

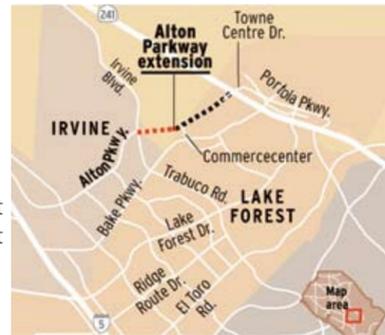
# Project Updates:

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

A groundbreaking ceremony was held in September 2010 to celebrate the start of construction on the Alton Parkway extension that will close the existing gap between Irvine Boulevard and Towne Centre Drive. There are two segments currently under construction by Sukut Construction. The County of Orange is the lead agency on the portion of the extension from Irvine Boulevard to Commercentre Drive. Construction on this section is expected to be completed in the fall of 2011. The City is the lead agency on the portion from Commercentre to Towne Centre. Construction of this section is expected to be completed by August 2011.

When completed, the closure will significantly 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.

For more information contact OC Public Works at (714) 834-2300 or visit [www.ocpublicworks.com](http://www.ocpublicworks.com) or the City's Public Works Division at (949) 461-3490.



- County of Orange segment
- City of Lake Forest segment

## City of Lake Forest Sports Park & Recreation Center: Improving Your Quality of Life



One of the most exciting projects on the roster for 2011 is construction of the Lake Forest Sports Park. In response to community feedback, the City is developing a sports park and recreation center on property located northwest of the El Toro Road and Portola Parkway intersection.

A number of significant project milestones have recently been achieved. Through a series of community workshops led by the Community Services Department, residents have shaped the design of the sports park as reflected in the Consensus Master Plan.

To date, the City has acquired 73 acres of land for the Sports Park project, and is working on additional site acquisition. The Environmental Impact Report (EIR) has been released, and is available for public viewing on the City's website and at local libraries. In addition, the City has hired a designer and construction manager, and will be working with the community to finalize design plans. Meeting these milestones brings us one step closer to providing this long-awaited amenity to the community.



**CITY OF LAKE FOREST  
ECONOMIC DEVELOPMENT**  
25550 Commercentre Drive, Suite 100  
Lake Forest, CA 92630  
Phone (949) 461-3567 Fax (949) 461-3577  
[www.city-lakeforest.com](http://www.city-lakeforest.com)

## Broker's Corner: Advantages to Lake Forest Real Estate

By: Andrew Morrow, Senior Associate, CB Richard Ellis, Inc.

[www.cbre.com/andrew.morrow](http://www.cbre.com/andrew.morrow)

Everyone can agree that 2010 was a much healthier year than 2009, and we feel confident business will continue to improve in 2011. The Orange County real estate market remained healthy in the Fourth Quarter, generating 13.1 million square feet of gross leasing and sale activity in 2010, compared to 8 million of gross activity in 2009. Overall, availability declined to 9.2% from 10.6% from the third quarter.

During this time of recovery, it is imperative that your business seeks every advantage and opportunity for savings and improved efficiency. Real Estate, whether leasing or purchasing, is always at the top of the balance sheet. Planning for your company's next relocation, or investing in a building for your business, should be a top priority in 2011 because the market is ripe for savings and historically low values. With overall lease rates dropping again this past quarter to an average of \$0.57 NNN, landlords are eager to attract and keep tenants. Typically, the taxes and overall operating expenses are more reasonable in Lake Forest compared to similar property in South Orange County. From a pricing and value standpoint, the City of Lake Forest continues to maintain a competitive advantage over surrounding areas, while still offering the highest image, quality, and newest product available.

The Alton Parkway extension should be completed in late 2011 and provide even greater access and convenience,

along with additional residential, retail, and commercial development throughout the City. Rarely these days does one find a city strong and growing that provides stability and confidence to its residents. Recently, Panasonic Avionics Corporation, one of the largest Lake Forest tenants and one of the largest employers in the City, leased six buildings, totaling 364,727 square feet for ten more years. This consolidation, expansion, and renewal of its operations confirmed the City's partnership with its business, keeping 1,200 local workers efficient and happy. Oakley, Black and Decker, Del Taco, Sole Technology, and DYNACAST are just a few of the prominent corporate neighbors that continue to choose Lake Forest for their headquarters, manufacturing, and operations.

Strategic location to the 241 toll road, 5/405 freeways, diverse residential communities, rich retail amenities, and the surrounding outdoors are only a few reasons why Lake Forest is on every one of our clients' short lists. Employee attraction, retention, and its centrality to both Orange County and Riverside County prove invaluable to the many Lake Forest corporations. From our countless interactions with the City over the years, it is truly "business friendly," a true ally and asset to our clients' business – a nice change from the frustrating and costly bureaucracy of other local municipalities. If you are not already a part of the vibrant Lake Forest business community, now is the time to become involved!

# LAKE FOREST SUMMER 2011 In Business

Your natural choice for business



## Panasonic Avionics Renews Lease and Plans to Expand in Lake Forest

Panasonic Avionics Corporation, one of the City's largest employers, renewed its lease in Lake Forest for ten more years starting in 2012. It occupies six buildings in Lake Forest and employs more than 1,200 people. Panasonic Avionics is the world leader in state-of-the-art in-flight entertainment and communication (IFEC) systems. Its Lake Forest campus houses Panasonic's corporate, engineering, production, and administrative operations.

This was the largest office lease in Orange County in 2010. Panasonic was represented in this transaction by Studley, a global tenant advisory firm. As a result of the lease renewal, Panasonic's operations will expand from its current 327,000 square feet to 354,727 square feet. "We are very excited to announce that we have renewed our current leases with substantial cost savings for Panasonic Avionics' business and, more importantly, that our employees are not disrupted with moving to a new location,"

said Yasu Enokido, President and Chief Operating Officer for Panasonic. "Our renewal terms generously provide the upgrades and expansion space required to meet the needs of our growing company without disruption to our business and employees."

The City of Lake Forest first became introduced to the leadership at Panasonic Avionics through its business visitation program. It continues to assist the company with its business growth and expansion needs. The City was greatly pleased with Panasonic's decision to remain and expand in Lake Forest. "Panasonic Avionics' contributions to the Lake Forest workforce and economy are significant. As one of our top employers, we look forward to fostering a supportive business climate where Panasonic can continue to enjoy business growth in Lake Forest," said Bob Dunek, City Manager, City of Lake Forest.

The results are in:  
**90% of the business community is satisfied with municipal services.**  
Read more on page 2.

## About Panasonic Avionics Corporation

Panasonic Avionics Corporation is the world's leading supplier of in-flight entertainment and communication systems. Established in 1979, the company is a subsidiary of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: PC). Headquartered in Lake Forest, California, with over 2,600 employees and operations in 50 locations worldwide, it serves over 200 customers worldwide and provides IFEC systems on over 3,700 aircraft. For additional information, please visit [www.panasonic.aero](http://www.panasonic.aero).



**CITY OF LAKE FOREST  
ECONOMIC DEVELOPMENT**  
25550 Commercentre Drive, Suite 100  
Lake Forest, CA 92630  
Phone (949) 461-3567 Fax (949) 461-3577  
[www.city-lakeforest.com](http://www.city-lakeforest.com)

## at a glance

City Manager's Message . . . . . 2	City News . . . . . 4
Company Profile . . . . . 2	Project Updates . . . . . 5
Business Tips . . . . . 3	Broker's Corner . . . . . 6
CEO Q & A . . . . . 4	

## City Manager's Message:

### Lake Forest, the Natural Choice for Business



As we advance our Fiscal Year 2011/12 business efforts, we look forward to strengthening current partnerships with our business community and fostering a positive business climate in the city. Every two years, the City sponsors an independent survey administered to a random sampling of Lake Forest business owners. As part of our business outreach and retention, we will incorporate the survey results from the 2010 Survey into the 2011/12 Business Development and Attraction Work Plan.

The survey results confirmed the vast majority of businesses (90%) are satisfied with the City's ability to provide municipal services and view "support local businesses with events, services, and increased communication" as a top priority. The City will use the information gathered from the survey to drive strategic decisions in a variety of areas, including the City's Five Year Strategic Business Plan.

We have enhanced our economic development website [www.lakeforestbusiness.com](http://www.lakeforestbusiness.com) with a "City Profile" section. It allows visitors to obtain a snapshot of Lake Forest as a business location quickly and includes demographic information, a summary of the City's largest employers and key industries, the Lake Forest Business Video, the 10 Step Guide to Starting a Business in Lake Forest, and a link to the City's "Businesses in the News" webpage.

We are excited to provide you with more business seminars and networking events in 2011 like the new Business Networking Mixer and the annual Business Appreciation Luncheon (see "City News"). Through our new partnership with the Lake Forest Chamber of Commerce and SCORE Business Counselors, additional events will be offered designed to help businesses get started and succeed. We encourage you to contact us to schedule a business visitation where we can meet one-on-one with your company and share more of the City's business resources.

Wishing you growth and success in 2011.

— Robert C. Dunek  
City Manager



#### Dynacast:

- 25952 Commercentre Drive; Lake Forest, CA 92630
- 200 Employees in Lake Forest
- (949) 707-1211 [www.dynacast.com](http://www.dynacast.com)
- Lake Forest business since 1997

### Company Profile:

## Dynacast: World's Leading Precision Die Caster

Dynacast is the world's leading precision die caster for zinc, aluminum, and magnesium products with 19 facilities in 16 countries around the world. The number of industries it serves has greatly increased due to the burst of new handheld technology over the last decade. Its products and die cast solutions can be found in the computing, healthcare, consumer electronics, and automotive industries. Its clients include Black & Decker, Sanford Papermate, Autoliv and most manufacturing companies. The majority of vehicles in North America and Europe contain die castings manufactured by Dynacast, especially for electronic and safety-critical applications.

Dynacast moved to Lake Forest in 1997 and leases 90,000 square feet of industrial space. Its Lake Forest operations include design, engineering, rapid prototyping, tool making and production. Dynacast employs 200 people in Lake Forest and is proud of its decision to expand its operations in Lake Forest. "Establishing our facility in Lake Forest was a strategic move to take advantage of the expanding industrial area there, which, at the time, was just beginning," said Simon Newman, CEO of Dynacast International. "It has proven to be a very positive move, as the proximity to our West Coast customers means we can provide the service to meet their critical timeframes."

Today, Dynacast Lake Forest represents the latest stage of the company's evolution in California. "Lake Forest is currently recruiting a medical industry

Continued on page 3

## Business Tips: Restoring Focus and Efficiency in Your Organization

by Mike Brenhaug, CEO of Blue Rock Coaching and Consulting Group

There's no doubt the current economy created an environment where people and organizations are working harder with fewer results. When resources are not aligned with expectations, it creates pressure and a lack of focus within the business. When this occurs, there's a tendency to get caught up in the "doing" instead of focusing on the right activities that generate results and promote stability. If you feel this happening in your business ask yourself, "Where's the focus?" Are you focused on the right activities that will lead to growth?



Mike Brenhaug is CEO of BlueRock Coaching and Consulting Group. Mike works with entrepreneurs and business organizations to improve business results through planning, coaching and training. [www.BlueRockCoaching.com](http://www.BlueRockCoaching.com)



### Four Ways to Restore Focus and Improve Efficiency

1. Develop a clear written strategy that creates alignment with your purpose, goals, vision, and actions. By doing so, you bring the team together and avoid competing priorities. A clear plan with measurable metrics is a valuable tool that will help keep you and your business on track.
2. Focus on high payoff activities to maximize your time, efforts, and increase your results. If you feel stretched or if projects are not completed on time, it's a good indication your plan is insufficient and lacks focus.
3. Evaluate your expenses and cash conversion cycle to optimize cash flow. Redirect cash toward growth catalyst activities such as sales and marketing which will produce new business.
4. Get everyone on the same page each day. Conducting a ten-minute daily team huddle improves communication, organizational alignment, and keeps everyone focused on the high priorities.

Set a clear plan, remain focused, and you'll set your organization up for success today and in the future.

Continued from page 2

sales representative. We see the medical industry as a niche market that needs precision, value-added, specialty-coating applications, all of which Dynacast Lake Forest can provide," shared Newman. On a global level, Dynacast is opening on average a new plant every year and has become the only independent global diecaster. Future plans include an expansion of its current service offerings to customers. "We'll be entering the Metal Injection Molding (MIM) market soon. Many of our existing customers use MIM components, so we see it as a natural fit to our product and service portfolio," states Newman. "Dynacast will use its engineering base, global sales force and footprint to greatly expand the MIM market and continue its rank as the world's leading die caster."

## CEO Q&A



**Michael Metcalf, CEO, Voice Assist.** Headquartered in Lake Forest, Voice Assist features voice-activated safe driving applications which enable drivers to keep their eyes on the road instead of looking at the phone. This allows drivers to use speech commands to access data, dial, send e-mails and text messages, or post to social media accounts by voice instead of typing. For more information on Voice Assist and its services visit them online at [www.VoiceAssist.com](http://www.VoiceAssist.com). "The Hands-Free **SAFE** Driving Solution"

### How did you get involved in your industry?

I married Helen who was the world's most beautiful and friendly receptionist. She used to work at Lee & Associates. I sold phone systems. The phone man fell in love and married the best receptionist. We were engaged in a week and married in three months. We just celebrated our 22nd wedding anniversary.

Anyway, everyone who called my office and heard Helen's voice always used to say, "I wish I could have a receptionist like Helen." I heard this so many times, I finally built a virtual receptionist using her amazing voice. Now her voice is used to answer over 60,000 calls per day.

### What are your business goals for 2011?

- Grow from 30 people to approximately 70 people
- Reach \$12.5 million in sales
- Be recognized as the #1 solution for hands free safe driving
- Save as many lives and prevent as many auto accidents as possible
- Outbless our customers, staff, and investors

### What is your favorite restaurant in Lake Forest?

Wasabi Sushi on Lake Forest & Dimension – the best sushi ever!

## City News

### Lake Forest Hotel Roundtable/Hotel Guide Coming Soon!

On February 11, the City held a Hotel Roundtable at Lake Forest City Hall. City staff met with Lake Forest hotel managers and shared updates on City projects, marketing tools for Lake Forest hotels, and received input on new business resources for hotels.

As part of the feedback from the hotel managers, the City is creating a Lake Forest Hotel Guide that will be available in early summer 2011. Check out [www.lakeforestbusiness.com](http://www.lakeforestbusiness.com) for the latest updates.

### Check Out What's New!

- The 2010 Business Survey results are now available! The results show businesses are overwhelmingly satisfied. Check out what Lake Forest companies have to say on top business priorities, municipal services, and expected growth over the next few years. The Survey results are available at [www.lakeforestbusiness.com](http://www.lakeforestbusiness.com)
- The Lake Forest Business Finance Guide features financing information and resources from local, state, and federal agencies. Access the Guide today at [www.lakeforestbusiness.com/tools/business\\_finance\\_guide.asp](http://www.lakeforestbusiness.com/tools/business_finance_guide.asp)
- The "Broker's Corner" webpage is now available and features a Market Update, Tools for Brokers, and links to Commercial Properties Now and Shop and Dine Lake Forest. Check it out at [www.lakeforestbusiness.com/BrokersCorner](http://www.lakeforestbusiness.com/BrokersCorner).

The City encourages broker's participation with the Market Update. Brokers should email [economicdevelopment@lakeforestca.gov](mailto:economicdevelopment@lakeforestca.gov) to submit future articles.

### 2011 Business Events

- Broker Networking Event – Summer 2011
  - New Business Reception – Summer 2011\*
  - Business Networking Mixer- Fall 2011
  - Business Appreciation Luncheon – Fall 2011
  - Financial Workshop for Small Businesses – Fall 2011
- \*Partnership event with the Lake Forest Chamber of Commerce

### Businesses in the News –

Read more at [www.lakeforestbusiness.com](http://www.lakeforestbusiness.com)

- BH North America Awarded Coveted "Head of Class Award"
- Walgreens and Fresh & Easy Open New Locations on El Toro Road and Trabuco
- Smart and Final Renovates El Toro Location and Reopens as SmartCo.
- VoiceAssist, Inc. Acquires SpeechPhone, LLC
- Boneheads Managing Partner wins "Holiday Spirit Award"
- Modern Eyewear Celebrate its 20th Anniversary
- McDonald's on El Toro Road Completes Remodel
- Sizzler in Lake Forest Undergoing Complete Remodel

Lake Forest companies are encouraged to submit philanthropic efforts, notable recognitions, and celebrations to [economicdevelopment@lakeforestca.gov](mailto:economicdevelopment@lakeforestca.gov)