Name Game at Montage; Gillman Shows for Cove

Can't blame anyone for doing a double take on the lineup for the Oct. 19-21 run of the **Wall Street Journal**'s **All Things Digital** conference at the **Montage**, where **Apple** CEO **Tim Cook** gets top billing and a star-studded undercard includes **Tony Hsieh** and **Chris Cox**. That's Tony Hsieh of **Zappos.com**—not the Foothill Ranch-based serial entrepreneur of the same name who's planning an IPO for his **loanDepot Inc.** (see related Addendum item, page 14). And the Chris Cox on the schedule is the chief product officer for **Facebook**—not the former congressman and SEC chief who's a partner at **Morgan Lewis & Bockius** in Irvine … Word of the local Hsieh's IPO broke late last week, offering another example of OC's emergence as a key locale for Chinese and Chinese-American businesspeople—a trend noted in greater detail by our **Chris Casacchia** on page 1 … Anyone else notice that the same **Jordan Spiegel** who's said to have a small stake in **OC Register** parent **Freedom Communications** turned up as president of **Mount Flag Media Investment LLC**, a hedge fund that lists Dana Point as its HQ and last week revealed it had accumulated a 5% stake in **Tribune Publishing**, the Chicago-based parent of the **LA Times**? The Insider hears Spiegel's holdings aren't big in either case—but they got a boost when shares of Tribune Publishing rose about 20% in the days following the disclosure of Mount Flag's stake. Caution: the run up was almost certainly driven more by news that **Gannett** agreed to pay $280 million for the **Journal Media Group**, which owns dailies in Milwaukee, Memphis and 15 other markets—a 40% premium on the chain's shares … Impressive formal opener last week for **The Cove**, a project of **UCI**'s **Institute for Innovation** at University Research Park, where the presence of Chancellor **Howard Gillman** ensured that several hundred visitors got a clear impression of the school's rekindled commitment to connecting its vaunted research capacity to the potential of OC's community of business … Institute for Innovation Executive Director **Richard Sudek** was probably familiar with one of the teams pitching startups to potential investors at the grand opening—representatives of the Chicklabs incubator that took shape on the **Chapman University** campus when he was head of the **Leatherby Center for Entrepreneurship & Business Ethics** there (see related story, page 3) … Put **Pimco** down as an undoubtedly reluctant leader on a trend that's likely to crop up in corporate life in coming years: generational tensions wrought by Baby Boomer execs who are staying healthy, sharp and on the job beyond the traditional retirement age. The lawsuit filed last week by **Bill Gross**—who seeks at least $200 million over his departure from Pimco last year, and lists a generational divide at the firm as a key factor in the bitter split—could be taken as a handy frame for a larger debate. What are the chances that lengthy legal proceedings will add fuel in coming months? Neither side seemed to be in a mood to sit down for settlement talks last week … The Insider hears that **Tesla** isn't the only auto brand with an interest in the Irvine Company's 200 Spectrum building. See **Mark Mueller**'s story on page 1 for more on Tesla's role—and stay tuned for more as the new building rises.

Condos Now Proposed for Fashion Island Carwash

REAL ESTATE: 49 units would be latest for-sale project

By MARK MUELLER

Land in Newport Center that holds a carwash and that was once eyed for a boutique hotel now is being considered for a condominium project.

Newport Anacapa Associates LLC, owner of the Newport Beach Car Wash since early last year, has proposed razing the commercial buildings on the 1.3-acre site and building 49 luxury condos in their place.

The city's planning commission held an early-stage study session on the proposal last week. A public hearing is tentatively scheduled for Oct. 22.

Initial plans filed with the city envision a six-story condo building with multiple floors of underground parking.

The 150 Newport Center Drive site is on the southern end of Newport Center Drive at Anacapa Drive next to Newport Beach-based

➡ *Carwash 10*

Rendering: latest proposal for 1.3-acre site

Incubator to Back, Build Female-Led Startups

ECONOMY: Chapman-based group led by serial entrepreneur

By KATE SCHWARTZ

Orange-based incubator and start-up accelerator **Chicklabs Inc.** has considerable goals: launch female-led and owned businesses, make a name for itself in the niche market of consumer products, and mentor Chapman student-entrepreneurs in the process.

Chicklabs gets office space for free at the campus of Chapman University in Orange, where it mentors students, and takes equity stakes in startups as payment for its resources and services.

Chicklabs is led by its founder and chief executive, **Kirsten Mangers**. Its team members describe Mangers as the "mother hen." She founded the firm two and a half years ago after ending her career as a self-proclaimed serial entrepreneur.

Mangers to VCers: "tell me why you don't write checks for chicks"

"I had just successfully exited the most recent company I had created and was doing some consulting, served on a few boards, but wasn't finding any normalcy or authenticity in what I was doing at the time," said Mangers. "My husband finally had an intervention and told me I had become that girl with a freeway sign that said, 'Will Work for Stock.' He was right, and that's when I decided to turn it into something."

Mangers got an early start on entrepreneurship, launching her first company when she was 25 years old so that she could be more available for her newborn daughter. She sold the company when she was 30 and went back to work on the corporate side of a tech company—hiring on as one of the first five employees at what is now known as **Yellowpages.com**.

➡ *Chicklabs 8*

Moshayedi Scores on Retail Rebound in IE

REAL ESTATE: $147M price for Chino Hills center up 55%

By MARK MUELLER

A bet on the Inland Empire retail market in 2010 has paid off well for **MX3 Ventures**, a Newport Beach real estate investor with ties to former Santa Ana-based storage device maker **STEC Inc.**

MX3 recently closed on the sale of Shoppes at Chino Hills, a 377,966-square-foot mall in the southwestern part of San Bernardino County.

Moshayedi: former STEC chief executive's MX3 Ventures boosted occupancy from less than 80% to near full

Dunhill Partners Inc., a Dallas-based investor that owns and manages more than 5 million square feet of retail properties across the country, paid $147 million for the mall in one of the larger stand-alone shopping center sales in Southern California this year.

It's the third California retail property for Dunhill Partners, which also has holdings in Riverside and Vacaville, according to the company's website.

The deal works out to a price of about $389 per square foot for the center, which is next to the Chino Valley (71) Freeway and

➡ *Chino Hills 7*

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