

Project Updates:

Lake Forest Sports Park

Plans for a Lake Forest Sports Park are moving right along. The City Council approved the final Sports Park Master Plan on October 4, 2011, and directed staff to prepare the final improvement plans. Clearing and grubbing activities are now complete and mass grading operations are scheduled to begin in May 2012. Construction of the Sports Park improvements are anticipated to begin in August 2012, with the sports fields to open by November 2013.



Alton Parkway Extension: A Smoother Connection for Lake Forest

In an effort to reduce traffic congestion on Bake Parkway and complete the City's roadway system, the City is working with the County of Orange to complete the Alton Parkway Gap Closure between Irvine Boulevard and Towne Centre Drive. The City's portion of the project from Commercentre Drive to Towne Centre is complete. The County portion should be completed by April 2012. Alton Parkway, including the City's portion, cannot be opened for use until the County's portion is completed.

The County's portion of the project, from Irvine Boulevard to Commercentre Drive, is currently installing wet (water and sewer) and dry utility (gas, electric, cable, telecom), and drainage facilities. Over the next couple months, the contractor will perform final grading for the roadway; construct concrete curbs, gutters, and sidewalks; install the signal equipment at Commercentre/Alton; and lay the rock base and asphalt pavement for the roadway.



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Broker's Corner: Lake Forest, An Attractive Location for Business and Global Corporations

By: Dale Camera, Vice President, Lee & Associates

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Despite a challenging real estate market, Lake Forest still remains a sought after destination for local businesses and global corporations. Boasting such tenants as Oakley and Panasonic to name a few, the strategic location and multiple amenities of the market prove to add great value for local businesses. The heartbeat of the market is driven mainly by the dynamic and resilient small business owners. In 2011, we saw an impressive 700,000 sq.ft. in leasing and purchasing activity for Lake Forest. With almost 10 million square feet of commercial space, the market is a fantastic choice for local start-up companies and larger corporations. The breakdown of inventory in the market is comprised of approximately 2,700,000 sq. ft. of office product and almost 7,000,000 sq.ft. of industrial/R&D product. The occupancy rate for Lake Forest as a whole remains consistent with the county, at approximately 85% for office space and approximately 94% for industrial/R&D space.



Lake Forest will enhance its appeal to businesses within the next 12 months with the long awaited Alton Parkway extension. We expect this expanded access to the city and its amenities to strengthen local property values and attract more tenants. Lake Forest/Foothill Ranch remains one of the most cost effective/value-add destinations for businesses in the county.

LAKE FOREST SPRING 2012 In Business

Your natural choice for business



2011 Lake Forest Business Appreciation Luncheon Celebrates Businesses' Achievements

The year 2011 marked a year of notable achievements for many Lake Forest companies. The City celebrated their successes at its annual Business Appreciation Luncheon held in November. The annual luncheon is a cornerstone in the City's Businesses Development and Attraction program and recognizes the valuable job and economic contributions of Lake Forest Businesses.

The Business Appreciation Luncheon was attended by more than 115 businesses, representing over 50 of the City's largest employers and top producing companies. Ron Fugate, CEO and President of Alacer Corporation, the makers of Emergen-C nutritional supplements, was the 2011 keynote speaker. In his "Feel the Good: How Consumer Insights Transformed the Maker of Emergen-C" address, Mr Fugate shared Alacer Corporation's success story and new branding effort that resulted

in an increased customer base and substantial economic growth. He provided invaluable tips for attendees and insight on expanding market share. Alacer Corporation has been in Lake Forest for over ten years and currently employs over 180 people.

The event also included comments from Mayor Peter Herzog, who provided updates on City projects and initiatives, and expressed the City's commitment to strengthening its partnership with the local business community. The City looks forward to celebrating more Lake Forest business achievements during the 2012 Business Appreciation Luncheon. Additionally, the City will host several business events and new seminars designed to facilitate your business success. Check out the "City News" section for more details.

Check out a few of the 2011 Lake Forest Success Stories!



- World renowned producer of quality eyewear and sports products
- Added 450 new jobs in 2011



- Producer of robots for industrial and manufacturing applications
- Sold its 100,000th robot in the Americas in 2011



- Specializes in truckload and less-than-truckload commercial transportation
- Named 2011 LTL Carrier of the Year by Transfreight



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City Manager's Message:

Lake Forest, the Natural Choice for Business



During 2011, the City enhanced its Business Development and Attraction Program with new resources and programs designed to promote the economic success of the Lake Forest business community.

Last year, the City partnered with several of the City's largest employers on the inaugural Shop & Dine Lake Forest Week. The week long celebration of business featured special promotions and offers from more than 220 local businesses. The week long celebration also included citywide community celebration events, attended by more than 1,000 residents and businesses, and featured live music, family fun activities, and raffle prizes donated by Lake Forest businesses.

The City also held various business seminars and networking events including the annual Business Appreciation Luncheon and a Hotel Roundtable. These events provided businesses with networking opportunities and up-to-date information on City projects. They also allowed staff to obtain direct feedback from Lake Forest businesses on resources to aid economic growth. As a result of this feedback, the City partnered with hotel managers in creating the Lake Forest Hotel Guide and Webpage.

The Lake Forest Hotel Webpage features all Lake Forest hotels with exterior and interior pictures, contact information and a map showing each hotel's location and surrounding amenities. The Lake Forest Hotel Guide and Webpage will enhance the resources the City has available for its residents and businesses and will assist in attracting new visitors and businesses to the City.

We also are excited to provide you with more seminars and networking events in 2012 (see "City News"). We encourage you to contact us and schedule a business visitation so that we may share more of the City's business resources.

We wish you growth and prosperity in 2012.

— Robert C. Dunek
City Manager



US Alliance Group:

- 27422 Portola Pkwy., Suite 110
- (949) 888-4408 www.usag-inc.com
- Lake Forest business since 2011
- 35 employees in Lake Forest

Company Profile: US Alliance Group: Building Relationships with Leaders in the Payment Processing Industry

US Alliance Group ("USAG") is an industry leader in merchant payment processing. Electronic Cash Systems (A division of US Alliance Group) was founded in 1997 by CEO Fadi Cheikha who has been a leader in the industry since 1989. US Alliance Group offers a full spectrum of solutions that are specifically designed for today's merchant payment processing needs. These payment options include ATMs, Credit and Debit Card Processing, ACH (electronic checks), Remote Deposit, Check Cashing, Gift, Loyalty & Rewards Programs, Check Guarantee, Virtual Terminal, and Bill Pay Services.

USAG moved its operations to Foothill Ranch in 2011, and its presence in Lake Forest has proven quite positive. "We love our Lake Forest location and the building we occupy. We grew out of our previous building and were seeking a quality location for future growth. Our current location was very appealing to us given its proximity to more businesses, restaurants, and hotels to accommodate our guests," said CEO Fadi Cheika. USAG occupies 13,401 square feet of office space and has 35 employees in Lake Forest. Mr. Cheikha predicts future growth for USAG: "Our Lake Forest location is ideal to accommodate future expansion and the additional employees USAG will hire in the near future."

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Business Tips: Sales Success in a Recession

by Tim Bennett, CEO of Image Option

Not that it was easy, far from it. I never want to revisit a year like 2009 again. Image Options has much to be thankful for considering the hardships most businesses endured at the beginning of the recession. How did Image Options achieve success?

Achieving Success in a Challenging Economy:

1. Recognize the Playing Field has Changed and Strategize Accordingly

The 'new norm' created in 2009 changed our playing field and forced Image Options to make some tough decisions regarding clients, vendors, and our employees. Our good relations with vendors helped tremendously. We reassessed the value of accounts, and recognized that some simply did not fit. Releasing them had an immediate positive effect. In other words, some weight was lost, and we started working hard every day on new strategies that would enhance our company and services.

2. Focus on Existing Customers and Increase Their Satisfaction

Rather than look for new clients, Image Options focused on existing customers such as IKEA and Oakley and the level of service and unique features we offered them. We continued to develop existing customers that required quality products and that would set us apart from retail POP (Point of Purchase) and exhibit graphics production. We recognized the importance of enhancing our products for our existing customer base. In addition, we expanded project management, distribution, and installation services, which enabled us to become an integrated solutions provider instead of "just a specialty printer."

3. Differentiate Yourself from the Competition

We had to carefully analyze our customers and identify areas in which we could improve our exhibit graphic production and differentiate ourselves from the competition. Clients such as Adidas were simultaneously pushing for greener solutions. Image Options saw the opportunity to enhance its services and remain competitive by obtaining our SGP (Sustainable Green Print) certification. We now offer products with the least amount of impact to the environment. This year long commitment to obtain certification proved worth while, both environmentally and financially. Some clients will now only work with certified companies. Image Options remains the only certified large format digital and screen print company in California.

Since 'stabilizing the boat,' Image Options has acquired the assets of a former larger competitor, moved into a larger 50,000 sq. ft. facility located on the corner of Lake Forest and Portola, and recently leased an additional 27,000 sq. ft. facility on Windrow next door to Sole Technology, a long time client. The facility will allow Image Options to more effectively handle high volume fulfillment and logistics for its increased business. Although the storm is not over yet, we keep focused on the horizon with the ship pointed directly into the wind.



Tim Bennett is the CEO of Image Options www.imageoptions.net. Image Options is headquartered in Foothill Ranch and employs 69 fulltime and 8 part time employees.

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US Alliance Group boasts an impressive 20,000 clients nationwide as well as a significant local customer base in Lake Forest that includes Saddleback Church, Saddleback Plumbing, Sun Pac Containers, USA Express Tire, Terry Moving & Storage, Me & My Big Ideas, Maaco Collision, and Aliso Viejo Towing. US Alliance Group has consistently been ranked as one of OC's fastest growing private companies by the Orange County Business Journal, achieving the rank of #6 as of 2011.

CEO Q&A



Dave Sheraton, is the CEO of R&D Medical Products, Inc, a medical device maker. Headquartered in Lake Forest, R&D Medical Products Inc. was recently ranked as the 37th fastest growing private company in Orange County in 2011 by the Orange County Business Journal. It manufactures its products at its Lake Forest facility. Its services include product design, product development, custom hydrogel formulations, automated packaging, and prototype assembly.

How did you get involved in your industry?

After getting a B.S. in Biological Sciences at UCI and studying medicine abroad in Italy, I was hired for research and development, to manage quality control for a company that manufactured EKG electrodes. During my employment, I developed many types of medical electrodes there until the company was sold. After acquisition, the company was dismantled and absorbed by other entities in their organization. Along with this reorganization came my termination. I responded to my termination by starting a similar company and incorporated a name similar to my job title.

What are some of your business goals for 2012?

As a U.S. based manufacturer, we have discovered that "Made in America" has global appeal

based on our legal system, political stability, and the trustworthiness associated with American companies. In addition, our automated manufacturing process and the intellectual property we possess allows us to remain competitive on a global scale. Therefore, in 2012 we will capitalize on our U.S. based stature by increasing our presence in the 82 countries to which we export.

Why did you decide to locate your business in Lake Forest?

As a manufacturer, I found Lake Forest to be a practical option. Our clients come here from all over the world. I probably travel less than any CEO. Most of my clients would much rather visit me and consider the trip to be a mini vacation; especially during the winter months when the weather to them is nearly perfect. Lake Forest presents itself well with its new, clean, and manicured buildings.

City News

Check Out What's New!

- Lake Forest Hotel webpage features all hotels and amenities at www.lakeforestbusiness.com
- City of Lake Forest celebrates 20th Anniversary with community events during 2012 – Check out www.lakeforestca.gov for the latest event updates
- The City of Lake Forest has the 9th lowest crime rate in America for cities with a population between 75,000 and 99,999, and the 12th lowest crime rate overall, according to recent CQ Press City Crime Rankings.

2012 Business Events

State of the City / Meet the Mayor – March 14*
Commercial Broker Roundtable – March 23
Align Social Media to Drive Business Objectives seminar – April 18**
Strategies for Business Success – May 11*
Career Workshop – June 15*
*Partnership event with the Lake Forest Chamber of Commerce
**Partnership event with SCORE Business Counselors
Visit www.lakeforestbusiness.com for more event details or contact economicdevelopment@lakeforestca.gov

Lake Forest companies are encouraged to submit philanthropic efforts, notable recognitions, and celebrations to economicdevelopment@lakeforestca.gov

Recent Company Expansions

- Invensys Operations Management, a leading provider of automation and information technologies, systems, software solutions, services and consulting to global manufacturing and infrastructure industries, recently expanded its Lake Forest operations with the move of its Irvine operations to Lake Forest. The expansion included the addition of close to 200 employees. Invensys now employs 547 people in Lake Forest and occupies 172,000 square feet.

Grand Openings & Ribbon-Cuttings, 2011

- February: Foothill Ranch 99 Cents Only, Fresh & Easy
- March: Denny's Foothill Ranch
- April: PEAKfresh USA, Walgreens
- April: McDonald's
- July: Maaco Collision Repair and Auto Repair Painting, US Alliance Group
- August: loanDepot
- October: PM Group, aMAYzing Kids
- December: Service Master AAA, KB Home Whisler Ridge Home Development