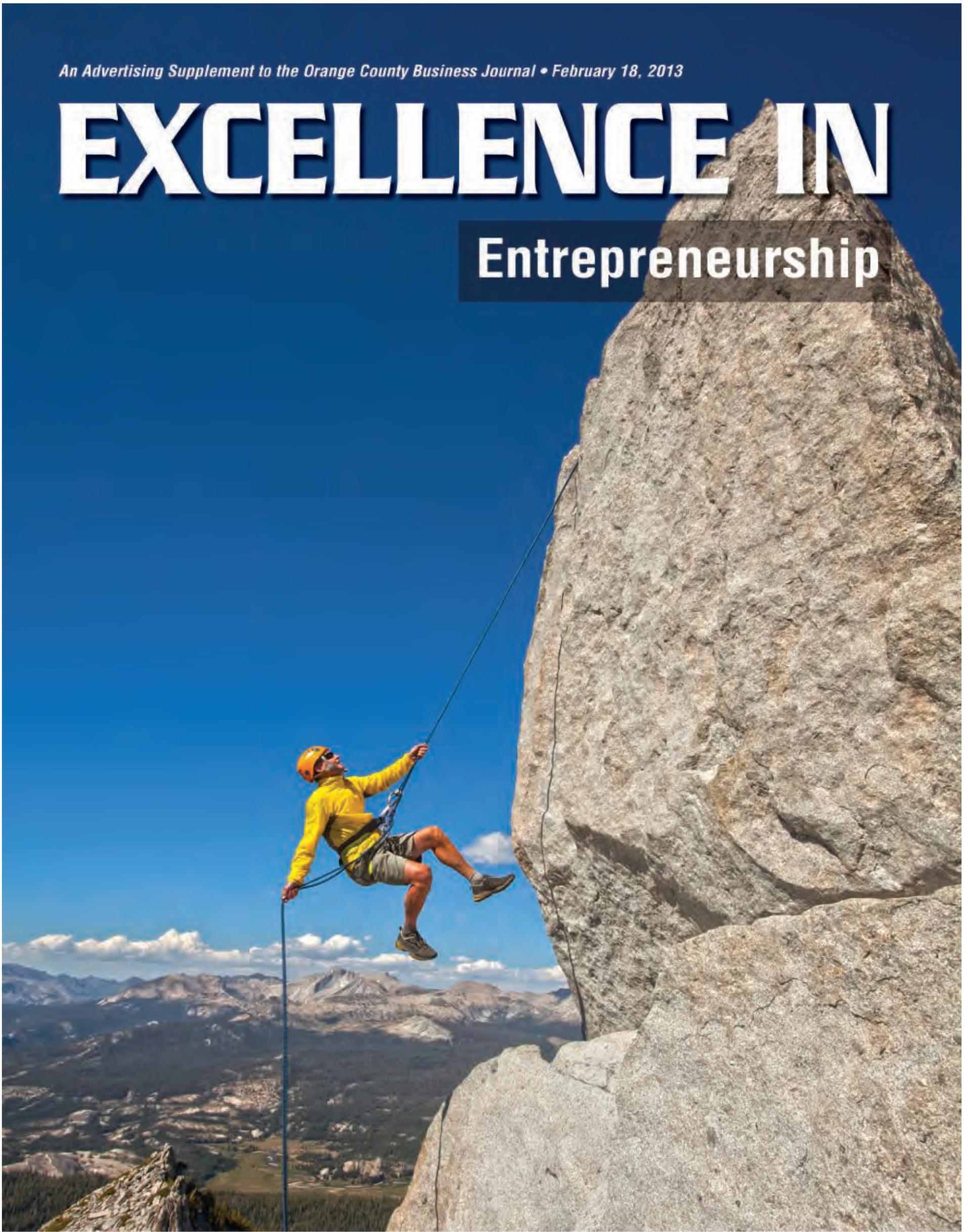


An Advertising Supplement to the Orange County Business Journal • February 18, 2013

# EXCELLENCE IN Entrepreneurship



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## 2013 NOMINEES

**BeautyMark Organics, Corona del Mar***Jenna Lobos, Founder*

Jenna Lobos initiated a true leap of faith in 2007 when she left a successful and financially stable career as a mortgage representative in order to find her true passion. By 2009, Jenna established BeautyMark, an organic tanning business that actively manifested her love for both beauty and health. While her tanning business gained loyal customers, Jenna was eager to expand and cultivate BeautyMark even further. Jenna proceeded to develop an organic skincare line under the same brand and created BeautyMark Organics. Jenna continues to grow BeautyMark Organics with the product line now available both in local boutiques and online stores, and has welcomed the addition of two new employees. Today, her focus is on continuing the brand's growth with new products planned to launch towards the end of 2013.

**BlackStone Networks, Costa Mesa***Ari Benowitz, President/CEO*

Ari Benowitz is CEO of BlackStone Networks, a full-service technology integration and management provider, aimed at helping small and medium businesses meet all of their IT, hardware, software, phone and business application needs. In 2012, BlackStone Networks acquired a company that had been in this space for 10 years and is currently taking on the initial challenges of scaling up current back-end infrastructure to support the wider array of services previously referenced. Ari is no stranger to the start-up technology scene in Southern California, having moved his previous business, BandCon to Orange County in 2002. He has also been named a finalist in the regional Ernst & Young Entrepreneur of the Year competition and OC Metro's 40 Under 40 for 2009.

**Blazonco, San Clemente***Michael Sterner, CEO*

Michael Sterner is a pioneer in helping small businesses succeed online. Recognizing that a website is both a product and a service, he built Blazonco to deliver custom web design at a reasonable price and to offer attentive, proactive customer service in an industry notorious for thinking of "support" as a four-letter word. He founded Pinacol in 1998 to provide large consumer brands with a full range of creative and technical services for websites, new media and content management systems. After growing Pinacol into a successful interactive agency, Michael built Blazonco in response to a growing need for professional online services among small and mid-sized business owners who often resorted to "do-it-yourself" or "template-driven" web solutions. A strategic partnership with LegalZoom's incorporation and trademark divisions provided Blazonco with a wealth of start-up business clients, allowing the company to achieve two-year revenue growth of 219.4 percent and earning it a place among Orange County Business Journal's "Fastest-Growing Private Companies."

**Blytheco, Laguna Hills***Stephen Blythe, CEO/Founder*

Stephen P. Blythe is CEO and founder of Blytheco. Over 32 years of business software and system design and implementation experience has provided him the insight and experience to help business leaders obtain their business goals. While providing emerging business consulting services to clients at PricewaterhouseCoopers and Ernst & Whinney (now Ernst & Young) in the early 1980s, Stephen saw the growing demand for automated accounting procedures and financial reporting in the middle market. With the desire to own his own business and create solutions to automate his clients' accounting tasks and procedures, the concept of Blytheco was born. Today, the company has grown from a one-person operation in 1980 to over 110 employees with offices throughout the U.S.

**Bolt Public Relations, Irvine***Caroline Callaway, Founder/President*

Bolt Public Relations is an award-winning public relations agency for businesses of all sizes, startups and nonprofits. Since founding the agency six years ago, Caroline Callaway has successfully led it to profitability, including spearheading growth at a time when the economy forced others to shut doors. For the past two years, Bolt PR has grown in gross revenues by more than 100 percent year over year. In 2011, Bolt PR opened an office in Raleigh, N.C., and has achieved profitability in that market as well. Caroline leads her team to generate monumental exposure for small, unknown businesses with coverage on the cover of high-tech magazines, on national morning news shows, in the business section of local newspapers, or in the feature section of trade magazines. In addition to founding and running Bolt PR, Caroline serves in a leadership role on the board of the Dana Point Chamber of Commerce and is co-founder of The Socialife Group.

**Bremer Whyte Brown & O'Meara LLP, Newport Beach***Keith G. Bremer, Founding Partner*  
*Nicole Whyte, Founding Partner*

In 1997, Keith Bremer and Nicole Whyte founded Bremer Whyte Brown & O'Meara LLP. Today, the firm has more than 150 employees and full-service offices in Los Angeles, Newport Beach, Northern California, Las Vegas, San Diego, Arizona and a satellite office in Riverside. Keith has extensive experience in all aspects of civil litigation, including general business and corporate, construction defect, municipal defense, personal injury and general



liability. Prior to forming Bremer Whyte Brown & O'Meara LLP, Keith was the managing partner of the Riverside office at Smith, Smith & Kring where he functioned as lead trial counsel and was responsible for the day-to-day management and operation. Nicole has handled hundreds of complex, multi-million dollar lawsuits. In a survey conducted by Los Angeles Magazine and Super Lawyer Magazine, Nicole was named a "California Super Lawyer."

**Business Communications Solutions, Irvine***Sunny Rajab, CEO*

Sunny Rajab started her own telecommunications and IT business when she was barely out of high school. In an intimidating industry dominated by men, she did not let anyone stand in her way. Now the CEO of Business Communications Solutions (BCS), Sunny's vision is to provide businesses with one place to find all of their technology. BCS provides consulting, design, implementation and support for business phone systems, computer networking, video conferencing and more. Despite the economic recession, Sunny has managed to continuously boost her company's bottom line with innovative technology and forward-thinking solutions to her customers' greatest needs. BCS is the top seller of IT and business phone systems in Orange County, achieving revenue growth since its launch in 2004. Outside of BCS, Sunny is a member of the National Association of Women Business Owners and promotes the growth, stability and profitability of women-owned businesses in Orange County.

**Capstone Affluent Strategies, Newport Beach***Darin Pastor, CEO/Principal*

Darin Pastor founded Capstone Affluent Strategies, an independent wealth management firm in 2012 after spending nearly two decades in the financial services and sales industries. In early 2012, Prudential Insurance Company of America ranked him as the #1 managing director in the nation by year-over-year sales growth, and he was previously ranked as the top-selling senior investment manager in the nation during his tenure at JPMorgan Chase & Co. Early in his financial career, Darin saw conflict on Wall Street that he felt took focus away from the needs of the very element that sustained his business – his clients. Darin's dedication to transparent advice and freedom for both clients and financial advisors led him to launch Capstone Affluent Strategies and within three months, Capstone grew to 11 offices across the country. The company recently announced that they will be hiring an additional 60 financial advisors throughout Southern California – a 300 percent increase from the company's current 20 employees nationwide.

**CareerConnection.me, Newport Beach***Jan Slater, Founder*

Jan Slater, founder of CareerConnection.me, is a career program developer, trainer, author and designer of lifelong learning systems. Jan has 30 years of experience managing career programs and career centers in major organizations including Allergan Pharmaceuticals, Transamerica Life Insurance and The Gas Co. The CareerConnection.me program grew out of Jan's passion to see young adults prepared to enter a career they love, and to make the investment in their education pay off for them and their parents. It is based on the year-long management training program she developed and facilitated for Chase Manhattan Bank.

**Center for Peak Performance, Newport Beach***Dr. John OKeefe, Executive Coach/Breakthrough Specialist*

Dr. John OKeefe is a breakthrough specialist who brings a practical approach to his Peak Performance training for entrepreneurs, salespeople, celebrities, athletes and others. John works with his clients to eliminate self-limiting behaviors that block their success. He helps clients achieve their goals by "getting out of their own way" implementing successful/good habits and eliminating negative habits. He is an expert in rapid transformation and the subconscious mind. John works with individuals in private sessions as well as groups, sales teams and companies. Additionally, he is a stress management expert who helps individuals and companies manage stress and increase productivity. John is also an award-winning speaker and author of three books.

**Chapman University, Orange***Christopher Buckstein, Director**Entrepreneurship Village*  
*Richard Sudek, Director, Leatherby Center for*  
*Entrepreneurship and Business Ethics at the*  
*Argyros School of Business and Economics*

After building and selling a successful high technology company, Dr. Richard Sudek's desire was to give back to the entrepreneurial community. Through his pursuit of education, research and teaching, he is now keenly focused on accelerating the success of entrepreneurs. Dr. Sudek's unique mentoring and educational programs are offering entrepreneurs innovative ways to learn, grow and succeed in today's competitive business world. Often described as a serial entrepreneur, Christopher Buckstein has a passion for education and teaching others about entrepreneurship. In his current role, Christopher educates, advises, mentors and coaches Chapman University students about the entrepreneurial process through hands-on skills developed by working within the Student Incubator program. Christopher also teaches several undergraduate management courses each semester.

**Cingular Inc., Fullerton***Gabriel Garcia, President*

Gabriel Garcia has been in the staffing industry for over 20 years and has built a

**ORANGE COUNTY BUSINESS JOURNAL**



*Congratulations*

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Beacon Resources LLC - Chuck Swanson  
BeautyMark Organics - Jenna Lobos  
BlackStone Networks - Ari Benowitz  
Blazonco - Michael Sterner  
Blytheco - Stephen P. Blythe  
Bolt Public Relations - Caroline Callaway  
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Business Communications Solutions - Sunny Rajab  
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Gigi Hill LLC - Monica Hillman  
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Goldranking Website Marketing Agency - Nikki HM Jackson  
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