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EXECUTIVE DINING



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MAIL TO:

County Seeks Developers on 100 Open Acres in Irvine

REAL ESTATE: Ground lease likely

■ By MARK MUELLER

The County of Orange is seeking a developer to help turn a 100-acre parcel of largely vacant land at the former El Toro Marine Corps Air Station in Irvine into a mixed-use project.

County officials this week are expected to invite bidders for the opportunity to work with them on the entitlement and development of the site, which runs just east of the Santa Ana (I-5) Freeway, next to the Orange County Great Park.

The county-owned site has the potential for a variety of retail, hotel, office, apartment and other uses.

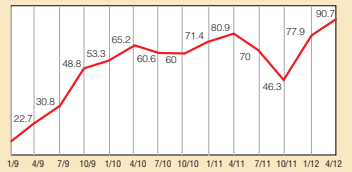
➔ 100 Acres 58



Prime position: 100 acres, marked here in yellow, located on the edge of the OC Great Park site

Better Still

OC Business Expectations Index (50 or higher signals expected economic expansion)



Local Confidence Jumps Again for Q2

ECONOMY: Cal State Fullerton executive index at 8-year high

■ By JANE YU

Optimism about the economy continues to grow along with plans for hiring among Orange County businesses, according to economists at the Mihaylo College of Business and Economics at California State University, Fullerton.

➔ CSUF 65

A Giving Sort

Coastline fundraiser: Samuelli (center) shared dais with Wahoo's Lam and Sadeghi of Lab Holding LLC



Susan Samuelli Talks Philanthropic Philosophy

■ By SHERRI CRUZ

Susan Samuelli is a philanthropic force of nature.

How else to describe a woman who recently added work on behalf of **Orangewood Children's Foundation** to a charitable agenda

that ranges from homeopathy to micro-lending in the Third World?

She jointly runs Corona del Mar-based **Samuelli Foundation** with husband Henry Samuelli.

He's a cofounder of Irvine-based chipmaker

➔ Susan Samuelli 12

Wet Seal on Arden B: 'We Have a Plan'

RETAIL: Dress specialist looks to sportswear as part of makeover

■ By KARI HAMANAKA

Arden B has long billed itself as a boutique-like destination for dresses and other party looks.

Dresses won't be enough to get the company over a disappointing sales slump that followed a bid to broaden sales. A recent mix of tunics along with cowl neck and peasant tops has hardly registered with shoppers.

The fashion miss contributed to Arden B's par-

ent, Foothill Ranch-based **Wet Seal Inc.**, seeing a less-than-desirable start to the year. It's another setback in the turnaround for the retailer, which saw \$94 million in sales last year for its 84-

store Arden B division geared to 25- to 35-year-olds, with \$526 million in revenue from its 468-store Wet Seal chain for teens.



McGalla: spent most of first year on retailer's larger chain

The lackluster performance led Wet Seal Chief Executive Susan McGalla to tell analysts last month that "we're not in any way comfortable with the current sales trends of Arden B" while assuring them the smaller of the company's chains is on her mind.

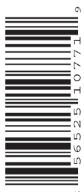
"We have a mission and a game plan," McGalla said.

Arden B competes with Urban Outfitters, Anthropologie, H&M and The Loft, among other retailers, for the attention and budgets of young women.

It's a consumer group that's tougher to crack

➔ Arden B 66

Tilly's big gain
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Ingram Chief Names Tech Maven Head of Mobile Unit

Segment Considered Key to Strategic Growth Plan

Ingram Micro Inc. Chief Executive Alain Monie has made one of his first key hires to lead a new unit aimed at capturing business in the growing mobile segment.

Michael Romero was named vice president and general manager of Ingram's North American mobile business unit, where he'll lead a growing team in sales, technical support, business development and marketing.



TECHNOLOGY

Chris Casacchia

Monie has eyed the mobile marketplace for growth since replacing Gregory Spierkel, who announced his resignation Jan. 19.

The segment includes smart phones, accessories, tablets, laptops, activation services and integrated products.

The high-margin mobile market is of "strategic importance and global growth for Ingram Micro," said Brian Wiser, senior vice president of the company's North American Specialty Solutions division.

The Santa Ana-based company is the biggest distributor of computers, software and other technology products in the world and the largest public company based in Orange County by revenue, with more than \$36 billion in sales in 2011. It relies on thousands of resellers to sell goods and services.

Monie, in his first conference call with analysts and shareholders in February, sin-

gled out growth in higher-margin specialty business lines and accelerating investments in innovation, exemplified by cloud services the company rolled out last year, among his top priorities.

Romero previously ran **Fluid Inc.**, a San Francisco-based marketing company that specializes in e-commerce and software services for venture capital and Fortune 500 companies. Other stints included executive positions with Milpitas-based **SanDisk Corp.**'s Private Label division and Mobile Retail division, and Phoenix-based technology distributor **Avnet Inc.**



Romero: worked in Bay Area most recently

RTI Sold

The assets of Anaheim electronics components maker **RTI Electronics** were acquired last month by a publicly traded electronics manufacturer in Orlando, Fla.

RTI, which makes resistors, capacitors, transformers and inductors, was bought for \$2.3 million in cash by **API Technologies Corp.** as it builds its manufacturing operations and extends its reach in the magnetic and sensor segment, said API President and Chief Operating Officer Bel

Lazar.

RTI saw about \$4 million in sales in 2011 and counts Fortune 500 customers in the audio, defense, aerospace and industrial industries. The company employs more than 100 people at its 55,000-square-foot manufacturing plant in Anaheim.

It was founded in 1972.

API, which is traded on the Nasdaq Stock Market, sees about \$110 million in annual sales. It had a recent market value of about \$200 million.

ChargeAll

Ever lose battery power on your mobile or smart phone during a business meeting, long road trip or night on the town?

Newport Beach startup **ChargeAll** has an answer, and its simple plug-in product is gaining traction in bars, restaurants and hotels across the country. The company is coming off a successful demonstration at the Nightclub & Bar show in Las Vegas, where it sold out of charging stations that allow access for up to 10 mobile devices and other consumer electronics such as the Amazon Kindle and Nintendo DS.

"I'm literally a one-man shop with my mother and brother packaging chargers," said founder Jeffrey Maganis, who left lucrative trading jobs on Wall Street and at Newport Beach-based **Pacific Investment Management Co.** to start his own company.

The University of California, Irvine, alum crafted the idea for a universal charging

port with friends during a music festival more than three years ago. Today the ports can be found at more than 1,000 locations in the U.S., including the Cheesecake Factory in Fashion Island, Charlie Palmer at South Coast Plaza, The Viper Room in West Hollywood, Long Beach Memorial Medical Center and a slew of Las Vegas hotels.

To spread the word Maganis has given away many of the charging stations and taken to Twitter and other social networking sites to build a following. The company sells a host of ports on its website, ranging from a \$20 wall charger to a \$120 LED charging station.

ChargeAll is in discussions with beverage companies and others, as it considers advertising-related streams as possible sources of additional revenue.

As for the user experience, Maganis stressed, "I really like the idea for free cell phone charging."



Charging station: ChargeAll product for road warriors

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