



LAKE FOREST

The Natural Choice for Business



Presented by



BAKER RANCH
THE RESORT YOU CALL HOME

St. Joseph Health 
Mission Hospital
A member of the St. Joseph Hoag Health alliance

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THE NATURAL CHOICE FOR BUSINESS

Lake Forest has everything a business needs to thrive and grow. We offer current and prospective entrepreneurs quality business parks, competitive lease rates, no business license requirement, and an array of recreational and community amenities for a high quality of life. These great amenities and our commitment to being a proactive business partner make Lake Forest *"The Natural Choice for Business."* Our Business Development and Attraction Program provides individual consultations with business experts, business seminars and networking events, personalized business visitations, and many other services, all at no cost.

From the sole proprietor to the major corporation, the success of our businesses is a top priority. Start-up and global companies such as Oakley, Panasonic Avionics, loanDepot, Alcon, Spectrum Brands Hardware & Home Improvement, Del Taco, Applied Medical, Ossur Americas, Sole Technology, and Cox Communications call Lake Forest home because of the various amenities and our business-friendly approach. We strive to provide businesses with up-to-date and valuable resources and are consistently seeking input from businesses to support their operations in Lake Forest.



GROW in Lake Forest

"GROW (Growing and Retaining Our Workforce) in Lake Forest" is a job creation and retention program developed by the City of Lake Forest in partnership with the Orange County One-Stop Center and Orange County Workforce Investment Board. It assists businesses in Lake Forest with current and future hiring and employee retention needs. Services include: connecting businesses with prospective employees, customized trainings, training and hiring incentives, assistance with job recruitments, specialized "on the job" training programs, publically recognizing businesses, and locating commercial space in Lake Forest.



No Business License

As part of the City's "business friendly" practice, we do not require a business license or collect an annual renewal fee for businesses operating within City limits. Removing the annual license fees allows businesses the room and flexibility to focus on their own growth and profitability. It also allows businesses of all sizes to foster great relationships with the City.

Business Marketing is a Top Priority

The City of Lake Forest offers a wide variety of marketing services to its businesses. Lake Forest businesses are featured in Business Spotlights, which promote Lake Forest businesses through custom videos and articles that are featured online and through our monthly e-newsletter.

Shop & Dine Lake Forest encourages support of local businesses through a business directory on the Economic Development website and in a promotional coupon booklet mailed to over 30,000 Lake Forest addresses during the annual Shop & Dine Lake Forest Week.

Shop & Dine Lake Forest Week has grown year after year with exponential increases in both business participation and resident attendance at Shop & Dine Lake Forest Week events. More than 400 businesses participate each year, with over 3,000 people attending the Shop & Dine events. Participating businesses consistently report increased sales and generation of new customers.

We will soon enhance this program with a mobile app that will promote Lake Forest businesses year-round. Businesses will be able to share coupon deals and promotional offers to residents and businesses throughout the year.





REMEMBER THE PAST, CHALLENGE THE FUTURE

This year marks the City of Lake Forest's 25th Anniversary. Since its incorporation in 1991, Lake Forest has experienced a number of significant changes including the annexations of the communities of Portola Hills and Foothill Ranch, the rezoning of 800 acres of land previously in the flight path of the former El Toro Marine Corps Base to residential housing, revitalization of The Arbor commercial center, and the opening of the 86-acre Lake Forest Sports Park and Recreation Center. In a short amount of time, the city has transformed into a thriving community with more than 83,000 residents and growing. Lake Forest was recently named the fastest growing city in Orange County. The City's motto, "Remember the Past,

Challenge the Future," encompasses the Lake Forest way of life. The rich heritage of the past is preserved and enhanced in a contemporary city that is ready to meet the opportunities and challenges of the future.

New Civic Center

The City is also in the process of building the Lake Forest Civic Center, which will serve as the City's 100-year home. The new Civic Center will feature a Community/Senior Center, Council Chambers that will double as a Performing Arts Venue, Community Policing/Emergency Operations Center, and administrative offices. The City is in the design stage and is engaging with the public on the Civic Center's design and amenities.

Planning for the Future

To help plan for the future, we are updating the General Plan, which will serve as a roadmap for the City's long-term growth and development over the next 20 years. The General Plan will help shape the City's land use, housing, businesses, industry, open space, education, circulation, noise, and safety.

LAKE FOREST DEMOGRAPHIC PROFILE



**Median Household
Income**
\$92,475



**Unemployment
Rate**
2.7%



Top Employers

Oakley	Panasonic Avionics	loanDepot
Schneider Electric	Spectrum Brands HHI	Bal Seal Engineering
Alcon Research	Applied Medical	Sole Technology

**LOOKING TO LOCATE IN LAKE FOREST?
CONTACT US TODAY!**



949.461.3567



economicdevelopment@lakeforestca.gov



lakeforestbusiness.com

25 Anniversary Celebrations

Several community celebrations and contests will be held to commemorate the City's 25th Anniversary.

Fourth of July Parade

Monday, July 4
10:00 a.m. - 12:00 p.m.

Golf

Tournament

Saturday, July 23
Shotgun Start at 1:00 p.m.

Anniversary Concert

Sunday, August 21
5:00 p.m. - 7:30 p.m.

Family Carnival

Sunday, September 17
11:00 a.m. - 3:00 p.m.

lakeforestca.gov/25years

WHERE WORK AND LIFE COME TOGETHER NATURALLY

Lake Forest is a great place to live, work, and play. Its location puts it in close proximity to some of the world's best outdoor amenities. From the mountains to the ocean and everything in between, Lake Forest offers ample amenities for business executives, families, and travelers. The City is home to Etnies Skatepark, Orange County's largest public skatepark, 31 public parks, 11-mile Aliso Creek bike trail, the new Borrego Trail in Baker Ranch, and an exceptional collection of fun and challenging equestrian, biking, and hiking trails in Limestone Canyon and Whiting Ranch Wilderness Park. The City also boasts an 86-acre sports park and recreation center that features a number of active and passive recreation amenities including baseball, softball, and soccer fields, basketball courts, playgrounds, and a state-of-the-art gym. With ample amenities for its community, Lake Forest truly is *"Where Work and Life Come Together Naturally."*



Exceptional Workforce

Business thrives in Lake Forest because of a talented pool of employees. Some of the top universities with world-class MBA programs are located within minutes of Lake Forest. The diverse and innovative educational programs of the University of California, Irvine; California State University, Fullerton; Chapman University; Concordia University; Saddleback College, and Irvine Valley College, among others, help provide a highly educated workforce.

Strategic Location

Lake Forest's central location provides efficient access to customers. From the 5 and the 405 freeways, as well as the Foothill Transportation Corridor, companies can access business centers stretching from San Diego to Los Angeles as well as warehouse and distribution markets located throughout the Inland Empire. Additionally, our location puts us in close proximity to the Long Beach and Los Angeles ports, as well as five municipal and international airports.



Quality Commercial Space

Lake Forest provides an array of diverse and quality industrial and business parks, which provide opportunities for corporate offices, research and development, technology, manufacturing, and restaurant and retail uses.



Diverse Housing & New Neighborhoods

Housing options are abundant throughout Lake Forest, including workforce and executive housing neighborhoods. Hillsides, lakes, and eucalyptus groves provide the perfect backdrop for a diverse mix of housing from high-end single-family homes to condominiums and affordable housing options.

Lake Forest is currently experiencing significant housing growth, due to the rezoning of 800 acres of industrial land to residential communities. In total, the city will gain approximately 4,300 new homes, estimated to increase Lake Forest's population by over 12,000 people. These new neighborhoods feature a variety of housing options ranging from affordable multifamily homes to large, single-family homes.



Locate in LAKE FOREST



EXPEDITED BUSINESS ASSISTANCE MEETINGS

The City offers Expedited Business Assistance Meetings designed to facilitate dialogue between commercial brokers, potential Lake Forest companies, property managers, site selectors, and the City's project team which include representatives from Economic Development, Planning and Building, and Public Works. These meetings help companies navigate through the plan check and building permit review process and have resulted in streamlined plan reviews and notable expansions and relocations to Lake Forest.

LOOKING TO LOCATE IN LAKE FOREST?

Check out our free commercial property search engine, Commercial Properties Now, to search for commercial listings throughout Lake Forest. From a 1,000 square foot retail space to a 100,000 square foot industrial building, Lake Forest offers high quality commercial centers and business parks, with commercial space to fit any business need. Visit Commercial Properties Now at lakeforestca.gov/commercialpropertiesnow.



Lake Forest, the Natural Choice for Business

For more information, please contact:

City of Lake Forest, Economic Development Department

lakeforestbusiness.com

economicdevelopment@lakeforestca.gov

(949) 461-3567

Baker Ranch: Making Lake Forest an Even Better Place to Live

Lake Forest Residents—Both Human and Canine—Enjoy Fun New Parks

Lake Forest is a great place to live. And now, Baker Ranch has made it even greater, and not just for Baker Ranch residents. Working with the city of Lake Forest, Baker Ranch created both Baker Ranch Community Park and Barker Ranch Dog Park for all local residents to enjoy.

BAKER RANCH

THE RESORT YOU CALL HOME

paradise for kids. There's also a basketball court, softball field and plenty of parking for visitors.

With the opening of Barker Ranch Dog Park, Lake Forest finally has its own facility for man's best friend. Many residents wanted one of these for years—not surprising in a town that's home to more than 15,000 dogs. The park is now owned and maintained by the city of Lake Forest and all residents are welcome.

At Barker Ranch Dog Park, you'll see tails wagging all over the place. It features special "doggie" turf, separate play areas for large and small dogs, and shaded benches. There's even a special water fountain built at doggie height. Barker Ranch Dog Park is evidence that resort living isn't just for humans after all.

Baker Ranch has a lot to offer people, too. Like homes from Toll Brothers, America's Luxury Homebuilder®. The Crossings, near Promenade Park and Vista Swim Club, features single-family homes with California

A series of slides, a rock climbing arch, monkey bars, a sand pit—Baker Ranch Community Park is



Baker Ranch Community Park with a tunnel slide, towers to climb, and bridges to cross is playtime paradise for kids.



Baker Ranch has many impressive resort-style facilities, but The Grove Clubhouse may be the most spectacular of all.

Rooms, 4–5 bedrooms, and prices from the low \$800,000s. Terraces homes have 4–5 bedrooms, 3–4 baths and prices from the low \$900,000s. Finally, Summit has Baker Ranch's most spacious homes: 5–6 bedrooms and over 4,000 square feet, prices start at \$1.4 million.

Shea Homes® offers two-story, single-family homes at Crestline with 3–4 bedrooms, up to three bathrooms, and prices that start in the mid-\$700,000s. The Courts are fresh, new townhomes with an inviting street scene, 2–4 bedrooms and 2.5–3.5 baths, priced from the low \$600,000s.

The impressive homes give you access to spectacular amenities. The Grove Clubhouse, with two pools, spas, children's splash area, outdoor dining areas and a chef-ready gourmet kitchen, has been awarded the "Best Clubhouse" by the National Association of Home Builders in 2015. The Arbors Club has pools, spas, a basketball court and playgrounds.

Nearby, the Vista Swim Club will have a Jr. Olympic sized swimming pool, wading pool and more; Oaks Tennis Park has tennis and handball; and Promenade Park has green space, walking trails, hammocks, bocce ball and play areas. More than ever, Baker Ranch has something for everyone—and its amazing resort lifestyle is available with no Mello Roos fees.

From I-5 or I-405, take the Bake Parkway exit, proceed east and enter at Dimension Drive. To reach Baker Ranch from the 241 Toll Road, exit Alton Parkway and follow the signs. Alternatively, visit LiveAtBakerRanch.com.



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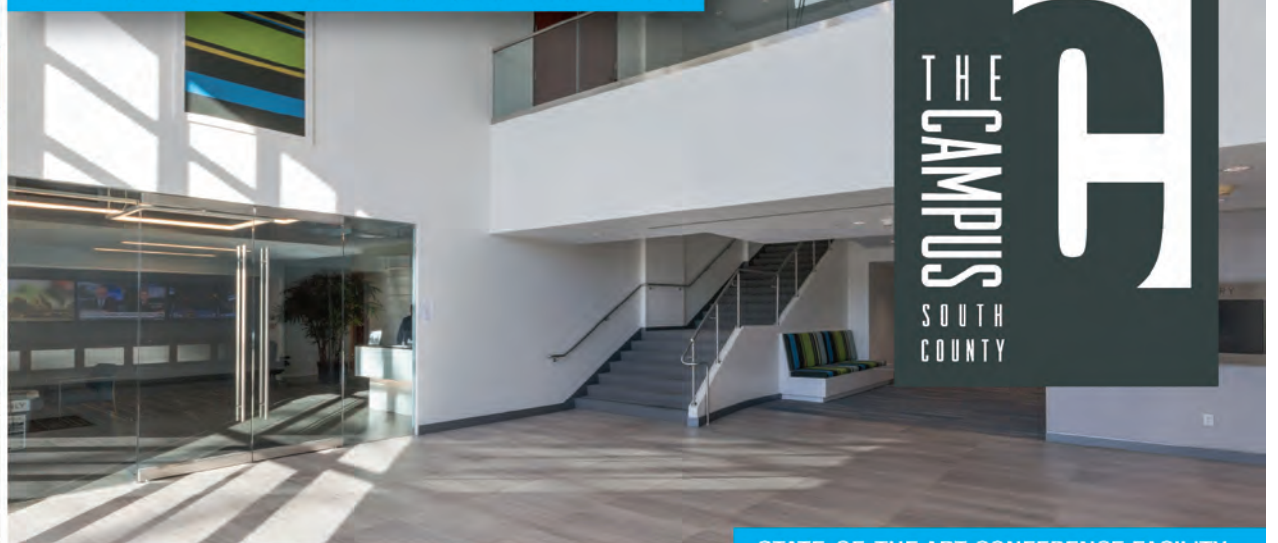
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SOUTH COUNTY

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OUTDOOR CAMPUS RETREAT



UPSCALE INTERIOR TENANT LOUNGE

TO STAFF IT MEANS
top honors



TO PATIENTS IT MEANS
top care



Mission Hospital is Magnet® designated — a ranking provided to only 8% of the hospitals in the country for the highest accolade in nursing excellence.

Not only is this good for us, research shows that Magnet hospitals outperform all others resulting in improved patient outcomes and a better patient experience. So, when you need our care, you'll be in highly skilled and compassionate hands.

Do you have access to Mission Hospital? It starts by choosing your physician at **Mission4Health.com** or calling **(877) 459-DOCS (3627)**.



St. Joseph Health 
Mission Hospital

A member of the St. Joseph Hoag Health alliance



New Amenities Bring Summer Fun to Taylor Morrison's Camden Square

Discover the amenity-rich lifestyle available in Lake Forest at Taylor Morrison's Camden Square, where fun summer days lie ahead with a new pool and spa, a tot lot and an outdoor recreation area.

"Camden Square is a charming, close-knit community," said Phil Bodem, president of Taylor Morrison's Southern California division. "Our new amenities take the lifestyle to the next level and give homeowners a place to enjoy with family, friends and neighbors."

Camden Square offers an idyllic Orange County location near Lake Forest Village Shopping Center, Laguna Hills Mall, Foothill Ranch Town Centre, The Arbor on El Toro and Irvine Spectrum.

Nature lovers can explore Whiting Ranch Wilderness Park, Creek Trail, Serrano Creek Community Park and O'Neill Regional Park.

Camden Square's five distinct home designs are built to meet the needs of a variety of homebuyers with stylish interiors that appeal to contemporary tastes. Priced from the \$655,990s, homes range from approximately 1,778 to 2,285 square feet and include a selection of Spanish, Italian and Cottage architectural styles.

Features include gourmet kitchens, up to four bedrooms, tucked-away master bedroom retreats, cozy lofts and two-car garages.

For more about Camden Square, visit www.taylormorrison.com.

Happy 25th Anniversary LAKE FOREST!

Eagle Community Credit Union

is proud to be headquartered and serve the residents of Lake Forest.

Eagle members receive the following benefits, plus much more;

- Free access at more than 30,000 ATMs nationwide with the CO-OP network.
- Free Checking or our Ultimate Checking with credit and identity theft monitoring.
- Auto Loan rates as low as **1.99% APR***.

Open a membership at our Lake Forest Branch and receive an **Eagle Tumbler**, plus a **\$25 bonus deposit** when you open an Ultimate Checking account before September 30, 2016. **Bring in or mention this ad!**



Visit www.eaglecu.org for details.

Started in 1937 as the Orange County Postal Credit Union, Eagle has a rich history and now serves all of Orange County.



*Available to anyone who mentions this ad and only while supplies last. No purchase necessary. Open to new members of Eagle Community Credit Union's Lake Forest Branch through September 30, 2016 and eligible when new member opens a brand new membership for the first time. One gift of Eagle water tumbler (retail value \$7). When member opens an Ultimate Checking account the member will receive a \$25 deposit at account opening. Member responsible for all applicable taxes. Eagle CU employees, volunteers and family members not eligible.

CONGRATULATIONS

To The City Of **Lake Forest** On Its 25th Anniversary

As a proud member of the Lake Forest Community, Applied Medical deeply appreciates the support and hospitality provided by the City. We congratulate The City of Lake Forest on this significant milestone and on continuing to thrive as "The Natural Choice For Business."





Unique Mission, Steady Growth and Great Culture Make Applied Medical an Attractive Career Opportunity

With more than 2,300 team members working in its Orange County headquarters and over 3,000 team members worldwide, you may know someone who works at Applied Medical. This global, new generation medical device company continues to grow and expand due to its unique mission and proven business model – paving the way for numerous opportunities for not only a job, but a career.

“There is so much opportunity for growth at Applied. The company is committed to the development of its team members and your next role or responsibility is always right around the corner.”

Since its founding in 1987, Applied Medical's mission has been to provide innovative products that improve patient outcomes and enable the advancement of minimally invasive surgery. Applied is equally committed to improving the affordability and accessibility of high-quality healthcare.

One of the main facets of Applied's business model is its strong commitment to vertical integration. Instead of outsourcing or offshoring operations, Applied team members engineer, manufacture and clinically implement all

of the company's products, which are designed to meet the needs of a wide range of surgical specialties. This approach employs cross departmental team work and expedites utilization of innovative ideas for new products and processes.

Each year, Applied dedicates an average of 20 percent of its revenue to product development and state-of-the-art manufacturing operations, including automation, advanced metal processing, polymer processing, and mold development. By maintaining a high commitment to R&D and manufacturing efficiencies, Applied is able to fuel the continuous development of new surgical technologies.

Career Growth and Development

With its clear mission and progressive business model, Applied has been continually growing and inviting exceptional people to join its team. Applied Medical offers a fast-paced and challenging, yet casual, business environment that allows for tremendous personal and professional growth. The company invests heavily in the development of its team members, encouraging them to explore different roles as they grow within the organization.

“There is so much opportunity for growth at Applied. The company is committed to the development of its team members and your next role or responsibility is always right around the corner,” said Matt Burnett, Clinical Development team member.



Strong Company Culture

Career growth and development are important to Applied in maintaining a culture strongly committed to ethical business practices and the belief that patient safety and regulatory compliance are everyone's responsibility. Anyone who is passionate about working for an organization that allows them to make decisions based upon what is right for the customer, patient, community, and environment would find Applied Medical an ideal place to work.

“I would describe Applied as a very ethical company, which makes it an easy place to work. We have a very clear guideline: ‘do the right thing’ for the customer, for the company and for each other,” said Sue Beltran, Customer Relations team member.

Lifestyle Activities and Community Outreach

Applied encourages health and wellness companywide and is dedicated to improving healthy lifestyles through free, daily fitness classes, participation in internal sports leagues, and health and wellness fairs for team members.

Community outreach initiatives also provide team members with rewarding volunteer opportunities that promote healthcare, education, humanitarian, and environmental efforts that create positive change. These opportunities range from walks and marathons to food drives and blood drives and more – all with the goal of making a difference in the lives of others.



Applied believes that a healthy community is dependent on a healthy environment. Accordingly, the company has created a ProTerra Committee consisting of passionate team members from various departments who focus their efforts on education, team member support and awareness campaigns promoting sustainability initiatives.

Opportunities for OC Job Applicants

Applied offers a dynamic workplace environment with opportunities for choice and growth in individual career paths within a strong company culture committed to its business model, its team members, their health and wellness, and the community.



To learn more about Applied Medical and review current career opportunities, please visit www.AppliedMedical.com.

Applied Medical
A New Generation Medical Device Company

ONLY BAKER RANCH

HAS A

PARK FOR EVERY

MEMBER OF

THE FAMILY

(EVEN THE FOUR LEGGED ONES)



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Baker Ranch is being jointly developed by Shea Homes Limited Partnership and Shea Homes Marketing Company, independent members of the Shea family of companies, and Toll Brothers. California Bureau of Real Estate, Shea Homes Marketing Company, CA License #01378646, and Toll Brothers Real Estate, Inc., CA License #01206770. This is not an offering where prohibited by law. Products, plans and amenities are subject to change at any time. Recreation center and amenities are artist's concepts. Models do not reflect racial preference. Brokers must accompany prospects on their first visit to register to qualify. © 2016 Shea/Baker Ranch Associates LLC.



Mission Hospital Providing Trusted Care to the Community

As one of the top ranked hospitals located right here in Orange County, Mission Hospital has been serving the community for more than 40 years. Part of the St. Joseph Hoag Health network of care, Mission Hospital was founded in Mission Viejo in 1971 and has since grown to a two-campus facility with 552 beds and approximately 2,500 employees. Mission Hospital in Mission Viejo is an acute care, full-service facility providing advanced health care services and diagnostic care to south Orange County and is the only designated trauma center in south Orange County. Mission Hospital Laguna Beach (MHLB) provides south Orange County coastal communities with 24-hour emergency and intensive care as well as medical-surgical/telemetry services. As a destination hospital, Mission Hospital uses state-of-art technology to provide the most advanced diagnostic care with expert physicians in multiple specialty areas to treat your health care needs. Fully accredited by The Joint Commission, Mission Hospital offers specialty care in cardiovascular, neuroscience and spine, orthopedics, women's services, urology, mental health & wellness, head and neck and other key specialties. CHOC Children's at Mission Hospital is a 48-bed facility that is the area's only dedicated pediatric hospital for more than two decades.

Providing excellence in patient care is one way in which Mission Hospital lives out its mission to extend the healing ministry of Jesus in the tradition of the Sisters of St. Joseph of Orange by continually improving the health and quality of life of the people in the communities we serve. Designated as a Magnet hospital by the American Nurses Credentialing Center for nursing excellence, Mission Hospital is part of a select group of less than 400 health care organizations in the Magnet community. Considered the highest national honor bestowed upon nursing services at a hospital, Magnet recognition sets its recipients apart from the nearly 6,000 U.S. health organizations. Magnet recognition is determined by the American Nurses Credentialing Center's (ANCC) Magnet Recognition Program®, which ensures that rigorous standards for nursing excellence are met. Magnet recognition has become the gold standard for nursing excellence and is taken into consideration when the public judges health care organizations. In fact, *U.S. News & World Report's* annual showcase of "America's Best Hospitals" includes Magnet recognition in its ranking criteria for quality of inpatient care. To achieve Magnet recognition, organizations must pass a rigorous and lengthy process that demands widespread participation from leadership and staff. Reaching this designation is the result of several years of preparation and longstanding commitments to nursing and patient care through quality and process improvements as well as interdisciplinary collaboration.

In addition to the Magnet designation, Mission Hospital has received numerous awards and recognition for its high quality of care. As a 2016 PRC Excellence in Healthcare Award recipient, Mission Hospital was recognized for achieving excellence in patient care at both the Mission Viejo and Laguna Beach campuses. Mission Hospital received a U.S. News Best Hospital designation and a High Performing Hospitals designation for 2015–2016.

Mission Hospital further extends its healing ministry and commitment to the community through the support of several Community Benefit programs including the South Orange County Family Resource Center (SOCFRC), the Community Health Enrichment Collaborative Family Resource Center (CHEC FRC) and as a corporate sponsor of the Camino Health Center. In the past five years, Mission Hospital has allocated more than \$120 million to community benefit activities. A cornerstone of the work done is through partnerships, working with others "of like minds" to create change. Mission Hospital works with dozens of local non-profits, faith based organizations, civic leaders and local residents to understand and respond to the needs of the community.

When it comes to health, peoples' minds deserve the same attention as their bodies. That's why Mission Hospital activated Each Mind Matters, California's Mental Health Movement, in south Orange County. The statewide initiative was created to unite millions of individuals who share a vision of improved mental health and equality for all. In collaborating with Each Mind Matters, Mission Hospital is encouraging us all to talk openly and honestly about mental health. Launched in May 2015, the outreach provides information, tools and resources to help people start conversations in a safe way. Doing so leads to early support and help that reduces needless suffering and saves lives. Another way Mission Hospital is addressing the mental health needs of the community is through the Center for Adolescent Mental Health and Family Wellness in Laguna Beach which is the first hospital-based treatment center of its kind in south Orange County.

With a focus on healing the body, mind and spirit, Mission Hospital staff and physicians bring people together to provide compassionate care, promote health improvement and create healthy communities.

To learn more about Mission Hospital, visit www.mission4health.com.





Olen Properties: Investing in Orange County for the Long Term

Since the founding of the company 43 years ago, Olen has been committed to a basic business principle: maintain stability through careful, controlled growth and consistent, hands-on management. Olen's success continues to be driven by this principle.

"We understand that long-term success in real estate only stems from a focus on quality properties and exemplary customer service," says Senior Vice President Natalia Ostensen. "That is why we continue to invest in our properties and to seek new properties with long-term value." That focus extends throughout their portfolio, from an 800-square-foot office/warehouse suite to a 250,000-square-foot office tenant. What sets Olen apart from other companies in the industry is that they build and acquire projects for the express purpose of profitably retaining them indefinitely. Consequently, their focus has to be day-to-day, customer-focused and detail-oriented.

Olen owns and manages more than 5.5 million square feet of commercial space for lease in Orange County and plans to keep growing that number. With two Orange County acquisitions in the past 18 months, Pacific Park Business Center in Aliso Viejo and Main & Redhill Business Center in Irvine, Olen is confident in the future of this area. "We see tremendous growth continuing in Orange County over the next many years. No doubt there will be ups and downs in the market, but Orange County is poised to continue its steady increase in value over the long term. People want to live and work in Orange County and why wouldn't they? It's hard to beat," says Ostensen.

For leasing and company information, please visit www.OlenProperties.com. Olen is proud to be a supporter of the Andrei Foundation. For more information, visit the foundation's website at www.AndreiFoundation.com.



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Financial Literacy Workshops Prove Successful for Local Employers

We've probably all heard the old adage, "a happy worker is a productive worker." It's something we don't necessarily relate to finances, but there is a definite connection between an employee's financial situation and their happiness and productivity at work. With money and finances being one of life's biggest stressors, it is no surprise that employees' work will be compromised when their finances are not in order. According to WalletHub, "There is a clear and logical correlation between financial literacy, employee productivity and a business's bottom line."

This is something Eagle Community Credit Union (Eagle) has witnessed first-hand by hosting financial literacy workshops to many of our local employer partners. Eagle has been hosting financial workshops for decades, but more recently the demand from employers to have internal financial literacy workshops has increased. "We've definitely seen a need from larger employers to have us host financial literacy workshops on-site in the past few years. And the topics requested are not like they were in previous years, like investing or home buying, but topics like basic budgeting and understanding credit have been the most popular," according to Andrea Alcala Reyes, Business Development Manager and host of Eagle's financial workshops.



In 2015, Eagle partnered with Goodwill of Orange County's Tierney Center for Veteran Services. The intention was to host free financial workshops to veterans to help them transition to civilian life. Many veterans come home from deployments to find their finances and credit affected by their inability to manage them while away. This partnership and the workshops provided them with the tools and resources to manage their finances and improve their credit. These workshops were so successful we were seeing upwards of 20 participants in each of the hour-long classes.

The classes are usually held at lunch or after hours to accommodate working schedules. We also found that our in-person classes were better attended vs. webinars as people appreciate the interaction and ability to discuss their personal situations with others or to our representatives in private after class.

With the success of the Veteran's program, Goodwill of Orange County expanded these financial workshops and incorporated them into their new employee training curriculum. As a result of our partnership, the team who hosts



the workshops, Alcala Reyes and former Eagle employee Crystal Cook, were also recognized and honored by Goodwill at their Annual Community Appreciation Breakfast.

If you are interested in providing financial literacy workshops and resources to your employees, please reach out to Eagle and ask for Andrea Alcala at 800.EAGLE.CU or visit www.eaglecu.org.

Andrea Alcala Reyes

Andrea Alcala Reyes has been with Eagle Community Credit Union since 2003 holding several positions from Branch Manager to her current position as Business Development Manager for the past nine years. She manages our relationships with our main field of membership groups; postal and federal employees, as well as our main employer partners like Goodwill of Orange County, Suburban Medical Group and ALCOA to name a few.



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Ellison: A Legacy of Shaping DIY Creativity

As an art teacher in the 1970s, LaDorna Ellison Eichenberg knew that the letters and shapes she cut from construction paper made her classroom bright and fun with her students more receptive to learning. However, cutting repetitive shapes with scissors was a time-consuming process that often left her and fellow educators with tired, aching hands.

So LaDorna, along with her husband Robert, then in their 50s, set out on a life-changing path. From their humble two-bedroom apartment, the couple furiously tinkered away in search of the ideal hand-operated die-cutter for educators.

Risking their entire life's savings, the couple invented a durable, economical and easy-to-use machine and, along the way, established a company that would forever change the education and craft retail industries.

Innovating Success

Operated like a press, the first Ellison® die-cutting machine was enthusiastically welcomed by teachers looking for a quicker way to cut multiple shapes accurately and effortlessly. Over the next two decades, the company grew exponentially by listening to educators' needs and creating the products they wanted most, including curriculum-based designs (called "dies") to support their lessons.

As Ellison die-cutting equipment became the choice of schools in the 1990s, crafters, too, discovered Ellison shape-cutters as the perfect solution for their scrapbook pages, greeting cards, decorations and more. This demand led to the launch of the world-class Sizzix® brand in 2001 and the rest, as they say, is history.

For 15 years, Sizzix has crafted its reputation as the premier DIY brand with a heritage of popular products for scrapbooking, cardmaking, paper crafts, jewelry, mixed media, home décor, quilting and appliqué, celebrations and more.



Kristin Highberg, CEO of Ellison Educational Equipment, Inc.

Sizzix has aligned itself with top licensed designers such as Tim Holtz®, SANRIO®, Build-A-Bear™ and many others, and is excited about its upcoming partnership with celebrity wedding planner, David Tutera.

Ellison/Sizzix brands have been responsible for an iconic assortment of patents, awards and innovative products. To date, 80% of U.S. schools have either been or are Ellison customers.

Creating Tomorrow's Opportunities Today

The company continues to be a third-generation, privately owned family business, creatively driven by CEO Kristin Highberg, LaDorna's granddaughter.

Since 1998, Ellison has maintained its global headquarters in beautiful Lake Forest, California. With 100,000 square feet of warehouse space, the facility serves as a centralized hub for shipping, as well as a safe and friendly location for its hundreds of employees.

Looking to expand its reach into diversified markets, Ellison offers potential partners a full menu of scaled solutions for new product/market development with nearly 40 years of in-house R&D, creative, design, manufacturing, distribution, and sales and marketing expertise.

"Bringing creative products to market is in our DNA," said Highberg. "We're always looking for new opportunities with businesses who want to leverage everything from our rapid prototyping and production capabilities to our material sourcing and supply chain efficiencies to our global sales distribution channels. That's the added value of Ellison."

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Developing and Manufacturing Cardiology Devices for the Patients of Tomorrow

For the last 19 years, nearly in obscurity, R&D Medical Products has been designing, developing and manufacturing medical devices in Lake Forest. Although the products the company produces here eventually end up in millions of patients in more than 120 countries, very few people driving by would have a clue about what R&D Medical is or what the company does, primarily because R&D Medical is a FDA-registered medical device **contract manufacturer** whose primary business is developing and producing a device or part of a device for another company. And typically, R&D Medical is prevented from disclosing who its clients are.

The main reason clients come to R&D Medical to manufacture their devices is because all the manufacturing is done in the USA. Many of R&D Medical's clients request "Made in the USA" on product packaging and shipping containers. To support this, R&D Medical overtly displays an American flag on most of its shipping boxes and containers.

R&D Medical's ability to maintain itself as a U.S.-based manufacturing company centers on its ability to capitalize on branding itself as a "Made in the USA" company when competing against foreign manufacturers that have demonstrated inferior quality requirements. R&D Medical's products also include a long development phase, regulatory hurdles and intellectual property protection. These barriers to copycats represent a significant deterrent to anyone wishing to produce a knock-off product.

Approximately 70% of the devices R&D Medical produces are from the cardiology field. Most of the company's products have a long development phase, ranging from 5 to 10 years. Most notably, one of R&D Medical's most successful products—from first prototype to market entry—took 22 years!



David Sheraton



Proprietary private label monitoring electrodes that hold up better than the competition in the hot and humid environment of incubators.

R&D Medical, with its automated manufacturing base, well-protected trade secrets and loyal management – spearheaded by CEO David Sheraton – has produced very strong partnerships with its clients. Some the company's current projects for clients may not be on the market for another 10 to 20 years – hence the firm's slogan, "Developing and Manufacturing Cardiology Devices for the Patients of Tomorrow." But when these products are ready for the market, they will say, "Made in the USA" and most likely will be shipped from Lake Forest, CA.

For more information, call 949.472.9346 or email dsheraton@rdmedicalproducts.com.

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Lake Forest: From Orchard Ranches to Thriving Industrial Market

by Don Yahn, Executive Director, Cushman & Wakefield

When I started in the business as an industrial broker in 1987, Lake Forest/Foothill Ranch was one of the many unincorporated South Orange Communities in its infancy. Rolling acres of eucalyptus-lined orchards and ranch lands converted to new rooftops and employment centers. The late 1980's saw the sale of several large family ranch holdings, Whiting Ranch and Baker Ranch. Two major land developers, Hon Development (Foothill Ranch) and PacTel Partners/Pacific Commercentre, purchased the ranches to develop over 1,200 acres of light industrial business parks and create master-planned communities, which have now reached a population of nearly 80,000.

When land sold to developers, land was cheap: approximately \$5-\$7 per square foot, as opposed to today's market values of \$35 to \$45 per square foot. ProLogis (formerly Security Capital) was the largest customer, purchasing over 60 acres. In the short amount of time of 20 years, approximately 160 industrial buildings were constructed comprising nearly 7 million square feet of space. This area is 18% of the South Orange County industrial market, which holds record low vacancy rates around 4%.

What was the first major company to "take a chance" on Lake Forest? Oakley, the trendy eyewear company that built a 500,000-square-foot, post-apocalyptic headquarters building in early 1990. Today, it is the largest employer in Lake Forest with over 2,200 employees. Other major industrial employers include, Panasonic Avionics, Schneider Electric and Applied Medical.

So why do companies move to Lake Forest? Although it is further south from the airport and freeways than its Irvine Spectrum neighbors it is the quality of new communities and proximity to new housing (over 4,000 new homes recently built and planned) that attracts and retains employers.

Robust Leasing Activity

Kawasaki is moving from Irvine Spectrum into a 200,000-square-foot building

formerly occupied by The Wet Seal. Other recent sizable lease transactions include: Image Option (100,000 SF), renewed and expanded in Lake Forest and Cox Communications (100,000+ SF), relocated from nearby Rancho Santa Margarita.

Recent Lake Forest Leases

Address	SF	Company
19651 Alter	49,415	SeneGence Beauty, Inc.
19641 Da Vinci	40,140	ATEN Technology
80 Icon	100,643	Image Options
20200 Windrow	34,170	Pinnacle Exhibits
26972 Burbank	203,231	Kawasaki Motors Corp., USA
20 Icon	102,299	Cox Communications
74 Icon	33,138	A4 Volleyball Club
Total	563,036	

This recent 563,000-square-foot absorption has put a significant dent in existing inventory, leaving fewer buildings available for lease. Less than half a million square feet is now available, with only one building over 100,000 square feet and few buildings in the 30,000–70,000-square-foot range. The tight supply has impacted companies like Me and My Big Ideas, a scrap booking company that was "forced out" of 40,000 square feet in Lake Forest into a 60,000-square-foot facility in Fountain Valley.

Outlook

While the economy continues to add jobs on an annual basis of about 2.0%, Orange County's unemployment rate was 4.0% in May, down from 4.7% a year ago. Continued demand for space in Lake Forest coupled with inadequate supply will drive lease rates further upward through late 2017, an anticipated 10% increase from current rates. Dearth of available new development and the corresponding high cost of construction will hinder any near-term new supply of space.

For more information, visit www.cushmanwakefield.com or call 949.474.4004.



Don Yahn



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Consider the Lake Forest Chamber of Commerce

Become a member of the Lake Forest business community by joining our Chamber of Commerce today! No other volunteer-driven professional organization is more committed to promoting your business. With a welcoming hometown vibe and a friendly voice to the city, the Lake Forest Chamber is an excellent resource to see your business grow.

Take advantage of the resources and connections the Lake Forest Chamber has to offer. We have a diverse network of business members who can lead you to success. Enjoy several networking mixers and signature events throughout the year, and find an opportunity to bring your business to the next level.

Members receive the following benefits:

- ▶ FUN networking and frequent strategic partnership opportunities to meet business owners
- ▶ Proactive promotion for members that gives you more exposure to the surrounding community and social media
- ▶ Professional development opportunities through marketing, growth assistance, networking mixers, business education, nonprofit outreach and MORE!

Please take a moment to go to our website lakeforestCAchamber.com to sign up for our newsletter and check out upcoming events on the calendar. We look forward to seeing you at the next event!



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To learn more and receive a free assessment, visit us at www.growthsourcecoaching.com or call today at 949.951.9163. You may also email Steve directly at steve.smith@growthsourcecoaching.com.



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As a business that has only been in the Lake Forest, Irvine, Foothill Ranch, Dove Canyon and Coto De Caza areas for a little more than five years, we've made a point of showing the individuals and families around us that we are committed members of this community. That's why we've taken part in events and activities like the Annual Coto for the Cure Tennis Pro-Am, Shop and Dine Lake Forest Week, and other events throughout the area.

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Small Civil Engineering Firms Provide Great Service to Local Governments

by Amy Amirani, Principal, CivilSource Inc.

Local governments like cities, counties and special districts (water and sewer districts for instance) provide a major part of the infrastructure that we all use daily. These infrastructure systems require upgrades from time to time to provide the services that our society relies on to function well.

It doesn't make sense for local governments to staff-up to provide for all the architectural and engineering services that are needed to design and manage the construction of multi-million dollar capital improvement projects. Thus, local governments hire firms, like mine, to perform design and construction management services on a project-by-project basis.

CivilSource

Once a local government identifies the need for a specific infrastructure project, and once funding becomes available, the local government will seek out civil engineering firms with specific experience in that type of design work to submit proposals to design the project and prepare the project plans and specifications. The local government staff then selects the firm they feel is best qualified to perform the required services. A design contract is negotiated and approved by the city council or board of supervisors.

The civil engineering firm then begins the design process, often conducting meetings with the affected community to get local input on design ideas that they have developed, and to solve the problem at hand. The local government staff manages the contract to ensure that the civil engineering firm completes the design within the terms of the approved contract. The project plans and specifications are put out to public bid and ultimately built by a contractor. The government agency often hires another consultant to manage the construction contract and oversee the work performed by the contractor.

Without small local civil engineering firms, local governments would have to greatly increase the size of their staffs and project delivery would take far longer than the method of using specialized consulting firms when they are needed to supplement their in-house engineering staffs. My firm, Civil Source Inc., specializes in design and construction management for a variety of types of public works projects for public agencies throughout Southern California.

Amy Amirani

When she founded CivilSource in 2006, Amy Amirani decided to specialize in design and project management for Capital Improvement Projects for local governments and special districts throughout Orange County. Now, after 10 years of hard work, contracts with 27 of the 34 cities in Orange County, a staff of nearly 65 team members, and the successful delivery of thousands of capital improvement projects, CivilSource is running like a well-oiled machine and has well exceeded all of the initial plans Amy had made. CivilSource is located at 9890 Irvine Center Drive, Irvine, CA 92618. Amy can be reached at civil@civil-source.com.





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