

Ready to Launch

Surf City Unicorn Aims to Scale Space

By CHRIS CASACCHIA

Huntington Beach-based **Rocket Lab** will open a 14-day window this week on its first commercial orbital launch.

The It's Business Time mission will carry payloads, or small satellites, made by **Tyvak Nano-Satellite Systems** for data gatherers **Spire Global** and **GeoOptics Inc.**

The two-week launch period begins April 20, with daily windows between 12:30 p.m. and 4:30 p.m. at Rocket Lab Launch Complex 1 in New Zealand, the only private orbital launch site in the world.

Rocket Lab's mission is simple, yet incredibly bold: revolutionize access to space with small satellites through frequent launches.

The initiative underscores one of the prevailing trends in space travel: the development and deployment of ever-smaller satellites.

This space race includes about 40 U.S. companies and several global competitors.

"We're the only one to date to actually build one and deliver a customer's spacecraft into orbit," founder and Chief Executive **Peter Beck** told the Business Journal. "There's a clear need in the market for small rockets to lift small satellites."

The other prevailing trend is carrying people and big payloads to space, missions under way from the likes of **Space Exploration Technologies Corp.** in

➔ **Rocket 90**



Mahia, New Zealand: Rocket Lab's Electron vehicle

ROCKET LAB

Ziggurat Landmark's Future in Balance Again Iconic Fed Office Eyed for Sale

By MARK MUELLER

The fate of the Chet Holifield Federal Building in Laguna Niguel, Orange County's largest office and one of the area's most distinctive structures, is once again up in the air.

Federal agencies are evaluating long-term options for the seven-story, pyramid-shaped building, which sits on about 90 acres on Avila Road just off Alicia Parkway in the northwest portion of the

➔ **Ziggurat 96**



Birtcher: developer might be up for commercial redevelopment of site

Titan Lands Hefty Security Deal

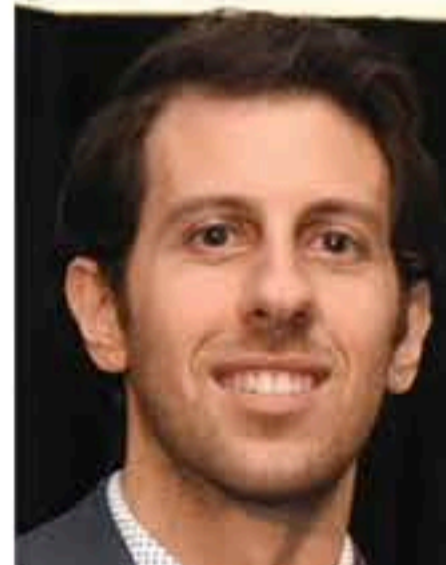
'\$900M on High End,' Says Founder

By CHRIS CASACCHIA

App developer **Titan Health & Security Technologies Inc.**'s new contract with a global security services firm has propelled the Newport Beach-based startup into the nation's upper tier of emergency communication providers.

Under the deal, New York-based **Titan Global LLC**—which isn't affiliated with Titan Health—will roll out the Titan HST communications system to its security

➔ **Titan 12**



Merjanian: deal just one of many execs say are imminent

A New Giant in Cooling Emerges in Brea

CoolSys Sees \$30B TAM in Refrigeration

By PETER J. BRENNAN

The city of Brea may soon boast a fast-growing company with \$1 billion in annual sales.

CoolSys, a company with a new name and a new chief executive, **Adam Coffey**, is shooting to conquer an old market: refrigeration.

When Coffey joined the company in 2016, it had \$240 million in annual sales; he's aiming for \$450 million by the end

➔ **CoolSys 95**



Coffey: product in service industry is people

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Titan

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workforce and tens of millions of customers, including several high-profile buildings and venues across the Big Apple.

The value of the multiyear contract is at least \$300 million but could escalate based on the number and types of Titan Global customers, among other factors.

“If these customers are more heavily weighted toward private sector clients, the value of the contract will actually be \$800 million to \$900 million on the high end,” Titan HST founder **Vic Merjanian** told the Business Journal in an exclusive interview last week.

Titan HST was launched in 2012. Titan Global was established in 2006 by former military and law enforcement personnel and experts.

Titan Global customers include many of New York’s most iconic landmarks and attractions, as well as professional sports franchises, though it won’t disclose them publicly for security reasons.

The company provides security and threat assessments, emergency management planning and response, investigative services, special operations, and ongoing training and education, among other offerings. The firm provides VIP protection for some of Hollywood’s biggest stars and handled similar work in 2016 and 2017 for every U.S. presidential candidate visiting New York and the Hamptons.

Deploying the HST communication system to Titan Global’s vast customer base should be seamless, according to Merjanian, one of five recipients of the Business Journal’s 17th annual Excellence in Entrepreneurship Awards last month.

Titan Global customers will receive an email that will outline services, such as emergency text messaging. If they download the accompanying app, they can report emergencies and access advanced features, such as real-time



911 app system: launched last year, allows emergency communication, broadcast of alerts, lockdowns and more

language translation, a key function in hospitality settings.

“You’re now eliminating a barrier to communication,” Merjanian said. “When you’ve got minutes to create any sort of resolution, this becomes very important, very quickly.”

Languages include English, Spanish, French, Chinese, Japanese, Korean, Vietnamese and Arabic.

The 911 app system, which Titan HST launched last year, allows users to broadcast local emergency alerts, lockdowns, safety status, and location to law enforcement, campus administrators or private businesses in its network.

Users and emergency personnel can instantly communicate relevant information, including GPS coordinates, text, audio, photos and video, as well as classify the type of emergency.

Administrators and emergency responders can survey communities for safety and location, and provide access to potential life-saving digital resources, such as CPR training videos and site maps. They can also view real-time crowdsourced data in maps and through augmented reality, improving situational awareness.

More Features

Titan HST, which charges a monthly user fee, is rolling out two new features to improve communication and geolocation. The first is mesh networking, which allows devices to talk to each other, even when networks and cellular towers are down or destroyed, Wi-Fi interrupted, or power out. The second is beacons, or Bluetooth-powered sensors, that can identify the location of an electronic device within a range of tens of feet, ideal in active-shooter incidents and disasters, such as fires and earthquakes, allowing emergency personnel to quickly deploy to a pinpointed area, even when GPS is unable to provide location data, according to Merjanian.

Titan Global plans to deploy the HST system in its active-shooter training drills that teach clients to best recognize and notify proper security staff of potential workplace violence, terrorist threats and associated risks.

Increased Need

Mass shootings in the U.S. have already surpassed 60 this year, according to the Washington, D.C.-based Gun Violence Archive. More than half—33—have been school shootings, a

pace of one every three days, according to the latest statistics compiled by Everytown.org.

Most shooting incidents conclude before law enforcement arrives to the scene. In 160 active-shooter incidents chronicled by the FBI between 2000 and 2013, 60% ended before police arrived.

“People have quickly realized that they have no emergency plans, or the emergency systems they have are decades old,” said Merjanian, a Corona del Mar native and attorney by training. “The frequency of these incidents now raises the bar for what a reasonably prudent business or organization is expected to do.”

Titan HST services, which were used more than 18 million times last year in emergencies across the country, were designed to meet rising demand while narrowing a technology gap: The vast majority of law enforcement departments and other first responders can’t receive texts, photos and videos in real time due to lack of infrastructure and upgrades.

Meanwhile, product sales and services in the public safety and security markets are projected to jump from \$247 billion in 2016 to \$456 billion by 2021, according to search firm MarketsandMarkets. Titan HST is generating revenues in the millions, according to Merjanian, who declined to disclose specific financials for competitive reasons.

Future Growth

Titan HST, which employs about 30, has faced a deep backlog for several months in the face of surging demand.

The new contract, according to Merjanian, won’t prevent the company from seeking additional capital to boost hiring, develop new patent-pending features and expand operations, potentially including an East Coast office.

It’s raised \$2.2 million in seed funding.

The landmark deal is just one of many Titan HST will close in coming months, Merjanian said.

“We have some very, very large high-profile contracts, and this one with Titan Global is just one.” ■

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BANKING



Sunwest Bank Hires New Head of Retail & Business Banking

Sunwest Bank is pleased to welcome **Ben Alvarado** as executive vice president and Head of Retail & Business Banking. In this role, he will lead the retail network along with Sunwest’s commercial deposit team and work to create synergy between the groups. He will also work toward building a business banking unit within the branch network.

Alvarado is a 26-year banking veteran with experience in retail banking, business banking and wealth management. He started his career at Wells Fargo, holding a variety of leadership positions in branch management and business development. Most recently, he oversaw a network of 230 branches in Orange County and San Diego.

Alvarado earned his undergraduate degree in Interpersonal & Organizational Communication from Cal State University Long Beach, his MBA from the Graziadio School of Business and Management at Pepperdine University, and holds his Series 7 and 66 FINRA licenses. He also sits on the board of the Orange County United Way and Bundles of Books, a literacy-based nonprofit organization that delivers books and a literacy program to underserved youth. He is an



Alvarado

LAW

Commercial Litigation Partner Joins Troutman Sanders LLP

Eudeen Chang has joined Troutman Sanders LLP as a partner in the firm’s Business Litigation practice in Orange County. Chang is a commercial litigator who specializes in real estate and hospitality, contracts, partnership, and employment litigation. He also advises clients on real estate transactions, corporate structure, formation and governance.



Chang

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