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Up and Comer: Crystal Sanchez won a scholarship for her safety device.

Safety Device Helps Student Secure Future

Crystal Sanchez wins \$4,000 with locket to ward off assailants.

It's typical for high school seniors to be excited about graduation, but **Crystal Sanchez** of Lawndale was more anxious for the day after the ceremony.

That's when Sanchez, 18, began developing the prototype for Guardian Locket, a wearable safety device she created. Guardian Locket has a simple functionality with a greater purpose: using an inconspicuous accessory to prevent sexual assaults.

The device uses a mobile processing chip similar to that found in cellphones, allowing a user to click a button in the back of the locket that activates a fake call to the wearer's phone to ward off potential predators. Two

clicks will send the user's location to local police and loved ones.

The idea for Guardian Locket was born out of a classroom project. Sanchez knew she wanted the project to center on preventing sexual violence, a cause she's been especially passionate about since her close friend was raped in college.

"We live in a world where one in three women will become victims of sexual assault and one American is raped every two minutes," she said. "I really don't want that to happen to any other person."

The project quickly became a much bigger accomplishment for Sanchez. She submitted her Guardian Locket to the Network for Teaching Entrepreneurship's Regional Challenge. **Ernst & Young**, sponsor of the program, awarded Sanchez with the EY Youth Entrepreneur Scholarship, which includes

a \$3,000 prize and \$1,000 scholarship. Next up, a national competition later this year with a \$25,000 prize.

April Spencer, a partner at EY and co-director of the EY Entrepreneur of the Year Program, said Sanchez presented the most creative idea in the pool of 2,000-plus contestants in the regional competition.

Sanchez's locket, Spencer said, "really stood out as exhibiting entrepreneurial spirit of thinking of a problem that needed to be addressed and coming up with a solution."

Sanchez, who will enroll at UC Irvine in the fall, wants to manufacture the Guardian Locket and have it on store shelves someday.

"I'm very nervous, but I believe in my product and I believe in my cause," Sanchez said. "I think I can make it far in the competition with this prototype."

— Covey Son

App Works To Sound Out Residences

HowLoud offers home hunters guidance on neighborhood noise.

When **Brendan Farrell** and his wife were looking to move from Larchmont Village to a quieter corner of Los Angeles, their search proved tougher than expected because they couldn't find much information about the noise level in different neighborhoods.

So Farrell resigned from his position as a computation mathematics instructor at **Caltech** in Pasadena and created **HowLoud Inc.** to define the noise pollution in each neighborhood.

"This is an area that affects people but there's not a good meeting place or



Turning It Up: HowLoud founder Brendan Farrell.

venue for information to be obtained or shared or validated," said Farrell, chief executive of the startup, which launched last month.

Farrell and three employees combine traffic data, proximity to airports and the number of restaurants, gas stations, hospitals and the

like to determine a "Soundscore" for any address. Scores range from one to 100 – the higher the number, the quieter the neighborhood.

Farrell said HowLoud has raised about \$250,000, mostly from family and friends, to develop the program. He expects the tool, available at **HowLoud.net**, to be available nationwide by the end of the summer. For now, it's limited to Los Angeles and Orange counties.

While it hasn't generated revenue yet – the service is free – Farrell said he plans to sell the rights to the program to real estate brokers and data aggregators for use on existing home-hunting websites.

"We could have a very small group of people do this for the entire United States," he said. "That's the business potential."

— Cale Ottens

Writer Turns Page With Instagram

Ad executive to publish book one post a day on photo platform.

For **Jason Sperling**, Instagram is more than a mobile app for sharing photos: It's the publisher of his first book.

Sperling, senior vice president and executive creative director at Santa Monica ad agency **RPA**, will this week begin publishing a book – if you can call it that – one page at a time on Instagram.

Called "Look at Me When I'm Talking to You," the book, billed as the first published on the photo-sharing app, examines how marketers are failing to reach consumers and offers new rules to get a

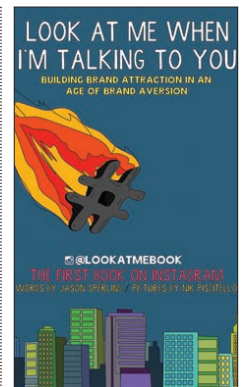
customer's attention.

And getting attention is why Sperling decided to publish through Instagram.

"I wanted to make sure people actually read it," Sperling said. "One of the themes of the book is how to break through and connect with people. So, it was an opportunity to actually be my best example."

Starting June 25, Sperling will release one page a day of the 160-page book as an Instagram post from the account @lookatmebook. Each will be either a short animated video with narration or a still illustration with a caption.

It took Sperling almost two years to write the book, much of that time narrowing down his thoughts so they would fit on Instagram. Now, though, he thinks there's a chance the Instagram version could lead to an actual, you know, book.



"I think the way to connect to people is by surprising and finding great ways to stand out," he said. "Once it's out there and people recognize (the book) it may become more valuable to a publisher – or maybe not."

— Sabrina Hudson

Film Star Muscles Into TV Role

Action hero **Dwayne "The Rock" Johnson** already rules the movie world, having scored two box-office hits this year with "San Andreas" and "Furious Seven." Now he's out to conquer television, too, with a different kind of role: financial adviser.

The 43-year-old wrestler-turned-actor, who divides his time between homes in Los Angeles and Florida, plays a money mentor to past and present pro football stars in new HBO sitcom "Ballers," which will begin a



Johnson

10-episode run June 21.

But he is turning into a businessman off screen, too, having launched production company **Seven Bucks Entertainment** in Los Angeles. The name comes from the amount money he had in his wallet when his own dreams of becoming a professional football player died in his early 20s and he had to move back into

his parents' apartment to reconsider his career options. "Challenging moments like that continue to be great motivators for me by keeping me grounded and mak-

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CHARLES CRUMPLEY

ing me work so hard for opportunities," said the 6-foot-5-inch, 260-pound man mountain.

Curtains Call

Herb Schultz took a trip to New York last month that was anything but relaxing; he jammed seven Broadway musicals and two cabarets into five days.

Schultz and his husband, attorney **Stuart L. Leviton**, soak up the Manhattan theater

scene several times a year partly because Schultz used to tread the boards himself.

He played a few roles as a teenager and college student, and after a decadelong hiatus, started up again while he was a Washington, D.C., health care lobbyist and later working for Govs. **Gray Davis** and **Arnold Schwarzenegger**.

"Both governors were very supportive," said Schultz, 52, of his former bosses. He is now chief executive of **Eisner Pediatric and Family Medical Center** in

downtown Los Angeles.

Bitten by the bug after watching his mother perform in Philadelphia synagogue productions when he was young, Schultz summoned his courage to audition and win the role of the tailor in "Fiddler on the Roof" by the time he was a political science major at **American University**.

"I'm not a singer, but I learned to carry a tune. And being a comic actor, the songs tend to be far more pater and fun," Schultz said.



Schultz

Even though Schultz stopped performing five years ago, he said it sometimes seeps into the workplace.

"There are many people you could go to and say, 'What's it like to work with Herb?' They'll tell you I break into Broadway song," Schultz said. "If somebody said, 'Look at those curtains,' I would turn around like Gypsy and sing 'Curtains up!' It's very much a part of me."

Staff reporters **Sandro Monetti** and **Marni Usheroff** contributed to this column. Page 3 is compiled by Editor **Charles Crumpley**. He can be reached at ccrumpley@labusinessjournal.com.