

New Look for Lima Beans at SCP; OC 50 Update; Lyon in LA

Talk about courage and imagination—the crew from **AnQi** showcased culinary renditions of both at last week's debut of **Courage of Imagination: A Tribute to Henry T. Segerstrom at South Coast Plaza**. The retrospective on the life of the late retail impresario drew a crowd that was generally dressed to the nines, and AnQi added to the swell atmosphere by serving up "The Henry," a vodka martini made of



Hanson of Sonoma and garnished with a pickled lima bean. The legume, which gives the cocktail a bit of a milky look, was selected in honor of the Segerstrom family's roots as lima bean growers, a crop it still raises on the family farm just a short stretch from the luxury retail center ... **Henry Segerstrom** was an original member and constant presence on the **OC 50**, our annual inventory of influence that's the centerpiece of this week's issue (see pullout section for entries, related stories, pages 1 and 4). **Anton Segerstrom** and **Sandy Segerstrom Daniels** are among the 10 new entries on the list, a relatively high rate of turnover based on its 22-year history ... More notes on members of this year's **OC 50**: Another legend of local real estate—**Gen. William Lyon**—leads the pack when it comes to the cumulative clout of OC-based homebuilders in L.A. **William Lyon Homes** ranked No. 2 on the list of residential developers recently tallied by our sister publication, the **Los Angeles Business Journal**, with 193 sales at an average price of nearly \$685,000. It was one of 11 OC-based homebuilders in the top 25 in L.A. last year ... OCVA boss **Ed Fuller** notes that several OC hotels have another sort of presence in the L.A. market, serving as the Southern California home base for crews from a number of air carriers with routes to **LAX** from the Middle East. **Ethihad Airways** crews stay at the **Hilton Anaheim**, which is owned by the sovereign fund of Abu Dhabi, the carrier's home emirate. Crews from **Emirates Air** stay at the **Hilton** in Costa Mesa, and Fuller reports that **Qatari Airways** will soon begin flying into L.A. and Dallas, with service from DFW to **John Wayne Airport** through a code-share agreement with **American Airlines** ... **Gary Jabara** is just a kid compared to General Lyon, but he's been on our influential list since 2013, shortly after he sold a piece of his **Mobilite LLC** for \$1.1 billion and kept going with his telecom business and other enterprises. He's now positioned **Mobilite** as a leader of wireless distributed antenna systems—sort of like mini versions of cell-phone towers that can be placed around certain venues, including **Churchill Downs**, site of the **Kentucky Derby**. That's where **Mobilite**'s systems boosted **AT&T**'s coverage, helping the telecom to its highest mark for data use on a mobile network in a specific venue for a scheduled event. An estimated 290,000 attendees during Derby weekend accounted for 5 terabytes of data—the equivalent of more than 15.3 million social media posts with photos, according to AT&T ... Casting is under way for the Segerstrom Center's version of a musical based on the life of **Motown** founder **Berry Gordy**, who once employed **Igor Olenicoff** as his accountant. Haven't seen the script, but the Insider offers this suggestion if there's a character representing Olenicoff: Go with Swedish actor **Stellan Skarsgård**.

OCVA Books Ctrip to Push Local Brand in China

HOSPITALITY: Members aim for clear ID in growth market

By PAUL HUGHES

A website launched this month in China seeks to put a clear Orange County brand on efforts to tap into what's expected to be a growing number of tourists from the burgeoning Asian nation to California for years to come.

The site was developed by the Irvine-based destination marketing group **Orange County Visitors Association** through **Ctrip.com International Ltd.** in Shanghai. Ctrip is the "largest online travel company in China," with \$1.3 billion in 2014 revenue, according to its head of Global Business Development, Xu "Lucy" **Beijun**, via email.

Beijun said Ctrip works with 740,000 hotels and 300 airlines at 5,000 destinations in 200 countries.

The travel site has 250 million registered members, Beijun said.

Its U.S.-traded shares have risen five-fold in three years to a recent market value of about \$9 billion.

Ctrip functions like online travel agencies, such as **Expedia** or **Booking.com**, providing a way to book flights, hotel rooms and travel packages. It also offers reviews and social media chatter on its website, like **TripAdvisor**, Beijun said. "We have 3,428 U.S.-related tour products



Tang: goal of cooperative effort is "focused OC presence"

for sale" on the site, she said, citing a lineup that includes hotels, flights, bus and train tickets, car rentals, local attractions and shopping destinations.

Orange County businesses that will be highlighted on a Ctrip page include **Disneyland Resort** in Anaheim, retail mecca **South Coast Plaza**, about two dozen hotels, and destination marketing organizations **Anaheim/OC Visitor & Convention Bureau** and **Newport Beach & Co.**

"Disneyland is joining forces with OCVA," said **Nicky Tang**, Asia Pacific Sales Director for Disneyland Resort. "We're one of the major sponsors of the site."

She said the resort would offer summer and shoulder-season packages with local hotels beyond Disney-owned properties and to other OC attractions involved in the new website.

►Ctrip 8

D-Link Lands Wal-Mart Deal for Wi-Fi Cameras

TECHNOLOGY: Boosts its connected-home standing

By CHRIS CASACCHIA

Fountain Valley-based **D-Link Systems Inc.** has strengthened its position in the booming connected-home market in a deal with the world's largest retailer, **Wal-Mart Stores Inc.**

The Bentonville, Ark.-based company will carry three of D-Link's new line of Wi-Fi cameras at more than 1,000 U.S. locations.

The models, which debuted in January at the International CES event in Las Vegas, cost between \$80 and \$170 and are primarily

used in home and business surveillance.

"This agreement with Walmart is significant as it shows the need for, and growing mass adoption of, home monitoring technology by consumers," **Daniel Kelley**, vice president of marketing, said in an email.

"More and more consumers are looking for easy DIY home security solutions from retail stores."

D-Link is the North American unit of Tai-



Kelley: agreement "significant"

wan-based **D-Link Corp.**, which generates about \$1 billion in annual sales. The parent company doesn't break down revenue for its regional operations.

The latest deal extends D-Link's ties with Wal-Mart—which has sold its media players and Wi-Fi routers in the past—and builds on the company's recent push to boost market share by offering a bevy of connected home devices, such as Wi-Fi smart sensors and smart plugs, through partnerships with big retail distributors like Office Depot, Office Max, Fry's Electronics and Best Buy, as well as online giants Amazon.com and NewEgg.com.

Last year it rolled out its first national TV

►D-Link 10



Rendering: factory near Charlotte expected to open later this year

Santa Ana Company Builds N.C. Factory

MANUFACTURING: \$7.5M for 204,000-square-foot plant

By JANE YU

Santa Ana-based natural gas fuel systems developer **Agility Fuel Systems** plans to open a \$7.5 million factory in North Carolina later this year, an expansion driven by a growing demand for natural gas-equipped vehicles.

Agility specializes in fuel systems for heavy-duty vehicles, including commercial trucks.

The company has about 450 workers, a sales office in Brentwood, Tenn., and three assembly facilities—in Fontana; Anniston, Ala.; and Canada. Its Orange County headquarters houses administrative, research and development, and some manufacturing operations.

Agility's new facility in North Carolina will be 204,000 square feet, with room for as much as an additional 100,000 square

►Agility 10

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Ctrip

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The goal is a “focused OC presence,” as Tang called it—an emphasis on a separate identity for Orange County as a tourist destination in China.

Beijun said Ctrip, which has worked with Hawaii and Chicago, among other U.S. markets, wants to “build OC’s brand awareness ... deliver the OC message ... and develop OC’s tour products.”



Fuller: wants to see more OC hotels on Ctrip

Orange County has some building blocks to work with in China, which already accounts for significant numbers of homebuyers in upscale areas such as Newport Coast. Irvine also has drawn large numbers of homebuyers, many of whom are aware of the city because of the strong reputation of its school district.

100 Million Travelers

China’s tourist market holds the potential to dwarf the number of emigrants or investors it sends here.

Separate data from the Orange County Visitor Association and Ctrip indicate that about 100 million people traveled from China to various parts of the world last year, 2.2 million of them coming to the U.S. and 820,000 of those visiting California—a statewide increase of 20% over 2013.

OC’s take was 45,000, according to the Anaheim/OC Visitor & Convention Bureau.

OCVA data show Chinese travelers spend an average of \$1,300 per person.

Ctrip’s Beijun said the company handled the outbound travel of 20 million Chinese last



Anaheim Convention: single event drew about 7,000 visitors from China last year

year—20% of the total.

OCVA Chief Executive **Ed Fuller** said 200 million Chinese travelers could venture worldwide by 2021—twice last year’s numbers, with an even greater percentage increase projected for the U.S.

“We’re expecting 7.5 million Chinese visitors in the U.S. by 2021,” Fuller said.

That would put at least 150,000 Chinese travelers here if local growth matches the national projection.

“But there are not as many (OC) hotels involved with Ctrip as we’d like,” he said.

Prior to the partnership bringing Orange County to the fore on Ctrip, Fuller said, hotels here got on the site via third-party travel websites, and their placement defaulted to a business travel section of the Chinese travel site.

He said the new effort focuses attention on

the county and puts hospitality properties and other attractions in the right context.

“It’s a dedicated site for us, and we’re in leisure and tourism” instead of business, he said.

Reports on the coming growth of “inbound travel” from China to the U.S. have also noted the need to prepare for differences in culture, language, and expectations about travel itself, and OCVA has produced training materials to help businesses with that, Fuller said.

Co-Op Campaigns

Ctrip is a recognized brand at the national level when it comes to efforts to market the U.S. as a tourist destination.

“They’re pretty huge in China, [and] we’ve dealt with them before,” said a spokesperson for **Brand USA**, a tax-funded public-private

partnership that promotes the U.S. as a travel destination and is helping pay for the Ctrip work. “We collaborate with each destination to provide a co-op campaign.”

OCVA’s Fuller said the group is putting about \$115,000 into the project, which he valued at \$460,000.

The project was one of the elements discussed at the group’s annual tourism conference last week at **Disney’s Grand Californian Hotel & Spa**.

About 365 local tourism professionals from cities, hotels, and companies attended the show, up 15% over about 315 attendees last year, OCVA said.

Fuller said the group’s investment in the new website runs through this year and that he hopes it will merit a 16-month extension.

“This is to kind of test it out,” he said. “It’s our first year and our first step.” ■

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