

Project Updates:

Baker Ranch Homes

Baker Ranch—the second residential development project of the Opportunities Study Area—is a master-planned community which includes over 2,300 homes, 25,000 sq. ft. of commercial use, public and private parks, open space, and infrastructure for roads and utilities. Baker Ranch celebrated its grand opening of its model homes in February 2014. Shea Homes, in partnership with Toll Brothers, is developing the first phase of Baker Ranch, offering six home product types. Also under construction this year are the Avalon and Arroyo apartment developments.



Lake Forest Sports Park and Recreation Center

The recently opened 86-acre sports park and recreation center is located at the northwest intersection of El Toro Road and Portola Parkway. It features an assortment of sports fields for a variety of uses, basketball courts, playgrounds, and other amenities. The recreation center features a full size gymnasium, computer lab, and multi-use rooms. This facility will become the home of Lake Forest's Teen Lounge Program and a multitude of recreation classes and programs.



**CITY OF LAKE FOREST
ECONOMIC DEVELOPMENT**
25550 Commercentre Drive, Suite 100
Lake Forest, CA 92630
Phone (949) 461-3567 Fax (949) 461-3577
www.lakeforestbusiness.com

G.R.O.W. in Lake Forest Aids Companies Hiring & Training Needs

The City of Lake Forest has a strong commitment to fostering job creation and retention for Lake Forest businesses. This commitment is demonstrated through the City's newest program; GROW (Growing and Retaining Our Workforce) in Lake Forest, developed in partnership with the Workforce Investment Board and the Orange County One-Stop Center. GROW in Lake Forest is a job creation and retention program that provides current and prospective Lake Forest businesses with free hiring and employee training services.

Through the City's partnership with the Orange County One-Stop Center, GROW in Lake Forest features no cost hiring solutions and a variety of training resources. Resources include candidate screening, on-site recruitments and job fairs; customized trainings for employees based on new technologies or service procedures at their company; training and hiring incentives; assistance with universal or confidential job recruitments; and specialized "On-the-Job" training programs. Additionally, GROW in Lake Forest recognizes businesses that create and/or add jobs to the community as a result of their business locating or expanding in Lake Forest; and assists businesses with locating available for sale or lease commercial space in Lake Forest. Over the past year, more than 100 Lake Forest businesses have participated in GROW in Lake Forest and offset their employee training and hiring budgets.

The City's Economic Development website now has a dedicated GROW in Lake Forest webpage, which features GROW resources including: available job postings, the Why Lake Forest Marketing Packet, Doing Business in Lake Forest and more. Visit www.lakeforestbusiness.com to view the great benefits of GROWing in Lake Forest.

Businesses looking to GROW in Lake Forest should contact the City of Lake Forest's Economic Development Department at (949) 461-3567 or economicdevelopment@lakeforestca.gov.



LAKE FOREST
FALL/WINTER 2014

In Business

The Natural Choice for Business



Shop & Dine Lake Forest Week Highlights Local Businesses and Provides Savings

The 2014 Shop & Dine Lake Forest Week was once again a great success! Over 400 Lake Forest businesses offered promotional deals and savings. The Shop & Dine Lake Forest Week Coupon Booklet containing all the deals was mailed out to the entire community in August, and festivities were promoted through radio commercials, street banners located throughout the city, and print advertisements.

All week, shoppers and diners used their coupon booklets to find great deals and new favorite Lake Forest businesses! Over 1,800 people combined attended the Super Savings Launch Party at The Orchard shopping center and the Taste of Lake Forest at the Foothill Ranch Towne Centre Food Festival. The Taste of Lake Forest featured more than 25 restaurants and tasters were able to vote for their favorite Lake Forest eatery. The top three restaurants were Eleven 46 Kitchen, Peppino's Italian Family Restaurants, and Cinnamon Productions Bakery Café. These restaurants exemplify the great quality and variety of restaurants in Lake Forest.

Through shopping and dining in Lake Forest, we are keeping our dollars within the community. This not only promotes local job creation, it also generates sales tax dollars used to fund important city services, such as public safety and improvements in Lake Forest neighborhoods. With your support, we continue to support Lake Forest business diversity and foster a strong community.

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2014 Taste of Lake Forest Winners

FIRST PLACE:

Eleven46 Kitchen

45 Auto Center Drive #116
Foothill Ranch, CA 92610
(949) 215-1147
eleven46.com



SECOND PLACE:

Peppino's Italian Family Restaurants

23600 Rockfield Boulevard
Lake Forest, CA 92630
(949) 951-2611
www.peppinosonline.com



THIRD PLACE:

Cinnamon Productions Bakery Café

45 Auto Center Drive #100
Foothill Ranch, CA 92610
(949) 382-7900
www.cinnamonproductions.com



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City Manager's Message:

Lake Forest, The Natural Choice for Business



The year 2014 has been an exciting year for the Lake Forest community filled with home developments, construction of a new sports park, and enhanced business marketing and events. Baker Ranch held its grand opening of its model homes in February, featuring six model home product types. The master-planned community will consist of approximately 2,300 new homes, public and private parks, open space, and 25,000 square feet of commercial use.

The City built a new 86-acre sports park and recreation center, which includes a number of active and passive recreation amenities including new ball fields, basketball courts, playgrounds, and other amenities. The Lake Forest Sports Park and Recreation Center held its grand opening in November and continues positioning Lake Forest as a dynamic city offering vast amenities.

This year, the City continued promoting GROW (Growing & Retaining Our Workforce) in Lake Forest, the City's newest job creation and retention program that has assisted Lake Forest employers to train existing employees, hire for specialized positions, and obtain hiring credits. Over 100 Lake Forest businesses participated in GROW this past year.

There are several exciting projects and events occurring in the City of Lake Forest in 2015 including the annual New Business Reception, new business seminars, an Economic Summit, and the 9th annual Secrets & Strategies to Business Success on Friday, April 24, cosponsored with the Lake Forest Chamber of Commerce. In the spring, the City will host a Hotel Roundtable, Commercial Broker/Property Manager Roundtable, and the annual Business Mixer where Lake Forest businesses can network with local companies and form strategic partnerships. The City will continue to expand GROW in Lake Forest with enhanced employee hiring and training resources and will once again partner with the business community on the 2015 Shop & Dine Lake Forest Week. Visit www.lakeforestca.gov/about/e_newsletter.asp to subscribe to the City's electronic newsletters for the most current information on projects and business events. We look forward to a prosperous 2015!

Wishing you growth and success,

— Robert C. Dunek
City Manager



Intertek

- 25791 Commercentre Drive
- 25800 Commercentre Drive
- (949) 349-1684 www.intertek.com
- 100 employees in Lake Forest

Company Profile:

Intertek: Supporting Manufacturers and Ensuring Product Safety

Intertek of Lake Forest is a local and global manufacturer of safety and performance testing capabilities. It is part of Intertek Group plc, a leading provider of product testing, inspection and certification services. Intertek Group's origins date back to the late 1800s as requirements for product quality and safety became evident. In fact, Intertek's electrical business was founded by Thomas Edison in 1896, known as the Lamp Testing Bureau within the Edison Illuminating Company. The name became Electrical Testing Laboratories (ETL) in 1904, and you can still find the ETL certification mark for electrical safety on millions of products sold throughout the US and Canada every day. Today, after a century of acquisitions and mergers, and a public stock offering on the London Stock Exchange, the company is Intertek Group plc with more than 36,000 employees and over 1,000 offices worldwide.

Intertek of Lake Forest houses approximately 100 dedicated professionals and serves clients from industries such as Lighting, Medical Devices, IT Equipment, Industrial Machinery, Solar Products, and more. Intertek recently expanded its laboratory facilities by leasing a second building on Commercentre Drive. Intertek now occupies two buildings in Lake Forest totaling 80,000 square feet to accommodate the needs of clients and to deliver state-of-the-art testing services.

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Business Tips: Adding Value to Customers' Lives

by Erica Waetjen, Vice President of Marketing

At Eagle Community Credit Union our focus is on adding value to our members' lives and doing the right thing, for every member, every time. Here are three ways we accomplish this that you might also find useful.

1) Listen – Just like in any relationship, we all want to be heard! Listen to your audience, what are they asking for or telling you? Are they giving you clues as to what they really need? At Eagle, we live for our member feedback, and make improvements and changes based on it. Our members have been asking for a rewards credit card, and we answered! Our MasterCard Platinum Rewards Credit Card recently came out this summer. Listen and provide relevant solutions to your customers and they will be happier and more invested.

2) Educate – No one wants to be told exactly what to do. We all crave information and want to make our own educated choices that are right for us. We urge our members to do the same. This is why we extend a very valuable financial resource, Balance, which provides budgeting tools, free financial counseling, and numerous financial resources for our members at no cost. Eagle also offers free financial workshops to our members and the employees of our Employee Partners on relevant topics like Identity Theft, Buying a Home, or The Basics about Budgeting. We want our members to educate themselves about the best options and choices for them so they are more confident and secure about their financial decisions.

Shop & Dine continued from page 1

This year's participating Taste of Lake Forest restaurants included: America's Taco Shop, Brizio Pizza, Celebrity Soul Food Buffet, Cinnamon Productions, Corner Bakery, Cucca's Mexican Food, Diho Siam Restaurant, Daphne's California Greek, Dude Where's My Curry?, Eleven46 Kitchen, El Paraiso Restaurant, Los Tacos Ricos, Lucille's BBQ, Luna Grill, Miguel's, Nutting But Sweets, NY's Upper Crust Pizza, Peppino's Italian Family Restaurants, Power-FUL!, Rubio's, Slater's 50/50, Starbucks, Souplantation, and Wingstop.

Company Profile continued from page 2

Since the southern California economy is predicted to grow at a rate faster than the national economy, Intertek's Lake Forest laboratory is ideally located to help manufacturers get their products tested and certified for global markets. With outstanding support from the local government, Chamber of Commerce, and the entire Lake Forest community, Intertek is excited about its growth prospects for the future.

3) Give Back – Giving back to your local community should always be a priority. People want to know that the company they are doing business with is making a positive impact right where they live and work. Eagle just hosted a Bite of Reality youth financial literacy program offered by the Richard Myles Johnson Foundation. This was a free financial workshop for the students at the Laguna Niguel YMCA which the kids found fun, interactive and took away some very helpful financial tips. Empowering our youth and giving back in numerous ways is all part of the credit union people helping people philosophy, and something we all benefit from.

To learn more about Eagle or our free financial workshops, contact Andrea Alcalá at (800) EAGLE CU or aalcala@eaglecu.org.



Eagle Community Credit Union is a member-owned, not-for-profit cooperative.

Erica Waetjen has over six years prior management experience in both operations and marketing from two Southern California credit unions. She also brings brand management experience working in other industries from her previous experience working at an advertising agency.

CEO Q&A



Paul McKinney is the President of The PM Group, a commercial print and web communications company. Headquartered in Lake Forest, The PM Group offers complete print and web management from concept to fulfillment. Its services include: design review, art production, printing, eservices, mailing, and fulfillment or warehousing.

How did you get involved with your industry?

I have been fortunate to have many teachers who planted seeds and grew my interest in the graphic arts. They cultivated my eye for the aesthetics that are so important in visual communications. I am forever intrigued by the human psyche of what causes people to respond in certain ways to a visual message.

What are some of your business goals for 2015?

To grow our business through diversification. At our core we are a great printing/graphic arts group. We have determined there are MANY different ways clients buy print. We have also seen that our industry has many varying levels of service to answer those needs. Our overriding goal is to understand what is most important to a client: price, service, or timing. Once we know that need, we can tailor our service and product offering to satisfy our client.

Why did you decide to locate/invest in Lake Forest?

My wife and I were some of the first residents of Portola Hills. We have always loved the fact that out the front door is the city, great dining, and convenient shopping. Out the back door there are many ways to enjoy nature and the outdoors. From City parks, to Whiting Ranch and the Cleveland National Forest, Lake Forest really has it all.

From a business standpoint, we bought and located here because Lake Forest is a great value with a tremendous business future. Its location near the I-5 and I-405 makes it very convenient. We like the City's approach to promoting business and have taken advantage of many of those opportunities. From speaking at a regional California Parks

and Recreation meeting to enjoying the City's Business Luncheons, Lake Forest understands the importance of building connections though face-to-face meetings. The City has also made it extremely easy to bring a GREEN approach to our business with permits to install solar panels and a charging station in the building that we own and work in.

Who is someone that has inspired you?

My dad and family. My father was a truck driver. He was quick to take a second shift to help make ends meet. I like to joke "He and I both love to drive and talk; he got paid for driving, I get paid for talking." He was the first generation to leave the farm and brought that work ethic with him. He was driven and tenacious about finishing a project. That mindset was tough to be around as a teenager. I credit him for passing on a great work ethic that was steeped in doing the right thing. I am very fortunate to have great people around me daily and have for years.

What is your favorite Lake Forest restaurant?

The toughest question yet! A better question would have been Top Ten... In-N-Out. Priced right, great food, but wait... Tommy's, or Wahoo's, or...

City News

Upcoming Events:

- New Signage and Promotion Opportunities Workshop – Wednesday, December 3, 5:30 p.m. to 7 p.m. Lake Forest City Hall, 25550 Commercentre Drive
- New Business Reception – Wednesday, January 14, 5:30 p.m. to 7 p.m. Lake Forest City Hall, 25550 Commercentre Drive
- Secrets and Strategies to Business Success – April 24, 2015 Lake Forest City Hall, 25550 Commercentre Drive
- Spring 2015
 - Hotel Roundtable
 - Commercial Broker/Property Manager Roundtable
 - Economic Development Summit
 - Lake Forest Business Mixer

Businesses in the News:

- Del Taco Celebrates 50th Anniversary
- Fujitsu Announces New Palm EntryXS™
- Oakley Introduces "Disruptive by Design" Brand Platform
- R&D Medical, Formtran, and I.C.G. Executives Nominated for Excellence in Entrepreneurship Award
- Intertek Hosts Grand Opening of New Testing Facility
- Kaiser Aluminum Corporation, Quantum Fuel Systems Technologies Worldwide, Skilled Healthcare Group, Wet Seal, and CryoPort Named to Top 100 Public OC Companies
- Westamerica Communications' President, Doug Grant, Named Executive of the Year

Recent Grand Openings:

- Dude Where's My Curry? - 27412 Portola Parkway
- Nail Bar & Spa – 26552 Towne Centre Drive, Suite B
- Celebrity Soul Food – 24416 Muirlands Boulevard
- National Monitoring Center – 25341 Commercentre Drive
- 99 Cents Only Store – 22631 Lake Forest Drive
- Aava Dental – 27462 Portola Parkway #205

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