

TICKER

-28.9

In percent, the plunge
in OC home sales,
May '07 vs. May '06

Source: DataQuick Information Systems

+25

In percent, the
increase in home sales
in Newport Coast,
May '07 vs. May '06.

HOT READ

Those first 100 days

"You're in Charge - Now What?," by Thomas J. Neff and James M. Citrin, Three Rivers Press, 2005

First, note that this book has to be retrofitted to any of you not running an IBM, because those who are interviewed

are mostly high-tier CEOs. Also, the book is somewhat dated, quoting liberally from Paul Pressler, the former Disneyland president, about his leap into Gap. He's long gone.

But the authors, who help run the executive search firm Spencer Stuart, make excellent points about

the first 100 days, a phrase made popular by FDR's running start as president during the Great Depression.

"Every move you make is being watched and analyzed," the authors write, while offering tips on how to prepare for your first-day entry.

Whether promoted from within, or coming from without, a new leader has to know that he or she is entering "a temporary state of incompetence," as a former CEO is quoted. That's why having an agenda, rather than a clear-cut plan, upon your arrival is just being smart. **OCM**

—CRAIG REEM



ENTREPRENEUR

A daredevil move

Lauren and Bobby Giacobbe, founders of Tustin-based Outlast Nutrition

Bobby Giacobbe has 15 years of experience in the health and fitness industry. His wife, Lauren, did marketing for Christian Dior. The next logical step for this entrepreneurial couple? Probably not starting an energy drink company in an already crowded field. Brands such as Red Bull, Monster and Rockstar didn't scare them. After launching their product last August, Daredevil, and its diet sibling Daredevil Lighterfluid, are catching fire thanks to distributors in 12 states.

"It was sort of a daredevil entrepreneur move for us," says Lauren Giacobbe. **"We had a very typical OC stereotype family: two kids, a nice Irvine home. But we had something inside of us that said, 'Go for it.'"**

A strong branding campaign that included gorilla marketing tactics and a daredevil commitment, have given this energy drink company a real boost. **OCM**

—KIMBERLY A. PORRAZZO

Life AFTER 50

Health briefs

HIP RESURFACING, GOOD SAMARITAN HOSPITAL

Many older adults suffer from severe hip problems, including arthritis of the hip, making everyday activities almost impossible. Treatment options vary from medication to physical therapy and even total hip replacement. Sufferers now have a new option: hip resurfacing.

Unlike hip replacement, hip resurfacing helps conserve the femur, a leg bone located between the pelvis and the knee. The natural femur neck remains intact and the natural head of the femur is reshaped and resurfaced, rather than removed. Similar to a tooth capping, the femur is capped with the femur implant and is fixed in position with bone cement. On the other side, the hip socket is cupped with a socket implant that is press-fit into the socket without the use of cement to hold the implant in place.

The hip resurfacing prosthetic implants are designed to move together like a healthy joint. They do this by realigning the bones so that the weight that passes through the hip is distributed normally. This improves mobility and relieves pain.

Dr Lawrence Menendez, will be performing hip resurfacing at Good Samaritan Hospital in Los Angeles. The doctor is a graduate of Middlebury College and received his doctorate from New York University School of Medicine. He has also been the Chief of Orthopedics at the Kenneth Norris Jr. Cancer Center since 1987. To learn more about hip resurfacing, call Dr. Menendez at (323) 442-5830.