

WOMEN-OWNED BUSINESSES

Rank Prev. Rank	Company	Web site •e-mail	2009 companywide revenue •yearly % change	OC employees •yearly % change	Companywide employees •yearly % change	% owned by a woman or women	Company/product description	Owner(s) Top official(s) •phone/fax
1 (1)	In-N-Out Burgers Inc. 4199 Campus Drive, ninth floor Irvine 92612-8604	in-n-out.com	\$465 ⁽¹⁾ 3%	800 NA	15,000 NA	100%	Restaurant chain operator	Lynsi Martinez Mark Taylor (949) 509-6200/(949) 854-5369
2 (2)	Mercedes-Benz of Laguna Niguel One Star Drive Laguna Niguel 92677-4589	mbzdirect.com info@mbzdirect.com	\$195 -13%	220 -8%	220 -8%	100%	Auto dealership	Lorelei Pingree Lorelei Pingree (949) 347-3700/(949) 347-3808
3 (4)	Pinnacle Petroleum Inc. 7911 Professional Circle Huntington Beach 92648-1901	pinnaclepetroleum.com information@ pinnaclepetroleum.com	\$130.5 ⁽¹⁾ NA	15 ⁽¹⁾ NA	15 ⁽¹⁾ NA	100%	Provider of gas, oil for government, corporate fleets	Liz McKinley Liz McKinley (714) 841-8877/(714) 841-8855
4 (5)	Pool Water Products 17872 Mitchell, Ste. 250 Irvine 92614-6034	poolwater.com	\$100 ⁽¹⁾ NA	20 ⁽¹⁾ NA	240 ⁽¹⁾ NA	80%	Maker of pool, spa equipment and supplies	Zelma Allred/Dean Allred/Carol Allred-Starr Zelma Allred (949) 756-1666/(949) 474-7001
5 (3)	Moorefield Construction Inc. 600 N. Tustin Ave., Ste. 210 Santa Ana 92705-3781	moorefieldconstruction.com info@ moorefieldconstruction.com	\$97.7 -40%	25 -29%	51 -28%	100%	General contractor	Ann Moorefield Ann Moorefield (714) 972-0700/(714) 972-3030
6 (6)	Frieda's Inc. 4465 Corporate Center Drive Los Alamitos 90720-2561	friedas.com mail@friedas.com	\$90 ⁽¹⁾ NA	66 -6%	71 -9%	100%	Marketer, distributor of specialty produce	Karen Caplan/Jackie Caplan Wiggins Karen Caplan (714) 826-6100/(714) 816-0273
7 (9)	Rauxa Direct 275-A McCormick Ave. Costa Mesa 92626-3308	rauxa.com tgroves@rauxa.com	\$75.4 1%	88 -17%	154 7%	82%	Direct marketing agency	Jill Gwaltney Jill Gwaltney/Robin Fish (714) 427-1271/(714) 427-0661
8 (8)	Cookie Lee Inc. 15771 Red Hill Ave. Tustin 92780-7303	cookielee.com	\$75 ⁽¹⁾ NA	125 ⁽¹⁾ NA	225 ⁽¹⁾ NA	100%	Jewelry designer, wholesaler	Cookie Lee Cookie Lee (714) 259-5500
9 (6)	Elmore Toyota 15300 Beach Blvd. Westminster 92683-6296	elmoretoyota.com jan@elmoretoyota.com	\$68.6 -20%	87 2%	87 2%	85%	Auto dealership	Judith Elmore David McHowell (714) 894-3322/(714) 894-4892
10 (11)	Systems Source Inc. 2100 Main St., Ste. 100 Irvine 92614-6238	systemssource.com rcorreia@ systemssource.com	\$58.7 -16%	46 5%	60 -19%	100%	Office furniture, modular systems, demountable walls, office design and services	Rosemarie Correia Rosemarie Correia (949) 852-0920/(949) 852-0929
11 (NR)	APR Consulting Inc. 3200 El Camino Real, Ste. 130 Irvine 92602-1379	aprconsulting.com astone@aprconsulting.com	\$58.4 -2%	38 65%	820 24%	51%	Staffing company	Linda Stone Aaron Stone (714) 544-3696/(714) 544-4587
11 (10)	Villa Ford Inc. 2550 N. Tustin Ave. Orange 92865-5666	villaford.com pbutler@villaford.com	\$58.4 -20%	75 1%	101 2%	85%	Auto dealership	Peggy Baldwin-Butler/Karen Baldwin/Brian Butler Peggy Baldwin-Butler (714) 637-8222
13 (12)	Vortex Industries Inc. 3198 Airport Loop Drive, Ste. M Costa Mesa 92626-3407	vortexdoors.com	\$55 ⁽¹⁾ NA	70 ⁽¹⁾ NA	400 ⁽¹⁾ NA	100%	Door repair, installation services	E. Everett Mike Kattan (714) 434-8955
14 (14)	Eastwood Insurance Services Inc. 155 N. Riverview Drive Anaheim 92808-1225	eastwoodinsurance.com	\$50 ⁽¹⁾ NA	350 ⁽¹⁾ NA	500 ⁽¹⁾ NA	100%	Insurance brokerage	Judith Partridge Judith Partridge (714) 685-8300/(714) 685-8372
14 (15)	Lindora Inc. 3505 Cadillac Ave., Bldg. O, Ste. 110 Costa Mesa 92626-1449	lindora.com cynthia@lindora.com	\$50 ⁽¹⁾ NA	220 ⁽¹⁾ NA	370 ⁽¹⁾ NA	100%	Weight loss products, services	Cynthia Stamper Graff Cynthia Stamper Graff (714) 979-5680/(714) 755-1174
16 (NR)	C Walters Intercoastal Corp. 20081 Ellipse Foothill Ranch 92610-3001	destinationwater.com info@destinationwater.com	\$45 ⁽¹⁾ NA	55 10%	65 -13%	100%	Snorkeling gear, sports equipment	Cindi Walters Cindi Walters (949) 448-9940/(949) 448-7008
16 (15)	Marshall Advertising & Design 2729 Bristol St. Costa Mesa 92626-7930	marshallad.com k.dory@marshallad.com	\$45 ⁽¹⁾ NA	20 ⁽¹⁾ NA	25 ⁽¹⁾ NA	100%	Advertising agency, design studio	Diana Marshall Diana Marshall (714) 545-5757/(714) 545-5758
18 (7)	Carrillo Business Technologies Inc. 5555 Garden Grove Blvd., Ste. 250 Westminster 92683-8226	cbtechinc.com info@cbtechinc.com	\$39.8 -53%	15 0%	21 11%	100%	Computer products reseller, service provider	Kelly Ireland/Debra Torturo Debra Torturo/Kelly Ireland (714) 573-7733/(714) 573-7752
19 (19)	Pacific Pioneer Insurance Group 6363 Katella Ave. Cypress 90630-5205	pacpioneer.com bcolburn@pacpioneer.com	\$39.5 5%	62 -5%	76 -7%	100%	Insurance holding company	Lin Wu Lan Lin Wu Lan (714) 228-7806/(714) 228-7810
20 (20)	IBaseT 27442 Portola Parkway, Ste. 300 Foothill Ranch 92610-2823	ibaset.com fwright@ibaset.com	\$35 ⁽¹⁾ NA	75 ⁽¹⁾ NA	200 ⁽¹⁾ NA	100%	Software developer	Ladeira Poonian Ladeira Poonian (949) 598-5200/(949) 598-2600
21 (22)	Alar Staffing Corp. 1901 E. Fourth St., Ste. 150 Santa Ana 92705-3908	alarstaffing.com nadia@alarcorporation.com	\$30 ⁽¹⁾ NA	21 0%	21 0%	100%	Staffing company	Patricia Cinkle Patricia Cinkle (714) 667-3110
22 (NR)	I.T.S. American Express Travel 2151 Michelson Drive, Ste. 168 Irvine 92612-1375	itsaxtravel.com molsen@itsaxtravel.com	\$29 4%	10 0%	19 6%	100%	Travel management services	Linda McIntosh Linda McIntosh/Michelle Olsen/Linda Sweda (949) 450-8550/(949) 450-8555
23 (21)	Qualis International Inc. 23252 Arroyo Vista Rancho Santa Margarita 92688-2610	qualisintl.com kathy@qualisintl.com	\$28.3 -6%	6 20%	9 0%	100%	Packaging, supplies for retail, industrial, manufacturing industries	Kathy Gardarian Kathy Gardarian/Leo Gardarian (949) 766-6133/(949) 766-6144
24 (18)	Principal Technical Services Inc. 9960 Research Drive, Ste. 200 Irvine 92618-3718	ptsstaffing.com jobs@ptsstaffing.com	\$25.4 -38%	13 8%	220 -32%	51%	Engineering, professional staffing	June Stein/Russell Stein/David Stein June Stein (949) 268-4000/(949) 268-4040

Abbreviations: NA: not applicable
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(1) Business Journal estimate

Researched by Emily Weisburg