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Water's Fine Marina Ownership Murky

By PAUL HUGHES

We reported Aug. 28 on several members of the two teams bidding to renovate Dana Point Harbor for an estimated \$200 million. At that price there will be barnacles, and they'll be scraped.

Part two here looks at the depths of the issue and how navigational difficulties don't deter exploration by everyone from boaters to billionaires.

The numbers and major players involved in Orange County's waterfront point to a pickup in local marina work.

Data from the **National Marine Manufacturers Association** in Chicago show there are about 24,000 boats in
 ➔ **Marinas 9**



Real property: HB marina sold to affiliate of VR entrepreneur for \$35M

Irvine Slow-Growth Measure Targets Area Developers

BALLOT BOX: Similar to Costa Mesa; aiming for '18 vote

By MARK MUELLER

A slow-growth ballot measure has been proposed for Irvine, which if passed would quickly put a chill on development for Orange County's third largest and fastest-growing city.

A pair of residents that live in the Turtle Rock area of the city, operating as Irvine for Responsible Growth, recently filed with the city a proposed initiative



Wagner: mayor says slow-growth proposal 'won't solve the problem'
 ➔ **Irvine 34**



OCFA's Task Force 5, one of 28 FEMA search and rescue teams. It has been in Texas over a week; 45 firefighters, 1,000-plus rescues

ORANGE COUNTY FIRE AUTHORITY

OC Responds to Harvey

Some Businesses Here Suffer Losses; Many Open Hearts and Wallets

By CHRIS CASACCHIA

While several Orange County companies assess the damage of operations, equipment and property from Hurricane Harvey, others are pulling resources to provide relief for as many as 30,000 displaced residents in southeastern Texas and the Louisiana Gulf Coast.

More than a dozen big employers in the region with headquarters here told the Business Journal last week that they had not reported any deaths among their workforces, though hundreds were forced to flee their homes and seek shelter elsewhere as the storm dumped nearly 52 inches of rain in some areas through Aug. 30, setting a record in the intercontinental U.S.

Irvine-based **Taco Bell Corp.**'s Employee Hardship Fund is assisting workers who have been affected by the hurricane, which unleashed 130 mph winds and inundated about 20,000 square miles in 72 hours.

➔ **Harvey 10**

Mortgage Industry Toys With Lowering Down Payments

By PETER J. BRENNAN

Orange County's **Credit Union** is bringing back one of the villains of the 2008 financial crisis—the no-money down payment mortgage.

“As our members were trying to save for a down payment, the average house was appreciating 5.4%, and it would cost them thousands more,” said **Carlos**

➔ **No Down 24**



Miramontez: 'we're not nervous,' says credit union lender of no-money-down mortgages

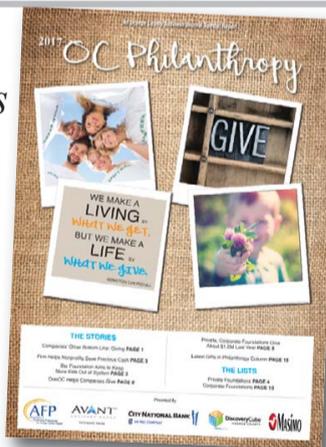
Firms Tally Up Value of Workers' Giving: Priceless

By KIM HAMAN

One hundred and twenty. That's how many **Beckman Coulter** employees arrived at Benjamin Beswick Elementary School on a sunny day in February, eager to get to work. The plan: to freshen up and revive the aging Tustin campus.

The students were excited by the arrival of the throngs of volunteers from the Brea-based medical device maker, wel-

➔ **Employees 33**



OC's Philanthropy 2017: stand-alone report

Hurley Hit With Layoffs For Leaner, Faster Nike Innovation

By MEDIHA DIMARTINO

A strategy shift at **Nike Inc.** translated into a recent wave of layoffs at Costa Mesa-based subsidiary **Hurley International LLC**. The surf apparel brand parted ways with about a dozen employees and transferred others, including several sales and marketing executives.

In June Nike announced what

➔ **Hurley 34**



Parker: status quo 'not a winning proposition'

11 PIMCO event discusses role of women in money management



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12 **Executive Dining:** Island Hotel eateries focus on healthy

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Employees

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coming them with a rally as “Eye of the Tiger” played in the background. The volunteers were divided into groups, each with a different assignment.

Just over five hours later, the campus playground was transformed, the blacktop now dominated by a large, colorful U.S. map the volunteers had painted. Agility courses and blacktop games were freshly painted, and a large, eye-catching keyboard had been added. Inspirational quotes adorned the school, while painted bobcat paws, in honor of its mascot, traced a path around the grounds.

The playground wasn’t the only area of the school to be given a fresh facade. While some of the volunteers had been brightening the campus with paint, others cleaned and refurbished the teachers outdoor lounge.

Beckman Coulter employees’ time—600 hours, all told—would have cost more than \$16,000 on the clock if it hadn’t been for their volunteer spirit. But of course, such things aren’t measured in dollars, but in how the volunteers feel to have contributed to their community’s quality of life.

Caring About the ‘Why’

For the better of a decade, Beckman Coulter has actively sought and encouraged associates’ participation in charitable work through the Beckman Coulter Foundation, which serves as the firm’s philanthropic arm. Employees are encouraged to participate in events in the communities where they live and work, and the foundation matches the money they raise for up to \$100 per employee, per event.

For companies like it, the move is a smart strategy, says **Dan McQuaid**, president and chief executive of **OneOC**, a Santa Ana-based nonprofit organization that provides volunteer, training, consulting and business services for other nonprofits while operating the Center for Business & Community Partnerships.

“For years, large companies took a confetti approach to their philanthropic outreach,” he says. “They wrote checks to organizations because it was good to do. Now companies are much more strategic. They recognize that they have employees with skills who can be engaged through volunteering and therefore bring their knowledge and resources to different nonprofit initiatives that align with their own.”

Beckman Coulter, for example, supports nonprofits whose visions reflect its own: science, science education and healthcare-related research that improves patient health and the quality of life.

Newport Beach-based **Pacific Life Insur-**



Mapping out volunteerism: Beckman Coulter employees spiffed up Benjamin Beswick Elementary School’s campus this year

ance Co. has a similar approach. It’s a founding sponsor of two prominent longtime fundraising events in Orange County, the Susan G. Komen Race for the Cure and the AIDS Walk Orange County. Through its Pacific Life Good Guys program, which supports health-related nonprofits in OC, greater Omaha, Neb., and greater Lynchburg, Va., employees have donated 10,200 volunteer hours and taken part in 197 events, according to the company.

“Employees take pride in working for a company that not only gives back, but mirrors their values,” says Pacific Life Foundation President **Tennyson Oiler**. “For us, philanthropy is more than just making a donation. It’s about living our values.”

Charles Antis, president and founder of Irvine-based **Antis Roofing & Waterproofing**, echoes the sentiment. “The most important discovery I have made is that people care about the why,” he says. “With us, philanthropy involves the whole team. We sit down, we talk about it. We support causes that are close to our employees’ hearts.”

Last year alone, the company donated more than \$145,000 through cash and in-kind donations to over 20 nonprofit organizations, including **Habitat for Humanity of Orange County**, **Alzheimer’s Orange County**, **Orange County Ronald McDonald House**, **Boys & Girls Club**, **Boy Scouts of America**, **Pediatric Cancer Research Foundation** and **Families Forward**.

Each year, Antis donates 10 large-scale maintenance projects and 100 leak repairs for families enduring hardship, and honors all employee requests for pro-bono work to aid a family in need, the company says. It’s provided every roof installation for every Habitat for Humanity home in OC for the past eight years.

“None of this would be remotely possible

without our employees,” Antis says. “They do this because it matters to them.”

Boon to Bottom Line

Giving can also benefit a company’s bottom line. Antis says he’s surprised by how much his business has grown revenue-wise in the past two years or so since it became a more visible player in the philanthropic community.

“The more we give away, the more we get back. We’re on track to have our biggest year ever.”

Antis says his employee retention rate has grown to 93% in the past year. “In this industry, there is a lot of turnover. Not at Antis. People stay. They look forward to work because it’s about more than just making money.”

Research illustrates the connection between companies that give back and happy employees. Corporate training firm **Dale Carnegie Training** partnered with **MSW Research** to dig deeper into the factors that create engaged employees. The 1,500-person nationwide survey discovered that one of the top three drivers of employee engagement is the pride of working for a company that gives back to the community—54% cited that as the reason they stay with a company. The study indicates that it gives them a sense of purpose.

The Millennial Question

For the millennial generation, a sense of purpose is especially important.

“New graduates definitely take this into consideration when choosing what company to work for,” says **J. Mark Maier**, associate professor of leadership in the College of Educational Studies at **Chapman University**. “It is part of their value system. It’s who they are. And they expect companies to provide opportunities to continue this in their ca-



Putting a roof on it: Antis Roofing & Waterproofing President Charles Antis with two employees volunteering their time at Ronald McDonald House in Orange

reers.”

He points to the annual College Senior Survey, a national poll by the Higher Education Research Institute at the **University of California-Los Angeles**. Results show 83.5% of Chapman’s 2015 graduating class cited “helping others who are in difficulty” as an “essential or very important” personal goal. Seventy-six percent performed volunteer work while in college, and 59% planned to engage in volunteerism after graduating.

A 2015 Deloitte millennials survey shows that “a sense of purpose” is part of the reason they choose to work for their current employers. Corporate volunteerism provides ways for employees to utilize the skills they’ve gained through their careers to make a difference in others’ lives.

The American Charities Snapshot 2017 also bears that out, showing that 58% of millennials want to work for a company that supports giving and volunteering.

Essential Need

Community outreach and philanthropy can take many forms, from refurbishing schools to sponsoring community walks to building roofs. And it’s not limited to large companies. Small and medium-sized companies are actively pursuing philanthropy that goes beyond “writing a check” by involving employees in their community outreach efforts.

From repainting a neglected playground to donating a brand-new roof to sponsoring a health walk, employees are taking a more prominent and active role than ever in helping make life better in the communities they serve.

“People want to work here because they value what we do,” says Antis. “They value being part of something bigger, something with purpose.” ■

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