

# ADDENDUM

Other items of interest  
Orange County Business Journal  
Vol. 40, No. 2

Compiled by Hannah Mitchell

## ► AEROSPACE

An affiliate of private investment firm **Admiralty Partners Inc.** acquired **General Electric's** Santa Ana aerospace business unit and plans to maintain it at its present location under the name **Integral Aerospace LLC**, according to news reports. Terms of the deal were undisclosed. The operations produce systems and components for military and commercial aircraft. Admiralty invests in the aerospace, defense and federal information technology industries.

## ► EDUCATION

The third president of **California State University-Fullerton**, **Jewel Plummer Cobb**, died on New Year's Day at age 92, the school said. She was the first black woman to head a major university west of the Mississippi River, CSUF said, and worked to expand the school during her 1981 to 1990 tenure. She had been suffering from Alzheimer's disease.

## ► INSURANCE

**Confie Seguros** bought **Auto Insurance America**

## ECONOMIC INDICATOR



**MIXED:** OC-based automakers' sales to close out 2016. Most grew sales for the full year while all were down or flat in December, reflecting a slowdown that appears to be taking hold nationally. **Kia Motors America Inc.** in Irvine reported its all-time best annual sales at 647,598, up 3.5%, but was flat in December. **Hyundai Motor America Inc.** in Fountain Valley had its seventh consecutive year of record U.S. sales at 775,005, up 1.7%, though December sales were down 1.9%. **Mazda North American Operations** in Irvine sold 297,773 for the year, down 6.7%, and it was down 1.8% in December. Cypress-based **Mitsubishi Motors North America Inc.** sold 96,267 last year—its best year-end total since 2008 and up 1% year-over year. It was down 6.4% in December.

**Corp.** on undisclosed terms. The Huntington Beach-based national broker of personal and commercial insurance is a portfolio company of **ABRY Partners** in Boston and lists Hackensack, N.J., as an administrative headquarters. Auto Insurance America provides nonstandard auto insurance in Nevada, New Mexico and Arizona, its website said, and was owned by **Western National Mutual Insurance Co.** in Edina, Minn. The buy extends Confie's Southwest reach following the purchase in December of

**Oasis Insurance** in Mesa, Ariz., with entry into Reno, Nev., and New Mexico, a new state for the broker.

## ► HEALTHCARE

The state health department penalized three Orange County hospitals for licensing requirement violations that put patients at risk of injury or death. **St. Joseph Hospital** in Orange was fined \$66,000, **Anaheim Regional Medical Center** \$47,000, and **South Coast Global Medical Center** in Santa Ana



**Wine opener: rechargeable model among products distributed by The Sharper Image brand, which Irvine-based ThreeSixty Group acquired**

\$50,000.

ucts to major retailers in over 70,000 retail stores.

## ► MANUFACTURING

**ThreeSixty Group Inc.** in Irvine acquired **The Sharper Image** brand from **Iconix Brand Group Inc.** in New York for \$100 million in cash. Sharper Image distributes lifestyle, electronics, wellness, fitness and travel products through a variety of department and specialty stores. ThreeSixty had licensed the Sharper Image brand from Iconix since 2008 to sell radio-controlled drones, men's gifts and gadgets, electronics, slippers and home decor. ThreeSixty designs, manufactures and distributes consumer prod-

## ► REAL ESTATE

The state Supreme Court heard oral arguments last week on the legality of Newport Beach's approval of a home development at Banning Ranch. The city approved the project on 401 acres five years ago. The California Coastal Commission several months ago denied a plan for nearly 900 homes, a hotel and retail there. The court's decision, which could come in April, could postpone efforts to pursue a revised plan, which is being contested in a separate court

case. The **Banning Ranch Conservancy** opposes development on the property.

## ► RESTAURANTS

**Bill Craig**, founder of Hawaiian-themed Newport Beach restaurant **Billy's at the Beach** and a 1964 Olympic gold medalist in swimming, died on New Year's Day at age 71, according to news reports. Craig opened the eatery in 1993 and sold it to friend and car dealerships owner **Fletcher Jones** in 2011. The restaurant was closed on Jan. 3 in observance of his death. Craig had suffered from Parkinson's disease.

## FREE DAILY UPDATE

The best source for the latest local business news. Prepared by the editors of the Orange County Business Journal and sent to you by e-mail every business day.

Sign up now at [ocbj.com](http://ocbj.com)

# Partnership Attempts to Capture Missing Fans in Action

## TicketSocket Looks to Lure Couch Potatoes

**A** Newport Beach-based company that facilitates the issuance of events tickets has partnered with a cloud-based network to offer registration and tickets for online broadcasts of live events.

**TicketSocket** connected with Mountain View-based **BlueJeans Network**, a video communications service connecting people across a wide range of devices and conferencing platforms. Events planners, through BlueJeans' integration with Facebook Live, can stream live, interactive broadcasts and augment them with TicketSocket's marketing tools.

TicketSocket said it wants to help events organizers create a new revenue stream by enticing viewers who might not be able to attend a live event to buy tickets for live streaming, with the goal of increasing virtual attendance, co-founder and President **Mark Miller** said.

Examples of events are Tony Robbins Live and League of Legends gaming tournaments.

The partnership comes as events organizers, brands, and businesses look for ways to increase attendance beyond the limitations of physical venues and to boost event exposure for sponsors, he said.

"TicketSocket hopes to create a new marketplace for event attendees, from the comfort of their office or home, while not

missing out on the action," Miller said via email. "Any industry can benefit from this, including free and paid events, business seminars, e-sports tournaments, as well as VIP entertainment concerts and performances."

TicketSocket was formed in 2012 and officially launched in 2013. It employs more than 30.

## Car Repair Convenience

On-demand services for cars are gaining traction in OC. The Business Journal in December reported on **Loil**, an on-demand, mobile service that recently started offering oil changes, with the intent to expand into repair work.

**Trusted Mechanix**, started by **Jarrett Rogers**, 25, takes the idea a step further with on-demand, mobile auto repair, ranging from brake changes to engine replacement, and everything in between, as well as preventive maintenance.

Rogers said he was inspired to start it after seeing his mother "being taken advantage of" by an auto shop in San Diego and his general perception of a lack of trust and transparency in the auto repair industry.

"Our company is not looking at how much we can make off you, but at keeping customers for a lifetime," he said. "We want customers walking away thinking we have their best interests at heart. ... We're not going to try to upsell you something you don't need."



**Miller: offering meant to help fans avoid 'missing out on the action'**

Rogers said he finds mechanics through his friends and via word of mouth. Many of them had already been working as mobile mechanics or worked at dealerships, he said. They work for his company as independent contractors.

Trusted Mechanix' customers can set up appointments through its website until its app is ready, Rogers said. By the end of the first quarter, customers will be able to receive a quote through both the app and website, he added. He said he wants to ultimately expand the service to other areas in Southern California and beyond. He's bootstrapped the company himself with an amount he wouldn't disclose.

## Profs Honored

**University of California-Irvine** engineering professor **Michelle Khine** and Provost, Executive Vice Chancellor, and Distinguished Professor **Enrique Lavernia** have been named 2016 fellows of the **National Academy of Inventors**. The distinction is bestowed on academics who've demonstrated a "prolific spirit of innovation with outstanding inventions that have made a tangible impact on quality of life, economic development and the welfare of society," UCI said in a statement.

Lavernia is a professor of chemical engineering and materials science. His research has led to 12 patents, two of which are pending. Khine, a professor of biomedical engineering, has developed low-cost, manufacturable approaches to micro- and nanotechnologies for diagnostics, drug discovery and wearables.

They will be inducted in April as part of the National Academy of Inventors' sixth an-

nual conference in Boston.

## More Innovators Lauded

Three **California State University-Fullerton** seniors have been named University Innovation Fellows by a program of the same name established to empower students to become agents of change at their universities.

**Vanessa Ganaden, Lorenzo Santos** and **Steven Debolt** are among the newest class of fellows selected from 49 higher education institutions in four countries. They'll soon head to **Stanford University**, where the program is based, for presentations.

Ganaden is majoring in business administration-marketing and entrepreneurship. She's president of the Student Innovation Collective, which facilitates multidisciplinary departments to work together on project-oriented activities.

Communications-advertising major Santos is co-founder of Sigma Upsilon Mu, a co-ed fraternity formed to inspire entrepreneurs. Debolt is studying business administration-entrepreneurship.

They are the second group of students from CSUF to be selected for the program, created in 2012 as part of the National Center for Engineering Pathways to Innovation, which is funded by the **National Science Foundation**. The program is operated as part of Stanford's **Hasso Plattner Institute of Design**. Plattner is co-founder of Germany-based **SAP SE** software company and a part-time resident of Orange County.



Sign up for breaking startup news updates at [ocbj.com](http://ocbj.com)

## STARTUPS

Deirdre Newman