

LOS ANGELES BUSINESS JOURNAL

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Up Front



Why dancers took a spin in a Historic Filipinotown Laundromat. **PAGE 3**

News & Analysis



New grocers will have to corral their shopping carts. **PAGE 6**

Comment



How BYD chose L.A. to park its car headquarters. **PAGE 51**



RINGO H.W. CHIU/LABJ

Embraced: From left, Border Grill's Mary Sue Milliken and Susan Feniger support AB 32.

Cool With It

Why some businesses oppose delay of global warming act

By **HOWARD FINE** Staff Reporter

WHY would a business oppose a reprieve from the strict compliance deadlines of a major environmental law?

That's exactly what's happening at L.A.-based restaurant chain Border Grill, which is opposing an initiative headed for the November ballot that would suspend implementation of AB 32, the state's sweeping 2006 law that requires businesses to

reduce carbon emissions up to 20 percent by 2020.

Border Grill co-owners and chefs Susan Feniger and Mary Sue Milliken said taking a stand to protect AB 32 gives them more credibility with their environmentally conscious customers while not draining too much money from their pocketbooks.

"Being green is good for our business,"

Feniger said. "Any efforts we make to that end

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Sky's the Limit For Fuel Maker

MANUFACTURING: Synthetic product passes United flight test.

By **DAVID HALDANE** Staff Reporter

A recent test flight of a United Airlines plane has given a Westwood company the lead position in what's shaping up as a dogfight to sell synthetic jet fuel to the nation's commercial aviation industry.

Rentech Inc. supplied synthetic fuel used by the Airbus 319 that took off from Denver International Airport for the 90-minute flight April 30.

Industry officials said it was the first engineering validation of a commercial aircraft flight in the United States using synthetic fuel produced by a process approved in 2009 for use on passenger flights by the American Society of Testing and Materials, the primary technical standards organization for the airline industry.

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L.A. Landlords Ready to Move?

GOVERNMENT: City Council weighs costly rent control curb.

By **DANIEL MILLER** Staff Reporter

When landlord John Jones heard that the Los Angeles City Council was considering a moratorium on rent increases allowed under the city's rent control ordinance, he put all capital improvement projects at his four rent control buildings on hold.

That means a 120-unit Crenshaw Corridor property he owns won't be getting new copper plumbing — a \$350,000 maintenance project he refuses to take on with the threat of the moratorium.

"Based on my budgets and forecasts, I expected to be able to raise rent," said Jones, chief executive of Greystone Management Group Inc., which owns 283 units subject to the city's rent control ordinance.

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Cemetery's Landscaping to

PERSONAL SERVICE: Hillside goes high end to lure customers.

By **JOEL RUSSELL** Staff Reporter

A Culver City cemetery is trying something new in the business of death. It's going upscale. Way upscale.

Hillside Memorial Park & Mortuary has unveiled its Garden of Solomon, with a lake, waterfalls, footbridges, elaborate gates and stone formations. And while it costs \$6,000 for a plot in the Jewish cemetery's regular sections, at the Garden of Solomon the price is \$80,000 for a two-casket plot. One million dollars buys a memorial pavilion for a family of 12.

"In the cemetery industry," said Tom Donnelly, president of Development in Calabasas, and built the Garden of Solomon trend, particularly in urban Los Angeles where land is scarce, cemeteries want to maximize the

Garden of Solomon is a traditional graveyard's layout with flat plaques. In addition, the provincial garden has water features.

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PUBLIC RELATIONS

Public Relations Global Network, an international network of 40 independent PR firms, has named **Patricia Perez** president. Perez is principal at VPE Public Relations, a South Pasadena PR firm.



Perez

KUDOS

Zack Schuler won the Award for Professionalism from Network Professional Association, a San Diego-based advocacy group for the computer networking industry. Schuler is chief executive of Cal Net Technology Group, a Northridge technology consultancy and IT services firm.



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