

OC 50

2020

50 MAKING A DIFFERENCE



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Headline Makers. Difference Makers.

It's not a normal year for business. It's not your normal **OC 50**.

For the Business Journal's 27th edition of the OC 50, our annual listing of the area's most influential business leaders, we've narrowed our focus to highlight those in the larger business community making a positive impact during the COVID-19 crisis.

As a result, the list is heavy with hospital execs, CEOs of life-saving medical device makers, and other healthcare-related execs, whose teams are on the front line dealing with the ongoing crisis.

You'll also find philanthropy leaders, and philanthropists, who are galvanizing the community to protect those most in need.

We've highlighted execs who are defying the odds and are adding jobs at their companies at a rapid clip, such as **Allied Universal's Steve Jones**, hiring 30,000 security workers nationally; and **loanDepot's Anthony Hsieh**, 3,000 being hired virtually. Execs who have found ways to boost sales of late, like those at **Vizio** and **Just Food for Dogs**, are also represented.

We're spotlighting those who've found unique ways—via major pivots in their operations—to keep their staff employed during trying times, or, in the case of **Alteryx's Dean Stoecker**, to help recently unemployed workers at other companies find new jobs, and a new calling, in data analytics.

Educational leaders take center stage in this edition, alongside makers of personal protective equipment; this year's listing likely has more apparel makers than in any prior edition of OC 50, thanks to their PPE-manufacturing work.

All told, there's a lot of turnover represented in these pages.

Prior editions of the OC 50 typically would see between five to 10 changes in our listing, representing subtle power shifts at some of the most recognizable companies based here. This year, only about 20 of our entries returned.

The listing is subjective, obviously. There's plenty of recognizable names who have quietly donated time and money during the crisis, and numerous other firms that are making positive contributions in Orange County.

Let us know who we've missed; the Business Journal's editorial team is working around the clock to provide the local business community relevant and timely news during the crisis, both in our print edition and on the ocbj.com website. Close readers of the paper will recognize many of the OC 50 entries from our prior reporting over the course of the pandemic.

Covering the news of the past three months, in particular the resiliency and ingenuity of OC's business community, has been an incredible experience for our team.

To paraphrase **Lazy Dog Restaurants** CEO **Chris Simms**, a new entry to this year's list, let's hope we never experience it again. Thanks for reading.

Mark Mueller
Editor-in-Chief

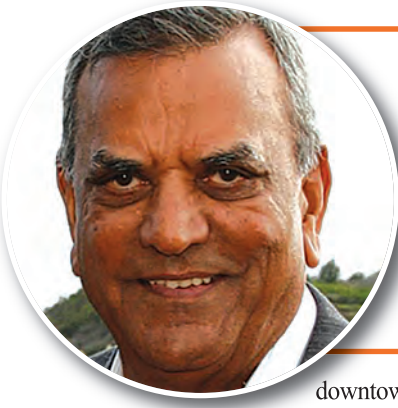




We're all
in this
together

FIVEPOINT.

OC50 50 MAKING A DIFFERENCE



RAJ BHATHAL

Co-Founder
Raj Swim
Tustin
Co-Owner
Sacramento Basketball
Holdings LLC
Born in India
Lives in Newport Beach

DAY JOB: Patriarch of family-run operations with a variety of business interests, including swimwear apparel maker **Raj Swim**, and a significant ownership stake in the NBA's **Sacramento Kings**, as well as the team's new Golden 1 Center and other real estate in the revitalized

downtown area of the city. Started Raj Swim with his wife, **Marta Bhathal**, couple active in OC arts and philanthropic circles.

MAKING A DIFFERENCE: Raj Swim, among the country's largest swimsuit manufacturers, was one of first OC companies that helped plug supply gaps in personal protective equipment (PPE) and help flatten the coronavirus infection curve, through face mask manufacturing. More than a million orders made within weeks of pivot to the new product line in late March; tens of thousands of masks donated to healthcare workers in Sacramento.



Finished product

NOTABLE: Apparel business operations have changed during pandemic, some of its staff in departments such as sales, marketing and design work from home. Other workers in production, the warehouse and its **SwimSpot** online shop have been placed on a staggered schedule and adhere to social distancing guidelines while at headquarters. No job cuts have been made, according to company officials.

QUOTABLE: Raj Swim plans to remain involved in PPE manufacturing post-pandemic. "Through this exercise, we discovered another viable channel of business for us and have decided to continue manufacturing PPE right here in California, along with our core business of swimwear. Maillots (one-piece swimsuits) and masks," Raj Chief Operating Officer **Bira Bhathal** told the Business Journal in April.

FAST FACTS: Raj and Marta Bhathal started the swimwear maker in 1967 and went in with a group in 2013 to buy the Kings. Children **Alex Bhathal** and **Lisa Bhathal Merage** handle day-to-day operations for much of family's operations, including real estate investments, through Newport Beach-based **Raj Capital LLC**.



Mask makers at work in Tustin



BARRY ARBUCKLE

Chief Executive, President
MemorialCare Health System
Fountain Valley
Born in Kansas City, Mo.
Age: 57
Lives in Laguna Beach

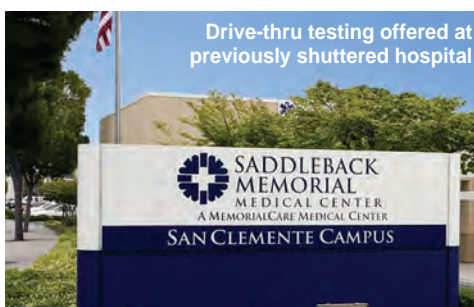
DAY JOB: Head of Fountain Valley-based health system with five area hospitals that bring in close to \$3 billion in revenue. 200-plus care locations in Orange County and Los Angeles. Built an organization that emphasizes more than 200 locations for outpatient care, while leaving its four hospitals to concentrate on the critically ill. Largest nonprofit healthcare system based in OC.

MAKING A DIFFERENCE: System's **MemorialCare Saddleback Medical Center** in Laguna Hills, Fountain Valley-based **MemorialCare Orange Coast Medical Center** are among busier area hospitals during coronavirus pandemic. Four of MemorialCare's Southland hospitals are participating in a program studying the potential medicinal benefits of using plasma from recovered COVID-19 victims on other critically ill coronavirus patients. Opened a drive-thru coronavirus testing station for its members at a shuttered San Clemente hospital.

NOTABLE: **Joe Kiani's Patient Safety Movement Foundation** in February presented MemorialCare with its highest honor, the 5-Star Hospital Award, in recognition of its "steadfast commitment to patient safety and quality of care." It's one of only six health systems in the U.S. to receive the award.

QUOTABLE: Speaking to Business Journal in late March, allayed fears of surge in local cases. "We live in a community that offers exceptional healthcare close to home. Whether you seek care at MemorialCare or another health system, you are getting among the best the world has to offer."

FAST FACT: MemorialCare Health System has its own private equity fund with about \$80 million. "We invest in companies that we believe can contribute value in healthcare," said Arbuckle, who is chairman of the equity fund. "It either reduces cost, improves the quality of the patient experience or ideally does both."



BERNADETTE BODEN-ALBALA

Founder, Chairman
Director, Program in Public Health
Founding Dean, School of Population
Health
University of California-Irvine
Born in Long Island
Age: 59
Lives in Irvine

DAY JOB: Tapped last year to head the start of a new public health school at UCI. Will lead the transition and combination of the current Program in Public Health, Department of Epidemiology, and Division of Occupational and Environmental Medicine into one new cohesive school that will have north of 1,400 students. The public health school will be one part of the **Susan and Henry Samueli College of Health Sciences**.

MAKING A DIFFERENCE: Joined a task force organized by Chancellor **Howard Gillman** in January to help educate and support the school's some 37,600 students, and work with the **Orange County Health Care Agency** in its efforts of tracking and analyzing the looming spread of COVID-19 in Orange County. Recently launched large-scale, population-based study that will generate a more accurate estimate of the true prevalence of the pandemic in OC.

NOTABLE: The survey will involve serological testing of a representative sample of 5,000 Orange County residents to determine if they have COVID-19 antibodies, according to UCI. It will "help guide local health officials as they ease social distancing requirements and gradually reopen the economy—while also allowing them to better identify at-risk populations and understand how long immunity to the virus lasts," it said. See page 22 for more.

QUOTABLE: "Testing that is scientifically and statistically sound is absolutely critical to getting people all over Orange County back to work and back to their lives in a safe way," said Boden-Albala mid-month. "What we've seen so far is that low-income and minority communities are experiencing the most severe symptoms and death rates. It's tragic, and we have to know why this is happening and what we can do to prevent it. By partnering across Orange County, from Irvine and Newport Beach to Santa Ana and Anaheim, we can do this."

FAST FACT: In a slightly unusual move for a university dean, Boden-Albala, known for her research in preventative healthcare and how social factors affect health conditions, chose to teach a class of her own at start of year in order to "get a better understanding of the students." The class of about 150 pupils began in January. The topic? Infectious diseases, featuring a curious one that was rapidly spreading throughout parts of China.



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50 MAKING A DIFFERENCE

**BILL BRACKEN**

Founder, Culinary Director
Bracken's Kitchen
Garden Grove
Grew up in Wathena, Kan.
Lives in Fountain Valley
Donate at brackenskitchen.com

some 350,000 meals were served.

DAY JOB: Face of charity that feeds OC's needy. Since Chef Bill Bracken launched the nonprofit in 2013, he has combined food recovery with culinary training to feed those in the community who are in need. Fast-grower: in 2017 prepared just under 80,000 "hot, tasty" meals. By 2019,

MAKING A DIFFERENCE: Has upped production and food recovery during coronavirus pandemic. Industrial kitchen now making well over 30,000 meals a week,

and 5,000 meals a day, to give to local charities that in turn distribute those meals to those they serve. Through grants from **Wells Fargo**, the **OC Community Foundation** and others, as well as private donations, Bracken has been able to hire additional staff to help prepare meals. Bracken previously depended on recovered food from restaurants and grocery stores, but many of those sources have dried up.



Preparing food at Bracken's Kitchen

NOTABLE: 35-year career in food industry. Served as executive chef at **Island Hotel** in Newport Beach (now Fashion Island Hotel), other local work has included creating the culinary vision for the **Oak Creek Golf Club's** food and beverage operations, and helped to open **DivBar Smokehouse BBQ** in Newport Beach.

QUOTABLE: "I've been up since 3 a.m.," Bracken told Business Journal in late April. "I have (a) lot of people helping or else we couldn't do it."

FAST FACT: His bio notes that "one of his most popular dishes is his inventive take on traditional macaroni and cheese, made with elbow macaroni pasta, Taleggio cheese and crushed truffles."

**ROBERT BRAITHWAITE**

Chief Executive, President
Hoag Memorial Hospital Presbyterian
Newport Beach
Born in Orange County
Age: 53
Lives in San Clemente

DAY JOB: Head of Hoag's entire healthcare network, including two hospitals and Hoag Orthopedic Institute, some 600 beds. Ranks the second largest on the Business Journal's annual list of hospitals, reporting \$1.1 billion in annual revenue, nearly 6,300 employees.

MAKING A DIFFERENCE: The hospital said it has "a world-class infection prevention team leading our efforts" treating coronavirus. This effort includes education, training and drills to properly screen and isolate patients for infectious conditions. Told Business Journal that it was "prepared to protect our patients, physicians, clinical care providers and all employees from the spread of infectious disease. Like many other hospitals, we care for patients with infectious diseases as a matter of course."

NOTABLE: Making plans to expand Irvine hospital campus, through \$226 million buy of existing facilities and excess land next to 405 freeway. Also making plans to go it alone; looking to end affiliation with **Providence**, lawsuit filed in early May argues that Hoag needs more local autonomy.



QUOTABLE: Slowly reopening hospitals to allow for non-emergency procedures. "We are starting to see a few individuals that are delaying their [emergency] care needs because of concerns around contracting COVID, where we've had some individuals actually have more serious conditions like a stroke or heart attacks, and they just delay."

**DONALD BREN**

Owner, Chairman
Irvine Co.
Newport Beach
Born in Los Angeles
Age: 88
Lives in Newport Beach

DAY JOB: County's dominant landowner, landlord, with estimated 120 million total square feet in companywide portfolio, including more than 500 offices, over 40 retail centers, 160 apartment communities with nearly 50,000 units, three golf clubs, five marinas, and three resorts. Sole shareholder of company. Wealthiest U.S. real estate developer. Business Journal estimates fortune at more than \$17 billion.

MAKING A DIFFERENCE: Sole OC representative of President **Donald Trump's** "Great American Economic Revival Industry Groups," group of 200 execs expected to provide guidance on how best—and when—to reopen the country's economy again. Serving on nine-person real estate group, alongside L.A.'s **Rick Caruso**, a longtime friend of Bren and Irvine Co. board member. Irvine Co. remains main source of commercial construction, and construction jobs, in OC during pandemic, with office development in full force—while maintaining social distancing measures—at Spectrum Terrace and Innovation Park office sites in Irvine. Adjusted its business model for residential and commercial properties in response to coronavirus concerns. In addition to upping cleaning efforts like other local landlords, Newport Beach-based Irvine Co. has offered rent payment flexibility for retail and apartment tenants.

NOTABLE: Most active commercial developer in California in recent years, with bulk of new construction taking place in the Irvine Spectrum area. Mid-rise buildings a focus, new development, Spectrum Terrace, getting close to opening to **Alteryx Inc.**, others. Homebuilding on Irvine Ranch ongoing during pandemic; has been the best-selling master-planned community on West Coast several years running.

QUOTABLE: "We understand these are unprecedented times for our country and the world," **Butch Knerr**, president of **Irvine Company Retail Properties**, said in a March letter to retail tenants. "Working together, we will move forward and emerge stronger than ever."

Spectrum Terrace, Innovation Park office seeing brisk pace of construction past 2 months



CONGRATULATIONS **ANNETTE WALKER** ON BEING FEATURED IN THE OC 50 SPECIAL REPORT

Annette Walker, president of City of Hope Orange County, is twice-named to the OC 50. She's kept her promise to bring lifesaving cancer treatment to Orange County, now in Newport Beach and soon at our comprehensive Irvine campus.

Thank you, Annette. Hope lives in Orange County. And **cancer doesn't stand a chance.**



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NEWPORT BEACH



CityofHope.org/Orange-County



50 MAKING A DIFFERENCE

**BRIAN CHRISTENSON,
ROBIN CHRISTENSON**

Founders, Owners
Blinking Owl Distillery LLC
Santa Ana
Born in Salt Lake City (Brian);
Van Nuys (Robin)
Ages: Brian: 44; Robin: 45
The couple lives in Santa Ana

DAY JOB: Operates the Blinking Owl Distillery in Santa Ana, with a tasting room. Business also has license to sell its bottles of vodka, gin, whiskey and other items to restaurants and bars. Counted about 400 wholesale accounts in California pre-pandemic and had begun servicing orders internationally just before the coronavirus hit.

MAKING A DIFFERENCE: Company sought FDA approval as a drugmaker and began making hand sanitizer to address country-wide shortage. Orders came in quickly from the county and hospitals, among other places. Produced thousands of bottles on-site at their facility.

NOTABLE: Filed an application for an on-site kitchen originally slated to open in April. Plans still call for eventual opening. Distillery was temporarily shut down in November following issues with state's Department of Alcoholic and Beverage Control. After pivot to sanitizer, government was among first to purchase their products, with county making initial 7,000-unit order.



QUOTABLE: "You can't even—no writer could write this story. You can't make it up," Robin Christenson said. "It's just so crazy the path everybody's going to be on. This is at least giving us an opportunity to actually be able to support the community. It's really nice to be needed. It's a good feeling," she told the Business Journal in March at the time of the company's pivot to hand sanitizer production.

FAST FACTS: Founder Brian Christenson's great-grandfather, **Fred P. Armbrust** was a bootlegger, selling spirits hidden away in the basement of his dairy farm. Couple breathed new life into the midcentury Blinking Owl Bar with the opening of their distillery in 2016.



Ryan Friesen, head distiller, with co-owners Brian and Robin Christenson

**ADAM COFFEY**

Chief Executive
Coolsys
Brea
Born in Chicago
Age: 55
Lives in Yorba Linda

DAY JOB: Runs country's largest commercial refrigeration and air conditioning services business; major clients include Target and Starbucks, and the country's largest grocery and drug store chains. Among Orange County's fastest-growing private firms the past few years, looking to boost annual sales past the \$1 billion mark through acquisitions and organic growth. Since Coffey became CEO in 2016, CoolSys has made 12 buys, half of them over last year or so.

MAKING A DIFFERENCE: Providing ongoing service to "mission critical" refrigeration and HVAC systems at businesses designated as essential services amid pandemic. Serves "grocery retailers, mass merchants, drug stores, telecom, blood banks" and other businesses, he says. Other new lines of work: CoolSys has provided installation of plexiglass protective panels (aka sneeze guards) at checkout counters in grocery stores, restaurants, and other essential retail stores.

NOTABLE: Company said it is operating at near full-strength with over 1,850 field technicians serving customers during crisis. Expects surge in demand for service and maintenance this summer, as well as boost in work as more businesses open again and tackle energy projects they've put off in recent months.



Sneeze guard product on display

QUOTABLE: "We keep grocery stores' frozen food and fresh food sections cold. We keep blood banks refrigerated, food storage further up the distribution chain (warehouse) refrigeration cold. We keep pharmaceuticals refrigerated," he says.

FAST FACT: A business writer; Coffey's last book, "The Private Equity Handbook," has held the No. 1 Amazon Best Seller spot "in multiple business categories" at various times this year. Says he has another book in the works.

**ERAN COHEN**

Chief Executive
St. John Knits International Inc.
Irvine
Born in San Tomé, Venezuela
Lives in Venice Beach

DAY JOB: Leader of OC luxury apparel maker founded in 1962 by Bob and Marie Gray. Company has more than 1,500 workers and 37 company-owned stores.

MAKING A DIFFERENCE: St. John's factory was reworked to accommodate the production of face masks and gowns. Company is able to produce as many as 85,000 masks or 11,000 gowns weekly. A good portion of what's been produced has been donated, alongside medical grade masks, to essential workers. See page 1 for more.

NOTABLE: Corporate employees transitioned to working from home. Some factory workers were brought back to sew masks and the company's Baja facility recently reopened with St. John having implemented a number of measures including social distancing and temperature checks. Business also made good use of digital tools, channels to stay in touch with consumers—efforts that will continue post-pandemic.

QUOTABLE: "It's really impossible to have been closed for two months and not have some sort of negative impact, and the impact is not simply our business-to-consumer business, but we have [retail] partners out there who we've been working with for many years and their challenges become our challenges. There will be a shifting of consumer values and needs," Cohen told the Business Journal this month.

FAST FACTS: Tapped in 2018 to lead St. John. Previously served as executive vice president of customer experience for **PetSmart Inc.** Before that, held several positions in the fashion, retail world including **New York & Co.**, **Payless Shoesource Inc.** and **Esprit de Corp.**



Making PPE in the St. John factory

LEADING US TO A HEALTHIER WORLD

When the virus hit, UCI and UCI Health were ready. As Orange County's only research university and academic medical center, we are dedicated to the health and well-being of our entire region — from the boulevards of Brea to the shores of San Clemente. Whether the issue is cancer or COVID-19, we're here to serve everyone with compassionate, research-backed care driven by discovery and innovation.

So we're grateful that three of our own are being recognized for their leadership and impact during the COVID-19 crisis: Chancellor Howard Gillman, UCI Health CEO Chad T. Lefteris and UCI Program in Public Health Dean Bernadette Boden-Albala.

Together with our partners across the University of California system, we'll continue our quest for a healthier tomorrow.



Chancellor Howard Gillman
University of California, Irvine



Chad T. Lefteris
CEO, UCI Health



Bernadette Boden-Albala
Dean, UCI Program in Public Health



50 MAKING A DIFFERENCE

**MARK COSTA**

Executive Director, Orange County service area
Kaiser Permanente
Anaheim
Born in Patterson
Age: 63
Lives in Palos Verdes Estates

ange County, easily tops among OC hospitals.

MAKING A DIFFERENCE: Was in active planning for potential surge in COVID-19 cases nearly a month prior to OC getting its first batch of infected patients. Opened “command centers” at the local, regional and national levels to monitor changing conditions. Drive-thru testing at Anaheim hospital was among first in region.

NOTABLE: Kaiser’s emergency departments at both its medical centers have special units that are solely used for Patients Under Investigation, or PUIs. In each pod it has 12 beds for a total of 24.

QUOTABLE: “We are prepared,” Costa told Business Journal in March. “Kaiser Permanente is fortunate that we have national resources that we can call upon should we need them. Locally, we continue to monitor our supplies on a daily basis and currently have an adequate quantity to continue our healthcare delivery and protect our staff.”

FAST FACT: Part of consortium of healthcare agencies building first-of-its-kind mental health center; **Be Well Orange County Regional Mental Health and Wellness Campus** opening in Orange.

**STEVE GARDNER**

Chairman, Chief Executive, President
Pacific Premier Bancorp
Irvine
Born in Burbank
Age: 59
Lives in Tustin

DAY JOB: Runs one of the largest banks headquartered in Southern California and the largest based in OC, with nearly \$12 billion in assets. Gardner in 2000 took over a failing Riverside-based bank and moved it to Irvine. He grew both organically and through acquisitions and avoided disasters such as the subprime mortgage meltdown of 2007-08. One of best-performing stocks of any OC company over past decade. Preparing to get larger; \$1 billion buy of **Opus Bank** on track to close June 1.

MAKING A DIFFERENCE: Pacific Premier was by far the largest OC-based bank issuer of PPP loans—approximately 3,750 loans for \$1.12 billion. Moved about three-quarters of its 737 employees to work remotely. Temporarily closed the lobbies at branch locations that are equipped with drive-thru capabilities. Ended share buyback program to conserve cash. Re-examined loan workout strategy; saying “we typically do not do loan modifications or loan workouts—as the crisis unfolded, we understood that approach would need to change.”



NOTABLE: Not the first downturn Gardner has navigated—says he was preparing for a recession. “While the emergence of a global pandemic to this extent has little precedence and is truly a black swan event, recessions are not,” he said late last month. “They are a normal part of the business cycle, and we have been expressing our concern about the length of the economic expansion for the past two years.

QUOTABLE: Loan modifications come with a caveat. “We are sharing our expectation that our full banking relationship needs to be with Pacific Premier so that we can better help them in the future,” he told analysts late last month.

FAST FACT: Opus buy will boost assets to nearly \$20 billion.

**HOWARD GILLMAN**

Chancellor
University of California-Irvine
Irvine
Born in Los Angeles
Age: 61
Lives in University Hills, Irvine in Tierney University House

DAY JOB: Oversees 55-year-old public university with more than 37,600-plus students, over 25,800 employees including medical center staff. Estimated \$45.2 million in student refunds for housing and dining, and costs associated with remote learning in spring quarter.

MAKING A DIFFERENCE:

Campus busy with activity, despite move to online instruction and social distancing measures. Coronavirus-related research at school spans antibody tests and convalescent plasma therapy at its **Vaccine R&D Center**. Antibody tests have since been translated into commercial product through Irvine-based **Nanommune Inc.** On the tech side, UCI researchers developing app to trace exposure to virus. Held numerous PPE drives and 3D printed more than 5,000 face shields for front-line workers. Regarding virtual instruction, recently inked licensing agreement with enterprise software platform **Yuja Inc.** for sitewide, multiyear implementation following an extensive pilot program. See page 1 story for more.

NOTABLE: UCI ranks No. 9 among public universities by U.S. News & World Report, No. 36 among all schools. No. 1 in nation among public universities for “best value,” according to Forbes. Moving ahead with construction on 9-acre **Susan and Henry Samueli College of Health Sciences** complex; to include new schools for pharmaceutical studies and population health. Continues efforts for \$2 billion capital campaign.

QUOTABLE: “UCI is Orange County’s only academic medical center and only major research university. We were built to address challenges such as the one presented by this pandemic, by offering advanced treatment, urgently needed world-class research, innovative interventions, public service, and information you can rely on,” Gillman told the Business Journal in April. “The entire university has mobilized in service of our community at this moment of great need.”

FAST FACTS: Appointed as sixth chancellor in 2014. Increased annual research support by more than \$100 million, setting university record. Holds faculty appointments in political science, history, criminology, law and society. Came on as provost, executive vice chancellor in 2013 after over 20 years at University of Southern California. Married to **Ellen Ruskin-Gillman**, two children.



UCI teams made and delivered 5K face shields to UCI Medical Center in April

We're Here.

Asthma, Back Pain, Bleeding, Broken Bone, Bruising, Chest Pain, Confusion, Dizziness, Extreme Abdominal Pain, Fainting, Fatigue, Fever, Joint Pain, Labor and Delivery, Loss of Balance, Mammogram, Muscle Weakness, Nausea, Prenatal Care, Seizures, Severe Headache, Shortness of Breath, Unexpected Lump, Asthma, Back Pain, Bleeding, Broken Bone, Bruising, Chest Pain, Confusion, Dizziness, Extreme Abdominal Pain, Fainting, Fatigue, Fever, Joint Pain, Labor and Delivery, Loss of Balance, Mammogram, Muscle Weakness, Nausea, Prenatal Care, Seizures, Severe Headache, Shortness of Breath, Unexpected Lump, Asthma, Back Pain, Bleeding, Broken Bone, Bruising, Chest Pain, Confusion, Dizziness, Extreme Abdominal Pain, Fainting, Fatigue, Fever, Joint Pain, Labor and Delivery, Loss of Balance, Mammogram, Muscle Weakness, Nausea, Prenatal Care, Seizures, Severe Headache, Shortness of Breath, Unexpected Lump, Asthma, Back Pain, Bleeding, Broken Bone, Bruising, Chest Pain, Confusion, Dizziness.

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OC 50 50 MAKING A DIFFERENCE



KIMBERLY CHAVALAS CRIPE

Chief Executive, President
Children's Hospital of Orange
County
Orange
Born in Spokane, Wash.
Age: 65
Lives in San Juan Capistrano

DAY JOB: Runs county's only dedicated pediatric hospital. Hospital has 333 licensed beds, including 54-bed satellite facility in **Mission Hospital** and 3,600-plus workers. Led early 2000s financial turnaround allowing CHOC to regain control of operation, which was temporarily managed by what's now **St. Joseph Health**. Previously with Columbia HCA Holdings Inc.

MAKING A DIFFERENCE: During pandemic, has provided additional resources to staff, including free on-site childcare, food, and access to telehealth consultation with psychologists. Working with Irvine-based **WytCote Technologies** to provide antibody testing for the clinicians and staff. Extensive online resources for parents on how to educate and protect children during crisis. Offering telehealth appointments for patients and families.

NOTABLE: In January, named chair of the board of trustees of the Children's Hospital Association, which is considered the national voice of more than 220 children's hospitals and works to advance child health. In March, appointed Dr. **Terence Sanger** vice president for research and chief scientific officer, to accelerate CHOC's research efforts.

QUOTABLE: "Like many other communities across the country, one in five children living in Orange County suffers from a serious mental health condition. As children's hospital leaders, we are committed to caring for the whole child."

RECENT: New autism center opened last year. The **William and Nancy Thompson Family Foundation** provided a \$10 million founding gift. Opened 18-bed mental health inpatient center a year ago, first psychiatric inpatient beds for children under 12. Project started with \$5 million lead gift from **Sandy Segerstrom Daniels**, has raised over \$18 million.



BILL GROSS

Founder
William, Jeff and Jennifer Gross Family Foundation
Laguna Beach
Retired Co-Founder
Pimco
Newport Beach
Born in Middletown, Ohio
Age: 76
Lives in Laguna Beach

DAY JOB: Gross, long OC's best-known finance executive, used to oversee trillions at **Pacific Investment Management Co.** Nowadays, the retiree—the Bond King stepped down from his position at **Janus Funds** last year—is managing \$400 million for his family foundation that launched late last year. Separately, he also oversees his own personal wealth, which the Business Journal in July estimated at about \$1.2 billion.

MAKING A DIFFERENCE: Foundation was among first in area to step up with funding efforts at onset of coronavirus crisis; in late March said it had given \$1.5 million to charities and organizations providing relief from the effects of coronavirus on Southern California communities. Recipients included **OC Food Bank** and the **Second Harvest Food Bank of Orange County**. **Mission Hospital**, a longtime recipient of Gross family giving,

in April got another donation from the foundation: 40 contact-free respiratory monitors with a real-time data monitoring system. This month gave to the Laguna Food Pantry, which will provide groceries to 3,500 people and their 14,000 family members.

NOTABLE: The foundation has donated more than \$60 million to nonprofit organizations since 2017. Giving to "people in need is like a shot of adrenaline to the heart. It makes me feel I'm doing something worthwhile," he told the Business Journal late last year.

QUOTABLE: Has called on other wealthy residents of OC to follow suit with giving in tough times. "Those with means are obligated to provide assistance to their communities to help alleviate the impact of the crisis and support the basic needs of families and individuals," he said.

FAST FACT: Gross took the under in a prediction of 2020 GDP (telling the Business Journal he predicted 1% growth for the year) last December, in a friendly bet with Chapman's **Jim Doti** (who went higher with a 1.9% prediction, since significantly revised). Doti won prior year's forecast; with a recession in full swing, Gross will win the bet this time around.



Gross and life partner Amy Schwartz posing outside house



EMILE HADDAD

Chief Executive, President
FivePoint Holdings LLC
Irvine
Born in Beirut, Lebanon
Age: 61
Lives in Laguna Hills (Nellie Gail)

DAY JOB: In charge of developing homes, commercial space at **Great Park Neighborhoods** at former El Toro Marine base in Irvine. California's largest master-planned developer, with additional projects at L.A.'s Valencia development and pair of sites in Bay Area.

MAKING A DIFFERENCE: One of OC's most prominent business leaders has upped his game during the pandemic, turning his attention to helping track down, and pay for, protective masks, sanitizer and other needed items for front-line workers

in the area. One week's efforts at end of March brought in some 100,000 N95 grade masks, along with 100,000 pairs of gloves. Along with **Chipotle's Brian Niccol**, one of two OC representatives on Gov. **Gavin Newsom's** state task force addressing economic impact of the coronavirus. Spot at Great Park will be site of free COVID-19 testing for Irvine residents, program is first of its type in OC, according to the city.

NOTABLE: Home development remains ongoing in Irvine, with sales holding up during pandemic. Recently closed a large land deal with an unnamed builder, developer says. "We don't have any concern yet on pricing discounts. The biggest issue we are hearing from builders is the lack of financing available for buyers," Haddad said in late April.

QUOTABLE: "I want to help the medical community, the police, and the firefighters. I also want to help my residents (at Irvine's Great Park Neighborhoods)," said Haddad of newfound side job tracking down supplies. "You work where you can make the biggest impact." As to what others in community can do to help, he says: "This is an area of means. If everyone can adopt three, four, or five families and look after them. If they can help the police, the firefighters, the medical staff. If they can look after their own universe, then we can help a lot of people. In my case, I'm just trying to give people a path on how they can help."

FAST FACT: Left troubled Lebanon with fiancée, now wife, **Dina**. Daughter, son both work at FivePoint. Says days as a teenager in Beirut during the start of the Lebanese Civil War gave him skills to navigate current events.





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¹ Published clinical studies on pulse oximetry and the benefits of Masimo SET® can be found on our website at <http://www.masimo.com>. Comparative studies include independent and objective studies which are comprised of abstracts presented at scientific meetings and peer-reviewed journal articles. ² Estimate: Masimo data on file.

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OC 50 50 MAKING A DIFFERENCE



HARALD HERRMANN

Chief Executive
Second Harvest Food Bank, Orange County
Irvine
Born in Johannesburg,
South Africa
Age: 54
Lives in Santa Ana
feedoc.org

DAY JOB: Runs one of OC's largest nonprofits, which annually receives services and food donations worth tens of millions of dollars. Reported cash contributions approaches \$10 million annually; serves some 750,000 people annually.

MAKING A DIFFERENCE: Hired 120 nonprofit and restaurant workers who were hit by furloughs and layoffs in COVID-19 crisis, for part-time work. Organized a pop-up, drive-thru food bank at the Honda Center on March 21 in response to the pandemic. Fed 2,728 households from 7:45 a.m. until 1:30 p.m. Effort accomplished with 30 volunteers and 15 staff. Anaheim police officers, traffic control supported. Now serving an average of 4,500 households (cars) each weekend, scheduled to continue at the Honda Center until June 27th and possibly longer if needed. Since that first distribution, Second Harvest has distributed 824,688 pounds of food.



NOTABLE: Working to translate grocery rescue program to the restaurant industry. Last year, Second Harvest picked up and distributed about 15 million pounds of food, that five or 10 years ago would have ended up in a landfill. Almost half the food Second Harvest provided to those in need last year came from its grocery rescue program. Hopes to translate the program to restaurants in the future to further reduce food waste. Told OC Register in April that Second Harvest was looking for about \$500,000 more a week in donations, to cover the cost of not only maintaining its current efforts but to fund more staffers, while servicing thousands of critical needs households affected by the virus, including seniors.

QUOTABLE: "If there were ever an industry on the front lines of every emergency—a hurricane, a flood, a fire—it's the food community. When the American Red Cross shows up at the site of a disaster, the food industry comes together as a community, feeding first responders and those who need support," Herrmann told the Business Journal in March.

FAST FACTS: In 1995, Herrmann helped launch the flagship **Yard House**, which was bought by **Darden Restaurants Inc.** where he became president of its Specialty Group (Seasons 52, Capital Grille and others). Herrmann joined Second Harvest Food Bank in 2019 as CEO. Of the opportunity to serve, he said "If not now, when?"



Second Harvest expected to pass the 1M pound mark over Memorial Day weekend



ANTHONY HSIEH

Founder, Chief Executive
loanDepot
Foothill Ranch
Born in Taiwan
Age: 55
Lives in Newport Beach

DAY JOB: Runs country's second-largest non-bank mortgage lender. Made \$45 billion in loans last year, has originated nearly \$200 billion in loans since 2010 founding, mostly mortgages.

MAKING A DIFFERENCE: Among OC firms ramping up job hiring during crisis. Held series of virtual job fairs to help fill a 3,000-worker expansion. Company currently employs some 7,000 workers at Foothill Ranch and other area locations, all of whom are working remotely. Hiring push due to low mortgage rates and loan activity rising, as well to move to more online lending services. Firm says it is working with borrowers who have lost jobs during the crisis.

NOTABLE: Job openings at loanDepot range from sales and operations to marketing and information technology at all skill levels. "We're in a new norm, but it's a norm that we were prepared for," Hsieh said of virtual job fairs. "Our team has created a process by which candidates can apply, on-board and train in an entirely virtual way."

QUOTABLE: "Today was very important to us for two reasons," Hsieh said after first job fair. "First, we want prospective candidates to know that there are outstanding job opportunities available with us. And, second, we want people to have greater awareness of the significant work we are doing to make a difference in the lives of people nationwide."



Screenshot of Hsieh (bottom left) during virtual job fair

FAST FACTS: loanDepot in April announced a \$1 million donation to support 20,000 COVID-19-impacted individuals. Company is also serving OC community by providing meals, masks, hand sanitizers, computers and Wi-Fi connectivity to enable children to continue their schoolwork.



TOM HERZOG

Chief Executive
Healthpeak Properties Inc.
Irvine
Age: 57
Lives in Newport Coast

DAY JOB: Runs healthcare and medical property-focused real estate investment trust valued at about \$13 billion; one of five Orange County public companies valued at \$10 billion or more. Chief executive since the start of 2017, previously with apartment investor **UDR**. Healthpeak, previously known as HCP, has owned over \$20 billion of real estate.

MAKING A DIFFERENCE: Portfolio it oversees feeling effects of coronavirus numerous ways. Its senior housing segment has seen its share of cases and properties have reported more than 30 deaths as of late April; the pandemic has driven down occupancy for those buildings, while increasing expenses, as operators have stocked up equipment and supplies, spent more on labor, and incurred other unusual costs. Working with operators of those facilities to limit exposure of virus to residents. Offering two-month deferral of rent from May and June to Healthpeak's non-hospital and non-health system medical office tenants, subject to certain conditions.

NOTABLE: 61% of REIT's net operating income is concentrated in life science and medical office, with an additional 5% in hospitals. Those subsectors will be less severely impacted by COVID-19 than senior housing, which comprises the remaining 34% of its officials believe.

QUOTABLE: "When we come out the other side of this crisis, we believe there will be pent-up demand that will increase move-ins beyond the average historical levels," he said in early May, speaking of senior housing. "We have a number of adult children that are home right now from work that are taking to take care of the parents, what we have heard from numerous operators is it's much, much harder than they had expected."

FAST FACT: Plans to sell Hoag's Irvine hospital campus to the tenant, for \$226 million.



Hoag Hospital of Irvine

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Extraordinary times call for extraordinary measures. And for extraordinary leaders, like CHOC President and CEO Kimberly Chavalas Cripe.

Thank you Kim, from your #CHOCFamily.



LONG LIVE CHILDHOOD

OC50 50 MAKING A DIFFERENCE



KIRK INOUE
Chairman, Chief Executive
eVent Medical
Lake Forest
Born in Japan
Age: 72
Lives in Corona del Mar

DAY JOB: Runs 40-person company in the foothills of Lake Forest that makes ventilators for intensive care units at hospitals. The price for the company's product: about \$15,000.

MAKING A DIFFERENCE: Firm typically makes about 1,000 ventilators a year, or fewer than 100 a month. Not a typical

year, as product has become one of most sought-after items in the world amid pandemic. Demand has caused production to rise to 200 a month as of May. While their business is considered essential, those of its suppliers may not fit the list as determined by

the state government.

NOTABLE: "We are one of the few companies that can make ICU ventilators in the U.S.," Inoue told Business Journal, noting his company's competitive advantage is that his machines are "more state of the art" compared to competitors and he prices it about half that of the competition. Another advantage is that he makes the machines user friendly so someone using it can adjust it as needed without the help of an aide. "Many caretakers where we sell are not educated like in the U.S.," Inoue said. "We make it intuitive for users."

QUOTABLE: Once the coronavirus began, the company saw demand from China explode to about 300 to 400 orders in the first 10 weeks this year alone. "We've been working on weekends," Inoue said at end of March. "We have to crank up until we use up all the parts."

FAST FACT: Inoue founded another ventilator maker, Newport Medical, in 1981; left in 2000. In 2006, he joined eVent Medical and bought it in 2012. Costa Mesa's Newport Medical was bought by device giant Covidien in 2012, reportedly in the range of \$100 million.



\$15,000 ventilators during 24-hour tests at Lake Forest facility



Sterrad disinfecting system: nearly 10K in hospital use

DOMINIC IVANKOVICH
President
Advanced Sterilization Products
Irvine

DAY JOB: Exec tasked with growth at ASP, a maker of sterilization and disinfection products for healthcare uses, following its sale last year to a \$20 billion-valued industrial technology conglomerate, Everett, Wash.-based **Fortive Corp.** Was previously with Fortive.

MAKING A DIFFERENCE: Saw its products generate national headlines as a potential solution to a lack of medical-grade masks for doctors and nurses. ASP, which employs some 700 people with the bulk at its home base in Irvine, in April got FDA approval under its Emergency Use Authorization to use its sterilization systems to decontaminate N95 respirator masks. The system, called Sterrad, uses vaporized hydrogen peroxide gas to clean products. The FDA said ASP has installed 9,930 Sterrad systems in 6,300 hospitals across the U.S. The machines in total have the capability to sterilize per day about 4 million N95 masks that provide more effective respiratory protections to their users than typical surgical masks.

NOTABLE: It takes between about 24 minutes to 55 minutes for the disinfecting process to take place, depending on the model of the product. By using ASP's products, the company thinks it can at least triple the lifespan of the hard-to-find N95 masks.

QUOTABLE: ASP thinks its products can help more than just hospital workers during the pandemic, according to Ivankovich. "It's not just healthcare professionals that are exposed to the limitations of the supply chains around personal protective equipment—it's a lot of markets as well," he told the Business Journal after getting the FDA nod. "Our goal is to make sure we get the equipment to the places where it can make the most difference."

FAST FACT: Expanding its local base, which included a pair of buildings long used by its former owner, **Johnson & Johnson**, sitting alongside the Santa Ana (5) Freeway, across from the Spectrum shopping center. It recently inked a lease to take over part of a floor at **Broadcom**'s campus at the Five Point Gateway campus. The roughly 30,000-square-foot sublease pushes ASP's area footprint to nearly 150,000 square feet.



STEVE JONES
Chief Executive
Allied Universal
Santa Ana
Born in Orange County
Age: 51
Lives in Coto de Caza

DAY JOB: Took a company that generated \$12 million in 1996 to \$8.5 billion. Runs the nation's largest private security force. Built Allied Universal into a firm with 235,000 employees securing 42,000 sites; provides security for about a quarter of the Fortune 500 companies, CEOs and their families.

MAKING A DIFFERENCE: Allied at the forefront of the battle against the coronavirus. Its guards are at hospitals in hard-hit cities like New York and New Orleans, where they help ensure the people with symptoms are screened and given the right instructions before healthcare workers take over. One of biggest employment pushes in the country underway. Looking to add an additional 30,000 workers by end of June—roughly the number of workers at Disneyland, OC's largest employer. Late May "drive-by" open house in Orange aims to find 100 new hires.

NOTABLE: Jones keeps abreast of the pandemic's status by reading reports from his company executives and from Homeland Security. He's following leading metrics such as the number of people entering hospitals with the virus. "New York is starting to bend the curve," he said on April 10, a few days before it became public news.

QUOTABLE: "Before you get into (the) hospital, a security officer is asking you questions, sometimes taking temperatures," Jones said in the Business Journal interview. "It's been [incredibly] challenging for us because our employees are on the front lines."

FAST FACT: Allied, which has made dozens of acquisitions in the past decade, has put on hold three pending acquisitions. "We're conserving all of our cash to make sure our business stays stable," Jones said.



Security officer on-site at OC hospital last month



What does it take to lead in uncharted waters?

It Takes a Titan

With courage and compassion, **FRAM VIRJEE**, president of Cal State Fullerton, is deftly navigating the COVID-19 pandemic, making difficult decisions for the university while keeping the safety and wellness of the Titan family — nearly 45,000 students, faculty and staff — at the forefront.

As the son of a ship captain and a first-generation college student, Virjee understands the resilience, steady hand and optimism needed to overcome challenges. He is a beacon of hope for Titans and our surrounding community.



CALIFORNIA STATE UNIVERSITY
FULLERTON

OC 50 50 MAKING A DIFFERENCE

JOE KIANI

Founder, Chairman, Chief Executive
Masimo Corp.
Irvine
Born in Shiraz, Iran
Age: 55
Lives in Laguna Niguel

DAY JOB: Founded Irvine patient monitoring company in 1989, built firm into OC's fourth-largest public company. Products help doctors and nurses remotely monitor the blood, oxygen and other key metrics of patients. Primarily used for hospital work, but company had been developing less expensive products for home monitoring, initially with idea to prevent opioid deaths.

MAKING A DIFFERENCE: Products have never been in demand more than during pandemic, as they allowing healthcare workers to track COVID-19 patients remotely. Products like its Radius PPG tetherless sensor proved popular when hospitals lacked adequate protective gear. "Many hospitals moved their patient monitoring equipment outside of the patient's room and into the hallway, avoiding the need for caregivers to enter a patient's room to read

the values on the monitor," Kiani said.

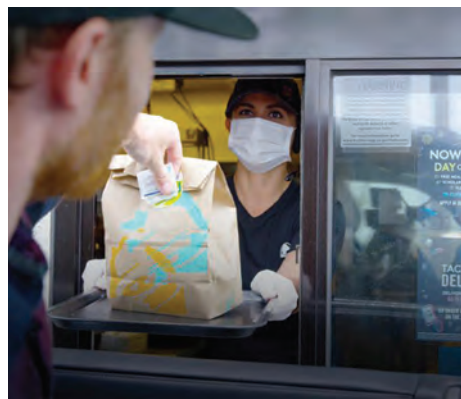
NOTABLE: Stock has exploded, up some 50% in 2020, far and away best performer of any large OC public company this year. Q1 sales of nearly \$270 million up 16% year-over-year, topping its typical gains in the 12% range. New products initially developed for opioid-related uses now used in fight against COVID-19; monitors allow physicians to direct patients with mild-to-moderate COVID-19 symptoms to return home.

QUOTABLE: "Thirty-one years of inventing and improving SET pulse oximetry and making systems for remote monitoring affordable and easily deployable prepared us for this moment in history," Kiani told analysts at end of April.

FAST FACT: In April, Masimo announced a \$5 million gift, via its **Foundation for Ethics**, to the **Patient Safety Movement Foundation**, a Kiani-created organization dedicated to achieving zero preventable hospital deaths worldwide.



SafetyNet, a remote patient management product launched during the pandemic, is company's most successful product rollout, CEO Kiani says



MARK KING

Chief Executive
Taco Bell Corp.
Irvine
Born in Green Bay, Wis.
Age: 60
Lives in Carlsbad

DAY JOB: Head of OC's largest restaurant operator with systemwide sales of \$11.7 billion and a local workforce of 4,000. Chain counts 7,000 restaurants in OC alone and is part of fast-food conglomerate **Yum Brands Inc.**

MAKING A DIFFERENCE: Ran free Doritos Locos Tacos giveaways for the public that was one-part charity, one-part major marketing blitz during the stay-at-home orders. Extra food went to food banks and \$1 million donation was sent to **No Kid Hungry**. Food trucks were deployed to service essential workers. **Taco Bell Foundation** this month said that it is awarding \$3 million in **Live Más Scholarships** to its workers and fans of the brand, and also said it would provide \$8 million in grants to local nonprofit organizations, "empowering youth across the country, during a time when access to educational resources is more essential than ever." Company said last week it aims to hire about 30,000 workers, in a move responding to the new guidelines and safety measures restaurants must adhere to. Hires will fill new and existing positions at Taco Bell restaurants, including drive-thru, curbside pick-up and mobile orders and ensuring restaurants remain properly sanitized.

NOTABLE: Rolled out safety efforts that ensured food safety, including sealed food orders given to drive-thru customers via a tray. Began dabbling with make-your-own meal kits, following other restaurant operators, with the launch of taco bar kits. Says operator will be prepared for changes in operations at U.S. locations as restaurants open doors again for in-person dining, thanks to brand's experiences with customers in China, where restaurants have reopened under social distance protocols.

QUOTABLE: "There's a distinct group of brave people—from healthcare workers, to teachers, to grocery store employees—who are making sure the world keeps running, and we need to make sure we all do our part to take care of them," King said in late March when Taco Bell's food truck fleet was converted to serve essential workers.

FAST FACTS: Joined Taco Bell in July 2019, succeeding **Greg Creed** as CEO. Previously clocked time at **TaylorMade** and **Adidas**. Optimistic about re-opening; recently told *Forbes* that "our insights group tells us customers want it to be safe to buy their food and [they want] value. The top word to describe Taco Bell is 'value.'"



WING LAM

Co-Founder, Vice President of Marketing
Wahoo's Fish Taco
Tustin
Born in São Paulo, Brazil

DAY JOB: Long-time face of \$64 million business he runs with brothers **Renato Lee**, CEO/president, and **Ed Lee**, head of forward planning. Company counts 418 workers across 19 locations locally. Has 61 total restaurants.

MAKING A DIFFERENCE: Always a fixture in OC's charitable scene, has increased workload during pandemic. Teamed with **Anaheim Ducks** and **Honda Center** to bring meals to healthcare workers. Company had already been doing deliveries to local hospital, grocery stores and other businesses with essential workers. Recent sightings at **St. Francis Medical Center**, **CHOC**, **College Medical Center**, while also giving food to families in need.

NOTABLE: Kept some restaurants open to serve takeout and delivery orders. Began offering family meals for \$35. Brothers rolled up their own sleeves often pitching in with some food deliveries themselves via the Wahoo's delivery truck. Operating on the fly: "we're using duct tape and rope and zip ties" to install "open for takeout" signs at restaurants, he told *Business Journal* at end of March.

QUOTABLE: When restaurants re-open, expect to see servers wearing clear plastic face shields. Don't expect the salsa bar to be open though, due to state rules pertaining to self-serve stations. "Yeah, no more salsa bars for a while," Ed Lee told *OC Register* this month.

FAST FACTS: Avid surfer who launched Wahoo's with brothers as casual chain with ties to surfing and skating and food drawing influences from China, Brazil, Baja and Greece. Concept celebrated 30 years in business in 2018. Brothers grew up in São Paulo and learned cooking from father, a chef who later opened Shanghai Pine Gardens on Balboa Island.



At Orange Wahoo's in April

CONGRATULATIONS!

We congratulate Adam Coffey on being honored as one of

OC'S 50 MOST INFLUENTIAL BUSINESS PEOPLE

A blue-collar CEO known for creating high-performance cultures and driving transformative growth, Coffey is also the best-selling author of *The Private Equity Playbook* and an acclaimed guest speaker.

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President and Chief Executive Officer



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OC 50 50 MAKING A DIFFERENCE



CHAD LEFERIS

Chief Executive
UCI Health
Orange
Born in North Carolina
Age: 46
Lives in Orange

DAY JOB: Newly appointed head of UCI Health, oversees OC's only academic medical center and all clinical and patient-serving operations. Oversees the overall UCI Health system, which includes **UCI Medical Center**, the area's largest hospital, and more than a dozen outpatient research and specialty care centers throughout Orange County and portions of Riverside County.

MAKING A DIFFERENCE:

UCI Health has infectious disease experts, public health researchers and world-class clinicians working to mitigate the spread of the COVID-19 virus. Among other works, UCI Health's medical complex in Orange is the site of a therapeutic clinical trial for a drug that can treat the coronavirus. Foster City-based **Gilead Sciences Inc.** said at the end of April that early studies indicate its drug remdesivir showed promise for this purpose; the U.S. FDA could authorize the drug's use for coronavirus treatment if further clinical trials show effects on recovery time. See page 11 for more.

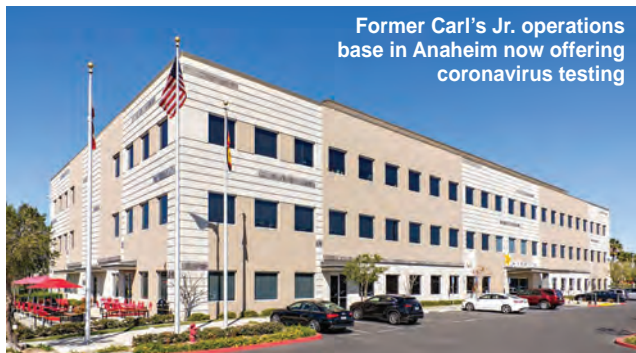
NOTABLE: Said at time of appointment: "UCI Health plays a unique role in meeting the health needs of our region's residents: While we're at the forefront of providing complex care and cutting-edge research, we also have a prominent role in providing primary and specialty care in all corners of the community. With the vast spread of COVID-19, this is a pivotal time for healthcare in our state and nation. I will prioritize the health of our community and the safety and well-being of our physicians, nurses and staff as we work together to get through this pandemic."

QUOTABLE: Lefteris "is the ideal person to advance the work of UCI Health, especially during this unprecedented time," added UCI Chancellor **Howard Gillman**.

FAST FACT: Named to post at start of April, had been COO since December 2018.



UCI Medical Center in Orange



Former Carl's Jr. operations base in Anaheim now offering coronavirus testing

JIM MAZZO

Chairman
Octane
Aliso Viejo
Board Member
Avellino Labs USA
Menlo Park
Born in Oak Park, Ill.
Age: 63
Lives in Laguna Beach

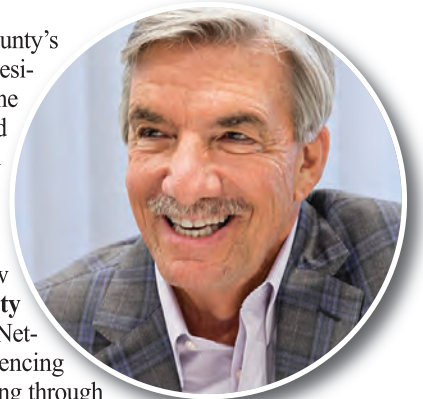
DAY JOB: Most prominent executive in Orange County's ophthalmic industry, retired from position as global president of ophthalmic devices at **Carl Zeiss Meditec** at the end of April, remains an adviser. Also remains a board member and on CEO committee of **Avellino Labs**, and chair of local tech and medtech accelerator **Octane**, which he helped found.

MAKING A DIFFERENCE: Helped launch a new COVID-19 testing network for the **Orange County Health Care Agency**, via his work at Avellino Labs. Network offers testing to area residents who are experiencing coronavirus symptoms, but are unable to receive testing through a healthcare provider. Avellino expects to offer up to 5,000 tests per day by end of May, with much of the work being done for those who are uninsured or underinsured.

NOTABLE: Avellino had been focused on gene-based diagnostics, data and therapy to treat eye disorders. Created the world's first DNA test to confirm the presence of genetic indicators that are positively associated with corneal dystrophies and keratoconus genetic risk factors. 12-year-old firm pivoted to coronavirus work earlier this year, using practices and technology from its eye work.

QUOTABLE: "The eyecare community, of which Orange County is a major hub, can take great pride in knowing that work done over the past decade was able to be quickly translated to help with the COVID-19 pandemic."

FAST FACTS: Avellino has been expected to go public this year on Korea's stock exchange. Along with the U.S., it has operations in China, Japan and Korea. Octane's **Ophthalmology Technology Summit** has been rescheduled for early August, to include virtual components.



Ramping up testing across county



JOSÉ MUÑOZ

Chief Executive
Hyundai Motor America Inc.
Fountain Valley
Global Chief Operating Officer
Hyundai Motor Co.
Seoul, South Korea

MAKING A DIFFERENCE: Company's **Hyundai Hope On Wheels** donated \$4.3 million for COVID-19 drive-thru testing across 22 hospitals, aimed at cities hit hard by the coronavirus, in addition to the development of 65,000

COVID-19 tests developed by South Korea-based **Seegene Inc.** Brought back the **Assurance Job Loss Protection** program for vehicle owners and lessees and extended **Hyundai Blue Link Connected Care** service—with features such as roadside and emergency assistance—for additional three months.

NOTABLE: Closed company headquarters with all employees working from home. Hyundai's workforce was briefed on CDC guidelines. Company stopped all travel and training sessions. Offered additional paid time off for workers directly affected by the virus. Short-term vehicle leases were made available to workers with college-age children. Stopped production at its Alabama plant from March 18 through May 4. Reopened Alabama plant with safety procedures; it takes body temperatures of employees entering the plant, and is changing procedures to allow for social distancing and implementing extensive sanitation measures.

QUOTABLE: "The key to control the pandemic, not only through the pandemic time but also after, is testing," he told CNBC in late April.

FAST FACTS: Joined Hyundai in 2019 from **Nissan Motor Co.**, where he was most recently chief performance officer and chair of Nissan China. Held several positions at Nissan since his start in 2004. Also worked at **Toyota** and **Daewoo**.



Hyundai Hope On Wheels grant boosted drive-thru testing in hard hit areas



WE'RE ALL IN THIS TOGETHER.

At Kaiser Permanente, we don't see health as an industry. We see it as a cause. And one that we very much believe in. During this extraordinary time we are especially thankful to the heroism of our frontline workers. And, we would like to express our deepest gratitude to all of our outstanding care teams and individuals who deliver on the Kaiser Permanente mission each day to improve the health of our members and the communities we serve. We are here to help you thrive. Learn more at kp.org.

OC50 50 MAKING A DIFFERENCE



MIKE MUSSALLEM

Chief Executive
Edwards Lifesciences Corp.
Irvine
Born in Gary, Ind.
Age: 67
Lives in Laguna Beach

DAY JOB: Runs Orange County's largest medtech employer—about 4,500 workers here, and 14,000 worldwide. Maker of heart valves and related products, as well as critical care monitoring equipment. By far OC's most valuable public company, sporting a \$45 billion market cap.

MAKING A DIFFERENCE: Fighting the worldwide pandemic on many fronts, owing to its life-saving products and global reach—plants and labs in seven countries, offices in 35 and patients in more than 100. Edwards' field clinicians have been taking the same safety risks as other front-line healthcare workers as they assist with heart surgeries, and sometimes join in to help with COVID-19 patients. The company has reworked its supply channels to maintain stocks of everything from animal tissues for heart valves to face masks for employees.

NOTABLE: Edwards has given \$3 million worth of its critical care monitors to the relief group **MAP International** and increased by \$1 million its safety net grants in Orange County and other places where it has facilities. In late January, when COVID-19 was still an abstraction for most Americans, Edwards' China team donated surgical gloves and masks to overwhelmed hospitals in Wuhan.

QUOTABLE: "I've had a 40-year career in medical technology and dealt with a lot of issues, but never anything like this—the sheer global scale, the fact that it has touched so many people in such profound ways and with so many unknowns," Mussallem told the Business Journal's **Rick Reiff** at end of April.

FAST FACT: Business as usual in the company's cleanrooms, where workers making heart valves sit next to each other as they painstakingly sew and assemble the marshmallow-sized valves. The company said strict social distancing isn't necessary because the rooms are kept sterilized. Workers have always worn masks, gloves and gowns, washed their hands regularly and practiced other hygiene. A filtration system removes contaminants from the air and rooms are scrubbed with strong solutions.



Scene from heart valve manufacturing operations in Irvine, shown last year. Strict hygiene protocols remain in place, company says



Marketing from restaurant chain during pandemic

BRIAN NICCOL

Chairman, Chief Executive
Chipotle Mexican Grill Inc.
Newport Beach
Age: 46
Lives in Newport Beach

DAY JOB: Running the \$5.6 billion Chipotle enterprise, which has more than 2,600 locations, through a pandemic that forced the chain to implement health and safety practices as it focused on how to leverage takeout and delivery through its digital and brick-and-mortar infrastructures. Capped the first quarter with revenue up 7.8% to \$1.4 billion and net income up 5.4% to \$76.4 million.

MAKING A DIFFERENCE: Amped up its efforts to support front-line workers throughout the pandemic. Celebrated National Burrito Day with free burrito boxes sent to healthcare facilities, enlisted consumers' help with a buy-one-give-one food donation program in April, waived delivery fees for consumers and launched an e-gift card program that



sent donations to Direct Relief for PPE and other items for healthcare workers domestically and internationally. Chipotle acted as virtual chaperone for online prom event it sponsored in early May.

NOTABLE: The company's locations have mostly remained open throughout the pandemic, allowing guests to order or pickup mobile orders. Hand sanitizer and PPE became the norm in restaurants. Niccol filmed 2-minute video on company's website to explain company's safety efforts, dubbed "The Chipotle Way."

QUOTABLE: "Investing in digital over the last several years has allowed us to quickly pivot our business with Q1 digital sales reaching our highest ever quarterly level of \$372 million. Our strong brand, business model and balance sheet give us the confidence to not only weather this downturn but continue to judiciously invest in key areas so that when we come out the other side, we will emerge even stronger," Niccol said in April with the company's delivery of its March quarter results.

FAST FACTS: Niccol, named a Businessperson of the Year for 2020 by the Business Journal, stepped into the top spot in 2018 helping reverse a downward slide in the company's stock. He's focused on digital efforts, a rewards program, refreshed restaurant designs and improved customer ordering and pick-up processes, such as with the Chipotlanes (Chipotle's answer to drive-thrus to speed up mobile order pickups).



DOUG PALLADINI

Global Brand President
Vans Inc.
Costa Mesa
Born in 1966, in
Bloomington, Ill.

DAY JOB: Runs footwear and apparel company that ended 2019 with \$4.2 billion in sales and some 15,000 workers companywide, 650 of which are in OC. Costa Mesa brand is one of the darlings of parent **VF Corp.**'s portfolio, seeing big growth that's come in faster than expectations. OC's best-performing large retail or apparel company for several years running.

MAKING A DIFFERENCE: Launched "Foot The Bill" program aimed to help some 160 small business owners impacted by COVID-19, says it will commit at least \$4 million to program. Company produced limited edition footwear, designed by each small business partner, with proceeds (minus the cost to produce and ship) going directly to the program partner. As many as 500 pairs of shoes for each design were produced for sale at a retail price of



Customization initiative raised funds for small businesses Vans works with

\$90. Worked with **Hedley & Bennett** on production of more than 250,000 face coverings, using canvas typically found on Vans shoes, to be donated to front-line workers. Donated 40,000 Vans shoelaces to designer **Michael Schmidt** for production of 20,000 face shields for healthcare workers.

NOTABLE: Moved corporate to work-from-home and shuttered U.S. and Canada stores in March. Parent company continued to pay store employees and distribution center workers throughout pandemic across its brands.

QUOTABLE: "We have all lived through the evolution of COVID-19 and continue to personally experience its drastic impact and disruption on our work and home lives. While the lasting impact of this global pandemic is unclear, I am overwhelmingly proud of what Vans is doing to support those in need as our global communities continue to grapple with the realities of COVID-19," Palladini said in a letter to consumers.

FAST FACTS: Longtime Vans exec who joined the company in 2004. Has worn many hats, some of which have overlapped. Headed global marketing for business between 2004 to 2014, helping solidify brand's relevance among the youth and growing sales. Took on additional duties in 2013 with appointment to vice president general manager of North America for Vans up until 2016. Has also spent time on action sports publishing side.

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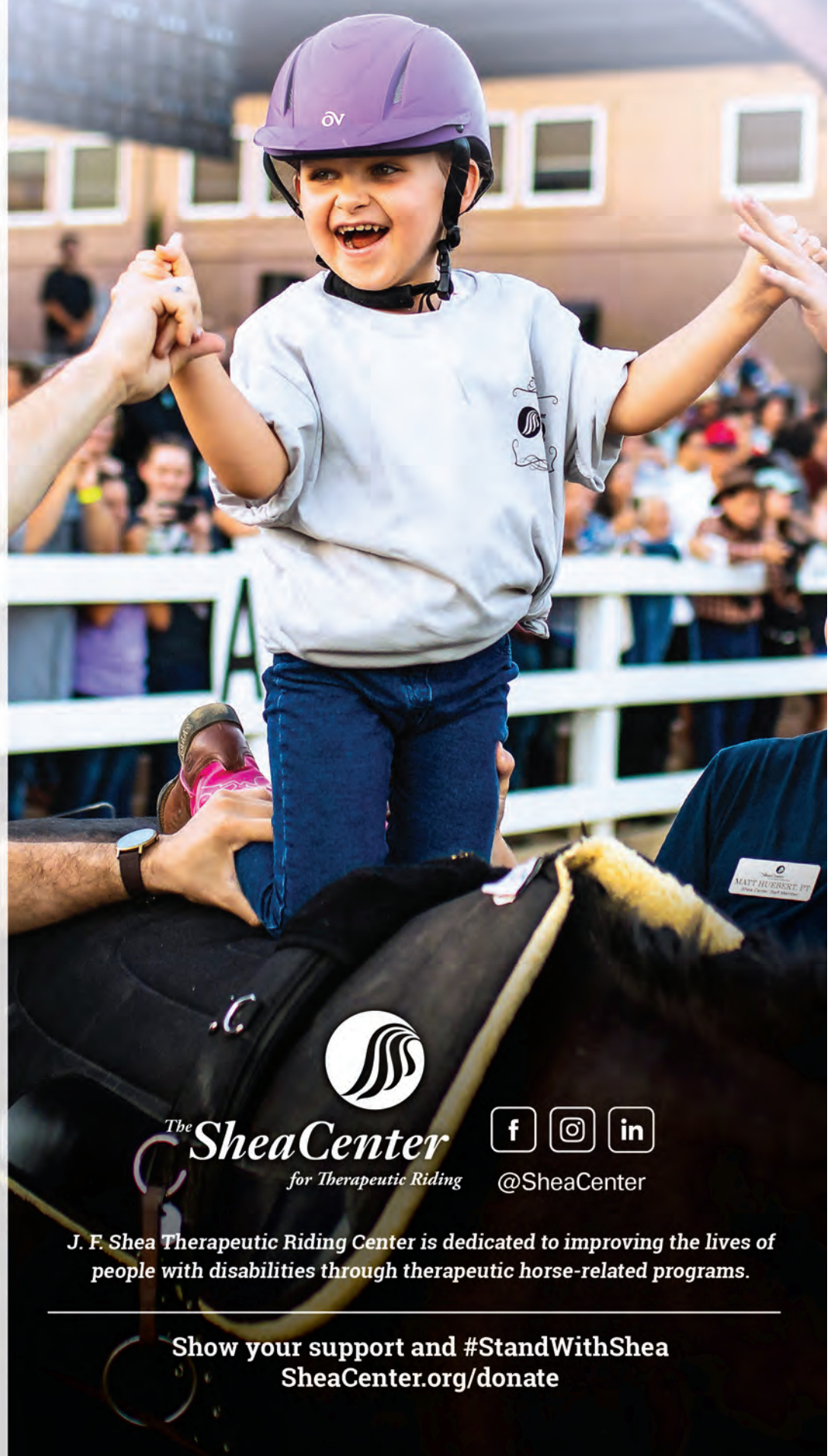
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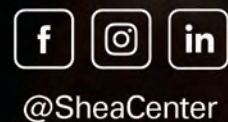
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OC 50 50 MAKING A DIFFERENCE

ABDUL RASHID

Co-Founder, Chief Operating Officer
AST Sportswear Inc.
Brea

DAY JOB: Largest vertical apparel manufacturer domestically, handling everything from knitting, cutting and sewing at its facility. Company is estimated to have 250 workers locally producing product under the company's Bayside, Union Made brands.

MAKING A DIFFERENCE: Switched up its manufacturing plant to begin producing face masks very early on into the pandemic. Was the only local apparel manufacturer tapped to be part of a consortium of companies throughout the country working with the federal government to produce face masks for front-line workers. Held a donation drive for locals at its Brea headquarters, promising free masks to the first 5,000 cars.

NOTABLE: Counts some 500 hands in the U.S. touching one of its finished garments across the entire production chain, from the cotton farmers to the completed product.

QUOTABLE: "I have to do something. I have a big factory. I can do something," he told news outlets at time of pivot. "All across the nation, whoever needs it, we're going to send it to them."

FAST FACTS: AST started in 1995 by four brothers. Moved headquarters from Anaheim to 115,000-square-foot Brea facility with growth spurt in 2013. Added the former American Apparel facilities in Carson and Hawthorne to its footprint in 2016 with that company's bankruptcy and subsequent sale.



Rashid wearing AST Bayside mask



American Career College alumna Anthony Pascual and colleagues at work

DAVID PYLE

Chief Executive
American Career College
Irvine
Executive Chairman
West Coast University
Irvine
Lives in Newport Beach

DAY JOB: Founder of a vocational college and a for-profit university that specialize in healthcare training programs. Has five SoCal campuses and some 5,000 students. Also has locations in Florida and Texas. Longtime area philanthropist.

MAKING A DIFFERENCE: Pyle and his family had given some \$450,000 in gift cards, at \$1,000 per employee, to those at some of their favorite area restaurants to help them during the pandemic, as of late April. Recipients have included

Avila's El Ranchito Mexican Restaurant, Saponi Ristorante, CdM Restaurant, Plums Café and A Restaurant. It's a project of the OneRoot Foundation, founded by the Pyle family as a "philanthropy established in education and fortified in the calling of service and support."



NOTABLE: Giving was initially done anonymously. Pyle later changed plans, and thought that by putting his name out, "it would inspire others who know him, especially those who also have the means to do the same," noted recent L.A. Times story. Tells the Business Journal his favorite dish at the Balboa Peninsula outpost of El Ranchito is the chile relleno. Son Henry says his father has been going to that restaurant for 40 years.

QUOTABLE: "We are well aware that that this pandemic is changing daily life for you and your family as it is ours. You are an extended member of our family," said letter accompanying gift to employees at Saponi. American Career College's website tells its healthcare students that "we admire your devotion to embracing the adversity we are facing as a nation, college, and community so that you can soon provide patient care to those in need. As we see together what the future holds, you will soon join our alumni, facing the front lines as a healthcare warrior."

FAST FACTS: David is the son of actor **Denver Pyle**, who had recurring roles on the "Andy Griffith Show" and "The Dukes of Hazzard." Recognized by Business Journal in 2008 as an Entrepreneur of the Year.



SUE PARKS

Chief Executive, President
Orange County United Way
Irvine
Born in Rockford, Ill.
Lives in Dana Point
unitedwayoc.org

DAY JOB: Runs one of OC's largest nonprofits, focus on homelessness and other critical challenges facing local children and families.

MAKING A DIFFERENCE: United Way's Pandemic Relief Fund has raised more than \$3 million for vulnerable populations, including low-income individuals, families at imminent risk of homelessness and the current homeless population. Donations from **Edwards Lifesciences, Allergan**

Foundation, City National Bank, Pacific Life Foundation, Insuperity, US Bank, St. Jude Medical Center, Ducommun Foundation, SoCalGas and Wells Fargo, among others. Also launched "OC Family to Family" campaign, dedicated completely to homelessness prevention efforts.

NOTABLE: In addition to coronavirus efforts, leading United to End Homelessness initiative; local execs involved with effort include Chairman **Larry Armstrong, Karl Kreutziger, Steve Churm, Charles Antis, Ernie Schroeder**, more. United Way last week hosted its annual Women's Philanthropy Fund Breakfast virtually; event featured **Kareem Abdul-Jabbar**.

QUOTABLE: "As we take steps to protect ourselves and our loved ones from the dangers posed by COVID-19, it is imperative that we also take immediate steps to protect the livelihood of our Orange County community," Parks said. "There are many families struggling to make ends meet right now due to job loss or temporary layoffs. Our hope is that this money will help them make monthly rent and utility payments, or buy groceries. We're grateful for support from the community and know we'll be able to help many people."

FAST FACTS: Parks is the founder of OC United Way's **Women's Philanthropy Fund**, which has raised \$36 million since its inception in 2002. Parks formerly has served as CEO and co-founder of iCount Wellness at WalkStyles Inc., a leading corporate wellness program that integrates wellness into organizational culture. Prior to this position, Parks held executive roles at Kinkos, Gateway Inc., US West, and Zellerbach Paper.





Avellino Labs Congratulates **Jim Mazzo** on his recognition as one of the OC 50!

Thank you, Jim Mazzo, for your significant contributions to the health, education, and businesses of Orange County as well as your leadership within the eye care community and at Avellino. Jim Mazzo's influence at Avellino has been profound as a member of the board and its CEO Committee.

Avellino Labs is a global leader in gene therapy and molecular diagnostics and is considered a pioneer in personalized medicine. Avellino Labs has partnered with the OC Health Care Agency to launch the OC COVID-19 Testing Network. Avellino also launched its new A.C.T.S. Program (Active Coronavirus Testing & Safety), designed to help reopen the many ophthalmology and other elective surgery and procedure-oriented practices in Orange County and nationwide. The development of Avellino's COVID-19 rapid genetic diagnostic test, AvellinoCoV2, is strongly connected to Orange County and California's eye care industry. Much of the expertise in testing technology applied to the AvellinoCoV2 test comes from Avellino's extensive work over the last decade in genetic testing for eye diseases.



OC50 50 MAKING A DIFFERENCE



DAN RODRIGUES

Chief Executive
Kareo Inc.
Irvine
Born in Anaheim
Age: 44
Lives in Newport Beach

DAY JOB: Runs homegrown software firm that serves about 60,000 independent medical practitioners and providers. Cloud-based provider of electronic healthcare record, billing and marketing software. Also offers telemedicine, payment services and advanced analytics and reporting.

MAKING A DIFFERENCE:

Produced one of the first data sets on the spread of coronavirus in Orange County. After moving its entire workforce to remote operations and providing care packages and meals for employees, Rodrigues decided to try a different type of employee perk: offering serology tests to all employees.

NOTABLE: The results? Out of 415 participants, including employees and family members, the study revealed a contraction rate of about 10% or 40 participants. Out of the 40 participants that tested positive, 25 or 6% tested positive for antibodies with no active infection. The CEO said he's willing to work with other area companies and business leaders to share notes, with a goal of helping to scale COVID-19 testing in Orange County, as well as in the communities where Kareo's customers are based.

QUOTABLE: "Our main goal was to show employees that we care," said Rodrigues, who announced the findings from the testing on April 20. "But there's also a lot of questions about how we return to work and restart the economy. We're in this age of big data and analytics, yet we're facing a crisis with no data or analytics."

FAST FACT: The company said its telemedicine offering has seen about 50 times higher volume in virtual visits since mid-March, and its mental health segment is experiencing more business. For more on Kareo's COVID-19 test experience, visit <https://bit.ly/3eNjCTs>.



COVID-19 drive-thru testing site in Newport Beach



JONI ROGERS-KANTE

Founder, Chief Executive
SeneGence International
Foothill Ranch
Born in Sapulpa, Okla.
Age: 61
Lives in Irvine

DAY JOB: Started beauty and skincare company that counts a network of more than 500,000 sellers based out of nearly 20 countries. Company is Orange County's largest woman-owned business with an estimated \$1 billion in annual revenue. Ranked No. 22 last year on OC's list of the largest private companies locally.

MAKING A DIFFERENCE: Saw the need for hand sanitizer and stepped up to the plate to produce thousands of bottles in partnership with its manufacturers. Some of those bottles were gifted to consumers with their purchases, while a good chunk also went to organizations it's worked with in the past: **Ronald McDonald House** and **CHOC Children's Hospital** in Orange, in addition to organizations and facilities in Oklahoma, where Rogers-Kante is from.

NOTABLE: Organization moved quickly to adapt to working from home, continuing to rely on the BlueJeans conferencing system for management meetings. Facebook Live was a good way to stay in touch daily with the seller network, with communication across these channels ramped up during the shelter-in-place orders.

QUOTABLE: "Hand sanitizer was not one of our original products, but we saw the need and we stopped doing what we [were] doing, of course, and tried to find a way to pull it all together. So many people had bits and pieces of [the ingredients] but couldn't do it all because of how difficult it is now to get the raw materials," Rogers-Kante told the Business Journal in April.

FAST FACTS: Moved to California at 15. Worked at Mary Kay. Rogers-Kante started SeneGence in 1999, linking with chemist to create LipSense liquid lipstick. Company has gone from start in a Newport Beach mobile home to 200,000-square-foot Foothill Ranch campus. Company also has a 255,000-square-foot Corona plant and 744,448-square-foot corporate camps in Sapulpa, Okla.



HENRY SAMUELI

Chairman
Broadcom Inc.
Irvine
Born in Buffalo, N.Y.
Age: 65

SUSAN SAMUELI

Samueli Foundation
Corona del Mar
Born in San Fernando Valley
Age: 69

The couple lives in Corona del Mar

DAY JOB: Owns **Anaheim Ducks Hockey Club LLC** and company that runs Honda Center. One of OC's biggest philanthropists, funding huge medical campus expansion at **UCI**, now under construction. Henry is chairman of the board at **Broadcom**, world's fourth-largest chipmaker.

MAKING A DIFFERENCE: Committed in early April to paying all

2,100 part-time employees of their sports and arena management companies through June 30, though events aren't being held. Includes all programs at **Honda Center**, **Great Park**

Ice in Irvine, and eight other ice and inline sports facilities, as well the American Hockey League's **San Diego Gulls**, affiliated with the Ducks, and a **JT Schmid's Restaurant and Brewery** across Katella Avenue from the Honda Center.

NOTABLE: Irvine's Great Park Ice, public ice hockey and skating facility that opened last year at cost of \$110 million, largely funded by family, used as a temporary storage facility for **Second Harvest Food Bank of Orange County** (see page 38).

QUOTABLE: Said **Tim Ryan**, president and chief executive officer of **Anaheim Arena Management**: "The Samueli family's primary concern is the welfare of their employees. Today is another example of their kindness, generosity and support for the local community. As a result of their decision, 2,100 dedicated part-time staff members will have one less immediate concern during this significant health crisis."

FAST FACTS: Family fortune estimated by Business Journal at around \$4 billion. Debt levels for Ducks owners runs less than 5% of their overall franchise value, making them one of **NHL's** most financially stable franchises despite halt in season, according to Forbes.



Worker loading food at Great Park Ice in Irvine

Photo credit:
Anaheim Ducks



50 MAKING A DIFFERENCE



RJ SCARINGE

Founder, Chief Executive
Rivian Automotive LLC
Plymouth, Mich.
Age: 37
Lives in Irvine area

DAY JOB: Electric-vehicle builder, with nearly \$3 billion in funding since 2009, most of it in past two years. Backers include **Ford, T. Rowe Price, Cox Automotive** and **Amazon**, the latter of which has plans for

some 100,000 of its electric-powered delivery trucks over coming years. First releases, a pickup truck and SUV, could start release around end of year.

MAKING A DIFFERENCE: Adding to OC's cluster of automotive firms, and related jobs, in a big way. Plans for the biggest expansion of any local manufacturing company in works in Irvine. Plans to significantly boost its Irvine operations, with a pair of new leases totaling more than 250,000 square feet in the area. Could add hundreds of jobs to OC base.

NOTABLE: Existing Rivian sites in OC, Carson, and Los Angeles, expected to be consolidated in Irvine, currently house Rivian's integration engineers, battery team, power inverter team, customer experience, concept design, facilities, logistics and other departments, according to the company. "The technology that moves our vehicles, and the experiences that move our customers, are developed here," it says.

QUOTABLE: "The main asset of any community is its people, and as resources stretch thinner for every community across the world, we want to do whatever is possible for a pre-production company in our position to help," Scaringe said this month, when declining a previously agreed \$1 million grant from a Illinois town where Rivian also has manufacturing operations.



Sales expected near end of year

FAST FACTS: The company's inaugural EV products, the R1T truck and R1S SUVs, are being touted as offering up to 400 miles of range and providing "an unmatched combination of performance, off-road capability and utility," it says. Recent reports put the expected cost of the R1T in the \$70,000 range.



PIERRE-ANDRÉ SENIZERGUES

Founder, Chief Executive
Sole Technology Inc.
Lake Forest
Born in L'Haÿ-les-Roses, France

DAY JOB: Founded and owns Sole Technology, the parent of the **Etnies, eS, Emerica, Altamont** and **ThirtyTwo** brands. Company is largest privately held and still founder-led skate shoe company. Big environmental activist, whose company also lays claim to the biomechanics skate lab **Sole Technology Institute**. Company has an estimated 200 workers with \$150 million in sales.

MAKING A DIFFERENCE: Senizergues has been a long-time advocate for the homeless, donating Etnies shoes for the past 23 years now. That continued despite the pandemic and cancellation of the **Los Angeles Mission Easter Event** this year. Etnies still went to L.A. in April, giving shoes to the homeless. The company to date has given away 50,000 pairs of shoes.

NOTABLE: Continued with environmental awareness during pandemic with Earth Day tree drive, promising to donate an extra tree during it's Buy a Shoe, Plant a Tree campaign for Etnies purchases.

QUOTABLE: "Doing something meaningful and purposeful for the homeless community has always been very important to me. It means even more right now, knowing the heightened state of vulnerability so many people are living in as the COVID-19 crisis continues. Providing shoes to them is not only a necessity, but a symbol of the kindness and concern we feel for the homeless population each day."

FAST FACTS: Pro skateboarder who's been skating since he was a teen. Former engineer at IBM France before moving to California in 1985. Turned pro, went on to win 12 French Championships, nine European Cup Titles, five European Championships, two World Cup titles and one World Championship. Started Sole Technology in 1996.



23-year tradition of shoe donations continued for Etnies

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OC 50 50 MAKING A DIFFERENCE



Lazy Dog Pantry sold essential items at outset of crisis



To-go food kits

CHRIS SIMMS

Co-Founder, Chief Executive
Lazy Dog Restaurants LLC
Costa Mesa
Born in Los Angeles
Age: 45
Lives in Manhattan Beach



DAY JOB: Oversees 36-restaurant chain with \$213.3 million in sales last year. Company serves American-inspired food in a casual restaurant setting.

MAKING A DIFFERENCE: Ran Sponsor the Frontline program after receiving a number of guest inquiries about how they could help support healthcare workers. Company set up an option online for consumers to donate money for meals, with the ability of where in their communities they wanted to send the donation.

NOTABLE: Originally had to furlough majority of staff before making the decision to reopen restaurants for takeout and delivery. Company also moved fast to begin offering meal packs starting off with essential goods hard to find at grocery stores at the start of shelter-in-place orders and have gotten more creative with time. A Mother's Day meal kit and DIY Pop-Tarts are some of the more recent rollouts. See page 3 for more.

QUOTABLE: "It's been such an interesting time. We thank goodness we've spent the last 17 years of our business building a really strong culture that's focused on our people. So I cannot thank our people who are currently working so hard and helping us survive and our furloughed teammates for all their support. It's really been an incredible experience and I don't look forward to ever doing this again," Simms told the Business Journal in May.

FAST FACTS: Restaurant vet who clocked time at a number of eateries while studying at Loyola High School and later **Cornell University**. Worked at **P.F. Chang's China Bistro** after graduating from Cornell School of Hotel Administration. Began working at **Mimi's Cafe**, founded by his father **Tom Simms** and grandfather **Arthur J. Simms**. Opened first Lazy Dog in 2003 with his father in Huntington Beach.

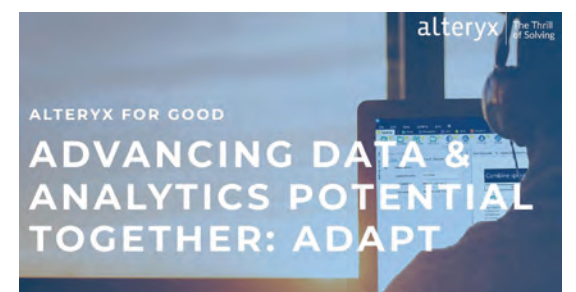


DEAN STOECKER

Founder, Chairman, Chief Executive
Alteryx Inc.
Irvine
Born in Denver
Age: 63
Lives in Irvine

DAY JOB: Heads fast-growing analytics software firm, whose product lets companies manipulate huge amounts of data to find insights for business decisions. In less than three years of being a public company, has grown to market value of nearly \$10 billion, sixth-largest in OC. Annual growth rate of 50% since 2017 IPO. Evangelist of big data applications, looks to empower people to become "citizen data scientists."

MAKING A DIFFERENCE: Putting company's software to use during COVID-19 crisis. Product was used to help hospitals in the Northeast source equipment. It was also used to help medical equipment manufacturers "reimagine" supply chains to find alternative suppliers.



Free data science certification program for those who have lost jobs

NOTABLE: Alteryx is offering free data training to thousands of unemployed workers to bring them up to speed on analytics. "We want to get them back on their feet as quickly as possible," Stoecker said this month of the program, called **Advancing Data and Analytics Potential Together**, or ADAPT. "It is the opportunity for us to give free copies of Alteryx to any unemployed worker anywhere on Earth. We're going to put them through our learning paths; we're going to get them certified on our software."

QUOTABLE: Those who want to continue after using ADAPT can advance to a nanodegree in "predictive analytics" in a program run by the **Udacity** online learning organization. Says Stoecker, whose firm opted not to lay anyone off during pandemic: "Hopefully a lot of our customers will hire these folks."

FAST FACT: Still on track for move to 183,000-square-foot new headquarters at Spectrum Terrace late this year. Reached by phone this month, Stoecker was the only Alteryx employee at company's 80,000-square-foot existing offices at Park Place.

TIM STRAUCH

Chief Executive, President
OneOC
Santa Ana
Born in Laguna Niguel
Age: 53
Lives in Dana Point
oneoc.org

DAY JOB: Runs nonprofit, formed more than 60 years ago, that serves other nonprofits and boosts the social responsibility programs of area businesses. Aims to accelerate nonprofit success via mix of volunteer services, organizational development, back-office support and community engagement. In role since 2008.

MAKING A DIFFERENCE: Established a centralized portal of resources for nonprofits and the greater community within one week after onset of crisis, in addition to launching a Nonprofit Support Network. Activated an emergency volunteer center to support emergency officials by deploying volunteers to respond to critical needs and long-term recovery plans.

NOTABLE: Strauch has provided strategic leadership and direction to over 950 organizations in the community. He also serves as a coach, consultant and trainer to professional leaders.

QUOTABLE: "OneOC serves as Orange County's Emergency Volunteer Center and is working diligently to help nonprofits get the urgent volunteer support that they need," he told Business Journal this month. "We currently have over 2,366 volunteers registered, 1,900+ mobilized, 55 volunteer opportunities posted, and 25 organizations that have been served."

FAST FACTS: Previously served as executive vice president for YMCA of Orange County for more than 20 years. His wife, **Kristen**, serves as executive director with the **American Cancer Society**. Four children. OneOC was founded in 1958 as the Newport Bureau of Volunteerism. In 2015, OneOC's **Center for Business and Community Partnerships** was launched to assist companies in building and growing their employee volunteering and charitable giving programs.





50 MAKING A DIFFERENCE

DANIELE STRUPPA

President
Chapman University
Orange
Born in Milan, Italy
Age: 64
Lives in Big Canyon, Newport Beach

DAY JOB: Leads OC's largest private university with 10,000 students, more than 80% receive grants or scholarship aid. About \$400 million endowment prior to coronavirus-related expenditures and refunds. Took a \$13.5 million hit in refunds this spring; estimates further expenditures in the \$60 million to \$110 million range, including investments in e-learning tools and technologies.

MAKING A DIFFERENCE: Transitioned to remote instruction overnight; "faculty didn't miss a beat," Struppa said. Remote work followed for most employees; pledged to pay those who could not do their jobs remotely through the semester. Senior staff and deans have voluntarily agreed to take pay cuts as high as 15% and Struppa will be taking a pay cut of 20% beginning June 1. Offered vacated student housing to first responders, working hand-in-hand with city of Orange. Aggressive plans to reopen campus in fall in works; final decision to be made in June. In May, said 14 separate task forces had begun preparation for the "CU Safely Back" initiative. See page 1 story for more.



Filmed welcome message for admitted students in early April, while addressing how Chapman has responded to COVID-19

NOTABLE: Continues to boost programs in STEM and health sciences. Fowler School of Engineering, with \$45 million from Chapman alumnus **Dale Fowler** and his wife, **Sarah Ann**, opening this fall. Expansion of Rinker Heath Science Campus near Irvine Spectrum continues; to launch master's degrees in patient safety and regulatory affairs this fall, curriculum developed in partnership with **Joe Kiani's Patient Safety Movement Foundation**.

QUOTABLE: Considering a fully online fall semester, Struppa said, "It's expensive for us, but we have a financial plan for that and we are counting on an enrollment decrease. I know we can weather it, but I hope it won't come to pass." The good news: Chapman received over 1,800 deposits, on track for 1,716 undergraduate openings this fall.

FAST FACTS: Joined Chapman in 2006 as provost; appointed first chancellor following year. Credited with recruiting **Vernon Smith**, Nobel laureate in economics, **Yakir Aharonov**, National Medal of Science winner in physics. Struppa became Chapman's 13th president in 2016, succeeding **Jim Doti**. Avid mountain climber. Wife, **Lisa Sparks**, founding dean, Chapman School of Communication. Four children.

**NICOLE SUYDAM**

Chief Executive, President
Goodwill of Orange County
Santa Ana
Born in Santa Maria
Age: 46
Lives in Aliso Viejo
ocgoodwill.org

DAY JOB: Oversees OC's largest nonprofit, with revenue topping \$132 million last year. Counts two dozen Orange County stores, which bring in roughly \$5 million a month.

MAKING A DIFFERENCE: After crisis forced Goodwill to close its stores in March, and suspend taking in donations at its centers, made a big pivot. Sent its truck drivers to help with distributing food. Lending about 8,000 square feet, in addition to eight trucks and 40 employees to support local operations of **Second Harvest Food Bank**, extra space allows food bank members to socially distance. Trucks help distribute some 40,000 lbs. of food per day. Also transitioned services for veterans and persons with disabilities online; continues to support **Landmark Services**, an affiliate organization and essential service that employs about 80 individuals locally with disabilities.

NOTABLE: Previously served as CEO of Second Harvest Food Bank, boosting revenue by 55%, also served as Goodwill OC's VP of development. Provided space to Working Wardrobes after its office burned down earlier this year.

QUOTABLE: Suydam tells the Business Journal her motto of late is: "Our stores and donation centers may be closed, but our mission is still open!" The crisis "only deepens our commitment to Orange County," she told local media. "Rather than allow our trucks and drivers to sit idle during this time of great need, we found a way to collaborate with our non-profit peers ... and get our employees back to work in a meaningful way."

FAST FACTS: After graduating from Costa Mesa's **Vanguard University**, did initial stint at Second Harvest at 23, in public relations and marketing. Work at Washington, D.C. charity preceded a 10-year first run at Goodwill as director of development.



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Fluxergy

➔ from page 1

startup developing a new testing system for use by physicians at the point-of-care.

At the start of 2020, Fluxergy was exploring potential applications in human and animal healthcare. Its first product in veterinary health was expected to be its main achievement for the year.

Then the pandemic struck, and President and co-founder **Tej Patel** realized Fluxergy's system—an analyzer device about the size of a small desktop personal computer—could be used for much more pressing needs helping doctors on the front line quickly identify individuals carrying the COVID-19 virus.

A quick pivot took place.

Fluxergy was among the first in the country to develop a molecular PCR test that accurately identifies in just one hour the virus that causes COVID-19, and it's one of only a few tests that can be done at a patient's bedside.

Its approach to testing eliminates days-long wait times to get back results from centralized labs, and makes extra lab equipment unnecessary.

Kingston Technology Corp.



- **FOUNDED:** 1987
- **FOUNDERS:** John Tu (CEO), David Sun (COO)
- **HEADQUARTERS:** Fountain Valley
- **BUSINESS:** computer memory, storage, gaming products
- **2019 REVENUE:** \$13B (estimate)
- **EMPLOYEES:** 640 at HQ, 3,600 worldwide
- **NOTABLE:** reported boost in sales last year makes it OC's largest private company



Banner year of sales for Kingston in 2019, co-founder Tu says

"We already had an infrastructure that heavily utilized point-of-care testing, before this whole COVID-19 thing happened," Patel said.

The infrastructure is getting a major boost, thanks to Tu.

On May 13, Fluxergy announced a \$30 million investment, via the Kingston co-founder, with funds earmarked to ramp up production of its diagnostic testing system. The company's goal is to deliver as many as 1 million COVID-19 tests per month by the end of 2020.

It's the largest investment outside Kingston that Tu is reported to have made; he told the Business Journal this month that Fluxergy is the only medical company he's invested in.

His total investment in the company is now approaching \$50 million.

Tu and his business partner at Kingston, **David Sun**, are longtime fixtures on the Business Journal's **OC 50** listing of the area's most influential executives.

Tu's work to bring Fluxergy's diagnostic system to the front lines of the COVID-19 crisis—along with other notable community-focused work during the pandemic, such as a \$2.5 million gift this month to **UCI Health**—makes him one of just 20 repeat entries in this year's edition, a special section that begins on page 25.

Similar Passions

Tu, whose wealth is estimated by the Business Journal to be in the \$4.8 billion range, cited a similar connection between Fluxergy's founders, and the bond between himself and Sun: the duo started Kingston in 1987 after the financial crash of that year had wiped out their fortune from a prior business.

"Passion ... they are full of passion," John Tu told the Business Journal.

"I had a feeling they want to do this not only because they want to be like [tech icons] nowadays—a startup company, successful, IPO, making millions of dollars—that seems to be not really their primary goal.

"I have a feeling they want to do it because of what they will come up with, [wanting to be] part of life-saving technology, and to be part of this medical field saving lives."

Patel founded Fluxergy in 2013, along with Vice President **Ryan Revilla**. Another early employee who helped connect the company to financial backers: Chief Financial Officer **Jonathan Tu**, the son of John.

"These three right from the beginning—I just feel these three are such a good partnership. It seems to be all very clear, and very loyal and passionate—and so I decided to say yeah, okay let's do it," said John.

"I had no idea what I was getting into," he said of his initial backing. Results thus far are "very fortunate. I'm very happy."

Tops in OC

It's been a fortunate few years as well for

Kingston, whose portfolio of solid state drives, memory products for servers, laptops and computers, flash drives, memory cards and other related business lines has been booming, both for home and business use.

Tu late last year told the Financial Times he expected Kingston's revenue to approach \$14 billion for the year. The company was also reported to be shipping some 1.3 million products a day.

"A big chunk of that is demand from the big server companies," he said at the time. "Plus, there are still enough consumers."

Such figures would comfortably make Kingston No. 1 among OC's ranks of private companies by sales. The firm, which employs some 640 people in Fountain Valley and 3,600 people worldwide, last week said 2019 figures were closer to \$13 billion; prior Business Journal estimates put Kingston's sales under \$10 billion.

There are echoes in the technologies of both Kingston and Fluxergy, said Patel.

"In our DNA, manufacturing is very critical to what we do," Patel said.

"For the last few years, we have spent a significant amount of time developing a very advanced manufacturing process—it's very similar to how you make circuit boards."

Late last year, Fluxergy brought aboard Dr. **Ali Tinazli** as chief commercialization officer. Prior to joining Fluxergy, Tinazli led corporate global strategy at **Hewlett-Packard Inc.**

Of the latest funding round and plans to step up manufacturing, Tinazli said this month that the moves reflect "our confidence in our technology as an innovative solution to COVID-19 testing shortages."

The company's system was first tested out during the pandemic at the **University of California-San Diego**. It is working to get Emergency Use Authorization with the Food and Drug Administration, to permit medical sites with CLIA-certified high-complexity laboratories to start using the diagnostic system.

New Beat

In terms of Kingston's success—and hopefully in the future achievements of Fluxergy—there's a lesson to be learned for other entrepreneurs—according to Tu, well-known in local entertainment circles for his band **JT & the California Dreamin'**, which often play at area fundraising galas. He's the drummer.

"I always believe that a project, a company, a startup idea, that most of the time it fails—one important reason is the partnership.

"You're always running into obstacles, and also frustrations. A lot of the time when this happens, the partnership will go sour, because then it loses interest—[and you start] blaming each other," Tu said.

His mantra: nobody reaches success alone. ■

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50 MAKING A DIFFERENCE

**CAREY TISCHLER**

Chief Executive
Just Food for Dogs
Irvine
Born in Potomac, Md.
Age: 39
Lives in Irvine

pounds of food daily.

DAY JOB: Oversees fresh whole food for pets distributor, producer. JFFD has about a dozen local kitchens including its Irvine headquarters and master kitchen, which produces about 30,000

MAKING A DIFFERENCE: Among area businesses seeing biggest surge in business during crisis. Since February, the company has seen call volume double and a 400% increase in e-commerce orders compared to the same time frame last year. About 75% of the company's locations, including spots at **Petco** locations and in veterinary offices, are seeing best-ever levels of sales. Firm has boosted production, added new facilities, ramped sanitation standards and staggered shifts for on-site employees to meet demand.

NOTABLE: Opened a 21,000-square-foot production facility in Delaware, to serve as East Coast hub, on March 23. With increased production capabilities, plans to sell about 100 million meals in 2020. Meals for a healthy 30-pound dog cost around \$35 a month more than premium kibble, company officials said. Individuals meals and treats go for \$5 and up. Implemented a no-touch policy for pickup and delivery orders. Has offered free same-day delivery for eligible locations on orders over \$50.

QUOTABLE: "Just as you and I might be thinking more about our health, I think a lot of people are more in tune to their [pet's] health," Tischler told Business Journal, speaking of the company's rocketing sales in April.

FAST FACTS: Completed bachelor's, master's degrees in electrical engineering before transitioning to business. Received master's in engineering management and MBA from **Northwestern University**. Formerly senior vice president at **Catterton Partners**, with large portfolio of consumer-facing businesses and pet-specific ventures. Joined JFFD in 2015.



Work's busy at JFFD master kitchen

**JOHN TU**

Chief Executive
Kingston Technology Corp.
Fountain Valley
Born in Chongqing, China
Age: 78
Lives in Rolling Hills

ing roles in PCs. One of county's largest private companies. Revenue approached \$13 billion last year. Employs about 650 in OC, 3,600 worldwide. Plants in Fountain Valley, Taiwan, mainland China.

MAKING A DIFFERENCE: A \$2.5 million gift from the **John and Mary Tu Foundation** to the **University of California-Irvine** is supporting COVID-19-associated patient care at **UCI Health** and advance clinical and translational research across campus focused on new ways to test for and treat the viral infection. Some of the funds are being used for UCI Medical Center to expand their personnel and secure needed equipment in order to serve those patients most seriously afflicted with COVID-19. Tu is the primary funder of Irvine's **Fluxergy LLC**, a developer of innovative "point-of-care" medical diagnostics systems, which is working with the **University of California-San Diego** to develop a one-hour COVID-19 diagnostic test. Fluxergy said this month Tu will fund a \$30 million push to ramp up its testing efforts, with goal of providing 1 million tests per month. See page 1 for more.

NOTABLE: His son, **Jonathan Tu**, is chief financial officer at Fluxergy. The company's point-of-care device can be used at the emergency room or a community center, eliminating the need for central laboratory work, the company says. Co-founder Sun also continues charitable streak, with an education focus. Sun and his wife, **Diana**, in March pledged \$1.75 million in annual contributions to expand the **Simon Scholars Program**.

QUOTABLE: "John Tu was among the first to come forward and ask how he could help, and he hopes his gift will inspire others to donate to UCI Health as well," said Dr. **Steve Goldstein**, vice chancellor for health affairs. "This gift is helping to save lives, accelerate testing and advance vaccine development."



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50 MAKING A DIFFERENCE

**FRAM VIRJEE**

President
California State
University-Fullerton
Fullerton
Born in London
Age: 59
Lives in Fullerton

DAY JOB: California State University-Fullerton is largest CSU system institution, with over 40,000 students, operating budget of nearly \$500 million. Virjee oversees operations and its more than 3,500

educators. Campus lost approximately \$18.5 million in coronavirus refunds this spring.

MAKING A DIFFERENCE: Moved to virtual operations in matter of days. Providing PPE to essential workers who continue on-campus work, telecommuting for non-essential personnel extended through June 30. Established virtual commencement ceremony, plans to hold in-person ceremony at later date. One of the first universities to announce plans for virtual instruction, with some exceptions, in the fall. See page 1 story for more. To distribute north of \$30 million in aid to students for coronavirus-related expenses.

NOTABLE: Kicked off \$200 million campaign on March 12. "It Takes a Titan" campaign aims to fund campus infrastructure and renovations, student scholarship and aid, more. Initial donation of \$10 million from the late **Nicholas Begovich**, a retired engineering executive, and his wife, **Lee**.

QUOTABLE: "It's breathtaking," Virjee said of the campus' action in a matter of weeks. "40,000 students going on virtual instruction. 3,500 faculty moving heaven and earth to continue teaching. Nearly 6,000 employees telecommuting. Almost 2,000 students moving out of our dorms ... We have done amazing things."



Steven G. Mihaylo Statue, outside of the Mihaylo College of Business and Economics

FAST FACTS: Spent 30 years at Los Angeles office of **O'Melveny & Myers LLP**, one of oldest law firms in U.S. Left retirement in 2014 to join California State University as executive vice chancellor, general counsel, secretary to CSU system board. Replaced **Mildred García**, starting in early 2018, was under an interim basis. Was named permanent president this March. With wife, **Julie**, founded **Yambi Rwanda** nonprofit that offers support, services to Rwandans.

**ANNETTE WALKER**

President
City of Hope Orange County
Irvine
Born in Pomona
Age: 63
Lives in Coto de Caza

DAY JOB: Healthcare leader tapped to build City of Hope Orange County, to incorporate 21st-century approach to treating and curing cancer. Opened first outpa-

tient facility in Newport Beach at start of year, planning massive hospital and research facility at Irvine's **Great Park Neighborhoods**. Will be most ambitious healthcare development in Orange County in more than a decade.

MAKING A DIFFERENCE: City of Hope says it is addressing the coronavirus threat on a number of fronts, including the preclinical development of a coronavirus vaccine. In April, it received a \$750,000 grant from a stem cell research funding institute to conduct a clinical study into a COVID-19 treatment. Working with **FivePoint Holdings** on plan to offer testing options to local residents in Irvine.

NOTABLE: OCBJ's **Businessperson of the Year** for 2020 in the healthcare sector, after ramping up expansion plans in Irvine, which will include OC's only specialty hospital dedicated solely to treating and curing cancer, an outpatient cancer center offering diagnostic imaging and screenings, and much more.

QUOTABLE: "As healthcare workers, we all saw the importance of working together to tackle a pressing medical issue," Walker said of the coronavirus. "We'd like this spirit of collaboration to continue, because frankly, cancer and other serious issues aren't going away after COVID-19."

FAST FACT: Notes that City of Hope was founded more than a century ago when a group of volunteers were spurred by compassion to help those impacted by a tuberculosis outbreak. "That spirit of service has never wavered. Now, more than ever, it's flourishing among us," she said in March letter to OC Register.



New campus in works at Great Park Neighborhoods

Congratulations on this honor, Dan!

Thank you for leading with passion and purpose.

Kareo's employees would like to congratulate you on being named to the OC 50 List. We are proud to celebrate, and work for, one of the most influential leaders of Orange County's business community. You're a prime example of acting thoughtfully and leading collaboratively, with purpose.

"We have a passionate CEO that shows up every day and deeply cares about the company and the employees."



Our heart goes out to all who are impacted by
COVID-19

golden state foods
FOUNDATION



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medical professionals and charitable organizations
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throughout our communities.

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50+ local charities and elementary schools throughout Orange County:

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- Caterina's Club • Child Abuse Prevention Center • Children's Hospital of Orange County (CHOC) • Dream Street • Eddie Nash Foundation •
- Family Assessment Counseling Education Services • Families Forward • Fristers • Giving Children Hope • Harvest Hope • Homefront America •
- Hope School • HSE Academy • Human Options • Kid Works • Kids Konnected • Laura's House • Laguna Art Museum • LEAP Learning Center •
- Lift up America • Mercy House • Miracles for Kids • New Vista School • OC Rescue Mission • OC Children's Therapeutic Arts Center •
- OC Uplift Foundation • Olive Crest • Orangewood Education • Pretend City Children's Museum • Project Access • Project Hope Alliance • Pure Game •
- RAD Camp • Schools on Wheels • Second Harvest Food Bank • Segerstrom Center for the Arts/OC Performing Arts • Shea Therapeutic Riding Center •
- Social Science Services • Serving People in Need (SPIN) • Team Kids • The Autism Community in Action (TACA) • United Cerebral Palsy • Vital Link •
- Wooden Floor • YMCA of Orange County •

OC50 50 MAKING A DIFFERENCE



WILLIAM WANG
Founder, Chief Executive
Vizio Inc.
Irvine
Born in Taipei, Taiwan
Age: 56
Lives in Newport Beach

DAY JOB: Runs TV titan that battles **Samsung** for top U.S. market share, leader in 4K ultra-HD TVs. Top sound bar seller. No. 1 American TV brand, and among top private OC-based companies. Moved **Vizio** into national spotlight with big endorsement deals, sports sponsorships. Expanded offerings into speakers, sound bars, tablets, home theater systems. Employs about 450, 200 of them at Spectrum headquarters. Growing role as media company, offering streaming services, targeted advertising to users. Provides technology behind new consortium of media companies looking to provide TV viewers with targeted ads, called Project OAR.

MAKING A DIFFERENCE: Added the official U.S. Government app, **Slow the Spread** (coronavirus.gov) to its SmartCast platform, in an effort to inform users of its TVs about how to help slow the spread of COVID-19. Among most used new apps, Wang says, who notes users have ramped up use of streaming and entertainment services like Hulu, Prime Video, YouTube and Netflix during the quarantine.

NOTABLE: Vizio sales seeing huge pickup in demand during lockdown. When stimulus checks arrived to U.S. consumers during the April 15 week, Vizio sales reached “Black Friday levels,” according to Wang. Company saw 250,000 units sold in a week nationwide. Smart TV sales year-to-date continue to climb: “We are up 30% year over year, and [have] 3x the industry growth rate.”

QUOTABLE: In terms of sales, Wang tells the Business Journal that the stimulus check program was “like Christmas for us, in April.” Recent WSJ article quoted **Mike O'Donnell**, head of Vizio's platforms business, who said: “We're not just seeing more time spent with streaming and TV, which we expect to continue to go up, but we're also seeing more time spent on search and discovery. With no sports and growing news fatigue, people are starting to search for more content to watch.”

FAST FACT: Among survivors of 2000 Singapore Airlines crash that killed about half of passengers.



Golden State Foods truck fleet, operating under Quality Custom Distribution division; moves surplus product to food banks across the country

and City of Industry associates collectively send \$20,000 to **Second Harvest Food Bank of Orange County** and **Quality Custom Distribution Los Angeles** giving \$25,000 to the Los Angeles Regional Food Bank.

NOTABLE: Company working with customers to keep food supplies ongoing amid disruptions. Moved some of its employees to work-from-home setups while others in food production or other facilities practiced social distancing, conducted temperature checks and followed other CDC protocols and guidelines. Crisis Management Team at Golden State ensured communication on COVID-19 best practices across the workforce, including a hotline fielding employee questions. GSF has also openly shared these effective practices with other organizations throughout the U.S. Events have “certainly turned our world upside down,” he told Business Journal in late April.

QUOTABLE: “While we are tightening our belts and cutting costs to meet the current challenges, our company is solid financially and culturally. Not only will we weather this storm, we will emerge better and stronger as individuals and as an organization,” Wetterau said.

FAST FACTS: Food is in the family. Started off in St. Louis-based Wetterau Inc., a \$6 billion food business founded by great-grandfather. Ran Wetterau Inc.-owned retail chain, Shop ‘n Save as CEO in 1987. Served as president and CEO of Wetterau Inc. in 1990 and sold business to SuperValu Stores Inc. the following year. Established Wetterau Associates in 1992, which bought an array of companies including Taunton, Mass.-based Anheuser-Busch distributor, Quality Beverage, in 1994 (where he served as chairman and CEO until 1998); and Golden State in 1998.



ERIK WEXLER
Executive Vice President,
Chief Executive of Health and Services
Providence
Born in New York
Age: 57
Lives in Newport Beach

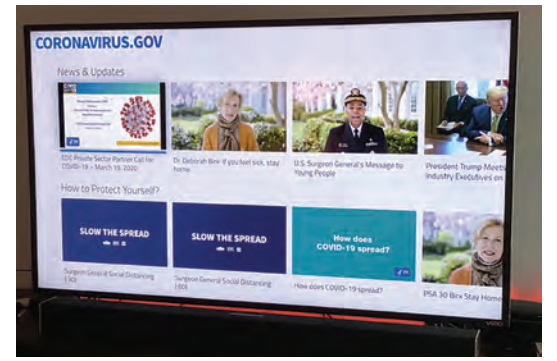
DAY JOB: Runs Southern California Region for Providence, the Southland's largest healthcare system. Leads regional organization anchored by 13 award-winning hospitals, over 90 outpatient centers, and four physician foundations. Local hospitals include **St. Joseph Hospital-Orange**, **St. Jude Medical Center** in Fullerton, and **Mission Hospital** in Mission Viejo.

MAKING A DIFFERENCE: Set up Providence Express Care Virtual program, to allow patients and providers to meet a nurse practitioner who can screen, access, prescribe and advise next steps in COVID-19 treatment. Landed some 300,000 masks for area workers near start of April, said “we are doing everything in our power to protect our caregivers.”

NOTABLE: Partnered with five other regional healthcare systems, including **Kaiser**, **Keck Medicine of USC**, and **UCLA**, for education program called BetterTogether.Health that addresses growing concerns by health professionals that many people are not seeking needed medical advice and assistance when critical to do so, during the pandemic.

QUOTABLE: “We are grateful to those who did what was asked—stay home, safe and healthy. We are confident these efforts are making a positive difference in the health of Californians.”

FAST FACT: Opposes Hoag's May lawsuit to end its affiliation with Providence. Said that plan “would negatively impact patient care, diminish resources and medical expertise available to Orange County.”



App installed on TVs provides news on virus, tips to prevent its spread



DAY JOB: Runs Orange County's third-largest private company with \$5 billion in annual sales and a workforce of about 6,000. Supplies (makes and distributes) food products for more than 100 leading brands such as McDonald's, Chipotle, Starbucks, Chick-fil-A, Wendy's, and Taco Bell.

MAKING A DIFFERENCE: Individual divisions of GSF, along with the **GSF Foundation**, have increased giving efforts during the pandemic. Having raised more

than \$56 million since inception, the foundation has donated more than \$200,000 in additional grants to food banks throughout the U.S. since the pandemic's start. The foundation's 25 regional teams have also helped the city of Irvine



Fullerton's St. Jude Medical Center, under Providence umbrella

OC Universities

➔ from page 1

matically different.

Plans to boost investment in software, technology, professional development and remote student services are well underway, in addition to virus prevention.

At the same time, the top three local universities have reported revenue losses between \$15 million and \$45 million in student refunds for housing, dining, parking and more.

Still, leaders of those trio of schools continue to prove their commitment to the OC community, and it's their swift action that earned them spots on the latest edition of the Business Journal's **OC 50**.

"I would say to students: come," said **Fram Virjee**, president of **California State University-Fullerton**.

"There has never been a more important time for you to go to college, whether you're starting or continuing. We will be back, face-to-face in the future. In the meantime, we're going to create a vibrant education for you."

Below, OC's university leaders discuss their plans for the future.

California State University-Fullerton

For CSUF, OC's largest public-serving institution with about 40,000 students, the majority of classes next school year will begin online, with exceptions for courses that require machinery, instruments or other equipment.

CSUF was the first major institution in OC to announce preparation for a virtual format in mid-April. A month later, the 23-campus California State University system confirmed its plans to cancel in-person instruction.

Of the decision, President Virjee said, "Our No. 1 North Star is the health and safety of our students, faculty and staff, and following that is continuity of instruction."

"We're listening to scientists and doctors, and they are telling us to expect a large spike [in coronavirus cases] in the fall. We decided to start virtual because we can pivot to face-to-face instruction whenever it is safe."


The university has already handed out more than 1,000 laptops, cables and Wi-Fi hot spots to students and invested about \$1 million in software for remote instruction. It also plans to spend "millions and millions" more on professional training, online learning and supplemental services.

Still, tough financial decisions are ahead.

Virjee said while the university is committed to investing in the future, it is also "bleeding resources" due to student refunds and a 10% budget cut from the state.

Housing will account for a large portion of lost revenue, as the campus expects to accommodate about 600 students in university-owned dorms, down from its normal capacity of 2,000.


Fundraising efforts for its recently unveiled \$200 million campaign continue, and priorities have shifted to address urgent needs; two coronavirus-related funds were established for students and staff, which includes a donation from Virjee and his wife, **Julie**, about 10% of the president's take-home pay for the remainder of the year.

California State University-Fullerton


- **FOUNDED:** 1957
- **PRESIDENT:** Fram Virjee
- **LOCATION:** Fullerton
- **BUSINESS:** public university with 109 degree programs
- **ENROLLMENT:** 40,000
- **NOTABLE:** CSUF seeing demand from about 5,500 to fill 4,500 undergraduate spots this fall.



Quiet campus for now: upon return next semester, 'we're going to create a vibrant education for you,' says CSUF's Virjee

University of California-Irvine


- **FOUNDED:** 1965
- **CHANCELLOR:** Howard Gillman
- **LOCATION:** Irvine
- **BUSINESS:** public university with 260 degree programs
- **ENROLLMENT:** 37,600
- **NOTABLE:** Likely to hit enrollment target, with about 122,000 student applications submitted for 2020. Seeing increased interest and applications in graduate programs.

University of California-Irvine

It's likely the **University of California-Irvine**, which is fast approaching 40,000 enrollees, will offer a hybrid form of instruction that blends virtual and in-person instruction, though an official decision hasn't been reached.

Chancellor **Howard Gillman** said the university is looking "at a number of scenarios."

"While we do not see the possibility of a complete return to pre-coronavirus campus operations in the fall, we are planning to scale up operations based on guidance from state and local officials, bolstered by the expertise of UCI Health," he said.

UCI Health, OC's only academic health system, resumed regular operations earlier this month, including elective procedures at its **UCI Medical Center**, the area's largest hospital.

On-campus operations are set to reopen in stages, similar to the orders from the California governor's office, led by Interim Provost **Hal Stern** and the recently unveiled Strategic Advisory Group.

The group will focus on research, health, technology and instruction, as well as incoming and prospective students and the workforce—the second largest in OC with about 25,800 workers.

Graduate instruction and housing for graduate students will likely be provided on campus, due to the demand and nature of the instruction, added Gillman.

A decision hasn't been made about on-campus housing, though the university is likely to limit capacity in a manner consistent with state and federal guidelines.

Meanwhile **Pramod Khargonekar**, vice chancellor for research, is leading a four-stage plan to reopen research operations, though essential projects and COVID-19 research activities have continued throughout the shutdown.

"Our staff and faculty have demonstrated exceptional and pioneering work, which has enabled the university to continue to fulfill its core mission. As we look to the future, however, it is imperative that the university take

action to mitigate significant economic losses we have incurred or will incur as a result of the COVID-19 pandemic," Gillman said.

The University of California system stated there would be no COVID-19 layoffs through June 30 and locally UCI is carefully reviewing new staff positions and hires.

UCI hasn't disclosed projections for revenue loss and unanticipated expenditures beyond its spring quarter, though it's already signed an agreement with enterprise platform **Yuja Inc.** to boost its online learning options.

On the fundraising side, Gillman said "donors who are able have signaled their desire to be a part of the solution-building during this pandemic, and are responding with their support."

The university last year unveiled a \$2 billion fundraising goal, which continues. It announced several large donations over the last few weeks, including a \$2.5 million gift from the **Tu Foundation** (see more, page 1) and \$1.5 million gift to support quantum science research from **Roy Eddleman**.

Chapman University


Of the three schools, Orange's **Chapman University** has the most aggressive plans in the works to have on-site classes at the start of next semester, owing to it being a private school, the mentality of its leadership, and its smaller student body.

It said it aims to resume classes for its some 10,000 students on campus, though it continues to plan for scenarios that include blended and remote learning.

President **Daniele Struppa** told the Business Journal he sees two scenarios playing out: the first involves resuming in-person classes in the fall with a staggered class schedule and strict social distancing practices in place, while the second and more dire scenario entails an entirely online semester.

Struppa said, "It's expensive for us, but we have a financial plan for that and we are counting on an enrollment decrease. I know we can weather it, but I hope it won't come to pass."

Privately held Chapman rarely offers classes with more than 50 students, which gives the university more flexibility in its options, compared to CSUF and UCI.

Chapman University


- **FOUNDED:** 1861
- **PRESIDENT:** Daniele Struppa
- **LOCATION:** Orange
- **BUSINESS:** private, nonprofit university with 110 areas of study
- **ENROLLMENT:** 10,000
- **NOTABLE:** Chapman received over 1,800 deposits, on track for 1,716 undergraduate openings this fall.

Either way, the school will adjust the size of its on-campus housing, something the school has prioritized in the last few years, as requested by the city of Orange and its residents.

Fourteen separate task forces are working to address reopening concerns under the **CU Safely Back** initiative, led by **Harold Hewitt**, senior vice president and chief financial officer. Plans in the works include temperature-taking stations across campus, and free virus testing for students.

Struppa said the university could lose between \$60 million and \$110 million, due to refunds and unanticipated costs for significant investments in e-learning tools and training programs for faculty.

In further efforts to reduce costs, the university has paused hiring and non-essential travel. Senior staff and deans have also voluntarily agreed to take pay cuts as high as 15% and Struppa will be taking a pay cut of 20% beginning June 1.

"While this will help offset some costs, it won't cover all our losses that come with a fully remote semester, so we have stepped up fundraising efforts," university officials said.

The university also handed out \$5.5 million from the **Coronavirus Aid, Relief, and Economic Security Act** to students.

"More than 80% of our undergraduate and graduate students receive grants and/or scholarship aid. The goal of the CARES Act is to support students who are negatively affected by the pandemic and we intend to do just that," officials said. ■



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