

Business briefs

Area 21-year-old pens series' 3rd book

AGOURA HILLS - A 21-year-old Oaks Christian School alumna is releasing her third book in a young adult fantasy-adventure series.

"Imperfect Hearts" is the latest installment in Caylen D. Smith's Guardian Series.

"Uneven Odds," the second book, garnered a spot on Apple iBooks Young Adult New Releases.

"It was unbelievable to see my book achieve featured status on iBooks," Smith said. "When I saw 'Uneven Odds' on the Apple iBooks page, it made me think I must be doing something right."

A senior at Azusa Pacific University majoring in English, Smith has written short stories that have been featured in the university English department's literary journal, West Wind, for two consecutive years. Smith is a member of the Authors Guild and Society of Children's Book Writers and Illustrators, and is penning her fourth and final installment of the series while simultaneously working on a new series, the Robyn Hoode Chronicles.

A resident of Agoura Hills, Smith grew up as an avid reader. As a writer, she found her niche in teen fiction.

"I wanted to add to the young adult community my own take of the fantasy world, and craft my beliefs and views of what true friendship can mean to people," Smith said. "I wanted to demonstrate the power of platonic love."

For more information, visit www.caylensmith.com.



Caylen D. Smith



Caylen D. Smith's book series so far.

CONTRIBUTED PHOTO

generation and underrepresented students, according to MICOP.

"All of us at MICOP are honored that Marilyn will be joining our board of directors, and we look forward to the contributions she has to make in fulfilling our mission of aiding, organizing, and empowering the indigenous immigrant community in Ventura County," MICOP board President Jake Donaldson said in an email.

MICOP unites indigenous leaders and allies to strengthen the Mixtec and indigenous immigrant community of Ventura County, estimated at 20,000 people, most of whom are strawberry farmworkers and many of whom speak primarily their indigenous language, according to the organization.

Eye professionals attend expo

OJAI - Heidi Mages and Christina Castro of Topa Topa Optometry joined more than 12,000 eye care providers from around the world in attending International Vision Expo West, a four-day conference Sept. 14-17 in Las Vegas.

"It's important that we come together and work in a collaborative fashion to seek new product and technologies that continually improve the patient's experience," said Bruce Brockman, O.D., of Topa Topa Optometry. This year's conference featured more than 320 hours of education focusing on three core competencies — disease diagnosis and treatment, clinical application of products and healthy business solutions.

The staff was able to visit more than 460 exhibitors, while hundreds of eyewear brands debuted fall lines, accessories and eyewear trends. Medical companies offered hands-on demonstrations of the equipment and tools needed to support ocular disease treatment.

Proceeds from International Vision Expo are used by the Vision Council, a nonprofit association, to educate consumers about the importance of vision care and the options in eyewear and other related products.

Nonprofit board member named

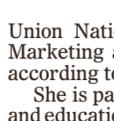
OXNARD - A new member has been appointed to the board of the Mixteco/Indigena Community Organizing Project, according to the Oxnard-based nonprofit.

Joining the board is Marilyn Peake, who serves as community outreach officer at Ventura County Credit Union, where she leads efforts in financial literacy to improve the financial well-being of credit union members and the community. She is a first-generation college graduate with a Bachelor of Arts in Sociology from UCLA and is a graduate of the Credit Union National Association School of Marketing and Business Development, according to MICOP.

She is passionate about social justice and education and is currently a member of the CSU Channel Islands Lacayo Vista Leadership Academy, where she focuses on promoting higher education for first-



Heidi Mages



Christina Castro

Port

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pany is launching in response to the canal expansion.

Each ship is designed to carry up to 8,000 car-sized containers and an additional 2,000 roll-on, roll-off vehicles.

Post-Panamax is the new standard vessel size, based on the width of locks now open at the Panama Canal. Before the expansion, the size of the canal's locks limited ship capacity to 5,000 containers. The locks increased from 35 meters (just over 114 feet) to 55 meters (just over 180 feet), allowing for the larger ships.

The Themis is the second Post-Panamax vessel to call on the port since the canal's expansion. In August, its sister-ship Thalatta arrived on its maiden voyage through the widened canal.

Wallenius Wilhelmsen Logistics owns 65 acres in Oxnard with an auto-processing facility. The port is a major distribution hub for automobiles, supplying 13 states with imported vehicles.

The eco-friendly designs of the new Post-Panamax ships also mesh with the port's emphasis on operating a green business, port spokesman Will Berg said. Each vessel is fitted with an ex-

haust cleaning system that reduces sulphur emissions to below 0.1 percent and removes 70 percent of particulate matter.

The ships also use a new technology to generate steam-based exhaust while docked at berth instead of diesel. The onboard scrubber system gives the ships a mobile compliance with emissions regulations in ports worldwide, said Geir Fagerheim, head of fleet management for Wallenius Wilhelmsen Logistics.

In 2014, California passed regulations requiring container fleets docking at major ports, including the local one, to shut off diesel engines and use electricity for half the time at berth. In response, ports have spent millions installing onshore power systems.

Accommodating the size of the Wallenius Wilhelmsen Logistics ships has not been a problem. The ships are 200 meters, or 656 feet, long and fit within the port's largest berths with turning room to spare, Decas said.

"What makes them different is how wide they are, but we've been able to accommodate that, too," she said. The ships' beams measure 36.5 meters, or 120 feet across.

"There is much more volume on the ships, so more cars are inside. When you can move more, that builds efficiencies into the supply chain," Decas said.

Certified factories, has scaled its fair trade program from one factory and 11 styles in fall 2014 to six factories and 218 styles in fall 2016. By fall 2017, Patagonia expects to increase that to 300 styles — about one-third of its products.

"We live in the age of globalization, and factory workers around the world are going to be plugged into the global market in one way or another, and so for me, the question is: Are they victims of the global market, or are they being included in the benefits of globalization?" Said Paul Rice, president and CEO of Fair Trade USA. "We have to prove the business case for responsible business. If it's just a philanthropic endeavor ... it won't scale. We have to prove that Fair Trade is good for business."

Once a factory is certified, any other company that wants to make Fair Trade products in that factory simply has to pay the additional Fair Trade premium.

"Fair Trade USA's approach has proven it contributes to a better standard of living, including pay and employee participation in the workplace and community. It also helps create better working-conditions and safeguards against the use of child labor," said Rose Marcario, Patagonia's president and CEO. "One last benefit falls not to the workers, the factory or Patagonia as a brand, but to the customer who buys a Fair Trade Certified garment: every purchase is a vote, with the pocketbook, for good values, an all too rare opportunity in our global economy."

Firm adds 4 CalPoly graduates

VENTURA - Jensen Design & Survey Inc., a full-service engineering firm, announces the addition of four new employees who recently graduated from California Polytechnic State San Luis Obispo.

New team members include Tanner Shelton, Jorge Navarro, Robert Harvey and Leonel Arjon.

Shelton is a graduate of Cal Poly's City and regional planning department and joins JDS as a planner. His responsibilities will include assisting the land planning discipline in researching, processing of applications, report writing and exhibit preparation.

Navarro, Harvey and Arjon specialize in civil engineering. A scope of their responsibilities include analyzing engineering criteria with software, perform research to establish design parameter requirements and help prepare engineering designs and reports.

"I was fortunate to have an opportunity to intern with JDS, so I am excited to be hired on as a new team member to a firm that is committed to providing their staff with challenging and fulfilling projects," Arjon said. "I'm looking forward to growing as an engineer and I know working for Jensen will help me on that path."

Don Jensen, firm founder and CEO, said: "Cal Poly is a great resource to be able to hire new talented team members from as the students are innovative and genuinely want to learn more about the industry. The students graduate already prepared for work as the complex project work they have participated in gives them a hands on learning experience."

Jensen Design & Survey Inc. is a leading full-service civil engineering, surveying, planning and construction administration firm rooted in Ventura County for the past 25 years. The multi-

disciplined company employs a small team of highly-skilled professionals who provide clients seamless project development, from concept to construction, for some of the county's largest private sector businesses, global standouts in agriculture, and municipalities.

Dole, Disney enter deal

WESTLAKE VILLAGE - Disney Consumer Products and Interactive Media and Dole Food Co., with headquarters in Westlake Village, have announced plans to launch a new co-branded assortment of fresh produce featuring iconic Disney, Pixar, Star Wars and Marvel characters at grocery and retail stores nationwide beginning this fall.

"Disney and Dole have a shared mission of providing high quality produce to help families lead healthier lives," said Josh Silverman, executive vice president of global licensing for Disney Consumer Products and Interactive Media. "As an industry leader in licensed food, we are excited to pair our unrivaled portfolio of brands, characters and stories with Dole's fresh fruits and vegetables to support parents as they encourage their kids to make healthier food choices."

Bil Goldfield, Dole director of communications, said: "It's rare that two iconic brands with as much passion and potential for improving the way America and the world eats can come together to make positive change. As one of the world's foremost nutrition leaders, Dole is excited to partner with Disney to take both companies' commitment to health and wellness to the next level. Together, we can do even more to deliver fun, educational and nutritional information around the power of produce to individuals and families across North America."

The two brands will launch its first program this fall, followed by a host of other health and nutrition education programs themed around other Disney, Star Wars and Marvel films and characters in 2017. These programs will include consumer promotions, digital integrations, in-store activities and themed recipes featuring Dole products to encourage kids and families to adopt a diet rich in fresh fruits and vegetables.

Seven Lakes launches platform

WESTLAKE VILLAGE - Seven Lakes Technologies Inc., a Westlake Village-based provider of software solutions for the oil and gas industry, launched its Joyn workflow and analytics platform.

The company said Joyn delivers powerful configurability data integration, and analysis capabilities, making data accessible for everyone in an organization. Joyn utilizes big data, machine learning and cloud and mobile computing to serve customers large and small, according to Seven Lakes.

"We envisioned this integrated platform with one mission in mind — to give the doers in your organization true ownership of data to manage by exception, all in one place from the corporate office to the field. The platform empowers people to trust the data, find exceptions, and take immediate action on their data," CEO Shiva Rajagopalan said.

The Joyn platform supports Joyn Solutions, which are built to expose exceptions on every level and offers Joyn Professional, which enables organizations to build, view and manage configurable visualizations, dashboards and reports. As business conditions change, the platform modifies visualizations and reports to fit new business needs, Seven Lakes said.

"We met three significant customer needs with the launch of Joyn. Our proven analytics solutions will now be built on one platform," said Jimmy Sebastian, chief product officer.

Seven Lakes Technologies is a vertically focused analytics and workflow software firm offering solutions and services for the upstream oil and gas sector. For more information, visit <http://www.sevenlakes.com>.

To share news about your company or business-related organization, email business@vcstar.com. If there is an event involved, please email the information at least three weeks in advance of the event.



ROB VARELA/THE STAR

A crew member onboard the Themis, a Wallenius Wilhelmsen cargo ship, watches as the tugboat Tulipan helps the ship dock at the Port of Hueneme.

More than \$9 billion worth of cars, produce and other key goods in the world trade business passes through the Port of Hueneme annually. And while some other industries report cuts in employment, port business-related jobs grew 25 percent from 2012 to 2015, ac-

ording to a recent Maritime economic assessment by Martin Associates.

"The success of the port impacts the success of the entire region," Oxnard Harbor District Commission President Manuel Lopez said.