

WOMEN-OWNED BUSINESSES

Rank Prev. Rank	Company	Website •e-mail	2010 companywide revenue •yearly % change	OC employees •yearly % change	Companywide employees •yearly % change	% owned by a woman or women	Company/product description	Owner(s) Top official(s) •phone/fax
1 (1)	In-N-Out Burgers Inc. 4199 Campus Drive, ninth floor Irvine 92612-8604	in-n-out.com	\$475 ⁽¹⁾ 2%	825 ⁽¹⁾ NA	15,300 ⁽¹⁾ NA	100%	Restaurant chain operator	Lynsi Martinez Lynsi Martinez (949) 509-6200/(949) 854-5369
2 (2)	Mercedes-Benz of Laguna Niguel One Star Drive Laguna Niguel 92677-4589	mblaguna.com info@mblaguna.com	\$190 -3%	225 2%	225 2%	100%	Auto dealership	Lorelei Pingree Pat Bolter (949) 347-3700/(949) 347-3891
3 (3)	Pinnacle Petroleum Inc. 7911 Professional Circle Huntington Beach 92648-1901	pinnaclepetroleum.com information@ pinnaclepetroleum.com	\$140 ⁽¹⁾ NA	15 ⁽¹⁾ NA	15 ⁽¹⁾ NA	100%	Provider of gas, oil for government, corporate fleets	Liz McKinley Liz McKinley (714) 841-8877/(714) 841-8855
4 (4)	Pool Water Products 17872 Mitchell, Ste. 250 Irvine 92614-6034	poolwater.com	\$100 ⁽¹⁾ NA	20 ⁽¹⁾ NA	240 ⁽¹⁾ NA	80%	Maker of pool, spa equipment and supplies	Zelma Allred/Dean Allred/Carol Allred-Starr Zelma Allred (949) 756-1666/(949) 474-7001
5 (6)	Frieda's Inc. 4465 Corporate Center Drive Los Alamitos 90720-2561	friedas.com mail@friedas.com	\$95 ⁽¹⁾ NA	70 6%	75 6%	100%	Marketer, distributor of specialty produce	Karen Caplan/Jackie Caplan Wiggins Karen Caplan (714) 826-6100/(714) 816-0273
6 (7)	Cookie Lee Inc. 15771 Red Hill Ave. Tustin 92780-7303	cookielee.com	\$90 ⁽¹⁾ NA	130 ⁽¹⁾ NA	230 ⁽¹⁾ NA	100%	Jewelry designer, wholesaler	Cookie Lee Cookie Lee (714) 259-5500
7 (5)	Moorefield Construction Inc. 600 N. Tustin Ave., Ste. 210 Santa Ana 92705-3781	moorefieldconstruction.com info@ moorefieldconstruction.com	\$83.8 -14%	28 12%	49 -4%	100%	General contractor	Ann Moorefield Ann Moorefield (714) 972-0700/(714) 972-3030
8 (12)	Villa Ford Inc. 2550 N. Tustin Ave. Orange 92865-5666	villaford.com pbutler@villaford.com	\$75.3 29%	78 4%	107 6%	85%	Auto dealership	Peggy Butler/Karen Baldwin Bill Mansfield (714) 637-2124/(714) 921-3276
9 (8)	Rauxa Direct LLC 275-A McCormick Ave. Costa Mesa 92626-3308	rauxa.com	\$75 ⁽¹⁾ NA	85 ⁽¹⁾ NA	145 ⁽¹⁾ NA	82%	Direct marketing agency	Jill Gwaltney Jill Gwaltney (714) 427-1271/(714) 427-0661
10 (9)	Elmore Toyota 15300 Beach Blvd. Westminster 92683-6296	elmoretoyota.com jan@elmoretoyota.com	\$66.3 -3%	90 3%	90 3%	85%	Auto dealership	Judith Elmore David McHowell (714) 894-3322/(714) 379-6412
11 (17)	Carrillo Business Technologies Inc. 5555 Garden Grove Blvd., Ste. 250 Westminster 92683-8226	cbtechinc.com info@cbtechinc.com	\$63.3 59%	15 0%	21 0%	100%	Computer products reseller, service provider	Kelly Ireland/Debra Torturo Debra Torturo/Kelly Ireland (714) 573-7733/(714) 230-3721
12 (11)	Systems Source Inc. 3161 Michelson Drive, Ste. 110 Irvine 92612-4400	systemsorce.com rcorreia@ systemsorce.com	\$61.5 5%	54 17%	81 35%	100%	Office furniture, modular systems, demountable walls, office design and services	Rosemarie Correia Rosemarie Correia (949) 852-0920/(949) 852-0929
13 (10)	Lindora Inc. 3505 Cadillac Ave., Ste. J-4 Costa Mesa 92626-1449	lindora.com cynthia@lindora.com	\$60 ⁽¹⁾ NA	120 ⁽¹⁾ NA	325 ⁽¹⁾ NA	100%	Weight loss products, services	Cynthia Stamper Graff Cynthia Stamper Graff (714) 979-5680/(714) 755-1174
14 (13)	Vortex Industries Inc. 3198 Airport Loop Drive, Ste. M Costa Mesa 92626-3407	vortexdoors.com	\$58 5%	72 3%	400 0%	100%	Door repair, installation services	E. Everett Mike Kattan (714) 434-8955/(714) 434-0727
15 (15)	Marshall Advertising & Design 2729 Bristol St. Costa Mesa 92626-7930	marshallad.com k.dory@marshallad.com	\$48 ⁽¹⁾ NA	25 25%	27 8%	100%	Advertising agency, design studio	Diana Marshall Diana Marshall (714) 545-5757/(714) 545-5758
16 (15)	C Walters Intercoastal Corp. 20081 Ellipse Foothill Ranch 92610-3001	destinationwater.com info@destinationwater.com	\$40 ⁽¹⁾ NA	40 ⁽¹⁾ NA	55 ⁽¹⁾ NA	100%	Snorkeling gear, sports equipment	Cindi Walters Cindi Walters (949) 448-9940/(949) 448-7008
17 (18)	Pacific Pioneer Insurance Group 6363 Katella Ave. Cypress 90630-5205	pacpioneer.com bcoburn@pacpioneer.com	\$37.9 -4%	62 -2%	78 -6%	100%	Insurance holding company	Lin Wu Lan Lin Wu Lan (714) 228-7888/(714) 228-7899
18 (20)	Alar Staffing Corp. 1901 E. Fourth St., Ste. 150 Santa Ana 92705-3908	alarstaffing.com phillip@alarcorporation.com	\$36.5 22%	30 0%	30 0%	100%	Staffing company	Patricia Cinkle Patricia Cinkle (714) 667-3104/(714) 667-3119
19 (19)	IBaseT 27442 Portola Parkway, Ste. 300 Foothill Ranch 92610-2823	ibaset.com fwright@ibaset.com	\$35 ⁽¹⁾ NA	75 ⁽¹⁾ NA	200 ⁽¹⁾ NA	100%	Software developer	Ladeira Poonian Ladeira Poonian (949) 598-5200/(949) 598-2600
20 (21)	I.T.S. American Express Travel 2151 Michelson Drive, Ste. 168 Irvine 92612-1375	itsaxtravel.com molsen@itsaxtravel.com	\$31.8 10%	9 -10%	20 5%	100%	Travel management services	Linda McIntosh Linda McIntosh/Michelle Olsen/Linda Sweda (949) 450-8550/(949) 450-8555

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(1) Business Journal estimate

Researched by Emily Weisburg

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21 (23)	Teacher Created Materials 5301 Oceanus Drive Huntington Beach 92649-1030	tcmpub.com	\$30 ⁽¹⁾ NA	75 25%	105 17%	100%	Educational publisher	Rachelle Cracchiolo/Corinne Burton Rachelle Cracchiolo/Corinne Burton (714) 891-2273/(714) 230-7070
22 (22)	Qualis International Inc. 23252 Arroyo Vista Rancho Santa Margarita 92688-2610	qualisintl.com kathy@qualisintl.com	\$26.4 -7%	6 0%	10 11%	100%	Packaging, supplies for retail, food service, janitorial, industrial, manufacturing industries, safety products	Kathy Gardarian Kathy Gardarian/Leo Gardarian (949) 766-6133/(949) 766-6144
23 (27)	Office Solutions Business Products & Services Inc. 23303 La Palma Ave. Yorba Linda 92887-4773	officesolutions.com mmarsh@officesolutions.com	\$25.2 8%	69 -7%	74 -6%	51%	Commercial office products distributor	C.S. Mairena/R.J. Mairena R.J. Mairena (714) 692-7412/(714) 692-7409
24 (25)	Casco Contractors Inc. 18 Technology, Ste. 170 Irvine 92618-2313	cascocontractors.com cheryl@ cascocontractors.com	\$25 ⁽¹⁾ NA	31 11%	31 11%	100%	Tenant improvement contractor, architecture firm	Cheryl Osborn Cheryl Osborn (949) 679-6880/(949) 679-6890
25 (25)	International Bay Clubs Inc. 1221 W. Coast Highway Newport Beach 92663-5026	balboabayclub.com	\$24 ⁽¹⁾ NA	510 -2%	510 -2%	100%	Owner, operator of Balboa Bay Club and Newport Beach Country Club	Beverly Ray Parkhurst Beverly Ray Parkhurst (949) 645-5000/(949) 630-4315
26 (28)	Irvine Electronics Inc. 1601 Alton Parkway, Ste. A Irvine 92606-4801	irvine-electronics.com info@irvine-electronics.com	\$20.3 0%	89 5%	89 5%	100%	Contract electronics maker	Jane Zerounian Jane Zerounian (949) 250-0315/(949) 250-0318
27 (29)	AeroFlite Enterprises Inc. 261 Gemini Ave. Brea 92821-3704	aeroflite.com sales@aeroflite.com	\$20 ⁽¹⁾ NA	55 ⁽¹⁾ NA	55 ⁽¹⁾ NA	100%	Designer, distributor of aerospace electronic components	Lesley A. Hall Lesley A. Hall (714) 773-4251/(714) 773-4973
27 (29)	Beauty Encounter Inc. 18480 Pacific St. Fountain Valley 92708-7005	beautyencounter.com jacquelyn@parfumery.com	\$20 ⁽¹⁾ NA	25 ⁽¹⁾ NA	30 ⁽¹⁾ NA	100%	Internet perfume and beauty products retailer	Jacquelyn Tran Jacquelyn Tran (714) 698-0820/(714) 845-5937
29 (36)	Asset Group Inc. 7372 Prince Drive, Ste. 106 Huntington Beach 92647-4574	assetgroup.com info@assetgroup.com	\$18 8%	20 -43%	65 0%	100%	Construction and environmental services	Jeanna Sellmeyer Jeanna Sellmeyer/Jennifer Fogg (714) 500-3480/(714) 500-3486
29 (32)	CDCE Inc. 22641 Old Canal Road Yorba Linda 92887-4601	cdce.com drime@cdce.com	\$18 -5%	31 -14%	35 -13%	51%	Sales, integration, service of mobile computers; digital signage	Carrie Solomon/Brian Solomon Carrie Solomon (714) 282-8881/(714) 282-1501
29 (33)	Express Computer Systems 1733 Kaiser Ave. Irvine 92614-5705	expresscomputersystems.com ebarrett@ecsunix.com	\$18 0%	14 0%	14 0%	51%	Reseller of new, used computer, telecom equipment	Elena Barrett Elena Barrett (949) 474-9200/(949) 474-9250
32 (24)	PTS Staffing Solutions⁽²⁾ 9960 Research Drive, Ste. 200 Irvine 92618-3718	ptsstaffing.com jobs@ptsstaffing.com	\$16.5 -35%	12 -8%	200 -9%	52%	Engineering, IT, professional staffing	June Stein/Russell Stein/David Stein June Stein (949) 268-4000/(949) 268-4040
33 (29)	Creative Design Consultants LLC 2915 Red Hill Ave., Ste. G201 Costa Mesa 92626-7948	cdcdesigns.com danae@cdcdesigns.com	\$15 ⁽¹⁾ NA	75 ⁽¹⁾ NA	80 ⁽¹⁾ NA	88%	Interior designer	Dana Eggerts Dana Eggerts (714) 641-4868/(714) 755-3501
33 (35)	Right Insurance Marketing 12600 Brookhurst St., Ste. 200 Garden Grove 92840-4833	rightins.com m.wright@rightins.com	\$15 ⁽¹⁾ NA	30 ⁽¹⁾ NA	40 ⁽¹⁾ NA	100%	Commercial insurance for food/ beverage industry	Mary Wright Mary Wright (714) 636-6491/(714) 636-6483
33 (34)	Scope Packaging 240 W. Fletcher Ave. Orange 92865-2608	scopepackaging.com	\$15 -12%	50 0%	50 0%	67%	Corrugated packaging, displays	Cindy Baker/Mike Flinn Cindy Baker/Mike Flinn (714) 998-4411/(714) 998-5323
36 (39)	Associated Group & Rolling Greens Nursery 1600 E. McFadden Ave. Santa Ana 92705-4310	ag-ca.com	\$13.5 NA	88 NA	122 NA	67%	Landscape design and maintenance, seasonal display, nursery garden center	Laurie Resnick/Greg Salmeri Laurie Resnick (714) 558-6100/(714) 558-6175
37 (38)	Systems Integrated LLC 2200 N. Glassell St. Orange 92865-2702	systemsintegrated.com	\$13 ⁽¹⁾ NA	10 ⁽¹⁾ NA	50 ⁽¹⁾ NA	100%	Monitoring systems for water, power	Susan Corrales-Diaz Susan Corrales-Diaz (714) 998-0900/(714) 998-6059
38 (37)	Hospital Associates 2886 E. Blue Star St. Anaheim 92806-2507	mediquip.net cindy@mediquip.net	\$12.4 -25%	2 -33%	14 -7%	53%	Medical supplies distributor	Cindy Juhas Cindy Juhas (714) 632-6939/(714) 632-7113
39 (NR)	Boulevards of Travel Inc. 220 Newport Center Drive, Ste. 22 Newport Beach 92660-7550	blvdsoftravel.com barbarab@blvdsoftravel.com	\$12 ⁽¹⁾ NA	23 ⁽¹⁾ NA	23 ⁽¹⁾ NA	100%	Travel agency	Barbara Boatman/Patricia Wright Barbara Boatman (949) 720-1042/(949) 720-9044
40 (NR)	BonTerra Consulting 151 Kalmus Drive, Ste. E200 Costa Mesa 92626-7969	bonterraconsulting.com info@bonterraconsulting.com	\$11 41%	41 11%	56 10%	74%	Environmental consultant	Joan Patronite Kelly, Tom Smith, Kathleen Brady, Dana Privitt, Tina Andersen, Melissa Howe, Gary Medeiros, Ann Johnston Joan Patronite Kelly (714) 444-9199/(714) 444-9599

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⁽¹⁾ Business Journal estimate

⁽²⁾ Previously Principal Technical Services Inc.

Researched by Emily Weisburg