

Pharma Fights Rule for Price Disclosure in Ads

BIOTECH: Amgen joins coalition in legal action.

By **AMY STULICK** Staff Reporter

Last month, **Amgen Inc., Merck & Co., Eli Lilly Co.** and the **Association of National Advertisers** filed a lawsuit to stop a new federal regulation requiring the disclosure of the list price for prescription drugs in television advertisements.

The lawsuit was filed in federal court in Washington, D.C. against the Trump administration, which introduced a new regulation through the U.S. Department of Health and Human Services that would require pharmaceutical companies to disclose a drug's list price, or wholesale acquisition cost, in advertisements.

The regulation is set to take effect this month. It's part of the government's efforts to bring down drug costs for consumers.

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Free Speech?: Amgen TV commercial.

CEO Tied to College Scandal

MANAGEMENT: Resignation leaves link to case unclear.

By **MARK R. MADLER** Staff Reporter

In May, **Peter Dameris**, the chief executive of staffing firm **ASGN Inc.** in Calabasas resigned to take care of his ailing son. But in a later filing with the Securities and Exchange Commission, the company said the resignation resulted from negotiations with federal prosecutors involved in the college admissions scandal.

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Docked: AmaMagna will only travel the Danube River.

Local Focus Works for Daly

DEVELOPMENT: Firm finds formula for Ventura County.

By **MICHAEL AUSHENKER** Staff Reporter

Among Valley developers where industry gorillas such as **Caruso** and **Unibail-Rodamco-Westfield** set the gold standards on retail and residential, **Daly Group** stands out as a scrappy independent that has found another formula for success.

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SPECIAL REPORT WOMEN-OWNED BUSINESSES



Female entrepreneurs in the Valley are moving into traditionally male-dominated industries such as global commerce, technology and manufacturing. For example, **Kathleen Durbin, Joan Hoppock and Karen Boyle**, above, are the owners of **General Industrial Tool & Supply** in Burbank, which ranks No. 14 on the Business Journal's list of Women-Owned Businesses – one of the sector pioneers in this issue's Special Report.

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BIG RIVER CRUISER

AmaWaterways' new ship is the largest luxury vessel in Europe.

By **ANDREW FOERCH** Staff Reporter

Calabasas cruise line AmaWaterways this spring launched the AmaMagna. At 443 feet long and 72 feet wide, it has double the width and space of traditional river cruise ships – but only 20 percent more rooms than the company's

other ships.

That's because Ama is marketing the ship to customers who have experienced ocean cruises but haven't yet converted to river trips.

"Clientele on ocean cruises don't feel there are enough big staterooms on river cruises," Rudi Schreiner, the company's

co-owner and president, told the Business Journal. "Suites were doing low sales ... but the owner's suite, which is more than double the size of our other suites, is selling out fairly easily no matter the price. There's an upscale market that just wants the best."

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MAIL TO:

THE LIST

WOMEN-OWNED BUSINESSES
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RETAIL CENTERS
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4 Privacy for the Cell Phone Age
Cubical makes telephone booths where you can talk in peace on your mobile device.

18 VICA Induction Dinner
Valley Industry & Commerce Association welcomed firms into its Hall of Fame with Fritz Coleman, right, as emcee.



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