

Women-Owned Businesses Post 7.4% Growth in 2021

Revenue at 39 Largest Totals \$4.2B in 2021

■ By KATIE MURAR

Orange County's largest women-owned businesses are back in growth mode after shaking off residual impacts from the shutdown caused by the pandemic.

The 39 locally based companies comprising the largest businesses owned by women locally generated a collective \$4.2 billion in 2021 revenue, up 7.4% from the year prior, according to this week's Business Journal list.

Despite the ongoing labor challenges that have plagued virtually all industries, employment among this same group of companies grew 5% for the 12 months through June, with headcounts totaling 5,146.

"There is an extreme labor shortage across the board," said **Lisa Moss**, president of Huntington Beach-based **MSH Construction Co.** "Supply chain shortages and employee retention are top of mind for us right now."

MSH, up to No. 28 on the list from No. 40 last year, is one of seven construction companies featured on this year's ranking, representing nearly 18% of the list. That's notable, as women represent only 11% of total U.S. construction employees, according to the **U.S. Bureau of Labor Statistics**.

Construction Headwinds

MSH has increased wages and benefits to attract and retain employees in the face of heightened competition.



Casco Contractors founder Cheryl Osborn during a site visit

"We're also focusing on camaraderie, and hosting events to bring the team together in positive ways," Moss said.

Irvine-based **Casco Contractors** is feeling the shortage as well.

"I just don't know where all the people went," founder and President **Cheryl Osborn** told the Business Journal. "Trade labor has always been an issue we have dealt with, but it is very exacerbated right now."

The construction industry is facing a slew of challenges in addition to finding talent, specifically material delays and inflation.

"Costs are anywhere from 20% to 40% higher than they were a year ago, which is shocking to most landlords and tenants," Osborn said. "As for the supply chain issues, the things we used to get in two weeks now can take 16 weeks to receive."

Still, demand is strong for construction com-

panies as the hard-hit sectors—like office and retail—are rebounding, while other burgeoning sectors represent new business along with consumer demand.

"We are very interested in the renewable energy space, specifically areas like solar and electric vehicle charging," Osborn said.

The EV sector represented a fast-growing business line for Costa Mesa's **Slater Builders**, which saw revenue jump 33% last year, earning it the No. 13 slot.

Restaurant Boom

Restaurants, specifically fast-casual chains, "are on fire," Osborn said.

"Many companies are looking at expanding or building additional facilities to keep up with demand."

Irvine-based **In-N-Out** is one such firm, hav-

ing maintained its No. 1 spot after unseating Foothill Ranch's **SeneGence** last year.

Revenue for the burger chain jumped 12% last year to \$1.7 billion, while local headcount rose 8% to 2,969.

The firm opened its newest location last week in Santa Ana; it will employ 80 people with a starting wage of \$17 per hour. The company counts nearly 380 restaurants in total.

No. 17 **Galardi Group**, which franchises Newport Beach-based **Wienerschnitzel**, is also in growth mode. The company at the start of the year said it has inked a deal to build 20 Wienerschnitzel locations throughout Arkansas over the next 12 years.

Revenue Gains

This year's list is diverse, with other industries including automotive, beauty, information technology, legal, communications and design.

Twenty-one companies reported revenue gains in the past year, nearly double the amount in 2020. Just six firms reported declines, less than half the 14 that saw business drop in 2020, and one firm was flat. The remaining 11 on the list declined to provide sales.

The list saw a few drop off the list because they didn't report more than \$10 million in revenue—the designated floor to make the ranking this year.

The list has three newcomers: Cypress-based **Pacific Pioneer Insurance Group**; Huntington Beach-based **Cutting Edge Communications LLC**; and Santa Ana-based **Cal Pac Sheet Metal Inc./OC Metals Inc.** ■



THE LIST WOMEN-OWNED BUSINESSES



KAREN CAPLAN
CEO and President
Frieda's Branded Produce



RASHMI CHATURVEDI
Founder and CEO
Teacher Created Materials



RACHELLE CRACCHIOLO
Founder and CEO
Teacher Created Materials



LIN W. LAN
Founder and CEO
Pacific Pioneer Insurance Group



CYNTHIA E. MASON
CEO and President
Cynergy Professional Systems LLC



ELIZABETH SHIER
CEO
Cutting Edge Communications LLC

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RANKED BY REVENUE

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Prev. Rank	•Address		•yearly % change	•yearly % change	•yearly % change				•Title	•Phone/fax
1 (1)	In-N-Out Burger Inc. 4199 Campus Drive, ninth floor Irvine 92612-8604 Website: in-n-out.com		\$1,650.5 ⁽¹⁾ 12%	2,969 8%	30,770 2%	100% Lynsi Snyder	Restaurant chain operator	1948	Lynsi Snyder president (949) 509-6200/(949) 854-3675	
2 (2)	Senegence 19651 Alter Foothill Ranch 92610-2507 Website: senegence.com Email: info@senegence.com		\$1,000 ⁽²⁾ NA	128 0%	213 -6%	100% Joni Rogers-Kante	Direct sales company specializing in long-lasting, anti-aging color cosmetics and skincare products	1999	Joni Rogers-Kante founder/CEO (949) 521-6161	
3 (4)	Systems Source Inc. 4685 MacArthur Court, Ste. 100 Newport Beach 92660-8843 Website: systemsource.com Email: info@systemsorce.com		\$194 ⁽²⁾ NA	85 2%	184 8%	100% ⁽²⁾ Rosemarie Smith	Commercial interiors, furnishings, architectural products, and workplace management	1994	Rosemarie Smith CEO/president (949) 852-0920/(949) 852-0929	
4 (5)	Elmore Toyota 15300 Beach Blvd. Westminster 92683-6296 Website: elmoretoyota.com Email: shannon@elmoretoyota.com		\$115.9 23%	99 -4%	99 -4%	55% Judy Elmore	Automotive dealership	1966	Judy Elmore president (714) 894-3322/(714) 379-6412	
5 (6)	Rand Technology 15225 Alton Parkway, Ste. 100 Irvine 92618-2351 Website: randtech.com Email: andrea.klein@randtech.com		\$89 ⁽²⁾ NA	40 ⁽²⁾ NA	130 ⁽²⁾ NA	100% ⁽²⁾ Andrea Klein	Sourcing and supply chain solutions company; offerings include global component/hardware distribution, supply chain services, R2-certified ITAD asset recovery and sustainability, personal protective equipment (PPE) products	1992	Andrea Klein founder/CEO (949) 255-5700/(949) 585-2260	
6 (9)	Cynergy Professional Systems LLC 23187 La Cadena Drive, Ste. 102 Laguna Hills 92653-1481 Website: cynergy.pro Email: info@cynergy.pro		\$86 18%	7 17%	26 4%	95% Cynthia E. Mason	Value added reseller of products, communications, and IT equipment	2009	Cynthia E. Mason CEO/president (800) 776-7978/(800) 776-7978	
7 (12)	Teacher Created Materials 5301 Oceanus Drive Huntington Beach 92649-1030 Website: tcmpub.com Email: dmendoza@tcmpub.com		\$71.5 ⁽²⁾ NA	74 14%	211 35%	100% Rachelle Cracchiolo, Corinne Burton, Deanne Mendoza	Develops educational materials and services for teachers and parents to make teaching more effective and learning more fun	1977	Rachelle Cracchiolo/Corinne Burton/Deanne Mendoza founder, CEO/co-owner, president/co-owner, executive VP, strategic partnerships (714) 891-2273/(714) 230-7070	
8 (17)	Saf-T-Co. Supply Inc. 1300 E. Normandy Place Santa Ana 92705-4138 Website: saftco.com Email: robynd@saftco.com		\$68.7 86%	58 -3%	58 -3%	100% Patricia McDonald, Robyn Dague, Aimee Guentert	Distributor of PVC and steel conduit for electrical, telephone and cable TV; underground utility products; manufacturer of specialty bridge hangers, PVC, steel fittings and bends	1987	Patricia McDonald/Robyn Dague/Aimee Guentert CEO/president/VP, general manager (714) 547-9975/(714) 547-2983	
9 (NR)	Pacific Pioneer Insurance Group 6363 Katella Ave. Cypress 90630-5205 Website: ucageneral.com Email: support@ucageneral.com		\$68.4 5%	50 0%	50 0%	100% Lin W. Lan	Insurance holding company	1980	Lin W. Lan founder/CEO (800) 222-5582	
10 (8)	Global, a 1st Flagship Company 2465 Campus Drive, Ste. 120 Irvine 92612-1502 Website: globalfirstflagship.com Email: info@flagship-global.com		\$67.7 -3%	10 -50%	450 -2%	95% Sherri I. Bovino	Contractor to Department of Defense, Navy contracts	1964	Sherri I. Bovino CEO/president (949) 797-2001/(949) 797-2083	
11 (10)	Frieda's Branded Produce 4465 Corporate Center Drive Los Alamitos 90720-2561 Website: friedas.com Email: news.bureau@friedas.com		\$65 5%	50 -7%	50 -7%	100% Karen Caplan, Jackie Caplan Wiggins	Marketer and distributor of specialty produce	1962	Karen Caplan CEO/president (714) 826-6100/(714) 816-0273	
12 (11)	Casco Contractors 9850 Irvine Center Drive Irvine 92618-4353 Website: cascocontractors.com Email: info@cascocontractors.com		\$55.4 -7%	56 -11%	56 -11%	100% Cheryl Osborn	Design-build general contractor	2000	Cheryl Osborn founder/president (949) 679-6880/(949) 679-6890	
13 (16)	Slater Builders Inc. 3100-B Pullman St. Costa Mesa 92626-4500 Website: slaterbuilders.com Email: info@slaterbuilders.com		\$52.1 33%	37 -8%	37 -8%	100% Lizabeth S. Slater	Full-service commercial general contractor	1993	Lizabeth S. Slater CEO (714) 434-4887/(714) 434-6173	

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⁽¹⁾ Revenue obtained from Chicago-based Technomic
⁽²⁾ Business Journal estimate

Researched by Meghan Kliever

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THE LIST WOMEN-OWNED BUSINESSES

▶ NEXT WEEK'S LIST *OC's Wealthiest*

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Rank			•yearly % change						•Phone/fax	
14 (12)	Ware Disposal Inc. 1035 E. 4th St. Santa Ana 92701-4750 Website: waredisposal.com Email: info@wardisposal.com		\$51 ⁽²⁾ NA	180 ⁽²⁾ NA	190 ⁽²⁾ NA	52% ⁽²⁾ Judith H. Ware, Ben M. Ware	Integrated solid waste management provider	1968	Judith H. Ware CEO/president (714) 664-0677/(714) 664-0696	
15 (14)	GGG Demolition Inc. 1130 W. Trenton Ave. Orange 92867-3536 Website: gggdemo.com Email: celin@gggdemo.com		\$48 -2%	300 0%	300 0%	51% Celin Miller	Demolition, hazardous waste remediation contractor	2013	Celin Miller president (714) 699-9350/(714) 699-9283	
16 (7)	CBT 770 The City Drive S., Ste. 5300 Orange 92868-4929 Website: cbtechinc.com Email: cbtinfo@cbtechinc.com		\$44.8 -46%	21 5%	45 -17%	100% Kelly Ireland	IT and operational technology solutions	2001	Kelly Ireland founder/CEO/CTO (714) 573-7733/(714) 748-7752	
17 (15)	Galardi Group Inc. 7700 Irvine Center Drive, Ste. 550 Irvine 92618-3036 Website: wienerschnitzel.com		\$41 ⁽²⁾ NA	40 ⁽²⁾ NA	55 ⁽²⁾ NA	77% ⁽²⁾ Cindy Galardi Culpepper	Wienerschnitzel, Tastee Freez, Hamburger Stand, franchisor	1961	J.R. Galardi CEO/president (949) 892-2699	
18 (19)	iBASEt 26812 Vista Terrace Lake Forest 92630-8115 Website: ibaset.com Email: inquiry@ibaset.com		\$37 12%	100 33%	400 78%	100% Ladeira Poonian	Provider of manufacturing execution, quality, and MRO software solutions for improving manufacturing control, visibility and velocity.	1986	Naveen Poonian CEO (949) 598-5200/(949) 598-2600	
19 (18)	Linmarr Associates Inc. 8 Hammond, Ste. 108/109 Irvine 92618-1601 Website: linmarr.com Email: sales@linmarr.com		\$36 ⁽²⁾ NA	20 ⁽²⁾ NA	20 ⁽²⁾ NA	52% ⁽²⁾ Sharon Hoffman, Ken Hoffman	Sales of aircraft, military vehicle, electrical, industrial, and hardware to the U.S. military	1984	Sharon Hoffman CEO (949) 215-5466/(949) 215-7787	
20 (20)	Advanced Cleanroom Microclean 3250 S. Susan St., Ste. A Santa Ana 92704-6807 Website: advancedcleanroom.com Email: sales@advancedcleanroom.com		\$32 23%	70 9%	600 11%	100% ⁽²⁾ Janet Ford	Cleanroom facility services, certification and test	1882	Janet Ford founder/CEO (714) 436-5801	
21 (32)	Aireps Inc. 1529 N. Harmony Circle Anaheim 92807-6003 Website: isellair.com Email: sheriesq@isellair.com		\$29.1 90%	12 9%	12 9%	100% Sheri Chaffin Weir	Aerospace stocking and value-added distributor of military and commercial aerospace parts and a small machine job-shop	2000	Sheri Chaffin Weir CEO (714) 777-9850/(714) 777-9860	
22 (21)	Casanova/McCann 3337 Susan St., Ste. 200 Costa Mesa 92626-1695 Website: casanova.com Email: ingrid.smart@casanova.com		\$25.5 6%	60 9%	75 7%	85% Ingrid Otero-Smart	Advertising agency	1984	Ingrid Otero-Smart CEO/president (949) 271-6344	
23 (22)	Irvine Technology Corp. 2850 Redhill Ave., Ste. 230 Santa Ana 92705-5550 Website: irvinetechcorp.com Email: info@itccorp.com		\$23.8 ⁽²⁾ NA	25 0%	25 -7%	100% ⁽²⁾ Nicole McMackin	Provider of technology and staffing solutions for IT, security, engineering and interactive design	2000	Nicole McMackin CEO (866) 322-4482/(714) 434-8869	
24 (24)	Walsworth 19900 MacArthur Blvd., Ste. 1150 Irvine 92612-8433 Website: wfbm.com Email: media@wfbm.com		\$22.5 7%	77 3%	117 13%	81% Dee Cohen Katz, Lisa Rice, Ingrid Campagne & Mary Watson Fisher	Law firm	1989	Dee Cohen Katz managing partner (714) 634-2522/(714) 634-0686	
25 (23)	CDC Designs 2915 Red Hill Ave., Ste. G201 Costa Mesa 92626-7948 Website: cdcdesigns.com Email: sarahb@cdcdesigns.com		\$21.5 0%	68 5%	68 5%	100% Julie Ann Stark, Christie Pettus, Lisa Kells, Sarah Breen, Cassie Nguyen	Interior design firm	1981	Julie A. Stark partner/president of design (714) 641-4868/(714) 755-3501	
26 (25)	CDCE Inc. 22641 Old Canal Road Yorba Linda 92887-4601 Website: cdce.com		\$20 ⁽²⁾ NA	20 ⁽²⁾ NA	25 ⁽²⁾ NA	54% ⁽²⁾ Carrie Solomon, Brian Solomon	Sales, integration, service of mobile computers and routers	1984	Carrie Solomon president (714) 282-8881	

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27 (NR)	Cutting Edge Communications LLC 19744 Beach Blvd., Ste. 310 Huntington Beach 92648-4393 Website: cuttingedge.expert		\$19.7 29%	45 88%	138 42%	51% Elizabeth Shier	Proposal management, business strategy, and engineering services	1998	Elizabeth Shier CEO (714) 374-6758/(714) 840-1675	
28 (40)	MSH Construction Co. 15301 Connector Lane Huntington Beach 92649-1119 Website: mshconstruction.com Email: lmoss@mshconstruction.com		\$18.5 83%	18 6%	18 6%	57% Lisa Moss, Walter Moss	Commercial general contractor	2003	Lisa A. Moss president/CFO (714) 899-9509/(714) 899-9510	
29 (33)	Pacific Design Directions Inc. 8171 E. Kaiser Blvd. Anaheim 92808-2214 Website: pacdesign.com Email: sstoneburner@pacdesign.com		\$16.5 10%	24 0%	31 -30%	96% Susan S. Stoneburner, Kristen Stolle, Reed Stoneburner	Design-build tenant improvements and electrical ground up and TI construction	1979	Susan S. Stoneburner founder/president (714) 685-7733/(714) 685-7799	
30 (30)	Avatar Partners 17310 Red Hill Ave., Ste. 260 Irvine 92614-5637 Website: avatarpartners.com Email: info@avatarpartners.com		\$16 ⁽²⁾ NA	30 ⁽²⁾ NA	45 ⁽²⁾ NA	90% ⁽²⁾ Marlo Brooke	Augmented and mixed-reality and virtual workforce solutions for military, construction, vehicles, medical, manufacturing, oil and gas	2003	Marlo Brooke founder/CEO (714) 969-0573/(714) 841-1300	
31 (36)	Kaygen Inc. 15420 Laguna Canyon Road, Ste. 270 Irvine 92618-2122 Website: kaygen.com Email: sales@kaygen.com		\$15 58%	8 0%	225 80%	51% Rashmi Chaturvedi, Anshul Chaturvedi	Enterprise information management specialized in data driven solutions such as data strategy and governance, data quality, business intelligence and artificial intelligence	2003	Rashmi Chaturvedi president (949) 203-5100/(949) 861-6500	
32 (28)	Wright, Finlay & Zak LLP 4665 MacArthur Court, Ste. 200 Newport Beach 92660-1811 Website: wrightlegal.net Email: rwright@wrightlegal.net		\$14.1 -15%	52 -10%	76 -14%	51% Robin Wright, Robert Finlay, Gwen Ribar	Law firm for real estate, business and consumer finance legal services, both litigation and transactional	2002	Robin Wright managing partner (949) 477-5050/(949) 608-9142	
33 (28)	Symbolic Displays Inc. 1917 St. Andrew Place E. Santa Ana 92705-5143 Website: symbolicdisplays.com Email: info@symbolicdisplays.com		\$14 17%	72 0%	72 0%	100% Candy Suits	Aerospace components	1988	Candy Suits CEO (714) 258-2811	
34 (35)	Meyer Coatings Inc. dba Meyer Construction Services 1927 N. Glassell St. Orange 92865-4313 Website: meyerconstructionservices.com Email: dmeyer@meyercoatings.com		\$13.5 ⁽²⁾ NA	25 ⁽²⁾ NA	95 ⁽²⁾ NA	51% ⁽²⁾ Diana Meyer, Scott D. Meyer	Commercial construction contractor specializing in steel stud framing, doors, drywall, plaster; finishes from acoustic ceilings to coatings and wallcoverings; includes commercial cleaning division	2001	Diana Meyer CEO (800) 887-8220	
35 (NR)	Cal Pac Sheet Metal Inc./OC Metals Inc. 2720 S. Main St., Ste. B Santa Ana 92707-3404 Website: calpacsheetmetal.com Email: info@calpacsheetmetal.com		\$13 44%	58 -21%	58 -21%	51% Mari Kurtz	Architectural sheet metal manufacturing and contracting	1994	Mari Kurtz president (714) 979-2733/(714) 540-4699	
36 (39)	M & R Engineering 227 E. Meats Ave. Orange 92865-3311 Website: m-reng.com Email: natalia@m-reng.com		\$12.9 19%	66 0%	66 0%	100% Natalia Sephton	Precision machined metal and plastic components	1973	Natalia Sephton CEO/president (714) 991-8480/(714) 991-9760	
37 (41)	TLD Law 2010 Main St., Ste. 1000 Irvine 92614-7229 Website: tldlaw.com Email: abawden@tldlaw.com		\$12.7 20%	29 7%	61 2%	60% Shannon M. Jenkins, Monica Goel, Jennifer Sawday, Jennifer Lumsdaine, Brooke Pollard, Mark Doyle, Daniel Gold, Roy Jimenez	Law firm	1961	Shannon M. Jenkins /Mark C. Doyle/Daniel R. Gold managing partner/partner/partner (949) 756-0684/(866) 298-9254	
38 (29)	Information Management Resources Inc. 85 Argonaut, Ste. 200 Aliso Viejo 92656-4105 Website: imri.com; cytellix.com Email: info@imri.com		\$11.7 NA	18 0%	100 -18%	100% Martha V. Daniel	Cybersecurity, technology, program management, and engineering services	1992	Martha V. Daniel/Maronya Scharf/Brenda Taylor/Brian Berger CEO, president/COO/CTO/ executive VP, Cytellix (949) 215-8889/(949) 215-8890	
39 (36)	Crane Rental Service Inc. 1901 W. Collins Ave. Orange 92867-5426 Website: cranerentalservice.com Email: cathy@cranerentalservice.com		\$10 -9%	45 7%	45 7%	75% Lori Hunter, Cathy Greinke, Kim Beaudette, Gregory Foster	Hydraulic and rough terrain cranes ranging from 25 ton-450 ton operated and maintained, some bare rentals, trucking and rigging upon request	1965	Cathy Greinke/Lori Hunter/Greg Foster/Kim Beaudette president/secretary, treasurer/ VP/marketing (714) 997-3100/(714) 997-1330	

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