

Business etc.

STATUS UPDATE



Angela Ratzlaff has the latest on movers and shakers in Orange County.

Send items about business expansion, milestones and promotions to Angela Ratzlaff at aratzlaff@ocregister.com



MINDY SCHAUER, STAFF PHOTOGRAPHER

Dr. Richard Van Etten, director of UC Irvine's Chao Family Comprehensive Cancer Center, has been named co-chair of the Leukemia & Lymphoma Society's Orange County Light the Night Walk, an annual fundraiser.

ON THE MOVE

Terry Belmont, chief executive officer of **UC Irvine Medical Center**, was named corporate chair of the California Southland Chapter of The Leukemia & Lymphoma Society. Richard Van Etten, director of UC Irvine Chao Family Comprehensive Cancer Center, has been named co-chair of LLS's fundraising annual event, Orange County Light the Night Walk.



Belmont

Buchalter Nemer, a law firm based in Los Angeles, hired two attorneys and added a new shareholder to its Irvine office. Lee Parish joined the firm as special counsel in the bank

and finance practice group. Scott Schoffel joined the office as special counsel in the firm's health care practice group. Jason Goldstein, who was recently named a shareholder, is now a member of the firm's litigation practice group.

Chris White was hired as director of sales and marketing for Southern California at **Starwood Hotels and Resorts**, a Connecticut-based hotel and leisure firm. He will oversee luxury properties including the St. Regis Monarch Beach in Dana Point, the U.S. Grant Hotel in San Diego, the Westin San Diego Gaslamp Quarter, the Westin Mission Hills in Rancho Mirage, the Westin South Coast Plaza in Costa Mesa and Sheraton San Diego. Before his

new job in California, White most recently served as director of marketing at the **Four Seasons Resort Hualalai** in Hawaii.

Matt Marquis is the new chief executive at **Pacifica Hotels** in Irvine.



Marquis

Marquis, who will succeed his father, Dale Marquis, served as the company's president for the past seven years and will continue in that role. He has been with the Pacifica Hotels since 1997. Dale Marquis founded the company in 1970 and will be moving into a role as chairman of the board of directors.

Spending in plans for small firms in 2015, survey says

Hiring, spending and healthy business finances were all on the agenda of Southern California small-business owners surveyed by U.S. Bank.

The annual U.S. Bank report on small firms surveyed 3,202 owners who make less than \$10 million in revenue across 10 states and found that overall owners are more upbeat about the economy and businesses are stronger now than any other time this decade.

"The economy is going really well, not just in Orange County but in Southern California," said Wallace Walrod, Orange County Business Council's chief economic adviser, who had no participation in the survey. "Small businesses are doing really well right now."

One of the report's key findings showed that small-business owners are embracing delivery of their products and marketing through social media and mobile platforms. Of those polled across the 10 states, 75 percent of respondents said they adopted some type of mobile solution into their business strategy, while 67 percent said they use social media to scout for talent, market their business and make connections.

In Southern California, owners are also feeling better about the economy this year compared with last. Only 18 percent of respondents said they feel the national economy is still in a recession - 15 percentage points fewer than those who thought the economy was still in a recession in 2014, the study found.

Business owners here were more pessimistic about growth when compared with their Northern California counterparts. Among those in Northern California, 13 percent of respondents said the economy is expanding, while only 6 percent of Southern California respondents felt the same.

When it comes to the impact of the Affordable Care Act, far fewer Golden State business owners said the legislation will have a negative impact on their business in the long term when compared with respondents last year.

In 2014, 56 percent of small-business owners in Southern California said the changes in health care will affect their business negatively. This year, they have a more positive outlook. Only 38 percent of owners in the region said the changes will have a negative impact on their business, while 26 percent said it will have a positive impact.

U.S. Bank released its findings May 6.

- Lauren Williams

MILESTONE

Natalie Meeks, public works director for the city of Anaheim, was named a top 10 public works leader of the year by the American Public Works Association. Each individual included in the top 10 will be honored during an awards ceremony in Phoenix. Meeks also will be presented with an award during a reception at the Anaheim City Council meeting on Tuesday.



Meeks

J. Douglas Moran, a financial adviser for **Merrill Lynch**, was recognized by Barron's magazine in its annual

"America's Top 1,200 Advisors: State-by-State" list. Moran, who has been working for Merrill Lynch for 18 years, divides his time between Wayne, Pa., and Laguna Beach.

Orange County Technology Action Network, or OCTANE, recognized Concordia University Irvine master of business administration student Erica Solis at the Technology Investor Forum on May 5. Solis is co-founder and vice president of product and marketing for financial technology startup **MovoCash**, which was selected as one of the 10 best in innovation of high technology startup companies. MovoCash was founded by her father, Eric Solis, in April 2014.

COMING UP

The **U.S. Postal Service** will host a group of workshops for small-business professionals at the 2015 National Postal Forum: Emerging Business Symposium. The event will take place from 9 a.m. to 3 p.m. Wednesday at the Anaheim Convention Center and Anaheim Hilton Hotel. The keynote speaker will be Bill Shea, manager of **Wine Country Gift Baskets**. Admission is \$49. To register, visit NPF.org and select Emerging Business Symposium.

Dilbert



Talk to us

Send your comments, story ideas and tips to Business Editor Bernard Wolfson at moneymatters@ocregister.com.

Letters can be sent to: Orange County Register, c/o Business section; 625 N. Grand Ave., Santa Ana 92701. Items will be published on Page 2 and will be subject to editing for grammar and length.



Send announcements and calendar items to moneymatters@ocregister.com



3 DAY BLINDS
YOU'LL LOVE THE TREATMENT

CUSTOM BLINDS, SHADES, SHUTTERS & DRAPES

FREE INSTALLATION*

ON CUSTOM BLINDS, SHADES, DRAPES & DECORATIVE HARDWARE

Call To Schedule Your **FREE** In-Home Design Consultation

949-226-6627

PERSONALIZED EXPERIENCE | FAST SERVICE | TRUSTED BRAND

*For showroom or in-home design consultation orders, this offer must be presented at the time of purchase. Offer valid on residential base installation of 3 Day Blinds and Hunter Douglas brand products only. Offer excludes Special Orders, outside manufacturer brand Draperies, Window Film and Shutters. Minimum purchase on applicable products of \$750 required, excluding sales tax, shipping and handling. Not valid on previous purchase or with any other offer or discount. Offer Code EDPE. Offer Expires 5/31/15.

AZ State Contractor's License ROC 264398. CA State Contractor's License #943877. OR State Contractor's License #189332. WA State Contractor's License #3DAYBDB914PZ. © 2015 3 Day Blinds Corporation.