



VALLEY INSIDER

JOEL RUSSELL

Farmers' Double Hires

Farmers Group Inc. has appointed two C-suite executives: **Giles Harrison** as chief financial officer and **Jim Hinchley** as president of the Farmers Business Insurance division. As chief financial officer, Harrison is responsible for accounting,



Giles Harrison



Jim Hinchley

planning, investments, treasury, actuarial and taxes. He previously worked at **Zurich Insurance**. Hinchley previously served as chief operating officer for North American specialty insurance at **Liberty Mutual**. ... **Acelyrin Inc.**, a biopharma research company in Thousand Oaks, has appointed Dr. **Paul Peloso** as the company's first chief medical officer. He joins Acelyrin from **Horizon Therapeutics**, where

he was vice president for rheumatology. Previously, Peloso served as group medical director at **AbbVie** and before that worked at **Merck & Co.** "He is well known to us, and is a seasoned drug developer, talented pharmaceutical executive and dedicated physician," Dr. **Shao-Lee Lin**, Acelyrin's chief executive, said in a statement. ... **Rabble Health Inc.** in Thousand Oaks has added two new executives to its team. Chief Operating Officer **Chandra Kanive** formerly served as vice president at Limelight Health. "I believe that leadership is not an individual journey, but a collective one," Kanive said in a statement. "This COO role at Rabble Health will allow me to blend my global business experience, technology background and health care expertise." Rabble also appointed **Koji Sonoda** as vice president of business development and partnerships. A biochemist, he previously worked at **Seattle Genomics** and **Amgen Inc.** in Thousand Oaks. Rabble provides information to patients with complex diseases. ... **Capsida Biotherapeutics Inc.**, a biotechnology company in Thousand Oaks, has hired Dr. **Swati Tole** as chief medical officer. She previously worked 13 years



Swati Tole

at **Genentech**. "She has an impressive and highly relevant track record in biologics and small molecule drug development which complements the existing team," Chief Executive Dr. **Robert Cuddihy** said in a statement. ... **Roseman Law**, a real estate and business law firm in Woodland Hills, has promoted **Teresa Agnew** to its new chief operating officer position. She joined the firm in 2009 and most recently held the title of president of operations. Agnew will continue to work on new business development, client relationships and growth in new markets.

Jukebox Restorer Still Plays Songs

Since 1971, Don Muller's company has sold vintage music machines.

By ANTONIO PEQUEÑO IV
Staff Reporter

Don Muller has restored jukeboxes for more than 50 years. His company, **Jukeboxes Unlimited** in Granada Hills, was born in 1971. The jukeboxes he used to sell when he first started his business would go for \$125 once he properly repaired them. Now, the average price of a jukebox from Muller is between \$9,000 and \$12,000. The most expensive models he sells clock in at \$20,000.

The company's website displays a fraction of the 265 jukeboxes he has in his inventory.

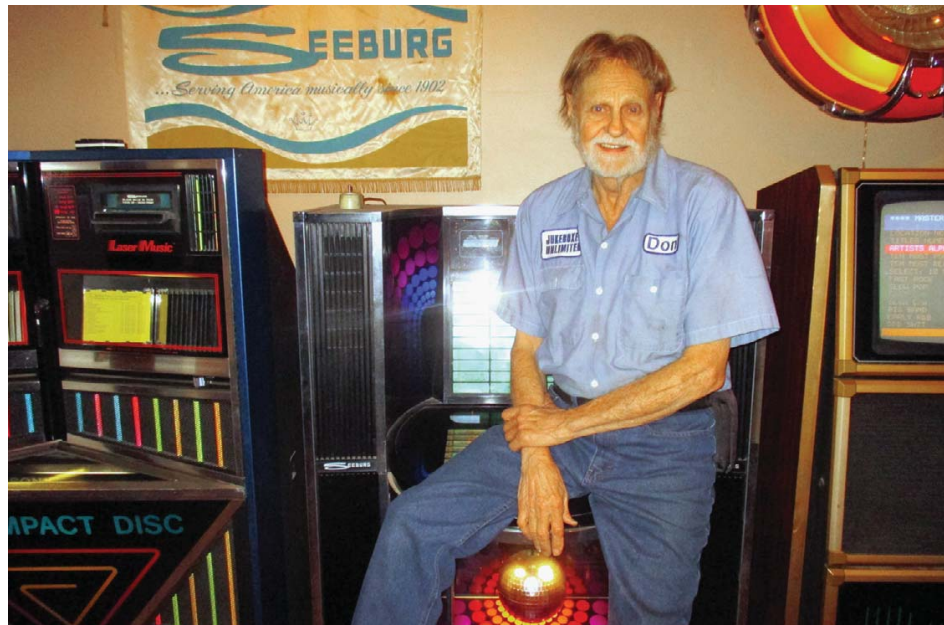
Muller's clientele varies by age and location, often spurred by a fascination of vintage artifacts or seeking the ultimate nostalgic music trip. Collectors drive or even fly long distances to see the merchandise. "Of the people who actually come to see me, 98 percent of them eventually buy a jukebox from me," he said.

Muller's jukebox journey started with a scrappy idea while listening to the radio in 1964. He thought to himself, "I could do better than that."

Soon he found himself working at multiple radio stations. His ultimate plan: establish a jukebox company that he could later sell to buy his own radio station.

Jukeboxes Unlimited

HEADQUARTERS: Granada Hills
CEO/OWNER: Don Muller
BUSINESS: Sells range of restored jukeboxes
REVENUE: \$210,000
NUMBER OF LOCATIONS: 1
EMPLOYEES: 2
NOTABLE: Sold a jukebox used in the cover art for Bruno Mars' award-winning album, "Unorthodox Jukebox."



Retro: Above, Don Muller in Granada Hills; below, restored Wurlitzer jukebox.

However, it wasn't just a desire to gain disk jockey autonomy that spurred Muller to start selling jukeboxes. His decision was also based on an insight gained from his first business, Parties Unlimited. Turntables, four-track tapes, reel-to-reel tapes and cassettes never seemed to match the flow of the collegiate parties he would help throw. But jukeboxes did.

People asked Muller where they could get their own jukeboxes.

So, he did his research and bought 40 jukeboxes from an old man in Prescott, Ariz.

Muller also made the discovery that business owners were dumping or destroying their old jukeboxes out of fear that scavengers would clean and paint those same jukeboxes to look like new.

The scavengers would relocate the jukeboxes and profit from whatever they collected.

"So, I came along and said, 'Well, I'll sell them to homes. You don't have to

worry about me competing against you.' And they loved that," Muller said.

In the early days of his jukebox journey, Muller was buying jukeboxes for around \$6 a pop, restoring and then selling them as a means of turning a profit.

"All kinds of things have happened in my life, but I didn't expect to be doing jukeboxes," Muller said. "I thought

I'd be running radio stations. And right now, radio stations are not worth running."

Muller's success as a salesman is supported not only by his one-year warranty for parts and labor, but also by his expertise in the bygone field of jukebox mechanics. He credits some of his success to his Catholic upbringing and the need to be able to sleep at night knowing he has done right by his customers.

"I just had a really cool life. The more I think about these things and (think) back to all the stuff that we did ... it has been good," Muller said.



Artist's Business Fluid in Setbacks

T-shirts and website set stage to re-create paintings lost in fire.

By MARK R. MADLER Staff Reporter

Eighteen months after the Woolsey Fire destroyed 40 of her paintings, artist **Forrest Jade** had a new complication to face in the form of the coronavirus pandemic.

Jade, a resident of Agoura Hills where she also has her studio, owns and operates **Artists Alibi**, her small business for selling her artwork. The prices range from \$150 for an acrylic painting into the thousands of dollars for those done in oil and using 24-karat gold leafing.

She handled the pandemic by adapting to the new situation it presented her with.

First, Jade started a website. Then she branched out and began to put her artistic creations on apparel such as tie-dyed t-shirts and other clothing items.

"I did that and advertised it online through social media," she said. "I have been seeing what other artists are doing as well to keep themselves afloat."

At the time the pandemic started last March, Jade was being mentored. That of course stopped when businesses began to shut down and stay-at-home orders went into effect.

Without her mentors, Jade said she had to count on what she knew and had already picked up.

"I relied on my instincts about what was right to do," she said.

What other small business owners can learn from her experience is that if you get in touch with what you love, nothing should affect that, Jade continued.

"You can always find a way, no matter what happens," she added. "I think you have to be positive and spread love and remember that when something bad happens, something good is right around the corner and you take that opportunity as much as you can."

As for the 40 paintings she lost in the Woolsey Fire of November 2018, Jade said she was going to recreate many of them.

The only painting that survived because it was in her car is called "Premonition" because it looks eerily similar to how Malibu appeared during the fire.

"That painting was finished two days before the fire happened," Jade said.

One of her favorite paintings, however, never survived the fire. She admits that she did not take as many photos of her painting as she should have, including of that one. She said she will have to redo that painting from memory.

It depicted a silhouette of a woman and inside the figure was a jungle scene. Her hair was up in a bun, and it was made of leaves and flowers, Jade said.

"I will recreate that one because it was



'Premonition': Forrest Jade in studio.

my favorite piece," she added. "I am working on so many other pieces right now. I am hoping to re-establish what I had and move forward from there."

Her ultimate goal is to eventually open a sanctuary for both animals and for abused and neglected children. The children would interact with the animals and be able to express themselves and their relations to the animals in a creative way, she said.

"That is my overall goal to do with my art," Jade said.