

Business etc.

STATUS UPDATE



Angela Ratzlaff has the latest on movers and shakers in Orange County.

Send items about business expansion, milestones and promotions to Angela Ratzlaff at [aratzlaff@ocregister.com](mailto:aratzlaff@ocregister.com)



NANCY LUNA, STAFF

An Aldi store is seen in central Virginia. Aldi will open 45 stores in Southern California in 2016, the first 25 of which will open between March and July. Hiring events are scheduled today.

# ALDI HIRING FAIRS SET AT 3 O.C. SITES TODAY

Discount grocery chain Aldi is hosting job fairs today to fill store positions for its locations opening in Orange and Los Angeles counties.

Of the 11 job fairs, three will be held in Orange County. Anaheim, Buena Park and Fountain Valley will see Aldi stores debut in 2016 as the first wave of store openings in Southern California begins in March.

Aldi's starting wage is \$13 an hour and could reach \$21 an hour for applicants with tenure, company representatives said.

- The hiring events, which vary by location, are at:
- Anaheim Business Expo, 1960 S. Anaheim Way, 7 a.m.-5 p.m.
  - Holiday Inn in Buena Park, 7000 Beach Blvd., 8 a.m.-5 p.m.
  - Fountain Valley, 17070 Magnolia St., 8 a.m.-6 p.m.

Aldi said it will hire more than 1,100 employees for its Southern California stores as well as its regional headquarters and warehouse in Moreno Valley.

Earlier this fall, the chain held a job fair for shift managers.

Aldi plans to open 45 stores in Southern California in 2016. So far, it has revealed 22 store locations in Southern California, including three in Orange County, eight in Los Angeles and 11 in the Inland Empire/Coachella Valley region.

The privately run Aldi has won the pocketbooks of budget-conscious shoppers by selling knockoffs of the nation's most popular brands, such as Frosted Flakes and Velveeta cheese.

- Nancy Luna

ON THE MOVE

Annette Walker was named division president of Irvine-based **St. Joseph Health** on behalf of the St. Joseph Health System Board of Trustees and St. Joseph Health Ministry. Walker joined St. Joseph Health in 2005 and is the executive vice president of strategic services. Deborah Proctor will continue to serve as president and chief executive until St. Joseph Health's partnership with **Providence Health & Services** receives regulatory approval, which is expected to happen mid-2016.



Walker

Chicago-based investment bank **Ziegler** hired John Solarczyk as managing director in its Newport Beach office. Solarczyk has more than 20 years of banking experience. He previously served as managing director for **Stifel Financial** in Los Angeles.

Irvine-based **Custom Business Solutions**, a provider of restaurant technology operations systems, appointed Tom Sanz as national sales manager. In his new role, Sanz will manage the sales process for restaurant, retail and other customers in need of point of sales technology. He previously held sales management positions at **Shimano American Corporation** and **3M**.



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MILESTONES

**UC Irvine Extension** honored instructors and advisory committee members for their leadership and dedication to education. The awards were presented in three categories: Dean's Outstanding Service, Distinguished Advisory Committee Member and Distinguished Instructor.

Honorees from Orange County include:

- **Distinguished Instructor Award**
- Meg Parker, Irvine
- Kai Williamson, Lake Forest
- Marina Wetrosky, Mission Viejo
- Gary Szenderski, Dana Point
- Michael Martin, Coto De Caza
- **Distinguished Advisory Committee Member Award**
- Kathy Miller, Irvine
- **Dean's Outstanding Service Award**
- Susan Belenardo, Irvine

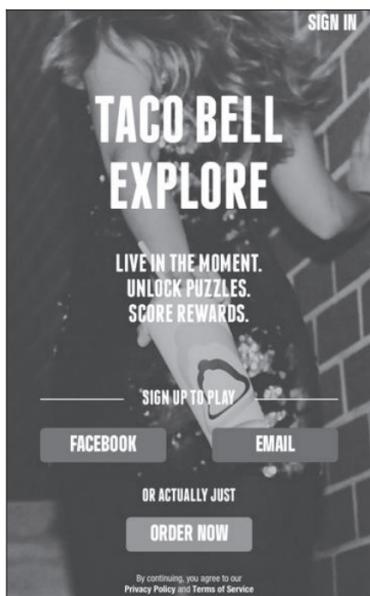
Owen Holmes, associate vice president for government and community relations at **Cal State Fullerton**, received the Marvin D. "Swede" Johnson Achievement Award, a national honor for leadership in government relations and institutional advocacy. The annual honor is one of two national awards in higher education state relations, which encompasses advocacy and outreach efforts on behalf of universities to governors, state legislators and other key policymakers. The award was presented during the 2015 Higher Education Government Relations Conference in Austin, Texas. Awards are administered by the American Association of Community Colleges, the American Association of State Colleges and Universities, the Association of Public and Land-grant Universities and the Council for Advancement and Support of Education.

GOOD WORKS

**Orange County Trial Lawyers Association** raised \$104,000 for Miracles for Kids, an Orange County nonprofit that serves children who have life-threatening illnesses. The money was raised through live auctions, silent auctions and cash match during the OCTLA Trial Lawyer of the Year Awards at the Fairmont in Newport Beach last month.

Newport Beach interior design showroom **503found** opened a pop-up shop for one night at the Stephanie Argyros' home to benefit Free the Children, an international charity focused on empowering kids to be involved in community activism. 503found raised \$7,000 by selling gifts and home décor accessories.

- Nancy Luna



PHOTOS: COURTESY OF TACO BELL  
Taco Bell has launched a new loyalty game program on its app.



Once you get enough pieces to complete a digital puzzle on the app, you earn prizes.



A leaderboard allows you to track other players.

## Taco Bell unveils loyalty game tied to Twitter, Facebook

Taco Bell on Wednesday launched a rewards game unlike any rival loyalty program, wherein the only requirement to win prizes is to do one thing: Be yourself.

"We wanted to build something that wasn't telling customers what to do," said Tressie Lieberman, Taco Bell's vice president of digital innovation.

Dubbed Explore, the loyalty program can be found on Taco Bell's mobile ordering and payment app. Since its debut last year, the app

has had 4.7 million downloads. Taco Bell uses an algorithm that monitors your everyday musings on Twitter, Instagram or Facebook. Once you authorize the app to watch your comments on one or all of these social media platforms, Taco Bell does the rest.

The more stories people share about their lives on social platforms, the more opportunity they have to earn a game piece.

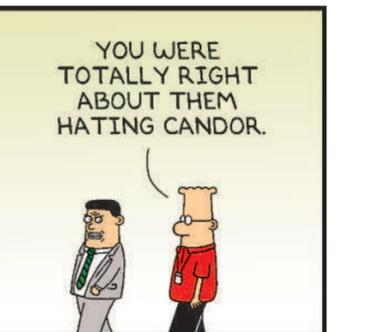
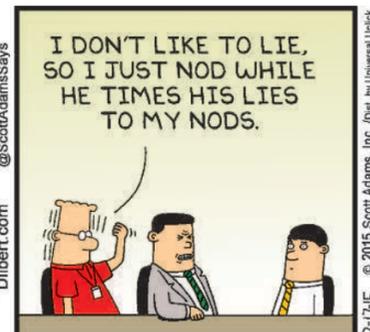
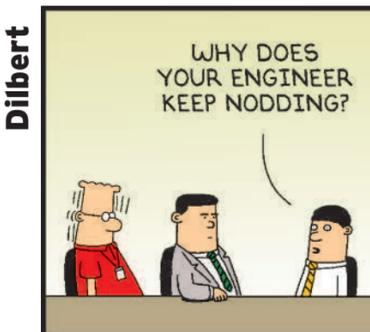
"We reward people for Living Más," said Lieberman, referring to

Taco Bell's motto.

Once you get enough game pieces to complete or unlock a digital puzzle on the app, you earn prizes. Think McDonald's Monopoly game - only not as complicated and no purchase necessary.

Rewards range from free food to earning a trip to visit Taco Bell's headquarters and test kitchen in Irvine. After a monthlong soft roll-out, Taco Bell said it has seen 55,000 fans actively playing.

- Nancy Luna



Talk to us

Send your comments, story ideas and tips to Business Editor Bernard Wolfson at [moneymatters@ocregister.com](mailto:moneymatters@ocregister.com). Letters can be sent to: The Orange County Register, c/o Business section; 625 N. Grand Ave., Santa Ana 92701. Items will be published on Page 2 and will be subject to editing for grammar and length.

