



Prime Mover:
Laura McHolm
at NorthStar
Moving in
Chatsworth.

PHOTO BY MIKE BAKER

Builders Balk at Calabasas Rules

REAL ESTATE: Complex process, resident resistance stall projects.

By **CAROL LAWRENCE** Staff Reporter

Residents and motorists on the 101 freeway can enjoy beautiful views of the hills in Calabasas. But for anyone who wants to build anything there, that presents a major obstacle, especially along a section of Las Virgenes Road designated a "scenic corridor."

A multi-layered approval process, a limited supply of buildable sites and stiff resistance from residents have made Calabasas projects a battle of attrition for developers.

"I don't think those people want anything built," said **Richard Weintraub**, whose hotel project is one of three that illustrate the Valley city's barriers to growth.

Please see **REAL ESTATE** page 6

Career Preppies

EDUCATION: Seventh-graders take first step to health jobs.

By **IRIS LEE** Staff Reporter

How young is too young to start a career? Educators in Palmdale think it's always better to stay ahead of the curve.

This fall the new **Palmdale Preparatory Academy** will open its doors to 100 incoming seventh-grade students who will participate in a

Please see **EDUCATION** page 31

WOMEN CEO STORIES

Valley entrepreneurs follow diverse roads to success

By **HELEN FLOERSH** Staff Reporter

She has moved **Jennifer Lopez** and **Angelina Jolie**. Her employees have passed screenings by the Israeli secret service. And she's the proud owner of a 10,000 gallon tank of biodiesel fuel.

Meet **Laura McHolm**, president of **NorthStar Moving Co.** in Chatsworth. She's

among the 40 female entrepreneurs whose names appear on the Business Journal's annual list of Women-Owned Businesses.

From staffing firms to engineering consultancies to moving companies, these women-owned enterprises have followed different, often difficult paths to success.

So their founders speak from experience when they offer advice to other business

starters in a series of profiles accompanying the list.

"You're not selling, you're solving people's problems," said McHolm, whose company ranks eighth. "If you build your business from being of service to people, the sky is the limit."

Please see page 11

Cameras Ready to Roll in Converted Warehouse

ENTERTAINMENT: Partners see demand for Crimson Studios.

By **MARK R. MADLER** Staff Reporter

Even before construction was complete at **Crimson Production Studios**, producers were stopping by to look at the five soundstages and adjoining offices. Some took the next step and signed contracts to lease the space.

For **Richard Reilly**, one of the four business partners in the new Chatsworth facility,

that shows strong demand for soundstages in the Los Angeles region powered by an increase in television shows shooting here.

Entertainment industry professionals credit two things for the boost in television shoots – the state's expanded production tax credit program and the growing number of streaming services such as **Netflix Inc.**, **Amazon.com Inc.** and **Hulu** needing content.

"If it is economically feasible, your preference

Please see **ENTERTAINMENT** page 34



PHOTO BY MIKE BAKER

Staged: **Richard Reilly** between studs.

Business Journal Wins Top Award

PUBLISHING: SFVBJ honored as 'Best Newspaper' in its class.

The **San Fernando Valley Business Journal** was awarded a top journalism honor recently when it won the Gold award for Best Newspaper in a competition sponsored by the main trade association of business journals.

Please see **PUBLISHING** page 31

MAIL TO:

9

Publicity Pro

Former journalist **John Lockhart** talks about managing the reputations of clients.



36

Life in a Beer Barrel

Enjoy another round at **Idle Hour** bar in North Hollywood.

38

Double Take on Public Storage

How can two analysts come to opposite conclusions on a stock?



The only source of knowledge is experience.

— Albert Einstein

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Bone Maker Consolidates Collection

New home to display skeletal holdings from fossils to forensics.

Spread out like a disjointed skeleton amongst several small buildings at its Canoga Park facility, human and animal bone replicator **Bone Clones Inc.** wants to be whole again.

Over its 23-year history, the manufacturer of lifelike bone, skull and skeleton reproductions for universities, museums and the entertainment industry leased more space as needed rather than move. But now it's time for consolidation, said **Gita Kronen**, co-founder of the company.

"We don't want to continue adding because it's fragmented," she explained. "We want to get it under one roof, and we're going to be adding about 6,000 square feet."

The new site will be nearly 20,000 square feet and allow the company to better fit its tallest replications – like the 12-foot-tall extinct short-faced bear. Also, Bone Clones will get a larger showroom to exhibit some of its several-thousand-piece inventory for visiting school groups, and more space for new employees it has hired after



Fierce: Replica of sabretooth cat skeleton made by Bone Clones in Canoga Park.

last year's 15 to 20 percent growth, Kronen added.

Bone Clones is on the high-end in the small market of bone and skeleton reproduction. It replicates skulls, teeth, tusks, claws, beaks and whole skeletons of humans, their early ancestors, current and extinct creatures and fossils. The company usually borrows the originals from museums to make molds, and then sells the detailed reproductions to universities, its biggest customer base, for anatomy, anthropology, medical and forensic science classes.

One of its specialties is human skulls and skeletons.

For 12 years, the company sold them to **20th Century Fox** for its "Bones" television series, Kronen said.

Wildlife and science centers, schools and even individuals looking for unique office or home decorations make up other buyers. One of the company's most popular items is the full connected skeleton of a sabretooth cat unearthed from the La Brea Tar pits in Los Angeles. And in August 2015, **Bergdorf Goodman** showcased Bone Clones' towering dinosaur skeleton and another of a rearing horse with rider as they arched over clothed mannequins in its famous Fifth

Avenue windows.

Once the company starred in an episode of "How It's Made" that detailed fabrication of the sabretooth cat skull and its massive fangs.

Finding a new home with air-conditioning and high ceilings added to the challenge in the West Valley's tight industrial real estate market. **Lee & Associates-LA North/Ventura** Principal **Scott Caswell** and Associates **Erica Owens** and **Mike Ebbitt** found the off-market site at 9200 Eton Ave.

Kronen said the company will start moving this month.

— Carol Lawrence

The Number

A study recently published by the Center for California Real Estate found that the homeownership rate in the state has hovered about 10 percentage points below the rest of the country and is likely to remain so until at least 2030, creating several "lost generations" of homeowners.

The June 19 study, titled "California Homeownership in 2030 and Beyond," was authored by economists at the Federal Reserve Bank of St. Louis for a publication of the center, the research arm of the **California Association of Realtors**. Based on their estimates, 56 percent of California households headed by someone born between 1946 and 1955 – the so-called early baby boomers – were homeowners when they were between the ages of 35 and 44. For the millennial generation, the rate in that age bracket will fall to 45 percent.

"Our projections suggest that several 'lost generations' of Californians – including late baby boomers and members of generations X and Y (the latter which is also known as 'millennials') – are on track to reach homeownership rates far below those

of the so-called greatest and silent generations who came before them," the report states.

A companion study titled "Fostering Growth and Opportunity in California for a Strong Middle Class"

45%

Estimated California millennial homeownership rate

by **Loren Kaye** of the **California Foundation for Commerce and Education**, cited ways to turn around the downward trend for the state's homebuyers.

"The only solution to the high cost and severe shortage of housing is to increase supply, but California's environmental and land use laws undermine this imperative," Kaye wrote. "Policymakers now favor more housing in dense, urban areas, but have not, in turn, reduced the inevitable permitting, zoning and litigation burdens. ... Lawmakers should take every opportunity to expand our housing footprint, or housing costs will continue to stifle economic growth for future generations."

— Joel Russell

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2017 Spotlight on Healthcare

The *San Fernando Valley Business Journal* continues to recognize the important role the healthcare industry has played in providing the best medical care to our affluent readers. It is home to so many world-class medical treatment centers and our readers are fortunate to have access to such exceptional care and choices. We are committed to educating our readers on early prevention and detection, the latest treatments, and cutting-edge research so that they can lead healthier and productive lives in the workplace and at home.

- August 7** Healthcare Roundtable
- October 16** Top Assisted Living/ Nursing Home Lists
- October 30** Breast Cancer Awareness
- November 27** Healthcare Report
- December 25** 2018 Book of Lists



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