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News & Analysis



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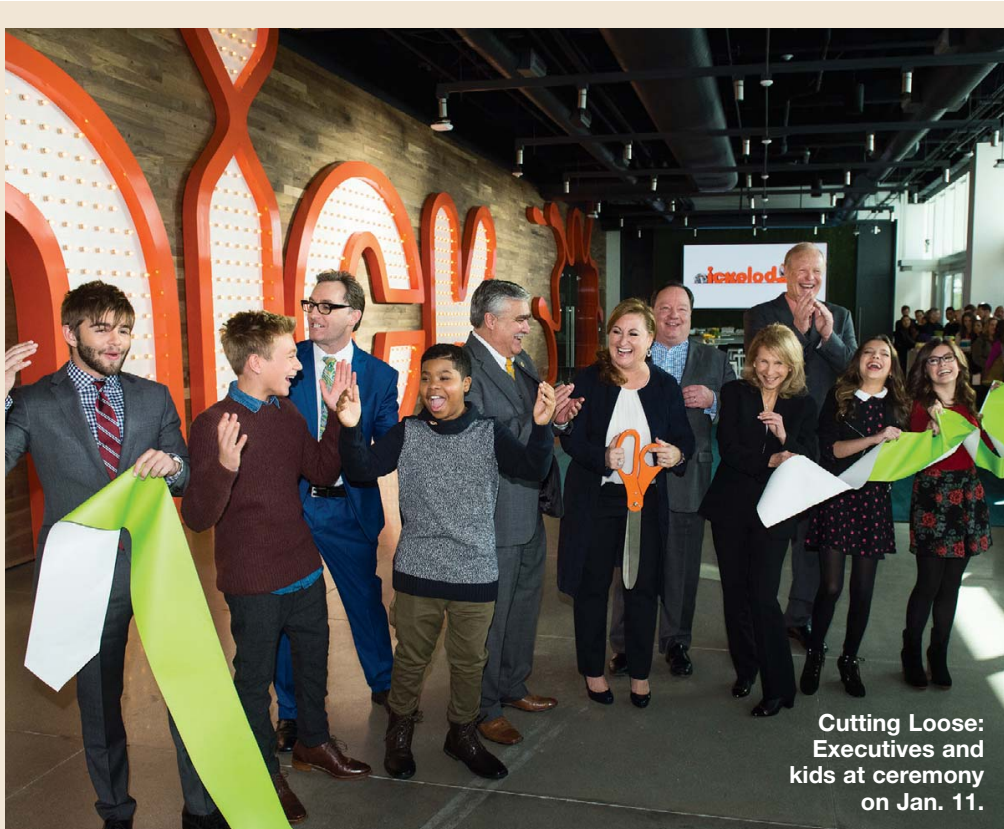


PHOTO BY MIKE BAKER

Cutting Loose: Executives and kids at ceremony on Jan. 11.

SHINY NEW NICK

Cable TV's Nickelodeon opens Burbank HQ

By **MARK R. MADLER** Staff Reporter

It may not have the novelty of a pineapple under the sea, but the West Coast creative campus of Nickelodeon would impress even SpongeBob SquarePants.

The children's cable network that is home to the yellow, porous denizen of the deep, "The Fairly OddParents," "Teenage Mutant Ninja Turtles" and a number of live-action series, opened its new 200,000-square-foot building this month to consolidate more than 700 employees in a single location.

On hand for the Jan. 11 ribbon cutting were **Cyma Zarghami**, president of the Nickelodeon Group; **Robert Bakish**, chief executive of the network's parent company **Viacom Inc.**; and **Shari Redstone**, vice chair of the Viacom board and daughter of its largest shareholder owner, **Sumner Redstone**.

Redstone read a quote from her father about the importance of great content and talent when he came to Burbank in 1998 for the opening of Nickelodeon's first animation studio, located adjacent

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Remodel Creates Futuristic Office

REAL ESTATE: CBRE showcase at former Kate Mantilini location.

By **CAROL LAWRENCE** Staff Reporter

Companies make statements with their real estate, and **CBRE Group Inc.**'s new office in the Woodland Hills' Warner Center tells how and where it thinks people will work in the near future.

The world's largest commercial real estate brokerage is remodeling the former Kate Mantilini restaurant on Owensmouth Avenue into its new office concept that shows employers how to aesthetically adapt existing space to accommodate future changes in headcount.

The company selected Warner Center as its showcase location because it sees the neighborhood becoming the heart of the San Fernando Valley. Growth

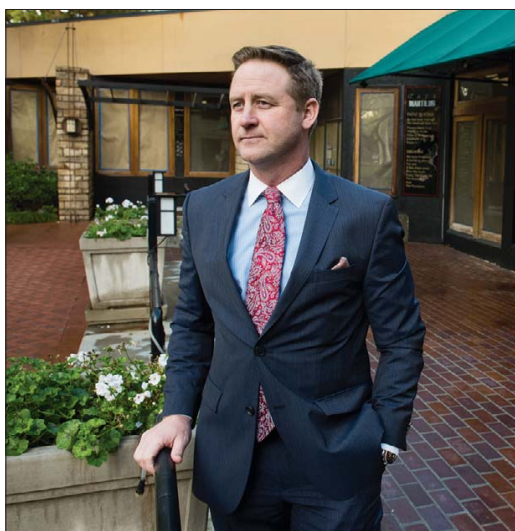


PHOTO BY MIKE BAKER

Please see *REAL ESTATE* page 34 **Vision: CBRE's David Josker in Warner Center.**

AV Hospital Hires New CEO

HEALTH CARE: Labor issues lead to board ousting management.

By **STEPHANIE HENKEL** Staff Reporter

Antelope Valley Hospital's board of directors has hired a new chief executive to move the Lancaster hospital in a new direction after years of financial and operational instability.

On Dec. 23, the board ousted former chief executive **John Rossfeld** and former chief operating officer **Ron Bingham**. In the same meeting, the governing body terminated the hospital's agreement with **Alecto Healthcare Services**, the Irvine

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Online Gadgets Seek Software

TECHNOLOGY: Semtech invests in startup for 'Internet of Things.'

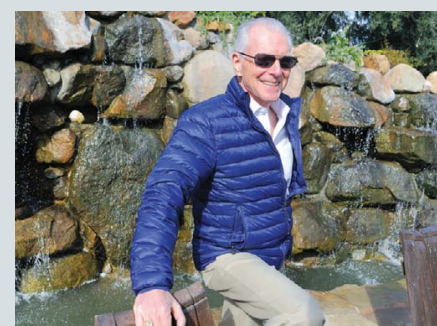
By **HELEN FLOERSH** Staff Reporter

Semtech Corp. has taken a keen interest in the "Internet of Things" — a network in which machines talk to other machines. The Camarillo semiconductor company already builds hardware for the Internet of Things, but earlier this month it invested \$3 million to finance Calabasas startup **myDevices**, which builds custom software to power IoT machines.

"When you pair (Semtech's technology) with our software, the possibilities of what we can automate and make more efficient is pretty unbelievable," **myDevices** Chief Executive **Kevin Bromber** told the Business Journal.

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PROFILE: Q&A



Jim Cathcart was working at a government job when a radio show host inspired him to become a motivational speaker. He's now the first entrepreneur-in-residence at California Lutheran University. And he has some sales tips for you.

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What it takes to get ahead.

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Meal Service Goes to Gym To Up Sales

Food delivery firm hopes to broaden clients beyond celebs.

With the new year comes resolutions, and **Z.E.N. Foods** of Sun Valley wants to help its clients keep their promises in 2017.

The customizable healthy food delivery service has partnered with New York-based upscale gym **Equinox Holdings Inc.** to provide Z.E.N. customers who purchase a 31-day meal program free gym access for a month.

"We've been working with Equinox since we first opened in 2010," said Z.E.N. Co-founder and Chief Executive **Mariana Rossano**. "It is the most exclusive health club nationwide and we are considered the best in our category in Southern California, so we work hand in hand."

Z.E.N. – which stands for Zero Effort Nutrition – offers various organic meal plans focused on specific nutrition and health goals that are prepared and delivered daily. Programs include weight loss, healthy lifestyle, paleo, vegetarian, a family plan and even a juice cleanse.

Regular meal plans start at \$49.95 a day, but Z.E.N. also offers a customizable option



Takeout: Z.E.N. Foods will market diets in partnership with Equinox fitness centers.

called Z.E.N. Select, where clients choose their own daily menu items from 20 options based on their predetermined calorie count.

"A lot of A-list celebrities call us when getting ready for movies," Rossano said.

Big names such as **Zac Efron**, **Denise Richards** and **Jesse Tyler Ferguson** have been Z.E.N. customers at one point or another. The company serves 300 to 500 clients a day.

Citing the new year and summer as her most profitable months, Rossano said business is somewhat cyclical. But in response, she has made a 2017 resolution of her own to grow the company.

"This year we are looking to double or triple our numbers," she added. "If we meet our goal, then the plan is to bring in another investor and go nationwide."

Currently, Z.E.N. has an all-star group of investors and advisers, including former NFL player **Marcus Allen** and restaurateurs **Charles Frank**, who helped launch **Johnny Rockets** and **Il Fornaio**, and **Bob Spivak**, who co-founded the **Daily Grill**.

Jeremiah Green, chief executive of Chicago-based food delivery app **Eat Purely**, said an understanding of the food and beverage industry is crucial for meal

delivery success.

"The delivery business is for folks who are really well versed in the execution of the food business," he said. "Delivery costs have to be near zero or 5 percent of gross sales for the business to be sustainable."

One way Z.E.N. stays lean is to limit surplus product by only ordering what is needed day to day.

"The produce and protein come in fresh every morning, and we barely have any food on hand except for dry goods," Rossano said. "There's almost no waste, and that right there makes it a good company structure."

– Stephanie Henkel

Money Helps MobileCause Find Funders

Startup secures \$18.5 million amid Trump uncertainty.

Now that his startup **MobileCause Inc.** has secured \$18.5 million to launch its next phase of growth, Chief Executive **Sean MacNeill** is looking forward to getting back to work.

"My job is to run the company and raise money," he said. "Now that I'm done raising money, I can just focus on the fun stuff, which is building and scaling our business."

The Calabasas software company helps nonprofits raise money online with a package of services that includes e-mail campaigns and crowdfunding. On Jan. 9 the company announced the close of a \$15 million Series B funding round facilitated by **Level Equity** in New York. MobileCause completed a \$3.5 million Series A in early December; to date, the firm has raised \$21.4 million, according to business database **CrunchBase Inc.**

The investment comes at a time of uncertainty for MobileCause's target market, which could face significant changes under President **Donald Trump**.

On one hand, nonprofits benefitting from federal entitlement programs might be forced to reduce staff and services if such funding is scrapped.

But then again, MacNeill noted, the tax cuts promised by the incoming administration could prove a boon for philanthropy if individuals have more money for charitable causes.

"If there are lower taxes, will that enable people to donate more? We don't know yet," he said.

Either scenario will likely be good for business at MobileCause, which has holds national contracts with 44 of the largest 200 nonprofit organizations, including **Habitat for Humanity**, **Boys & Girls Clubs of America** and **United Way**. Groups that lose government support could look to the company to help ramp up citizen-focused fundraising, while a flood of individual contributions made possible by tax breaks might push charities to find streamlined solutions for managing donations.

The latest round of financing will enable MobileCause's expansion, MacNeill said. The firm doubled in size and revenues in 2016 and plans to do so again this year.

"We're looking to grow our breadth of services and hire 70 or 80 people in Calabasas," MacNeill said.

– Helen Floersht

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Valley Community Healthcare

Valley Community Healthcare, a private, non-profit 501(c)(3) charitable agency providing a medical home to almost 22,000 low-income men, women and children in the San Fernando Valley in 2016.