

Up Front



These guys took a big step to create a Walk of Fame app. **PAGE 3**

News & Analysis



Check out L.A.'s new online grocer. **PAGE 6**

Real Estate



How much did L.A.'s home sales cool off? **PAGE 64**

Exec Style



Local fashion hound says this \$1,200 Rottweiler tote really collars her look. **PAGE 77**



FASTEST GROWING PRIVATE COMPANIES

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Tale of Two Cities on Wage Hike

LABOR: L.A.'s increase could cost employers in Culver City.

By **HOWARD FINE** Staff Reporter

It was once a commercial bakery, and now it's a destination for diners and furniture shoppers, but the Helms Bakery District could soon take on yet another role: Petri dish for L.A.'s minimum-wage experiment.

The complex straddles the boundary between Culver City and Los Angeles, so proposals that would hike the minimum wage only in Los Angeles would set the stage for a huge disparity for tenants and workers in the same center, with potential headaches for business owners on both sides.

Please see **LABOR** page 74



Pressure?: Rose, left, and Marks at Helms Bakery District complex.

Show-Biz Scribe Acts to Diversify

By **JONATHAN POLAKOFF** Staff Reporter

Even as her arch-rival's site went dark this year, **Sharon Waxman** still faced a highly competitive, sharp-elbowed market for breaking show-business news.

Her response was to boost offerings from the Wrap, the online-only industry news source Waxman founded in 2009 after leaving the New York Times. First up were a weekly iPad magazine and a syndication service. The

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LABJ POLL

What's your source for Hollywood news?
labusinessjournal.com

It's the little details that are vital. Little things make big things happen.

- John Wooden

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FASTEST GROWING PRIVATE COMPANIES

This is the Business Journal's 20th annual list of the 100 fastest growing private companies in Los Angeles County. It was tougher than ever to make the cut this year, as more companies saw huge growth.

More than 250 companies completed surveys for the list, which ranks businesses on their two-year revenue increase.

Among respondents, 54 reported a two-year growth rate of 100 percent or more. That's the most to have doubled revenue within two years, surpassing the 53 companies that reported that growth level between 2005 and 2007.

In addition, the top five companies on this year's list each saw revenue increase by more than 1,000 percent. In the ranking's 20-year history, no list has had more than two companies achieved that level of growth.

Fourteen companies surpassed 500 percent growth, also the most to achieve that over the past 20 years. Only seven companies reported 500 percent growth last year.

To qualify for the list, a company must have 2013 revenue of at least \$5 million, be headquartered in Los Angeles County and may not be a subsidiary or division of another company. Companies must provide three full years of revenue: 2011, 2012 and 2013.

The Business Journal calculates the percentage increase in revenue from 2011 to 2013.

Very few companies are able to sustain rapid growth for more than three years, and of the companies listed, only 10 have been included on four or more consecutive lists.

One company, **Account Control Technology Inc.** in Woodland Hills, has appeared on the list for seven consecutive years. Its revenue has climbed to \$78.7 million last year from \$8.1 million in 2005.

— David Nusbaum

Raising Bar

Protein product maker Quest Nutrition among local standouts quickly bulking up their revenue.

W

By MARNI USHEROFF Staff Reporter

WHEN the team behind **Quest Nutrition** was scaling up their homespun protein bar business, they ran into a large, steel roadblock.

The bootstrapped startup had spent hundreds of thousands of dollars on equipment to manufacture its bars, but the machines couldn't handle the texture of Quest's product.

There's no added sugar in the company's protein bars, which was the point, but also the problem.

Sugar, said Chief Executive **Ron Penna**, "makes things run easier. It (makes the mix) more viscous and easier to manage."

Though Penna and partners **Tom Bilyeu**, Quest's president, and **Michael Osborn**, its chief financial officer, had previously run a software company, Osborn was a farm boy and was handy in a pinch. He grabbed a saw and a welder and rearranged the machine so it cut the thick protein bars earlier in the process.

That resourcefulness, combined with a couple of decades of experience founding and

FASTEST GROWING PRIVATE COS.

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Pumped: Tom Bilyeu, left, Ron Penna and Michael Osborn at El Segundo's Quest.

RINGO H.W. CHIU/LABJ

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THE LIST

FASTEST GROWING PRIVATE COMPANIES

L.A. County-based; ranked by 2011-2013 revenue growth

► NEXT WEEK

The Largest Credit Unions and Financial Institutions in L.A. County

THE PACESETTER: For the second consecutive year, Fuhu Inc. tops the list of the fastest growing private companies headquartered in L.A. County. The El Segundo maker of the nabi tablet for children saw revenue increase to \$189 million last year, up from \$1.6 million in 2011, thanks to the launch of its consumer products lines.

SHIRTS: Dope is a Los Angeles-based streetwear brand and maker of screenprinted T-shirts that started in 2007.

CREDIT: Allied Wallet became a licensed issuer, acquirer and member of Visa and MasterCard this year. It also acquired a large Chinese payment service provider that has more than 100 million users.

LIGHTING: Ecosense has doubled its product line in the last year.

Rank	Company (Ranking in 2013) • name • address • website	Percentage Growth in Revenue • 2011-2013	Revenue • 2013 • 2012 • 2011	Employees • L.A. County • total	Description	Profile • year founded • offices (county/total)	Top Executive • name • title • phone
1	Fuhu Inc. (1) 909 N. Sepulveda Blvd., Fifth Floor El Segundo 90245 fuhu.com	11,753.0%	\$189.1 \$117.9 \$1.6	130 350	creator of nabi tablet for kids	2008 1/6	Jim Mitchell/Robb Fujioka CEO/President (310) 227-8230
2	eSalon.com 10361 Jefferson Blvd. Culver City 90232 esalon.com	2,546.6	10.8 3.7 0.4	47 47	individually blended hair color for at-home use, with personal guidance	2008 1/1	Francisco Gimenez CEO (310) 945-4660
3	Quest Nutrition LLC 2233 E. El Segundo Blvd. El Segundo 90245 questnutrition.com	2,517.0	82.1 21.0 3.1	254 297	food manufacturing	2010 3/3	Michael Osborn/Thomas Bilyeu/ Ronald Penna Managing Members (888) 518-7837
4	Genzum Life Sciences 9665 Wilshire Blvd., Suite 430 Los Angeles 90212 genzum.com	1,528.2	8.6 1.0 0.5	5 10	generic pharmaceutical product development and out-licensing	2010 1/4	Chris Achar CEO (310) 299-8500
5	ZestFinance 6636 Hollywood Blvd. Los Angeles 90028 zestfinance.com	1,222.7	29.1 13.6 2.2	44 48	technology startup that uses machine learning and large-scale data analysis to transform credit availability	2009 1/2	Douglas Merrill CEO (323) 450-3000
6	AudioMicro Inc. 13351-D Riverside Drive, Suite 219 Sherman Oaks 91423 audiomicroinc.com	936.4	5.4 2.2 0.5	12 16	products and services that provide, protect and monetize assets across digital distribution platforms	2007 1/1	Ryan Born/Brian Felsen CEO/President (818) 651-6311
7	Noribachi 4928 W. Rosecrans Ave. Hawthorne 90250 noribachi.com	827.3	10.2 5.2 1.1	52 53	custom LED manufacturer for high output commercial and industrial solutions	2008 1/1	Farzad Dibachi/Rhonda Dibachi CEO/CFO (855) 283-1100
8	Tongal 1918 Main St., Second Floor Santa Monica 90405 tongal.com	787.7	8.4 3.4 1.0	29 51	studio on-demand	2008 1/4	Robert Salvatore/James DeJulio CEO/President (310) 579-9260
9	JustFab Inc. 2301 Rosecrans Ave., Fifth Floor El Segundo 90245; justfab.com; shoedazzle.com; fabkids.com; fabletics.com	775.0	245.0 100.0 28.0	NA 500	fashion company with more than 35 million members for its portfolio of brands including JustFab, FabKids, ShoeDazzle and Fabletics	2010 1/5	Adam Goldenberg/Don Ressler Co-CEOs (310) 683-0940
10	TK Media Direct 5062 Lankershim Blvd., Suite 3033 North Hollywood 91601 tkmediadirect.com	756.8	12.8 5.5 1.5	8 8	direct response marketing campaigns, media planning and buying services	2005 1/1	Theodore J. Kriesel President (818) 851-1483
11	180Fusion 11620 Wilshire Blvd., Sixth Floor Los Angeles 90025 180fusion.com	652.7	6.7 2.5 0.9	47 97	search engine marketing	2010 1/2	Scott Cohen CEO (877) 678-4180
12	Clean Energy Experts 1601 N. Sepulveda Blvd., Suite 227 Manhattan Beach 90266 cleanenergyexperts.com	605.6	6.1 3.7 0.9	15 65	customer acquisition platform and solar leads provider	2009 1/1	Beau Peelle/Eren Atesmen Presidents (888) 630-6690
13	Dope 454 N. Fairfax Ave. Los Angeles 90036 dope.com	579.2	5.4 2.8 0.8	23 23	streetwear apparel brand and boutique	2007 2/2	Matte Fields President, Creative Director (765) 208-8955
14	TNH Pharmacy II (5) 15211 Vanowen St., Suite 302 Van Nuys 91405 tnhpharmacy.com	522.8	101.3 37.4 16.3	62 80	specialty pharmacy	2009 1/1	Avetis Avo Minasyan/ Raymond Shirvanyan President/V.P. (818) 988-1288
15	Sky Zone Indoor Trampoline Park (9) 1201 W. Fifth St., Suite T-340 Los Angeles 90017 skyzone.com	461.8	88.2 50.6 15.7	56 56	trampoline walled playing court franchiser	2004 1/1	Jeff Platt CEO (310) 734-0300
16	Westrax Machinery Inc. 19618 S. Susana Road Rancho Dominguez 90221 westraxmachinery.net	414.3	7.2 1.9 1.4	8 23	equipment dealership that rents, sells, and services new and used heavy construction equipment	2011 1/2	Michael Lalonde President (310) 605-2900
17	Allied Wallet 9000 W. Sunset Blvd., Suite 820 West Hollywood 90069 alliedwallet.com	386.3	15.6 6.2 3.2	29 1,032	payment processing solutions for online merchants	2005 1/9	Andy Khawaja CEO (888) 255-1137
18	TaskUs 3233 S. Douglas Loop, Unit C Santa Monica 90405 taskus.com	333.3	13.0 6.0 3.0	18 1,250	outsourced omni-channel customer care and back office support	2008 1/4	Bryce Maddock/Jaspar Weir CEO/President (888) 400-8275
19	Ecosense Lighting 915 Wilshire Blvd., Suite 2175 Los Angeles 90017 ecosenselighting.com	330.4	15.4 8.7 3.6	19 67	LED lighting solutions for architectural and commercial applications	2008 1/3	Mark Reynoso CEO (310) 496-6255
20	ISBX (15) 3415 S. Sepulveda Blvd., Suite 1250 Los Angeles 90034 isbx.com	320.7	5.7 5.2 1.4	NA NA	Internet and mobile applications developer	2009 1/2	Eric Wise President (310) 437-8010

¹ In millions.
NA - Not Available N/A - Not Applicable Note: Due to the right of privately held companies to withhold information, the Business Journal makes no pretense of this being a complete list. Information on this list was provided by representatives of the companies themselves. Companies are ranked by their percentage growth from 2011 to 2013. Revenue figures have been rounded. In order to qualify for the list, a company must be privately held, for-profit, headquartered in L.A. County, in business as of Jan. 1, 2011 and not be a division or subsidiary of another company. They are also required to have at least \$5 million in 2013 revenue. Law firms, banks and private equity firms were excluded because they do

not report revenue in a conventional manner. To the best of our knowledge, this information is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to the Research Department, Los Angeles Business Journal, 5700 Wilshire Blvd., Suite 170, Los Angeles 90036. ©2014 Los Angeles Business Journal. This list may not be reprinted in whole or in part without prior written permission from the editor. Reprints are available from the YGS Group, (800) 290-5460 ext. 100.