

# MINORITY-OWNED BUSINESSES

Rank Prev. Rank	•Website •E-mail	2009 revenue •yearly % change	OC employees •yearly % change	Companywide employees •yearly % change	Name(s) of minority owner(s) Ethnicity	Company/product description	Top local official(s) •Title •Phone/Fax
<b>1</b> (1)	kingston.com sales@kingston.com	\$4.1 billion 3%	825 -3%	3,900 -3%	John Tu, David Sun Chinese/Taiwanese	Maker of computer, flash memory products	John Tu/David Sun CEO/COO (714) 435-2600/(714) 435-2699
<b>2</b> (2)	vizio.com sales@vizio.com	\$2.5 billion 25%	117 -16%	196 41%	William Wang Taiwanese	Seller of flat-panel TVs, related electronics	William Wang founder/CEO/chief technology officer (949) 428-2525
<b>3</b> (3)	tarsadia.com	\$350 million <sup>(1)</sup> NA	750 <sup>(1)</sup> NA	1,575 <sup>(1)</sup> NA	Tushar Patel, Mike Patel Indian	Hotel owner, developer, manager	Tushar Patel CEO (949) 610-8000/(949) 610-8001
<b>4</b> (4)	northgatemarkets.com lupillor@northgatemarkets.com	\$325 million <sup>(1)</sup> NA	1,900 <sup>(1)</sup> NA	3,500 <sup>(1)</sup> NA	Gonzalez family Hispanic	Hispanic grocery chain	Miguel Gonzalez president (714) 778-3784/(714) 778-3295
<b>5</b> (5)	99ranch.com	\$297 million 2%	650 55%	2,000 11%	Roger Chen Taiwanese	Asian grocery chain	Roger Chen chairman/CEO/president (714) 521-8899/(714) 521-3366
<b>6</b> (6)	msistone.com neha@msistone.com	\$263 million 1%	200 3%	460 2%	Manu Shah, Rika Shah, Raj Shah, Rup Shah Indian	Seller of granite, marble, other natural stone products	Manu Shah CEO (714) 685-7651/(714) 685-2751
<b>7</b> (NR)	bascomgroup.com info@bascomholdings.com	\$247.3 million 6%	25 9%	30 -3%	Derek Chen, David Kim Taiwanese/Korean	Real estate private equity firm	Derek Chen chairman (949) 955-0888/(949) 955-0188
<b>8</b> (7)	angelsbaseball.com	\$230 million <sup>(1)</sup> NA	425 <sup>(1)</sup> NA	425 <sup>(1)</sup> NA	Arturo "Arte" Moreno Hispanic	Major League Baseball team	Arte Moreno/Dennis Kuhl owner/chairman (714) 940-2000/(714) 940-2001
<b>9</b> (8)	rajman.com operations@rajman.com	\$160 million <sup>(1)</sup> NA	350 0%	350 0%	Alex Bhathal, Lisa Vogel Indian-American	Apparel maker	Alex Bhathal/Lisa Vogel co-presidents (714) 838-3110/(714) 838-1363
<b>10</b> (10)		\$140 million <sup>(1)</sup> NA	75 <sup>(1)</sup> NA	100 <sup>(1)</sup> NA	Ray Dixon African-American	Auto, motorcycle dealerships	Ray Dixon/Marc Spizzirri owners (800) 767-9091
<b>11</b> (9)	pacificrimcapital.com sales@pacrimcap.com	\$105.9 million -21%	30 -23%	30 -23%	Marc Mills African-American	Capital equipment lessor, asset disposition, supplier of reconditioned technology products	Marc Mills/David Mirsky cofounder, president/cofounder, COO (949) 389-0800/(949) 389-0900
<b>12</b> (12)	eminc.com lbradford@eminc.com	\$73.4 million -7%	697 7%	1,065 64%	C.P. Chin, C.M. Chin, Jacky Chin, Tony Chin Chinese	Electronics maker, engineering services	C.P. Chin CEO/president (714) 979-2228/(714) 556-0575
<b>13</b> (13)	aeronet.com aeroinfo@aeronet.com	\$68.8 million -5%	20 0%	128 -1%	Andres Aceves Hispanic	Logistics services, freight forwarding	Andres Aceves president (949) 474-3000/(949) 474-1477
<b>14</b> (NR)	venusgroup.com raj@venusgroup.com	\$60 million 0%	100 0%	200 0%	Kirit Patel, Rajni Patel Indian	Producer, distributor of linens, towels	Karthi Gopal corporate financial advisor (949) 609-1299/(949) 206-4595
<b>15</b> (17)	alpunto.com ebottger@alpunto.com	\$45 million 0%	30 -19%	30 -19%	Eduardo Bottger, Peggy Goff Hispanic	Hispanic advertising agency	Eduardo Bottger/Peggy Goff president, executive creative director/copresident (714) 544-0888/(714) 544-0830
<b>16</b> (17)	drfresh.com ajay@drfresh.com	\$44.3 million 3%	71 9%	77 15%	Puneet Nanda Indian	Dental care products	Puneet Nanda owner/CEO (714) 690-1573/(714) 690-1572
<b>17</b> (NR)	familytreeproduce.com familytreeproduce@familytreeproduce.com	\$42 million -2%	62 11%	114 11%	Fidel Guzman Hispanic	Produce distributor	Fidel Guzman president (714) 696-3037/(714) 695-2950
<b>18</b> (18)	mztco.com mztbz@earthlink.net	\$40 million <sup>(1)</sup> NA	50 <sup>(1)</sup> NA	80 <sup>(1)</sup> NA	Bryan Zatica Hispanic	General contractor	Bryan Zatica CEO/president (714) 564-1130/(714) 564-1144
<b>18</b> (18)	pioneercircuits.com info@pioneercircuits.com	\$40 million <sup>(1)</sup> NA	255 <sup>(1)</sup> NA	255 <sup>(1)</sup> NA	James Lee Asian	Circuit board maker	James Lee president (714) 641-3132/(714) 641-3120
<b>20</b> (11)	cbtechinc.com info@cbtechinc.com	\$39.9 million -53%	15 0%	21 11%	Debra Torturo Hispanic	Computer products reseller, service provider	Debra Torturo/Kelly Ireland co-principal, president/co-principal, CFO (714) 573-7733/(714) 573-7752
<b>21</b> (21)	pacpioneer.com, ucageneral.com, pacificexcess.com, bcolburn@pacpioneer.com	\$39.5 million 5%	63 2%	83 9%	Lin Wu Lan Chinese	Insurance holding company	Lin Wu Lan CEO/president (714) 228-7806/(714) 228-7810
<b>22</b> (21)	gkkworks.com	\$36 million <sup>(1)</sup> NA	40 <sup>(1)</sup> NA	200 <sup>(1)</sup> NA	Praful Kulkarni Indian	Planning, architecture, construction	Praful Kulkarni CEO/president (949) 250-1500/(949) 955-2708
<b>23</b> (NR)	ibaset.com fwright@ibaset.com	\$35 million <sup>(1)</sup> NA	75 -6%	200 -5%	Ladeira Poonian East Indian-Trinidadian	Software developer	Ladeira Poonian CEO (949) 598-5200/(949) 598-2600
<b>23</b> (22)	ortizent.com oei@ortizent.com	\$35 million <sup>(1)</sup> NA	20 <sup>(1)</sup> NA	100 <sup>(1)</sup> NA	Patrick Ortiz Hispanic	General engineering contractor	Patrick Ortiz president (949) 753-1414/(949) 753-1477
<b>25</b> (23)	wahoos.com wahoos@wahoos.com	\$31.5 million -2%	370 0%	625 <sup>(1)</sup> NA	Renato Lee, Wing Lam, Ed Lee Chinese	Restaurant chain operator	Renato Lee CEO/president (949) 222-0670/(949) 222-0750

Abbreviations: NA: not applicable; wnd: would not disclose  
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(1) Business Journal estimate

Researched by Emily Weisburg

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Rank Prev. Rank	Website E-mail	2009 revenue yearly % change	OC employees yearly % change	Companywide employees yearly % change	Name(s) of minority owner(s) Ethnicity	Company/product description	Top local official(s) Title Phone/Fax
<b>26</b> (26)	alarstaffing.com casey@alarcorporation.com	\$30 million 3%	30 43%	30 43%	Patricia Cinkle Hispanic	Staffing company	Patricia Cinkle president (714) 667-3110
<b>27</b> (31)	bodywaves.com	\$25 million <sup>(1)</sup> NA	100 <sup>(1)</sup> NA	120 <sup>(1)</sup> NA	Andy Su Vietnamese	Apparel maker	Andy Su owner (714) 898-9900/(714) 898-0904
<b>28</b> (30)	officesolutions.com mmarsh@officesolutions.com	\$23.4 million -13%	74 1%	79 5%	R.J. Mairena, C. Mairena Hispanic	Commercial office products distributor	R.J. Mairena CEO/president (714) 692-7412 / (714) 692-7508
<b>29</b> (27)	dss-staffing.com chindu@dss-staffing.com	\$23 million <sup>(1)</sup> NA	30 <sup>(1)</sup> NA	800 <sup>(1)</sup> NA	Fred Flores Hispanic	Staffing company	Fred Flores CEO/president (714) 482-0499/(714) 482-0544
<b>30</b> (27)	arandatooling.com gerrard.connolly@ arandatooling.com	\$21 million -22%	90 13%	210 24%	Pedro Aranda Hispanic	Metal stampings	Pedro Aranda president (714) 379-6565/(714) 379-6570
<b>31</b> (32)	beautyencounter.com jacquelyn@parfumery.com	\$20 million <sup>(1)</sup> NA	25 <sup>(1)</sup> NA	30 <sup>(1)</sup> NA	Jacquelyn Tran Vietnamese	Internet perfume and beauty products retailer	Jacquelyn Tran CEO (714) 698-0820/(714) 596-7611
<b>32</b> (33)	jlpatrick.com info@jlpatterson.com	\$18.6 million <sup>(1)</sup> NA	50 <sup>(1)</sup> NA	50 <sup>(1)</sup> NA	Jacqueline Patterson Hispanic	Transportation engineering services	Jacqueline Patterson owner (714) 835-6355/(714) 835-6671
<b>33</b> (33)	expresscomputersystems.com ebarrett@ecsunix.com	\$18 million <sup>(1)</sup> NA	14 -30%	14 -30%	Elena Barrett Hispanic, Asian	Reseller of new, used computer, telecom equipment	Elena Barrett president (949) 474-9200/(949) 474-9250
<b>34</b> (16)	debconstruction.com psuetani@debconstruction.com	\$15.9 million -65%	30 7%	36 6%	Tamara Martin, Adam Vali Asian/Indian	General contractor	Tamara Martin CEO (714) 632-6680/(714) 632-6669
<b>35</b> (33)	borbon.net nicolef@borbon.net	\$15 million <sup>(1)</sup> NA	65 <sup>(1)</sup> NA	130 <sup>(1)</sup> NA	David Morales Hispanic	Painting contractor	Cecilia Morales president (714) 994-0170/(714) 994-0641
<b>35</b> (35)	bridgecreek.com frankjao@bridgecreek.com	\$15 million <sup>(1)</sup> NA	20 <sup>(1)</sup> NA	20 <sup>(1)</sup> NA	Catherine Jao, Frank Jao Vietnamese-Chinese	Commercial real estate developer, manager	Frank Jao chairman/CEO (714) 842-8018/(714) 596-8663
<b>35</b> (36)	systemsintegrated.com	\$15 million <sup>(1)</sup> NA	10 <sup>(1)</sup> NA	50 <sup>(1)</sup> NA	Susan Corrales-Diaz Hispanic	Monitoring systems for water, power	Susan Corrales-Diaz president (714) 998-0900/(714) 998-6059
<b>38</b> (39)	csslabs.com mkt@csslabs.com	\$14 million <sup>(1)</sup> NA	40 <sup>(1)</sup> NA	50 <sup>(1)</sup> NA	Edward Chiu, Siew Yeung Chinese	Computer maker	Edward Chiu president (949) 852-8161/(949) 852-0410
<b>39</b> (38)	cordovabolt.com info@cordovabolt.com	\$13 million <sup>(1)</sup> NA	25 <sup>(1)</sup> -11%	25 <sup>(1)</sup> -11%	Moses Cordova, Rachel Cordova Hispanic	Distributor of bolts, nuts, screws	Moses E. Cordova president (714) 739-7500/(714) 994-2912
<b>40</b> (41)	kdgpp.com info@kdgpp.com	\$11.7 million 11%	53 -15%	53 -15%	Don Chew, Kim Chew, Montri Chew, Bebe Chew, Gus Chew Thai-Chinese	Commercial printer, packaging maker	Don Chew CEO/president (714) 639-8900/(714) 639-8300
<b>41</b> (44)	magmfg.com	\$10 million <sup>(1)</sup> NA	15 <sup>(1)</sup> NA	40 <sup>(1)</sup> NA	Mark H. Allenbaugh, Veronica Allenbaugh Hispanic	Security, safety and household products	Mark Allenbaugh president (949) 419-1415/(949) 419-1414
<b>41</b> (42)	murrietta.com sales@murrietta.com	\$10 million -2%	60 -17%	68 -6%	Al Murrietta Hispanic	Electronics manufacturing, design, testing, assembly	Al Murrietta president (714) 970-2430/(714) 970-2406
<b>43</b> (40)	westernswitches.com	\$9 million -17%	21 -9%	28 -15%	Robert Crow, Claudio Moreno, Frank Martinez Asian/Hispanic	Distributor of automation, electrical controls products	Leo Alonzo president (714) 482-4100/(714) 482-4120
<b>44</b> (NR)	garzaindustries.com cs@garzaindustries.com	\$8.5 million 6%	30 11%	30 11%	Larry Garza, Letty Garza Hispanic	Provider of office supplies, marketing items, laser printer, fax machine service and repair	Larry Garza president (714) 769-2777/(714) 769-1009
<b>45</b> (48)	cnc-eng.com ccalvillo@cc-eng.com	\$8 million <sup>(1)</sup> NA	10 <sup>(1)</sup> NA	65 <sup>(1)</sup> NA	Clement N. Calvillo Hispanic	Civil engineering, land surveying services	Clement Calvillo CEO/president (949) 863-0588/(949) 863-0589
<b>45</b> (46)	tacomesa.net tacomesa1@aol.com	\$8 million <sup>(1)</sup> NA	145 <sup>(1)</sup> NA	145 <sup>(1)</sup> NA	Ivan Calderon, Marco Calderon Mexican-American	Mexican restaurants	Marco Calderon/Ivan Calderon owner/CEO (949) 292-2042/(714) 369-1801
<b>45</b> (48)	westcoastllc.com rajat@westcoastllc.com	\$8 million <sup>(1)</sup> NA	75 <sup>(1)</sup> NA	75 <sup>(1)</sup> NA	Rajat Khurana Indian	Technology consulting	Rajat Khurana CEO (877) 342-5922/(714) 844-9091
<b>48</b> (45)	teamsms.com	\$7 million -29%	34 -11%	34 -11%	Gloria Robbins Hispanic	Direct response marketing agency	Gloria Robbins chairman/CEO (949) 553-0890/(949) 553-0891
<b>48</b> (NR)	trcinc.net tonyc@trcinc.net	\$7 million <sup>(1)</sup> NA	25 <sup>(1)</sup> NA	65 <sup>(1)</sup> NA	Gabriel Chavez Hispanic	Engineering services	Gabriel Chavez owner (714) 542-1004/(714) 542-1332
<b>50</b> (47)	mmidirectmail.com irvine@minimailers.com	\$6.5 million -20%	37 -3%	68 -4%	William Rivera Hispanic	Direct mail, database management, printing	William Rivera CEO/president (949) 655-1400/(949) 655-1420

Abbreviations: NA: not applicable; wnd: would not disclose  
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(1) Business Journal estimate

(2) Also includes Taco Rosa LLC  
(3) Formerly Mini-Mailers Inc.

Researched by Emily Weisburg