



Ernst & Young
Entrepreneur Of The Year®
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Ernst & Young Entrepreneur Of The Year®

The Ernst & Young Entrepreneur Of The Year (EOY) Award program honors entrepreneurs whose ingenuity, hard work and perseverance have created and sustained successful, growing business ventures. Originated in 1986 in Milwaukee, Wisconsin, the Ernst & Young EOY Program is celebrating its 24th year of recognizing successful entrepreneurs.

The year-long Program culminates each November with the National awards ceremony hosted by Jay Leno in Palm Springs, California. It's the largest gathering of entrepreneurs in America. The award ceremony concludes the annual Ernst & Young Strategic Growth Forum®, which convenes more than 1300 C-level business leaders, including executives, entrepreneurs, advisors, investors and influencers. Forbes.com named the Forum one of its seven "Get-ahead executive retreats." This year's Forum will be held November 10-14, 2010.

As a result of its success, the Ernst & Young EOY Award program has expanded to more than 135 cities and 50 countries around the world. The Program in the United States has grown from the one program in 1986 to 26 programs this year. The Ernst & Young EOY Award has become the mark of world-class individuals leading world-class companies.

A Who's Who of America's Business

The program is well known for identifying growing entrepreneurial businesses before they become household names. Past national winners in the United States include:

- 1989 — Michael Dell, Dell Computer
- 1990 — Robert Levine and Craig Benson, Cabletron Systems, Inc.
- 1991 — Cecil Ursprung, Reflexite Corporation
- 1992 — Jerry Ehrlich, Wabash National
- 1993 — Robert E.M. Nourse, The Bombay Co.
- 1994 — Robert Basham, Tim Gannon and Chris Sullivan, Outback Steak House
- 1995 — Allen Breed, Breed Technologies, Inc.
- 1996 — Henry Yuen, Gemstar International
- 1997 — Jack and Andy Taylor, Enterprise Rent-A-Car
- 1998 — Edward Iacobucci, Citrix Systems, Inc.
- 1999 — Richard M. Schulze, Best Buy
- 2000 — Scott Kriens, Juniper Networks
- 2001 — Dr. Phillip Frost, IVAX Corporation
- 2002 — Jenio F. Paulucci, Luigino's, Inc.
- 2003 — John Mackey, Whole Foods Market, Inc.
- 2004 — H. Wayne Huizenga, Huizenga Holdings, Inc.
- 2005 — Arthur M. Blank, Atlanta Falcons, The Home Depot, Georgia Force
- 2006 — Richard E. Caruso, Ph.D., Integra LifeSciences Corporation
- 2007 — Isaac Larian, MGA Entertainment
- 2008 — Matthew Szulik, Red Hat, Inc.
- 2009 — Tom Adams, Rosetta Stone Inc.

How it works

To be eligible to receive an award, the nominee must be an owner/manager of a private or public company and must also be primarily responsible for the recent performance of the company and an active member of top management. The nominee's company must be at least two years old.

Independent judging panels from each award area select approximately five to ten Ernst & Young EOY award winners in several industry categories, which could include the following:

- Communications
- Retail and Consumer Products
- Distribution and Manufacturing
- Media and Entertainment
- Energy and Related Services
- Real Estate and Construction
- Financial Services
- Services
- Health Sciences
- Technology

General awards

General awards at the regional level may also include:

- **Master Entrepreneur Of The Year:** An individual who has maintained excellence over a sustained period of time. The business must have been founded more than five years ago. A Master Entrepreneur may also be a "serial" entrepreneur. Wayne Huizenga is an excellent example of a serial entrepreneur.

- **Emerging Entrepreneur Of The Year:** An individual who exemplifies the start-up process at its best. The business must have been founded five years ago or less and must be operational for at least two years. An Emerging Entrepreneur growth rate is approximately 20% per year.

- **Lifetime Achievement Award** (typically not a judged award): An individual whose extraordinary entrepreneurial achievements, creativity, leadership and vision result in a dynamic business venture (or ventures).

Following the judging process, finalists and award winners are announced and honored at regional award galas in June.

Ernst & Young Entrepreneur Of The Year National Awards

All Ernst & Young EOY regional award winners are eligible for the national awards. The national award winners are selected in general and industry categories by an independent national judging panel. From the national category winners, the overall EOY national award winner is chosen. National finalists and winners in all categories will be announced at the Ernst & Young EOY Awards gala in Palm Springs on November 13, 2010. In addition, all of the Ernst & Young EOY national award winners and national finalists will be featured in the annual issue of Ernst & Young's *Entrepreneur Of The Year* magazine, as well as other local and national media vehicles.

World Entrepreneur Of The Year Award

The current EOY country winners from around the world will convene in Monte Carlo on June 3-6, 2010, for the tenth annual World Entrepreneur Of The Year Award gala. All of the country winners will be inducted into the World Entrepreneur Of The Year World Academy as lifetime members. Following the induction ceremony, this year's World Entrepreneur Of The Year Award winner will be announced. Cao Dewang of Fuyao Glass Industry Group and the National winner from China, was named the Entrepreneur Of The Year 2009 World Award winner. EOY programs take place in Australia, Austria, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, Ireland, Israel, Italy, Japan, Kazakhstan, Korea, Liechtenstein, Luxembourg, Malaysia, Mexico, Middle East,* Mozambique, Netherlands, New Zealand, Norway, Philippines, Poland, Portugal, Russia, Singapore, Slovak Republic, South Africa, Spain, Sweden, Switzerland, Taiwan, Turkey, Ukraine, United Kingdom and the United States.

Past Entrepreneur Of The Year World Award winners include:

- 2001 — Paolo della Porta, SAES Getters, Italy
- 2002 — Stefan Vilsmeier, BrainLab, Germany
- 2003 — Naryana NR Murthy, Infosys Technologies, India
- 2004 — Tony Tan Caktiong, Jollibee Food Corporation, Philippines
- 2005 — H. Wayne Huizenga, Huizenga Holdings, United States
- 2006 — Bill Lynch, Imperial Holdings, South Africa
- 2007 — Guy Laliberte, Cirque du Soleil, Canada
- 2008 — Jean-Paul Clozel, Actelion Pharmaceuticals, Switzerland
- 2009 — Cao Dewang, Fuyao Glass Industry Group, China

* Middle East area Award program covers the countries of Bahrain, Egypt, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, Saudi Arabia, Syria and UAE.

ENTREPRENEUR OF THE YEAR / Award Recipients

ANDY LEE, CEO Alorica

When Andy Lee purchased a struggling call center and named it Alorica, the company had only enough business to remain profitable for two more months. Andy scrambled, and at the eleventh hour Packard Bell became convinced that the driven entrepreneur behind Alorica was the one to make their project a success. They were the first of many to be impressed by Andy's passionate approach to business, and to have even their highest expectations exceeded by the amazing company he created.

Customer relationship management (CRM) software providers have traditionally focused on customer interaction in the pre-sales process, the less complicated half of the customer care equation. But during Andy's development of Alorica, he focused its software development on "back-end" fulfillment, a much more difficult and complex programming and process challenge. With Helix, its web-engineered enterprise CRM software suite, Alorica is able to bridge CRM support from front end to back end and automate all service processes and information management in real time. Customers such as American Express, Bose, eMachines, NEC-Mitsubishi Electric Visual Systems, and U.S. Robotics use Alorica's software to establish contact with its call center to handle back-end fulfillment, including product returns and warranty repair, inventory management, shipping, and post-warranty sales and service.

In order to assure a seamless experience with Alorica's outsourcing services, Andy implemented stringent practices for client relationships. Alorica focuses on the required business objectives, establishes methods of measurement for success, and schedules frequent meetings with clients to reaffirm the objectives and to measure performance.

Andy transformed Alorica from a failing organization into an award-winning enterprise of over 7,500 employees, with contact center and fulfillment facilities throughout the world. Since its founding in 1999, Alorica has experienced remarkable growth, with a five-year average revenue increase of 356%.



ROBERT FUNARI, Chairman & CEO Crescent Healthcare, Inc.

Crescent Healthcare was founded in 1997 with a focus on providing alternate site intravenous immunoglobulin (IVIG) therapy services. When Robert Funari arrived at Crescent in 2004, the company was operating at a loss. But Robert's almost 30 years of accomplishments in the health care industry included three different business turnarounds. He focused that expertise on Crescent, and in just two years returned the company to profitability. Within four years he had accomplished a complete turnaround.

This accomplishment was all the more remarkable because Robert had no sooner come aboard than Crescent was confronted with multiple crisis situations: a 40% increase in the acquisition cost of IVIG protein; a dramatic change in government reimbursement policy; and intense liquidity pressures. Working with his CFO, Robert successfully negotiat-



JAMES TUTON, CEO American Traffic Solutions, Inc.

While in Europe in the mid-1980s, Jim Tuton was impressed with the way European countries used technology to enforce traffic infringements. He knew that in North America police agencies were struggling with inadequate budgets, and a technology that acted as a force multiplier seemed to be a perfect answer. He copied the European business model and set about selling the idea to American law enforcement. To his surprise, the response was a unanimous "no."

There were multiple issues. With no existing example of the technology in North America, no one wanted to be first. Politicians didn't want to risk being painted as "big brother" advocates without proof that red-light and speed cameras had public benefits. In addition, cash- and personnel-poor law enforcement agencies weren't interested in something that would cost them even more money and manpower. Jim didn't just face a bump in the road; he faced an array of full-blown barricades. Jim's response established him in the elite category of world-class entrepreneurs: he came up with solutions to each problem, implemented those solutions and transformed his business model.

Jim abandoned the European concept of selling equipment to police departments and created a service business based on a public-private partnership where the company offered an end-to-end solution without any up-front capital investment required by the city. Initially, Jim performed most of the administrative functions for the new business in return for a portion of the violation revenues. His company was responsible for all up-front costs and assumed all the financial risk. With the risk removed from the equation, cities began to listen and assess the new enforcement method. In 1987, Jim signed the city of Paradise Valley, Arizona, to the first North American photo enforcement contract. It was not only the start of American Traffic Solutions, but the birth of an industry.

Since Jim introduced photo enforcement to this continent, American Traffic Solutions has grown to a thriving company of over 800 employees. The industry he began has expanded to more than 26 states and Canada, and provides services in more than 500 communities. Over 4,000 cameras are in place, increasing compliance with public safety laws, reducing collisions and saving lives.



ed a new banking relationship that gave the company time.

Robert and his hand-picked executive team realized that the traditional approach to doing business in the infusion therapy market would not allow them to differentiate Crescent Healthcare from other competitors or support their growth objectives. Over the past three years Robert has transformed the business by elevating the company from one of 50 infusion therapy service providers in the state of California to partner relationships with health plans, hospitals and physician groups.

Crescent has won these partnerships by providing benefits unequalled by any other company in the industry. With a business strategy focused on offering appropriate and cost-effective infusion therapy services in alternative site settings, Crescent has achieved significant reductions in medical spending for health plans while achieving significantly fewer adverse events and hospital readmission for patients.

Today, Crescent's expertise in chronic therapies such as IVIG and Remicade is recognized nationwide. With nine clinical centers, Crescent is a leader in the alternate site infusion market, providing a full spectrum of infusion therapies to patients throughout the U.S.



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ENTREPRENEUR OF THE YEAR / Award Recipients**LIZ MCKINLEY, President & CEO
Pinnacle Petroleum, Inc.**

Liz McKinley had over a decade of experience in the industry when she founded Pinnacle Petroleum in 1995. She knew that for a small company to compete in the marketplace it would have to be something very special.

The first year sales were dismal, and the company operated at a loss. Developing customers and credibility in an industry dominated by large, well-established distributors and major oil companies was challenging, to say the least. Many doors were closed to a small startup with a limited track record and startup capital from personal savings. Trade credit was earned through establishing a good reputation and a history for timely and accurate bill payment. In an industry that operates on the basis of personal relationships and integrity, those things began to be noticed and earned the company respect and acceptance.

In building Pinnacle, Liz has focused relentlessly on service and operational efficiencies. These qualities have enabled Pinnacle to compete successfully against larger but mostly less efficient competitors. Given the volatility of gasoline and diesel fuel costs, customers welcomed Pinnacle's approach of providing fuel management services in which Pinnacle manages the order of fuel to take advantage of price declines, optimize inventories and eliminate overhead in analyzing quotations from multiple suppliers. Additionally, Pinnacle offers pricing strategies to meet customer-specific needs such as fixed price contracts to eliminate uncertainty and help customers manage risk. Flexible and longer term contract structures further differentiate Pinnacle from its larger and more rigid competitors.

From its origin in her home, Liz has grown Pinnacle into a multi-state operation, providing services in Oregon, Washington, Nevada, Texas and Florida as well as California. Ample evidence of Pinnacle's superlative performance lies in the fact that most of its geographical expansion has come as a result of client requests for its services. Pinnacle's clientele includes major utilities, construction companies and state agencies. The company has won numerous awards, including 2009 Supplier of the Year from Sempra Energy.

**HAYES DRUMWRIGHT, CEO
TRACE3**

The indomitable spirit of the entrepreneur is seldom demonstrated as clearly as it is with Hayes Drumwright. After six years of herculean effort, his first company failed. He had to face his brother, his best friends, and employees who relied on him and tell them their jobs were no more. Personal guarantees he had signed for the company vastly overwhelmed his own financial resources. It was a downward plummet that should have shattered him on reaching the bottom. Instead, he picked himself up and began to climb.

In 2002, with essentially no funding at all, he founded TRACE3. TRACE3's IT solutions reduce complexity within a client's IT infrastructure by simplifying data management, simplifying virtualization, and accelerating the network. TRACE3's specialty is customizing solutions to allow clients to leverage their existing investments while increasing utilization of human capital and equipment.

Before Hayes started, he established three critical priorities for the company: employees, manufacturers, and clients. For employees he hired only "A" players who he felt were capable of running their own businesses. For manufacturers, he focused on core companies and made TRACE3 an extension of their teams. In clients, he targeted and got Fortune 1000 companies like Mercury Insurance, Intuit, Mazda and Sony. Hayes established these principles from the beginning and has held the company to them throughout its growth.

After the experience with his first company, Hayes built TRACE3 without flooring lines, bank credit lines or personal guarantees. He adheres to a policy of writing business plans in 3 year increments and limits the overall risk to the organization. In TRACE3, Hayes showed an entrepreneur's answer to devastating adversity: he converted disaster into knowledge and used it to reforge his career and craft his new company.

TRACE3 has grown revenues every year since inception and operates five offices in the Southwest United States. A top partner with Netapp, Riverbed, F5, Symantec, 3PAR, Palo Alto and others, TRACE3 has over 700 clients in almost every vertical and adds approximately 80 new clients per year.

**ENTREPRENEUR OF THE YEAR / Finalists****JEREMY FREER, CEO & President
Angel Jet Services LLC**

Sometimes a business is dedicated to the well being of others and that's the case with Angel Jet Services (dba Angel MedFlight), the medical air transportation company Jeremy Freer founded in 2006. Jeremy was attending medical school and working as a flight paramedic. In medical air transportation he saw an inefficient system that overloaded hospital case managers and left patients stranded, waiting for their insurance companies to approve flight benefits. He formulated a vision of how a full-service company could streamline medical transportation and provide the highest standards of patient care.

Fueled by his conviction that he could revolutionize the industry, Jeremy left medical school early and prepared to launch his fledgling company with a detailed business plan and little else. He was only 25 years old, and potential investors couldn't see past the date on his birth certificate. Those in the industry doubted his resolve and scoffed at his innovations. Undeterred, Jeremy assumed personal debt to fund his company.

Those who predicted Jeremy's failure failed to account for his tenacity, his ingenuity, his determination to do the right thing, and the solid validity of his business proposition. Nationwide, case managers began to realize the advantages of using Angel MedFlight's services for patient transfers, and the company began to grow, adding an entire legal department to assist patients with insurance benefit claims. By 2007, Angel MedFlight extended its services to include international flights.

The foundation of Angel MedFlight services is its unique One Touch Promise™ that the company will provide a single source of contact for care and assistance through the entire medical transfer process. Patients, families and case managers can rely on Angel MedFlight's team of professionals to coordinate all of the necessary transportation details, communicate with physicians and contact the patient's insurance company to determine benefit eligibility and secure pre-authorization. Today, Angel MedFlight has transferred patients from five continents and fulfilled the vision that Jeremy had for it, delivering unparalleled care and safely transporting patients around the world.

**DEBORAH WEIDENHAMER, CEO
Auction Systems Auctioneers & Appraisers, Inc.**

Auction Systems Auctioneers & Appraisers came to life one night in 1995 in the sky somewhere between San Francisco and Phoenix. As she had done every week for five years, Deb Weidenhamer was commuting home from her job as a business merger and acquisition analyst. A man in the seat beside her began telling her about the rich life he had led in the auctioneering business. Deb was fascinated by his description of the world, its people and its product. One month later, she had left her job and was enrolled in auction school, learning the art of the chant (very fast talking).

Her entrance into the world of colorful characters began immediately. With no outside sources of capital, Auction Systems began operations on a shoestring budget. The first warehouse and office facility was located between a homeless shelter and a soup kitchen. After dark the population of homeless was supplemented by drug dealers. It was a challenging location to hold a public auctions and appraisal business, but Deb responded by turning adversity into an asset. She used the poor location as a selling point to clients, using advertising to create a perception that such a location would probably mean better deals for buyers. Sellers, in turn, began to notice the large number of buyers attracted to Auction Systems events and the fair prices that were obtained. Incrementally, and with ingenuity at every turn, Deb grew the business.

Into the tradition-bound, paper-based auction industry, Deb brought databases, networks and real-time updates. Auction Systems uses barcode tagging and handheld barcode readers to improve the accuracy of product tracking. Rather than seeing her company damaged by the birth of online auctioning, Deb embraced the concept. Auction Systems was the first auction firm in the Southwest to form a department specifically to market Internet auction services. Today, Auction Systems conducts simulcast auctions that operate an Internet action in parallel with a live auction and is experimenting with technology that will use holograms of auctioneers, buyers and product to conduct true virtual auctions.

Deb's relentless forward motion has built Auction Systems from an idea into the number one fastest-growing woman-owned business, and the 15th fastest-growing business overall, within the inner cities of the U.S.

**WILLIAM ECKHOLM, CEO & President
FireTrace USA, LLC**

Bill Eckholm retired in 1999, after almost 29 years in the fire protection industry. When he was asked to write a strategic business plan for a company called Firetrace, Bill realized that the company's technology could solve a problem no other product could handle and filled an untapped niche in the fire protection market. When Firetrace's ownership asked him to come on board to help implement the business plan he had created, Bill saw it as an opportunity to develop and operate a company using principles he had learned during the span of his entire career. Bill gave notice to his retirement and took over what



was fundamentally a bankrupt business. The new Firetrace was launched in 2000.

The origins of Firetrace go back to the UK in the late 1980s, when Dave Melton invented the company's proprietary fire detection tubing. The commercial potential of the product was never effectively developed, and under Bill's direction in 2002 Firetrace acquired global rights from the inventor.

While the technology has the ability to rapidly detect a fire, any such product must bear the approval of an independent testing agency, and that testing took considerable time and financial resources. Until the approval of agencies such as UL, FM or CE was received, the company was bleeding cash, and Bill and his wife found themselves covering payroll with personal loans to the company. Another challenge came in educating the industry to accept Firetrace's radical new technology. It took years of missionary work, countless presentations and dedicated volunteer effort on national fire standards before the fire protection industry was willing to embrace what Firetrace had to offer.

Throughout, Bill guided Firetrace, bringing it year-by-year from a cash-poor startup to a global success story. Bill implemented a culture of employee empowerment that has enabled speedy, constant product evolution, an edge that consistently keeps the company ahead of its competitors. Firetrace's fire suppression systems have application in an enormous array of industries, and have been instrumental in saving lives, both in the private sector and in domestic police forces and U.S. combat forces overseas. Currently, there are more than 150,000 Firetrace Systems in use worldwide.

**JAMES SCHWEIKERT, President & CEO
Liberty Distribution Company, LLC**

When entrepreneurship strikes, it can appear to others as a form of madness. Jim Schweikert was a tenured executive with Coca-Cola when he quit his lucrative job to start his own vending company. Indeed, a few years later, when debt threatened to overwhelm him and he had to borrow money from his father for food, it did seem as if his decision had been the wrong one. But Jim's father said something unexpected. He said: don't give up; you're doing the right thing. With that remarkable advice, Jim held fast to his dream, and very shortly his tenacity paid off.

Checker Auto came to Jim with a request to find a way to put snack items at their front counters so that they could profit from impulse purchases. This meant shipping candy long distances and finding a way to make sure that it arrived in perfect condition. No one was even attempting such a thing, and if Liberty was going to make this happen, Jim had to develop the technology for it. After two weeks of experimentation and a good deal of melted candy, a Jim-designed prototype arrived in Marysville, WA (the farthest Checker Auto location) in perfect condition, and a new industry was born.

More innovation followed. Under Jim's direction, Liberty developed software and flexible electronic interchange capabilities and engineered just-in-time reorder processing. Jim placed distribution centers strategically throughout the country so that 90% of orders arrive within two days of shipping. By effectively engineering a way to deliver a product that can effortlessly enhance the revenue of a retailer, Liberty Distribution created its own niche within the snack industry.

So successfully has Jim kept the company focused on its guiding principles of integrity, execution and customer service that despite a delivery schedule of over 25,000 retailers every day, Liberty requires only two customer service representatives to handle complaints. The dedication to these tenets, along with ingenuity and the courage to stay the course, have enabled Jim to build a small vending company into a thriving enterprise that leads its industry, serving customers such as PetSmart, Home Depot, Sports Authority, Sears, Office Depot, Petco, Pep Boys, Auto Zone, Best Buy, Barnes & Noble and more.

**CHUCK VERMILLION, CEO
OneNeck IT Services**

In 1997, Chuck Vermillion organized a management buyout of the enterprise solutions division of the company he worked for. Chuck and the other founders put 95% of their personal wealth on the line to create OneNeck IT Services as an IT outsourcing company. Two months later, the CFO of their largest customer was arrested for embezzlement after using OneNeck's invoices as a tool, and subsequently revenues from that customer dropped in half. It was a difficult beginning for the young company, and all too soon afterward, the "IT nuclear winter" induced by the events of 9/11 added to the challenges of keeping the business alive.

Chuck maintained the company's focus on delivering a unique customer value proposition and navigated it through these storms. The name "OneNeck" signifies the company's ability to provide a total solution with accountability and dependability. Chuck guided OneNeck to a position as a premiere enterprise hosting and managed services provider targeting mid-market companies. OneNeck's solutions and services allow customers to have a single service provider for complex and critical system implementation, integration, management and hosting. Because OneNeck's total solution approach is application independent, the company is able to customize solutions regardless of the applications on which a client is running its IT environment. OneNeck offers a depth and breadth of knowledge few other companies can provide.

In addition to deep technical expertise, Chuck has worked to ensure that OneNeck is built on the



Congratulations from the Trace3 team to our
Founder & CEO, Hayes Drumwright
for being named finalist for the
Ernst & Young Entrepreneur of the Year Award

don't go down
there alone



There are some places you don't wander into without the right person backing you up. One of those places could be your company's existing IT infrastructure. Trace3 has the expertise to guide you through rough water and avoid danger.



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ENTREPRENEUR OF THE YEAR / Finalists

core value of accountability. These qualities have earned OneNeck thousands of users worldwide. OneNeck's performance record is equally impressive. Throughout significant adversity, Chuck has kept the company profitable quarter-after-quarter since inception, and today the company employs approximately 200 employees in 6 U.S. locations. OneNeck has been voted the number one mid-market service provider of Enterprise Resource Planning and Hosted Application Management for the past three years, as well as the top mid-tier service provider of Data Center Management, by *The Black Book of Outsourcing*.

BABAK GHAZNAVI, President Paul's TV LLC

Paul's TV was founded 47 years ago by Paul Goldenberg, who developed iconic status locally as "King of the Big Screen," operating one store in Orange County, California. In May 2006, Paul retired and sold the company to a group of investors. For Paul's TV, it was the end of one era, but the dawning of a new and even brighter one.

The company's principal investor had developed a new strategy and needed someone with the skill, judgment and drive to transform the company. Such a man was found in Babak Ghaznavi, and in November 2006 he joined Paul's as its president.

The strategy was to expand Paul's retail reach by operating a store-within-a-store inside large furniture retailers that had a similar commitment to excellent customer service. The first company Babak identified that fit the criteria was Living Spaces, a respected Southern California retail chain. He negotiated a relationship, and Paul's opened its first store within Living Spaces in mid-2007. The arrangement was so successful that by the end of 2008 Paul's was located in each of their 4 stores.

This new symbiosis attracted national attention, and Babak was soon contacted by furniture chains across the country interested in joining in. One was a highly respected Berkshire Hathaway company in New England called Jordan's Furniture. By mid-2009 Babak had cleared all obstacles and Paul's had opened retail stores in each of Jordan's four locations. These achievements fueled further success, and by early 2010 Paul's had entered into a similar venture to place stores in Michigan-based Art Van Furniture. In each instance Babak worked to build trust and collaboration with the furniture company host, structuring the arrangement so that the benefits of the model were shared by both parties. At the same time, he implemented customer benefits to differentiate Paul's from the competition, services such as free same day delivery, a removal and recycling program for old TVs, and free assembly of all TV stands. In a time of serious economic challenge, Babak has taken Paul's from a small local company to a nationwide presence that will operate in 42 locations by the end of 2010.

RAJESH SHROTRIYA, CEO Spectrum Pharmaceuticals

In late 2002, a company called NeoTherapeutics was in serious trouble. Not only had its leading drug candidate failed to meet its primary endpoint in a large Phase 3 clinical trial, but the company was facing imminent bankruptcy, a Nasdaq-delisting notice, negative working capital and a host of other critical situations. It was a time for miracles, or at least miraculous entrepreneurship, and it came in the form of new CEO Rajesh Shrotriya.

Rajesh set about salvaging company resources and developing a new business plan that would redefine the company. He began by renaming the company Spectrum Pharmaceuticals, and changed its focus from Alzheimer's to



oncology, an area that would afford the reborn company numerous opportunities to address unmet medical needs with innovative new therapies.

Next on Rajesh' agenda was rebuilding the company's product portfolio, this time with novel therapies that addressed substantial commercial opportunities, therapies that could be obtained at deep discounts, through networking, and which were sufficiently advanced in the clinic as to mitigate most of the early stage drug development risk. In addition, he believed that for Spectrum to become a profitable company with a promising pipeline of late-stage innovative products, it needed to adhere to a philosophy of strict financial discipline.

The new business model resulted in Spectrum's acquisition of several drugs, including ZEVALIN®, which is FDA approved and marketed for treating non-Hodgkin's lymphoma, and Belinostat, which is currently in a registered pivotal trial for Peripheral T-Cell Lymphoma. Licensing fees for other drugs have provided critical funding for further drug acquisition and development.

The successful implementation of Rajesh' vision has elevated Spectrum Pharmaceuticals to a strong cash position with two marketed drugs and two late-stage drugs in pivotal registrational trials and brought the company from near ruin to the most vigorous point in its history.

GERALD FITCH, President & CEO Teridian Semiconductor Corporation

Jerry Fitch began working with Teridian Semiconductor in 2000, and by 2004, when he was made COO, he had a strong vision for the company. It was an idea that involved taking the business in a completely new direction, and in the fashion of great entrepreneurs, involved something no one else could see. The change Jerry proposed for Teridian required targeting a market that did not yet exist, but one that Jerry believed should and would develop.

As 2005 arrived, Teridian was operating at a loss and close to failure. Jerry put together a group of investors that included 12 Teridian employees and a private equity firm and led an acquisition of the company. The future of Teridian rested on Jerry's vision and ability to carry it out, and as the largest individual stockholder, he assumed the greatest risk.

The direction Jerry turned Teridian toward was of performing energy measurement for smart meters. He foresaw the increasing need to measure energy consumption and efficiency and shaped Teridian as a provider for that market. Today, from the utility grid to data centers and consumers, Teridian Semiconductor brings innovative system-on-chip (SoC) designs that enable measurement and communication of energy usage for greater control and efficiency.

In establishing a new company that offers a new technology to a new market, the challenges were significant. Potential customers were concerned whether Teridian would even stay in business. To persuade and educate customers, Jerry stressed communication, constantly sharing his vision and goals, making them part of the process. Jerry's passion fueled their belief, and customers began to come on board.

Just five years later, the smart energy movement has exploded, and because of its visionary leader, Teridian was already there. Teridian technology is in use today by more than 60 metering manufacturers on more than 120 metering platforms. Over 41 million units have been shipped, and Teridian owns 50% of the market share of SoC metering devices.

JOSEPH JOHN DURAN, CEO United Capital Financial Advisers

With the growth of Centurion Capital, Joe Duran had built one of the largest independent wealth management firms in the country. As president of that firm, he successfully negotiated through the setbacks and fear that followed 9/11 to sell the firm to GE. In 2005, he entered the arena again with the establishment of United Capital.

Joe started United Capital to address what he saw as a critical and unmet need for individual investors to have an objective, whole-life based approach to their financial concerns. His goal was to create a company that would give people genuine control and understanding of their entire financial lives. Nowhere to be found was a message of personal and corporate responsibility until Joe founded United Capital five years ago.

United Capital was funded with Joe's own money and with startup capital from a number of the prior investors in Centurion, who also joined the new company's Board. Several of the key personnel who had helped build Centurion eagerly joined the new effort. Through the strength of his reputation, the quality of the team he had assembled, and the compelling delivery of his vision, Joe was able to launch United Capital with four offices.

Few industry observers believed it would be possible to lead with holistic financial advice, as opposed to investment advice, as a value driver to the client. Even fewer believed that clients would pay an annual fee for such a service. In defiance of the naysayers, United Capital grew rapidly, fueled by clients who were finally getting answers about their financial lives.

During the financial chaos of 2009, Joe's independent thinking again drove United Capital's success when, instead of retrenching, as other firms were, he accelerated growth through acquisitions. United Capital's revenues grew by 100% during two of the worst years in the industry. Today the company operates 20 offices nationwide, a number projected to double within three years.

KIRSTEN MANGERS, CEO WebVisible, Inc.

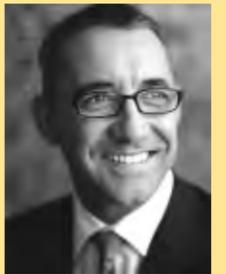
WebVisible was established in late 2001, probably the most difficult time in history to attempt to get an Internet-related business off the ground. After founding the company, Kirsten Mangers bootstrapped it for four years before she was able to get her first round of VC funding.

Kirsten was an innovator of local online advertising for small and mid-sized businesses long before it became the massive market it is today. Even in 2001, Internet advertising was confusing for a plumber or roofer who just wanted to market his company. Kirsten understood it would only get more fragmented and overwhelming as new technologies expanded how consumers searched for local products and services.

Believing that technology is meant to solve problems, not create them, Kirsten set out to bring order to the chaos. She focused WebVisible on providing a turnkey, scalable platform that helps businesses be found online by consumers searching for their products or services, no matter how they search.

WebVisible's advertising products are powered by its Geneva Technology Platform, which was named 2008 Internet Product of the Year by TechAmerica. Geneva buys advertising space across a variety of media, so WebVisible's customers get the most effective, local, targeted advertising for the money, whether their goal is to generate foot traffic, website visits or phone calls.

Kirsten's keen insight into the need for scalable, reliable, measurable avenues to connect buyers and sellers has resulted in the rapid growth and expansion of WebVisible. Despite two brutal recessions, WebVisible has experienced year-over-year growth since its inception and is the well-established leader in bringing the Internet as an advertising and customer acquisition medium to small business around the world. To date, WebVisible has served more than 100,000 businesses spread across 4,000 industry segments in 14 countries. The company's advertising campaigns have generated more than 15 billion local impressions, and partnerships include AT&T, British Telecom, Sensis and *The New York Times*.



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WebVisible makes it easy for small and mid-size businesses (SMBs) to be found online, where and how customers are looking. The leading provider of local online marketing products and services since 2001, WebVisible was among the first to pioneer the use of search as a reliable, measurable avenue to connect directly with a buyer's needs.

The company has helped more than 100,000 SMB customers from more than 4,000 industries in 14 countries to create innovative and accountable Internet advertising campaigns. SMBs partner with WebVisible directly and through its many partner companies, including Intuit, AT&T, British Telecom, and The New York Times Company.

For more information:

949.255.9677

www.webvisible.com

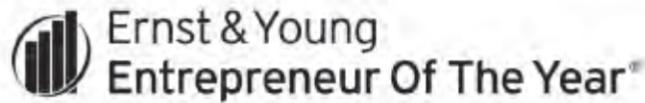
Hear Kirsten's podcast
<http://bit.ly/WVPodcast>



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