

Women-Owned Businesses Hold Their Own

2020 Revenue for Top 42 Firms Totals \$3.8B

■ By KARI HAMANAKA

Orange County's largest women-owned businesses are proving their resilience, with growth this year after managing to stave off major losses during the pandemic.

While meaningful sales growth last year remained elusive for the broader group, the 42 companies comprising the largest businesses owned by women locally generated a collective \$3.8 billion in 2020 revenue, remaining about flat from the prior year, according to this week's Business Journal list.

Employment among this same group of companies is growing this year, with headcounts locally totaling 5,011 for the 12 months through June, up 1.5% from the year-ago period, suggesting business is coming back for the companies on the list.

Elmore Toyota in Westminster, which ranked No. 5, is a good example.

The auto dealership owned by President **Judy Elmore** reported an 18.2% decline in revenue to \$94.1 million last year as a result of COVID-19. Local employment, however, for Elmore totaled 103 as of June, up 39.2% from the prior year as business bounced back and operating restrictions lifted.

"Like most businesses, we saw a decline due to COVID and the mandatory government shutdowns," said Controller **Shannon Curran**. "Our showrooms were closed at one point and we were only able to service vehicles and provide parts for customers. We are expecting to see an increase in business this year. However,



our current challenge is a low supply of new vehicles."

Foothill Ranch-based **SeneGence International**, ranked No. 2 on this year's list, saw its workforce jump over 21% for the 12 months through June to 170 in OC. Founder and CEO **Joni Rogers-Kante** said she expects more of that hiring trend this year.

"The company continues to work on innovative initiatives and are in search of the individuals who can fulfill those roles," she told the Business Journal.

The direct-selling cosmetics and skincare company declined to provide revenue, but is estimated to have sales of \$1 billion.

Holding Steady

Orange County's landscape of female-owned businesses is diverse. This year's ranking encompasses companies operating in industries such as restaurants, automotive, beauty, information technology, legal and design.

Eleven companies reported revenue gains for last year. Fourteen saw declines, with many citing COVID as the reason for the drop. The remaining 17 on the list declined to provide sales

results and are Business Journal estimates.

It's difficult to get a read on how OC's group of women-owned businesses did in comparison to their peers nationally.

American Express typically releases an annual report on the state of women-owned businesses, but chose not to for 2020 due to COVID. The **National Women's Business Council** said the number of female-owned U.S. businesses fell 25% between February and April of last year, which is slightly higher than the overall 22% decline in overall U.S. business owners during that same period.

The Business Journal's ranking of female-owned companies saw few drop off the list, with the exception of those making less than \$10 million in revenue—the designated floor to make the ranking this year.

Newcomers to the list totaled two: Costa Mesa advertising agency **Casanova/McCann**, ranked No. 21, and Newport Beach wealth manager **Pence Wealth Management**, ranked No. 38.

Food for Thought

Some movement among the five largest companies on the list occurred, most notably the unseating of SeneGence from No. 1 by

Irvine-based **In-N-Out Burger Inc.** in a nod to the strength of the restaurant and food services industry last year as many consumers relied on delivery and takeout in lieu of going into a grocery store or preparing their own meals.

In-N-Out surpassed the \$1 billion revenue marker with a 9.5% gain in 2020 revenue to \$1.1 billion as the company entered Colorado and announced plans to expand into Idaho last year.

"We really just kind of banded together," owner and President **Lynsi Snyder** told the Business Journal in a late December interview in reflecting on the year. "We've had a great team from the get-go, but I believe that this year [2020] pulled us together to really take care of our associates and make sure we could serve our customers."

There's also Irvine-based **Galardi Group Inc.** of Irvine, which moved up two spots to No. 15, with an estimated \$41 million in 2020 revenue. The owner of **Wienerschnitzel** said same-store sales last year increased 16.8% and the trajectory has continued this year. The chain also announced new franchising deals struck this year in places such as Louisiana and Houston as it eyes expansion internationally.

Los Alamitos specialty produce supplier **Frieda's Inc.** jumped up three spots on the list to fill out the top 10 with a 19.2% jump in revenue to \$62 million, making good on a target CEO **Karen Caplan** told the Business Journal last July when she said the company refined its offering to customers—such as **Whole Foods, Costco** and **Sprouts**—to top-selling items, going from 500 to 130 products.

"The pandemic has forced me and others to be more focused and disciplined," she said at the time. ■



THE LIST WOMEN-OWNED BUSINESS

▶ NEXT WEEK'S LIST *OC's Wealthiest*

RANKED BY REVENUE

Rank	Company	Revenue for 12 months ended Dec. 31, 2020 (millions)	OC employees	Companywide employees	% owned by a woman or women	Company/product description	Year established	Top local official(s)
•Address	Company logo	•yearly % change	•yearly % change	•yearly % change	Owner(s)		•Title	
Rank							•Phone/fax	
1 (2)	In-N-Out Burger Inc. 4199 Campus Drive, ninth floor Irvine 92612-8604 Website: in-n-out.com	\$1,073 ⁽¹⁾ 9%	2,515 -2%	29,555 2%	100% Lynsi Snyder	Restaurant chain operator	1948	Lynsi Snyder president (949) 509-6200/(949) 854-3675
2 (1)	Senegence International 19651 Alter Foothill Ranch 92610-2507 Website: senegence.com Email: info@senegence.com	\$1,000 ⁽²⁾ NA	170 21%	250 -22%	100% Joni Rogers-Kante	Direct sales company specializing in long-lasting, anti-aging color cosmetics and skincare products, with men's line	1999	Joni R. Rogers-Kante founder/CEO (949) 521-6161
3 (3)	Mercedes-Benz of Laguna Niguel 1 Star Drive Laguna Niguel 92677-4589 Website: mblaguna.com Email: pbolter@mblaguna.com	\$242.5 ⁽²⁾ NA	250 ⁽²⁾ NA	250 ⁽²⁾ NA	100% ⁽²⁾ Penny Spellens	Automotive dealership	1973	Pat Bolter VP/general manager (949) 899-6281
4 (4)	Systems Source Inc. 4685 MacArthur Court, Ste. 100 Newport Beach 92660-8843 Website: systemsource.com Email: info@systemsorce.com	\$193.8 -7%	83 -20%	171 -25%	100% Rosemarie Smith	Commercial interiors, furnishings, architectural products, and workplace management	1994	Rosemarie Smith CEO/president (949) 852-0920/(949) 852-0929
5 (6)	Elmore Toyota 15300 Beach Blvd. Westminster 92683-6296 Website: elmoretoyota.com Email: shannon@elmoretoyota.com	\$94.1 -18%	103 39%	103 39%	55% Judy Elmore	Automotive dealership	1966	Judy Elmore president (714) 894-3322/(714) 379-6412
6 (7)	Rand Technology 15225 Alton Parkway, Ste. 100 Irvine 92618-2351 Website: randtech.com Email: andrea.klein@randtech.com	\$89 ⁽²⁾ NA	38 ⁽²⁾ NA	130 ⁽²⁾ NA	100% ⁽²⁾ Andrea Klein	Sourcing and supply chain solutions company; offerings include global component/hardware distribution, supply chain services, R2-certified ITAD asset recovery and sustainability, personal protective equipment (PPE) products	1992	Andrea Klein founder/CEO (949) 255-5700/(949) 585-2260
7 (5)	CBT 770 The City Drive S., Ste. 5300 Orange 92868-4929 Website: cbtechinc.com Email: cbtinfo@cbtechinc.com	\$82.5 -46%	20 5%	54 8%	100% Kelly Ireland	IT and operational technology solutions	2001	Kelly Ireland founder/CEO/CTO (714) 573-7733/(714) 748-7752
8 (8)	Global, a 1st Flagship Company 2465 Campus Drive, Ste. 120 Irvine 92612-1502 Website: globalfirstflagship.com Email: info@flagship-global.com	\$77.5 ⁽²⁾ NA	20 ⁽²⁾ NA	485 ⁽²⁾ NA	100% ⁽²⁾ Sherri I. Bovino	Contractor to Department of Defense, Navy contracts	1964	Sherri I. Bovino CEO/president (949) 797-2001/(949) 797-2083
9 (11)	Cynergy Professional Systems LLC 23187 La Cadena Drive, Ste. 102 Laguna Hills 92653-1481 Website: cynergy.pro Email: info@cynergy.pro	\$73 30%	6 20%	25 14%	95% Cynthia E. Mason	Value added reseller of products, communications, and IT equipment	2009	Cynthia E. Mason CEO/president (949) 340-0149/(800) 776-7978
10 (13)	Frieda's Inc. 4465 Corporate Center Drive Los Alamitos 90720-2561 Website: friedas.com Email: news.bureau@friedas.com	\$62 19%	53 -15%	53 -16%	100% Karen Caplan, Jackie Caplan Wiggins	Marketer and distributor of specialty produce	1962	Karen Caplan CEO/president (714) 826-6100/(714) 816-0273
11 (9)	Casco Contractors 9850 Irvine Center Drive Irvine 92618-4353 Website: cascocontractors.com Email: info@cascocontractors.com	\$59.7 -10%	63 -3%	63 -3%	100% Cheryl Osborn	Design-build general contractor	2000	Cheryl Osborn founder/president (949) 679-6880/(949) 679-6890
12 (14)	Teacher Created Materials 5301 Oceanus Drive Huntington Beach 92649-1030 Website: tcmpub.com Email: dmendoza@tcmpub.com	\$51 ⁽²⁾ NA	65 25%	143 2%	100% Rachelle Cracchiolo, Corinne Burton, Deanne Mendoza	Educational publisher for grades pre-K through 12	1977	Rachelle Cracchiolo/Corinne Burton/Deanne Mendoza founder, CEO/co-owner, president/co-owner, executive VP, strategic partnerships (714) 891-2273/(714) 230-7070
12 (14)	Ware Disposal Inc. 1035 E. 4th St. Santa Ana 92701-4750 Website: waredisposal.com Email: jay@wardisposal.com	\$51 ⁽²⁾ NA	182 ⁽²⁾ NA	190 ⁽²⁾ NA	52% ⁽²⁾ Judith H. Ware, Ben M. Ware	Integrated solid waste management provider	1968	Judith H. Ware CEO/president (714) 664-0677/(714) 664-0696
14 (16)	GGG Demolition Inc. 1130 W. Trenton Ave. Orange 92867-3536 Website: gggdemo.com Email: celin@gggdemo.com	\$49 2%	300 15%	300 15%	51% Celin Miller	Demolition, hazardous waste remediation contractor	2013	Celin Miller president (714) 699-9350/(714) 699-9283

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(1) Revenue obtained from Chicago-based Technomic
(2) Business Journal estimate

Researched by Meghan Kliever

▶ Continued on page 18



















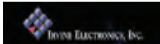




THE LIST

WOMEN-OWNED BUSINESS

▶ NEXT WEEK'S LIST *OC's Wealthiest*

▶ From page 17

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Prev. Rank	•Address		•yearly % change	•yearly % change	•yearly % change				•Title	•Phone/fax
15 (17)	Galardi Group Inc. 7700 Irvine Center Drive, Ste. 550 Irvine 92618-3036 Website: wienerschnitzel.com		\$41 ⁽²⁾ NA	42 ⁽²⁾ NA	54 ⁽²⁾ NA	77% ⁽²⁾ Cindy Galardi Culpepper	Wienerschnitzel, Tastee Freez, Hamburger Stand, franchisor	1961	Cindy Galardi Culpepper CEO (949) 892-2699	
16 (12)	Slater Builders Inc. 3100-B Pullman St. Costa Mesa 92626-4500 Website: slaterbuilders.com Email: mbutron@slaterbuilders.com		\$39.1 -27%	40 5%	40 5%	100% Lizabeth S. Slater	Full-service commercial general contractor	1993	Lizabeth S. Slater CEO (714) 434-4887/(714) 434-6173	
17 (25)	Saf-T-Co. Supply Inc. 1300 E. Normandy Place Santa Ana 92705-4138 Website: saftco.com Email: robynd@saftco.com		\$37 18%	60 9%	60 9%	100% Patricia McDonald, Robyn Dague, Aimee Guentert	Distributor of PVC and steel conduit for electrical, telephone and cable TV; underground utility products; manufacturer of specialty bridge hangers, PVC, steel fittings and bends	1987	Patricia McDonald/Robyn Dague/Aimee Guentert CEO/president/VP and general manager (714) 547-9975/(714) 547-2983	
18 (20)	Linmarr Associates Inc. 8 Hammond, Ste. 108/109 Irvine 92618-1601 Website: linmarr.com Email: sales@linmarr.com		\$36 ⁽²⁾ NA	20 ⁽²⁾ NA	20 ⁽²⁾ NA	52% ⁽²⁾ Sharon Hoffman, Ken Hoffman	Sales of aircraft, military vehicle, electrical, industrial, and hardware to the U.S. Military	1984	Sharon Hoffman CEO (949) 215-5466/(949) 215-7787	
19 (26)	iBASEt 27442 Portola Parkway, Ste. 300 Foothill Ranch 92610-2822 Website: ibaset.com Email: inquiry@ibaset.com		\$33 18%	75 0%	225 0%	80% Ladeira Poonian	Provider of manufacturing, quality, and MRO solutions that enable digital continuity across the enterprise	1986	Naveen Poonian CEO (949) 598-5200/(949) 598-2600	
20 (32)	Advanced Cleanroom Microclean 3250 S. Susan St., Ste. A Santa Ana 92704-6807 Website: advancedcleanroom.com Email: sales@advancedcleanroom.com		\$26 18%	64 7%	540 8%	100% Janet Ford	Cleanroom facility services, certification and test	1882	Janet Ford founder/CEO (714) 436-5801	
21 (NR)	Casanova/McCann 3337 Susan St., Ste. 200 Costa Mesa 92626-1695 Website: casanova.com Email: ingrid.smart@casanova.com		\$24 -4%	55 0%	70 -13%	85% Ingrid Otero-Smart	Advertising agency	1984	Ingrid Otero-Smart CEO/president (949) 271-6344	
22 (30)	Irvine Technology Corp. 2850 Redhill Ave., Ste. 230 Santa Ana 92705-5550 Website: irvinetechcorp.com Email: info@itccorp.com		\$23.8 6%	25 -4%	27 0%	100% Nicole McMackin	Provider of technology and staffing solutions for IT, security, engineering and interactive design	2000	Nicole McMackin CEO (866) 322-4482/(714) 434-8869	
23 (28)	CDC Designs 2915 Red Hill Ave., Ste. G201 Costa Mesa 92626-7948 Website: cdcdesigns.com Email: sarahb@cdcdesigns.com		\$21.5 -10%	65 0%	65 0%	100% Julie Ann Stark, Christie Pettus, Lisa Kells, Sarah Breen, Cassie Nguyen	Interior design firm	1981	Julie A. Stark partner, president of design (714) 641-4868/(714) 755-3501	
24 (31)	Walsworth 19900 MacArthur Blvd., Ste. 1150 Irvine 92612-8433 Website: wfbm.com Email: media@wfbm.com		\$21 NA	75 17%	104 -9%	70% Dee Cohen Katz, Ingrid Campagne, Mary Watson Fisher, Lisa Rice	Law firm	1989	Dee Cohen Cohen Katz managing partner (714) 634-2522/(714) 634-0686	
25 (40)	CDCE Inc. 22641 Old Canal Road Yorba Linda 92887-4601 Website: cdce.com Email: bsolomon@cdce.com		\$20 27%	23 0%	25 0%	54% Carrie Solomon, Brian Solomon	Sales, integration, service of mobile computers and routers	1984	Carrie Solomon president (714) 282-8881	
25 (34)	Irvine Electronics Inc. 1601 Alton Parkway, Ste. A Irvine 92606-4801 Website: irvine-electronics.com Email: info@irvine-electronics.com		\$20 ⁽²⁾ NA	115 ⁽²⁾ NA	115 ⁽²⁾ NA	100% ⁽²⁾ Jane Zerounian	Contract electronics manufacturer	1992	Jane Zerounian founder/owner/president (949) 250-0315/(949) 250-0318	
27 (36)	Absolute Exhibits Inc. 1382 Valencia Ave., Ste. H Tustin 92780-6472 Website: absoluteexhibits.com Email: info@absoluteexhibits.com		\$19.5 ⁽²⁾ NA	40 ⁽²⁾ NA	165 ⁽²⁾ NA	67% ⁽²⁾ Jan Koren, Todd Koren	Design and fabrication of custom exhibits for domestic and international trade shows, corporate showrooms and museums	2000	Jan Koren/Todd Koren president/CEO (714) 685-2800/(714) 685-2899	
28 (35)	Wright, Finlay & Zak LLP 4665 MacArthur Court, Ste. 200 Newport Beach 92660-1811 Website: wrightlegal.net Email: rwright@wrightlegal.net		\$16.6 -17%	58 0%	88 -3%	51% Robin Wright, Robert Finlay, Gwen Ribar	Law firm for real estate, business and consumer finance legal services, both litigation and transactional	2002	Robin Wright managing partner (949) 477-5050/(949) 608-9142	

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⁽²⁾ Business Journal estimate

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Prev. Rank	Address		•yearly % change	•yearly % change	•yearly % change				•Title	•Phone/fax
29 (37)	Information Management Resources Inc. 85 Argonaut, Ste. 200 Aliso Viejo 92656-4105 Website: imri.com; cytellix.com Email: info@imri.com		\$16.5 ⁽²⁾ NA	23 ⁽²⁾ NA	77 ⁽²⁾ NA	100% ⁽²⁾ Martha V. Daniel	Cybersecurity, technology, program management, and engineering services	1992	Martha V. Daniel/Maronya Moultrie/Brenda Taylor/Brian Berger CEO, president/COO/CTO/ executive VP, Cytellix (949) 215-8889/(949) 215-8890	
30 (38)	AeroFlite Enterprises Inc. 261 Gemini Ave. Brea 92821-3704 Website: aeroflite.com Email: sales@aeroflite.com		\$16 ⁽²⁾ NA	45 ⁽²⁾ NA	45 ⁽²⁾ NA	100% ⁽²⁾ Lesley A. Hall	Designer, distributor of aerospace electronic components	1977	Lesley A. Hall CEO/president (714) 773-4251/(714) 773-4973	
30 (38)	Avatar Partners 7491 Talbert Ave. Huntington Beach 92648-1212 Website: avatarpartners.com Email: info@avatarpartners.com		\$16 ⁽²⁾ NA	33 ⁽²⁾ NA	44 ⁽²⁾ NA	90% ⁽²⁾ Marlo Brooke	Augmented and mixed-reality and virtual workforce solutions for military, construction, vehicles, medical, manufacturing, oil and gas	2003	Marlo Brooke founder/CEO (714) 969-0573/(714) 841-1300	
32 (33)	Aireps Inc. 1529 N. Harmony Circle Anaheim 92807-6003 Website: isellair.com Email: info@isellair.com		\$15.3 -27%	11 10%	11 10%	100% Sheri Chaffin Weir	Stocking distributor of military and commercial aerospace parts along with a small machine shop for obsolete and "hard-to-find" parts	2000	Sheri Chaffin Weir CEO (714) 777-9850/(714) 777-9860	
33 (41)	Pacific Design Directions Inc. 8171 E. Kaiser Blvd. Anaheim 92808-2214 Website: pacdesign.com Email: sstoneburner@pacdesign.com		\$15 -1%	24 50%	44 47%	97% Susan S. Stoneburner, Kristen Stolle, Reed Stoneburner	Design-build tenant improvements and electrical ground up and TI construction	1979	Susan S. Stoneburner founder/president (714) 685-7733/(714) 685-7799	
34 (42)	ACR Builders Inc. 23372 Madero, Ste. E Mission Viejo 92691-2789 Website: acrbuild.com Email: info@acrbuild.com		\$14.9 ⁽²⁾ NA	10 ⁽²⁾ NA	10 ⁽²⁾ NA	51% ⁽²⁾ Michele Richardson, Steven Richardson	Commercial general contractor, tenant improvements, retail construction, design-build firm	2010	Michele Richardson CEO (949) 713-3266/(949) 713-3267	
35 (47)	Meyer Coatings Inc. dba Meyer Construction Services 1927 N. Glassell St. Orange 92865-4313 Website: meyerconstructionservices.com Email: dmeyer@meyercoatings.com		\$13.5 ⁽²⁾ NA	24 ⁽²⁾ NA	94 ⁽²⁾ NA	51% ⁽²⁾ Diana Meyer, Scott D. Meyer	Commercial construction contractor specializing in steel stud framing, doors, drywall, plaster, and finishes from acoustic ceilings to coatings and wallcoverings and includes a commercial cleaning division	2001	Diana Meyer CEO (800) 887-8220	
36 (48)	Crane Rental Service Inc. 1901 W. Collins Ave. Orange 92867-5426 Website: cranerentalservice.com Email: staci@cranerentalservice.com; cathy@cranerentalservice.com		\$13 ⁽²⁾ NA	48 ⁽²⁾ NA	48 ⁽²⁾ NA	75% ⁽²⁾ Lori Hunter, Cathy Greinke, Kim Beaudette, Gregory Foster	Hydraulic and rough terrain cranes ranging from 25 ton-450 ton operated and maintained, some bare rentals, trucking and rigging upon request	1965	Cathy Greinke/Lori Hunter/Greg Foster/Kim Beaudette president/secretary, treasurer/ VP/marketing (714) 997-3100/(714) 997-1330	
36 (48)	Kaygen Inc. 15420 Laguna Canyon Road, Ste. 270 Irvine 92618-2122 Website: kaygen.com Email: info@kaygen.com		\$13 8%	12 20%	132 32%	51% Rashmi Chaturvedi, Anshul Chaturvedi	Enterprise information management specialized in data driven solutions such as data strategy and governance, data quality, business intelligence and artificial intelligence	2003	Rashmi Chaturvedi president (949) 203-5100/(949) 861-6500	
38 (NR)	Pence Wealth Management 5000 Birch St., Ste. 8000 Newport Beach 92660-2158 Website: pencewealthmanagement.com Email: thuylinh.pollack@pl.com		\$11.5 15%	26 8%	26 -4%	100% Laila Pence	Wealth management firm	2002	Laila Pence/Dryden Pence III president/CIO (949) 660-8777/(949) 660-8778	
39 (52)	M & R Engineering 227 E. Meats Ave. Orange 92865-3311 Website: m-reng.com Email: natalia@m-reng.com		\$10.8 -8%	66 -1%	66 -1%	100% Natalia Sephton	Precision machined metal and plastic components	1973	Natalia Sephton CEO/president (714) 991-8480/(714) 991-9760	
40 (53)	MSH Construction Co. 15301 Connector Lane Huntington Beach 92649-1119 Website: mshconstruction.com Email: lmoss@mshconstruction.com		\$10.6 -8%	17 6%	17 6%	57% Lisa Moss, Walter Moss	Commercial general contractor	2003	Lisa A. Moss president/CFO (714) 899-9509/(714) 899-9510	
41 (54)	TLD Law 2010 Main St., Ste. 1000 Irvine 92614-7229 Website: tldlaw.com Email: abawden@tldlaw.com		\$10.6 -3%	27 17%	60 20%	59% Shannon M. Jenkins, Monica Goel, Jennifer Sawday, Jennifer Lumsdaine, Brooke Pollard, Mark Doyle, Daniel Gold, Roy Jimenez	Law firm	1961	Shannon M. Jenkins managing partner (949) 756-0684/(866) 298-9254	
42 (56)	HB Staffing 2120 Main St., Ste. 250 Huntington Beach 92648-6444 Website: hbstaffing.com Email: cvsee@hbstaffing.com		\$10.2 -4%	20 11%	20 11%	100% Cathy Volpe	Staffing agency	2000	Cathy Volpe president (714) 960-2800/(714) 960-6563	

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