

You Want Fries With That, Eh?

Smoke's Poutinerie to hit Hollywood streets with Canadian treat.

What do Hollywood's stumbling masses crave at 3 a.m.?

Alan Goldstein hopes the answer is a French Canadian delicacy called poutine: fries topped with cheese curds and gravy as well as other cholesterol-laden goodies.

Goldstein is the Southern California franchisee of **Smoke's Poutinerie**, which focuses exclusively on the high-carb Canadian specialty. His first L.A. store, an 800-square-foot shop, is set to open in Hollywood this month.

Smoke's, owned by **Ryan Smoklin**, has 100 franchises throughout Canada and opened its first U.S. location in Berkeley last year.

Goldstein said he plans to open 20 restaurants from Santa Barbara to Mexico.

The Hollywood location will open at 11 a.m. and stay open until 4 a.m.

"We're up against the big shots like **In-N-Out Burger** and **McDonald's**, so we have to focus on what has always been our niche, which is the after-bar scene, for when you've got the munchies," Smoklin said, adding that during the peak hours of midnight to 3 a.m. Smoke's most popu-



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On Menu: Owner Alan Goldstein at future Smoke's Poutinerie in Hollywood.

lar Canadian outposts see 150 customers an hour. "We're targeting the 18- to 25-year-old university crowd who will be leaving all of the nearby clubs and bars."

This is the first restaurant project for Goldstein, a mortgage loan officer at **Professional Lending Network** in Redondo Beach. After seeing Smoke's succeed in Canada, where his family is from, Goldstein reached out to Smoklin on a whim. He soon flew out to meet him

and they struck a franchising deal. The franchise fee for the Hollywood location was \$30,000, which will be reduced for later stores.

"(Smoke's is) not looking to make tons of money on the franchise fees," Goldstein said. "(Smoke's) is looking to grow the business or, as Ryan would say, for 'global poutine domination.'"

Goldstein, who has rented an apartment blocks from the restaurant, said the site, at 1552 N. Cahuenga Blvd., cost

\$400,000 to build out, financed through family and friends. Investors will fund the next several Southern California locations. After that, he will take on some debt.

There's no seating at the Hollywood location, Goldstein said, figuring that if you're alright with eating fries covered with thick gravy and cheese at 4 a.m., you're probably alright eating them while hanging out with friends in the parking lot.

— Hannah Miet

Journalism Got Triathlete On Track

Former reporter's story on race launched her career as Ironwoman.

Emma-Kate Lidbury has found more financial success as a triathlete and motivational speaker than she ever did in her previous career as a journalist.

"When I was a reporter I did little or no exercise and just sat at my desk all day eating chocolate," said



Stepped Up: Lidbury.

Lidbury, who wrote for England's Oxford Mail. "But the course of my life changed when my editor sent me to cover a triathlon by compet-

ing in it because he thought the readers would enjoy seeing if I could survive."

She not only made it through, but actually enjoyed the running, cycling and swimming endurance challenge, finishing a credible 13th place in that 2005 race. That led to more training, more races and, eventually, to quitting her day job.

Now Lidbury, 35, who lives in Pacific Palisades and trains both there and on Santa Monica beach with the Tower 26 swim team, is a professional triathlete and motivational speaker with a string of

titles, sponsorships and speaking engagements — the next one June 25 for the **British American Business Council** at Santa Monica's **Viceroy** hotel.

"In a decent year, a triathlete can make \$100,000 from prize money, commercial and sponsorship opportunities and there are a handful of millionaires in the sport," Lidbury said. "I'm not there yet but with hunger and tenacity you can do anything. My new profession is now my passion and I certainly don't miss the newsroom."

— Sandro Monetti

Water Waste Big Turnoff

Santa Monica resident **Dan Estes** develops mobile apps as a hobby and he just created one that turns users into activists against water waste.



Handy: Dan Estes with DroughtShame app.

Users who have downloaded Estes' free **DroughtShame** app for iOS devices have been taking photos of examples of water being wasted, and using the app to rate the waste and add captions. The app adds the address of the photo and then uploads everything anonymously to a server.

Once Estes gets enough users and photos, he plans to offer the records to cities

where there's been a lot of water waste as an ongoing paid subscription service to cover the cost of storing the information.

"Like anyone else in Los Angeles, I see the water

news and how reservoirs have dropped," said Estes, a commercial real estate broker for **Jones Lang LaSalle Inc.** "It's just scary as an Angeleno to think that's happened over the last five to six years, and to think about what's going to happen over the next five to six years."

The most egregious example of water waste

he's seen so far? Six sprinklers watering a small, 150-square-foot patch of pristine, green lawn.

"The sprinklers were spraying water eight feet in the air and it was heinous," Estes said. "In my app's next version, that is the background."

Charity on Wheels

Anthony Marguleas, 49-year-old founder of Pacific Palisades real estate firm **Amalfi Estates**, has made donating to charity part of his business: He gives 10 percent of the net proceeds of his commissions on each property he sells to a charity of his client's choice. But when he started doing some boots-

on-the-ground volunteering, delivering food to neighborhood houses enrolled in the Meals on Wheels program,

he discovered how tricky it can be.

On his first day as a volunteer, Marguleas was given a list of about 10 houses that needed deliveries, along with the dietary restrictions

for each. The very first delivery was to a diabetic, so he had to swap out the Jell-O dessert for an alternative without sugar.

When driving away from what he thought was his first good deed done that day, Marguleas realized he had given the person the wrong lunch sack.

"Luckily, we were two blocks away so we spun around, and luckily I came back before they could try the meal, but we definitely messed the first meal up," he said.

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CHARLES CRUMPLEY



Marguleas

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