

Your natural choice for business



## City of Lake Forest Launches Shop and Dine Lake Forest

The City of Lake Forest has a new citywide retail marketing program titled "Shop and Dine Lake Forest" aimed at supporting local businesses. Shop and Dine Lake Forest encourages residents and visitors to shop, dine, and spend at the City's many retail and entertainment destinations.

**"As a business owner, Shop and Dine Lake Forest reminds us of all the great businesses we have in town. Why shop somewhere else if we have a variety of local businesses providing all the same services here in Lake Forest," said Hamied Arvand, owner of Mustard Cafe.**

The City recognizes the value and contribution of its retail centers, along with all of its businesses. Its objectives with Shop and Dine Lake Forest are to encourage consumers to shop at local retail establishments and keep the community healthy and thriving.

With information provided by property managers, owners, and tenants,

the City is developing flyers for participating businesses to display, e-mail blasts promoting shopping center events, and more detailed information on the **City's Shop and Dine Lake Forest webpage [www.city-lakeforest.com/shopdinelakeforest](http://www.city-lakeforest.com/shopdinelakeforest).**

The Shop and Dine Lake Forest webpage is dedicated exclusively to promoting Lake Forest shopping centers. The City would like to further enhance the Shop and Dine Lake Forest webpage by adding stores, a calendar of events, and available leasing space information for all Lake Forest shopping centers. The success of Shop and Dine Lake Forest depends on business participation.

**"Patronizing local businesses is vital in supporting and keeping communities strong," Arvand added.**

Property managers, owners, and tenants interested in participating in the Shop and Dine Lake Forest program should call (949)461-3567

or complete the **Shop and Dine Participation Form at [www.city-lakeforest.com/shopdinelakeforest](http://www.city-lakeforest.com/shopdinelakeforest).**

### Top Reasons to Shop and Dine in Lake Forest:

#### Keep your dollars in the community

- Support and create local jobs
- Help fund more city services

#### Build a strong community

- Boost community pride
- Socialize at your favorite local place

#### Celebrate the diversity and charm of Lake Forest

- Inspire local entrepreneurs and small businesses
- Shape the character of the city



### CITY OF LAKE FOREST ECONOMIC DEVELOPMENT

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# City Manager's Message:



We are pleased to provide you with the second edition of the In Business newsletter. We thank you for your positive feedback on the first edition and look forward

to including more profiles and articles from Lake Forest businesses.

The recently completed 2008 Biennial Resident and Business Survey confirmed that you have a high interest in business networking events and ongoing business communications. We are committed to meeting our businesses needs and are planning a variety of business events and workshops for 2009, including the second annual Business Appreciation Luncheon and potential new events like a CEO Roundtable.

We continue our business visitations through our Business Development and Attraction Program. This allows us to share information and discuss your company's specific needs, including growth or expansion. Please contact [economicdevelopment@ci.lake-forest.ca.us](mailto:economicdevelopment@ci.lake-forest.ca.us) if you would like to schedule a business visitation.

We also have launched the Shop and Dine Lake Forest marketing program to celebrate the array of shops in the City and remind us to support our local businesses by reinvesting in the local community. We encourage all our businesses to participate (see cover page).

We look forward to continuing our partnership with the business community and to being your natural choice for business.

Wishing you Growth and Success,

— Robert C. Dunek  
City Manager



## FANUC Robotics

- 25951 Commercentre Drive  
Lake Forest
- (949) 595-2700
- [www.fanucrobotics.com](http://www.fanucrobotics.com)
- Less than 20 employees
- Lake Forest business since 1996

## Company Profile: FANUC Robotics

Providing strategic labor and client solutions through Robotics

FANUC Robotics America, Inc. is a leading supplier of robotic automation in the Americas and a subsidiary of the \$4.5 billion FANUC Limited, based in Japan. There are more than 200,000 FANUC robots installed worldwide in a multitude of industries and applications. FANUC specifically chose Lake Forest for its regional office because of its proximity to a majority of its western region clients.

In Lake Forest, FANUC Robotics is one of nine FANUC Robotics facilities in the Americas that develops robots to assist material handling industries in assembling devices, welding parts or packaging products, among many other uses. At this facility, FANUC installs the necessary tools and programs for the robotics application, essentially bringing the robot to life.

All of FANUC's robots are considered flexible automation, where companies can modify the robots to change production quantities or products as needed. This allows for diversity in production.

FANUC Robotics works directly with the company to find a robotic solution that will best serve its clients' needs, while staying within the company's projected costs. In the last five to 10 years, FANUC has seen its role evolve from operating primarily as an equipment supplier to a strategic consultant on labor and customer service practices. It sees opportunity in the local market as current economic conditions provide incentives for companies to improve production quality or streamline operations. It often finds companies asking: "How can we position ourselves to be competitive with Asia and Mexico?"

With the right automation system, businesses will see an increase in efficiency, quality, and consistency in their production, which can ultimately lower overhead costs.

The company also takes advantage of more mainstream branding. FANUC Robotics can be seen in the new Terminator movie. Its robotics are shown making the new terminator. It was also featured in MTV's America's Best Dance Crew Season 3 commercial.

# Business Tips: Resources to Assist Your Business & Help Lower Business Costs

In these tough economic times businesses are looking for ways to cut costs and minimize financial hardships. Here are some resources and programs that could lower your costs.

## Orange County Business Service Center

The Orange County Business Service Center offers various no-cost resources. Services include: Labor Shortage Assistance (referrals to prescreened candidates), Tax Credit and Reimbursement Assistance (to offset hiring and training costs), and a Rapid Response Team (including career transition services for laid-off staff). It also can provide labor market information, free online job posting, assessment and retraining programs, and employer information such as OSHA requirements, workers compensation and Equal Employment Opportunity. For more information contact the Business Service Center at (949) 341-8093 or visit [www.ocbizcenter.com](http://www.ocbizcenter.com).

## Work Sharing (Employment Development Department)

This program allows for partial payment of unemployment insurance benefits to employees whose wages and hours have been reduced. Any employer who has a reduction in production, services or other conditions that cause the employer to seek an alternative to layoffs may participate in the Work Sharing Program. For more information contact the EDD's Special Claims Office at (916) 464-3300 or visit [www.edd.ca.gov](http://www.edd.ca.gov).

## California Manufacturing Technology Consulting

This organization provides no-cost manufacturing and distribution consulting services. If your manufacturing facility makes less than 15 million in sales annually, these services may be right for your business. For more information, contact Amy Brown at (714) 381-1968 or [Abrown@cmtc.com](mailto:Abrown@cmtc.com).

## California Employment Training Panel (ETP)

The California ETP is a business and labor supported state agency that assists employers in strengthening their competitive edge by providing funds to off-set the costs of job skills training necessary to maintain high-performance workplaces. For more information contact the CETP at (916) 327-5640 or visit [www.etp.ca.gov](http://www.etp.ca.gov).

## SCORE

SCORE is a nonprofit association that educates entrepreneurs and promotes business growth nationwide. It provides confidential business counseling at no charge from more than 90 volunteer counselors. These executives represent 3,000 years of experience in all areas of business. Counseling is available in person, via e-mail or as an advisory board for existing businesses. For more information contact SCORE at (714) 550-7369 or visit [www.score114.org](http://www.score114.org).

## Southern California Edison (SCE)

SCE offers many different energy efficient and demand response programs, as well as special incentives and rates to help reduce energy costs and demands. Edison also offers personalized visits to assess energy needs, identify cost-savings, and provides free training seminars. For more information contact SCE at (800) 3EDISON (333-4766) or visit [www.sce.com](http://www.sce.com).

## Southern California Gas Company

The Southern California Gas Company offers a variety of rebate and energy efficient programs to help save or recoup costs of equipment upgrades. It also offers on-site analysis to help identify low cost or no cost opportunities and a variety of training and seminars designed to help businesses find hidden energy savings. For more information contact the So Cal Gas Co. at (800) 427-2000 or visit [www.socalgas.com](http://www.socalgas.com).



# CEO Q&A

**Aileen Grant, President, Brightstar Healthcare.** BrightStar Healthcare prides itself in providing quality homecare and healthcare staffing services to families and businesses.



## How did you get into this business?

After 20 years in the Financial Services industry, I was ready for a change and wanted to start up my own business. I really wanted to find a way to do something that felt personally rewarding and would make a positive impact on people's lives.

## What are your business goals for 2009?

I measure my goals in the number of families we help and the number of hours that we provide care. By the final quarter of 2009, my goal for BrightStar

is to be providing peace of mind and more than 1,000 hours per week of care by helping 30 families each week to enjoy more life and more good memories with their loved ones.

## What is your "go to" dining place in Lake Forest?

**Favorite Lunch:** Black Forest Bakery – great salads and sandwiches (cookies too!)

**Favorite Dinner:** House of Kabob on Lake Forest and Dimension (love the chicken barg and koobideh!).

## City News

### Broker Breakfast Workshop: *How to do Business Better & Faster in Lake Forest*

Planning & Building and the Orange County Fire Authority provided a case-study presentation and overview of the City's permitting and review process and tips to doing business in Lake Forest for commercial brokers. Sign up for notification of future commercial broker events by e-mailing [economicdevelopment@ci.lake-forest.ca.us](mailto:economicdevelopment@ci.lake-forest.ca.us)

### 2009 Upcoming Business Events

- Saving Time, Saving Energy, Saving Employees- August 28, 2009
- Business Appreciation Luncheon- Fall 2009
- CEO Roundtable- Fall 2009  
(Pending Budget Approval)
- New Business Reception- Fall 2009

### Businesses in the News

Lake Forest celebrates the success of local businesses.

- Outside magazine Names Oakley "One of America's Best Places to Work in 2009"
- The Orange County Register awards Black & Decker "Top Places to Work 2008"
- The Orange County Register awards Boneheads Restaurant "Best New Orange County Restaurant in 2008"
- Schlotzsky's Deli celebrates its 15 Year Anniversary in Lake Forest

Companies are encouraged to submit philanthropic efforts, notable recognitions, and celebrations published in the media to [jgonzales@ci.lake-forest.ca.us](mailto:jgonzales@ci.lake-forest.ca.us).

### Grand Openings

Frostings opens in June at the Orchard Shopping Center on El Toro Road.

Visit Lake Forest's website and click on "Businesses" for upcoming business seminars and networking events!



# Project Updates:

## Alton/Parkway Extension: A Smoother Connection for Lake Forest

In April, the Orange County Board of Supervisors approved the plans for the Alton Parkway Roadway Extension project and set a date for opening bids. The project will extend Alton Parkway between Irvine Boulevard and Commercentre Drive to close a roadway gap that will reduce existing traffic congestion and accommodate future traffic volumes. Bake Parkway is expected to see a great deal of traffic relief after the project's completion.

Total cost for project construction is estimated at \$28 million. The construction period will last approximately one year (September 2009-10). Bid proposals are currently being accepted. For more information, contact OC Public Works at (714) 834-2300 or visit [www.ocpublicworks.com](http://www.ocpublicworks.com).

*The Alton Parkway gap between Commercentre Drive and Towne Centre Drive is within City boundaries and is tied to*

*the development of Baker Ranch (one of the parcels in the Opportunities Study, a plan to rezone 800 acres of land in Lake Forest). The City is working with the developer to have this portion follow completion of the first phase. The timeframe for delivery is unknown due to ongoing development agreement discussions with Shea-Baker Ranch Associates. We will keep you informed on the timeframe for delivery.*

## Go Local: Connecting with Metrolink

Using a \$100,000 grant from the Orange County Transportation Authority, the City of Lake Forest identified two potential concepts for commuter shuttles to improve connectivity to Metrolink. One is specifically geared for the Lake Forest business community. It consists of a commuter shuttle that would transport Metrolink riders arriving at the Irvine station to business parks in the northern part of the City. The proposal was approved for additional service planning, including analyzing passenger demand. The service planning will begin in summer 2009.

## WORKPLACE:

With the current economy finding us working longer hours and spending more time at the desk, it is more important than ever that we live pain free and make life on the job easier and more enjoyable. Here are a few helpful tips from the Egoscue Method to strengthen the muscle groups with exercises that you can do even while at your office chair.

**SITTING CHAIR TWIST** Sit in a chair with your feet pointed straight ahead. Roll your hips forward to place an arch in your lower back. Remain sitting straight and reach behind you with one arm as the other arm is resting on the side of your hip. Twist in that direction and hold for one minute. Repeat on other side.

**SITTING OVERHEAD EXTENSION** Sit up straight at the edge of your chair. Keep feet straight and hip width apart. Roll your hips forward placing an arch in your lower back throughout the entire exercise. Interlace your fingers together and reach up pressing your hands toward the ceiling. Look up toward your hands and keep your arms straight. Hold for one minute.

These non-evasive and passive exercises, targeted specifically to your body, can cure carpal tunnel, and end chronic wrist, shoulder, and neck pain. Live pain free at your PC!

Egoscue is a Lake Forest health & wellness company specializing in physical therapy. To find more exercises like these, visit [www.orangecounty.egoscue.com](http://www.orangecounty.egoscue.com) or call (949) 716-7817.



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### Broker Corner: Jason Ward, Cushman & Wakefield

When you get to know the City of Lake Forest, it's easy to see why they are weathering the national economic storm better than most cities. It's home to every resource a company needs to compete in today's global marketplace. It has a highly educated and skilled workforce, and a diverse business community, from traditional manufacturing to advance technology and life sciences—and a helpful City staff that proactively attracts and retains businesses.

Companies that come to Lake Forest stay in Lake Forest. With more than 1,680 employees, the City's largest employer, Oakley, recently expanded into 35,000 square feet of offices. Recently, Big Train, a maker of flavors and beverages, consolidated from multiple facilities to one location comprising of nearly 100,000 square feet.

Consisting of nearly 10 million square feet of industrial space, the City has maintained a superior occupancy rate, currently at 93.2%. Although the vacancy rate has climbed over recent months as a result of corporate downsizing, the area boasts a lower vacancy rate than the greater South Orange County community.

For the past 20 years, our Cushman & Wakefield team has actively represented both landlords and tenants in Lake Forest. Over that time, we have handled original land sales, corporate leasing, and



facility purchasing & financing. Consistently, our clients have cited the City's great reputation as a place to do business.

Our team, in partnership with the City, is organizing a potential CEO Roundtable in the Fall which is a workshop highlighting City initiatives and real estate topics of interest to local business CEOs. For further information on the upcoming CEO roundtable or if you require more information regarding the commercial real estate market, please call or e-mail Jason Ward at (949) 955-7640 or [Jason.ward@cushwake.com](mailto:Jason.ward@cushwake.com)