

Up Front



You don't want to drink this can of water – but you might want to buy it. **PAGE 4**

News



Don Armstrong is juggling a lot of plates these days. **PAGE 5**

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Public relations firms. **PAGE 10**

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BORDER SPAT



PHOTO BY DAVID SPRAGUE

Swords Drawn: Agoura Road office building that is the focus of dispute between the cities.

Calabasas, Agoura Hills skirmish over ... office property?

By **ELLIOT GOLAN** Staff Reporter

Along a quiet stretch of Agoura Road, a battle is brewing between neighbors. Calabasas is in the process of annexing about 43 acres of unincorporated Los Angeles near the Liberty Canyon Road exit of the Ventura (101) Freeway.

And Agoura Hills isn't too pleased. The land, mostly open space set up against a hillside, has two tax-producing office buildings, and one is the future location for an office of **Spirent Communications Plc**, a publicly traded telecommunications firm based in West Sussex, England. Spirent brings in about \$500,000 in annual tax revenue to Calabasas from its current 107,000-

square-foot offices at 26750 Agoura Road, but it wants to move less than a half mile to a smaller, 83,000-square-foot building in the Liberty Canyon Technology Center. Annexing the area would keep the tax revenue in Calabasas.

"That's a lot of money we would lose," said Calabasas Mayor **David Shapiro**. "It is very obvious and clear that this should move forward."

But Agoura Hills isn't so sure. The quiet Conejo Valley bedroom community doesn't necessarily want the tax revenue for itself, but about 300 of its nearby homeowners are concerned about future development Calabasas might approve.

"Any future development there would affect

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Billboard Tiff Turning Ugly

ADVERTISING: Petition drive to retain signs roils Santa Clarita.

By **JOEL RUSSELL** Staff Writer

After the Santa Clarita City Council approved a deal to take down 118 billboards along railroad tracks and replace them with just three digital billboards by the freeway, it appeared that city beautification had won the day.

Not so fast.

A petition driven by local residents who dislike digital billboards and financed by the California Outdoor Advertising Association could force the city to rescind the agreement or put the issue to a vote by residents.

A furious campaign has assembled about

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Firm Snares Rival Broker

REAL ESTATE: Veteran jumping from NAI Capital to illi.

By **ELLIOT GOLAN** Staff Reporter

illi Commercial Real Estate has made a major hire that will likely shift the balance of power among retail brokerages in the San Fernando Valley real estate market.

The Encino firm lured longtime Valley broker **J. Richard Leyner** and his team from rival Encino firm **NAI Capital Inc.** Leyner spent the last 23 years there and has a large number of clients.

The move not only pumps up the broker count for illi, which is gaining about a half-dozen experienced brokers, but it also brings cache to a boutique firm that had limited reach.

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SPECIAL REPORT ACCOUNTING

Hollywood Specialists Say the Math Is Trickier Than Ever

ENTERTAINMENT: Doing the books not what it was in new digital era.

By **MARK R. MADLER** Staff Reporter

As a young accountant starting out more than 40 years ago, **Tony Rose** found the entertainment industry was simple to understand – movies, television and radio.

Today, the senior partner at Encino accounting firm **Rose Snyder & Jacobs** faces a changed industry in a complicated world of online video-on-demand, YouTube and smart phone platforms. And that's not to mention the increasing number of pro-

SPECIAL REPORT BEGINS ON PAGE 11

ductions being shot in other states and countries.

"Now those three elements are important but they are just not it," said Rose. "It is what my kids are doing on their computers and mobile units and how they are communicating with each other."

Like many accountants in Los Angeles serving entertainment industry clients – whether they are onscreen stars, behind-the-camera directing talent, camera suppliers or special-effects houses – Rose has had to adapt as Hollywood shifts how it does business.

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PHOTO BY DAVID SPRAGUE

Industry Man: Drew Grey at Encino's SRG.

Businesses Come to Swift Aid of Rescue Mission

DISASTER: Donations pour in to Valley shelter that burned down.

The San Fernando Valley Rescue Mission has seen an outpouring of support from local community businesses and organizations following a devastating fire last month that caused \$2.5 million in damages.

A "Rescue the Mission" campaign to rebuild the North Hollywood family shelter



GIVING

Stephanie Forshee

has so far raised more than \$150,000, but even more may be needed once administrators find out how much they will receive from their insurance carrier.

"We lost everything, and I mean everything," said Director **Wade Trimmer**. "As thankful as we are for the donations we have received

so far, we have a long road ahead of us." The May 3 fire destroyed not only the shelter, but its clothing warehouse, food pantry and part of its vehicle fleet.

Walt Disney Co. has contributed gift baskets for the affected families and Universal City Nissan donated a Nissan Frontier truck for a one-year loan so the mission can deliver food to the homeless. Even the L.A. Dodgers held a collection drive at a recent game, an online donation drive and donated tickets to the eight families displaced by the fire.

Los Angeles Councilman **Paul Krekorian**, whose district includes the shelter, said



Helping Hand: Workers gather donations for Rescue Mission at Dodger Stadium.

the mission provides an important service and must get up and running again.

"This is the kind of generosity the mission needs right now," he said, in an email. "Making the mission whole again is my top priority."

Other businesses that have contributed include NBC Universal, mall developer Westfield Group and the L.A. Outdoor Advertising Coalition, a billboard trade group.

The rescue mission's Trimmer said he expects to identify and move into a new location in the next 45 days. In the meantime, the displaced families are being housed at other local shelters and another duplex in Northridge that the San Fernando Valley Rescue Mission plans to open in December.

Golf Giving

Providence Financial & Insurance Services Inc. donated \$10,000 to be used for student

scholarships at Master's College in Santa Clarita.

The Woodland Hills-based wealth management firm made the contribution when it served as the main sponsor for the college's 21st annual golf tournament.

The fundraiser was held at the Saticoy Country Club in Somis on April 28, where 18 foursomes came out to support the cause.

"Providence Financial's involvement as the main tournament sponsor was instrumental in creating an excellent event to assist in supporting the mission of the college," said **Jason Semelsberger**, the school's development officer, who organized the event.

Anthony A. Saccaro, president of Providence Financial & Insurance Services, has been acquainted with the Master's College for about 20 years as a student and member of its President's and Legacy clubs. "Because I am a Bible believing Christian

and because the Master's College stands for Christ and scripture, it only makes sense that I support them," he said.

And following the tournament, the college and seminary's president **John A. MacArthur** gave an address at a dinner for the attendees.

The funds will help pay for tuition, Saccaro said, noting that on average, students pay less than half of their tuition and the scholarships pay the remainder.

"It's an honor to help equip students for the Gospel," he said.

Poppies for Sale

Boeing Co. Employees Community Fund gave \$6,000 to the California Poppy Festival held in Lancaster on April 26 and 27.

The money contributed to the festival's Exotic Animal and Rainforest display, as well as to provide 1,500 tickets to elementary schools throughout the Antelope Valley.

The children's tickets were given by the city of Lancaster to ensure that local youth benefited from Boeing's donation for the exhibit.

"The wonderful people at Boeing help us put together a great nature exhibit every year with their donation," said **Jeff Campbell**, Poppy Festival organizer and Parks, Recreation & Arts Department operations manager, in a statement. "We're simply paying it forward."

Employees at Boeing, which operates a flight testing facility in Lancaster, regularly pool money for the educational fund, which donated to community events.

"Investing funds in this venue to educate people of all ages on the importance of exotic animals and their habitat is a great way to reach many and celebrate Earth Day," said **Shelley Jacobson**, a Boeing data processor, in a statement.

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