

SD METRO

your business your life

September 2011

2011
40
Under 40

Kyla Winters, chief development officer for the Alpha Project for the Homeless, is one of our 40 Under 40 honorees.

America's Best
DONOVAN'S
STEAK & CHOP HOUSE
GASLAMP - 6TH & K
619-237-9700



GASLAMP
333 5TH AVE.
619-906-4850

America's Best
DONOVAN'S
STEAK & CHOP HOUSE
LA JOLLA - UTC
858-450-6666

Rancho Santa Fe Insurance

San Diego's Largest Personal Insurance Agency and
Rancho Santa Fe's Agency of Choice for the Past 25 Years



Craig A. Edwards, President



**Vanessa N. Snodgrass
Chief Executive Officer**



**Laura D. Rodriguez
Executive Administrator**



Anita A. Gentry, CISR



Brooke Gharst



Lisa M. Hill, CISR



Stephanie Moskowitz



**Don Dvorak
Health and Life
Insurance Specialist**



**Janis P. Rochford
Newport Beach
Branch Manager**



**Scott Mosher
Palm Desert
VP Marketing**



**Nancy Wright
Fallbrook
Branch Manager**

Nationally Representing:

- Chubb Insurance
- Fireman's Fund
- ACE Private Risk Services
- Chartis Insurance

• **Rancho Santa Fe**

858.756-4444

• **Newport Beach**

949.759.1111

• **Palm Desert**

760.341.4114

• **Fallbrook**

760.731.1402

"I want someone with honor and integrity, someone I can trust and believe in to handle my insurance affairs. Craig Edwards provides that for me." – *John Moores*

"It was time to upgrade our existing personal insurance and Rancho Santa Fe Insurance was able to provide more comprehensive coverage than our Allstate policy provided. The pricing was surprisingly low and the personalized service that Craig's team provides is second to none." – *William Scripps*



Hughes Marino is San Diego's leading one-stop resource for businesses, municipalities and non-profits in need of corporate real estate assistance.

No other San Diego commercial real estate company combines the best available in-house brokerage, construction management, lease audit services, and enterprise zone tax credit services for business owners and organizations – all without a conflict of interest.

As San Diego's largest tenant and buyer representation company, it's no coincidence that our experts average nearly twenty years experience, and our core team has been together for more than sixteen years.

Contact us at www.hughesmarino.com to save your company time, risk and money. Guaranteed.





COVER STORY

20. MEET THE 40 UNDER 40 CLASS OF 2011, SOME OF SAN DIEGO COUNTY'S HIGHEST ACHIEVERS IN BUSINESS AND CIVIC AFFAIRS.

Cover Photo by Michael Novido

14. 9/11 REMEMBRANCE
Escondido mother Susanne Ward-Baker shares memories of her son, Tim Ray Ward, one of the victims of the September 2001 terrorist attacks.
By Delle Willett

36. REAL ESTATE
New technology is transforming the real estate landscape. Can agents compete with the newly savvy consumer?
By Zach Todaro

41. CALIFORNIA TRAVEL
California Travel: A road trip through the Golden State yields fine wine and scenic views.
By Michelle Lyn



All real estate advertising in this newspaper is subject to the Fair Housing Act which makes it illegal to advertise "any preference limitation or discrimination based on race, color, religion, sex, handicap, familial status, or national origin, or an intention, to make any preference, limitation or discrimination." Familial status includes children under the age of 18 living with parents or legal custodians; pregnant women and people securing custody of children under 18. This newspaper will not knowingly accept any advertising for real estate which is in violation of this law. Our readers hereby informed that all dwellings advertised in this newspaper are available on an equal opportunity basis. To complain of discrimination call HUD Toll-Free at 1-800-669-9777. The Toll-free telephone number for the hearing impaired is 1-800-927-9275.

COLUMNS

5. SAN DIEGO SCENE

16. DAVID MARINO
To buy, or not to buy? Is it the right time to buy a building for your business?

17. THEATER REVIEW
The theater's Queen of Green and Contessa of Community Outreach, Seema Sueko, co-founder and executive artistic director of Mo'olelo Performing Arts Company.
By Pat Launer

18. AUTO COLUMN
BMW's 3-Series coupe/convertible is a car that many car lovers dream about. Except most of the dreamers awake in the morning to the harsh reality of the Three's economic inaccessibility.
By Eric Peters

39. SOCIAL DIARY
Rancho Santa Fe Insurance hosts a celebration of its recent expansion, a gala event that attracted a who's who of the Ranch and San Diego.
By Margo Schwab

SDMETRO
your business your life

Chairman/CEO
Robert Page

BobPage@sandiegometro.com

Publisher

Rebeca Page

RebecaPage@sandiegometro.com

Managing Editor

Manny Cruz

manny@sandiegometro.com

Contributing Editor

Tom Shess

Art Director

Michael Novido

design@sandiegometro.com

Photography

Manny Cruz

Margo Schwab

Michael Novido

Contributors

Pat Launer

David Marino

Katelyn O'Riordan

Michelle Lyn

Eric Peters

Marianne Lalli Regan

Margo Schwab

Zach Todaro

Delle Willett

Get in the loop with SD Metro's Daily Business Report. Sign up for daily emails on the latest business at sandiegometro.com

P.O. BOX 3679
RANCHO SANTA FE, CA 92067
(858) 461-4484
FAX: (858) 759-5755

SD METRO magazine is published by REP Publishing, Inc. The entire contents of SD METRO is copyrighted, 2011, by REP Publishing, Inc. Reproduction in whole or in part is prohibited without prior written consent. All rights reserved. All editorial and advertising inquiries can be made by calling or writing to the above. Editorial and ad deadline is the 24th of the month preceding the month of publication. Mail subscriptions of SD METRO are available for \$50 a year for addresses within the United States. A PDF version of this issue is available at sandiegometro.com.

Additional information, including past articles, online-only content and the Daily Business Report can be found at sandiegometro.com. For reprints or plaques of articles published in SD METRO, please call Rebeca Page at (858) 461-4484

Read us online:
sandiegometro.com

NEXT ISSUE: 20 Who Impact San Diego



At a recent summer day camp session at the Girl Scouts' 11-acre campus in Balboa Park, girls watch Monarch butterflies hatch from their cocoons under the Girl Scouts' tree house.

Grown-ups Invited to Play at Girl Scouts Campus

San Diego companies looking for an invigorating retreat venue might consider booking a “Corporate Day in the Park” at **Girl Scouts San Diego**’s campus in Balboa Park. The property features an “Adventure Zone” where attendees can climb a 40-foot tower, explore a six-level tree house — complete with ladders, suspension bridges, sliding poles and climbing ropes — try their hand at archery, attempt challenge courses, engage in team-building activities, and, if desired, work on community service projects. Amenities include indoor/outdoor meeting and picnic areas, grills, fire rings, restrooms and ample parking. Catered meals are also available. The fees support Girl Scout programs such as camp (above photo), held at the Balboa Park site. Open to all girls, the sessions mix traditional camp fun with leadership development activities and other lessons ... including discovering nature.

Condoleezza Rice Keynotes Fundraiser

Former Secretary of State **Condoleezza Rice** will deliver the keynote address at an Oct. 8 fundraising dinner sponsored by **Solutions for Change**, a Vista-based nonprofit organization that assists the homeless. With the theme “An Evening to Remember,” the event will be held at the **Rancho Bernardo Inn** and also will include dinner, a live auction and singer-songwriter Chantal Kreviazuk. Tables of 10 are \$2,500, and individual tickets may be purchased for \$250 a plate. Table sponsorship opportunities begin at \$5,000. A \$7,500 donation sustains a family for a year in the Solutions for Change program. The fundraiser is part of the Solutions for Change Finding Our Way Home initiative, whose goal is to lead 200 families and their 400 children out of homelessness within three years. TaylorMade-adidas Golf Company CEO and President **Mark**



Condoleezza Rice

continued on page 6

Scene

continued from page 5

King, who is chairing the initiative, will emcee the evening. Rice is a Palo Alto resident and political economy professor at **Stanford University's Graduate School of Business**. She served as the United States National Security Adviser from 2001-2005 before her tenure as the 66th Secretary of State (2005-2009). Rice was Stanford's provost from 1993-1999 and she is co-founder of the **Center for a New Generation**, an after-school program created to raise the high school graduation numbers of East Palo Alto and eastern Menlo Park. Tickets and more information about "An Evening to Remember" are available at SolutionsForChange.org/events or by calling (760) 941-6545, Ext. 320.

Help for Entrepreneurs

Moms in Business Unite, an educational conference, has launched MIBU University to provide low-cost, business-relevant classes to help entrepreneurs in business. The first classes, offered in partnership with The **Microsoft Store**, will begin in September in San Diego. "It's almost back-to-school time, so this is a perfect chance to unveil something we've been crafting ever since our first conference, when attendees told us one day a year of MIBU education and inspiration simply isn't enough," said **Cristen Lebsack**, MIBU vice president. "Our inaugural classes focus on computer applications and the business problems they solve, but we'll be offering education in many areas that are critical to business success." The Microsoft Store in Fashion Valley will host the first classes on Sept. 27. Each three-hour class will cover a business and Microsoft topic, including Word, Excel, Office 365, Branding Your Business — LinkedIn, Outlook and OneNote. Each class is \$10. More information is available at momsinbusinessunite.com/university.

Parade of Ships

Downtown's North Embarcadero will be transformed into a nautical theme park when more than 20 tall ships and other seagoing vessels from around the world congregate for the 2011 **Festival of Sail** on Sept. 2-5. The festival kicks off with a parade of tall ships on San Diego Bay on Sept 1. The parade begins at 11 a.m. and can be seen from the Embarcadero, Harbor Island, Shelter Island and Coronado. Festival visitors can enjoy touring the ships, live entertainment at the Festival of Sail main stage, food and drink from dozens of restaurant booths, a family activity area, petting zoo and shop for one-of-a-kind items among more than 150 festival vendors. More than a dozen windjammers, led by a vessel from the United States Navy, will sail into San Diego's harbor in a

nautical procession. The best spots to view from shore include the **Maritime Museum**, **Cabrillo National Monument**, local restaurants and businesses on Shelter Island, Harbor Island and the North Embarcadero. Several ships will engage in cannon battle reenactments on San Diego Bay during the festival. Individuals can purchase tickets to be on board for the experience. Tickets are \$65 for adults and \$40 for children 12 and under. This is not recommended for children under 5. A 2011 tall ships ticket is also required. Tickets are for sale now on the Website of the sponsoring San Diego Maritime Museum (sdmaritime.org).

Suds for a Good Cause

The 17th annual **San Diego Festival of Beer** returns to Downtown on Sept. 9 featuring 70 breweries and 150 types of San Diego craft beers. The event, to be held from 6 to 11 p.m. at Columbia and B streets, is the largest fundraiser of **San Diego Professionals Against Cancer**. All proceeds



will be donated to local cancer organizations. Sponsored by **Sophie 103.7**, the San Diego Festival of Beer also includes food, wine and live music on two stages. Tickets are \$40 beginning Sept. 1. Tickets include admission into the event, 10 (4 oz) beer tastes and a souvenir tasting mug for the first 6,000 attendees. Extra beer tastes, wine, merchandise and food are also available for purchase. Those entering the event must be 21 or older. "We started this festival 17 years ago as a fundraising event that would be different from anything else out there," said **Rachel Cano**, co-founder of San Diego Professionals Against Cancer and a deputy district attorney for the county. "San

continued on page 8

North Park's New Business Champion

By Manny Cruz

Angela Landsberg has an old love affair with the North Park community and a new job that will surely test it.

A 20-year resident, Landsberg, 42, has been hired as the new executive director of North Park Main Street, the organization that oversees the North Park Business Improvement District. She replaces Liz Studebaker, who held the job since January 2007 and turned it into a potent force for revitalization.

But no sooner had Landsberg accepted the \$50,000-a-year position than the organization suffered one of its rare disappointments — the defeat of its proposed Clean & Safe district that would have provided enhanced public services in the business district and adjacent residential areas (See Councilman Todd Gloria's column).

However, David Muscat, president of the North Park Main Street board of directors, the man who hired Landsberg at the direction of the board, says Landsberg's past experience and her familiarity with the community will serve her well in the job. "One thing that attracted us to her was her experience in District 3," says Muscat. "She advocated for the business owners and residents for assistance with improvements in the late '90s and she actually helped spearhead projects for Golden Hill and South Park. And she's quite familiar with community planning groups."

That experience came from Landsberg's previous political and legislative work. She was campaign manager for Christine Kehoe's re-election campaign for City Council in 1995 and went on to work as a legislative representative in the District 3 City Council office following that successful campaign. Kehoe, of course, went on to become a state senator.

"She has a cheery disposition, presents herself very professionally, she's well spoken and interacts very well with the public and carries herself well," Muscat says.

Landsberg shifted her professional life quite drastically in 1999 when she left public service to work as a teacher in the San Diego Unified School District, educating kids in City Heights, Logan Heights and Point Loma. Now she's shifting her attention back to North Park, which has undergone a renaissance in arts, culture and commercial and residential developments over the past few years.

It's that community vitality, says Landsberg, that attracted her to the job with North Park Main Street. "I am excited about the revitalization that has been taking place over the past 10 years," she says. "As a North Park resident, I remember a time when I had to leave the neighborhood to buy a good cup of coffee, purchase a gift for a friend or get a decent meal. My strong connection to North Park along with my background in community relations, business advocacy and my desire to continue the progress of this vibrant and diverse community inspired my attrac-



Landsberg, shown here on University Avenue, says she wants to take North Park Main Street to the next level of service to the community.

Liz Studebaker (left) and Angela Landsberg.

Landsberg talks with guests at a recent event announcing the coming opening of the Casa de Luz restaurant on University Avenue.



Scene

continued from page 6

Diego has become known as one of the best craft beer regions in the nation. When we first started we had maybe a dozen brewers and we've grown to over 60." The festival has raised more than \$530,000 to date. For more information, visit sdbeerfest.org.

C-3 Celebrates 50 Years

Citizens Coordinate for Century 3 will celebrate its 50th anniversary on Oct. 6 with an evening program in the Grand Ballroom in the **House of Hospitality** in Balboa Park. Registration is at 6 p.m. and a reception is at 6:30 p.m. Tickets are \$75 per person and \$85 after Sept. 10.



Greatest Show on Turf

The **San Diego Automotive Museum** and the **Car Club Council of Greater San Diego** are presenting their annual car show — the Greatest Show on Turf — on Sept. 11 at **Liberty Station** in Point Loma (2500 Historic Decatur Road). The scheduled viewing hours are 9 a.m. to 2 p.m. and the event is free and open to the public. A \$20 registration fee is required for persons who want to put their car on display. Day of show registration is \$25. It is an open-class show. There will be 25 top picks plus three special trophies. Owners of lowrider bikes, motorcycles and scooters have been invited to participate in the show this year. All proceeds benefit the San Diego Automotive Museum and the Car Club Council of Greater San Diego. For information and registration, call (619) 398-0307. A memorial ceremony for persons who lost their lives on 9/11 will be held at 10:30 a.m. There will be the presentation of colors by several law enforcement agencies as part of the program. Local Boy Scout troops will also be participating in the event.

2010 Winner of the San Diego Automotive Museum's Director's Choice Award.

MiresBall a Top Workplace

San Diego-based **MiresBall** is one of the top places to work in America, according to a new national ranking by **Outside** magazine, a lifestyle publication that focuses on fitness, travel and adventure. The local brand agency is one of 50 companies recognized for setting a new standard for a healthy work-life balance. **Scott Mires**, partner and creative director, said the firm's emphasis on a healthy work-life balance helps to motivate employees, foster collaboration and deliver quality work for clients. Employees keep reasonable hours and can spend time they need away from the office to maximize productivity at work, said Mires. In addition, comprehensive benefits packages provide medical and dental benefits, retirement savings, paid vacation and sick leave. Employees also enjoy a mix of high-profile



The MiresBall office, designed for the comfort of employees, is open, airy and flooded with natural light.



Scott Mires

projects involving Fortune 50 companies, among others. “We are a creative services business and we generate big ideas outside traditional business hours, not to mention outdoors,” said **John Ball**, partner and creative director. Ball said the firm has added clients in the luxury products, health care and technology sectors, and increased revenues by 31 percent and staffing by 20 percent in the last three years despite the weak economy. Earlier this year, the agency relocated to larger offices, a one-time coffin warehouse that now features near floor-to-ceiling gallery-quality art, to accommodate its strong growth. The “Best Places to Work” fourth annual ranking is included in the September issue of *Outside* magazine and online at outsideonline.com.

Exploring New Frontiers



John Ball

A new forum — The Atlantic Meets the Pacific — dedicated to the exploration of new frontiers, will be staged by **UCSD** and **The Atlantic** Oct. 17-19 at venues on and around the university campus. Attendees will hear speakers addressing new frontiers in science, medicine, technology and energy. **Elon Musk**, CEO of **SpaceX** and **Tesla Motors**, will be interviewed by The Atlantic’s **James Fallows**. Also featured will be guru **Deepak Chopra**, Caltech physicist and author **Leonard Mlodinow**, Atlantic Editor **James Bennet**, Twitter co-founder **Evan Williams**, computer game designer and Sims creator **Will Wright** and The Atlantic’s **Alexis Madrigal**. Many of the talks will be at the **Scripps Seaside Forum** at the **Scripps Institution of Oceanography**. The event will include behind-the-scenes tours at SIO, UCSD’s **Calit2** digital media laboratory and **Moore’s Cancer Center**, **The Scripps Research Institute** and the **Sanford-Burnham Medical Research Institute**. The final day of the event will take place at the **Salk Institute for Biological Studies**, founded in 1960 by polio vaccine pioneer **Jonas Salk**. To register for the forum, visit <http://events.theatlantic.com/atlanticmeetspacific/2011>.

continued on page 10



CONGRATULATIONS CARMEN

on being chosen as one of
**SD METRO’S 2011
40 UNDER 40 HONOREES!**

Your friends at **Turner**



Pro Bono Service Awards

The **San Diego Volunteer Lawyer Program** has announced its annual Pro Bono Service Award recipients for this year. **Andrew J. Kessler** of **Procopio, Cory, Hargreaves & Savitch** is Pro Bono Attorney of the Year. Law Firm of the Year is the **Paul Hastings Janofsky & Walker** firm. The **Lawyers Club of San Diego** receives the Community Service Award. They will be honored at the Justice for All Celebration Sept. 22 at 5:30 p.m. at the **San Diego Museum of Man** in Balboa Park. Kessler is an associate at Procopio Cory, Hargreaves & Savitch where his practice focuses on construction litigation and contract disputes in California and Nevada. Kessler's work as a volunteer attorney involves representing domestic violence victims in difficult, volatile and emotional cases. Hastings Janofsky & Walker's San Diego office has been a proponent of law firm pro bono participation through its investment of staff and other resources. Its legal staff amassed considerable pro bono hours assisting clients in nonprofit and incorporation issues and in a wide variety of cases handled by the AIDS Law Project. Lawyers Club of San Diego was selected for its ongoing support and involvement in the San Diego Volunteer Lawyer Program, including its help in launching the Domestic Violence Restraining Order Clinic Program and co-founder of the Women's Resource Fair.

Jewelry and Jobs on Display

"Job Success in Today's Market" is the opening panel talk at this year's Jewelry Career Fair and Open House sponsored by the **Gemological Institute of America (GIA)** in Carlsbad. The Oct. 21 event also will include other panel sessions, career coaching, on-site recruiting, classroom workshops and exhibits. The "Job Success in Today's Market" panel session will feature industry executives who will offer advice on how to create a successful career path. The panelists include: **Matthew A. Runci**, president and CEO, **Jewelers of America**; **Cathryn Ramirez**, group director, **Tiffany & Co.**; **Au-Co Mai**, president and CEO, **Emitations.com**; **Richard Brucker**, president, **Gemworld International**; and **Sara Beth Brown**, recent GIA graduate and sales associate, **Breitling Boutique**. **Donna Baker**, GIA president and CEO, will moderate. Additional sessions will include "From Design to Finish" and "Creative Careers," and one-on-one career coaching will be available. Attendees can also participate in classroom workshops and view gem and jewelry exhibits throughout the day. The Career Fair and Open House is on from 8:30 a.m. to



Last year at the GIA Jewelry Career Fair. Photo: Gemological Institute of America. Reprinted by permission.

2:30 p.m. Employers who would like to recruit at this year's event can sign up with the online registration form, contact GIA's Career Services office at (800) 421-7250, Ext. 4093, or e-mail kimberly.northup@gia.edu. Job seekers can call GIA's Jewelry Career Fair hotline at (800) 421-7250, Ext. 4100, or e-mail careerfair@gia.edu. For more information, visit careerfair.gia.edu.

Security Business Bank Opens Escondido Office

Security Business Bank will open an Escondido office today at 800 La Terraza Blvd — its fourth banking office in San Diego County. Located in the **Auto Club** building, the office will be the focus of the bank's North County operations. **Chris Burt**, a senior vice president, will oversee the company's Escondido operation. A founder of **Bank of Escondido**, Burt has hired **Jessica Millea** as lending assistant; **Susie Yang** as assistant vice president and personal banker and **Carlia Casteel** as assistant vice president and operations supervisor.

El Cajon Public Safety Center Construction Completed

Gafcon Inc. reports the completion of El Cajon's new \$40 million Public Safety Center on a 5.7-acre site at 100 Civic Center



Way adjacent to El Cajon City Hall. The new 332,150-square-foot center is a five-story structure with 212,750 square feet of parking integrated on three levels. The state-of-the-art facility includes administrative and operational space for all police divisions. It also features a modern communication and dispatch center, an emergency operations center, community meeting room, indoor firing range, crime laboratory, property processing and evidence storage area, short-term custody facility and a central data center. The building will house all police functions in one location. It meets LEED Gold standards with the installation of energy-efficient IT and AV equipment to reduce energy consumption. It includes an energy-efficient mechanical system, natural ventilation, solar power an efficient lighting system and other renewable energy features. Proposition O, a half-cent sales tax increase approved by El Cajon residents in November 2004 funded the project. Construction commenced in June 2009. Gafcon was the construction manager. The project team included KMA Architecture & Engineering in partnership with McClaren, Wilson & Lawrie, Inc.; Ledcor Construction Inc., the general contractor; Burkett & Wong Engineers; Wimmer, Yamada and Caughey, landscape architect; IT Pathworx, audio visual security and telecom consultant; DTR Consulting Services, specification consultant; and Testmarx, building commissioning agent. Major subcontractors included Alpha Mechanical Heating & Air Inc., Gotte Electric, and Peltzer Plumbing.

Program Focuses on Attracting Best Workers

The Equinox Center and the San Diego Regional Economic Development Corp. will sponsor a Sept. 14 program — “The Young & Restless: Winning the Race for America’s Best Talent” — at the Hyatt Regency La Jolla at Aventine in La Jolla. The program will focus on what the San Diego Region can do to attract college-educated young adults. Speaker will be Joseph Cortright, an economist and Brookings Institution fellow. The event begins

with registration at 11:30 a.m. with the lunch and program from noon to 1:30 p.m. Tickets are \$65 or \$550 for table of 10. Register at <http://theyoungandrestless.eventbrite.com>. Cortright is an economist specializing in regional economic analysis, innovation and industry clusters. He has advised state and local governments, private businesses, foundations and advocacy groups in more than a dozen states, Canada and Europe.



From all of us at
TW² Marketing...

Congratulations!

Joanna Archer	Regents Bank
Allison Beall	Pacific Building Group & CREW San Diego
Reed Caldwell	ServInt & PEERS Network
Scot Ginsburg	Jones Lang LaSalle
Christopher Rutgers	Outdoor Outreach & PEERS Network
Chad Ruyle	Ruyle & Ruyle, You Walk Away & PEERS Network

We're proud and honored to work with such
accomplished young professionals.



tw2marketing.com

Follow us on Twitter
[@tw2marketing](https://twitter.com/tw2marketing)

Offices in San Diego & Washington D.C. area

Lyceum Theatre Gallery hosts Art of Photography Show

The seventh annual Art of Photography Show, a judged competition featuring the works of photographers from around the world, is now in exhibition at the Lyceum Theatre Gallery in Downtown's Horton Plaza.

The judge for the competition is Anne M. Lyden, associate curator of the Department of Photographs at the J. Paul Getty Museum in Los Angeles. Lyden selected 109 photographs for the exhibition in which more than 15,400 entries were received. Entries came from 72 countries. Artists chosen by Lyden represent



25 countries. A total of \$10,000 will be awarded to the top 15 artists selected by Lyden.

The exhibition will be in San Diego through Oct. 23.

Lyden is one of seven curators in the Department of Photographs, which was established in 1984 and has a collection of about 100,000 objects emphasizing the first 150 years of the medium. A native of Scotland, Lyden received her master's degree in the history of art from the University of Glasgow and her master's degree in museum studies from the University of Leicester, England. Since joining the Getty in 1996, she has curated numerous exhibitions drawn from the museum's permanent collection.



'Red China,' Li Jiangsong, Beijing China.

'Shipbreakers of Chittagong,' Jana Asenbrennerova, San Francisco.

'Yellow Pages,' Charles Shotwell, Chicago.

'Flesh Love - Michico & Yuhei,' Photographer Hal, Shibuyaku, Japan.

'Masquerade,' Atsushi Yamada, Setagaya Ward, Japan.





Landsberg talks with guests at a recent event announcing the coming opening of the Casa de Luz restaurant on University Avenue.

Scene

continued from page 13

tion.”

Landsberg is familiar with some of the problems residents have had with the byproducts of North Park’s commercial expansion — notably the increase in late-night and early morning noise, rowdy behavior, drunkenness and other problems associated with local bars and some of their patrons. “Certainly there are going to be growing pains in any community that has seen the growth and vitality that North Park has seen in these past few years,” she admits. “The important piece of addressing these impacts will depend on constructive, respectful dialogue between all people involved. I believe businesses owners and residents want the best for North Park. New solutions to ensure continued vibrancy in the commercial district, including enhanced maintenance and security services, can be achieved by working together.”

Besides managing the Business Improvement District, North Park Main Street sponsors the annual Toyland Parade, the Festival of the Arts, Taste of North Park and the weekly North Park Farmers Market — all projects either beefed up or started under Studebaker. The former executive director also was responsible for leading the effort to expand the boundaries of the Business Improvement District, doubling the number of business members and increasing the funding available to the district.

Landsberg says her role in all this will be to take North Park Main Street to the next level of service to the community. “I will act as an advocate for existing businesses,” she says, “and work to bring in new businesses that support the vision of our arts, culture and entertainment community, while preserving the historical integrity of North Park.”

“I enjoy working with the public,” adds Landsberg. “I am thrilled that I get to meet and work with different people with different styles and feel that my ability to understand many different viewpoints will be a very important piece of the work I do.”

The native San Diegan and North Park resident is raising two daughters, Madeline, 9, and Sara, 7, and owns a South Park home built in 1912. “The style is not Craftsman but it has some very architectural features that make it unique,” she says. During a break from work after the birth of her daughters, Landsberg took to restoring the house and was able to obtain a Mills Act historic designation for the property.

Jerome's Furniture

2nd Fastest-Growing Top 100 Furniture Retailer in the U.S.

- Furniture Today Magazine

Thank you Jim!

We couldn't have done it without you.



Jim Navarra
Director of Marketing
Jerome's Furniture

SD Metro 40 under 40



Susie's Sept. 11 Story

The call home never came

Susanne Ward-Baker stands alongside a display cabinet containing memorabilia of her son, Tim Ray Ward.

By Delle Willett

Susanne Ward-Baker — Susie — was always filled with angst when her son, Tim Ray Ward, flew in airplanes.

They had an agreement: He would call her when he left and again when he got home. Tim left a message on Susie's answering machine: "Hi Mom, I'm on my way to Boston. I love you." The other message: "Hi Mom, I'm home," never came.

But there were three other phone calls that day. The first came from Susie's mother, telling her to turn on the television. With a "terrible feeling," Susie made the second call to Tim's employer at Rubio's corporate headquarters, who confirmed that Tim was on United Flight 175 that plowed into the World Trade Center's second tower. And the third call was from United Airlines.

After seven frustrating years, Susie was able to bring her

son home. Through the help of Dan Matticks, previously with San Diego's Medical Examiner's office, and Dan Williams of Greenwood Mortuary, three bone shards arrived in an engraved cherrywood box. When Susie was handed the box she held it in her arms, close to her heart. Her plans are to have the bones cremated with her when she dies.

Susie lost two other sons who were born prematurely. "Tim was my special angel from God. My rock of Gibraltar. I was meant to have him. He was my best friend. I'll get through this; he'd want me to."

Born on Valentine's Day, 1963, tall and blonde, Tim played varsity basketball in high school and was class president in his junior year. Learning to cook with his mom when he was in middle school, he became a gourmet cook who loved eating good food and drinking fine wine. A 1981 San Diego State graduate with a degree in computer science, Tim worked for Rubio's while in school as well as after he graduated; and



Susanne Ward-Baker in her Escondido home. 'My life was shattered. People tell me that I'll reach a point some day when I'll feel better. I haven't reached it yet,' she said.



Tim Ray Ward, who lost his life aboard Flight 175 on Sept. 11, 2001.

when he died had been at the company longer than any other employee. Active in the community, Tim was a member of the San Diego Zoological Society and The Old Globe Theater, where his memorial service was held.

"Tim was a very, very special person," said Susie. "A really good guy. He was mellow, kind and sweet. A leader. He got along with everybody. Everyone at Rubio's complimented me about my son."

Susie moved from her home in Visalia to San Diego about 25 years ago, first living in La Mesa, then, after Tim's death, moving to Rancho Bernardo, and recently to Escondido where she is enjoying the family atmosphere of her mobile-home community. In her living room is a display cabinet, purchased just for Tim's memorabilia, which includes, among many photos and objects, the engraved box, an engraved piece of steel from Ground Zero, and a photo of Tim standing in front of the twin towers taken in May.

Susie's work experience includes running presses in a print shop, assisting a veterinarian and managing the women's spa at the Hotel del Coronado. But what she really likes to talk about is her volunteer work. For over 25 years she volunteered with the Department of Social Services, working with medically fragile children. Her favorite work was at Polinski Children's Center where she assisted doctors with medical exams. And she did fundraising for both the Polinski Center and the Child Abuse Prevention Foundation. She was nominated for the President's Award for social service and was once recognized as "Health and Human Services Volunteer of the Year." Over the years Susie, 70, has developed chronic pain issues that have forced her to resign from her volunteer work, which was also time spent keeping her mind off her son.

A Christian, Susie is delighted with the Jewish family who "adopted her": Burt and Fran Israel and their son, Kenny, daughter-in-law Kimberly, and their two young children. Kenny is her companion to all of the 9/11 events. The next one is Sept. 9 at San Diego's Department of Justice, for a rose garden dedication. She has also attended all of the Escondido Fire Department commemorations at Grape Day Park, where she reads the names of passengers on Flight 175, including her son's.

When reruns of that fateful day are shown on TV, she watches them. Doesn't turn them off. And when asked how she feels about this being the 10th anniversary of 9/11, she replied, "All anniversaries are the same to me."

Susie says she lives from day-to-day. "My life was shattered. People tell me that I'll reach a point some day when I'll feel better. I haven't reached it yet."

Years of emotional and physical pain have taken a few inches and many pounds off Susie, but her eyes light up and her spunk resurfaces when she talks about "Samantha," her calico "rag doll" cat, her days of playing tennis, her volunteer work, her friendly neighbors — and most of all, her son.

To Buy, Or Not To Buy?

Is it the right time to buy a building for your business? After representing companies in leasing space and buying buildings for the last 22 years, this is the question we asked ourselves with our lease expiring in January 2012. There are three considerations when looking to buy commercial real estate to house your business. The first two are around the strategic fit and risk of buying versus leasing, and the third is financial. These issues of fit are more material than the economic considerations. A company might get a good deal on a piece of real estate, only to find that the entire capital structure of their company, and potential exit opportunities for the business owners and investors, are marred because the financial decision to buy wasn't a strategic fit.

Strategic fit of owning real estate. To consider purchasing a building, a business has to have at least a 10-year expected utilization of that facility. Thus, a fast-growing or volatile company should generally not buy a building. Similarly, a company that expects to be sold as an "exit strategy" would also not be the right profile to buy real estate. Third, a company that has complex ownership structures like venture capital investors, private equity or private angel investors should not generally buy real estate. Those shareholders don't have financial objectives to own real estate — those financial investors in the company are looking for returns in the success of the business, versus speculating in real

estate. In our case, Hughes Marino is a privately held company with a small set of shareholders that has become very stable and mature, with us working in commercial real estate in excess of 22 years.

Risk profile. Owning real estate also has to match your personal financial risk profile. We often see people do the math where a mortgage payment looks cheaper than a rent payment. What they forget is that office rent payments include the operating expenses of taxes, insurance, water, gas, electricity, janitorial, landscaping, capital repairs and maintenance — a mortgage payment does not, and those operating expenses can add another 40-50 percent more costs on top of the mortgage.

Commercial real estate is a highly illiquid asset. It can easily take 6-12 months to sell a building and potentially longer to get a price you might really want. One of the financial risks of a business owning real estate is that you typically have a personal guarantee of any loan to make the purchase. One feature of a SBA loan is that any shareholder owning in excess of 20 percent of the business has to personally guarantee the loan. If you default on a building loan that you have personally guaranteed, the bank is coming after your house, your cars and your children's education funds.

Another potential risk around buying real estate is that often companies will buy a building that is much larger than they need for their own company's occupancy. While this strategy might work great for a growing company, you need to understand the uncertainties of being in the landlord business — such as landlord leasing expenses and lease up downtime. You might find a company that needs 10,000 square feet, but they're looking to buy a 20,000- or 30,000-square-foot building.

Making the math work. Buying a building might be a prudent economic decision. There are depreciation benefits of owning, but those depreciation benefits are spread over 39 years (or less depending on current tax code and cost segregation techniques), versus a company as a tenant in a lease just expensing lease payments in the year in which they're made. There is also the upside for potential appreciation of the real estate, but far too many people overpay for buildings expecting that they'll always be worth a lot more in the future. When we made assumptions about purchasing our own building for the company, we assumed that there would be no capital appreciation over the life of the asset. At the end of the day, we figured we'd be signing four to five more five-year leases over the rest of our careers, and it was more prudent to control our costs over that timeline by owning the building and paying off the loan. Ultimately, we will be paying ourselves rent versus paying a landlord.

David Marino is principal of Hughes Marino, the largest San Diego commercial real estate company with brokers exclusively specializing in tenant representation for lease negotiations and building purchases. (619) 238-2111. E-mail: david@hughesmarino.com.



Be Bad for a Good Cause

Friday, September 16 • 6 - 10 pm

Join us for our 4th Annual Charity Classic. For one night only, The University Club will open its doors to you to benefit three great charities: MDA's Augie's Quest, The University Club's Lamp of Learning Scholarship Fund and ClubCorp's Employee Partner Care Foundation.

Find your favorite pair of denim, dust off the tuxedo jackets and get ready for the party of the year.

- Rock out with two live bands — The Nervous Wreckords and Ruby Blue
- Indulge in a spectacular display of hors d'oeuvres and champagne
- Mix and mingle among San Diego's finest

Dress to Impress. **Ladies: Cocktail | Gentlemen: Black Tie + Blue Jeans**

Tickets are just \$50 and include food, specialty cocktail, champagne, and live music*!

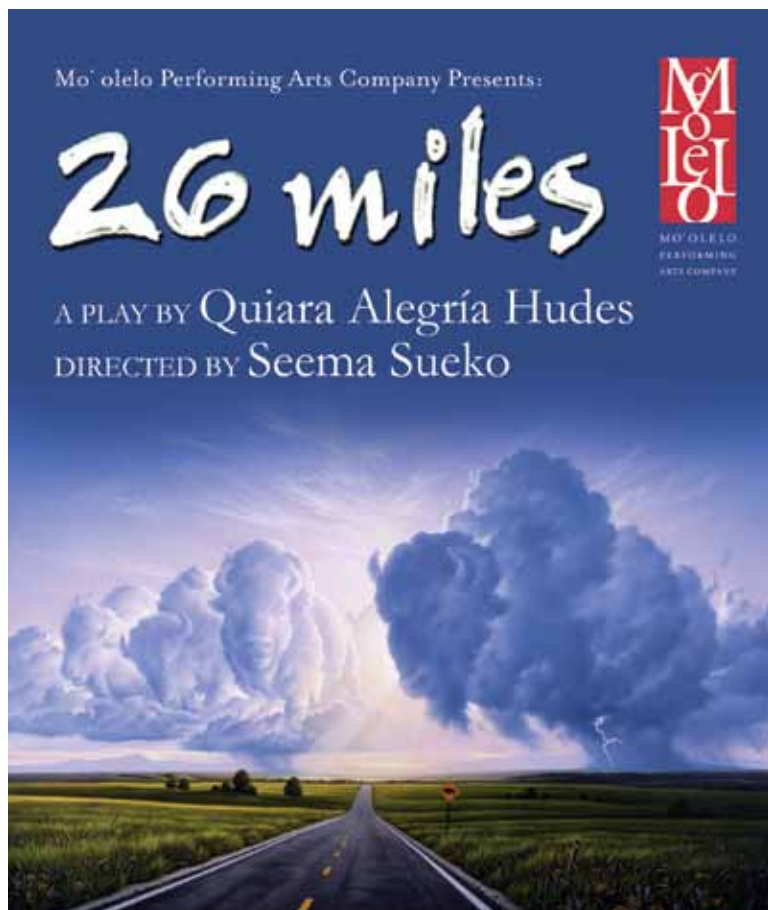


For reservations visit
uc-sandiego.com

*Some restrictions may apply. Contact Club for details. ©2011 ClubCorp USA, Inc. All rights reserved. CLB13146 0811 8mS

750 B Street, Suite 3400 -San Diego, CA 92101 | 619.234.5200 | uc-sandiego.com

The Theater's Queen of Green – and Contessa of Community Outreach



Painting 'Buffalo Crossing' by Jerry Lofaro; design by Sarah Loffler.

By Pat Launer

Add this magic-maker to your list of outstanding artists: Seema Sueko, co-founder and executive artistic director of Mo'olelo Performing Arts Company. Her small theatrical troupe is only in business since 2004. But under Sueko's guidance, the group has extended its reach far beyond San Diego's borders.

A writer, actor, director and business/marketing strategist extraordinaire, Sueko is a force of nature in a diminutive package. The product of a Pakistani father and Japanese mother, she grew up in Hawaii, and chose her company's name from that culture. Mo'olelo is the Hawaiian word for legend or tale. "Telling good stories" is what the company strives to do, "recognizing the power of personal narrative to effect change in society."

So there's social conscience in the mission, and a strong emphasis on education, diversity and community outreach.

"Every Mo'olelo production has to meet three main criteria," Sueko says. "It has to provide an opportunity to reach out

to communities that don't typically attend theater; it has to provide significant roles for actors of color; and it needs to be appropriate for high school and middle school students."

Thus far, Mo'olelo productions have focused on hot-button issues like bullying, school shootings, adoption, climate change, brain injury, the Israeli-Palestinian conflict, the Lost Boys of Sudan, women from Iraq and females who served in Vietnam.

Each show has brought new audiences to the theater, which every theater craves.

The Mo'olelo business model, Sueko's 'Consensus Organizing,' is driven by an old adage that her parents used to espouse: "Slowly, slowly catch your monkey," an Anglicized form of a British colonial expression that means something like "Slow and steady wins the race."

Sueko interprets this as "taking time to learn from each production" (they only produced one show a year at first, gradually expanding to two, and next year, three). This provides plenty of opportunity to analyze what worked and what didn't and "expand our resources," which is to say, develop community partner-

continued on page 38

New Car Review — 2012 BMW 1 Series



Turn a dream into your driveway

By Eric Peters

BMW's 3-Series coupe/convertible is a car that many car lovers dream about. Most of these dreamers, unfortunately, awake in the morning to the harsh reality of the Three's economic inaccessibility: A 335i convertible is a \$52k car; the base model hardtop 328i coupe starts at almost \$38k. \$44k for the more powerful 335i.

But what if you could get the Goods that make the Three so appealing — including the identical engine lineup and even better performance in a smaller/lighter overall package — for about eight grand less to start?

What It Is

The 1-Series is BMW's entry-level coupe/convertible, similar in looks and layout to

the popular 3 Series coupe/convertible but priced more affordably. A 128i has an MSRP of \$30,950. The more powerful 135i coupe stickers out at \$39,050. The soft-top 128i starts at \$36,600; \$43,800 for the 135i.

What's New for 2012

The 2012s get a new front clip and revised interior controls/trim, including available Galvanized Pearl Gloss finish.

What's Good

Same engines/drivetrains as the more expensive 3-Series, but the lighter One is quicker and faster than the heavier, larger - and more expensive - Three. Outstanding handling. Back seats are there.

What's Not So Good

Unlike the Three, the One is not available in sedan form. High-mileage (and high-performance) diesel that's available in the Three not offered in the One. Back seats are barely there.

Under the Hood

The 1-Series offers two engine choices, both in-line DOHC sixes with variable valve timing and identical in every way to the engines used in the larger/heavier 3-Series. The 128i coupe/convertible is powered by a 3.0 liter version of the BMW in-line six that's rated at 230 hp. It's paired with either a six-speed manual or six-speed automatic. The 135i is also powered by a 3.0 liter DOHC six — but this engine is



*Congratulations to **Johanna Schiavoni** on her "40 Under 40" award and her contributions to civic life in San Diego.*



We're so proud of you! ~ The Schiavoni and Rezaee families

boosted with twin sequentially staged turbos to 300 hp. This engine not only offers 70 more horsepower, but also a triple-digit uptick in torque output (300 lbs.-ft. vs. the base engine's 200 lbs.-ft.). This engine can be partnered with the six-speed manual or BMW's seven-speed dual-clutch DCT automated manual. Both versions of the One are quick.

On the Road

Everything you expect from a BMW sports car is here — surgically precise, perfectly weighted steering; that sense of absolute confidence in the car that gives you confidence in yourself. The shorter wheelbase (104.7 inches vs. 108.7 inches) and lower curb weight also give the 1-Series a lighter — and arguably, more sporty — feel than the larger/heavier 3-Series. And on the other end of the scale, it's not as twitchy as the very short wheelbase (98.2 inches) Z4 two-seat roadster, which like many high-powered, short-wheelbase roadsters can get skittery when you lay on (or back off) the throttle in a tight turn. The twin-turbo 135i pulls like a '60s-era V-8 muscle car to its 7,000 RPM-plus redline but without the lumpy idle or the single digit gas mileage. The performance capability of the base 128i's engine, meanwhile, is very respectable in its own right. Reality check: Six second 0-60 times are what most of the quickest V-8 powered muscle cars of the '60s and '70s could deliver.

At the Curb

This is subjective — your opinion may differ — but I think the One looks tighter and better proportioned than the Three. Being shorter definitely helps; there's no excess overhang or superfluous panels anywhere. It's like a leaner, younger, more in-shape version of the slightly thick-looking Three. The interior is a high point, too — as it is in all BMWs. Top-drawer materials (including sunlight reflecting material for the seats, to help keep your back-side cool and the seat covers themselves from fading and eventually cracking and splitting) and a simple, effective overall layout. But the best part is there's no need to pore over an owner's manual for hours to figure out how the radio works, or spend weeks getting used to gratuitously over-elaborate controls. The notorious iDrive controller is available, but thank the Motor Gods, it's optional. Both the trunk and the back seats are kind of tight — but at least they are there. Cramped back seats are better than no back seats at all.

The Rest

Safety-wise, the One convertible versions get their own unique head/side air bags that are positioned to provide the extra protection that the roof/side structure would otherwise provide — along with pop-up rollover bars in case the car flips. Manual-equipped cars get a hill-holder clutch that keeps the car from rolling backward when you start off on an incline. Excellent high capacity brakes with ABS and a “wipe” feature that keeps the rotors dry during wet weather driving by periodically (and very lightly) applying just enough pressure to the calipers to

2012 BMW 3-series:

Base price: \$30,950. As tested \$43,800

Engine: 3.0 liter in-line six; 230 hp and 200 lbs-ft. of torque

Transmission: six-speed manual

Length: 172.2 inches

Width: 68.8 inches

Wheelbase: 104.7 inches

Curb weight: 3,208 lbs. (coupe)

Luggage capacity: 10 cubic feet

EPA fuel economy: 18 city/28 highway

Where assembled: Leipzig, Germany

squeegee away any moisture as you drive are also included.

The Bottom Line

In the One, you can have your back seats, your rear wheel-drive performance — and your twin turbo six — for many thousands less than BMW asks for the otherwise similar, slightly larger Three.

Eric Peters is the author of “Automotive Atrocities” and “Road Hogs” (spring 2011) and a former editorial writer/columnist for The Washington Times, a contributor to Cars.Com, The CarConnection.com and AOL Autos, among others.



Jacobs Schlesinger & Sheppard LLP
Attorneys At Law

would like to congratulate its partner **Johanna Schiavoni**
on receiving SD METRO Magazine's 2011 “40 Under 40” award and
being recognized as one of “San Diego's brightest young leaders.”

Johanna S. Schiavoni is an attorney specializing in federal and state court appellate litigation and strategic counseling in high stakes cases, including business litigation and class actions.

Jacobs Schlesinger & Sheppard LLP is a boutique law firm specializing in immigration and nationality law and appellate litigation including civil, criminal, and immigration appeals. We offer “big firm” legal talent to clients in a boutique law firm setting. www.jsslegal.com.



40 Under 40 Awards: The Class of 2011

Honoring high achievers in business and civic affairs

Meet an amazing group of men and women — the 40 Under 40 Class of 2011. They were culled from a field of more than 90 nominations, each one a leader in his or her chosen field.

Selection of these young business and civic leaders who are helping shape the region's future couldn't have been done without the dedicated work of SD Metro's panel of judges. They are: Richard Cloward, a retired Navy captain, owner of Pacific Shore Maps and executive director of Map & Atlas Museum in La Jolla; Gail Stoorza-Gill, member of the board of directors of Voice of San Diego and Security Business Bank, owner of The Right Question LLC and founder of Stoorza Ziegeaus and Metzger; Robert Gleason, chief financial officer and general counsel for Evans Hotels and chairman of the San Diego County Regional Airport Authority; Adrian Kwiatkowski, vice president of Bartell & Associates; Jack Monger, owner of Monger & Company, a strategic advocacy firm; Cynthia Morgan, partner, Higgs Fletcher & Mack and member of the board of directors of Centre City Development Corp; Mitch Mitchell, senior vice president of Semptra Energy; Ileana Ovalle, senior manager, external affairs, for Cox Communications; and Louise Toro, historic preservationist and owner of Historic San Diego Marketing & Consulting.

You'll meet this year's honorees in the following pages, but you can celebrate with them in person on Sept. 13 at a noon luncheon in their honor at the San Diego Convention Center. Tickets are \$75. Contact Bob Page at (858) 229-8909 or Rebeca Page at (858) 761-7797.

The honorees:

Lori Keim

**Senior Director of Patient Services
Planned Parenthood of the Pacific Southwest**

As senior director of patient services for Planned Parenthood of the Pacific Southwest, Lori Keim has been key in implementing agency migration to an electronic medical records system to better serve the organization's 150,000 patients (through nearly 300,000 visits in 2010) seeking lifesaving cancer screenings, testing and treatment for sexually transmitted infections, and contraception. Planned Parenthood of the Pacific Southwest operates 19 health centers in San Diego and Riverside counties. She was a driving force in securing a grant that enabled Planned Parenthood to provide low-cost Gardasil, the HPV vaccine to women 19-26, as well as introducing several innovative concepts in making contraception more available. Keim is a widely respected and admired leader who has inspired her staff and colleagues. She has served as the fundraising chair of the Stella Nova Dance Company and is a member of both the Medical Group Management Association and American Public Health Association. Though she is active in the San Diego community, Keim also instructed conversational English and promoted healthy lifestyles to students in the Czech Republic. Keim has achieved a great deal in her 34 years. She began her career providing in-home medication, referrals and case management services to adolescent females on probation.



Kyla Winters
Chief Development Officer
Alpha Project for the Homeless

Kyla Winters is the chief development officer for one of San Diego's most well-known social services nonprofit organizations, the Alpha Project for the Homeless. Winters oversees policy issues, fundraising, public relations, marketing and grants. She has been with Alpha for over 13 years, spearheading such projects as Hospice for the Homeless Program through Alpha Project. In August 2009, Winters became ill with bacterial meningitis and spent four months in hospitals fighting kidney failure, respiratory failure, multiple cardiac arrests and eventually quadruple amputations. Less than two years later she is walking on prosthetics and is more committed than ever to her agency, causes and community. Winters has recently started working with Sharp Healthcare Foundation on its INSPIRE campaign, where she is focusing on garnering support for oncology, rehabilitation and organ transplant programs. She was recently honored by Sharp Hospital with the 2011 Victories of Spirit Award for her remarkable rehabilitation and ongoing community service. Winters offers outreach for recent amputees at Sharp Rehabilitation Hospital, is active with homeless outreach and assists with the annual Winter Shelter for the homeless. She was involved with the San Diego Women's Foundation for many years and has served on its board of directors.

Jason Hansen
Financial Advisor-Private Client Group

Jason Hansen has earned a solid reputation as a member of the community who understands the importance of giving back. The Arizona native relocated his family to Carlsbad 12 years ago and began working as an investment adviser. In 2009 he was recruited to work for Wells Fargo Advisors in Carlsbad, and in 2010 he was awarded a Wells Fargo Advisors National Volunteer Service Award for his volunteer efforts in the community. Hansen is the membership chair of the Scripps Encinitas Memorial Hospital Community Advisory Board. During his tenure, the board has doubled its membership. In addition, Hansen watched one of its members give the largest philanthropic gift in the hospital's 45-year history. The \$10 million gift from the Leichtag Family Foundation added to his efforts in supporting the hospital expansion, which will include a new 27-station emergency department. Hansen is also a founding member of the Carlsbad Charitable Foundation, which encourages and facilitates philanthropy for residents in Carlsbad. In its first four years, the foundation has granted over \$197,000 to causes such as a fifth grade economic curriculum, hospice care, food and transportation for senior citizens, and help for families of divorce. Hansen is also an Eagle Scout Board of Review member for the Boy Scouts of America and recently completed the prestigious Wood Badge training curriculum.



Rahil K. Swigart
Associate, Higgs Fletcher & Mack

Rahil K. Swigart has practiced law in San Diego since 2003, and has been an associate attorney with Higgs Fletcher & Mack for more than four years. Swigart is a senior associate in the firm's Bankruptcy and Business Reorganization Practice Group and is involved in firm's operational management. She helps chair the firm's diversity committee and reviews and promotes the firm's diversity policy and commitments. She is a licensed California real estate broker and is also currently enrolled in the LEAD San Diego Impact Program. Swigart works with the nonprofit organization California Community Catalyst (Veterans Community Services), which assists newly discharged veterans in the transition to civilian life. Swigart and her team are working on funding grants and other restructures so the entire community program will become a permanent institution. As a current member of the Lawyer's Club of San Diego, Swigart serves as a task force chair for the 2011 Woman's Resource Fair. Swigart is a member and past board member of the Iranian American Bar Association and serves as a committee member for the Girl Scouts of America. She holds a bachelor's degree from San Diego State and law degree from California Western School of Law.



Matthew Baker
President, Feast On This

Matthew Baker is founder and president of Feast On This, a full-service caterer, staging events from very small to very large, and from casual to very formal. Since its inception in 2000, Feast on This has built an impressive reputation with a clientele that includes many of San Diego County's leading businesses, civic and charitable organizations. Baker has spent his entire working career in the food service and restaurant business, completing his training at the Regional Occupational Program in Costa Mesa. Recognized for its originality in theme and presentation, Feast On This is known for offering custom menus and superior attention to detail. Baker is also active in various charitable programs. He is involved with the Foundation Fighting Blindness and the San Diego chapter of the American Red Cross. He assists emergency personnel in local emergencies, such as running the Camp Pendleton field kitchen during the recent fires, and is on call as a primary food resource for the American Red Cross. Profoundly deaf from birth, Baker has taken a special interest in educating and mentoring deaf children and those who wish to enter the culinary field. In this role he routinely lectures at regional primary and secondary schools, and arranges cooking lessons for kids.



Paul Azzi
President, San Diego Private Bank

Paul Azzi is one of the youngest bank presidents in San Diego. As president and co-founder of San Diego Private Bank, which was formed in 2006, Azzi brings over 15 years of local branch banking experience to his position. He is widely recognized as one of the top private bankers in San Diego, with experience in operations, lending, management, marketing and budgeting. Previously, he served as vice president for California Bank & Trust, managing its La Jolla office where he was responsible for the management of a full-service retail branch focusing on private banking clients. He is former board chairman and treasurer of SAY San Diego, a member of the Blue Ryno Foundation (Ryan Klesko's Foundation) and a member of the Tony and Alicia Gwyn Foundation. He currently serves on the Scripps Health Foundation Planning Advisory Board and is a graduate of LEAD San Diego. He received a bachelor's degree in economics from San Diego State University.



We congratulate
Jason Hull and Fernando Landa
for their hard work, dedication and success,
and for their much-deserved recognition as two
of *San Diego Metro's* "40 under 40" for 2011!



www.trigild.com

Tel: 858.720.6700 Fax: 858.720.6707

Commercial Properties • Multifamily • Hospitality • Enterprise Businesses

Robin Madaffer**Partner, Schwartz Heidel Sullivan**

Robin Madaffer, a partner in the law firm of Schwartz Heidel Sullivan, specializes in representing private and public sector clients in real estate, land use and environmental regulatory matters. She is a professor at California Western School of Law where she teaches land use and environmental regulation. Madaffer has been leading Downtown San Diego's efforts to solving the homeless issue, serving on the executive committee and as member of the board of directors for the Downtown San Diego Partnership. In 2010, Madaffer and her Ending Homelessness Leadership Team led the effort to survey the homeless Downtown on three consecutive mornings beginning at 4 a.m. each day, with more than 400 volunteers helping to conduct the survey. For her dedication to solving homelessness issues in San Diego, Madaffer received the Chairman's Alonzo Award in 2010. Madaffer is also the district council chair for the Urban Land Institute (ULI) San Diego/Tijuana for 2011-2013, an international organization dedicated to providing leadership in responsible land use to enhance the total environment. She speaks regularly at various professional organizations and universities, including the San Diego County Bar Association, San Diego County Taxpayers Association and ULI, among others.

**Fernando Landa****General Counsel, Trigild**

With considerable commercial real estate and legal experience, Fernando Landa is general counsel for Trigild, providing key legal and strategic expertise to company management. In this capacity, he develops and negotiates commercial contracts and leases, serves as receiver, represents the company in court hearings and interprets law and regulations related to corporate issues. Prior to joining Trigild, he was an associate with Hecht Solberg Robinson Goldberg & Bagley, a San Diego real estate law firm, where he was involved in the acquisition, development, financing, leasing and disposition of commercial real estate assets. A LEED-accredited professional, he was an associate with London Group Realty Advisors, providing strategic consulting services and financial analysis for real estate developments and investments throughout the Southwest and Mexico. Landa holds a bachelor's degree and a master's degree in real estate from the University of San Diego School of Business Administration and a law degree from the University of San Diego School of Law. He was recipient of the 2010 Associate of the Year Award presented by the San Diego Building Industry Association, receiving the accolade based on his industry and community involvement.

**Jessica Klarer Pride****Attorney, Casey Gerry**

Jessica Klarer Pride was secretary of the Young Lawyer's Division of the American Association for Justice, the nation's largest trial bar, and assumed the role of treasurer of the AAJ's Young Lawyer's Division in July. She was elected by her peers three times to serve as a board member for the San Diego County Bar Association, New Lawyers Division; is a board member with the Consumer Attorneys of San Diego and a member of the Lawyer's Club of San Diego and La Raza Lawyers Association. Pride is closely involved in Big Brothers Big Sisters, a youth mentoring organization, and has been a support system to her "Little Sister" for three years. She has started training to work the legal clinic for Center for Community Solutions, a center that works to heal and prevent sexual assault. Other projects which have been especially gratifying for her include helping to rebuild homes devastated by Hurricane Katrina with fellow members of the American Association for Justice, working with Wills for Heroes to draft wills for police officers and coaching students at Helix High for a mock trial. "Supporting the community goes beyond just giving free legal advice," says Pride.





Ron Troyano
Managing Co-Partner, Alchemy Restaurant

Ron Troyano is a man ingrained with the ideals of community, kinship and collaboration. As a young man, he was able to travel solo through Mexico, South America and Europe and go on to build several art galleries in both San Diego and Santa Monica. Before opening Alchemy, the South Park restaurant focused on local and sustainable fare in 2009, Troyano had his hand in creating a beverage program at Django, a popular New York restaurant. Driving much of Troyano's community involvement is Alchemy, a "blood, sweat and tears" passion-project, built from the ground up, that echoes the sophistication and nutritionally aware mindset that San Diegans are flocking to. Dedicated to the sustainable food movement, the foundation of Alchemy's food lies in fresh, high-quality produce, poultry and meats delivered daily. Another huge community initiative for Troyano and Alchemy is their student cooking class partnership with Albert Einstein Academy, where both Troyano and Alchemy Executive Chef Ricardo Heredia are helping to foster the healthier food movement in local schools across San Diego. Troyano also co-created the GROW School Food Training Program to support the school food movement and volunteers for training of food service personnel in scratch cooking methods in San Diego County schools.



Johanna Schiavoni
Partner, Jacobs Schlesinger & Sheppard

Johanna Schiavoni recently became a partner with Jacobs Schlesinger & Sheppard. In her law practice, she specializes in federal and state court appellate litigation, including business litigation, criminal and white-collar cases, and immigration appeals. Before joining the firm, she was an associate with Latham & Watkins for six years, spending three years in that firm's New York office and three years in its San Diego office. Schiavoni also completed two federal judicial clerkships. From 2006 to 2007, she served as a law clerk to the Honorable M. Margaret McKeown on the U.S. Court of Appeals for the Ninth Circuit. From 2002 to 2003, she clerked for the Honorable Christina A. Snyder in the U.S. District Court for the Central District of California. Schiavoni counsels clients during pre-trial and trial phases of litigation, and throughout appeal and post-appeal proceedings. Much of her practice focuses on crafting legal strategy, either in trial court proceedings looking ahead to a potential appeal, or on appeal, particularly where there is ambiguity or arguable nuance in the law. She appreciates the creative and strategic focus of her legal practice and is enjoying the opportunity to pursue her entrepreneurial work interests as a partner in a boutique law firm.



Eric P. Ganci
Owner, Law Office of Eric P. Ganci

Eric P. Ganci started his own law practice right after graduation from law school at Thomas Jefferson School of Law. He has the rare privilege of being able to say that he has been profitable each year of operation. Ganci has had five trials in the last year--winning two and losing three-- in the tough area of DUI defense. He researched and wrote for the supplement of the California Drunk Driving Defense secondary source, considered Ca's "DUI Bible," and is trained, both in the Officer and Instructor level, in Field sobriety testing. He serves on the Board of the New Lawyers Division of the SDCBA and the Thomas Jefferson School of Law Alumni Board, and is an active member of Lawyers Club. Ganci is also very active with other legal communities, including La Raza Lawyers Association, California DUI Lawyers Association, National College for DUI Defense, and the Consumer Attorneys of San Diego. Ganci also participates in organizations outside the legal sphere, including the Human Rights Campaign. He was named a Finalist in the San Diego Daily Transcript Young Attorneys and was recently awarded the San Diego County Bar Assoc. Outstanding Service by A New Lawyer Award.

Karen E. Hernandez**Associate, Cooley LLP**

Upon graduation from West Point, Karen E. Hernandez was commissioned as a second lieutenant in the U.S. Army. She spent seven years on active duty, achieving the rank of captain before leaving the Army in 2004 to attend law school at UCLA. Hernandez' positions included battalion disbursement officer, company executive officer, chief of military pay (Yongsan Army Installation, Seoul, South Korea), battalion personnel officer, battalion operations officer, finance company commander and recruiting company commander. After graduating from UCLA, Hernandez joined the San Diego office of Cooley LLP where she is an associate in the business department. Hernandez' practice involves providing legal counsel to companies at all stages from emerging growth companies to public companies. She advises on public and private financings, securities regulations, mergers and acquisitions, complex transactions and corporate governance. She has built a reputation as client-focused, hard-working, practical and business smart. Hernandez serves as outside counsel on a pro bono basis for nonprofit organizations, including the Monarch School Project, Athena San Diego Foundation, Outside the Lens and many others. Hernandez is a founding board member and the chief financial officer of Ms. JD, a nonprofit organization dedicated to improving the success of women in the legal profession.

**Joanna Archer****Assistant Vice President,
Regents Bank**

When Joanna Archer was 17, she worked at a bank over the summer to save money for college. Because of unexpected financial circumstances, Archer's parents were unable to send her to college, and Archer, who was doing well at the bank, decided to stay in her job. She learned quickly and, at 23, was hired by Scripps Bank as back office clerk. Within three years, Archer was managing the department and had tripled her salary. At age 29, Archer

was recruited by Regents Bank to be manager of central operations and cash management, a job typically held by seasoned banking professionals. She currently holds the title of assistant vice president and manages two departments — the Central Operations Area, which oversees all wire transfers in and out, exception items like returning non-sufficient funds and fraud prevention, and the Electronic Banking Department. She also acts as a consultant for Regents Bank's clients who require assistance setting up and operating remote deposit capture, other remote banking products and ACH origination. Archer, whose son Ty was diagnosed with juvenile diabetes at the age of 10, dedicates her time to the Junior Diabetes Research Foundation and was presented the Golden Shoe award from JDRF her first year raising funds for the organization.

San Diego
PRIVATE BANK

Congratulates our very own

Paul P. Azzi

EVP, San Diego Market President,
& CMO

on being selected as one of
San Diego Metropolitan Magazine's
Class of 2011, 40 under 40
winners!

*We are proud of the dedication and
leadership Paul has demonstrated
bringing him this esteemed
recognition.*



33

Lucia Tovar-Matthews
Executive Director, DIÁLOGO

Lucia Tovar-Matthews founded DIÁLOGO Public Relations, the fastest growing, independently owned Hispanic PR agency in the West, boasting a team of more than 40 PR pros and working with a roster of brands. Tovar-Matthews founded DIALOGO to help organizations effect change by engaging Hispanic audiences. In 2009, Page One Media, in association with Televisa Publishing, invited Tovar-Matthews to become a columnist for its award-winning publication, *PODER Hispanic Magazine*. She also developed DialogueOne, her clients' new single-resource for real time access to PR campaign analysis and tracking. In 2010, she opened the long-planned Mexico City division of her company, launched a media syndication service, and rolled out DIÁLOGO360, a communications platform. DIÁLOGO360 brands participate in cutting-edge research and promotion provided by DIÁLOGO360 Hispanic consumer members. Tovar-Matthews has been a leader in community organizations that seek to improve the conditions of the youth in Los Angeles, San Diego and Mexico. One such organization is the It's All About The Kids Foundation, a nonprofit that creates innovative programs to benefit children's charities and enhance the lives of less fortunate children and their families. Tovar-Matthews and her team were awarded Best California PR Agency to Reach Latinos Using Social Media in 2010 by Latinos in Social Media.



35

Mike Morton Jr.
President and CEO,
The Brigantine
Restaurant Corp.

A member of The Brigantine Restaurant Corp. since 1992, Mike Morton Jr. currently serves as president and CEO of the popular San Diego chain. Morton's advancement to that position in July 2008 is the result of his outstanding commitment to the company through years of experience

in numerous capacities. The Brigantine Restaurant Corp. currently operates seven Brigantine Seafood Restaurants, five Miguel's Cocinas and The Steakhouse at Azul La Jolla, and is in the process of designing and opening a sixth Miguel's Cocina in Carlsbad this fall. In addition to his duties with Brigantine, Morton serves on the board of directors of the San Diego chapter of the California Restaurant Association and the San Diego Regional Chamber of Commerce. He is a member of San Diego Rotary, Club 33 and the San Diego Yacht Club. He enjoys competing in marathons and triathlons. Morton is also the co-chair for Fish Across the Border in which he travels annually to Mexico near Ensenada and distributes food and clothing to those in need. Morton graduated from Vanderbilt University with a bachelor's degree in political science and Spanish, and received his master's degree from the University of Southern California.

Christopher Rutgers
Executive Director,
Outdoor Outreach

Chris Rutgers and his nonprofit organization Outdoor Outreach were the subject of an *Outdoor Magazine* article, which wrote: "In November 1992, at age 18, Rutgers left behind an abusive childhood in California and moved to Alta, Utah. He became a dishwasher and later started free skiing competitively, an experience that changed his life. After seven years, Rutgers left the mountains for San Diego to start a nonprofit called Outdoor



36

Outreach. His goal? To transform the lives of at-risk kids by introducing them to positive experiences in the outdoors." Since its founding in 1999, Outdoor Outreach has taken more than 5,100 youths on more than 1,770 outings, including rock climbing, snowboarding, surfing, snorkeling, mountain biking and backpacking. It is the only agency in San Diego and one of just a few in the country to utilize outdoor physical experiences to provide youth with support, relationships, resources and opportunities they need to become successful adults. Participants come from inner-city schools, teen homeless shelters, foster care facilities and drug-rehabilitation programs as well as high schools in disadvantaged areas of San Diego. Rutgers has been nationally recognized as an expert on programming for youth at-risk and is a past recipient of KGTV Channel 10 Leadership Award and *Newsweek* magazine's "America's Best."

Erica Holloway

Principal, Holloway Media Strategies

Erica Holloway stands out among her peers as an innovative media strategist, a shrewd government relations adviser and a passionate advocate for reform. She has consistently been at the forefront of cutting-edge media relations and consultation, working for some of the region's most powerful elected officials, including communications director and policy adviser for Senate Republican leader Dennis Hollingsworth and County Supervisor Pam Slater-Price. She also served as a strategist for prominent political campaigns and efforts, including the media campaign design and launch for the Oxy Task Force of San Diego County (now the Prescription Drug Abuse Task Force), as well as their Call to Action — the prescription drug take-back days that have removed thousands of pounds of prescription drugs from the streets. Holloway co-authored the county legislation that brought prescription drug drop boxes to sheriff's substations — a practice that has been adopted by police departments across the county. As principal of Holloway Media Strategies, Holloway has provided strategic media and political counsel to some of San Diego's high profile campaigns including San Diegans 4 Great Schools and in 2010 for the Speaker Education Project. She was recognized in 2010 with two Emmy Awards for her work on the "Oxy Abuse Kills" public service announcement series.



Carmen Vann

Project Executive, Turner Construction Co.

With 15 years of experience in the construction industry, Carmen Vann has managed some of the most interesting projects in San Diego. After graduating from North Carolina A&T State University with a degree in construction management, Vann began working for a small minority contractor as a construction engineer. She later moved to Nashville, Tenn., and in July of 2000 joined Turner Construction Co.'s Nashville office. Vann took on the lead project engineer role on several school projects. She saw her involvement in school construction as an

opportunity to play a part in educational outreach. Vann transferred to Turner's San Diego office in 2003, moving quickly through the ranks from project engineer to project executive. She worked on high-profile projects such as the Arnold and Mabel Beckman Center for Conservation Research and The Hard Rock Hotel San Diego. The Hard Rock Hotel project received multiple awards in 2008 including the CMAA Project Achievement Award and CCDC Paradise in Progress Award, among others. Currently, Vann is project executive in charge of the San Diego New Central Library, a 500,000-square-foot, LEED Silver designed facility. At completion of the Downtown library, the combined construction volume of projects Vann has managed will be over \$400 million.



Congratulations to our associate
Jessica Klarer Pride
a talented trial lawyer and passionate advocate
for civil justice, for her well-deserved recognition
as one of *San Diego Metropolitan Magazine's*
"40 Under 40" for 2011.

CaseyGerry

CASEY GERRY SCHENK FRANCAVILLA BLATT & PENFIELD LLP

www.caseygerry.com

Personal Injury and Civil Litigation since 1947.

San Diego Office: 619-238-1811 North County Office: 760-743-8448



Crystal Scripps McKellar Senior Associate, Morrison & Foerster

Playing the role of Becky Slater in TV's "The Wonder Years," Crystal Scripps McKellar became "the face" for Tree People and Heal the Bay organizations encouraging young people to get involved in environmental issues (Her sister, Danica, was Winnie Cooper on the TV series). After years of acting, she went on to earn a history degree from Yale, and a Master of Studies (Roman history) from Oxford (with distinction). At Harvard Law, she started the In Vino Veritas 50-member wine club. After clerking for Judge Marilyn Huff, she practiced law at Davis Polk & Wardwell in New York. She's now a senior associate with Morrison & Foerster, the 16th largest law firm in the U.S., where she handles securities, M&A, antitrust and commercial litigation. Scripps McKellar also does pro bono work focused on helping refugees seek asylum. She is active on the board of directors for Summer Bridge of San Diego, which holds a six-week camp at La Jolla High every summer for fifth and sixth graders from low-income neighborhoods. Summer Bridge provides academics, artistic outlets, civics and leadership training. In 2009, she was one of three associates worldwide listed among 100 women in "Women in Antitrust" by the British publication *Global Competition Review*. She passed the bar exam in California, New York and Massachusetts.



Jim Navarra Director of Marketing, Jerome's

As part of the family business known to San Diegans as "Jerome's," Jim Navarra, a third-generation family member, brings a multi-faceted approach to his role as director of marketing for the company. Since 2007, he has built a creative program to support Jerome's new go-to marketing strategy moving away from a sales oriented strategy and towards a value-based commitment for customers with an everyday-low-price-model known as "Jerry's Price." Navarra keeps his eye on the pulse of marketing strategy to ensure the company continues to grow. Navarra has recently supported the company's strategic

investment in expanding Jerome's retail locations to Corona and Murrieta. Navarra has a firm handle on the big picture of the company from his role as board member to his hands-on role as marketing director. Through his efforts he has improved overall market share by almost 12 percent and overall mattress market share by 58 percent since 1997. He takes his role seriously in carrying on the family's tradition of supporting important causes. He has developed marketing programs that support nonprofit organizations including San Diego Food Bank, ArtWalk and Challenged Athletes Foundation, among others. In 2009, he raised \$10,000 in sponsorship of a participating athlete for the Challenged Athletes foundation yearly event.

Mike Alfred CEO and Co-founder, BrightScope Inc.

A noted and quoted financial expert, Mike Alfred is CEO and co-founder of Brightscope Inc. Launched in February 2008, BrightScope offers a ground-breaking approach to providing information that can be used to evaluate and monitor 401(k) plans and financial advisers. The company regularly attracts national media attention for its work, and Alfred has appeared on CNBC, ABC News, Fox Business News and NPR. Building

the company over the past few years, Alfred and his team have overcome challenges that often end the life of young, fast-growing companies. They have navigated complex government bureaucracies and political issues to get access to information at the heart of the business, spent thousands of hours inputting data and inventing the algorithms needed to make it useful, and have raised money from a group of investors during the economic downturn. Recognized for their expertise, Alfred and his brother, Brightscope President Ryan Alfred, have worked with the House, Senate, General Accounting Office, and Department of Labor on retirement plan issues, particularly on target date funds and total plan fees. In addition, Alfred teaches financial literacy to minority students through the Links Achievers Program, the Pathways to College Network and Jack and Jill of America. He received his bachelor's degree from Stanford University.



Susan Riggs Tinsky

Executive Director, San Diego Housing Federation

Susan Riggs Tinsky was appointed executive director of the San Diego Housing Federation in September 2010. Prior to that, she was an attorney with the San Diego law firm Best, Best & Kreiger, specializing in affordable housing and redevelopment law. She worked for the San Diego Housing Commission from 2001-2004. In her last assignment there, she served as chief policy adviser working on public policy issues such as San Diego's linkage fee. Tinsky served previously as vice president of government affairs for the San Diego Association of Realtors and was on the adjunct faculty of San Diego State University and Southwestern College where she taught housing policy and real estate economics, respectively. Tinsky is president-elect of Citizens Coordinate for Century 3 (C3), former co-chair of the San Diego Regional Chamber of Commerce Housing Policy Committee, and serves on the board of WalkSanDiego. She is also participating in Sustainable San Diego's steering committee. Tinsky was in the LEAD San Diego Class of 2003 and is a licensed real estate salesperson. Tinsky received her law degree from Thomas Jefferson Law School in 2008. She holds a master's degree in city planning from San Diego State, where she was outstanding graduate of the year in 2002.



Sarah E. Aghassi

Deputy Chief Administrative Officer, County of San Diego

Sarah Aghassi is deputy chief administrative officer for the county of San Diego's Land Use and Environment Group, which means she is responsible for the successful operation of the seven high-profile departments that make up this division. Reporting directly to Chief Administrative Officer Walter Ekard, she oversees Public Works; Environmental Health; Planning & Land Use; Parks & Recreation; Agriculture, Weights & Measures; Air Pollution Control District; and the Farm & Home Advisor, which, together, have a combined workforce of 1,550 persons and an annual operating budget of \$400 million. She also ensures that the policy directives of the county Board of Supervisors are implemented. Previously, she served as director of San Diego County's Strategy and Intergovernmental Affairs Office. Aghassi was also the County of San Diego's liaison for the American Recovery Act projects, managing over \$118 million in federal economic stimulus funds awarded to the county. Aghassi serves on the board of directors of the San Diego Spine Foundation and the Iranian-American Scholarship Fund. She has been volunteering for more than seven years with a local grassroots, volunteer-run, nonprofit organization, Dollar-A-Month Fund, which raises funds to support efforts throughout the world to improve the lives of children.



Congratulations
to Class of 2011



**Planned Parenthood
of the Pacific Southwest**

congratulates

Lori Keim

Senior Director of Clinical Services

SD Metro's outstanding
40 under 40.

planned.org



Chad Ruyle

Partner, Ruyle & Ruyle

Native San Diegan Chad Ruyle is co-founder of You Walk Away, billed as the nation's foremost authority on foreclosure assistance. Since its founding in 2007, You Walk Away has helped tens of thousands of people and has been featured on "60 Minutes," the "Today Show," Fox News and CNN, among others. It has also been featured in *The New York Times*, *Wall Street Journal*, *Time Magazine* and many other national publications. Ruyle started You Walk Away because he saw a need amongst his clients and network of people needing advice about foreclosure, and realized that individuals who were struggling financially had to pay high legal fees to get information, and many struggled to find solutions. He wanted to provide a program for homeowners with an upfront, affordable fee for guidance, information, legal consultations, tax consultations and more. Ruyle is also a partner at Ruyle & Ruyle, a firm specializing in trust and estates, where he focuses on areas of estate planning, transfer tax planning and asset protection. In addition, he co-founded PEERS Network (Philanthropy, Entrepreneurship, Environment, Relationships, Social), a group of local entrepreneurs whose mission is to give back to the San Diego community by helping enhance philanthropic pursuits while providing a network to encourage entrepreneurship.



Brian Malarkey

Partner, Executive Chef, Searsucker and Burlap

Chef Brian Malarkey is an award-winning executive chef, Bravo Top Chef finalist and special host of TLC's Mega Bites. A native of Oregon, Malarkey opened his first restaurant in 2010 in the heart of the Gaslamp, called Searsucker, serving New American classic cuisine, emphasizing approachable and unpretentious dishes. In July 2011, he opened the Del Mar restaurant Burlap, serving meat and seafood accompanied with bold sides and Asian influences. Previously, Malarkey worked as executive chef at the Oceanaire Seafood Room. While he was executive chef/operating partner of Oceanaire San Diego, the restaurant received more than 60 industry awards, and in 2009, Malarkey was voted Best Chef in San Diego for his work there. Malarkey is involved in the community and offers his time to a number of charities, including The National Kidney Foundation, It's all About the Kids, the San Diego Zoo, KPBS, the Huntington's Disease Society of San Diego, Juvenile Diabetes Research Foundation and Eldercare. He broke a world record by constructing gigantic cuisine all for charity within 48 hours for TLC's show "Mega Bites." Malarkey's personal achievements include "Gold Medallion for Chef of the Year," Best Seafood-Fine Dining (2006-2009), Zagat Top Ten Restaurants (2007), Wine Spectator Award of Excellence (2005-2008) and the DiRoNA Award of Excellence.



Zach Schlagel

Manager, Government & Community Affairs, UCSD Health Sciences

Zach Schlagel works as manager of government and community affairs for UCSD Health Sciences. Schlagel led Health Sciences system's efforts to go 100 percent smoke-free at all of their medical facilities. This three-year process included the creation of a task force that consisted of key physicians, administration, staff and community members. With Schlagel as company leader for the 2010 UCSD Heart Walk Team, the organization raised over \$65,000 for the American Heart Association and was one of the top five companies in San Diego County for overall fundraising. He personally raised over \$3,600 and was the top individual fundraiser at UCSD last year. This year he spearheaded a Go Red for Women campaign, which raised over \$4,200, launched an informational campaign for staff about cardiovascular disease prevention and featured both the UCSD Medical Center at Hillcrest and the UCSD Sulpizio Cardiovascular Center being lit red for the month of February. Schlagel currently serves as chair for San Diego North Chamber of Commerce's Health Committee. Since he became chair, membership has increased by over 50 percent and the committee has coordinated several well-attended forums on health care reform and workplace wellness.



Doug White

Manager, Government Affairs, Cricket Communications

Whether the commitment has been local, state or federal, Doug White has been involved in progressive politics for the entirety of his career. Starting out in former Gov. Gray Davis' administration, White later cut his political teeth in Washington, D.C. Additional political and policy work — for the Speaker of the New Jersey General Assembly, the Obama presidential campaign and Presidential Inaugural Commission, Toni Atkins for California State Assembly and Howard Wayne for San Diego City Council campaigns — only furthered Doug's resolve to become involved with the political process. Currently, White is manager for government affairs at Cricket Communications. Within the seventh largest wireless provider in the country, his primary responsibilities include overseeing the corporation's 50-state legislation and regulation program. He works directly with state legislators, regulators, coalitions, associations and various other stakeholders to support company positions and increase awareness for Cricket's universe of interests. Highlights of the interdepartmental teams he has led include Cricket's participation in the Broadband Technology Opportunity Program. Through a government grant, Cricket provides free modems and mobile broadband service to 1,000 low-income individuals, helping them bridge the digital divide. White is also a Democratic State Central Committee member, elected delegate from Assembly District 76.

Andrea G. Musicant

Associate, Klinedinst PC

Andrea Musicant is a recognized authority on employment and labor law, and was a partner at a previous firm before joining Klinedinst as an associate. She is a former judicial extern to the Honorable David R. Thompson, United States Court of Appeals for the Ninth Circuit. She earned her law degree from the University of California Hastings College of Law, where she was an oral advocate in national Moot Court competition and a member of the Hasting's Women Law Journal. Previously, Musicant graduated magna cum laude from the University of California at Berkeley. Musicant is a member of Lawyers Club of San Diego, which seeks to advance the status of women in the law and in society. She also served on the board of directors and as vice president of the organization, and chaired the organization's annual dinner in 2011. Musicant has worked with Casa Cornelia, a public interest law firm providing quality pro bono legal services to victims of human and civil rights violations, for almost seven years. Musicant is a recipient of the Wiley E. Manuel Award for Pro Bono Legal Services, awarded by the State Bar of California to attorneys who give back to the community through pro bono service.



SDMETRO
your business your life

Visit sandiegometro.com to cast your vote. Voting ends September 15, 2011. Winners will be announced in our October Issue.

20 men that impact san diego



Tony Toranto

Partner, Luce, Forward, Hamilton & Scripps

Tony Toranto is a versatile attorney at Luce Forward who handles a variety of complex matters including both real property and business transactions. The value of his transactional matters ranges from several million dollars to \$700 million. Before becoming a lawyer, Toranto spent a number of years in private equity. This background gives him a unique perspective, enabling him to better serve his clients and approach problems with an innovation and creativity uncommon to those his age. Toranto became an income partner at Luce Forward in January 2010, and within a year became an equity partner. Toranto takes on responsibility with ease and adapts to the ever-changing business landscape. He currently chairs Luce Forward's nationally renowned Climate Change, Renewable Energy & Sustainable Technology (CREST) practice group. Some of his recent work in the CREST group includes representing renewable energy developers in the acquisition of more than 20 utility-scale solar plant sites and in the acquisition, title matters and project finance for a \$220 million renewable energy project. Toranto is a cabinet member of the Salk Institute Accelerators, a research institution that studies neuroscience, genetics, cell and plant biology to make groundbreaking contributions to our understanding of infectious diseases.



Alice Lee Benjamin

Clinical Nurse Specialist, Palomar Medical Center

Alice Lee Benjamin has been working as a nurse for over 13 years at various hospitals in Southern California, primarily in acute and critical care areas with an affinity for cardiovascular medicine. She is currently the clinical nurse specialist for the cardiac, orthopedic and neuroscience services at Palomar Medical Center in Escondido. In this capacity she works as a consultant to the Department of Nursing, the medical staff and administration. She collaborates with leadership and staff to ensure the provision of nursing care meets the standards identified in the professional literature, the standard statements of professional organizations and state and federal regulations. Benjamin focuses on the needs of patients, collaborates in the development of orientation programs, didactic presentations and clinical mentoring for novice to expert practitioners. She is currently a preceptor for graduate advanced practice nursing students at SDSU and Point Loma Nazarene University. Benjamin devotes much of her time as a mentor and public speaker by encouraging early interests in health care professions via programs such as Interlink Pathways, Gear Up and by speaking at various high schools, universities and community events. She also recently facilitated a community forum in conjunction with UCSD's Antiviral Research Center focusing on the state of HIV/AIDS in San Diego County.



Scot Ginsburg 38

Managing Director, Tenant Representation, Jones Lang LaSalle

Scot Ginsburg is a commercial real estate broker with Jones Lang LaSalle who has spent the last 11 years representing corporate real estate users, tenants and occupiers of commercial real estate. Before venturing into real estate, he launched an Internet technology company and, in his own words, "lost everything." He spent years rebuilding a career and his finances. Now, Ginsburg is dedicated to helping tenants. His passion representing tenants comes from that personal experience as founder of a technology startup where he was the tenant playing on an uneven field in the landlord's favor. After that, he knew he could do a lot to help tenants understand the leverage they have and negotiate deals that help them keep their rent costs in check while providing the space they need to operate and grow. He has excelled, quickly rising to the rank of managing director at Jones Lang LaSalle. He has transacted approximately \$500 million worth of deals on behalf of his clients and usually generates nearly twice the yearly transaction amounts of most of his colleagues. Ginsburg has been the No. 1 producer at Jones Lang LaSalle San Diego for the last several years. He is on the board of directors of San Diego Venture Group.



Travis Carter
Vice President, Hughes Marino Inc.

Travis Carter, a native San Diegan, has devoted his career to commercial real estate. A licensed real estate broker, Carter focuses on orchestrating long-term fully integrated solutions that involve analyzing his clients' business objectives and delivering viable real estate options. His experience encompasses strategic planning, market assessment, financial analysis and lease negotiations. Carter represents legal and accounting firms through the Downtown, Mission Valley, UTC, and Del Mar Heights market areas. He has represented more than 150 companies with real estate needs totaling nearly \$60 million in transactional value. In 2006, Carter developed an after-school music program for high school students. He gathered local musicians with the idea of providing singing, guitar, drums, and bass guitar lessons to hundreds of local junior high and high school students. The program took off and is still providing an opportunity for high school students in San Diego to get involved in music and play in a band on stage in front of an audience. Currently, Carter devotes time on the weekends serving at Ladle Fellowship in Downtown San Diego. The ministry provides food and shelter to the homeless. Carter also serves on the board at Vista Hill Foundation, a nonprofit dedicated to assisting troubled young people and people with developmental disabilities.



Tommy Trause
Club Manager,
University Club atop
Symphony Towers

Tommy Trause is club manager at University Club atop Symphony Towers in Downtown San Diego and is in charge of daily operations. The University Club is the preeminent club for social and business connections in the greater San Diego area, and recently underwent a multimillion-dollar renovation. A graduate

of Cornell's School of Hotel and Restaurant Management and a veteran of the Bohemian Club, Trause previously served as the interim general manager at the Pyramid Club in Philadelphia. He also served as the food and beverage director at Columbia Tower Club in Seattle upon completing ClubCorp's former leadership and development program. The leadership and development program provided concentration in a trainee's discipline and exposure to many departments, including accounting, food and beverage, membership and private events. Before joining Pyramid Club, Tommy spent six months traveling through Asia. He is involved in the community, giving time as a Big Brother for Big Brother Big Sister, and is a supporter of the American Diabetes Association. In 2010, he was presented a Circle of Excellence Award and in 2011 he climbed Mt. Kilimanjaro.

RISK... NEEDS TO BE MANAGED

Beach Crossing at Pt. Loma near Lighthouse, Circa 1898

**Managing Risk and Negotiating Insurance
for the Building Industry**

Jeffrey Cavignac, CPCU, ARM, RPLU, CRIS
James P. Schabarum II, CPCU, AFSB
Scott Bedingfield, CIC, AAI | Patrick Casinelli, REBC, RHU

Cavignac & Associates
INSURANCE BROKERS

BANK OF AMERICA PLAZA | 450 B Street, Suite 1800, San Diego, CA 92101
619 234 6848 tel www.cavignac.com

Ron Morabito

President and CEO, V Group

Ron Morabito is president and CEO of V group, which provides signage, trade show displays, printing and promotional products. V Group has handled many projects for a number of local companies, colleges and universities and has been the preferred sign company for SDSU Athletics for the last three years. V Group also had the privilege of providing signage for a U.S. Olympic team event as well as providing all the signage for the San Diego Chamber of Commerce. Morabito sits on the board of trustees for the San Diego Sports Commission, which in addition to bringing sporting events to San Diego supports a wide variety of youth programs for underprivileged and at-risk children. He has volunteered his time as well as all the signage for the All About Kids Foundation in San Diego. In addition, Morabito worked with Home Start, the Leukemia and Lymphoma Foundation and Boys and Girls Club of San Diego. He serves on the committee for the Huntington's Disease Foundation's annual "Shoot to Cure" event and his company has donated all the signage for this event for the past two years. V Group was named winner of the award for "Excellence in Customer Service" at the 2010 San Diego Small Business Awards.



Allison Beall

Director of Business Development, Pacific Building Group

Allison Beall has positioned Pacific Building Group (PBG) as a leader in its industry and helped the firm thrive even in tough times. As director of business development, Beall's relationships and marketing savvy were instrumental in winning more than \$35 million worth of building contracts in 2010 alone. She played a key role in securing valuable new business relationships and contracts with Qualcomm, Northrop Grumman, Cushman & Wakefield and Cassidy Turley. At PBG, Beall is responsible for new business development with a focus on strategic growth and client service within the commercial real estate industry. She works closely with the project management team to provide owners, brokers and design teams with the best possible pricing and scheduling. She manages all aspects of PBG's marketing efforts, including advertising, public relations and special events. Previously, Beall was director of client relations for a boutique law firm that specialized in construction and business litigation. During her four years with the firm, she developed strategic relationships with the principals of local general and specialty contractors. Beall has been actively involved for the past five years in the growth and strategic planning of CREW San Diego, serving on the board of directors since 2009 and now as president.



Reed Caldwell

Founder & CEO, The ServInt Corp.

Reed Caldwell is the founder and CEO of ServInt, a managed Web hosting company based in the Northern Virginia technology corridor and newly expanded to the San Diego area. Caldwell founded ServInt in 1995 at age 19 as an undergraduate at the University of Richmond, and the company has since expanded its network to include data centers in Southern California, Northern Virginia and the District of Columbia. Caldwell's vision and leadership have led ServInt to become one of the most successful privately held hosting companies in the U.S. His organization has been awarded top honors from respected industry reviewers such as HostReview, TopHosts and FindMyHost and it has a rating with the Better Business Bureau and Web Host Report Card. Caldwell says he is proudest of his company's corporate culture and its innovative approach to human resource management. In an industry characterized by rapid staff turnover, Caldwell's progressive approach to training, health care, family-centric benefits and worker empowerment have yielded some of the most committed, loyal employees in the hosting industry. Caldwell is also an active venture philanthropist who has spoken about philanthropy and technology at universities, including the University of Beijing and the London School of Economics.





Jason Hull

Managing Director, Commercial Real Estate, Trigild

As Trigild’s managing director of commercial real estate, Jason Hull has maximized value on more than \$4 billion in distressed commercial real estate for special servicers and lenders, and currently oversees all Trigild-managed commercial real estate assets. Previously, he was a senior acquisition director with Interwest Capital, and was also a senior analyst with Cherokee Investment Partners, a real estate private equity fund that specializes in mixed use developments of environmentally contaminated properties. But one of his proudest accomplishments was completing rigorous training and serving for six years as a U.S. Navy SEAL. Hull is involved with NAIOP and Urban Land Institute and also coaches basketball and lacrosse for his young children. Hull applies the energy and zeal that drove him during his years as a Navy SEAL to each deal at Trigild. In addition to his skills in real estate management, operations and strategic planning, the U.S. Naval Academy graduate was decorated for valor in both Afghanistan and Iraq.



Pauline Martinson

Executive Director, I Love A Clean San Diego

Pauline Martinson considers herself one of San Diego’s modern environmentalists, and puts her passion to use in her leadership role at I Love A Clean San Diego. As the organization’s executive director, Martinson has been a breath of fresh air for this 57-year-old nonprofit, doubling its staff and budget size and expanding the organization’s reach further than ever before. Her ability to shine a spotlight on environmental issues and the organization itself has led I Love a Clean San Diego to become a household name in San Diego. Forces of 30,000 San Diegans now participate in the organization’s inland and beach clean-ups each year, and Martinson’s leadership has led to the development of an innovative information resource for community members interested in recycling. She also led the creation of a program for youth that takes them out of the classroom and into nature to explore the outdoors and learn new lessons about the environment. Martinson serves on several environmental committees, including the Otay Valley Regional Park Citizens Advisory Committee, Technical Advisory Committee for Solid Waste and San Diego’s Regional Sustainability Partnership. She has served as an environmental expert on a variety of panels and as a facilitator for the Rady School of Management’s California Clean Innovation Conference.



Wesley Keegan

CEO and Founder, TailGate Beer

CEO and Founder Wesley Keegan believes his company, TailGate Beer, offers a marriage of craft beer loving and tailgating lifestyles. Keegan and his late father came up with the idea for TailGate Beer in 2004. Keegan, originally a home brewer, piloted recipes of his own design for entry into the Great America Beer Festival. After receiving recognition from his peers, Keegan entered into a contract brewing operation, which has blossomed into a full-fledged partner brewing agreement. Keegan still remains present to physically brew every batch of TailGate Beer. Keegan’s original vision for the company was one that would give back to the community. The company recently held its first “Can Cancer” TailGate at San Diego’s Petco Park. The family-friendly tailgate was in honor of Mother’s Day and in support of the City of Hope Foundation. Keegan chose the City of Hope Foundation not only because it is an outstanding organization that treats thousands of patients with life threatening diseases but because it holds a special place in his life. This year, Keegan’s mother was diagnosed with breast cancer and is currently receiving world-class treatment from the City of Hope. Keegan has also assisted in events for local groups like San Diego Firefighters and Toys for Tots.



Coronado mapped through the use of new technology.

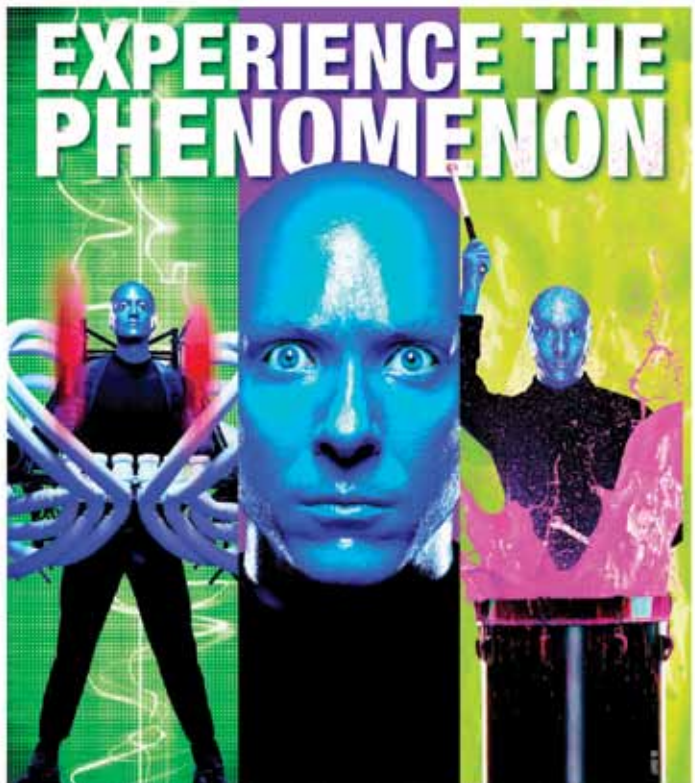
New technology is transforming the real estate landscape

Can agents compete with the newly savvy consumer?

By Zach Todaro

There is a battle raging in this information age, a standoff between professionals and their potential clients. Attorneys, doctors and Realtors are fighting a new wave of information dissemination and peer-to-peer advice. At the forefront are services such as RocketLawyer and WebMD, challenging the traditional notion that a professional should control not only knowledge on a particular subject, but also the information that leads to such wisdom. The real estate profession is undergoing similar growing pains, a process in which consumers are redefining what they want and need out of an agent.

In the last 15 years, there have been two major advancements in the residential real estate profession that have had a profound effect upon the marketplace. The first



BLUE MAN GROUP **SEPT 20-25**
CIVIC THEATRE (3rd & B St.)
619-570-1100 OR 800-982-ARTS
BroadwaySD.com
Group Discounts 619-564-3001 **Broadway SAN DIEGO** Get Season Ticket 888-837-8995



San Francisco's buildings labeled.

being implementation of a fully functional digital multiple listing service (MLS) at the turn of the millennium, and secondly the distribution of listing and sales data to third party corporations, namely Zillow in 2005, then Trulia and Redfin in 2006. More recently, individual brokers and agents have been able to syndicate this information on their own Websites and mobile applications through a technology known as Internet data exchange (IDX). It would be naïve to say that the battle for control of marketplace information is tipping in favor of the professional. As the generation Y population ages in the next 10-15 years, the trend will only slip further in favor of the consumer. This begs the question, how will agents adapt, and can new technologies empower both consumers and professionals to achieve new levels of marketplace knowledge?

I was fortunate enough to demo a new technology earlier this year that I feel is going to blow the roof off how people think of real estate. A Swedish company named C3 has developed a way of attaching several high-definition cameras to the bottom of an aircraft, and by means of flying in a predetermined pattern, are able to map entire cities in three dimensions. The result is a photorealistic representation of the earth, accurate down to the minor details of vegetation and terrain. It is rumored that this capability was purchased by a major western corporation (namely Apple or Google) and will be implemented soon across a variety of enterprise and mobile products. In short, imagine your real estate agent being able to show you the view from any floor on any corner of a condo building, in real-time with photorealistic detail. Clients could zoom down the coastline, pinpointing potential luxury properties, and experience a representation of the space previously unachievable without the expense of a helicopter flight. An agent could program an aerial tour of a neighborhood, highlighting school and business locations, and then, thanks to

modern wireless data bandwidth, e-mail the video to their clients' mobile phones, to be viewed at their convenience.

The power of such technology will extend much further than the previously mentioned novelty of flying from space to space. I can already overlay demographic and zoning maps onto 3D models of San Diego, by use of current Google technologies. Likewise, I can overlay floor plans onto buildings located Downtown and on Coronado, added visualization for a client trying to understand more about an area. While these solutions are proprietary at this time, I think you will see full scale implementations of the C3 technology, with current listing and sold properties mapped and linked in

real time, in the next 1-2 years. The influence on the commercial market could be significant as well, especially in cities such as New York and San Francisco, where there are hundreds of office buildings, all of which look the same to someone unfamiliar with the marketplace.

In the near future, I imagine most real estate offices will feature this technology in their conference rooms, with the professional being a kind of navigator in this digital dimension. Bundle this new way of looking at land, space, and structure with the advancements in Web-ready, high-definition video, and the result should be a more thorough marketplace knowledge for all parties. It remains to be seen whether agents who rely on traditional business practices, the same practices being encroached upon by consumers, will be able to survive without adopting these new tools that are quickly coming to market.

Zach Todaro is a Realtor representing clients in the greater San Diego area. Zach can be reached by email at ztodaro@gmail.com and by phone at (619) 302-9239.



Zach Todaro

Performing Art Company

continued from page 17

ships. Thus far, the company has partnered with groups such as the Asian Business Association, Anti-Discrimination Committee, Disability Awareness Network, NAACP, Persian Cultural Center, Survivors of Torture International, Young Audiences of San Diego and many more. Mo'olelo spends a good deal of time cultivating and maintaining those relationships.

"I often call the leaders in a community as I'm considering plays," Sueko says. "I ask them, 'Does this sound like something you'd be interested in?' Once someone helps you pick a play, they have ownership. We try to start working with them



Seema Sueko, co-founder and executive artistic director of Mo'olelo Performing Arts Company.

very early in the process; we don't wait until the last minute to bring in new audiences, just as a marketing ploy."

Sueko is in the process of codifying her model of Consensus Organizing, an idea that comes from the field of social sork, so she can share it with other companies anxious to achieve her level of success.

Mo'olelo's current production meets all the company's mission criteria.

"26 Miles," by Quiara Alegría Hudes (Tony Award nominee for writing the book for the acclaimed musical, "In the Heights," and Pulitzer Prize finalist for "Elliot: A Soldier's Fugue"), is set in 1986 and centers on a 15 year-old girl who's half Cuban and half Jewish. Five years ago, when her parents split up, Olivia chose to stay with her father, which devastated her mother. Now Olivia is in crisis (bullying at school, a suicide attempt), and she calls her estranged mother in the middle of the night. Beatriz comes running, and they embark on a cross-country road trip, from Pennsylvania to Wyoming

(Olivia wants to see "where the buffalo roam"). It becomes a journey of discovery and identity for them, both separately and together.

"I think it's universal," Sueko says. "Olivia is struggling to find her place in her family and get comfortable in her own skin. This is a challenge we can all relate to."

For this production, which Sueko directs, she's re-connected with the American Foundation for Suicide Prevention, Kids' Turn, Interactions for Peace and the Tariq Khamisa Foundation. As usual, there will be special student matinees, before and after which Sueko will visit local middle and high schools to discuss the issues raised in the play.

It's this kind of production and outreach that caught the attention of La Jolla Playhouse artistic director Christopher Ashley four years ago, when he selected Mo'olelo to inaugurate the Playhouse's Redident Theater Program for up-and-coming performing arts organizations.

That honor certainly raised the profile of Mo'olelo, but it's not what put them on the national and international map. That would be their Greening Initiative.

"After I saw Al Gore's film, 'An Inconvenient Truth,'" Sueko says, "I realized the hypocrisy of an organization like ours, so community-focused and labor conscious, but the way we practice theater is so damaging to the environment: the energy consumed, the temporary nature of the sets, the environmentally-unfriendly paint and woods used. And I wondered, 'Is it possible to create theater that's holistic — socially conscious not just about content, but operations, too?'"

As always, Sueko went to the community for assistance. She found a LEED-accredited professional who helped the company apply the 3 Rs – Recycle, Reuse, Reduce — to theater. She came across the Green Choices Methodology, which was developed in Santa Barbara and applied to companies like Aveda and Patagonia, and she wondered if it could be applied to theater.

Sueko wrote and received a grant from TCG (Theatre Communications Group, the national organization for the American theater) and developed the Green Theatre Choices Toolkit, which has been used nationwide, including on Broadway, and as far away as Belgium and Australia. Wooster College in Ohio is now teaching a Sustainable Theatre class, using the Mo'olelo Toolkit, which is provided to any group free of charge.

At 39, Sueko is at the peak of her powers. Her company is respected and thriving. For the future, it's not expanded size or numbers that she has in mind. She keeps coming back to her mission.

"Theater can and should be for everyone," she says. "We believe in the concept of Arts for All. So long as there's that need, we'll do what we can to fill it."

The Mo'olelo Performing Arts Company production of "26 Miles," under the direction of Seema Sueko, runs Sept. 29 through Oct. 23 at the Tenth Avenue Theatre, 930 10th Ave., Downtown. (619) 342-7395; www.moolelo.net.

Pat Launer is an Emmy Award-winning arts writer and theater critic who, for the past 25 years, has written for newspapers, magazines, radio, TV and online. Her theater reviews can be heard weekly on KSDS-FM, and she writes regularly for Patch.com.



RSF Insurance: Karen and Craig Edwards (center) with their team.



Globe Gala: Darlene Shiley with Sheryl White, Audrey Geisel and Lou Spisto, Old Globe Theatre CEO and executive producer.

Rancho Santa Fe Insurance celebrates expansion

Globe Gala glitters with generosity

By Margo Schwab

First, Rancho Santa Fe Insurance hosted a celebration of its recent expansion with a cocktail party. And it was a who's who of the Ranch and San Diego.

Past the multitude of Ferrari's and fancy cars parked curbside, guests enjoyed a buffet, cocktails and live music. The buzz that evening was about how

well liked and trusted for over 25 years Rancho Santa Fe Insurance owner Craig Edward is. Guess that's why he's known as the insurance "go to" guy in the community.

Edward's clients list is a who's who of the community including John Moores of the Padres, Andrew Viterbi of Qualcomm and author Joseph Wambaugh.

To learn more about Rancho Santa Fe Insurance visit rsfinsurance.com.

Meanwhile, the Old Globe Theatre Gala truly sparkled with generous supporters this year. Honoree Audrey Geisel of the Dr. Seuss Empire decided to kick in an extra \$250,000 donation this year. That's in addition to her

continued on page 40

Season Tickets start at \$66
Plus a SPORT CHALET mystery card
THE EXPERTS
GOAZTECS.COM 619.283.SDSU



Social

continued from page 39

longtime donation to the Globe for production rights to “How the Grinch Stole Christmas.”

Also in a generous mode was Darlene Shiley, who gave \$200,000. She and Sheryl White were the event’s co-chairs. They presided over a stellar evening that featured Hershey Felder in a phenomenal performance as Leonard Bernstein, followed by dinner and dancing to the new “it” band Impulse.

Among the crowd was Conrad Prebys, who has not only been generous to the Globe and the San Diego Zoo, but he also just gave a whopping \$45 million to Scripps Health.

To learn more about the Old Globe Theatre, visit oldglobe.org. For more photos of the awards reception and other events, visit socialdiarymagazine.com. To contact Margo Schwab, e-mail socialdiarymagazine@gmail.com.

1) RSF Insurance: Bill Story with Angie Antwan and Fernando Sustaeta of Ferrari and Maserati of San Diego.

2) RSF Insurance: Allison and Greg Gharst with Karen and Craig Edwards and the Edwards’ granddaughter, Lilly Gharst.

3) Globe Gala: Barbara and Karl ZoBell. Karl ZoBell is the attorney for Dr. Seuss trademarks and copyrights.

4) RSF Insurance: Connie and Bill McNally.

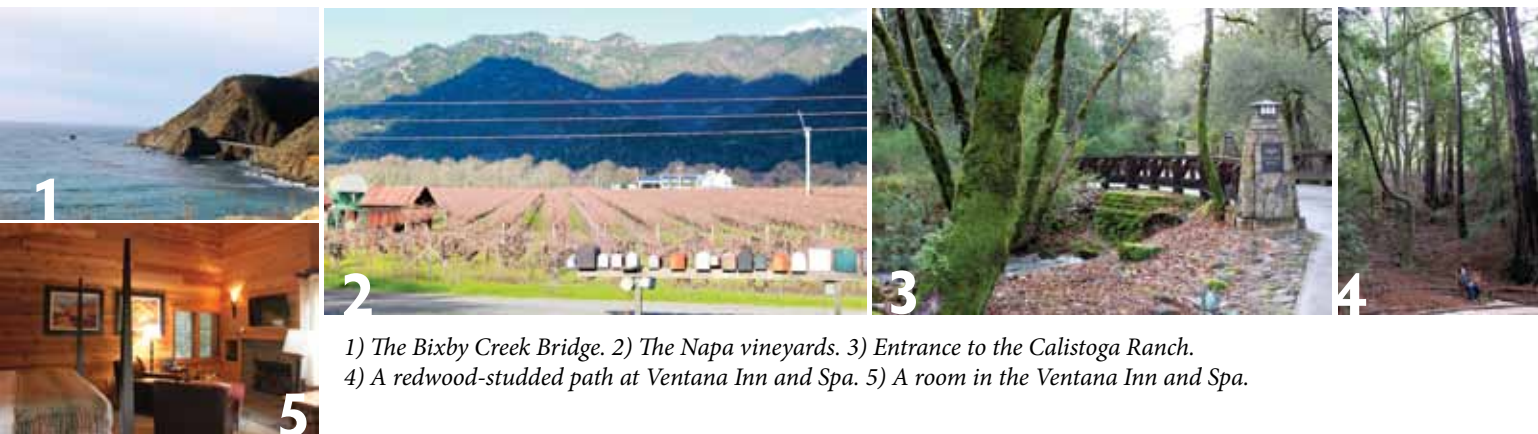
5) RSF Insurance: Ron and Reggie Phillips with Jenny and Guy Freeborn.

7) Globe Gala: Sheryl White with Debbie Turner.

8) RSF Insurance: Karen and Craig Edwards.

Harvesting California

A road trip through the Golden State yields fine wine and scenic views



1) *The Bixby Creek Bridge.* 2) *The Napa vineyards.* 3) *Entrance to the Calistoga Ranch.*
4) *A redwood-studded path at Ventana Inn and Spa.* 5) *A room in the Ventana Inn and Spa.*

Story and Photos by Michelle Lyn

September in Southern California means sunny skies, warm weather and less crowded beaches since the kids are back in school and the tourists have all gone home. Track season has come to a close and you're still itching to take one more vacation.

Lucky for you, our Golden State shines in more ways than one this month. Not only is September California Wine Month, but it is also harvest time, which makes it a fine time to enjoy a glass of California wine and a visit to wine country.

As the fourth largest wine producer in the world, California has some of the most coveted wine regions. ... and they are just a short drive up our coast.

In an attempt to enjoy one last indulgent vacation before summer's end, my husband and I recently embarked on a memorable road trip with stops along the Central Coast and Napa Valley.

Once you get past Los Angeles' tangled web of freeways and traffic jams, you hop on Highway 1, roll down the windows, inhale the salty sea air and exhale a sigh of relief. You've broken free from the city strife and made it to the water's edge with undulating waves, throngs of surfers at Malibu's infamous break, and hopefully, a deserted stretch of road.

On this particular trip, we decided to make our first stop in the Central Coast.

Eight miles east of the Pacific Ocean in San Luis Obispo County, Arroyo Grande is home to Talley Vineyards. Makers of some of the most delicious pinot noirs I've ever tasted, they offer the "Pinot Noir Experience," a September event that delivers a tour of the vineyard, a winery tour with barrel tastings and a vertical tasting with artisan cheese pairings.

If that doesn't quench your thirst for pinots, continue north to Wild Horse Winery & Vineyards, in Templeton. Named after the wild mustangs that roamed the hills east of the vineyard estate, the mustangs represent a free and noble spirit that embodies the winery's commitment to spirited winemaking.

This month, you can stop by for their "Popcorn & Pinot" movie nights under the stars, or learn the art of blending wine and create your own unique blend to bottle and take home!

A slight detour from the shoreline, Paso Robles was the perfect midway point to spend our first night, and we stayed at Hotel Cheval, the town's finest boutique luxury hotel. The equestrian-themed, 16-room hotel is cozy and emanates Old World charm. Located in the heart of downtown Paso Robles, it is in walking distance from several restaurants and quaint shops like We Olive, where they specialize in hand-crafted tapenades, mustards, pestos, balsamic vinegars and olive oils, of course.

Before leaving Paso Robles, make sure you stop by Bianchi Winery. Their

tasting room offers a sensorial wine-tasting experience, blending modern elements with earthen materials. Framed by a sweeping vineyard with coastal mountain views, the tasting room patio is the perfect place to sip their Signature Refosco or Barbera, while overlooking a serene lake.

Heading back to the coast, we continued our drive up the Cabrillo Highway, as fields gave way to a rugged coastline where the Santa Lucia Mountains rise abruptly from the Pacific Ocean. The most stunning part of the drive, there are several opportunities to pull over and take in the views, including the iconic Bixby Creek Bridge that introduced automobile travel to Big Sur by connecting the remote coastal towns to each other.

As the sun began to set on our second day, we pulled up to the secluded Ventana Inn and Spa. Situated on 243 acres, 1,200 feet above the ocean, this Big Sur gem is renowned for its tranquil setting and rustic sophistication.

We were welcomed with a fire-side wine and cheese reception before retreating to our room that had a private balcony with a distant ocean view. A fireplace and giant soaking tub were exactly what we needed to soak our road trip-weary limbs.

The remoteness is what we relished most about Ventana Inn and Spa. With a world class spa and dining onsite, there was no need to leave the property. The Restaurant at Ventana, is nestled deep

within the property, and reachable by a redwood-studded path that provides for a romantic walk home under the stars.

Refreshed by our luxe accommodations, we started the next morning with a hike around the property. Weaving in and out of the buildings constructed from weathered cedar, latticed against the sun, we explored the mountain meadow encircled by redwood, oak and bay laurel trees. The views are stunning and rumor has it that during migration season, you can even spot whales from vantage points on the property.

Continuing on our way to wine country, we passed through Sonoma for a bite to eat. Francis Ford Coppola Winery in Sonoma is a self-proclaimed "Wine Wonderland," designed for people of all ages to enjoy food, wine, music, dancing, games, swimming and performances of all types.

Sundays in September, you can experience the 2011 harvest with the Italian Harvest Experience. Pick grapes as the morning mist rises over the vineyard for brix sampling, test barrel and tank samples, punch down grapes in open-top fermentors and sample fermenting juice. Afterwards, enjoy an exclusive, five-course, family-style lunch.

Arguably the most acclaimed origination of wine in the world, Napa Valley's namesake Napa city is enjoying a resurgence with sleek hotels and urban restaurants, like Oenetri, with menus driven by fresh, local and seasonal ingredients.

The AVIA Napa hotel was our base as we explored the southern end of the valley. Sleek and modern, AVIA is centrally located and offers the ambience and amenities akin to trendy city lodging.

The perfect day in Napa starts out at the Oxbow Public Market, where you'll find 21 permanent upscale shops and restaurants and a farmer's market twice a week. I'm still craving another latte from Ritual Coffee, flavor enhanced perhaps by their uncompromising sustainable roasts.

Sunday afternoons in September offer market patrons live jazz while enjoying fresh oysters and crisp wines from Hog Island Oyster Co. as well as delicious pairings from Oxbow Wine and Cheese Merchant.

In the same vein of celebrating food, wine and community, Revival Vineyards

is the newest winery to perpetuate the reinvigoration of Napa Valley's image.

In their blood long before it became a bottle of wine, Revival is the passion project of Winemakers Sean and Lindsay Garvey. Born into winemaking families, Flora Springs and Buehler, respectively, Revival is a reflection of who they are and what they hope to share.

An homage to the spirit of their parents who settled in Napa Valley in the 1970s, Revival celebrates the value of the handmade and the importance of time spent around the dinner table.

Their inaugural release is a 2008 Cabernet Sauvignon sourced from four rows of the most pristine fruit. A single varietal, created in an effort to stop time, so that the laughter, stories and songs that emerge when gathered among loved ones might carry you long into the night, and lift your days with a sense of connection, joy and gratitude.

If you contact the Garveys (info@revivalvineyards.com), they just might walk you through the rows to check the progress of the vintage and pull the cork on a bottle of Revival right there in the dust!

If you want to visit some of the long-established Napa wineries, Grgich Hills holds the annual "Blessing of the Grapes" on the first day of harvest. Mike Grgich first stomped grapes when he was 3 years old growing up in Croatia and he says his feet itch to stomp grapes every harvest. That's why Grgich Hills Estate is the only Napa winery to offer customers a "feet-on," traditional approach to making wine by offering grape stomping at the winery daily during harvest.

Known for their sustainable and biodynamic farming, mainstay Joseph Phelps Vineyards offers an informal tasting on the terrace. The six wine flight includes the flagship Insignia, an iconic blend of Cabernet Sauvignon, Petit Verdot and Merlot that has been produced since 1974.

Venturing further north, Calistoga is the charming, small town "up-valley" that began its history in the 1860s and has retained the feel of the "old" Napa Valley while offering visitors the pleasures of the "new."

Tucked into a private canyon in the Upper Napa Valley on a 157-acre site marked by ancient oaks, majestic hills, a rock-hewn stream and private lake lies

Calistoga Ranch. The luxury lodges boast stunning indoor and outdoor space that offer the utmost privacy, while you relax in the open air.

Our lodge was nestled amongst 100-year old oaks along a seasonal creek. A private sanctum with a master bedroom suite, separate living room, outdoor living area with a fireplace and hot tub on the deck overlooking the creek, I thought I had finally found my perfect compromise to camping that would appease my husband.

Complete privacy prevails, which makes sense because it is very likely that you might rub elbows with celebrities at their Lakehouse restaurant, as we sat next to a two-time Academy Award winning actress over breakfast.

When in Calistoga, you would be remiss to forgo a visit to Chateau Montelena. Established in 1882, Chateau Montelena's stunning castle is one of Calistoga's gems. If you've seen the movie "Bottle Shock," you might be familiar with the tale of the infamous 1976 Paris Tasting. Chateau Montelena put California wine on the map when it stunned the wine world by winning the title of top-ranking white wine with their 1973 Chardonnay.

To round out your whirlwind of California wine tasting, spend an afternoon at the gracious Twomey Cellars estate. Founded by the Duncan family, also at the helm of Silver Oak, they focus on food-friendly wines that are deliciously drinkable upon release. After decades of only making Cabernet Sauvignon at Silver Oak, they took their experience and resources and poured them into making handcrafted Merlot, Pinot Noir and Sauvignon Blanc.

Surrounded by landscaped gardens and lush vineyards, the courtyard with sweeping views of the Calistoga foothills is the perfect place to wind down and reflect on your travels. With terroir steeped in history, picturesque highways and world class wines, raise a glass to California's diversity and be thankful we can call it our home.

Touring Wright's Vision for the Masses



Kentuck Knob.

By Thomas Shess
West Coast Craftsman Founding Editor

Frank Lloyd Wright's other South Central Pennsylvania residential masterpiece hails from the icon architect's Usonian period in his career. Called *Kentuck Knob*, the home was designed when Wright was in his 80s for I.N. and Bernadine Hagan in the mid-1950s. The couple was influenced by Wright's other work in nearby *Fallingwater* (see *North Park News*, August 2011). By definition, Usonian Wright (invented acronym from United States of North America), was Wright's version of tract housing and he built many during his career using that style.

Earliest Usonian designs appeared in the 1930s when the great Depression called for inexpensive housing. Of course, Wright could not create cookie cutter design and today the supposedly common man Usonians are now museum quality and appropriately pricey. A great collection of these homes appears in Diane Maddex's book: "Frank Lloyd Wright, Inside and Out," (Barnes & Noble Books).

First of all, the Usonian *Kentuck Knob* is far different from internationally acclaimed *Fallingwater*, which is eight miles away via idyllic tree-lined, two-lane roads. This is good or bad depending on your perspective. It's akin to comparing siblings — some things are similar but more often the differences prevail. Don't compare: just enjoy.

Kentuck Knob (kentuckknob.com) is nonetheless a masterpiece because it is a Wrightian accomplishment. Countless others have penned elegant and thoughtful essays praising this Pennsylvania Usonian. I leave the intellectual surfing to you. Suggest starting by reading architectural critic Donald Hoffmann's excellent work, "Frank Lloyd Wright's House on *Kentuck Knob*." (Barnes & Noble Books).

As an architectural tourist from North Park, I like the traditional floor

plan of my family's Craftsman bungalow better. Wright was in love with great room design, meaning the entire home is served by a huge living room dwarfing bedroom, kitchen, bath, hallways and closet spaces. Heaven help you if you wished to move a Morris chair through a Wright Usonian hallway. But if we discuss Wright as a so-so space planner, we are missing his genius for site selection and working with natural materials. (For a huge selection of Usonia, go to Google and type in Usonian House and dozens of images will appear.)

By the 1950s, many of Wright's Usonian architectural principles were influencing post-WWII architects, especially those post and beam mid-century modernists. So, in that respect Wright did accomplish his goal to provide more affordable housing for



The author at Kentuck Knob.

the middle class in America.

Adding to the architectural tourism adventure is being able to find interesting lodging. Thanks to a tip from Julia Donovan, the marketing director for Laurel Highlands (a successful three-county tourism promotion consortium in southwest Pennsylvania), we stayed



The Inne at Watson's Choice.

at a well-run bed and breakfast inn.

Day 1

A late afternoon check in will give you time to explore the rustic grounds of the Inne at Watson's Choice Bed & Breakfast near Uniontown, Pa. The Inne, whose original buildings date back to the early 1800s, is owned by area natives Bill and Nancy Ross. Later in the evening, wander into Uniontown to dine in the historic Caleigh's restaurant, a converted Federalist architecture brick home that serves excellent regional cuisine. A summer night back at the Inne will find you swinging on an old-fashioned swing or chasing fireflies. From this pastoral B&B, trips to Wright's two amazing homes — Fallingwater and Kentuck Knob — are only minutes away.

Day 2

The Inne combines its historic heritage with modern times (hello, wifi). It's both comfortable and practical. Having lingered too long with the genial innkeepers, we visited Kentuck Knob, Ohiopyle State Park and Fallingwater in one day given (must) advance reservations at both Wright sites and an early start. Kentuck Knob is open year-around, but Fallingwater isn't and the latter is closed one day during the week, which has been to the chagrin of Wednesday arrivals. But, if you do yourself a big favor and make advance reservations for Fallingwater, you will miss the dark day.

This Trip:

- **Kentuck Knob** (kentuckknob.com)

Current homeowners have turned the grounds of this early 1950s home into an outdoor sculpture garden featuring works by renowned contemporary artists such as Anthony Caro, Andy Goldsworthy and Claes Oldenburg.

- **Fallingwater** (fallingwater.org).

Designed by Frank Lloyd Wright for the Kaufmann Family in 1936-38, Fallingwater has been called the best example of residential architecture by the American Institute of Architects.

- **Ft. Necessity National Park & Battlefield** (nps.gov/fone)

Built as a small outpost by British troops commanded by a young George Washington, this 1754 compound was the site of the first shot fired in the French and Indian War. Nearby Mount Washington Tavern is an example of an 18th century roadhouse.

- **Ohiopyle State Park** (discoverohiopyle.com)

On Highway 381, between Fallingwater and Kentuck Knob, is Ohiopyle, a beautiful state park. Its name derived from a local Indian word for river rapids. The source of the whitewater is the Youghiogheny River gorge, which is a prime source for waterfalls, camping, hiking and whitewater rafting.

- **Inne at Watson's Choice** (watson-choice.com)

Located in the village of Balsinger on

Route 21 outside of Uniontown, this 11-room B&B (suggest the Laurel suite) is a functional combo of quaint and modern. But let's get to the important matters: breakfast. For starters, we were served a fruit cup with juice and homemade pastries and local baked bread. Our blueberry pancakes were served with local maple syrup and Fayette County-made sausage.

When to visit:

This hilly region is splendid in spring and in fall when the leaves begin to turn. Summers can be hot and humid. Make a vacation out of it by flying into Philadelphia for the historic sights and sites. Rent a car, travel west to Gettysburg (150th anniversary year); continue west to Fallingwater (75th anniversary year) and Kentuck Knob, then wrap it up and fly home from amazing Pittsburgh. The 'Burgh hasn't been the smoke-choked Dickensian nightmare it once was for decades. Now, it's foody, friendly and sports fan based.

If you go now

About 50 miles north of Fallingwater, in the same Laurel Highland region, is Shankstown, where nearby is the Flight 93 Memorial to those brave souls who



View of the countryside from the Inne at Watson's Choice.

perished in 2001. On Sept. 11, President Obama is scheduled to speak at the dedication of the Flight 93 memorial's first phase. Our divided nation could use another Gettysburg-type address (nps.gov/fini).

Japanese Friendship Garden: Elegant Simplicity, Quiet Beauty

Expansion project 'our gift to the citizens of San Diego'

By Delle Willett

A garden is always in a state of change and Balboa Park's Japanese Friendship Garden is no exception. The Garden is in its initial expansion phase, adding nine acres in Gold Gulch Canyon, between the current garden and the House of Hospitality. This addition to the existing two-acre site will be completed in 2014, one year before the Park's 2015 Centennial celebration.

Named San-kei-En—the Three Scene Garden: water, pastoral, and mountains—the Japanese Friendship Garden is designed to present an atmosphere of elegant simplicity and quiet beauty. Representing a new concept in the development of a Japanese garden outside of Japan, the design is guided by the original principles of the Japanese garden while incorporating elements of the regional landscape and climate, as well as sustainable practices throughout.

The Garden's original master plan design was prepared in 1982 by the architectural firm of Fong and La Rocca, with Takeo Uesugi, FASLA, as the landscape architect. From 2001 to the present, Uesugi conceptually designed the remaining nine acres, continuing his 30-year association with the Garden.

The essence of a Japanese-style garden is the careful arrangement of stones, water, plants, and trees within a specific location. In response to the dramatic configuration of the Friendship Garden site, "Takeo Uesugi has combined these basic elements to create a peaceful, harmonious and transcendental environment conducive to meditation, enjoyment and enrichment," explained landscape architect and board president Dennis Otsuji.

The expansion will include a camellia and azalea garden, a traditional tea house, a cherry tree grove, and tea and herb garden. A pavilion and amphitheatre will serve as a special-events venue. The pavilion, surrounded by a lotus pond, will



Dressed in a traditional kimono, Michiko Delaney, who teaches a kimono class at the Japanese Friendship Garden, is surrounded by the elegant beauty of the Balboa Park icon. She is the president of San Diego Bisō-Kai.

hold 300 guests for events.

Meandering, accessible paths will originate at the south gate and wind down through the upper to the lower gardens. Along the way will be frequent resting areas with ever-changing views of the Garden. From several decks on the upper level visitors will enjoy spectacular views of the continuous blooms, dynamic water features and tranquil lotus pond. In the meantime, a public-view area located along Pan American Way allows visitors to Balboa Park a panoramic view of the expansion activities.

"The design has universal appeal for all visitors with multiple opportunities for personal renewal as well as social, educational, and private events," said Otsuji.

Currently underway is construction of the main waterfall which meanders and falls from the highest point of the Garden. At this point will be undoubtedly the visitors'



Dylan and Katherine Kim perch on a rock to enjoy the Garden's fish pond.

favorite spot—a dragon bridge from which they can experience the vertical, rapid, and powerful water flow, which symbolically represents a dragon in the water. Their eyes will continue to follow the waterfall's tributary streams that end at the main pond, surrounded with plantings of major tree specimens and an informal cherry tree grove.

The Japanese Friendship Garden has its roots in the park's 1915 World Exposition with the Japanese Tea House Pavilion. After the Exposition the pavilion was presented as a gift to San Diego by Japan, and remained as a successful, vital attraction in Balboa Park until 1943.

The first two acres of the Garden opened in 1991; the second phase completed in 1999. The full 11-acre addition has been completely integrated in the master plan design by landscape architect Uesugi. Upon completion, the Garden will become one of the largest public Japanese-style gardens in the United States. It will also be the only garden in the U.S. with solar-powered energy.

A major cultural addition to Balboa Park incorporating the highest principles, values and traditions of the art of the Japanese garden, the Garden is an expression of friendship between San Diego and Yokohama that binds the two cultures to create a unique experience from visitors from all over the world—currently at about 125,000 a year, and projecting about 250,000 when the Garden is completed.

Explains Otsuji, "The Garden's expansion project will be our gift to the citizens of San Diego. The main benefits fall into four general categories: to protect trees, wildlife, habitat and the environment; to preserve the rural character and scenic beauty of Balboa Park; to provide access to a wide range of horticultural and cultural educational programs and to increase tourism and bring revenues to San Diego."



Landscape architect Takeo Uesugi, Friendship Garden designer (center) with his crew.

Benefit Concert

The Japanese Friendship Garden will present Emi Meyer in a benefit concert at the Balboa Theatre Oct. 15 at 4 p.m. Meyer is a dynamic jazz-inspired pop artist born in Kyoto and raised in Seattle. She began her musical training at the age of 6 as a classical pianist and then transitioned into jazz as her primary genre. In 2007 she won the Seattle Kobe Jazz Vocalist Competition. Since then Emi has released three albums in English and Japanese and has toured throughout Japan and the United States. She has enjoyed excellent reception in both countries — reaching No. 1 on the Japanese jazz charts and being invited to Utah's undance Film Festival. Her most recent album, "Suitcase of Stones," was digitally released on Amazon and iTunes on May 24. Tickets can be purchased through TicketMaster.

100% .
prime



*We invite you to experience
our take on the classic steak house. Our passion for flavor and
commitment to quality has encouraged a wide and loyal following.
Join us at Donovan's.*

America's Best
DONOVAN'S
STEAK & CHOP HOUSE

877-698-6666
LA JOLLA • SAN DIEGO
PHOENIX • SALT LAKE CITY

WWW.DONOVANSSTEAKHOUSE.COM
OPEN AT 4:00PM, DINNER AT 5:00PM.
RESERVATIONS RECOMMENDED.
BUSINESS CASUAL. VALET PARKING AVAILABLE.

Proud Sponsor of



DONOVAN'S

PRIME SEAFOOD

Presort Standard
U.S. POSTAGE
PAID
PERMIT NO. 751
SAN DIEGO, CA

Donovan's Steak & Chop House
is proud to introduce
Donovan's Prime Seafood,
serving the finest sustainable
seafood available in the market.

Striving to reshape the concept of fine seafood dining that is uniquely and distinctly San Diego, we are committed to providing the ultimate in seafood by sourcing directly from fishing boats and the most respected aqua farms in the world. In addition, we support our local farms by carefully selecting the freshest produce available in the marketplace.

Donovan's Prime Seafood will ignite your senses with an extraordinary culinary experience laced with our world-class service. We are located in the heart of the Gaslamp district, steps away from the San Diego convention center.

Join us at Donovan's Prime Seafood.

619-906-4850

DonovansPrimeSeafood.com

333 5th Ave.
In The Gaslamp

Mon.-Thurs. 5pm-10pm

Fri. & Sat. 5pm-11pm

Closed Sunday

valet parking available

Join Us at Our Classic Steak House

America's Best
DONOVAN'S
STEAK & CHOP HOUSE

877-698-6666

6TH & K-GASLAMP

LA JOLLA

PHOENIX

DonovansSteakhouse.com

A SELECTION OF OUR SEASONAL ENTREES

Monk Fish

Lemon grass and ginger emulsion,
mushroom and braised leeks

Alaskan Halibut

Marble potatoes, fennel, wild arugula,
capers, kaffir lime beurre blanc

Wild Bass

Abalone mushroom, heirloom Peruvian potatoes,
English peas and bacon

Ahi Tuna

Seared Kona spiced Ahi tuna, beluga lentils,
cipollini onions, green garlic sauce

Diver Scallops

Pan seared, almond and fennel crumbs,
celery root purée, pistachio oil

Oscar Style Filet Mignon

100% prime beef filet, topped with crabmeat,
asparagus, bernaïse sauce

*Our menu changes according to availability
of fresh, sustainable seafood.*

2