

In Business

Your natural choice for business



Lake Forest Program Facilitates Business Growth and Economic Prosperity

Recognizing the value of strengthening relationships with local businesses and informing the greater business community of the work environment and lifestyle amenities, the City of Lake Forest has re-energized its Business Development & Attraction Program to increase awareness of what makes Lake Forest the *Natural Choice for Business*.

“We are in the business of helping businesses succeed. We want to make sure that every business within Lake Forest, and any business considering Lake Forest as a location, knows the City takes a proactive role in building a healthy business environment and a family-oriented community that you can call home,” said David Belmer, Assistant City Manager for Lake Forest.

Business Visitations are an essential component of the City's Business Development & Attraction Program, allowing the City to address key expansion and business needs. The personal attention and meetings have provided the City with valuable insight. Many of its companies cite Lake Forest's quality of life, access to a skilled labor force, and proximity to transportation corridors as key to their success.

The program also gives the City the opportunity to inform businesses of the resources available that may facilitate their economic prosperity. Programs and services available through the City of Lake Forest include: Business Information, Seminars, Business Workshops, Roundtables, Professional Business Consultations, and a Business Watch Program. A complete detailed list is available online.

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“As a technology company, qualified employees in the local market are in high demand. The City's brochure is one of the tools we use to extend our employment reach outside Southern California. It helps us illustrate the different areas where one can work and live, along with where Lake Forest is in relation to the beach, mountains, and other cities within Southern California.”

— Mike Perry
Recruiting Manager North America
Panasonic Avionics Corporation



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City Manager's Message:

Lake Forest, the Natural Choice for Business



We are proud to provide you with the first edition of Lake Forest In Business, a communications component of the Lake Forest Business Development & Attraction

Program. Our Biennial Business Survey revealed that Lake Forest businesses have a key interest in business communications. Lake Forest In Business is designed as a publication for our business community with contributing articles from our businesses. Future editions will contain company profiles, business tips from Lake Forest businesses, and updates on City projects pertinent to your various industries.

Our Business Development & Attraction Program consists of various efforts to enhance and strengthen our partnership with the business community. We recently held the Lake Forest Business Appreciation Luncheon to recognize our businesses' contributions to the Lake Forest workforce and economy. Business executives from more than 30 different companies in Lake Forest attended and heard an economic update presented by Dr. Andy Policano, Dean of the UCI Paul Merage School of Business and renowned orator and economist.

These are exciting times for Lake Forest. We are committed to supporting your business needs and remaining your natural choice for business.

Wishing you growth and success.

— Robert C. Dunek
City Manager



Skyline Orange County

- 25151 Arctic Ocean Lake Forest
- 25 Employees
- 949-900-3000
www.skylineoc.com
- Lake Forest Business Since 2005

Company Profile:

Skyline Orange County

Helping businesses to connect face to face

Skyline Orange County, a full service dealer for the national Skyline Exhibits conglomerate, is a specialized trade show and event marketing company. It strives to help its clients increase their sales and profits by supplying high quality, well-designed trade show exhibits, along with services that ensure the most cost effective management and use of those exhibits.

Recent advances in the innovation of design and production of trade show exhibits has enabled Skyline to thrive in new markets. Skyline offers several quality systems that can be customized at a lower cost without sacrificing performance, becoming a leader in the industry as a "Custom Modular" specialist. Because of the high costs of owning and storing a traditional custom exhibit, customers are looking for alternatives that provide the same quality appearance and performance. Custom Modular is where the company sees the most growth.

Since its move in 2005 to Lake Forest, Skyline says business has been positive, due to its high-profile location and proximity to a large portion of its clientele. Here, Skyline is able to host all of its sales and administrative functions, as well as a complete design studio, staging and preview area for completed exhibits, and storage space for some 75 local companies.

One of the most important missions of the company is to educate and train its clients on the best practices in exhibiting. Each year, the company offers a free seminar to business interested in learning more about trade show marketing. This year it is called "Successful Trade Show Marketing Strategies." Skyline will hold two sessions on December 4. All those interested are welcome to attend.

More information can be obtained by contacting the company or by visiting www.skyline.com.

Business Tips: How to Market in Tough Times

by Mark DeBellis, President of PSB, Inc.

It's been a roller-coaster month full of anxiety. Demand seems to be off across all products and service categories, and there is little optimism for a quick recovery. So, like many decision makers we talk to, you may be asking yourself, "What the heck do we do now?"

Reach Out and Touch Someone

Now is the time for senior executives in the organization to be more involved in the customer service process ... especially with your best clients. Your involvement will reinforce the client's importance and help you better understand how your product or service can assist. In-person service or goodwill phone calls will help you stay connected.

Time for a Corporate Gut Check. Are You Still Relevant?

With the economic pie shrinking, there is even greater competition for each sales dollar. Be sure that your company value proposition is still relevant and can stand up in today's competitive environment. Make sure that your entire team

understands your major competitive advantages (price, quality, service, fees, etc.) and how these benefit today's customer.

Deepen Your Customer Knowledge

Business is personal. Are you aware of your clients' key attributes? Does your database contain relevant and actionable data? Are you using this information to further your relationships effectively?

More than ever, now is the time to strengthen your relationships. The more you understand your clients, the deeper a relationship can develop. All things being equal, people like to do business with people they like.

Now's the time to step up your game!



Mark DeBellis is President of PSB, Inc., a nationally recognized and vertically integrated marketing services firm located in Lake Forest. For even more ideas, contact Mark at markd@psbonline.com.



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The City has also developed a set of informational tools to let other businesses and partners know why Lake Forest is *the Natural Choice for Business*. Among these tools is a business brochure, which has already proven to be a benefit to the City and the local business community. Many HR professionals have found the City's new business brochure to be advantageous to their recruitment process.

For Panasonic Avionics Corporation, the ability to provide potential employees with a community brochure that displays the diverse industries and corporate headquarters, and quality of life, in one package makes a positive impression for recruitment.

The Business Development & Attraction Program was designed specifically with businesses in mind to help entrepreneurs and corporations alike succeed.

CEO Q&A

Joseph Fracassi, CEO Pacific World Corp. Headquartered in Lake Forest, Pacific World Corp is a worldwide manufacturer and distributor of artificial and natural nail products. They distribute their product to more than 35 countries and have license agreements with Revlon, Bio Oil, and Bratz.



How did you get involved in your industry?

I met the primary shareholder of Pacific World in 1981 and immediately began working with the company. I started in sales and marketing and became President and CEO in 1992.

What do you find to be the most challenging about your position?

Aside from the overall economy of today, one of the most challenging aspects of my position is finding the best people, motivating and challenging them.

It is always about the right team of people. Surrounding yourself with the best talent in key positions is the best thing that you can do. That is the key to being successful.

Who was the last person you met that inspired you?

Tom Brokaw. He is one of the most interesting people, with his viewpoint of the world, politics, news, industry and the economy; and books he has written. He is one of the most fascinating people I have met.

City News

Lake Forest Launches Commercial Properties Now!

Businesses can search the City's website for available office, retail, and industrial properties in Lake Forest by specified square footage and building type.

New Lake Forest Economic Development Webpage

New website provides:

- Valuable business resources and upcoming seminars
- Quick 10-step Guide to Doing Business in Lake Forest
- Lake Forest Business Brochure: Where Work and Life Come Together Naturally
- Access to Commercial Properties Now!

Businesses in the News

The City is looking to add a "Businesses in the News" section to its webpage. Companies are encouraged to submit philanthropic efforts and/or notable recognitions that have been published in the local media. Contact *Jessica M. Gonzales, the City's Economic Development Specialist* at 949-461-3569 or jgonzales@ci.lake-forest.ca.us for submissions.

Comments or Suggestions?

Please email them to:
economicdevelopment@ci.lake-forest.ca.us

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

Expansion of etnies Skatepark of Lake Forest

The City Council allocated \$500,000 towards the expansion of etnies Skatepark of Lake Forest. The expansion will add 13,000 square feet to the facility and will allow for enhanced services and activities. Community workshops will be held as planning begins.



Project Updates:

Opportunities Study:

Changing the Face of Lake Forest

In June, the City Council took the first steps to complete the development of Lake Forest by approving a General Planned Amendment to rezone approximately 800 acres of land. Pending approval with all participating landowners, the City could gain approximately \$300 million in public benefits for the community.

Three out of the five parcels are located near the 241 Toll Road in the heart of the business park. Each individual project will proceed under the timeline determined by each landowner and undergo a separate environmental review and approval process. Four out of the five development agreements have been finalized. Upcoming improvements include:

- Improvements to 18 street intersections that will be funded from development fees
- Approximately 2,000 new housing units
- Funding and approximately 40+ acres of land dedicated for a Sports Park and Civic Center
- Approximately 25 acres of land and improvements for neighborhood parks

Additional information and map of the study area can be found at www.city-lakeforest.com.

Alton/Parkway Extension:

A Smoother Connection for Lake Forest

The extension of Alton Parkway between Irvine Boulevard and Commercentre Drive is a County of Orange project. The design phase is approximately 65 percent complete. Barring unforeseen delays, the County hopes to begin construction in 2009, with completion as early as 2010. This schedule anticipates specific action by the County Board of Supervisors and contractors and does not include any potential delays that may result from adverse weather.

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). While the timeframe for delivery of Alton Parkway through Baker Ranch is unknown at this time due to ongoing development agreement discussions with Shea-Baker Ranch Associates, it continues to be a key priority for the City of Lake Forest.

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:

- A commuter shuttle that would transport Metrolink riders arriving at the Irvine station to northern Lake Forest business parks.
- A Park and Ride shuttle that would transport Lake Forest residents from the Park and Ride lot at the Laguna Hills Mall and a potential Park and Ride location in Lake Forest to the Irvine Metrolink station and other locations.

If the proposals are approved, OCTA will assign a consultant in January 2009 to work with the City to forecast ridership, costs, service, and related information.

Five-Year Parks & Recreation

Strategic Plan:

Improving Your Quality of Life

The City Council recently approved approximately \$8 million of renovations and expansions at various Lake Forest community parks, which will provide additional amenities for Lake Forest residents and businesses.

Lake Forest Business Profile

Demographic Composition

Population	78,317
Median Age	37.1

Employment Profile

Services	10,397
Retail Trade	9,902
Manufacturing	7,565
Wholesale Trade	4,502
Finance, Insurance and Real Estate	4,061
Construction	1,826
Agricultural, Forestry, Fishing	1,071
Transportation Communications	841
Other	563

Major Employers

Oakley	1,680
Western Digital Corp.	1,200
Panasonic Avionics Corp.	960
Apria Healthcare Group	500
Black & Decker	450

Broker Corner:



Dale Camera, Vice President, Lee and Associates

Throughout my career as a commercial real estate broker, I have found myself doing the majority of my business in the City of Lake Forest. In comparison to a competing market, such as the Irvine Spectrum, Lake Forest typically offers lower lease rates, and sale prices. As such, this ultimately lowers the cost of doing business for prospective buyers and tenants.

Lake Forest offers a number of advantages beyond just lease rates and sale prices. For example, companies are not required to obtain and purchase a business license from the City. In addition, zoning in the business park allows most uses and improvement plans to be approved administratively over the counter. This allows companies to set up shop without going through a costly and rigorous approval process with the City. Ultimately, Lake Forest offers a better bang for the buck, all around, when compared to competing markets. With the Towne Centre retail amenities,

and nearby infrastructure in place, I think you will continue to see small businesses, and large corporations continue to operate and consider this market, for their long-term real estate needs.

With today's temperature in the economic climate, the current buyer/tenant will find reduced sale prices, and leasing incentives. Thus, buyers and tenants have an opportunity to secure quality real estate at competitive rates. Statistics show the current vacancy rate for Industrial real estate in Lake Forest at approximately 8 percent, and the office vacancy rate at approximately 14 percent.

With the continued influx in population, and the excellent demographics found in Lake Forest, it is clearly one of the best facility options for companies to consider in South Orange County.

Contact Dale Camera at (949) 790-3132 or dcamera@lee-associates.com



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