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# BUSINESS TIMES

PROUDLY SERVING SANTA BARBARA, VENTURA AND SAN LUIS OBISPO COUNTIES \$1.50

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## Portfolio watch

*The latest scoop from  
Wall Street and the region*

■ **WM Wrigley Jr.**, a perennial favorite of Ventura-based West Coast Asset Management, received its share of ink in the latest edition of *Baron's*. The magazine wrote that the ultra-conservative company has become more aggressive, all the while performing handsomely for investors. But the stock is probably only a buy if it gets into the low \$60s.



## WEEK IN REVIEW

### Orfalea to release autobiography

Kinko's founder Paul Orfalea has written an autobiography called "Copy This!" It is set for release in the fall.

Orfalea, now a Montecito resident, opened the first Kinko's near the University of California, Santa Barbara in 1970. He sold the company in 2000, and he is now a director at Ventura-based West Coast Asset Management.

The book's subtitle is "Lessons from a Hyperactive Dyslexic Who Turned a Bright Idea Into One of America's Best Companies."

His co-author, Ann Marsh, wrote about Orfalea for *Forbes* magazine.

According to a description on Amazon.com from publisher Workman Publishing Co., "Copy This!" tells "the story of how Paul Orfalea opened a small copy shop called Kinko's in 1970 and turned it into a \$1.5 billion-a-year company, while barely being able to read, write or sit still through a business meeting."

