

## Expo on Drones Gets Off Ground

Turnout at first year's event spurred organizers to land at L.A. Convention Center.

When the **Tesla Foundation Group** and its partners decided to host a half-day conference last year on the latest developments in drone technology, they expected maybe a couple of hundred people to show up. But more than 4,500 poured into the old Sports Arena near the USC campus in South Los Angeles, overwhelming the organizers.

This year, with drones a hot topic, Tesla – a three-year-old non-profit in the city of Los Angeles focused on robotics and not associated with the electric car company – decided to book a December weekend at the Los Angeles Convention Center. Organizers are expecting more than 20,000 attendees, which would make it one of the big-time shows held at the center. As of last week, 4,000 had already purchased tickets for the two-day expo and accompanying business conference.

"This field is exploding," said **Keith Kaplan**, chief executive of Tesla and interim chief executive of the **Unmanned Autonomous Vehicle Systems Association**.

The expo will feature more than 150 booths showcasing the latest in drone technology; tickets cost \$25. The business conference, which costs \$300 for attendees, will include the latest developments in drone regulation, especially a recent federal proposal to require even casual users to register their drones with the



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### On Rise: Tesla Foundation Group's Keith Kaplan.

Federal Aviation Administration.

"This promises to be the largest prosumer expo of drone technology to date," Kaplan said. "It's going to be like a world science fair of aerobotics and aviation."

Of course, the drone expo has a long way to go to before coming close to the granddaddy of expos at

the Convention Center, the Los Angeles Auto Show, which typically draws around 1 million visitors over 10 days. But if the show continues to grow, it eventually could rival the E3 entertainment software expo, which drew 52,000 over three days in June.

– Howard Fine

## Dentists Sink Teeth Into Gums

Husband, wife periodontists ditch painful tissue grafts for French blood treatment.

If you get squeamish during a dental cleaning, a gum graft probably sounds like medieval torture.

Brentwood periodontist **Alexandre-Amir Aalam** figured there had to be a better way to do the procedure, which involves peeling a tissue patch from the roof of the mouth and sewing it onto a patient's receding gums.

After looking for an alternative, Aalam adapted a new French tech-

nique that uses a patient's own blood to heal jawbones and teeth extractions. He and his wife, **Alina Krivitsky**, also a periodontist, brought it to their practice two years ago to regenerate gum tissue.

Aalam draws blood from a patient's arm, runs it through a centrifuge and then inserts the resulting stem cell and growth factor-rich clot into a patient's gums. He said it's less painful, can be done in less time and doesn't require expensive cadaver tissue for patients who don't have enough to spare.

Before the new option, only about half of Aalam's patients need-



Aalam

ing a gum graft would go through with the procedure. Now, more than 90 percent are willing to get the updated treatment.

"There's been a really huge bump in the conversion rate because we took the objections away," Aalam said.

That's caused revenue to grow by about one-third, allowing the couple to hire more staff and triple their practice's footprint by moving into a 3,000-square-foot office next month.

"The demand became so big," Aalam said, "We needed more space."

– Marni Usheroff

## NFL Mom Splits Screens for Sons

If you look carefully at the crowd during a **Cleveland Browns** or **New York Giants** football game, you might spot **Olivia Goodkin** gazing at her iPad instead of the action on the field.



Goodkin

It's not that Goodkin is bored – she's a mother of two **National Football League** offensive linemen. Her older son, **Geoffrey Schwartz**, starts for the Giants and her younger son, **Mitchell Schwartz**, starts for the Browns.

"We added a great room to our house recently and installed two large side-by-side screens so we can watch them play at the same time," Goodkin, 59, said. "About half of the games are on at the same time. If we are attending one son's game in person, we watch the other son's recorded game later, even if we caught some of it in on the iPad."

Despite the sweet setup at home, Goodkin said she prefers to attend games in person.

"It is easier to follow what my sons are doing because the TV camera stays on where the ball is, and my sons may not be anywhere near the ball," said Goodkin, partner at Century City law firm

**Greenberg Glusker Fields Claman & Machtinger**.

Goodkin's husband, **Lee Schwartz**, has a unique method to help ensure they catch as many in-person games as possible.

"As soon as the football schedule comes out, my husband prepares his now-famous football schedule spreadsheet showing the time and place of all the games, and also the **UCLA** games, as we have season tickets," she said. "We need to factor in other events

on the spreadsheet, such as weddings, and the Jewish holidays."

### Mountain High

**Mark Lipis** decided in 2008 that the best way to celebrate his 60th birthday would be scaring himself nearly to death.

Lipis had already jumped out of airplanes, so next on his list was climbing the upper portion of the mountain of granite known as Half Dome in Yosemite National Park. The climb up Half Dome's nearly sheer east face using minimal cables is a test of nerves, confidence and skill.

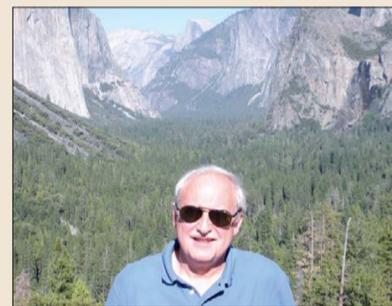
"I had this goal and I wanted to do it before I got too feeble to try," said Lipis, now 67 and managing director of **Lipis Consulting Inc.**, a Westwood designer of compensation plans.

Lipis and one friend climbed the big rock. Pulling himself up the cables on the nearly sheer rock face while dangling over Yosemite Valley,

Lipis said his heart was racing. His legs cramped – but he didn't stop.

"It was what you expect when

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**CHARLES CRUMPLEY**



Mountaineer: Lipis with Half Dome in background.

you finally get a chance to do something you always have wanted to do," he said. "I was very much aware that people have died doing this hike. I didn't dwell on it, but it was a sobering thought."

At the summit, Lipis shared a birthday toast of scotch from a small bottle he carried up.

Climbing back down the rock on the cables was fun, Lipis said, compared to going up.

"I was so giddy; I was just over the clouds," he said.

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