

OC METRO

Business. People. Life.

MAY 2011 OCMETRO.COM

Natasha Tomek
Designer and founder,
TASH footwear

the 2011 40 under 40

A digital-media guru.
A landmark-case lawyer.
A building-industry CEO.
They are on this year's
annual list of **overachieving
professionals**, just like this
designer-turned-CEO.
**Find out what makes them
so successful, so young.**

(Yes, we are envious.)

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THE 7 SERIES PART 2:

Why O.C.'s apparel
manufacturers are
so money

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HOT

We show you
the **latest
luxé trend** in
corporate travel

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OFFICE CHATTER

4 CEOs share
how they'd
handle a worker
who **talks
too much**

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INSIDE:

Today's catering
trucks delight
even the most
persnickety
eaters, and we're
sharing **all the
tasty details.**

Jonathan Rettinger

PRESIDENT, TECHNOBUFFALO LLC
TECHNOBUFFALO.COM

Jonathan Rettinger has become one of the Web's most recognized experts on technology – and the go-to guy for network TV. His TechnoBuffalo LLC is a leading news outlet on technology product launches, leaks and breakthroughs.

In less than two years, Rettinger created the most serious rival to Gizmodo and Engadget with one of the most well-known and highest-rated technology blogs in the nation. His videos and site receive more than 7.5 million monthly viewers, and his social media presence ranks him in the top 5 percent nationally. At the same time, Rettinger has become a regular face on CNBC and FOX Business, and a frequent contributor to Wireless Week and Huffington Post.

With a nationwide staff of 10, Rettinger is now pursuing new projects with Best Buy Mobile, FOXBusiness.com and Revision3 networks.

"One of the largest contributors to the young company's success was being first to market," Rettinger says. "I entered the video world before it was mainstream, and YouTube was just a fringe entertainment source for a few."

WHERE DO YOU SEE YOUR BUSINESS IN FIVE YEARS: I am trying to direct TechnoBuffalo to be the premier resource for the consumer electronics lifestyle. Whenever someone thinks about a gadget, I want TechnoBuffalo to be the first place they look.

MORE FROM THE UNDER-40ers: ocmetro.com



Robyn Annan Webb

FOUNDER, OC SHORT SALE 411
OCSHORTSALE411.COM

Think foreclosure and short sale are synonymous? Robyn Webb, founder of OC Short Sale 411 would say, "Bite your tongue." She has proven to be a bright star in a foreboding industry by saving hundreds of homeowners from foreclosure. Her business has grown more than 40 percent a year since 2006.

Webb started her own real estate brokerage in 2004 and four years later formed OC Short Sale 411 because the market conditions called for a company that gave unbiased, accurate and no-pressure information in order to help homeowners faced with foreclosure. She stands out from thousands of other Realtors because of her education (UCI undergrad and USC MBA) combined with compassion and ethics to give the best path to recovery, even if it means not selling a home.

"My first short sale took me 11 months to complete. Last week, we received an approval in 13 days," she says. "The tide turned for me when I decided to put my formal education and professional background to work."



Garrett Calacci

FOUNDER, WATERPOINTE HOMES AND WATERPOINTE CUSTOM HOMEBUILDERS
WATERPOINTEHOMES.NET

Don't tell Garrett Calacci there's a housing slowdown. The Waterpointe Homes founder has been involved in the development and construction of more than 150 homes in Newport Beach and Costa Mesa during the past decade. His work ranges from sprawling, luxurious custom homes to smaller chic single-family detached tract developments. Calacci's latest project is a 3.6-acre multi-home development planned for Harbor Boulevard in Costa Mesa.

"I believe that I have run the company with integrity and believe in always treating others with respect," Calacci says. "Quality and attention to detail is of the utmost importance to me."

His success is leading to another venture – Waterpointe Home Sales Inc. – which will be a brokerage company with a storefront office opening this month on Balboa Island. It will feature top agents who sell homes on the island and surrounding areas of Newport Beach, as well as vacation rentals.



LUKE HOODSON (RETTINGER); BRANDON JAIME (WEBB)

