

# ORANGE COUNTY BUSINESS JOURNAL

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## Water Features

### High Tide of Renovation to Hit Coast

By PAUL HUGHES

The next big redevelopment push in Orange County looks to come dockside.

Several of the area's more prominent marinas are set for upgrades valued at a combined \$300 million.

Projects include:

■ A \$200 million **Dana Point Harbor** redo is on track, finally, to get a master developer.

■ Marina upgrades will be part of the Lido Isle real estate makeover in Newport



Sullivan: developer DJM has 'found a niche in OC'

Beach.

■ Improvements are planned at a Huntington Beach marina, bought for \$35 million in May.

More than a dozen local marinas offer about 4,550 boat slips—with 5,650 more if one trawls a few miles down or out to Oceanside, Catalina Island or Long Beach. Dry storage capacity adds another 950 slots.

That's about 12% of the state's total of 36,000 slips.

Slips can command rents ranging

► *Marinas 11*

## St. Joseph Hoag to Get New CEO in 2018

### Richard Afable Retiring, Oversaw St. Joseph Alliance

By SHERRY HSIEH

When two Catholic health systems, Providence Health Services and St. Joseph Health, merged last July, they created a 50-hospital system based in Renton, Wash., with headquarters in Renton and Irvine.

The formula of one health organization, two systems, will be changing again—at the top, with the announcement of **Richard Afable's** retirement. He's president and chief execu-



Afable: 'retiring but not stopping'

tive officer of **St. Joseph Hoag Health**, and also executive vice president and regional senior executive of **Providence St. Joseph Health** in Southern California.

The 63-year-old healthcare veteran will remain in his current position until December. He'll work with **Mike Butler**, president of operations at Providence St. Joseph to develop a transition plan for St. Joseph Hoag.

There are two separate boards of directors involved. Providence St. Joseph Health is

► *Afable 9*

# Firms Fight Terrorism With Tech

## Public Safety and Security Soon \$500B Market

By CHRIS CASACCHIA

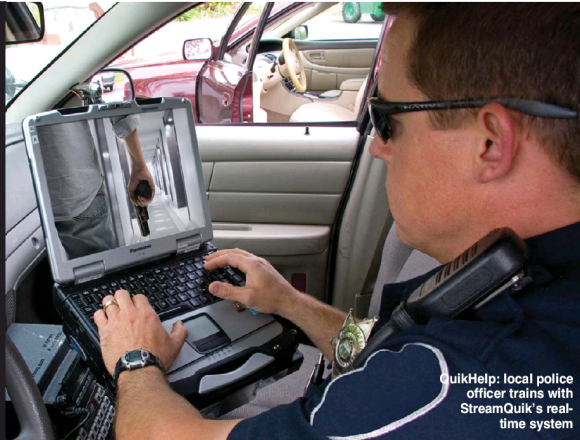
Two Orange County technology companies are trying to cut down emergency response times when seconds can mean the difference between life and death.

Irvine-based **StreamQuik Inc.** recently released **VidAware Alert**, which instantly turns smartphones and computers into panic buttons. In Newport Beach, **Vic Merjanian's** startup, **Titan Health & Security Technologies Inc.**,

just launched its patented **Next Gen 911** system nationally. It allows users to broadcast campus emergency alerts, lockdowns, safety status, and location to law enforcement, campus administrators or private businesses in the network.

**VidAware** runs through a web browser and Wi-Fi without use of the app, delivering alerts directly to command centers and police vehicles in the area. Its **QuikHelp** system allows customers, such as schools, hospitals and other entities, to

► *Emergency 34*



QuikHelp: local police officer trains with StreamQuik's real-time system

## No Model, No Problem

### Brisk Sales in Irvine, Even Without Them

By MARK MUELLER

This month's grand opening of a collection of three new home types at Irvine's Eastwood Village community had a bit of a carnival atmosphere, with an assortment of food trucks, balloons for children, and other giveaways for the more than 1,000 people who braved the summer heat.

The Aug. 12 kickoff of the latest homes at the **Irvine Co.**-led devel-



Marcus Colvin: models 'insurance policy' for New Home Co.

opment had one other notable, and now somewhat rare, feature: on-site model homes for prospective buyers to tour, courtesy of **Brookfield Residential**, **The New Home Co.**, and **Richmond American Homes**.

The Eastwood Village event is an exception to the rule, among the last set of large new home communities in Irvine and a few other Orange County cities to open

► *Models 33*

## Tofu Maker Doubles Down on OC Presence

### House Foods Unit Aims for \$89M in Annual Sales

By MARK MUELLER

**House Foods America Corp.**, a Garden Grove-based manufacturer of tofu, noodles and other Asian-influenced food products that's seen a surge in business the last decade, has bought an office next to its headquarters for what looks to be a potential expansion of its local operations.

An affiliate of the company, a unit of **House Foods Corp.** in



Light fare: Items like tofu shirataki noodles spur growth at House Foods America

Japan, recently completed the purchase of 7421 Orangewood Ave., a roughly 83,000-square-foot building in a business park at the intersection of Orangewood and Western Avenue, about a mile north of the San Diego (405) Freeway.

The two-story building sold for about \$17.5 million, or \$212 per square foot, according to **CoStar Group Inc.** records.

The office was sold by a private in-

► *Tofu 7*

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Whatever the mind can conceive and believe, the mind can achieve.

— Napoleon Hill

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## Emergency

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send alerts by simply tapping a button on their smartphones, tablets or PCs.

"This can eliminate those hold times," said Chief Technology Officer **Ken Lee**, who co-founded StreamQuik in 2009 to help broadcasters eliminate production trucks and mobile studios. "As time went on, we saw an even bigger need for our technology in the public safety and law enforcement sector."

Indeed, product sales and services in the public safety and security market are projected to grow from \$247 billion last year to \$456 billion by 2021, according to search firm **MarketsandMarkets** (see related Tech & Cybersecurity Special Report).

StreamQuik, which has annual revenue between \$5 million and \$10 million, employs 22 in Irvine.

Lee is positioning its technology to meet the requirements of a new mandate from the state and the U.S. Department of Labor's Occupational Safety and Health Administration that requires California employers to implement a plan for workplace violence prevention and response.

The company's offering, which also displays incoming text message alerts, photo links and live security camera videos through a browser, has more than 200 customers, including **South Coast Plaza** and **Chapman University**.

The university in Orange has been using the system for about a year to analyze footage and respond to incidents on its 78-acre campus, which is outfitted with about 400 cameras.

"We're still learning and developing policies and procedures around it," said Chief of Public Safety **Randy Burba**, who oversees about 30 officers and staffers. "Anytime we

can reduce time and get help to our community as fast as possible with any tool that can accomplish that is the No. 1 priority."

Merjanian, an attorney by trade, is pushing a similar message to potential customers. The issue hits close to home for the Corona del Mar native, who encountered several communication hurdles while trying to save an unconscious dorm mate who overdosed on pain pills as an undergraduate at the **University of California-San Diego**.

Merjanian, with cellphone coverage dropping in and out, was able to find an emergency room at a nearby hospital during a frenzied drive around campus, but not before he was turned away from a Veterans Affairs facility.

The student lived, and the incident left an impression years later.

### Demand

Titan has racked up about 250,000 users in its network since it went live about a year ago and aims to hit 1 million by year-end.

"We're having difficulty keeping up with demand and deployment," said Merjanian, founder and managing partner of **Kalfayan Merjanian LLP**.

Titan's customer base has more than 114 sites in 44 states, including several local school systems, such as Newport-Mesa Unified, Huntington Beach, Fountain Valley and Learn4Life's network of public charters.

"The need to sound the first alarm often falls on the shoulders of campus users," said **Vladimir Anderson**, master police officer for the city of Newport Beach who oversees student safety on school campuses. "In a critical incident, a timely response during the first few seconds is essential, and Titan HST provides the immediate support for an effective response."

The company has conducted several pilots, including one for the European Commission,



Lawyer's passion: Merjanian's been obsessed with emergency response since college

which sought help after communication failures in the Brussels terrorist attacks in March 2016 that killed 30 civilians and injured about 300 others in three coordinated suicide bombings.

The initial pilot covered a few hundred emergency staff in Luxembourg and Belgium, and a follow-up was geared for family members of diplomats.

Titan's system and app allows users and emergency personnel to instantly communicate relevant information, including GPS coordinates, text, audio, photos and video, as well as classify types of emergencies.

Administrators and emergency personnel can survey communities for safety and location, and provide access to potential life-saving digital resources such as CPR training videos and site maps. They can also view real-time crowdsourced data in maps and through augmented reality, improving situa-

tional awareness.

A big discount retailer uses the service to monitor and respond to warehouse and workforce-related incidents. Titan charges a monthly fee per user.

A new pilot in development with Newport-Mesa Unified will incorporate telemedicine, and potentially biosensors and wearables worn on students that track heart rate, glucose levels, temperature and other metrics. Under that service, parents or guardians make a micropayment for diagnosis, treatment or listings for nearby health providers.

The company, which has raised \$2.2 million in seed funding, plans to roll out the medical service early next year.

"We do still have a law firm, but it's mostly a hobby," Merjanian said. "The technology is more the driving force and where my excitement and energy goes."

The developments come amid a rising opioid crisis, mass school shootings statewide, and a rash of domestic and global terrorist attacks that use vehicles as weapons, most recently evident in the death of 32-year-old **Heather Heyer**, who was run over in a Dodge Challenger driven by **James Alex Fields** during a white nationalist rally in Charlottesville, Va.

The OC products and services could help alleviate another national problem. The majority of law enforcement departments and other first responders can't receive texts, photos and videos in real time. Only about 650 of the more than 6,000 dispatch centers in the U.S. can receive text messages, according to the Federal Communications Commission.

Titan was recently granted a patent for two-way communication between administrators, users and first responders, such as police, fire and 911 dispatch.

"There's got to be a way to secure privacy while you can still summon help," Merjanian said. ■

## Bonti

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aesthetic market, which is primarily self-pay, and the therapeutic market, which will likely include reimbursement from insurance.

The company is in the process of completing a phase two trial studying the efficacy of EB-001 in subjects with frown lines. It plans to start phase three next year.

### First Study

Bonti separately announced starting "Lantern," its therapeutic study of EB-001, in a phase two clinical study of the neurotoxin to relieve musculoskeletal pain and reduce use of opioids in subjects undergoing breast augmentation. The study is one of two phase two clinical studies needed for Food and Drug Administration approval.

There are several causes of musculoskeletal pain, including surgery, overuse, and injuries of muscles that cause muscle spasms and muscle hyperactivity.

Hasan said pain management is an indication Allergan hasn't claimed with Botox.

FDA-approved therapeutic uses of Botox include excessive underarm sweating, chronic migraines, over-active bladder, cross-eye, and severe neck spasms.

"Botox hasn't been used as effective pain management for spasm and muscle contraction. And [given the] current environment, we can provide a solution through a biologic that has no addictive properties and no [gastrointestinal] issues, like [opioid-induced] constipation," he said.

Prolonged use of Botox can cause muscle atrophy.

As for aesthetics, Hasan said Bonti's neurotoxin differs from Botox and isn't a direct

competitor. He said EB-001 is faster acting—about 24 hours, while it usually takes three to five weeks to see the effect of Botox—and lasts for a shorter amount of time, about four weeks. Botox requires reinjection every three to six months.

"The mechanism of action [of our neurotoxin] is similar to Botox, but given the drug profile, we are a complementary drug to Botox," Hasan said. He said Bonti's product is good for those who need a quick fix or who are new to Botox. "If they like the effect with our product, they can get Botox, which lasts longer."

Bonti has raised over \$20 million in series A and B. It closed an \$11.7 million series B financing in April from lead investor **RBV Capital** in Russia that included participation from San Diego-based **City Hill Ventures**, Dallas, Texas-based **Colt Ventures**, Chinese multifamily office **JMCR Partners**, Shanghai-based **High Light Capital**, and individuals. Proceeds from the round will be used to fund clinical trials for aesthetic and therapeutic indications.

The Bonti management team is comprised of former Allergan executives who worked with Botox, including **Wajdie Ahmad**, chief operating officer and co-founder, and **Susan Abushakra**, chief medical officer. The company has seven full-time employees and plans to hire up to five more.

Hasan said Allergan's success with Botox has enabled the company to move quickly on the clinical front. "We are one of the few companies that already have a regulatory pathway [to approval]. We moved to phase two in two years since founding."

The company is open to "find a partner or go to clinical on our own."

Hasan said he doesn't rule out going public next year. ■

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