

Up Front



How Tessa Young is amplifying jobs for women DJs.
PAGE 3

Brothers Divided by Air Line Feud

AVIATION: Surf Air co-founder alleges stake devalued in scheme.

By **GARRETT REIM** Staff Reporter

While Santa Monica's Surf Air is flying high with customers and investors, the airline's success has left David Eyerly, the company's co-founder and former chief operating officer, out in the cold.

The 31-year-old Eyerly is fighting Surf Air and several of its investors in court, claiming he was the victim of a complex scheme that not only caused his brother and co-founder, Wade Eyerly, to force him out of the company, but also diluted his ownership by 94 percent, taking him from a 12.5 percent equity position all the way down to 0.75 percent.

"It was his baby. He was stripped of his stock and he didn't even know (the investors) were

doing this," said David Eyerly's lawyer, Skip Miller of Century City's Miller Barondess. "They did it in the dark without his knowledge, consent or participation."

Meanwhile, the subscription airline founded by the Eyerly brothers and several others in 2011 has become popular among tech entrepreneurs, who regularly fly its Los Angeles-San Francisco route. It has raised more than \$84 million in investments.

David Eyerly's legal team values Surf Air at \$1 billion and is seeking at least \$125 million in damages.

The company's valuation is built on its appeal to frequent flyers, offering them the ability to avoid long Transportation Security Administration security

\$1 billion

Estimated value of Surf Air

Please see AVIATION page 36

Dov Charney Refuses to Fold

CLOTHING: Founder to start rival to American Apparel?

By **DAINA BETH SOLOMON** Staff Reporter

"I'm not going away," insists Dov Charney, the ousted chief executive of American Apparel who saw the clothier slip out of his grasp in bankruptcy court last week.

Vowing to stay in the public eye, he told the

OP-ED

Dov Charney reflects and opines.
PAGE 41

Please see CLOTHING page 34

SPECIAL REPORT: THE BUSINESS OF ENTERTAINMENT

News & Analysis



More than 1,000 people already want to buy the 151 condos in this DTLA building.
PAGE 6

Real Estate

Why a once-struggling El Monte shopping center just sold for a huge price.
PAGE 31

Exec Style



A fashionable local architect explains the crayons in her bag.
PAGE 38



Social Presence: 'Supernatural' actress Ruth Connell connects with her fans online.

TECH'S NEW STAGES

She might play the mother of the King of Hell on popular TV show "Supernatural," but Ruth Connell didn't need to strike a deal with the devil to become internationally famous.

Instead, the West Hollywood actress used social media to build her fan base and create both a market for her own T-shirt line — based on her character in the CW series, Rowena — and to set up lucrative convention appearances around the world.

Read about how she and other prominent figures in the L.A. entertainment scene are using digital media to boost their business in this special section focusing on film, TV, theater, music and entertainment law.

BEGINNING ON PAGE 12

Fresh Money In Old Shows

TV: Revenue from streaming alters big picture for some.

By **MARNI USHEROFF** Staff Reporter

TV show "Happy Endings" may have been axed by ABC several years ago, but the series is living up to its name after finding a second life on streaming services offered by Hulu and Amazon.com Inc.

And it's not alone. Lots of programs have been rising like Lazarus from their graves thanks to companies such as Netflix, which allow them to connect to a new audience, often made up of younger viewers.

The trend is not only changing the entire entertainment industry (see page 12), but it also can provide a surprise financial boon to a number of former cast members, producers and writers.

Danielle Prunier, a senior vice president of wealth management for Merrill Lynch in Century City, said she first noticed the situation three years ago after hearing from entertainment industry clients as they watched their old shows become popular on streaming platforms.

"I was getting phone calls from clients saying, 'I can't believe this but a whole new generation of kids is watching the show I created that's no longer on the air,'" she said.

In one blockbuster deal last year, Santa Monica's Hulu acquired the exclusive subscription video-on-demand rights to all nine seasons of megahit sitcom "Seinfeld" for a reported \$160 million — creating huge new streams of money.

While the growing value of online deals is great news for creatives overall — not all of them are able to reap the rewards.

"If a writer, producer, actor has a profit

Please see TV page 35



What it takes to get ahead.

labusinessjournal.com/subscribe

Coated In Layers

'We're selling high-end design so the focus should be on the presentation not what I'm wearing.'

PATTI BAKER, KAA Design



Bl-nk London scarf.
Cost: about \$70.



Diane von Furstenberg
navy blazer. Cost: about \$450.



Kate Spade New York
stone-accented necklace.
Cost: about \$100.



Louise et Cie Finch
oxford. Cost: about \$139.

MENSWEAR-inspired clothing with a pop of bright color is the preferred style of Patti Baker, director at architecture firm KAA Design in Marina del Rey. Baker said she first cultivated the look in college when she started wearing blazers and pairing shorts with loafers—even high-heeled loafers.

"I was always into scarfs, jackets and menswear-inspired (clothing)," she said. "I lived in colder cities before, so I just like the layered look."

But sometimes her love of jackets can be a challenge. For example, while working on a job site she accidentally rubbed against a wall that was being waterproofed. The sticky substance got on her jacket and

she was never able to get it off.

"You kind of have to think, Do I love this jacket so much that I'm going to wear it on the job site?" said Baker, 45.

"I do struggle a bit. There's days when I need to go to the job site and then I'll need to come into the office and have a client meeting."

On days like that she'll often do a quick outfit change, she said, which might involve starting out the day in her old patent leather Cole Haan shoes but changing into dressier footwear and a jacket for meetings.

Baker said she's perfected the art of balancing her two looks, but dressing appropriately for client meetings is

harder than you might think.

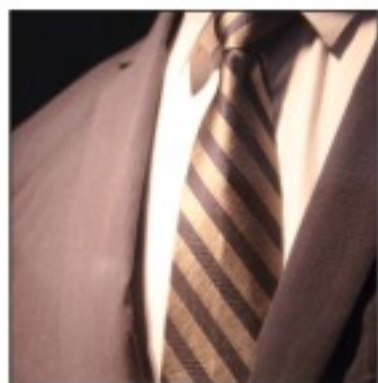
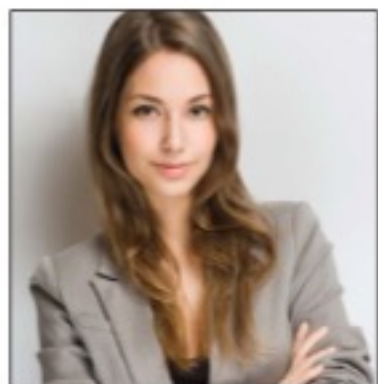
"You don't want to outdress your presentation," she said. "If we're doing a beach project, I may wear jeans and more whites. We're selling high-end design so the focus should be on the presentation not what I'm wearing."

Baker's favorite shops, Nordstrom, J. Crew and Anthropologie, are handy because she can pick up items for work as well as casual wear. Anthropologie is where Baker found the bright orange Cartonnier pants she wore for the Business Journal.

"I prefer to wear pants that are colored," she said. "I don't know why, but it seems to work into an outfit better."

—Subrina Hudson

Market your executive style.



For more information,
please call 323.549.5225

LOS ANGELES BUSINESS JOURNAL

What's in your bag?

Crayola crayons. "I have a 5-year-old and I can't go somewhere without those."

Toms sunglasses. "My new favorite sunglasses. They're kind of a fun color. As soon as I saw the color I had to have these, and I think Toms is a great company for what they stand for."

Pens. "I always have pens with me. Usually, every two weeks I have to purge them because I end up with 20."

Scale. "Always have to have a good scale for meetings."

Graf & Lantz eyeglass sleeve. "I am over 40 so I always have to have my readers. I'm kind of lost without those now."

Spa Ojai lotion. "Ojai's my favorite place to go as a family. We go up there a lot. You feel like you've left L.A., which is such an amazing feeling."