

# BUSINESS TIMES

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## CSUCI, Hartley put new spin on music

By **STEPHEN NELLIS**  
Staff Writer

With the music industry fragmenting into smaller and smaller niches, a new generation of artists is looking for ways to make money by selling songs online for 99 cents a pop or getting corporate sponsors for free music sites on the Web.

California State University, Channel Islands, wants to lure up-and-coming tal-

ent to its campus with an entrepreneurial approach. It has teamed with music veteran Mark Hartley to design undergraduate courses that can infuse a little bit more showmanship and an eye for the bottom line into traditional courses in music theory and composition.

"Right now it's getting together a business plan and locking down the mission statement of where this is going to go,"

Hartley told the Business Times. "The next step is to put the people in place who will guide this, and at that point its up to the university to do their magic to make this happen."

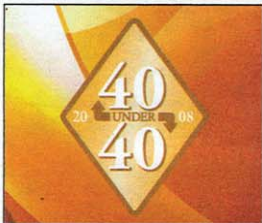
Finding talent to help out should be no problem for Hartley, who is based in Ventura and owns the recently opened Watermark on Main restaurant in Ventura. Among others, he manages country

stars Vince Gill and LeAnn Rimes as well as bluesman Robert Cray, who made the jump from niche musician into mainstream star in recent years.

The collaboration grew out of a closed-door session at the Watermark, where Hartley tapped more than 30 industry insiders to mull the idea of a music and

see **MUSIC** on page 27A

### THE SCOOP



**40 Under 40 Award winners**  
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## Tourney without Tiger

### Chevron takes sponsorship lead

By **RAY ESTRADA**  
Staff Writer

One of the richest sporting events in the Tri-Counties is scheduled to start Dec. 15 in Thousand Oaks, but its key figure will be on the sidelines. Although he won't play this year because of an injury, Tiger Woods plans to announce the 16-player Chevron World Challenge on Sept. 29.

The almost \$6 million tournament, presented by Bank of America, will be at the Sherwood Country Club in Thousand Oaks from Dec. 15 through 21.

The players will be the top 11 available from the 2007 official world golf ranking determined Sept. 17, the defending champion, plus four special exemptions selected by the Tiger Woods Foundation.

Woods was the top player of 2007 and won his own tournament the last two years.

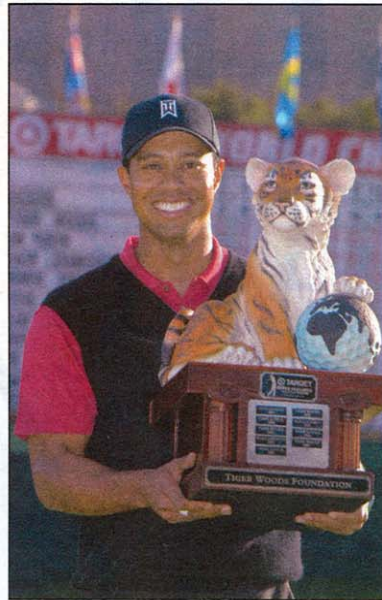


PHOTO COURTESY TIGER WOODS FOUNDATION

**Tiger Woods holds his tournament's trophy.**

His winning score was 22-under par last year at Sherwood.

"He won't be playing because of ACL surgery," said Tiger Woods Foundation President Gregory T. McLaughlin. "He will attend mostly in a host capacity."

McLaughlin said the tournament raises some \$2.5 million for the Tiger Woods

see **TIGER** on page 27A

## Forecast looks to the north

By **BARBARA PEARSON**  
Staff Writer

At the Santa Barbara County 2008 Real Estate and Economic Outlook, three area experts focused a substantial portion of their talks on the residential crisis concentrated in the north county.

Experts said declining property values will take toll on both homeowners and county revenues, but buyers are better off, as plummeting prices have encouraged increased sales in the area.

### THE ASSESSOR

Joseph Holland, Santa Barbara County recorder, clerk and assessor, talked about how property tax assessment in a declining real estate market can impact county revenues.

In the 2007-2008 tax year, the county received \$576 million in property taxes, 27 percent of which goes to the county general fund that funds government services such as the sheriff, district attorney, public health and mental health.

While five years ago, property taxes

see **FORECAST** on page 25A

## A return to 'paygo' would put bailout on track

No two bailouts are exactly the same.

And when it comes comparing the savings and loan era Resolution Trust Corp. to the \$700 billion banking industry rescue now before Congress, there is one difference that really stands out.

Back in the stone age of 1988, when we were merely trying to

take care of regional thrifts that had made too many commercial real estate loans, the government actually was experimenting with a truly novel idea. It was attempting to pay its own way with some balanced-budget rules.



**HENRY DUBROFF**  
Editor

The rules started out under something called the Gramm-Rudman-Hollings amendment, later shortened to Gramm-Rudman. Yes, former McCain adviser Phil Gramm was a co-author.

The rules, dubbed "paygo" by former Federal Reserve Chairman Alan Greenspan, went through several modi-

fications. But they remained in place through the George H.W. Bush and Clinton administrations before the GOP-led Congress allowed them to expire early this decade.

It seems to me that without a broad consensus in the Congress to bring back a form of paygo,

see **DUBROFF** on page 26A

## Commercial Real Estate Firms

Ranked by number of brokers in the Tri-Counties

Rank	Rank last year	Name Address City, Zip	Phone Fax Web Site	Regional brokers	No. of commercial sq. ft. leased in 2007	No. of commercial sq. ft. sold in 2007	Services Offered	Principal(s)	Year est.
1	3	<b>Lee &amp; Associates<sup>1</sup></b> 1015 Nipomo St. San Luis Obispo, 93401	(805) 782-9000 (805) 782-9211 www.lee-associates.com	40	3,973,845	1,953,259	Commercial, industrial, investment, land brokerage, consulting, retail office	Charles Senn, Martin Indvik, Mike Tingus	2004
2	2	<b>NAI Capital</b> 300 Esplanade Drive, Ste. 105 Ventura, 93003	(805) 278-1400 (805) 278-1414 www.naicapital.com	24	n/a	n/a	Office, retail, industrial, land, and investments.	Bill Kiefer, Bruce Frasco, Mike Zugsmith, Mike Zugsmith, Alex Woronovich,	1979
3	1	<b>CB Richard Ellis</b> 771 E. Daily St., Ste. 300 Camarillo, 93010	(805) 465-1600 (805) 465-1665 www.cbre.com/ventura	21	1,079,786	2,098,946	Sale and leasing of office, industrial, retail and hospitality properties as well as investment sales, tenant representation and capital markets consulting.	Rich Bright, Rex Villanueva	1981
3	4	<b>Pacifica Commercial Realty<sup>1</sup></b> 222 E. Carrillo St., Ste. 191 Santa Barbara, 93101	(805) 899-2400 (805) 899-2424 www.pacificacommercialrealty.com	21	928,785	332,531	Commercial brokerage, property management, consulting, valuation analysis, investment/syndication for all property types	Mark Mattingly	1969
5	5	<b>DAUM Commercial Real Estate Services</b> 751 Daily Drive, Ste. 105 Camarillo, 93010	(805) 987-8866 (805) 987-7645 www.daumcommercial.com	20	1,575,000	1,250,000	Industrial, office, retail leasing and sales, investment property sales, property management, tenant representation, corporate services, market research and consulting services	Michael Nubel, Myles Helm, Michael D. Foxworthy, Sr., Mike Foxworthy, Robert Bothanley	1904
6	6	<b>Radius Group Commercial Real Estate</b> 205 E. Carrillo St., Ste. 100 Santa Barbara, 93101	(805) 965-5500 (805) 965-5300 www.radiusgroup.com	16	648,072	845,061	Commercial sales and leasing	Scott Glenn, Steve Golis, Steve Brown, Bob Tuler	2002
7	13	<b>Epsteen &amp; Associates</b> 5034 Carpinteria Ave. Carpinteria, 93013	(805) 684-7767 (805) 684-7776 www.epsteen.com	6	n/a	n/a	Retail leasing & sales, tenant representation & development services	Mike Hieshima	2001
7	nr	<b>Hayes Commercial Group</b> 3700 State St., Ste. 240 Santa Barbara, 93105	(805) 563-2111 (805) 898-4360 www.hayescomercial.com	6	583,373	148,658	Landlord, tenant and buyer representation, investment sales	Steve Hayes, Francois DeJohn, Dan Moll, Michael Martz	2004
7	6	<b>T.A.S. Commercial</b> 3892 State St. Santa Barbara, 93105	(805) 687-5557 (805) 687-5559 www.TAScommercial.com	6	100,000	200,000	Residential and commercial representation and full-service property management	Craig Lieberman	2003
10	16	<b>Michael David</b> 300 Esplanade Drive, Ninth Floor Oxnard, 93035	(805) 981-3959 (805) 981-3978 www.michaeldavidcompany.com	4	n/a	n/a	Sales, leasing and property management	Michael David	1993
10	20	<b>Valiant Group</b> 133 E. De La Guerra St. Santa Barbara, 93101	(805) 962-8000 (805) 456-3800 www.valiantgroup.com	4	n/a	n/a	Acquisition, improvement and management of commercial real estate assets	Ken Sterling	2003
12	20	<b>Industrial Park Associates</b> 2000 Cabot Place, Suite M Oxnard, 93030	(805) 983-2200 (805) 983-2297 www.industrialrealestate.net	3	253,000	48,000	Sales, leasing, development and build-to-suit Of industrial property	Douglas Wax, Michael Wax	1976
12	16	<b>Investec Management Corp.</b> 200 E. Carrillo St., Suite 200 Santa Barbara, 93101	(805) 962-8989 (805) 962-1918 www.investecre.com	3	120,000	327,800	Commercial investment, development, management, leasing (shopping centers)	Ken Slaughter	1983
12	16	<b>Latitude</b> 1227 De la Vina St. Santa Barbara, 93101	(805) 884-8480 (805) 730-1593 www.latitude.net	3	n/a	n/a	Full-service commercial brokerage, development, management and investments inc. exchanges, tenant-in-common transactions	Rick Longpre	1999
12	23	<b>Stafford-McCarty Commercial Real Estate</b> 641 Higuera St., #300 San Luis Obispo, 93401	(805) 543-1801 (805) 543-1857 www.staffordmccarty.com	3	n/a	n/a	Sales and leasing of commercial investments, industrial, office, retail and agricultural property, investments	Greg Stafford, Steve McCarty	1992
12	25	<b>Wilson &amp; Co. Sotheby's Intl. Realty</b> 711 Tank Farm Road, Ste. 100 San Luis Obispo, 93401	(805) 543-7727 (805) 543-7838 www.wilsonandcosir.com	3	n/a	n/a	Commercial, residential, industrial, agricultural, consulting, land sales, vineyards	Mike Wilson, Linda Wilson	1997
17	13	<b>Charter Brokerage &amp; Investment Co.</b> 2625 S. Miller #107 Santa Maria, 93455	(805) 922-6646 (805) 922-8975 www.fugatecomml.com	2	110,000	0	Commercial office leasing	Burt Fugate, Mark Fugate	1972
17	20	<b>Equity Commercial</b> 1320 Flynn Road, Ste. 202 Camarillo, 93012	(805) 384-9500 (805) 384-1938 www.equitycommercial.cc	2	n/a	n/a	Industrial and office brokerage; industrial and office management; construction	Kent Pierce, James Bilicki	n/a
17	23	<b>Grubb &amp; Ellis</b> 803 Chapala St. Santa Barbara, 93101	(805) 564-3368 (805) 966-6505 www.grubb-ellis.com	2	123,000	35,000	Sales, leasing and investments	John Peckham, Damian Wilkinson	1956
20	25	<b>Planet Earth Real Estate</b> PO Box 275 Santa Barbara, 93102	(805) 898-0502 (805) 687-0082 n/a	1	n/a	n/a	Advising, working with nonprofits, mediation	William Hackett	1953
20	25	<b>Ross Realty Commercial</b> 1626 Memory Lane Arroyo Grande, 93420	(805) 489-2898 (805) 937-7048 www.tomrossrealty.com	1	n/a	n/a	All commercial real estate services including: sales and acquisitions, tenant and landlord representation, investment brokerage	Tom Ross	1993
nr	9	<b>Coldwell Banker Commercial</b> 1190 S Victoria Ave., Ste. 100 Ventura, 93003	(805) 648-5051 (805) 652-0434 www.cbcworldwide.com	n/a	n/a	n/a	Sales and leasing, commercial industrial office, retail, apartments	Jeff Haring	1903
nr	13	<b>The Becker Group</b> 40 S. Ash St. Ventura, 93001	(805) 653-6794 (805) 653-6795 www.beckergroup.com	n/a	n/a	n/a	Commercial leasing, sales, property management	Jeffrey Becker	1995
nr	6	<b>Westcord Commercial of SB</b> 951 Westlake Blvd. #101 Westlake Village, 91361	(805) 497-4557 (805) 496-3589 www.westcord.com	n/a	n/a	n/a	Leasing, sales, property management, development services	Rick Principe, Tony Principe	1969

Sources: Phone, fax and e-mail surveys. Notes: <sup>1</sup> Lee & Associates has multiple offices in the Tri-Counties; all numbers reflect combined totals. <sup>2</sup> Pacifica has multiple offices; figures reflect combined totals. In the case of ties, companies were ranked alphabetically; a duplicate number in the rank column indicates a tie. n/a = not available. nr = not ranked. Companies with an "nr" rank this year did not respond to the survey or refused to disclose their information. This list was completed in September 2008.

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