

Haddad on Hustings; Moskowitz' Big Week; E&Y's Mother of Year

Irvine's master plan has it set to keep adding population for decades, as our story on page 1 points out. A developer who has something to do with the trend made another point recently: politicians aren't the only ones who can campaign in the city. **Emile Haddad** and **FivePoint Communities** are on the campaign trail on behalf of a plan to put \$211 million toward a sports village and entertainment center at the **Great Park** in exchange for land and approvals to add

5,700 home to the 5,000 or so it already plans on 3,700 acres around the park. The developer also

wants a guarantee that none of the 1,347 acres designated for the park itself will be sold off in the future. The offer has become subject to Irvine's famously factional politics as city elections near. FivePoint has gone straight to residents lately with a glossy mailer that gives an explanation and seeks comments on its plan, which includes ready money for the amenities at the park, something elected officials can't offer. FivePoint has begun work on the first 726 homes on the former Marine base, with sales slated to start next year. No word yet on whether the developer's mailers are getting attention amid the slew of brochures hitting voters' mailboxes in advance of the local elections set for Nov. 6 ... **Joel Moskowitz** had reason to celebrate and be celebrated lately. The president and chief executive of Costa Mesa-based **Ceradyne Inc.** oversaw the company's pending \$860 million sale to **3M** on Oct. 1. He followed that with a trip to Pittsburgh to receive a **Distinguished Life Member Award** from the **American Ceramic Society**. Moskowitz founded Ceradyne in 1967 with \$5,000, and has grown it to \$572 million in annual sales of ceramics-based body armor and other products for the defense, industrial and commercial markets. Joining Moskowitz for honors were **Noboru Ichinose**, a **Toshiba Corp.** veteran and professor emeritus at **Waseda University** in Tokyo, and **Brian Lawn** of the **National Institute of Standards and Technology** ... A tip of the hat to **Kim Letch**, partner at **Ernst & Young's** OC office, who was one of 70 women nationwide honored as a 2012 **"Working Mother of the Year"** by **Working Mother** magazine. The mother of two kids under 10 counts some big-name clients, including **Allergan** and **Pacific Health Systems**, among others. She's also a board member of the **Forum for Corporate Directors of Orange County** and **United Cerebral Palsy of Orange County** ...

Lineup change in Laguna Beach, where restaurateur **Chris Keller** has a deal to buy local landmark **Marine Room Tavern** from **Kelly Boyd**, with the switch in ownership set for Nov. 26. Keller is the operating partner of the **Casa del Camino** hotel and head of the **LB Chamber of Commerce**. Boyd is a member of the city council who's rehabilitating after back surgery, and balked at new lease terms. "Chris will make some cosmetic changes and keep the name," Boyd told **Stu News Laguna**, a popular website that's been growing lately under founder and editor **Stu Saffer** and publisher **Shaena Stabler**, a former **OCBJ** sales staffer.

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Smart Phones Prompt Accessories Firm's Expansion

REAL ESTATE: Mophie Inc. to take 48,772 SF in Tustin

By MARK MUELLER

A Santa Ana-based maker of accessories for iPhones, iPads and other smart phones has inked a lease for new headquarters in Tustin.

Mophie Inc. recently signed a 48,772-square-foot lease for 15101 Red Hill Ave., with plans to take over all of the two-story office located near the edge of the Tustin Legacy mixed-used development.

Mophie will move into the space early next year and is planning extensive upgrades to the property prior to its move, according to **Phil Cohen**, a senior vice president for the Irvine office of brokerage **Lee & Associates** who



15101 Red Hill: new HQ near Tustin Legacy development

worked on the lease.

The transaction is among the largest new office leases signed in Orange County over the last quarter.

Mophie currently occupies a smaller space in a multitenant office complex a little more than a mile away, on a stretch of Red Hill Avenue
► Mophie 34

Santa Ana Firm in Mix for \$80M in Highway Work

TECHNOLOGY: Iteris among lead contractors on two deals

By CHRIS CASACCHIA

Santa Ana-based **Iteris Inc.** is on the "A" list for two Federal Highway Administration contracts worth about \$80 million over five years.

Iteris, which makes traffic-management sensors and other gear, has been designated as one of the lead contractors qualified to bid on two separate deals that will include various projects over the next five years.

The first contract, valued at up to \$67.6 million, is aimed at developing intelligent transportation systems for the nation's highway system.

The other contract is worth \$12.6 million and includes support services for traffic management, emergency transportation and special events.

Iteris had sales of about \$58 million last year.

The company's shares—which trade on the New York Stock Exchange—saw a surge in activity about the time the federal designation was granted, with more than 500,000 shares trading hands, more than 10



Mohaddes: "tipping point" on technology for traffic management

times their recent daily average. Shares have seen a modest rise, with a gain of about 6% to \$1.65 around the middle of last week, for a market value of about \$53.8 million.

It's now in a strong position to get a substantial share of work on the upcoming federal projects based on its specialty of fusing information technology with traffic management analytics into systems designed to ease crowded highways, intersections and various other bottlenecks.

"We are one of a few in the nation that focus in this area," Chief Executive **Abbas Mohaddes** said.

The contracts are part of a \$105 billion highway bill Congress approved in late June to fund projects through 2014.

► Iteris 34

JetSuite Doubles Fleet; Eyes East Coast Route

John Wayne Airport-based charter airline **JetSuite Air** has doubled its fleet with the purchase of 15 aircraft that will be used for new service on the East Coast.

"These are 15 refurbished jets from Cessna," said JetSuite Chief Executive **Alex Wilcox**, who founded the company in 2006 and also was a founding executive of New York-based **JetBlue Airways Corp.**

The aircraft cost about \$8 million apiece, Wilcox said.

The private carrier targets high-end corporate customers and individuals.

It began flights in 2009, and expects revenue of \$25 million this year, Wilcox said.

The company moved its headquarters to JWA from Long Beach in 2011, and has been boosting its work force since then, with about 30 new hires here for a total of about 100.

The new line of jets, called JetSuite Edition Citation CJ3, can cover 2,000 miles and seat up to seven passengers. JetSuite's other model, known as Embraer Phenom 100, can travel up to 1,200 miles and seat four people.

"The CJs will serve mostly from New York to Florida, which the Phenom can't do non-stop," Wilcox said. "The Phenom jets fly mostly in the West Coast."

JetSuite plans additional hires for its East Coast operations, which are expected to begin next month, Wilcox said.



Wilcox: plans New York-to-Florida service

— Jane Yu

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