

# Fastest Growing List a Reminder of Success

This issue is dedicated to the 60 fastest-growing private companies in the greater San Fernando Valley region. This column is dedicated to my staff. Congrats, congrats, congrats! The List appearing in this issue, I would argue, is the best in the *Business Journal's* history. It grew by 20 companies, or 50 percent, over last year. And here's the real impressive fact: 41 companies are new to the List this year. That pool, alone, is larger than last year's entire List.



FROM THE NEWSROOM

Jaclyn Giovis

To bring you, the Readers, this List and an issue entirely devoted to progress, we did the following: We scoured our archives and our source lists. We analyzed Inc. Magazine's list of 5,000 of the fastest-growing private companies nationwide, and while their measurements

are different than ours, we discovered several new Valley companies to reach out to for this issue. We crunched too many numbers to count. We made hundreds of phone calls and interviewed 18 CEOs for 21 stories. You've read about some of the companies on the List for the first time in this issue, such as **Tax Resolution Services** of Encino (page 5); **The Asylum**, a Burbank-based production company (page 6); and **Scorpion Design**, a Valencia-based website design and Internet marketing firm (page 15).

Going into this edition, we knew there were companies in our Valley growing at a rapid clip. We just had to find them and persuade them to give us revenue figures for three years. That's no easy feat. The staff was tenacious in gathering, and the companies celebrated on our pages recognized the value in sharing their success stories and participated in our project. Now their success is ours, too.

In this gloomy economy, it's nice to be reminded that growing a business through hard work and innovation is not impossible.

We know this List is only the tip of the iceberg. There were a dozen companies that we did not include on the List because we didn't have all the data we needed to rank them. And there were others that grew, but didn't meet our 8 percent cutoff. There are many more companies that we have yet to discover.

If your company is waiting to be discovered, please contact us. It is always our goal to be the best source for news about companies and people in the Valley region. In the next issue, we'll introduce you to health care leaders who are change agents and innovators in an industry that's evolving every day.

## Fastest-Growing Valley Private Companies Companies New to the List

Name	Rank on List	2008-2010 Revenue Growth (%)
uSamp	1	1,050
Med Exec International	2	278.6
Mixed Chicks, LLC	4	218.8
Systems Logic	6	166.7
Earthly Body Inc.	7	166.7
Capital Processing Int'l. Inc.	9	155
Scorpion Design	10	143.3
Wood Auto Supply Inc.	11	115.7
SADA Systems, Inc.	12	111.2
Prospect Mortgage	14	108.4
Equis Staffing	15	101
International Checkout Inc.	16	100.5
Tax Resolution Services	18	84
Corporate Impressions LA Inc.	22	68.4
Ceres, Inc.	23	67.8
Bruce Clay, Inc.	24	66.7
OfficeXpress	26	55.93
Seed Corn Advertising	27	55.5
LA Foods LLC	28	54.5
Goldman Kurland and Mohidin, LLP	29	51.6
DataDirect Networks	30	49.6
TWC Aviation	32	45.9
The Asylum	33	40
Software Management Consultants Inc.	35	39.6
Vista Aviation	37	36.3
Mustang Marketing	40	31.3
Key Code Media, Inc.	41	30.8
DVA Inc.	42	29.1
B2 Creative Studios, Inc.	43	27.4
enBio Corporation	44	26.1
InterMedia Group of Companies	45	25
Valley Recycling	46	24.9
Nexus IS, Inc.	47	22.1
AltruIT	49	20
Capital Gold Group, Inc.	52	16.9
Exact Staff	54	15.4
Tax Group Center	55	14.5
4over, Inc.	56	12.7
Montrose Travel	57	12.6
AMG & Associates	58	9
Wesco Aircraft Holdings	59	8.6
Grandall Distributing Co. Inc.	60	8.2

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## The List

Valley's 60 fastest growing private companies **PAGE 30**

# Valley Companies Soar to Success

**GROWTH:** Firms grow revenues, but most aren't hiring new workers.

By **JUDY TEMES** Staff Reporter

The fastest-growing private companies in the San Fernando Valley region grew an average of 85.6 percent in the last three years.

The growth rate for this year's List was slightly less than last year, when companies grew an average of 90.49 percent. However, more companies made the List — a potentially good sign despite the continuing gloomy economic news.

There are 60 companies on the List, up from 40 last year, and 41 of the companies on this year's List were not on the List last year. We also raised the bar for being able to qualify for a ranking. All of the companies grew at least 8 percent, which was the cutoff.



Companies on this year's List had a combined total of \$2.21 billion in revenue, or an average of \$48.07 million. The range, however, was *Please see GROWTH page 28*

# uSamp Surveys Key to Future

**EXPANSION:** Encino company launches site in effort to diversify.

By **MARK R. MADLER** Staff Reporter

Online market research firm **uSamp** is on the path to diversify its operations just one month after launching a free online surveying tool.

The Encino-based firm, which crowned the *San Fernando Valley Business Journal's* List of the Valley's fastest-growing private companies, has invested millions in SurveyBuilder, a new online survey site that it unveiled in October.

uSamp officials say the new technology platform will be instrumental to the firm's future growth, as the site is already helping it to expand beyond a traditional client base of large research agencies, such as **J.D. Power and Associates** and the **Kiplinger** organization.

"The goal now is we can diversify and potentially have tens of thousands of customers using the software," said Co-founder and CEO **Matthew Dusig**.

The target customer base: small businesses, advertising and marketing agencies and universities and colleges. Specifically, uSamp wants to get SurveyBuilder into the hands of graduate students who need survey feedback to finish dissertations.

In less than four years, uSamp has carved out for itself a position in the online survey industry through the use of proprietary technology that makes its online panels more efficient and easier for its clients to use. Revenues have skyrocketed, and the company has added offices in the U.S. and abroad and has expanded its workforce. In 2011, uSamp hired 96

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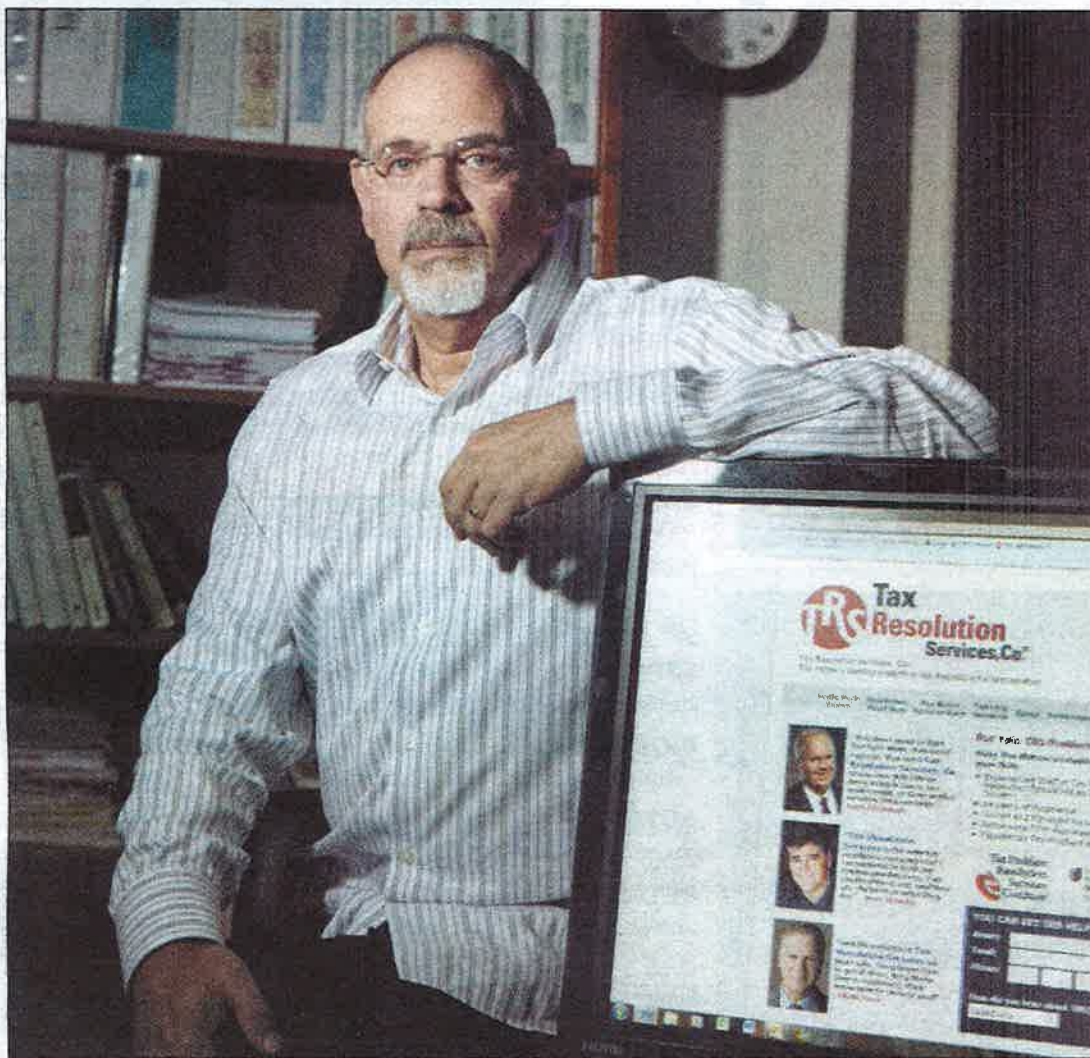


PHOTO BY DAVID SPRAGUE

Taxes: CEO Michael Rozbruch says most people who owe the IRS don't qualify for a resolution.

# Touting Trust

Tax Resolution Services CEO Michael Rozbruch isn't out to scare.

By **JUDY TEMES** Staff Reporter

Eliminate debt. Get a fresh start on your financial future. Get the IRS off your back.

You've heard the late-night TV commercials, and they haven't necessarily been good for the multi-million dollar tax resolution industry, which has been the target of state and federal investigators.

**Michael Rozbruch**, founder and CEO of **Tax Resolution Services** in Encino, wants to send a new

message as he prepares to launch his first series of television commercials in January.

"We will tout the customer service," Rozbruch said. "We will talk about our reputation and our high standing with the Better Business Bureau."

Tough financial times have forced many taxpayers into the collection division of the IRS. As a result, Rozbruch, a CPA who helps negotiate their tax debt, has more business than he ever imagined.

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# Area Tech Firms on Cloud No. 9

**SERVICES:** Firms offering cloud computing services are flourishing.

By **ANDREW KHOURI** Staff Reporter

As the online storage format known as the cloud has grown in popularity, Valley companies that floated up to provide support services now are reaping financial rewards and planning new product launches.

The cloud — which stores information with other companies such as **Amazon**, **Rackspace** and **Google** — frees up vital space on a company's servers. It also can save money and allows data to be accessed anywhere through the Internet.

"This paradigm shift only happens every 15 or 20 years," said **SADA Systems** CEO **Tony Safoian**. "And we are in a market position to take advantage of this."

SADA Systems, founded in 2000, jumped into the cloud four years ago. One cloud offering helps businesses migrate e-mail, documents and word processing software to the cloud. Business tied to the

*Please see CLOUD page 41*

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KGS Law would like to thank San Fernando Valley's business leaders for nominating Glen Kulik, Donald Gottesman, Leonard Siegel and Thomas Ware for the Valley's Trusted Legal Advisors and *A Special Congratulations* to Leonard Siegel for being selected as one of the Valley's Top 10 Trusted Legal Advisors.



# uSamp: New Clients, Goals

Continued from previous page 1

new workers, 53 of which are at the headquarters in Encino.

With SurveyBuilder, however, uSamp faces direct competition against companies such as **SurveyMonkey** and **Zoomerang**, which have been around longer and offer clients many of the same functions. One feature that made SurveyBuilder different from other online survey sites — at least for a few weeks — was that uSamp offered clients its database of five million registered users to respond to the surveys.

By using SurveyBuilder, for example, companies instantaneously get real-time responses on consumer purchases and other consumer-oriented questions.

Small business owner **Dolly Thicke** turned to SurveyBuilder as she prepared to produce a new line of dresses for special occasions. Thicke custom-makes short wedding dresses sold online and through her **Dolly Couture** shops in Tarzana and New York City.

The survey results determined that her price points for the dresses were more than customers wanted to spend. While Thicke did make some of the dresses to sell at high-end boutiques, she decided against mass producing them.

"It was an excellent value," Thicke said of SurveyBuilder. "The customers they reached are our usual customers, and it helped narrow down our decision."

## SurveyBuilder: A closer look

uSamp's SurveyBuilder technology gives free unlimited access to creating surveys. The company applies a charge only for using its panelists to answer the survey. Costs start at \$5 per person surveyed and vary based on the desired sample size and the length of the survey.

**Fastest Growing Private Companies #1**

## uStamp

**HEADQUARTERS:** Encino

**CEO:** Matthew Dusig

**3-YEAR GROWTH RATE:** 1,050 percent

**2010 REVENUE:** \$23 million

**2009 REVENUE:** \$8.6 million

**2008 REVENUE:** \$2 million

Prior to SurveyBuilder, the technology giving on-demand access to survey respondents was already available, so all that was needed was to create the survey product from the ground up, Dusig said.

Dusig and business partner **Gregg Lavin** started uSamp in 2008. The long-time friends had previously collaborated on GoZing, which they sold for \$30 million in 2005. After waiting out a three year non-compete clause, Lavin and Dusig embarked with uSamp, which they view as a technology company.

The company is known for its easy-to-use technology.

uSamp's SampleMarket platform, for instance, is a web-based feature makes it more efficient to find survey respondents. To find a sample of respondents, clients log in directly to a site, eliminating the need for clients to exchange e-mails with uSamp and offering more transparency and control.

But technology companies rarely keep their edge for very long. At the end of October, SurveyMonkey began registering its survey takers for its own audience panel. The move siphoned off some of SurveyBuilder's novelty.

But Dusig is not worried.

He said he gave SurveyMonkey executives the idea to build an audience panel when the executives from both companies met about two years ago at the SurveyMonkey headquarters, which at the time was located in the Silicon Valley.

Besides, uSamp is so far ahead with its panels that the steps taken by SurveyMonkey are not a concern to the company, Dusig said. "Sampling is much harder than creating a software application that creates questions and answers," he said.

The early acceptance of SurveyBuilder, however, hasn't kept Dusig and Lavin from thinking of ways to make improvements.

"We are looking at the possibility of creating a two-way conversation with the respondents to have a back and forth dialogue," Dusig said.



PHOTO BY DAVID SPRAGUE

Team: Gregg Lavin (left) and Matt Dusig at the Encino headquarters of uSamp.

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