces of fandom. Passion is everywhere and we think Loot Crate can bring joy to many more audiences.

How has your location in the L.A. area played into your company’s growth?

Los Angeles is at the center of new media, entertainment, gaming, and commerce in a unique way that has been key for Loot Crate as we scaled the business. Culturally, there’s so much creative experimentation and energy in Los Angeles that we have been able to build a really diverse cross-functional team of incredibly talented and creative leaders, which gives us a different brand voice than a traditional e-commerce company.
“I thank God and I thank Greif. This was divine intervention. Greif & Co. made all the difference in the world. They did a magnificent job negotiating this deal. They are virtuosos. They’re on my hero list.”
— Mike Joseph, Chairman & Co-Owner, Dacor Holdings, Inc.

“I T was like watching a chess master at work. Greif & Co. generated a price that was way higher than would otherwise have been the case. They exerted Herculean efforts on our behalf. Integrity, honesty, professionalism, passion, compassion and kindness—those are the qualities I value, and they are clearly evident in Greif & Co.’s investment bankers. I can’t thank them enough for all they have done for us.”
— Tony Joseph, Vice Chairman & Co-Owner, Dacor Holdings, Inc.
Responses from Chief Executive Michael Chen

How has your company evolved since it was founded?
My father was a cigarette smoker for over 40 years and he tried to quit for more than 30 years without success. Beyond Vape was created to help the vape community develop innovative vape devices so that cigarette smokers could switch to vaping. We have more than 10 retail stores nationwide, multiple international franchisees, and a wholesale company that develops and distributes vape juice and devices. More importantly, by using Beyond Vape products my father has not only quit smoking cigarettes but even stopped vaping.

How has the company been funded?
Beyond Vape has always been self-funded. The partners have other successful portfolio companies that have provided the capital needed for growth.

What did you do to achieve this rate of growth?
Our team members are hard-working, passionate, and intelligent people who share a goal of promoting an alternative to smoking cigarettes. On top of our in-house team, we also built strong relationships with other leaders in the industry.

Who were your key advisers in the process?
Our key advisers are our customers and vape community leaders. Beyond Vape products can be found on YouTube, reviewed by well-known vape experts. We take feedback very seriously and strive to constantly improve our processes and products.

How did you manage the growing workload?
Beyond Vape started out as a subsidiary of a larger portfolio company, with shared office employees and resources. More importantly, by using Beyond Vape products my father has not only quit smoking cigarettes but even stopped vaping.

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Emerging growth company

We understand that one size doesn’t fit all. Each emerging growth company has its unique needs and issues at different stages of growth. Therefore, as your company grows, we make the necessary changes to grow with you. Our approach to client service focuses on the challenges of high-growth entities and demonstrates our commitment to serving the needs of the venture community.

Please reach out to Deloitte’s Emerging Growth Company (EGC) practice to learn more.

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Responses from President and Chief Operating Officer Jim Mizes

What has changed since last year when Blaze ranked as the fastest growing company in Los Angeles?
We continue to accelerate our growth, opening 75 restaurants on a base of 105 this year. We continue to evolve the brand in terms of design, marketing, new products, and cultivating fanatics, our mission. Best of all, we are more excited about our brand and passionate about creating the next impactful lifestyle brand.

How has your company evolved since it was founded?
From day one it was our goal to be an inclusive company and brand that celebrates individuality. We continue to build on this vision by reinforcing it with design, marketing, and new products, with the goal of cultivating fanatics. To keep pace with our national growth, we have placed a deeper focus on teamwork and accountability, ensuring a consistent brand standard and experience whether guests are visiting one of our more than 50 plus California locations or one of our restaurants in Chicago, New York, Dallas, or Boston.

What did you do to achieve this rate of growth?
From the beginning, we believed we could grow to 1,000 and more restaurants. We partnered with multi-unit and multibrand franchisees, built relationships with best-in-class suppliers, developed innovative and effective training and operating systems, and invested in people to support the brand and our partners.

How has the company been funded?
We have a small group of investors who believed in the brand from day one. Today we are net-income and cash-flow positive.

Still Delivering With Pizza Chain: Jim Mizes, left, co-owners Rick and Elise Wetzel, and Brad Kent, at the Pasadena flagship location of Blaze Fast-Fire’d Pizza in 2015.

How have you managed expectations going forward?
Expectations are relatively easy to manage. Underpromise and overdeliver!

Is there anything you would have done differently?
No. We are enjoying the journey – our last guiding principle.

How has your location in the L.A. area played into your company’s growth?
Pasadena and L.A. provide a wonderful pool of talent, inspiration for design, culinary leadership, and a wonderful place to live.
We extend our warmest congratulations to all the nominees and winners on their outstanding achievements.

Chase is committed to helping middle market companies across the greater Los Angeles region achieve their goals. Just like you, your dedicated banker is a part of this community and understands the unique needs of the businesses that operate here.

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Responses from Chief Executive Vic Belonogoff

How has your company evolved since it was founded?

One of the most profound changes to the company can be traced back to 2013 when our news vertical, Opposing Views, was covering the government shutdown. Up until that point, we had been largely focused on more traditional article-style content and search engine optimization, but with the massive wave of reactions to the shutdown happening on social media, we decided to ask our audience to weigh in on the Opposing Views Facebook page. This resulted in people sharing and commenting on our content at a much higher rate than we’d ever seen.

How has the company been funded?

Render Media has been funded by angel investors. We’ve never done an institutional round of funding. This has forced us to be smart about where we choose to grow the company and how we spend our money and it’s helped us be creative.

What did you do to achieve this rate of growth?

We have primarily focused on social and creating really engaging content that audiences don’t just scroll past on their feeds. We want to connect with the people who interact with our content.

Who were your key advisers in the process?

Gil Elbaz, brother of Render co-founder Eytan Elbaz and chief executive of Factual, has been and remains one of our key advisers and mentors. He has always urged us to think of the big picture and how we can keep pushing ourselves.

How did you manage the growing workload?

People are what give a company character and propel it to success, so we’ve been very focused on adding key people to the team as we grow. Because our funding has been so limited, we’ve been very methodical about adding people, but as we’ve continued to grow, our staff has expanded from five employees in 2011 to 38 full-time employees today.

What were the biggest obstacles hindering your growth and how did you overcome them?

One of the things I would have done differently would be to streamline focus in terms of our properties. Building memorable digital brands is not an easy task. You have to work with massive amounts of data to determine the type of content that your audience will like, but you also have to operate on an emotional level to determine what they will really connect with and want to share with their friends and families.

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How has your location in the L.A. area played into your company’s growth?

I met my co-founder Eytan at UCLA where we were college roommates and played in a band together. Almost a third of our employees started as interns when they were students at a Los Angeles-based university. I think our company has succeeded in Los Angeles because we have an amazing talent pool here. Los Angeles is home to some of the top universities in the world. It’s also a mecca for creative people focused on the more artistic side of business, such as video editing and production.

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Organic By Nature / Purium Health Products would like to thank our employees, distributors and customers.

For the second year in a row we made the Los Angeles Business Journal’s list of the top 100 Fastest Growing Private Companies.

We have a long-standing commitment to providing the world with whole foods that date back to 1992.

We are spending more time consuming social and digital content as time goes on, so we will continue to evolve with the ever-changing trends in this space and we are well-positioned to do so.

How will you manage expectations going forward?

We have to respond to what the data is telling us, and sometimes that means making difficult decisions like putting a property we’ve worked tirelessly to build on the back burner.

Is there anything you would have done differently?

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818.225.7181
Responses from Chief Executive Anson Sowby

How has your company evolved since it was founded?
We started the company myopically focused on doing one thing extremely well. We were all about television and digital commercials, and all in entertainment. Clients asked for more and we slowly built teams that could handle social media, digital development, out-of-home and retail design, and pushed into toys, alcohol, video games, and educational products.

How has the company been funded?
Credit cards and great clients. Plain and simple. We were extremely fortunate to work with incredible brands during our first 24 months in business and those brands allowed us to quickly hire and grow. I sold my condo to fund some very senior hires.

What did you do to achieve this rate of growth?
(Co-founder Philip Khosid and I) hired a lot of people way smarter than the two of us. We would be nothing without the incredible and diverse group of men and women that work with us, and we’re constantly blown away by what they can do.

Who were your key advisers in the process?
Our incredible wives not only supported us but have continued to be key advisers in their own way. Additionally, we brought on key L.A. business leaders like Tom Benthall, founder of Kelton Global, and became a part of organizations like Young Presidents Organization.

How did you manage the growing workload?
We’ve been very lucky to attract an incredible senior team of marketing veterans to join us from major L.A. ad agencies and Southern California brands. That’s really been the key as I often joke that we’re the oldest young agency out there; many of our core team have 20-plus years of experience. We quadrupled our office space in our second year.

What were the biggest obstacles hindering your growth and how did you overcome them?
We put a lot of effort into marketing ourselves, which has attracted a lot of big brands. But big brands don’t always want to work with young companies. It’s required us yelling and screaming about the massive brands that have chosen us.

Is there still room to grow in your current market or will you seek to expand into new areas?
As we’ve grown from being first focused on video creative to now being full-service creative, we’ll continue to deliberately go after the brands that are the right fit for us.

How do you manage expectations going forward?
It’s hard enough to start a company from scratch so we set out to simply only work with clients that we gelled with and brands that we like.

Is there anything you would have done differently?
I often feel that I made every nearly mistake possible with my first company before successfully exiting via a sale. This time around I’ve grown some perspective as evidenced by the gray hairs in my beard. Many of the decisions this time around have been aided by the dumb, or should I say necessary, decisions that I made the first go-around.

How has your location in the L.A. area played into your company’s growth?
Being based in the heart of a rapidly changing and improving Hollywood is a huge part of our success. With over 20 new hotel projects being built in Hollywood, as well as major corporate offices for brands such as Netflix, Viacom, and BuzzFeed, this is the perfect location for us. It’s literally a crossroads of worldwide business and culture.
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How has your company evolved since it was founded? We started as a group of engineers and began door-knocking homes to share the benefits of solar. After a couple jobs, we had a handful of satisfied homeowners who were referring their friends and family. Soon, three jobs turned into 10 and 50 jobs turned into 30 and the momentum continued ever since.

What did you do to achieve this rate of growth? Key to our growth was and continues to be customer service. Every customer is treated with great attention and care.

How did you manage the growing workload? We developed the best training program available so that our sales reps can provide the best consultation and customer experience. We also streamlined the operations process, built strong relationships with the city and county to speed up projects, and established our own quality control.

What were the biggest obstacles hindering your growth and how did you overcome them? Competition is always an obstacle. We were assessing how our main competitors were performing in the market, and we’d make adjustments in our marketing and sales efforts to compete and generate business whether it was adding more value, lowering cost, or planning a strategic marketing campaign.

Is there still room to grow in your current market or will you seek to expand into new areas? Absolutely. We’re more than just about solar. How did you manage the growth and how did you over- come them? Competition is always an obstacle. We were assessing how our main competitors were performing in the market, and we’d make adjustments in our marketing and sales efforts to compete and generate business whether it was adding more value, lowering cost, or planning a strategic marketing campaign.

What sets it apart from most of the 75 active contractors working in the program in SCE’s territory is its approach of keeping the program at the center of their business model, according to David Cohen, manager of programs and partnerships for the Center for Sustainable Energy, a San Diego nonprofit that manages the marketing and outreach for the statewide program.

What has your company accomplished recently? We developed the best training program available so that our sales reps can provide the best consultation and customer experience. We also streamlined the operations process, built strong relationships with the city and county to speed up projects, and established our own quality control.

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Is there still room to grow in your current market or will you seek to expand into new areas? Absolutely. We’re more than just about solar. How did you manage the growing workload? We developed the best training program available so that our sales reps can provide the best consultation and customer experience. We also streamlined the operations process, built strong relationships with the city and county to speed up projects, and established our own quality control.
Where big ideas take off

El Segundo is home to 4 of the top 100 fastest growing businesses in the Los Angeles area.

In El Segundo, we make it our business to help yours. With lower tax rates, a highly-skilled workforce, and over $1 billion in active and planned development, we have what your company needs to thrive! El Segundo is the smart choice for your business.

Make the move today! For more information or to schedule a tour, please contact:
Barbara Voss, Economic Development Manager
310-524-2389 • ElSegundoBusiness.com

CONGRATULATIONS TO THESE EL SEGUNDO BUSINESSES:

- NATIVO
- KPG Healthcare
- TechStyle Fashion Group
- 24Hr HomeCare
# FASTEST GROWING PRIVATE COMPANIES

L.A. County-based, ranked by 2013-2015 revenue growth

## THE LIST

### THE PACESETTER: Berkley.

- Berkley: L.A. County-based; ranked by 2013-2015 revenue growth
- Berkley: The Carson company reported a 9.441% increase in revenue from 2013 to 2015. Berkley, named after its owners, operates two divisions—one that designs product packaging and manufactures displays, and another that works with brands and manufacturers to sell products into mass retailers.

### AGENCY: Next Week

- Oxford Road: opened a second office in San Francisco this year to work with tech companies.

### SUBSCRIPTION: McIndoes

- McIndoes: began a new subscription model last month with three plans that offer a more customized delivery of underwear.

### SOURCED: TaskUs

- TaskUs: opened a San Antonio office in July near the thriving Pearl District to offer an onshore outsourcing option to accompany its five offices in the Philippines and operations in Latin America.

## FASTEST GROWING PRIVATE COMPANIES

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company (Ranking in 2015)</th>
<th>Percentage Growth in Revenue 2013-2015</th>
<th>Revenue in $Millions</th>
<th>Employees</th>
<th>Description</th>
<th>Top Executive</th>
<th>Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Berkley</td>
<td>9.441%</td>
<td>3.11</td>
<td>13</td>
<td>tech solutions, packaging design and display manufacturing, represents brands and mass retailers in 2013, 2014, and 2015. Data monetization for major media companies, full stack mobile advertising platform</td>
<td>Eric S. Berkley</td>
<td>CEO: (310) 900-1772</td>
</tr>
<tr>
<td>2</td>
<td>Mobile Majority</td>
<td>4.588</td>
<td>5.5</td>
<td>42</td>
<td>develops, finances, and operates solar photovoltaic projects for utilities, municipalities, and corporations</td>
<td>Bob Enrich</td>
<td>CEO: (800) 882-5216</td>
</tr>
<tr>
<td>3</td>
<td>Counsol Energy</td>
<td>4.316</td>
<td>3.0</td>
<td>12</td>
<td>another that works with tech companies</td>
<td>Ed Feo, President</td>
<td>CEO: (855) 267-6623</td>
</tr>
<tr>
<td>4</td>
<td>Netcrate</td>
<td>2.983</td>
<td>16.0</td>
<td>250</td>
<td>monthly themed mystery crates</td>
<td>Davis</td>
<td>CEO: (323) 563-9688</td>
</tr>
<tr>
<td>5</td>
<td>Beyond Vape</td>
<td>2.848</td>
<td>16.5</td>
<td>26</td>
<td>manages and sells products and services to companies in the Philippines and in the U.S.</td>
<td>Michael Chen</td>
<td>CEO: (651) 588-8888</td>
</tr>
<tr>
<td>6</td>
<td>Blazo Fast-Fire'd Pizza (1)</td>
<td>1.729</td>
<td>100.2</td>
<td>75</td>
<td>fast-casual build-your-own artisanal pizza restaurants</td>
<td>Jim More</td>
<td>CEO: (626) 584-5880</td>
</tr>
<tr>
<td>7</td>
<td>Tender Media Inc.</td>
<td>1.447</td>
<td>7.6</td>
<td>30</td>
<td>digital publisher</td>
<td>Vic Belengoff</td>
<td>CEO: (510) 714-5300</td>
</tr>
<tr>
<td>8</td>
<td>Battery</td>
<td>1.290</td>
<td>6.3</td>
<td>6</td>
<td>advertising agency</td>
<td>Ariel Plot</td>
<td>CEO: (310) 487-7267</td>
</tr>
<tr>
<td>9</td>
<td>LA Solar Group</td>
<td>1.233</td>
<td>12.0</td>
<td>58</td>
<td>solar installer</td>
<td>Ari Plotz</td>
<td>CEO: (651) 552-7632</td>
</tr>
<tr>
<td>10</td>
<td>McFront Inc.</td>
<td>1.228</td>
<td>6.5</td>
<td>84</td>
<td>home energy efficiency contractor</td>
<td>Ryan L. May</td>
<td>CEO: (822) 599-2400</td>
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<td>11</td>
<td>Groomspire</td>
<td>1.086</td>
<td>7.0</td>
<td>125</td>
<td>e-commerce</td>
<td>Alexander Zhuk</td>
<td>CEO: (310) 407-9710</td>
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<td>12</td>
<td>Ysranbay</td>
<td>0.950</td>
<td>21.0</td>
<td>200</td>
<td>advertising technology platform for brand marketers and publishers to scale, automate, and measure native ads</td>
<td>Justin Choi</td>
<td>CEO: (312) 961-4233</td>
</tr>
<tr>
<td>13</td>
<td>Native Inc.</td>
<td>0.900</td>
<td>3.0</td>
<td>90</td>
<td>advertising technology platform for brand marketers and publishers to scale, automate, and measure native ads</td>
<td>Frank C. Leal, Stich</td>
<td>CEO: (888) 552-6779</td>
</tr>
<tr>
<td>14</td>
<td>OnProof Solutions</td>
<td>0.880</td>
<td>15.1</td>
<td>74</td>
<td>consulting and technology innovation firm</td>
<td>Jaspar Weir</td>
<td>CEO: (800) 882-5216</td>
</tr>
<tr>
<td>15</td>
<td>Skysky Toys</td>
<td>0.877</td>
<td>115.0</td>
<td>52</td>
<td>drones and tech toys</td>
<td>Alex Sloy</td>
<td>CEO: (602) 862-9680</td>
</tr>
<tr>
<td>16</td>
<td>USA Link System</td>
<td>0.767</td>
<td>6.5</td>
<td>15</td>
<td>information technology and marketing</td>
<td>John Ardell, CEO</td>
<td>CEO: (310) 452-5646</td>
</tr>
<tr>
<td>17</td>
<td>MobileHQ</td>
<td>0.767</td>
<td>16.4</td>
<td>46</td>
<td>apparel manufacturer and retailer of mobile apps and accessories</td>
<td>Bryan Lalezarian</td>
<td>CEO: (800) 882-5216</td>
</tr>
<tr>
<td>18</td>
<td>Stability Healthcare Inc.</td>
<td>0.755</td>
<td>9.0</td>
<td>85</td>
<td>travel nursing and travel nurse staffing agency</td>
<td>Jason Casani</td>
<td>CEO: (480) 778-1975</td>
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<tr>
<td>19</td>
<td>TaskUs (23)</td>
<td>0.752</td>
<td>53.7</td>
<td>34</td>
<td>customer support outsourcing for fast-growing internet companies from contact centers in the Philippines</td>
<td>Bryan Maddock</td>
<td>CEO: (800) 882-5216</td>
</tr>
</tbody>
</table>

### NEXT WEEK

- The Largest Apparel Companies in L.A. County

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**Note:** Due to the right of privately held companies to withdraw information, the Business Journal makes no pretense of this being a complete list. Information on this list was not be reprinted in whole or in part without prior written permission from the editor.

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**Blaze Fast-Fire’d Pizza:**
- 2015 - 7.5%
- 2014 - 7.0%
- 2013 - 9.7%

**LAMIGG**
- 2015 - 10.7%
- 2014 - 7.3%
- 2013 - 7.3%

**BeyoNd Vape**
- 2015 - 16.3%
- 2014 - 7.3%
- 2013 - 0.5%

**Majority**
- 2015 - 10.6%
- 2014 - 7.3%
- 2013 - 1.1%

**ReNder Media Inc.**
- 2015 - 10.0%
- 2014 - 7.3%
- 2013 - 1.1%

**GoBerkley.com**
- 2015 - 10.0%
- 2014 - 7.3%
- 2013 - 1.1%

**Baldwin Park 91706**
- 2015 - 7.5%
- 2014 - 7.3%
- 2013 - 1.1%

---

**The Largest Apparel Companies in L.A. County**

- **Title**
- **Top Executive**
- **Phone**
- **Address**
- **Website**

---

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- 2014 - 7.3%
- 2013 - 1.1%

**Baldwin Park 91706**
- 2015 - 7.5%
- 2014 - 7.3%
- 2013 - 1.1%
Raise Your Expectations.

Experience a higher level of cash management with the leading bank for business.*

Your business is growing, but so is the complexity. At your stage of growth, you need a financial partner who can help you streamline your systems and maximize your opportunities.

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When your business grows, your expectations should, too.
### Fastest Growing Private Companies

**Note:** The list includes the names, addresses, and websites of the top 50 fastest-growing private companies in Los Angeles County for 2015. Companies are ranked by their percentage growth in revenue from 2013 to 2015. Revenue figures have been rounded.

<table>
<thead>
<tr>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Invision Communications Group (9)</td>
<td>536%</td>
<td>$19.8 million</td>
<td>$31.8 million</td>
<td>$61.9 million</td>
<td>14</td>
<td>26</td>
<td>36</td>
<td>advertising and public relations</td>
</tr>
<tr>
<td>2</td>
<td>Ericsson Mobility Solutions, Inc. (1)</td>
<td>511%</td>
<td>$23.0 million</td>
<td>$37.0 million</td>
<td>$62.0 million</td>
<td>30</td>
<td>52</td>
<td>88</td>
<td>mobile and software solutions</td>
</tr>
<tr>
<td>3</td>
<td>Loma Banya, LLC (16)</td>
<td>490%</td>
<td>$2.2 million</td>
<td>$4.0 million</td>
<td>$8.0 million</td>
<td>10</td>
<td>15</td>
<td>25</td>
<td>real estate and construction materials</td>
</tr>
<tr>
<td>4</td>
<td>Radius, Inc. (21)</td>
<td>463%</td>
<td>$2.1 million</td>
<td>$3.8 million</td>
<td>$7.0 million</td>
<td>6</td>
<td>10</td>
<td>18</td>
<td>healthcare technology and services</td>
</tr>
<tr>
<td>5</td>
<td>601 Videocon, Inc. (15)</td>
<td>456%</td>
<td>$2.6 million</td>
<td>$3.5 million</td>
<td>$6.0 million</td>
<td>7</td>
<td>10</td>
<td>16</td>
<td>consumer electronics and software</td>
</tr>
<tr>
<td>6</td>
<td>Mobile Assist, Inc. (6)</td>
<td>450%</td>
<td>$5.5 million</td>
<td>$9.2 million</td>
<td>$17.0 million</td>
<td>20</td>
<td>30</td>
<td>50</td>
<td>managed IT services and solutions</td>
</tr>
<tr>
<td>7</td>
<td>Mobile Choice Communications (3)</td>
<td>427%</td>
<td>$12.4 million</td>
<td>$20.0 million</td>
<td>$33.0 million</td>
<td>100</td>
<td>150</td>
<td>250</td>
<td>mobile network services</td>
</tr>
<tr>
<td>8</td>
<td>TrueCar, Inc. (49)</td>
<td>425%</td>
<td>$6.2 million</td>
<td>$11.8 million</td>
<td>$24.0 million</td>
<td>150</td>
<td>260</td>
<td>410</td>
<td>automotive solutions and services</td>
</tr>
<tr>
<td>9</td>
<td>1-Click Software, Inc. (30)</td>
<td>422%</td>
<td>$9.8 million</td>
<td>$17.0 million</td>
<td>$33.0 million</td>
<td>20</td>
<td>30</td>
<td>50</td>
<td>software and services</td>
</tr>
<tr>
<td>10</td>
<td>Next Wave Wireless (13)</td>
<td>421%</td>
<td>$10.0 million</td>
<td>$18.2 million</td>
<td>$36.0 million</td>
<td>10</td>
<td>15</td>
<td>25</td>
<td>mobile wireless services</td>
</tr>
<tr>
<td>11</td>
<td>Media Taylor (31)</td>
<td>420%</td>
<td>$11.0 million</td>
<td>$19.0 million</td>
<td>$37.0 million</td>
<td>20</td>
<td>30</td>
<td>50</td>
<td>software and services</td>
</tr>
<tr>
<td>12</td>
<td>0212 Technologies, Inc. (5)</td>
<td>418%</td>
<td>$3.6 million</td>
<td>$6.0 million</td>
<td>$12.0 million</td>
<td>10</td>
<td>15</td>
<td>25</td>
<td>software and services</td>
</tr>
<tr>
<td>13</td>
<td>KPN Healthcare (56)</td>
<td>416%</td>
<td>$1.0 million</td>
<td>$1.6 million</td>
<td>$2.5 million</td>
<td>10</td>
<td>15</td>
<td>25</td>
<td>healthcare technology and services</td>
</tr>
<tr>
<td>14</td>
<td>Polycom, Inc. (8)</td>
<td>415%</td>
<td>$8.4 million</td>
<td>$14.0 million</td>
<td>$26.0 million</td>
<td>100</td>
<td>150</td>
<td>250</td>
<td>communications and services</td>
</tr>
<tr>
<td>15</td>
<td>EnerNoc, Inc. (28)</td>
<td>414%</td>
<td>$4.8 million</td>
<td>$8.0 million</td>
<td>$15.0 million</td>
<td>20</td>
<td>30</td>
<td>50</td>
<td>software and services</td>
</tr>
<tr>
<td>16</td>
<td>Route1, Inc. (18)</td>
<td>412%</td>
<td>$6.0 million</td>
<td>$9.6 million</td>
<td>$17.0 million</td>
<td>20</td>
<td>30</td>
<td>50</td>
<td>software and services</td>
</tr>
<tr>
<td>17</td>
<td>Seeq Corporation (61)</td>
<td>411%</td>
<td>$1.3 million</td>
<td>$2.0 million</td>
<td>$3.6 million</td>
<td>10</td>
<td>15</td>
<td>25</td>
<td>software and services</td>
</tr>
<tr>
<td>18</td>
<td>Mobile Jerk, Inc. (36)</td>
<td>410%</td>
<td>$1.2 million</td>
<td>$2.0 million</td>
<td>$3.5 million</td>
<td>10</td>
<td>15</td>
<td>25</td>
<td>software and services</td>
</tr>
<tr>
<td>19</td>
<td>Excerion Corporation (29)</td>
<td>409%</td>
<td>$3.5 million</td>
<td>$5.0 million</td>
<td>$8.0 million</td>
<td>20</td>
<td>30</td>
<td>50</td>
<td>software and services</td>
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<td>20</td>
<td>TrueX Solutions (22)</td>
<td>408%</td>
<td>$2.3 million</td>
<td>$3.5 million</td>
<td>$5.7 million</td>
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<td>15</td>
<td>25</td>
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<tr>
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<td>Windfall Ventures, Inc. (51)</td>
<td>407%</td>
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<td>30</td>
<td>50</td>
<td>software and services</td>
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<tr>
<td>22</td>
<td>1-Page Media, Ltd. (17)</td>
<td>406%</td>
<td>$23.0 million</td>
<td>$36.0 million</td>
<td>$60.0 million</td>
<td>100</td>
<td>150</td>
<td>250</td>
<td>software and services</td>
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<td>23</td>
<td>591, Inc. (26)</td>
<td>405%</td>
<td>$2.0 million</td>
<td>$3.2 million</td>
<td>$5.2 million</td>
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<td>15</td>
<td>25</td>
<td>software and services</td>
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<tr>
<td>24</td>
<td>Wisp.com, Inc. (33)</td>
<td>404%</td>
<td>$1.4 million</td>
<td>$2.6 million</td>
<td>$4.7 million</td>
<td>10</td>
<td>15</td>
<td>25</td>
<td>software and services</td>
</tr>
<tr>
<td>25</td>
<td>Mobile Devotee, Inc. (24)</td>
<td>403%</td>
<td>$5.6 million</td>
<td>$9.0 million</td>
<td>$17.0 million</td>
<td>20</td>
<td>30</td>
<td>50</td>
<td>software and services</td>
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<tr>
<td>26</td>
<td>Mobile Health Revolution, Inc. (20)</td>
<td>402%</td>
<td>$1.5 million</td>
<td>$2.4 million</td>
<td>$4.3 million</td>
<td>10</td>
<td>15</td>
<td>25</td>
<td>software and services</td>
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<tr>
<td>27</td>
<td>Mobile Triage, Inc. (43)</td>
<td>401%</td>
<td>$1.0 million</td>
<td>$1.6 million</td>
<td>$3.2 million</td>
<td>10</td>
<td>15</td>
<td>25</td>
<td>software and services</td>
</tr>
<tr>
<td>28</td>
<td>Mobile You, LLC (27)</td>
<td>400%</td>
<td>$1.6 million</td>
<td>$2.5 million</td>
<td>$4.8 million</td>
<td>10</td>
<td>15</td>
<td>25</td>
<td>software and services</td>
</tr>
<tr>
<td>29</td>
<td>Mobile Health Revolution, Inc. (20)</td>
<td>399%</td>
<td>$1.5 million</td>
<td>$2.4 million</td>
<td>$4.3 million</td>
<td>10</td>
<td>15</td>
<td>25</td>
<td>software and services</td>
</tr>
<tr>
<td>30</td>
<td>Mobile Person, Inc. (28)</td>
<td>398%</td>
<td>$2.3 million</td>
<td>$3.5 million</td>
<td>$6.0 million</td>
<td>20</td>
<td>30</td>
<td>50</td>
<td>software and services</td>
</tr>
<tr>
<td>31</td>
<td>Mobile Media, Inc. (39)</td>
<td>397%</td>
<td>$1.0 million</td>
<td>$1.6 million</td>
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<td>10</td>
<td>15</td>
<td>25</td>
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<td>25</td>
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<tr>
<td>34</td>
<td>Mobile Health Revolution, Inc. (20)</td>
<td>394%</td>
<td>$1.5 million</td>
<td>$2.4 million</td>
<td>$4.3 million</td>
<td>10</td>
<td>15</td>
<td>25</td>
<td>software and services</td>
</tr>
<tr>
<td>35</td>
<td>Mobile Person, Inc. (28)</td>
<td>393%</td>
<td>$2.3 million</td>
<td>$3.5 million</td>
<td>$6.0 million</td>
<td>20</td>
<td>30</td>
<td>50</td>
<td>software and services</td>
</tr>
<tr>
<td>36</td>
<td>Mobile Triage, Inc. (43)</td>
<td>392%</td>
<td>$1.5 million</td>
<td>$2.4 million</td>
<td>$4.3 million</td>
<td>10</td>
<td>15</td>
<td>25</td>
<td>software and services</td>
</tr>
<tr>
<td>37</td>
<td>Mobile You, LLC (27)</td>
<td>391%</td>
<td>$1.6 million</td>
<td>$2.5 million</td>
<td>$4.8 million</td>
<td>10</td>
<td>15</td>
<td>25</td>
<td>software and services</td>
</tr>
<tr>
<td>38</td>
<td>Mobile Health Revolution, Inc. (20)</td>
<td>390%</td>
<td>$1.5 million</td>
<td>$2.4 million</td>
<td>$4.3 million</td>
<td>10</td>
<td>15</td>
<td>25</td>
<td>software and services</td>
</tr>
<tr>
<td>39</td>
<td>Mobile Person, Inc. (28)</td>
<td>389%</td>
<td>$2.3 million</td>
<td>$3.5 million</td>
<td>$6.0 million</td>
<td>20</td>
<td>30</td>
<td>50</td>
<td>software and services</td>
</tr>
<tr>
<td>40</td>
<td>Mobile Triage, Inc. (43)</td>
<td>388%</td>
<td>$1.5 million</td>
<td>$2.4 million</td>
<td>$4.3 million</td>
<td>10</td>
<td>15</td>
<td>25</td>
<td>software and services</td>
</tr>
</tbody>
</table>

**Source:** Business Journal research

**Note:** Some data and private equity firms were excluded because they do not report revenue in a conventional manner.

**To the best of our knowledge, this information is accurate as of now. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and errors cannot be entirely prevented. Please verify any information or quotes before publishing.**

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Nourmand & Associates

CONGRATULATES

ROCHELLE ATLAS MAIZE
& PATE STEVENS

FOR THE CLOSING OF
611 NORTH HILLCREST ROAD IN BEVERLY HILLS

LISTED AND CLOSED IN 10 DAYS
$600,000 OVER ASKING PRICE

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CONSULTATION ON YOUR PROPERTY

Rochelle Atlas Maize
rochelle@rochellemaize.com
310.968.8828 | bre #01365331
*Represented Buyer

Pate Stevens
patestevensell@aol.com
310.467.7253 | bre #01749421
*Represented Seller
**FASTEST GROWING PRIVATE COMPANIES**

Continued from page 32

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company Name</th>
<th>Percentage Growth in Revenue 2012-2015</th>
<th>Revenue 2015</th>
<th>Employees</th>
<th>Description</th>
<th>Profile</th>
<th>Top Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>41</td>
<td>Organic by Nature Inc.</td>
<td>193%</td>
<td>$51.9 M</td>
<td>95</td>
<td>manufacturer and distributor of wholefood supplements</td>
<td>1/4</td>
<td>David Sandretto, CEO</td>
</tr>
<tr>
<td>42</td>
<td>HBO Technologies Inc.</td>
<td>188</td>
<td>$52.1 RA</td>
<td>N/A</td>
<td>mission-critical technology solutions such as IT consulting, development</td>
<td>1/1</td>
<td>Bala Murugan, CEO</td>
</tr>
<tr>
<td>43</td>
<td>Scorpion</td>
<td>181</td>
<td>$73.3 311</td>
<td>28</td>
<td>internet marketing company</td>
<td>1/2</td>
<td>Rustin Kretz, CEO</td>
</tr>
<tr>
<td>44</td>
<td>Tongal</td>
<td>163</td>
<td>$22.2 33</td>
<td>8.4</td>
<td>studio on-demand</td>
<td>1/3</td>
<td>Robert Sarkos, CEO</td>
</tr>
<tr>
<td>45</td>
<td>ARDY Imports</td>
<td>158</td>
<td>$17.1 30</td>
<td>10.7</td>
<td>manufactuer of home</td>
<td>3/4</td>
<td>Michael Huang, CEO</td>
</tr>
<tr>
<td>46</td>
<td>eSalon.com</td>
<td>156</td>
<td>$17.9 104</td>
<td>17.0</td>
<td>beauty brand offering custom, made-to-order hair color and complimentary hair care products for at-home use</td>
<td>1/2</td>
<td>Francisco Gimenez, CEO</td>
</tr>
<tr>
<td>47</td>
<td>LiveFinTech (21)</td>
<td>152</td>
<td>$73.0 76</td>
<td>54.0</td>
<td>technology company that applies machine learning and data science to make more accurate credit decisions</td>
<td>1/2</td>
<td>Douglas Merrill, CEO</td>
</tr>
<tr>
<td>48</td>
<td>USTdev (77)</td>
<td>150</td>
<td>$18.0 RA</td>
<td>N/A</td>
<td>certified payment processing for transactions</td>
<td>1/2</td>
<td>Ben Greentree, CEO</td>
</tr>
<tr>
<td>49</td>
<td>Impres Technology Solutions Inc.</td>
<td>144</td>
<td>$98.1 21</td>
<td>74.8</td>
<td>IT reseller and professional services focused on cyber-security</td>
<td>1/1</td>
<td>Richard Fa, CEO</td>
</tr>
<tr>
<td>50</td>
<td>Broadvoice</td>
<td>142</td>
<td>$41.7 RA</td>
<td>N/A</td>
<td>business and residential telecommunications providing voice and high-speed data</td>
<td>1/1</td>
<td>Jim Murphy, CEO</td>
</tr>
<tr>
<td>51</td>
<td>Made Rosenberg Inc.</td>
<td>140</td>
<td>$12.0 RA</td>
<td>N/A</td>
<td>corporate entertainment, sporting and social events</td>
<td>1/2</td>
<td>Mark Tung, CEO</td>
</tr>
<tr>
<td>52</td>
<td>Bazill Inc.</td>
<td>129</td>
<td>$15.9 RA</td>
<td>N/A</td>
<td>online retailer of sporting goods (skiing and home recreational products)</td>
<td>1/2</td>
<td>Jason R. Boyce, CEO</td>
</tr>
<tr>
<td>53</td>
<td>BlackLine (72)</td>
<td>129</td>
<td>$8.3 RA</td>
<td>N/A</td>
<td>cloud-based finance controls and automation software for mid-size to large enterprises</td>
<td>1/2</td>
<td>Theresa Tucker, CEO</td>
</tr>
<tr>
<td>54</td>
<td>Episource (91)</td>
<td>128</td>
<td>$31.0 RA</td>
<td>N/A</td>
<td>risk adjustment services and solutions for health care payers</td>
<td>1/2</td>
<td>Sridhar Reddy, CEO</td>
</tr>
<tr>
<td>55</td>
<td>Merrill Bierer Rame (48)</td>
<td>128</td>
<td>$28.9 RA</td>
<td>129</td>
<td>home staging, luxury furniture leasing, interior design and event interiors</td>
<td>1/1</td>
<td>Meridith Baer, CEO</td>
</tr>
<tr>
<td>56</td>
<td>City Constructors Inc. (24)</td>
<td>123</td>
<td>$28.6 RA</td>
<td>12.9</td>
<td>general contractor</td>
<td>1/1</td>
<td>Bryant Reaume, President</td>
</tr>
<tr>
<td>57</td>
<td>Bespoke Staffing (72)</td>
<td>121</td>
<td>$17.7 RA</td>
<td>N/A</td>
<td>staffing firm</td>
<td>1/1</td>
<td>Vivian Rutherford, President</td>
</tr>
<tr>
<td>58</td>
<td>Everything 2 thing (43)</td>
<td>119</td>
<td>$9.8 RA</td>
<td>14</td>
<td>events, corporate promotions and creative services</td>
<td>1/2</td>
<td>Ashley Wyatt, President</td>
</tr>
<tr>
<td>59</td>
<td>Cashflow Ice Cream (51)</td>
<td>117</td>
<td>$6.5 RA</td>
<td>N/A</td>
<td>ice cream manufacturer and retailer</td>
<td>1/2</td>
<td>Natasha J. Case, CEO</td>
</tr>
<tr>
<td>60</td>
<td>Danny Wiener Presents</td>
<td>112</td>
<td>$40.7 RA</td>
<td>21</td>
<td>producer of destination rock music festivals</td>
<td>1/2</td>
<td>Danny Hayes, CEO</td>
</tr>
</tbody>
</table>

PUBLIC: Blackline had an initial public offering on Oct. 28.

MUSIC: Danny Wiener Presents is a producer of destination rock music festivals. It produced 12 festivals in 11 different cities this year, selling more than 700,000 tickets in total.

Once Again

The 150 fastest growing companies by number of consecutive years listed.

1 year 47
2 years 28
3 years 13
4 years 2
5 years 0
6 years 0
7 years 0
8 years 0
9 years 0
10 years 1

Source: Business Journal research
# FASTEST GROWING PRIVATE COMPANIES

## Period during which the 100 fastest

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company (Ranking in 2015)</th>
<th>Percentage Growth in Revenue</th>
<th>Revenue 2015</th>
<th>Employees 2015</th>
<th>Description</th>
<th>Profile</th>
<th>Top Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>61</td>
<td>Digital Room</td>
<td>110%</td>
<td>$119.3</td>
<td>248</td>
<td>stand-alone online printer with a multi-brand portfolio of websites</td>
<td>Adam S. Berger</td>
<td>3/6</td>
</tr>
<tr>
<td>62</td>
<td>DTC Group (66)</td>
<td>109%</td>
<td>$98.9</td>
<td>564</td>
<td>NA</td>
<td>(310) 575-4440</td>
<td></td>
</tr>
<tr>
<td>63</td>
<td>Techtyle Fashion Group (26)</td>
<td>106%</td>
<td>$506.0</td>
<td>420</td>
<td>platform to test launch and scale global fashion brands</td>
<td>2010</td>
<td></td>
</tr>
<tr>
<td>64</td>
<td>Piicor International (62)</td>
<td>105%</td>
<td>$358.0</td>
<td>114</td>
<td>NA</td>
<td>(818) 888-9699</td>
<td></td>
</tr>
<tr>
<td>65</td>
<td>Quality Material Handling Inc.</td>
<td>105%</td>
<td>$96.9</td>
<td>34</td>
<td>distributor and manufacturer of warehouse equipment</td>
<td>1991</td>
<td></td>
</tr>
<tr>
<td>66</td>
<td>Open! (81)</td>
<td>91%</td>
<td>$140.0</td>
<td>103</td>
<td>digital and mobile advertising technology</td>
<td>2008</td>
<td></td>
</tr>
<tr>
<td>67</td>
<td>Kabafusion</td>
<td>86%</td>
<td>$101.0</td>
<td>50</td>
<td>specialty pharmacy</td>
<td>2010</td>
<td></td>
</tr>
<tr>
<td>68</td>
<td>DNA Search Inc.</td>
<td>82%</td>
<td>$479.0</td>
<td>45</td>
<td>search engine using proprietary technology to organize public information</td>
<td>2006</td>
<td></td>
</tr>
<tr>
<td>69</td>
<td>Spokes (46)</td>
<td>76%</td>
<td>$200.0</td>
<td>130</td>
<td>NA</td>
<td>(818) 966-6300</td>
<td></td>
</tr>
<tr>
<td>70</td>
<td>Stability Technology Partners</td>
<td>76%</td>
<td>$200.0</td>
<td>200</td>
<td>information technology staffing</td>
<td>2011</td>
<td></td>
</tr>
<tr>
<td>71</td>
<td>Mendocino Farms (71)</td>
<td>73%</td>
<td>$313.0</td>
<td>166</td>
<td>sandwich market that focuses on unique interpretations of traditional sandwhiches</td>
<td>2000</td>
<td></td>
</tr>
<tr>
<td>72</td>
<td>Ollie Oatmeal (69)</td>
<td>72%</td>
<td>$140.0</td>
<td>130</td>
<td>creative event agency, specializing in rentals and renting</td>
<td>2005</td>
<td></td>
</tr>
<tr>
<td>73</td>
<td>Interactive Education Concepts (96)</td>
<td>72%</td>
<td>$150.0</td>
<td>146</td>
<td>NA</td>
<td>(310) 320-6200</td>
<td></td>
</tr>
<tr>
<td>74</td>
<td>Partner Engineering and Science Inc. (78)</td>
<td>71%</td>
<td>$101.0</td>
<td>150</td>
<td>environmental, engineering and energy consulting and design firm</td>
<td>2007</td>
<td></td>
</tr>
<tr>
<td>75</td>
<td>Mutual Pardoe &amp; Partners Inc. (56)</td>
<td>70%</td>
<td>$150.0</td>
<td>146</td>
<td>real estate brokerage firm</td>
<td>2004</td>
<td></td>
</tr>
<tr>
<td>76</td>
<td>Velcity Vehicle Group</td>
<td>70%</td>
<td>$150.0</td>
<td>150</td>
<td>NA</td>
<td>(310) 683-0940</td>
<td></td>
</tr>
<tr>
<td>77</td>
<td>Tabzone (62)</td>
<td>69%</td>
<td>$120.0</td>
<td>130</td>
<td>online payment service provider</td>
<td>2007</td>
<td></td>
</tr>
<tr>
<td>78</td>
<td>List Labs (27)</td>
<td>68%</td>
<td>$98.0</td>
<td>125</td>
<td>contract manufacturer</td>
<td>2016</td>
<td></td>
</tr>
<tr>
<td>79</td>
<td>Beachbody (50)</td>
<td>67%</td>
<td>$122.1</td>
<td>150</td>
<td>provider of fitness, nutrition and weight-loss solutions</td>
<td>1998</td>
<td></td>
</tr>
</tbody>
</table>

Note: The list is comprised of mostly private companies with information from the Los Angeles Business Journal. The list includes companies that are not headquartered in Los Angeles County, in business as of Jan. 1, 2013 and not be a division or subsidiary of another company. They are also required to have at least $5 million in 2013 revenue. Law firms, banks, and public equity firms were excluded because they do not report revenue in a conventional manner.

## To the best of our knowledge, this information is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company information to the Research Department, Los Angeles Business Journal, 5150 W. Century Blvd., Suite 112, Los Angeles CA 90045. The Los Angeles Business Journal is received by 4:30 p.m. each Friday by the Research Department. Reprints are available from Wight Media (310) 652-9285.
### FASTEST GROWING PRIVATE COMPANIES

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<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>81</td>
<td>Chromo River Technologies (76)</td>
<td>78%</td>
<td>$271.8</td>
<td>$497.0</td>
<td>190</td>
<td>220</td>
<td>expense reporting and invoice automation software</td>
<td>1/7</td>
<td>Alan Rich CEO</td>
</tr>
<tr>
<td>82</td>
<td>Altra Verde Group (9)</td>
<td>76</td>
<td>$50.4</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>residential real estate development company for sale and lease of multifamily rental housing</td>
<td>1/7</td>
<td>Andrew N. Adler Chairman, CEO (310) 298-9500</td>
</tr>
<tr>
<td>83</td>
<td>Sandler Partners (67)</td>
<td>76</td>
<td>$40.2</td>
<td>30</td>
<td>32</td>
<td>32</td>
<td>distributor of connectivity and cloud services</td>
<td>1/1</td>
<td>Alan Sandler Managing Partner (310) 796-1393</td>
</tr>
<tr>
<td>84</td>
<td>AMG &amp; Associates Inc. (46)</td>
<td>76</td>
<td>$38.1</td>
<td>15</td>
<td>26</td>
<td>26</td>
<td>contractor specializing in public and private projects throughout California and the western half of the U.S.</td>
<td>2005</td>
<td>Albert M. Giacominz CEO, President (661) 251-7401</td>
</tr>
<tr>
<td>85</td>
<td>AAA Con.</td>
<td>75</td>
<td>$31.4</td>
<td>100</td>
<td>165</td>
<td>165</td>
<td>facility solutions provider</td>
<td>2009</td>
<td>John Kanino, CEO</td>
</tr>
<tr>
<td>86</td>
<td>Supply Solutions (58)</td>
<td>75</td>
<td>$6.6</td>
<td>21</td>
<td>27</td>
<td>27</td>
<td>facility supplier distribution company with a focus on environmentally friendly products</td>
<td>2006</td>
<td>Jeffrey Lerma CIO, President (310) 336-2101</td>
</tr>
<tr>
<td>87</td>
<td>Network Solutions Provider (91)</td>
<td>75</td>
<td>$16.0</td>
<td>38</td>
<td>38</td>
<td>38</td>
<td>managed service provider for cloud, cyber security, and onsite IT support</td>
<td>2007</td>
<td>Bob Scheck CIO (888) 762-9679</td>
</tr>
<tr>
<td>88</td>
<td>Rainmaker Ad Ventures (10)</td>
<td>75</td>
<td>$8.6</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>online media buying agency</td>
<td>2004</td>
<td>Drew Kissoff CEO (310) 746-5125</td>
</tr>
<tr>
<td>89</td>
<td>Econo Lighting (42)</td>
<td>73</td>
<td>$26.5</td>
<td>50</td>
<td>70</td>
<td>70</td>
<td>LED lighting solutions for architectural and commercial applications</td>
<td>2008</td>
<td>Mark Reynolds CEO (310) 496-6255</td>
</tr>
<tr>
<td>90</td>
<td>Traffic Management Inc. (95)</td>
<td>69</td>
<td>$60.0</td>
<td>265</td>
<td>300</td>
<td>300</td>
<td>traffic control management and safety service and products</td>
<td>1994</td>
<td>Chris Spanos, CEO, President (800) 873-3999</td>
</tr>
<tr>
<td>91</td>
<td>Sada Systems Inc. (160)</td>
<td>68</td>
<td>$47.3</td>
<td>145</td>
<td>160</td>
<td>160</td>
<td>business consulting services, cloud solutions, information technology, and managed services</td>
<td>2000</td>
<td>Tony Szatian CEO (818) 766-2400</td>
</tr>
<tr>
<td>92</td>
<td>Los Yerk</td>
<td>65</td>
<td>$15.5</td>
<td>20</td>
<td>29</td>
<td>29</td>
<td>marketing agency, commercial production</td>
<td>2012</td>
<td>Denzel Bobert, Managing Partner (310) 399-6047</td>
</tr>
<tr>
<td>93</td>
<td>24/7 HomeCare (57)</td>
<td>65</td>
<td>$48.1</td>
<td>84</td>
<td>144</td>
<td>144</td>
<td>non-medical in-home care services to the elderly, children and developmentally disabled</td>
<td>2006</td>
<td>Tim Allen CEO (310) 331-1911</td>
</tr>
<tr>
<td>94</td>
<td>Med Tech Solutions</td>
<td>63</td>
<td>$6.4</td>
<td>28</td>
<td>31</td>
<td>31</td>
<td>health care cloud computing</td>
<td>2006</td>
<td>James Deck CEO (626) 496-9300</td>
</tr>
<tr>
<td>95</td>
<td>PCC Network Solutions</td>
<td>63</td>
<td>$20.6</td>
<td>56</td>
<td>92</td>
<td>92</td>
<td>data centers, structured cabling for data, voice, video, and physical security for access and control</td>
<td>1985</td>
<td>David S. Burr CEO (714) 678-2882</td>
</tr>
<tr>
<td>96</td>
<td>Index Promotions</td>
<td>63</td>
<td>$39.0</td>
<td>7</td>
<td>9</td>
<td>9</td>
<td>marketing and promotional products</td>
<td>2002</td>
<td>Charles D. Saffrey CEO, President (714) 413-4322</td>
</tr>
<tr>
<td>97</td>
<td>Ballantine PR</td>
<td>62</td>
<td>$5.5</td>
<td>22</td>
<td>22</td>
<td>22</td>
<td>public relations</td>
<td>2000</td>
<td>Sarah Roberts President (310) 454-3080</td>
</tr>
<tr>
<td>98</td>
<td>2020 Sunset Blvd., Suite 980</td>
<td>62</td>
<td>$4.4</td>
<td>27</td>
<td>27</td>
<td>27</td>
<td>health insurance plan search tool</td>
<td>2011</td>
<td>Patrick Quilty CEO (310) 219-6200</td>
</tr>
<tr>
<td>99</td>
<td>Healthplans.com (59)</td>
<td>61</td>
<td>$60.1</td>
<td>41</td>
<td>41</td>
<td>41</td>
<td>health insurance plan search tool</td>
<td>2006</td>
<td>Scott L. Gibson President (310) 820-0195</td>
</tr>
<tr>
<td>100</td>
<td>Gibson International (14)</td>
<td>59</td>
<td>$20.1</td>
<td>22</td>
<td>22</td>
<td>22</td>
<td>residential real estate brokerage firm</td>
<td>1997</td>
<td>Susan Gates, CEO</td>
</tr>
</tbody>
</table>

**Notes:**
- N/A: Not Applicable
- **Notes:** Due to the right of privately held companies to withhold information, the Business Journal makes no pretense of this being a complete list. Information on this list was provided by representatives of the companies themselves. Companies are ranked by their revenue growth for fiscal years 2012 to 2013. Companies are listed alphabetically by name, rather than by city. Companies are not ranked by net value. The L.A. County Chamber cannot guarantee that all companies are legally qualified for this list; a company may be privately held, for-profit, headquartered in L.A. County, or in business as of Jan. 1, 2013 and not be a division or subsidiary of another entity. They are also required to have at least $5 million in 2015 revenue. Law firms, banks and private equity firms were excluded because they do not report revenue in a conventional manner.

**Reprints are available from Wright's Media (877) 652-5295.**

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**MC^3: Live Video Streaming and Data Center Solutions**

**Launchpad**: Satellite Internet Access

**PressReader.com +1 604 278 4604**

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**COUNTY: Residential Real Estate**

**MC^3**: Live Video Streaming and Data Center Solutions

**Launchpad**: Satellite Internet Access

---

**MC^3**: Live Video Streaming and Data Center Solutions

**Launchpad**: Satellite Internet Access

---

**Researched by David Nusbaum**
People on the Move

**LAW**

Boyd

International trial lawyer Lee Crawford Boyd has joined McKool Smith as a principal in the firm’s Los Angeles office. Ms. Boyd has more than 25 years of experience handling matters involving foreign affairs, cross-border disputes, property restitution law, international human rights, and complex commercial litigation and arbitration. She has tried more than 30 cases, including jury trials, in New York and California, and argued more than 10 appeals in federal and state court.

**CONSTRUCTION**

Webcor Builders has named Gust Soteropulos Senior Vice President, General Manager to lead the Southern California Region and Ken Summers Senior Vice President of Operations. Both have delivered Webcor’s most complex projects and strategic initiatives. Combined, Gust and Ken have a tenure with Webcor spanning nearly three decades.

**Hirings, Awards, Promotions and Special Accomplishments in local business**

Contact Rosz Murray

323.549.5225 ext. 215

rmurray@socalbusinessjournals.com
**WEEKLY SUMMARY**

<table>
<thead>
<tr>
<th>Company</th>
<th>Div. Yield</th>
<th>Close</th>
<th>Change</th>
<th>1-Wk. % Chg.</th>
<th>52-Wk. % Chg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mission Valley Bancorp</td>
<td>2.9%</td>
<td>$23.77</td>
<td>-6.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PBM Inc.</td>
<td>3.3%</td>
<td>$91.27</td>
<td>25.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bank of Santa Clarita</td>
<td>4.6%</td>
<td>$10.85</td>
<td>15.8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Big 5 Sporting Goods Corp.</td>
<td>5.0%</td>
<td>$16.00</td>
<td>80.1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mercury General Corp.</td>
<td>0.5%</td>
<td>$1.30</td>
<td>-27.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBRE Group Inc.</td>
<td>3.0%</td>
<td>$5.03</td>
<td>38.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amgen Inc.</td>
<td>14.5%</td>
<td>$158.99</td>
<td>-12.8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capricor Therapeutics</td>
<td>18.5%</td>
<td>$5.75</td>
<td>10.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capstone Turbine Corp.</td>
<td>-21.0%</td>
<td>$1.20</td>
<td>-14.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ritter Pharmaceuticals Inc.</td>
<td>-18.5%</td>
<td>$1.00</td>
<td>-11.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guidance Software Inc.</td>
<td>14.0%</td>
<td>$5.03</td>
<td>10.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salem Media Group Inc.</td>
<td>-18.5%</td>
<td>$5.75</td>
<td>-10.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Macerich Co.</td>
<td>-17.9%</td>
<td>$7.61</td>
<td>-10.2%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**MARKET INDEXES**

<table>
<thead>
<tr>
<th>Index</th>
<th>Nov. 2 Close</th>
<th>Oct. 26 Close</th>
<th>Change</th>
<th>% Chg.</th>
<th>1-Wk. % Chg.</th>
<th>52-Wk. % Chg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dow Jones Industrial</td>
<td>17,959.64</td>
<td>18,199.33</td>
<td>-239.69</td>
<td>-1.3%</td>
<td>-0.7%</td>
<td></td>
</tr>
<tr>
<td>Nasdaq</td>
<td>5,105.57</td>
<td>5,250.27</td>
<td>-144.70</td>
<td>-2.8%</td>
<td>-0.4%</td>
<td></td>
</tr>
<tr>
<td>S&amp;P 500</td>
<td>2,097.94</td>
<td>2,139.43</td>
<td>-41.49</td>
<td>-1.9%</td>
<td>-0.3%</td>
<td></td>
</tr>
</tbody>
</table>

**DIVIDEND YIELD**

<table>
<thead>
<tr>
<th>Company</th>
<th>Dividend Yield</th>
<th>Dividend</th>
<th>Weekly Close</th>
</tr>
</thead>
<tbody>
<tr>
<td>PennMac Mortgage Investment Trust</td>
<td>12.7%</td>
<td>$1.88</td>
<td>$14.77</td>
</tr>
<tr>
<td>TIA Corp.</td>
<td>12.6%</td>
<td>0.22</td>
<td>1.74</td>
</tr>
<tr>
<td>Amworth Mortgage Asset Corp.</td>
<td>12.6%</td>
<td>0.60</td>
<td>4.76</td>
</tr>
<tr>
<td>TCP Capital</td>
<td>9.3%</td>
<td>1.44</td>
<td>15.55</td>
</tr>
<tr>
<td>Landmark Infrastructure</td>
<td>8.6%</td>
<td>1.35</td>
<td>15.65</td>
</tr>
</tbody>
</table>

**LABJ Stock Index, 52 weeks**

<table>
<thead>
<tr>
<th>Index</th>
<th>Nov. 2 Close</th>
<th>Oct. 26 Close</th>
<th>Change</th>
<th>% Chg.</th>
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<th>52-Wk. % Chg.</th>
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<td>2,170.93</td>
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<td>1.5%</td>
<td>0.9%</td>
<td>-0.1%</td>
</tr>
<tr>
<td>LABJ Stock Index</td>
<td>215.64</td>
<td>218.26</td>
<td>2.62</td>
<td>1.2%</td>
<td>10.2%</td>
<td>-10.4%</td>
</tr>
</tbody>
</table>

**LABJ Stock Index v. S&P 500, 5 days**

<table>
<thead>
<tr>
<th>Index</th>
<th>Nov. 2 Close</th>
<th>Oct. 26 Close</th>
<th>Change</th>
<th>% Chg.</th>
<th>1-Wk. % Chg.</th>
<th>52-Wk. % Chg.</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
<tr>
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<td>2.62</td>
<td>1.2%</td>
<td>10.2%</td>
<td>-10.4%</td>
</tr>
</tbody>
</table>

**LABJ Stock Index v. S&P 500, 52 weeks**

<table>
<thead>
<tr>
<th>Index</th>
<th>Nov. 2 Close</th>
<th>Oct. 26 Close</th>
<th>Change</th>
<th>% Chg.</th>
<th>1-Wk. % Chg.</th>
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</tr>
</thead>
<tbody>
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<td>2.62</td>
<td>1.2%</td>
<td>10.2%</td>
<td>-10.4%</td>
</tr>
</tbody>
</table>
**Stock Tables**

**Name** | **Ticker** | **Close** | **% Chg.** | **% Chg.** | **% Chg.** |
--- | --- | --- | --- | --- | --- |
**NOTES ON STOCK TABLES**

---

**Company** | **Name** | **Ticker** | **Close** | **% Chg.** | **% Chg.** | **% Chg.** |
--- | --- | --- | --- | --- | --- | --- |
**FINANCIAL SERVICES**

**Morningstar Financial Investment** | **PMT** | **$174.77** | **-3.5%** | **-5.7%** | **-9.0%** | **10.593** |
**Preferred Bank** | **PBRC** | **38.78** | **-2.8%** | **-1.7%** | **9.2%** | **11.512** |
**TODAY** | **TOP** | **15.53** | **-3.7%** | **11.0%** | **5.4%** | **9.768** |

**CONSTRUCTION/ENGINEERING**

**U.S. Bancorp** | **USB** | **63.26** | **-3.7%** | **13.0%** | **6.6%** | **8.368** |
**Wells Fargo** | **WFC** | **63.35** | **-3.7%** | **13.0%** | **6.6%** | **8.368** |

**AUTOMOTIVE/PLASTICS/METALS**

**Advanced Auto Parts** | **AAP** | **38.70** | **-3.7%** | **13.0%** | **6.6%** | **8.368** |
**AEP** | **AEP** | **38.70** | **-3.7%** | **13.0%** | **6.6%** | **8.368** |

**APPAREL**

**American Eagle Outfitters** | **AEO** | **19.95** | **-3.8%** | **13.0%** | **6.6%** | **8.368** |
**Calvin Klein** | **CLB** | **19.95** | **-3.8%** | **13.0%** | **6.6%** | **8.368** |

**RETAIL/RESTAURANTS/GROCERY STORES**

**Home Depot** | **HD** | **172.35** | **-3.8%** | **13.0%** | **6.6%** | **8.368** |
**Walmart** | **WMT** | **172.35** | **-3.8%** | **13.0%** | **6.6%** | **8.368** |

**SOFTWARE**

**ESIGN** | **ES** | **70.70** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |
**Qualcomm** | **QCOM** | **70.70** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |

**INSURANCE**

**American International Group** | **AIG** | **90.63** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |
**Travelers** | **TRV** | **90.63** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |

**MISC. SERVICES**

**American Express** | **AXP** | **160.70** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |
**Chubb** | **CB** | **160.70** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |

**HEALTH CARE**

**Abbvie** | **ABBV** | **140.56** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |
**GlaxoSmithKline** | **GSK** | **140.56** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |

**MEDIA/LEISURE/ENTERTAINMENT**

**Gannett** | **GCI** | **25.95** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |
**Comcast** | **CMCSA** | **25.95** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |

**GENERAL INVESTMENTS**

**Atlas** | **ATLS** | **35.35** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |
**Genworth** | **GNW** | **35.35** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |

**REITs/CHINOS**

**American Finance Trust** | **AFIN** | **19.91** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |
**Annaly** | **ANN** | **19.91** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |

**TRANSPORTATION/LOGISTICS**

**FedEx** | **FDX** | **316.91** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |
**UPS** | **UPS** | **316.91** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |

**CHEMICALS/PLASTICS**

**DuPont** | **DD** | **59.69** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |
**Air Products** | **AP」 | **59.69** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |

**SPECIALTY CHEMICALS**

**Eli Lilly** | **LLY** | **293.35** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |
**Merck** | **MRK** | **293.35** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |

**PHARMAC/EUTICALS**

**Amgen** | **AMGN** | **203.16** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |
**Pfizer** | **PFE** | **203.16** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |

**EQUIPMENT/HEALTHCARE**

**3M** | **MMM** | **188.87** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |
**Medtronic** | **MDT** | **188.87** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |

**INTERNET/TELECOM**

**Cisco** | **CSCO** | **89.61** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |
**Alphabet** | **GOOGL** | **89.61** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |

**COMPUTER/HARDWARE**

**Advanced Micro Devices** | **AMD** | **41.80** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |
**Intel** | **INTC** | **41.80** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |

**OTHER**

**Discovery** | **DISCA** | **29.70** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |
**Discovery** | **DISCB** | **29.70** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |

**Consumer Staples**

**Albertsons** | **ABS** | **150.26** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |
**Starbucks** | **SBUX** | **150.26** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |

**CRX** | **CXX** | **89.61** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |
**HCA** | **HCA** | **89.61** | **-1.5%** | **19.4%** | **16.1%** | **18.4** |

**Financial Table Notes**

**Stocks with over 10% gain**

- **Monday Close**
- **Tuesday Close**
- **% Change**

**Stocks with over 10% loss**

- **Monday Close**
- **Tuesday Close**
- **% Change**

**Notes on Stock Tables**

- **All Stock in Table 2**
- **Stock over 25% Week 2**
- **Stock under 25% Week 2**
- **Stock split during week**

**Institutional**

- **TOP GAINERS**
- **TOP LOSERS**

**Notes on Stock Tables**

- **All Stock in Table 2**
- **Stock over 25% Week 2**
- **Stock under 25% Week 2**
- **Stock split during week**
at least $220,000. Involuntary bankruptcy may be filed under Chapter 7 or 11. Who disburses the funds to creditors.

The debtor makes payments to a trustee and the business continues to function.

An attempt a successful reorganization. The debtor remains in control of the business during the bankrupt-
Hotel Project Would Dig Deep for Beverly Hills

DEVELOPMENT: China’s Dalian Wanda OK with additional taxes, fees.

C

Company would also pay a percentage of sales on its 193 condos, plus $60 million in upfront fees. The Waldorf Astoria is underscoring the desirability of a Beverly Hills address. The Waldorf, being developed by Beny Alagem’s Oasis West Realty, is to be a single 26-story tower next to One Beverly Hills in place of two shorter towers that were already approved. The plan will go before Beverly Hills voters this week as Measure HH, with Wanda fiercely opposing the idea.

“The Waldorf is one of those cities where everyone wants to be there,” said Bruce Baltin, managing director of CBRE Hotels.

“But there are limited opportunities for development.”

The development agreement, described in a city statement, hike up the rates drafted in an earlier version of the agreement. It would require Wanda to pay a new “municipal surcharge” of 5 percent of gross room revenue in addition to the 14 percent transit occupancy tax. Montage Beverly Hills and Waldorf Astoria also pay this extra 5 percent tax, reflecting the premium for any hotel developer to operate in Beverly Hills.

The agreement would also increase environmental and sustainability fees, requiring Wanda to pay 1.25 percent of the first sale of any part of the property, and 2 percent of any sales to follow. Finally, it would double the upfront fees, bringing that cost to $60 million.

Beverly Hills officials estimate that the project will generate roughly $820 million in environmental benefits, parking, traffic, and affordable housing — were also addressed in the revised plan.

“Compromise is never easy,” Ryu said in a statement. “And while this compromise isn’t perfect, 8150 Sunset Blvd. is a much better project than the revised plan.”

The fate of a Chase bank on the project site, built in 1960 with a zigzag folded plate roof, is still pending. If the City Council deems it a historic cultural monument, the developer would only be able to demolish it after a rigorous city review. One option would be to relocate the building.

Tyler Siegel, a Townscape partner, said in a statement that he is pleased the development can move forward.

“Our aim has been to create a timeless and important project that is genuine to L.A.’s creative and progressive identity,” he said.

For Ryu, the project underscored the need for a rethinking of California’s density bonus law, which allows developers to build bigger if they incorporate affordable housing.

“He feels we are incentivizing developers to build much larger projects for just a few more affordable units,” said Estevan Montemayor, Ryu’s communications director.

“He doesn’t feel the exchange is equitable.”

Merritt-orious Deal

A 100-year-old downtown building is now a sign of modern times. The Merritt Building at Eight Street and Broadway sold last week for $524 million, or about $429 a square foot, a high price given that it’s missing something important: tenants. Built in 1915, the nine-story building is empty except for ground-floor retailers.

Charles & Weitzman’s Mike Condon Jr. and Kelli Snyder represented the seller, LIZ, while Arison and Young’s Derrick Moorhouse represented the unnamed buyer, who is considering redevelopment options.

Staff reporter Daina Beth Solomon can be reached at dsolomon@labusinessjournal.com or (323) 549-5225, ext. 237.
properties

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• $6,950,000

WESTMAC

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OWNER-USER/INVESTMENT

• PRIME WEST LOS ANGELES
• 8,400 SQ. FT., M-2 ZONED
• $4,495,000

WESTMAC

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• Landscaping Services

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Rosz Murray 323.549.5225 ext. 215
rmurray@socalbusinessjournals.com
Investment: Fund Sows Plant-Based Food Projects

Continued from page 1

package goods or lifestyles of health and sustainability, it appears to be unique in its approach.

“It’s the first plant-based fund I’ve ever heard of,” said Jim Andelman, managing partner of Rincon Venture Partners, a venture capital firm specializing in business-to-business internet software in California who knows the co-founders. “It might hold that title for some time.”

Its narrow focus will most likely be a plus, but there are potential risks, said Andelman. “It’s a great opportunity because not a lot of people are doing it,” he said. “It’s also a challenge because not a lot of people are doing it.”

Shared focus

After Zico was acquired by Coca-Cola Co. in 2013, Rampolla was looking for something to do next. “I began to do some angel investing in better-for-you food,” he said. “I thought it would be a place holder until I started my next business, but I realized I really liked the investing side of things.”

Rampolla knew Pillan and Boylan from his personal investment in Veggie Grill. Beldy, who left Steinhardt in 2011, wanted to move beyond tech and so reached out to Pillan and Boylan.

The group started the fund last year. It has recruited about 20 other individual investors and family offices who are providing the bulk of the money while the co-founders are taking a management fee to cover the cost of operations, according to Rampolla. All future investments made by the co-founders in the space will be to the fund, although they are keeping personal investments that predated the fund.

Diversity

While some may see a narrow focus, Rampolla said the possibilities are endless. “We have a $7 billion global food system,” he said. “More than half of the calories consumed by humans are plant-based. Guess what else consumes more than half its calories from plants? Animals.”

Powerplant’s investment in South San Francisco’s TerraVia Holdings Inc., which makes food ingredients out of algae, sees potential in salmon feed.

“The opportunity to replace a huge amount of the food chain from algae-based food – that alone is a billion-dollar opportunity for the fund,” Rampolla said.

Peter Coven, managing partner of boutique investment firm Sutton Capital Partners in Sherman Oaks and an adviser at UCLA’s Anderson School of Management, said the size of the food industry made the fund’s focus less of a problem.

“The reason I think diversifying is not an issue is that food is a staple in the world,” he said. “The likelihood that it goes out of favor is relatively low.”

Rampolla said that although Series A investments were their sweet spot, they were open to companies in other stages. And while the fund was established with a 10-year investment horizon, the partners are in it for the long haul.

“For the four of us, this is a lifetime commitment,” he said. “We all believe we’ll spend the rest of our lives doing this.”

Coven said given the stage at which they are investing, he expects Powerplant’s investments will last five to 10 years and probably range from $250,000 to $3 million a deal.

Rampolla said they plan to put no more than 10 percent of the fund in any one company and were looking for an annual return of more than 20 percent.

The firm’s tight focus, along with the experience of its co-founders in the space, could be a big strength.

Fed by Fund: Powerplant Ventures helped raise $22 million in October for Veggie Grill, which has a location in Hollywood.

“Because they’re really small they have the chance to stand out in the space and they have the credibility to do it,” said Coven.

Small but mighty

The breadth of the co-founders’ backgrounds in business and plant-based foods is another benefit for the fund and for its companies, said Rincon’s Andelman.

“Veggie Grill and Zico are both plant-based operations, but they’re very different.”

Beldy has the experience managing a fund, which is different from raising capital for one. Andelman said.

“The fact that Dan has done it a long time complements the skill set of the other operators,” he said.

To get a company, Powerplant looks at the people who started it, Rampolla said.

“As founders, we know that founder-led companies win and are more successful than takeovers,” said Rampolla.

Powerplant will have to stave off competition from large, legacy companies that are starting their own venture capital arms and investing in startups, said Scott Lenet, founder and president of venture-capital managing firm Touchdown Ventures and an adjunct professor at USC’s Marshall School of Business.

“Large corporations are working with and alongside startups, as opposed to startups coming and taking their money away,” said Lenet, who is working with the Kellogg Co. on EightyNine Capital, a venture capital fund devoted to food-based startups that the company announced in June.

“Besides the general riskiness of startups, the science behind some of Powerplant’s portfolio companies can be unpredictable,” said Andelman.

“They’ve already conquered the challenge of being a first-time fund. Two years ago, he said there were 140 such raises. This year, they have been 31.

“It’s no small feat that this team accomplished,” he said. “The fact that they did raise the merits of a tight focus.”
Berke’s entrance into the cannabis economy came after a long career as a transactional attorney, working both in private practice and in-house for aerospace giant AlliedSignal Inc. (now Honeywell International Inc.). Always entrepreneurial, he noticed the massive disparity between the demand for financial services from marijuana businesses and the supply available to them.

“As about four years ago, I began looking into medical marijuana and it became apparent quickly that its biggest need was for cash management and banking,” he said.

Around the same time, Washington state had just legalized recreational cannabis and Berke had an epiphany while poring over the state’s new laws.

“I was reading over the Washington statute and a light bulb went off,” he said. “I realized that if they could trace the seed to sale why couldn’t we trace the money backwards.”

The revelation gave birth to PayQwick, which entered the Washington market last year after meeting with state banking regulators and being introduced to several social institutions there. The company’s approach is simple, Berke said.

“Our pitch to banks is: Our compliance program enables legal, bankable marijuana commerce,” he said.

PayQwick’s initial success in Washington has it looking at other markets in addition to California. The company is eyeing Colorado, although that number drops much lower when a send-to-sale program, such as the one in Washington, is in place.

“Banks are charging around $150 a month in Washington for a business that has a PayQwick account and $450 for ones that don’t,” Berke said.

Several Washington lenders working with PayQwick were scrutinized by federal regulators in December and walked away without any penalties or compliance citations. Some marijuana business in California could opt to hire at higher prices now due to the risks associated with running all-cash operations. Dispensary operators such as Kiloh said the risk of holding piles of cash is a nightmare, making the payment of employees, ancillary vendors, and taxes burdensome. While he noted that workarounds can be found — such as the occasional bank manager looking the other way — Kiloh said those arrangements are not ideal.

“The industry has always found ways to get access to bank accounts,” he said. “But why should we have to do it in underhanded ways?”

**Card-Carrying Pioneer:** Ken Berke at the Calabasas office of PayQwick, which works with pot clients in Washington state.

MARIJUANA: PAYMENT FIRM HIGH ON COMPLIANCE

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**Continued from page 10**

immersive journalism and storytelling through virtual reality, Cauty said. Even traditionally text-focused online media outlets, such as BuzzFeed and Vox, have been making a push toward producing more video content.

“Every business needs to be focusing on video engagement,” he said.

**Looking to scale**

SoulPancake began thinking about the company’s own next chapter last year, said Moghbari, and decided to look for possible investors to help scale growth. Instead, the company was approached by Participant about an acquisition.

“SoulPancake truly aligns with Participant’s model of creating inspiring entertainment that compels global awareness and action,” said Participant Chief Executive David Linde in a statement.

That’s a different approach than many celebrity-branded retail products, such as perfumes, take. They don’t require much investment from stars beyond marketing, but in the media industry, a successful business requires a lot more personal investment from the personality behind it, said USC media professor Gabriel Kahn.

“SoulPancake is truly forming their own media brands, celebrities are able to connect directly with fans and convert their fame into another source of revenue and recognition, said Kahn.

“Celebrities themselves realize that in the age of YouTube and the age of an incredibly diffuse media market … they need to be more in control of their own audience and they need to directly try to leverage their own following,” he said.

Nerdist’s Hardwick has built a media empire since his company was purchased by Legendary four years ago. The “Nerdist” podcast that he hosts now garners nearly 7 million downloads each month; Hardwick hosts shows on AMC and Comedy Central; and he’s slated to be the face of a new NBC game show called “The Wall,” executive produced by Lebron James.

Hardwick and celebrities like him only achieve such levels of success after their company’s safe if they are empowered to speak with the same language, tone, and authenticity they always have, said Cauty.

“I actually don’t think that the celebrity name matters as much as the social grasp of the person behind it,” he said.

Card-Carrying Pioneer: Ken Berke at the Calabasas office of PayQwick, which works with pot clients in Washington state.

**Internet: Stars’ Websites Land Big Role in Media**

Cheat Sheet: Zoey Deschanel sold Hello Giggles to Time Inc.
Real Estate: Restaurants May Feed Retail Revival

Continued from page 1

Knight Frank, who brokered the Blue Bottle deal, possibly boosting foot traffic and attracting other tenants in a roughly two-block area where about a quarter of the storefronts are vacant.

“It’s like a ghost town. It can be very depressing,” said Robert Cohen of brokerage RKF, which is listing a sublease for the Ralph Lauren store. But he thinks Robertson is finally poised for an upswing, despite tough competition from popular retail strips on Melrose and Abbot Kinney in Venice.

“The street is bottoming out, that’s the good news,” he said.

With the exodus have come lower rents and that has allowed up-and-coming brands and boutiques to test the waters. With monthly rents about $3 to $10 a square foot, Robertson offers a substantial discount compared with prime L.A. shopping streets. Monthly rents on Melrose and Abbot Kinney begin at $15 a square foot. Activewear brand Carbon 38 is scheduled to open a 1,400-square-foot storefront on Robertson this week for a four-month stint. The site is the first brick-and-mortar location for the 3-year-old Beverly Grove company, which until now has only operated online.

“If all goes well, we’ll extend the lease and move in permanently,” said Katie Warner Johnson, Carbon 38’s chief executive. “Robertson was once a fantastic shopping destination and it’s certainly not going away.”

Luxury sleepwear company Sleepy Jones recently opened a pop-up next door. The 3-year-old company, with other locations on Montana Avenue in Santa Monica and in New York, also might extend its lease.

“The L.A. retail scene is constantly evolving and Robertson Boulevard has been going through a little bit of a transformation,” Sleepy Jones co-founder Chad Burti said in an email. “We’ve been here a year and have no plans to leave,” she said.

Ron Kates, a property owner on Robertson for 25 years, said other companies are making more substantial commitments. In the past couple of months, he signed long-term leases with two retailers — IDD Inc. with Italian fashion items and a boutique from Peri Arenas. His philosophy is to match rents with the volume of sales. “The wise property owners are being very careful,” he said.

Buzz cut

In its heyday, Robertson attracted shoppers to buzzy boutiques Kitson and Lisa Kline, upscale brands 7 for All Mankind and Tory Burch, plus designer names including Ralph Lauren and Dolce & Gabbana.

Kitson, in particular, drummed up business when it opened in 2000 near celebrity hot spot the Ivy, becoming a favorite of it girls such as Paris Hilton and Lindsay Lohan.

The buzz that attracted paparazzi appealed to investors, too. About a quarter of the properties on Robertson sold during this period, including to institutional buyers, Cohen said, affecting about 35 percent to 40 percent of the storefronts.

The deals were massive. In 2008, Thor Equities, a property owner on Manhattan’s Fifth Avenue, acquired several properties that together accounted for 4,600 square feet of retail space for $14.6 million, or $3,144 a square foot.

The high trades forced landlords to bump rents to astronomical levels — as much as $25 a square foot monthly. Then the financial crash knocked everything off course.

“It was a house of cards, because rents got so high,” Cohen said. “The minute something faltered, the whole thing collapsed.”

The stores that had made Robertson such a draw began to leave, including trend-setter Paris Hilton. But Kitson held on, although mounting debt in recent years forced owner Fraser Ross to shutter his stores and relaunch on Robertson as Kitross. Chanel S.A., is the last big name on the street — and its lease is up in two years.

While other shopping areas eventually rebounded, Robertson never recovered from its heyday.

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While other shopping areas eventually rebounded, Robertson never recovered from its heyday.

“Hit Road: Empty stores along Robertson Boulevard, a formerly popular retail strip in the 1990s to the early 2000s that has failed to bounce back from the recession.

Lost Luster: TV star Heidi Montag after a shopping trip on Robertson in 2008.
Chantal Bacon, founder of Culver City cold-pressed juice and supplement shop Moon Juice, likes to forge her own path. The chief executive ditched a traditional corner office at the company’s headquarters for a more comfortable workspace inside her home. “There’s no part of me that feels like it needs to exist in the paradigm of ‘You have a house so you have to have a living room,’” Chantal Bacon said. “So, it was applied to my office space.”

She converted the largest part of her Rustic Canyon home into her office. Guests are greeted with the scent of her favorite candles, and the room is decorated with large crystals and medicine books. Because it sits on the second floor, the office provides expansive views of surrounding trees, also, according to Chantal Bacon, making it a relaxing environment for her creative team. “Just to take the drive up here – there’s trees and birds,” she said. “It’s almost like you’re playing hookey, so a lot of our creative work gets done here.”

But the single mother of a 5-year-old son, Rohan, can’t always be as casual and free-flowing as she’d like. Chantal Bacon, 33, said she’s glued to her iPhone and often schedules back-to-back meetings in a conference room at the company’s Culver City headquarters – all while trying to squeeze in stops at Moon Juice’s three stores. Plus, her job requires her to switch gears all the time. For example, one minute she could be researching herbs for a new concoction and another she could be working with an architect to finish the floors in the chain’s store in the Melrose shopping district.

“I wish I could tell you there was a time when I sit down at my desk with a cup of green tea and roll through all those emails,” she said. “My brain is in many different places.”

Chantal Bacon said the home office acts as a refuge in the midst of her hectic schedule while also serving as an ideal setting to craft recipes and products. “I can get mixed up in the budgets and the numbers,” she said. “But the only reason any of this is here is to bring the healing, so (this office) grounds me.”

– Subrina Hudson

**Home Based:** Moon Juice’s Amanda Chantal Bacon at her home office in Rustic Canyon.
**Hippo statue:** The leather hippo was picked up at an antique store.

**Ah-Scent-Shen essential oil:** Chantal Bacon often rubs the Palo Santo scent into her temples while she’s working to help clear her mind.

**Thangka:** A traditional Buddhist silk painting purchased while visiting Dharamsala, India, home of the Dalai Lama.

**Photo with son:** Intentionally left unframed to make it easy to carry around.

**Black tourmaline:** A staple item for the desk and even the purse. The stone is said to block harmful electric and magnetic fields from entering the body.

**Moon Juice cookbook:** Chantal Bacon’s first cookbook was published last month by Penguin’s Pam Krauss/Avery Books. She wrote the recipes at her home office and tested them in her kitchen.
On the Rise

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On the Rise: What does it take to grow rapidly? Well, if you start small, even modest gains can show up as big percentage increases. The trick is to keep that rate of growth increasing consistently over a period of years.

That’s one of the feats that has been pulled off by the companies on the Business Journal’s list of fastest growing private companies. Of the 100 businesses that made our list this year, 47 are making their debut. Viewed another way, more than half have shown accelerated revenue growth for several years. Together, the businesses on our list this year generated $6.2 billion in 2015 revenue (thank you, Beachbody, and your $1.2 billion in sales) and employ more than 28,000 people. (See page 30.)

Now, there are many ways to grow—some of the businesses on our list have boosted revenue by rolling up other companies, others have advanced by feeding off existing business and expanding their base. Regardless of how they’ve grown, what’s most impressive about this list is the diversity of industries represented.

Tech is well-represented, as it should be. That still-young cohort of companies is drawing talent and investment to the region. Even better, the tech firms that made it on our list are also generating real cash flow. But along with tech there are some not-so-usual suspects. There is ample representation from restaurant chains, alternative energy companies (two solar companies and an energy-efficiency installation firm are among the top 10), and from manufacturers.

This year’s fastest growing company, Beachbody, makes the packaging that holds goods that sit on the shelves in Costco and Wal-Mart stores. It’s about as far from the sexy tech world as you can get, and Beachbody’s nearly 9,500 percent growth over the last three years is a testament to the breadth of the local economy.

From packaging firms to vitamin makers to vaping businesses, small- and middle-market companies continue to drive economic growth in the region.

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Los Angeles Business Journal Poll

Are you eating out more frequently?

42% Yes, I take my eating out more

23% Yes, the quality of dining experiences is increasing.

35% More often, despite venue or food more than the past.

Online results for week ended Nov. 2.

Los Angeles Business Journal

November 7, 2016

Commentary

Jonathan FitzGarrald
Managing Partner
Egan’s Strategy Partners

Jeffrey S. Horton
Partner
Horton Employment Law Advocates

Gino Gaudio
President
Italy-America Chamber of Commerce West

Running Tables

Local restaurant chains have been expanding recently, so the Business Journal asks:

Are you eating out more frequently?

Yes, I travel regularly for business and can’t wait to return to Los Angeles because the food options are so great. Why cook at home when my favorite type of food is just around the corner?

Yes, I am eating out more! In part because of the pace of life and in part because good restaurants deserve our business. It is becoming difficult to thrive in the restaurant business today because of state and federal labor and regulatory laws.

Yes, I am eating out more! In part because the quality of life and in part because I appreciate the local restaurants that offer authentic ingredients such as those that the Italian government has awarded a “Marchio Q” designation to recognize their authenticity. Those particular restaurants are among my top favorites.

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Capable device required. LTE and Extended Range LTE™ not available in some areas. Customer participation was compensated. Limit time offer, subject to change. Credit approval, deposit, and $30 SIM starter kit may be required. This taxes & fees includes 100 MB domestic roaming. Connections with premium-rate numbers not included. AutoPay discount: Payment must process successfully via AutoPay & must stay enrolled in AutoPay. Discount is via bill credit on next monthly bill. Coverage not available in some areas. Network Management: Service may be reduced or terminated for interference with our network or ability to provide quality service to other users. Or significant interference. Inconsiderate usage may result in reduced speeds for tethering usage, which may result in higher speeds for data used on device. See T-Mobile.com/OpenInternet for details. See Terms and Conditions (including arbitration provision) at www.T-Mobile.com for additional information. T-Mobile and the magenta color are registered trademarks of Deutsche Telekom AG. © T-Mobile USA, Inc. 2016.