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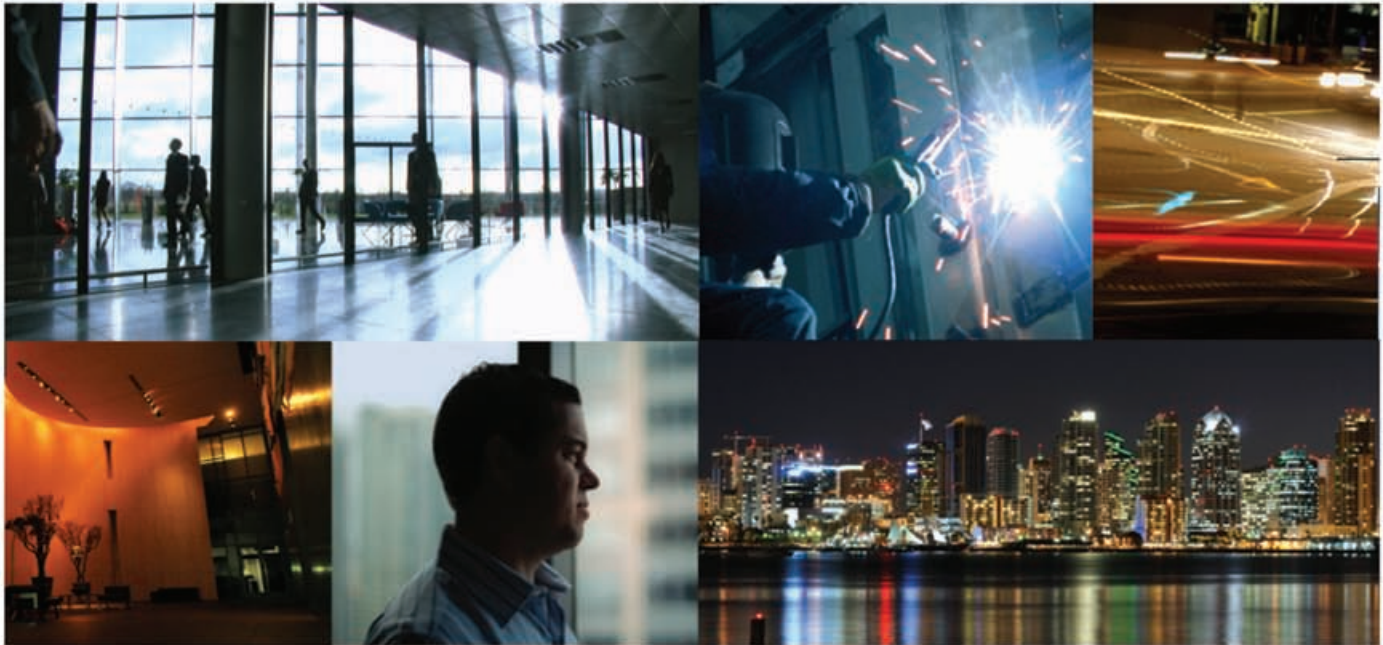
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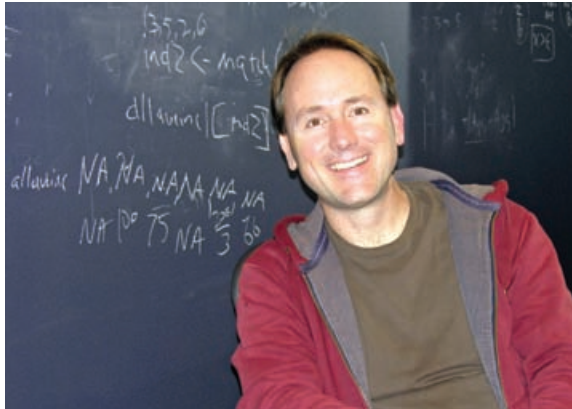
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# COVER STORY

## ON THE COVER:

UCSD professor and author James Fowler is an expert on the power of human connection. See his profile on Page 24.



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## San Diego's Most Trusted Brands

We present a sampling of local brands that have earned the trust and loyalty of their constituencies by adhering to high standards of professionalism, integrity and accountability.



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## Battle Over Balboa: Round II

Bill Walton of the Plaza de Panama Committee and Bruce Coons, executive director of the Save Our Heritage Organisation, take opposing views on how to upgrade Balboa Park for its 2015 centennial celebration.



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## Small Business Heroes

Jack White, founder of Ballast Point Brewing & Spirits, heads a list of San Diego entrepreneurs honored by the San Diego district office of the U.S. Small Business Administration and the odds for future relocation.

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# SAN DIEGO SCENE



## **El Cajon Public Safety Center Draws SDG&E Gift**

The city of El Cajon has received some monetary reward for its state-of-the-art Public Safety Center, which was designed by KMA to meet LEED Gold standards, including several sustainable features such as solar power capabilities, recycled content, drought-tolerant landscaping. Because of the center's sustainable features, the city received \$71,340 from San Diego Gas & Electric. The energy saved by the building, according to the city, is the equivalent of removing 128 metric tons of CO<sub>2</sub> from the atmosphere every year, or of providing electricity to 16 homes. The five-story, 332,150-square-foot center was completed last summer and includes parking space for 638 police and city staff. It features a modern communication and dispatch center, emergency operations center, community meeting room, central data center, indoor firing range, crime laboratory, property processing and evidence storage area and short-term custody facility.



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### **Women's Business Group to Stage BRAVO! Awards**

The National Association of Women Business Owners San Diego (NAWBO) will name its BRAVO! Award winners during a May 23 dinner program at the Marriott Courtyard Airport/Liberty Station in Point Loma. Jeanne Bliss, president of Customer Bliss, will be the keynote speaker. Bliss began her career at Land's End as a customer service pioneer and went on to serve as the chief customer executive at Coldwell Banker, Allstate, Microsoft and Mazda. NAWBO is seeking donations valued at \$50 or more for an auction to be held during the event. Contact Helna Correll at (877) 866-2926 for information. For more details on the dinner, visit [nawbo-sd.org](http://nawbo-sd.org).



Bella Heule

### **World Trade Center CEO to Receive High Industry Award**

Bella Heule, president and CEO of the World Trade Center San Diego, will receive the World Trade Week 2012 Stanley T. Olafson Bronze Plaque Award on May 4 in Los Angeles to recognize her accomplishments in international trade. Presented by the Los Angeles Area Chamber of Commerce, the award is the chamber's oldest and most prestigious, and honors a member of the community who has made significant contributions to the development of world trade in Southern California. Past recipients have included Walt Disney of Disney Productions, Jack Warner of Warner Bros. Studios and former Los Angeles Mayor Tom Bradley. Among her achievements, Heule grew exports from \$240,000 to \$2million annually at Long Beach-based SNUGTOP; led a World Trade Center San Diego trade mission of 113 California delegates to three cities in China in 2005; and built her team to seven full-time staff and 52 part-time business associates while remaining the only independent World Trade Center in California.

### **Strategic Leadership Series Seminar**

The San Diego Employers Association will hold its next Strategic Leadership Series seminar on April 24 to bring together CEOs and other executives with human resources professionals to improve their businesses. Speakers will include Mike Murphy, president and CEO of Sharp HealthCare, and Lynn Skoczelas, chief experience officer at Sharp HealthCare. The seminar will last from 11:30 a.m. to 1:30 p.m. Tickets can be purchased for \$65 for SDEA members and \$75 for nonmembers. For more information, visit [www.sdea.com](http://www.sdea.com) or call (858) 505-0024.



Alex Montoya



### Access to Independence to Present 2012 Award Winners

Alex Montoya, manager of Latino relations for the San Diego Padres, and the Nice Guys charitable organization will receive awards on April 21 from Access to Independence, a nonprofit that provides services to people with disabilities. Montoya will receive the 2012 Lead On Award and Nice Guys will receive the Community Excellence Award during the awards gala at Loews Coronado Bay Resort. Montoya, a triple prosthetics wearer, is being honored for his work with the Padres and his support for community organizations that assist people with disabilities. Nice Guys will be cited for its donations of more than \$12 million to worthy causes.

An advertisement for Sunology sunscreen. The background is a vibrant green with large, detailed leaves in the upper left and soft, out-of-focus leaves in the upper right. In the lower half, there are concentric ripples in water, suggesting a drop of liquid. The Sunology logo is centered, with the 'O' containing a stylized sun with rays. Below the logo, the text reads: "Sunscreen for Skin that Prefers No Chemicals" and "Active Ingredients Derived From Nature". In the bottom left corner, there is a small LPGA logo and a QR code. In the bottom right corner, there are two bottles of Sunology sunscreen, one labeled 'SPF 6' and the other 'SPF 15'. To the left of the bottles, the text says: "For complete listing of our retailers please visit: Sunology.com".



John William Finn Hall.



Entrance to the John William Finn Hall.

## Naval Base Coronado Gets New Dormitory for Sailors

Construction of the \$67 million John William Finn Hall, a 200,000-square-foot dormitory that will house more than 1,000 sailors at Naval Base Coronado, has been completed and is ready for move-ins. The dormitory was developed by RJC Architects, Joseph Wong Design Associates as part of a team with Hensel Phelps Construction Co. The dormitory will include 264 room modules to house sailors while their ships are ashore. The facilities also include a community center and multipurpose rooms with views of Downtown San Diego and the Silver Strand, as well as a mess hall and recreational areas, including basketball and volleyball courts and a running track with workout stations. The building is LEED-Gold certified by the U.S. Green Building Council and has sustainable features to provide a 30 percent reduction in energy and a 40 percent reduction in water usage. The building was named after the late John W. Finn of San Diego, the oldest living Congressional Medal of Honor winner and the last living recipient who survived the attack on Pearl Harbor at the time of his death in 2010. The project was awarded by the Naval Facilities Engineering Command Southwest Division to Hensel Phelps Construction in 2009. Funds for construction were from the American Recovery and Reinvestment Act of 2009.

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## Cedar Gateway Apartments Opened

The Cedar Gateway Apartments, a 65-unit affordable housing project for low-income families and individuals, has opened at 1612 Sixth Ave. in Downtown San Diego. Sponsors of the project include the Centre City Development Corp., city of San Diego, Roem Corporation, Pacific Housing Inc. and Squier Properties. Twenty-three of the apartments provide supportive services for individuals with special needs. The \$33 million project was financed with a combination of private and public funding,



James Canton

## S.D. Regional EDC to Present Futurist James Canton

Futurist, social scientist and business adviser James Canton will be featured at the San Diego Regional Economic Development Corp.'s 47th annual dinner May 23 at the Manchester Grand Hyatt San Diego. Canton is a leading authority on future trends in innovation. He is the author of "The Extreme Future: The Top Trends That Will Reshape the World in the 21st Century" (Dutton 2006), and "Technofutures: How Leading-Edge Innovations Will Transform Business in the 21st Century" (Next Millennium Press, 2004.) The event begins with a reception at 5 p.m.

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## HomeAid San Diego to Celebrate 10th Anniversary

HomeAid San Diego will celebrate its 10th anniversary with a Tailgate Tribute May 10 from 6 to 10 p.m. at the Rancho Bernardo Courtyard, 16935 W. Bernardo Drive, in San Diego. The tribute will honor Mark Read, a founding member, for his 10 years of support. Tickets are \$60 each. Register at [homeaidsd.org](http://homeaidsd.org). Rolf Benirschke is the honorary chair. HomeAid San Diego is an affiliate of HomeAid America Inc., a national nonprofit that builds and renovates multi-use shelters for the homeless.





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Michael Murphy

### Old Globe Names Michael Murphy as Managing Director

The Old Globe Theatre's board of directors has named Michael G. Murphy as managing director and restated its intention to conduct a nationwide search for an artistic director for the organization. Murphy was appointed interim managing director in October 2011 after the resignation of Louis Spisto, who oversaw the artistic and administrative operations of the theater. The board said it would return to a dual leadership structure common to most regional theaters by having both a managing director and an artistic director. Murphy has been the general manager of The Old Globe since 2003 and managed the construction of the Globe's new theater and education facilities. He was previously managing director of Austin Lyric Opera in Texas, director of administration of the San Diego Opera and general manager of San Diego Repertory Theatre.

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### Drew Brees Celebrity Championship Set for May 18-20

The Drew Brees Celebrity Championship will take place May 18-20 at the La Costa Resort and Spa in Carlsbad. The daily schedule: May 18 — First Round Celebrity-Amateur Tournament; May 19 — Final Round Celebrity-Amateur Tournament; First Round Drew Brees Celebrity Championship; May 20 — Final Round Drew Brees Celebrity Championship. Three-day tournament tickets are \$15. Children 14 and under and military are free. For more information, visit [celebritychampionship.com](http://celebritychampionship.com). Proceeds will benefit the Brees Dream Foundation, which was founded in 2003 by Brittany and Drew Brees to advance research in the fight against cancer and provide care, education and opportunities for children and families in need.

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### Gomez Law Firm Names Managing Partner

James Iagmin has been named managing partner of The Gomez Law Firm while founder John Gomez will assume the role of lead trial attorney. Gomez said he will no longer focus his time almost exclusively on trial work and community service. A graduate of the University of San Francisco Law School, Iagmin has for many years been named a Top 100 California attorney by the National Trial Lawyers, a "Top 10" San Diego Personal Injury Attorney and a "Super Lawyer" in the Personal Injury field. He also is a three-time recipient of the Consumer Attorneys of San Diego's "Outstanding Trial Lawyer" award.



Ashley Carattini modeling in her boutique.

### To Hell In A Handbag

As a celebrity stylist, Ashley Carattini has styled Chelsea Handler and Chuy Bravo on the set of "Chelsea Lately," dressed Will Ferrell for the cover of Wired Magazine and worked again as a stylist for Handler for a Forbes magazine piece. Last month she branched off from being a fashion stylist to open a new accessories boutique at 32nd and Thorn streets that offers one-of-a-kind jewelry and a host of other designer products — scarves, hats, dog collars, handbags and the like — all American made. The boutique's name — To Hell in a Handbag — speaks volumes about Carattini's marketing sense. She hopes that, plus the quality of her products, will bring customers into her shop.

Carattini isn't out of the fashion business, though. She has organized the "Fighting with Fashion" runway show on April 28 at the Encinitas Library ballroom, a benefit for the YWCA. The 2 p.m. runway show will highlight summer fashion trends in swimwear, accessories, modern sports wear and high fashion.



# The Power of Real Estate

By David Marino, Co-Authored by John Jarvis

Real estate is typically the second largest fixed cost line item on a company's expense statement after payroll. Company owners and management teams diligently seek to manage and reduce these real estate costs in every way possible.

Doing more with less represents increasing productivity and profitability. But there is a larger and often missed opportunity with corporate real estate that has less to do with managing expenses, and more to do with realizing the potential of an organization. As we are now poised on the brink of another economic recovery, with the prospect of rising rents driving key corporate real estate decisions, this is a perfect time to consider a fresh mindset and a new real estate paradigm with powerful implications for the success of your company.

This article is not about lowering your real estate costs. This is about impacting and empowering the first expense line item, and the most dynamic and powerful part of your company — your people. According to a Towers Watson global survey, over 50 percent of U. S. companies have trouble attracting high-performing or critically skilled employees, and 31 percent also have trouble with retention. Once you have attracted that coveted individual onto your team, how do you keep him or her fully engaged, adding value and giving their best daily?

You can always pay more, but the truth is that most people are motivated by more than just money. Most people want to feel that their work matters, that their contributions are valued and that the organization is vested in their personal and professional growth. This is the often missed opportunity of corporate real estate — selecting, designing and constructing a facility that physically reinforces your cultural vision.

Real estate is the center of gravity for your organization. It is where your people come together and gather to get their work done, to share their ideas, to collaborate, to plan for the future of your company and to execute the tactical measures that will take you to that next place. Your space is a conduit for increasing the energy and attitudes of your employees, which then spills over to customers and visitors. Exciting and positive space is an asset to every company in employee attraction and retention, and in fulfilling the mission of the business. A business owner cannot talk about communication, quality, trust, and “Mojo” with an obsolete, dark, choppy, dirty and dated facility — you have to walk the talk.

John Ohanian is a visionary leader and the CEO of 211 San Diego. When he assembled his team to make plans around their pending lease expiration for this not-for-profit organization, he was very focused on reducing real estate costs. “We were paying a lot, and the building was old and tired. I just knew that we could do better,” he said. As it turns out, they did much better. “It has been wonderful to see how the right space can have such a profound impact on an organization. Our people are fired up to come to work every day, and our customers are blown away, because when they visit our operation, they can literally see and experience our operational effectiveness,” Ohanian said.

Jack Farnan understands what people are looking for from their work. As senior vice president for human resources for Mitchell International, Farnan is a champion for employee engagement and satisfaction. “Our old headquarters made it very difficult to implement the business transformation that we envisioned,” he said. “Now that we are settled into our new home, it is difficult to put a dollar value on the gains that we have seen, including employee engagement, productivity and happiness. Knowing what we know now, I can tell you firsthand that the cultural impact from getting our real estate right has real economic value far in excess of the costs, which were such an important part of our original analysis.”

Real estate in San Diego is relatively inexpensive compared to the San Francisco region, West Los Angeles, Boston, New York City and most other major U. S. metropolitan areas. It's the quality employees that don't come cheap, and living in bad real estate to save money is “stepping over dollars to pick up pennies.” The success and profitability of companies will be driven much more by how the facility empowers the organization, and not by how much rent a company pays.

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. Email: david@hughesmarino.com.



# Plan now for estate tax law changes in 2013

By Steven R. Wolff

As the saying goes, the only things certain in life are death and taxes. Unfortunately for those with sizable estates, those two things often go hand in hand, and a big, game-changing estate tax law shift is coming in 2013 that could dramatically affect the heirs of individuals with sizable estates.

When meeting with a financial planner and/or a financial adviser (who could be one and the same), part of your discussion should focus on death. Though it sounds dreary, the “estate tax” is an important issue for many who do not want the government to take a large chunk of the proceeds of their life’s work upon their passing.

So the question is: what can be done about it?

First, please note that I am not a lawyer or an accountant, so when planning for the eventuality of death and taxes, you should consult an attorney and an accountant. My financial planning firm always works with attorneys and accountants to set up the estate plan, making sure they work in concert with the financial plan. We believe the estate plan is intricately bound into the financial plan.

## Estate Taxes Under Current Law

Current estate tax laws are articulated in The Tax Relief, Unemployment Insurance Reauthorization and Job Creation Act that was signed into law in December 2010. The estate tax is levied on an heir’s inheritance if the estate exceeds the exclusion limit set by law. For the 2012 tax year the federal estate tax exemption will be \$5.12 million. The estate tax rate for those estates worth more than \$5.12 million will be taxed at a 35 percent rate. If one spouse from a married couple dies, the surviving spouse can take advantage of “portability” of the federal estate tax (from one spouse to the other). This allows married couples to add any unused portion of the estate tax exemption of the first spouse to die to the surviving spouse’s estate tax exemption. What this means is that a married couple can pass along up to about \$10 million to their heirs free from federal estate taxes.

Sounds great so far, as most people do not have estates this large. The problem is that on Jan. 1, 2013, the current law expires and the federal estate tax exemption is scheduled to go back to \$1 million with the top tax rate going back to 55 percent. Ouch!

## Strategies to Reduce Taxes on an Estate

Gifts to family members or charitable donations will remove some of the assets from the estate. Of course, people who are

afraid they might run out of money during their lifetimes will probably be hesitant about this strategy because once you gift it away, you can’t get it back.

A similar strategy is to spend the money so your estate is worth less. For those who don’t care whether their heirs receive anything, this might make some sense (as long as the money will last), but if you are worried about passing along an inheritance, this might not be your best option.

Among a handful of several other strategies, an irrevocable life insurance trust, known as an ILIT, is a popular choice. Normally, if a person has life insurance at death, the proceeds of the policy are included in the estate when it comes to determining estate taxes. An ILIT, however, is an irrevocable trust specifically meant for holding and owning life insurance policies that will not be taxed upon death.

The ownership of the life insurance policy transfers to the trustee of the ILIT, which typically is your spouse or perhaps your children. (You cannot be the trustee because that would give you ownership and disqualify the benefits of the trust). By giving up ownership to the trustee of the ILIT, you will not be considered the owner of the policy. Since you do not own it, the proceeds of the policy are not taxed in your estate when you die.

The ILIT will be named the primary beneficiary of your life insurance policy, which means the trust will get the proceeds from the insurance policy which are held in trust for the spouse to use for the remainder of his or her life. When the second spouse dies, the remaining balance will be passed on to the children or whoever the beneficiaries might be.

Again, make sure a competent attorney sets up the trust properly. A good financial planner will know about this and other strategies to minimize estate taxes and will work with an attorney and an accountant to be sure it all fits into the financial plan.

Steven R. Wolff is a managing partner at Wolff Wiese Magaña, an independent financial advisory firm. His partners are Cliff Wiese and Catherine Magaña. For more information, visit: [wwwfinancial.com](http://wwwfinancial.com) or contact Steve Wolff at [steve@wwwfinancial.com](mailto:steve@wwwfinancial.com).





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Planned Parenthood, a nonprofit organization, has provided San Diego, Riverside and Imperial counties with low cost, confidential health care — with a focus on contraception and reproductive health — for nearly five decades. The Pacific Southwest region of Planned Parenthood, headed by President and CEO Darrah DiGiorgio Johnson, is one of the largest Planned Parenthood affiliates in the nation with a staff of about 500. Planned Parenthood's mission is to ensure broad public access to reproductive health care through direct service, education, and advocacy. Seeing more than 160,000 patients a year, nearly double the patients seen in the last decade, local Planned Parenthood clinics provide services to both women and men, many who would otherwise have no access to health care. In fact, one of Planned Parenthood's tenets is to provide reproductive and sexual health care services regardless of a person's insurance status or ability to pay. In addition to providing life-saving breast and cervical cancer screening, contraception, and testing or treatment for sexually transmitted diseases, education remains a priority in Planned Parenthood's mission. Through presentations and community outreach programs, Planned Parenthood educators reached out to about 40,000 people last year in an effort to enhance understanding of the implications of human sexuality. Thousands of high school students and hundreds of at-risk youth are armed with information and resources to make healthy choices about their sexuality through these programs. Every service Planned Parenthood provides, from HIV tests to breast exams, educational presentations and counseling, serve to make San Diego, Riverside and Imperial counties healthier. By educating the community about the low- and no-cost services available at Planned Parenthood, communities are empowered to take responsibility for both their reproductive and general health care. Planned Parenthood is also an active advocate, through alliances and lobbying efforts, in an effort to ensure access to the wide range of vital services it provides.



HEALTHY ENVIRONMENT STRONG ECONOMY VIBRANT COMMUNITIES

Equinox Center is a nonprofit environmental research group formed in 2008 with the support of San Diego Social Venture Partners, an organization that provides financial support and professional expertise to nonprofit groups. In its short existence, the center's acceptance in the community as a credible source for research on crucial environmental issues is visible. Its data analysis has been used by local government and transportation representatives, advocates and many other individuals to aid in decision making on policy issues and to advance local sustainability. Equinox Center prepares an annual report called the "Quality of Life Dashboard" that assesses issues like green energy generation, air pollution, green tech jobs and water consumption. Some of the areas focused on in the 2012 Quality of Life Dashboard report include the soaring costs of living, rising traffic and waste production. Through in-depth research, policy analysis and communications and meetings, Equinox Center inspires, informs and engages the public and decision-makers in crafting better solutions to our region's growth challenges. Equinox Center is committed to providing balanced research to policy makers and others as they wrestle with some of these complex issues. Equinox Center strives to maintain and enhance the quality of life for San Diego County residents and our many visitors. The non-profit center was co-founded by former Microsoft Corp. executive Aaron Contorer along with Trevor Callan, philanthropist and former financial analyst for Merrill Lynch and Shearson Lehman. The center has access to a wide variety of professionals for expert consult in assistance of compilation of their analyses, including, but not limited to a doctor, a professor of economics and professionals in the area of real estate and public policy.

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Your neighborhood bank for more than 50 years, California Bank & Trust started as a result of a merger of a group of individually owned banks throughout the state. While California Bank & Trust provides customers with the one-on-one attention you would expect from a small town bank, the bank specializes in business banking — providing comprehensive services offered by major financial institutions. Dedication to building long-term relationships and establishing deep roots in the community are values California Bank & Trust prides itself on. The bank and its parent company, Zions Bancorporation, were acknowledged with more than a dozen Greenwich Excellence Awards last year, in part for doing just that. Financial services research company Greenwich Associates' award designations and ratings are widely recognized throughout the financial services industry and often serve as indicators of a bank's strengths and overall customer satisfaction. Only a handful of nearly 1,000 eligible financial institutions were singled out for these prestigious honors. Some of the areas California Bank & Trust was acknowledged for included customer service, overall satisfaction and product capabilities. California Bank & Trust prides itself on offering its clients exceptional service from seasoned professional bankers who work and live in the San Diego area. The bank's leader is also committed to the community. Bank President Troy Nixon, a San Diego State University finance graduate, has lived and been active in the San Diego community for more than two decades. In 2008, the bank was awarded an outstanding rating from the Federal Deposit Insurance Corp. The rating was as a result of the bank's large community development loan origination and the great number of hours its employees contributed to community service. California Bank & Trust is now among the leading banks in California with over \$10 billion in assets and branch offices located throughout the state.



Founded by William Krommenhoek in 1973, San Diego-headquartered KMA Architecture provides integrated architectural, engineering and planning services throughout Southern California and the Western United States. Many San Diegans most likely have been in a structure that KMA Architecture designed or was involved in. The architectural firm has helped build SeaWorld's Shamu Stadium, office buildings at Liberty Station, the El Cajon Public Safety Center, and has been involved in numerous office space renovations throughout the city. Military construction projects have also been an arena frequently ventured by the firm — including work on the Camp Pendleton Infantry Training Center and a training center at the Naval Amphibious Base. KMA Architecture, with more than three decades of experience behind it, has a reputation for moving forward with the trends in the trade. The firm has embraced and successfully advanced with new technology in the industry, including offering expertise in Leadership in Energy and Environment Design (LEED) certification. The company's services include site selection assistance, land planning, programming, scheduling, project design, field supervision and construction administration.

Founded in 1902, Point Loma Nazarene University is one of San Diego's top educational institutions. This year it celebrates its 110th anniversary, an occasion to reflect on the values and principles that helped it become a thriving, respected, Christian liberal arts university. Rooted in the Wesleyan tradition, PLNU aims to educate students not only for their own benefit but also for the benefit of the community and those who are in need. The university seeks to prepare students to address the complex issues facing the world today with integrity and forward thinking. Armed with strong intellect, deep faith, and a commitment to causes larger than themselves, PLNU graduates enter the workforce prepared to influence the world for good. Students are not confined to the Point Loma campus. They venture out into the world, whether they learn through Community Classroom, a semester-long, cross-cultural, cross-disciplinary immersion program in City Heights, or serve through LoveWorks' short-term missions program, by which more than 2,500 students, faculty, staff, and alumni have traveled to more than 60 world areas. The university takes pride in producing exceptional graduates, both in personal character and academic achievement. For example, PLNU's medical school acceptance rate was greater than 90 percent between 2001 and 2011. In 2010, PLNU students had the highest pass rate of any private school in the state on the California certified public accountant exam and the third highest overall behind only UC Berkeley and UCLA. In addition to more than 60 undergraduate areas of study on its 90-acre campus overlooking the Pacific Ocean, PLNU offers graduate programs in biology, business, education, nursing, theology and Christian ministry. PLNU has regional centers in Bakersfield, Arcadia, Mission Valley and the Inland Empire. PLNU serves more than 3,500 students.



**POINT LOMA**  
NAZARENE UNIVERSITY

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Cavnignac & Associates is a leading commercial insurance brokerage firm

that provides a range of insurance and expertise to design and construction firms, law firms, real estate-related entities, manufacturing companies and the general business community. The brokerage firm was founded in 1992 by its president, Jeff Cavnignac, who has 28 years of risk management and insurance brokerage industry experience under his belt. Cavnignac immediately went to work creating an agency that matched the firm's mission statement, "to be a service-intensive, risk management-oriented insurance brokerage that puts our clients' interests before our own." Cavnignac is supported by business partners Jim Schabarum, Scott Bedingfield and Patrick Casinelli and a team of 40 insurance professionals. Schabarum, Bedingfield and Casinelli brought a different skill set of expertise to the firm that enhances the firm's overall knowledge and sets them apart from similar firms in the field. The focus of the brokerage firm is to lower your "total cost of risk" and drive more dollars to your bottom line. Company management has worked diligently to apply this principle to every aspect of the business. The firm stays ahead of industry trends in an effort to be in a position to assist clients with what is important: knowledge in the industry and protection of the businesses' assets.

Cavnignac & Associates also puts a lot of thought and money into uplifting the San Diego community. Each year the company donates about 5 percent of its profits to local charities and nonprofit organizations. Organizations such as the YMCA, the Boys and Girls Club of America and the San Diego Humane Society, are among many other organizations that the firm donated more than \$50,000 to last year. Employees are also encouraged to support community organizations by making voluntary donations through payroll deductions.



The University of San Diego, a Catholic university located on 180 acres of a wind-swept mesa, is actually the result of the merger of two schools — the College for Women, which broke ground in 1949, and the College for Men and the School of Law, which began classes in 1954. The two colleges merged in 1972 and formed what is now USD.

The founders were Mother Rosalie Hill of the Society of the Sacred Heart and Bishop Charles Francis Buddy of the Diocese of San Diego. The campus centerpiece is the blue-domed Immaculata Church, consecrated in 1959. School leaders like to say that the university has fully embraced the spirit of ecumenism, pointing out that more than 30 percent of the undergraduates profess to faiths other than Catholicism. Today, USD has more than 800 faculty members and nearly 8,000 undergraduate, graduate and law students. It is governed by a board of trustees and has six academic divisions — the College of Arts and Sciences, School of Law, the School of Business Administration, the School of Leadership and Education Science, the Hahn School of Nursing and Health Science and the Joan B. Kroc School of Peace Studies.



Jim and Esther Navarra first opened the doors of discount furniture store Strep's Warehouse in Downtown San Diego in 1954. About a decade later, the couple changed the store's name to Jerome's, to honor their son

and current chairman, Jerome "Jerry" Navarra. Jerome's has since become a household name in San Diego. The young Navarra successfully morphed the "mom and pop" furniture store into a one of the most popular furniture stores in the county. Since Jerry took over operation of Jerome's in 1970, the popular chain has grown immensely. There are now several stores all over the county, including the city of San Diego, Chula Vista, El Cajon, the Scripps Ranch community, and San Marcos, as well as Murrieta, Corona and Rancho Cucamonga. The furniture company's core mission is to provide everyday low prices to its customers — not limit them to time constrained sales offered by other furniture retailers. Jerome's prides itself on its ability to find the best quality deals for the consumer and on great customer service — personally calling every customer upon delivery of their purchase to ensure satisfaction. Last year, Jerome's was named by the industry magazine, Furniture Today, as one of the fastest growing furniture retailers in the U.S. based on sales. The company reported revenue of \$95.5 million in 2010 and \$102 million in 2011.

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Equinox Center is an independent, not for profit, non-partisan research and policy center advancing solutions to ensure a healthy environment and a prosperous economy for the San Diego region.

**EQUINOX CENTER**

HEALTHY ENVIRONMENT STRONG ECONOMY VIBRANT COMMUNITIES



The YWCA of San Diego has provided shelter and resources, empowering women and their families since its inception in 1908. From the time when San Diego had a population of 30,000, to its present population of more than 1.37 million, the YWCA has continually grown, developing services to match the needs of the community.

There were no recreation centers for women, educational classes or employment bureaus in the county, but within a year of its founding, the YWCA provided all of these services and grew into a 500-member organization. The first comprehensive domestic violence program was established by the YWCA in the late-70s, in an attempt to address the needs of families affected by domestic violence. Adhering to the philosophy of "teaching people to fish," rather than simply "providing them with the fish," the YWCA does not just provide families in need with shelter, but provides them with access to tools to become self-sufficient. Three transitional living communities for victims of domestic violence, now known as Becky's House Emergency Shelter, provide safety, counseling, and legal and employment assistance to women and children in need.

The YWCA, also a leader in providing support to the city's homeless, established the first transitional housing community for single homeless women in 1990, "Passages." In a further effort to provide a support system for the entire family, and prevent separation of the male from the household, the Cortez Family Center was opened in December 2002. The 45-unit, 150-bed community was formed through the partnership of the city of San Diego and the YWCA, and later improved upon with the help of the Centre City Development Corp. In addition to shelter for the whole family, the Cortez Hill Family Center provides access to counseling and offers job placement assistance. The YWCA's mission is to help women, children, and families break the cycle of domestic violence and homelessness and achieve self-sufficient, healthy lives.





The San Diego County Regional Airport Authority, created in January 2003 to manage the airport's operations, owns and operates the San Diego International Airport (Lindbergh Field). The Airport Authority is governed by a nine-member board with three paid members serving as the executive committee. The organization is responsible for the airport's operations, planning of future air transportation

needs of the region and for protecting public health and safety surrounding airports. The Airport Authority's mission is to plan for and provide air transportation services to the region with safe, effective facilities that exceed customer expectations. The Airport Authority is committed to operating San Diego's air transportation gateways in a manner that promotes the region's prosperity and protects its quality of life. In 2010, passengers rated San Diego International Airport 87 percent in overall passenger satisfaction — one of the highest scores in seven years of surveying. The Airport Authority was also recognized earlier this year by the American Society of Civil Engineers for its efforts in sustainable technology. The Outstanding Energy Project Award was given to the organization for its successful installation of energy-efficient airfield signage, taxiway lights and runway guard lights. Upon receiving the award, Thella Bowens, president and CEO, said, "The Airport Authority was one of the first airports in the nation to adopt a formal sustainability policy, and this award is an acknowledgment of our deep commitment to incorporating sustainability in everything we do." The first non-stop international flight from San Diego to Tokyo will leave in December, expanding the airport's international presence.



With almost \$5.5 billion in assets, San Diego County Credit Union (SDCCU) is the largest locally-owned financial institution in San Diego. SDCCU is a not-for-profit credit union wholly

owned and operated by its members. Unlike most financial institutions, SDCCU does not issue stock or pay dividends to outside stockholders. Instead, earnings are returned to customers in the form of lower loan rates, higher dividends on deposits and lower fees. With almost 230,000 customers, SDCCU continues to thrive as one of San Diego's premier institutions and is the fourth largest credit union in California. With 28 branches in San Diego, Riverside and Orange counties, SDCCU serves their customers through superior product and service offerings. SDCCU is proud to have been voted "BEST Credit Union" for 12 consecutive years by U-T San Diego's Readers Poll. Customers continue to count on it for a high standard of service and for exemplary products, including checking and savings, money market and certificate accounts, Visa credit cards, auto, boat, home and commercial loans, business and retirement accounts. SDCCU has been honored for demonstrating a commitment to ethical business practices by the San Diego Better Business Bureau (BBB). SDCCU recently received a 2011 BBB Torch Award for Marketplace Ethics in the more than 500-employee category. It was SDCCU's second BBB Torch Award, after previously winning the award in 2009. Torch winners are not eligible to compete in consecutive years. The Torch Awards is the BBB's annual awards program that honors outstanding local for-profit companies and nonprofit charitable organizations that have demonstrated a commitment to ethical business practices, both in operations and in terms of being ethical, reliable and responsive to employees, vendors and customers. SDCCU supports over 75 different local nonprofit organizations.



*San Diego's Law Firm Since 1939*

Higgs, Fletcher & Mack, one of the largest law firms in San Diego, is a full-service law office with more than half a century of experience serving the community. During its 70-year history, the firm has consistently grown its practice areas to meet the needs of the community. The firm's diversity sets it apart from other local attorneys' offices. The one-stop law firm's more than 60 attorneys practice law in a variety of areas, including civil litigation, family law, construction, criminal, corporate and securities and several other areas. The firm prides

itself on its ability to represent San Diegans in any legal matter that may arise. Many of the firm's partners have become state and federal judges. The firm's staff of attorneys also includes former San Diego County District Attorney Paul Pfingst. Higgs, Fletcher & Mack takes pride in its long local history in San Diego, and partly credits the high caliber counsel and personnel of the firm and their vision, integrity and continuing leadership to the firm's strength. The firm takes pride in its members' trustworthiness, dependability, credibility and commitment to the community. Attorneys Richard Shaw and William Low of the firm were recognized as "Lawyers of the Year" in the U.S. News 2011-2012 "Best Lawyers" listing (a designation specifically reserved for high-profile specialties in large legal communities with only a single lawyer in each field honored).

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Leading commercial real estate firm Hughes Marino exclusively represents tenants and buyers in their lease and purchase transactions of commercial space — avoiding the typical conflict of interest that arises in representation of both tenants and landlords. Jason Hughes, the firm's president, has a background in real estate spanning more than three decades. The firm was formed in January 2011 with the partnership of Jason Hughes and David Marino. Hughes and Marino had worked at the previously dissolved firm of Irving Hughes together, of which Hughes was president and Marino was executive vice president. All of the former Irving Hughes team joined Hughes Marino — making Hughes Marino the largest exclusive tenant and buyer representation company in San Diego. Hughes Marino's brokers provide design and construction management services, tax credit services, and lease audit reviews. The real estate firm has experience negotiating a wide variety of commercial real estate transactions, including, but not limited to, complex and high-value leases, and office, hotel and condominium purchases. Hughes Marino has negotiated many of the largest tenant lease transactions in Downtown, Sorrento Mesa, Carmel Valley and the Golden Triangle area over the past 20 years — and is a recognized commercial real estate expert throughout San Diego. Hughes Marino's mission is to protect its clients from risk, while obtaining the best economic terms and flexibility possible.



Red Door Interactive is an Internet marketing agency based in San Diego with additional offices in Denver, Colo. Some of Red Door Interactive's clients include Overstock.com, Rubio's Restaurants, Cricket Wireless, Petco, Rubio's Fresh Mexican Grill, Cox Communications, Shea Homes, and Souplantation & Sweet Tomatoes Restaurants. Headquartered in San Diego, Red Door Interactive manages clients' online presence by analyzing their unique challenges, advising them on Internet-based solutions and implementing strategies to help them profit from their Web initiatives. Red Door Interactive specializes in marketing, advertising, internet, targeting, social media, search engine optimization, SEM, e-mail marketing, paid media and strategy. Founded in 2002, Red Door Interactive has 48 employees, and has been named a Best Place to Work by the San Diego Business Journal for the past three years. Reid Carr, Red Door Interactive's president, has been recognized in the field for his own accomplishments. Carr was named in iMedia's 2011 Top 10 Hottest Digital Marketers for his work. He also received the Exemplary Award at the San Diego Business Journal's Most Admired CEO event. Red Door Interactive won the Silver Addy last month — the largest competition in the advertising industry that recognizes and rewards creative excellence in the art of advertising. The competition was hosted by the San Diego Ad Club.



Adconion Direct ([adconiondirect.com](http://adconiondirect.com)) is a multi-channel digital distribution platform spanning Display, Email and Social Media, for agencies and advertisers looking for quality and scalable results, backed by a global media company with significant worldwide reach. Committed to continuously deliver results, deep insights and innovative distribution options to market, Adconion Direct is an ideal performance partner of choice for agencies and advertisers alike. Adconion Direct is the standalone performance solutions business within Adconion Media Group, ([adconion.com](http://adconion.com)), one of the largest independent global audience and video content networks, with a reach of up to 687 million unique users monthly. This reach corresponds to more than half of the global online population. Currently, Adconion has 27 offices in 17 countries around the world. It is a member of the Interactive Advertising Bureau (IAB), is one of the first companies to be IAB certified with its first ever Ad Networks & Exchanges Quality Assurance program and is a founding member of IASH Europe.

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How many of us have an old cell phone lying around in a kitchen drawer collecting dust? Totem's goal is to provide a simple, no-risk service for you to cash in on that investment. San Diego-based Totem (HelloTotem.com), established by Nicholas Fiorentino in 2009, is in the business of buying back those old, neglected phones and recycling them. Although the business is fairly new, Cellular Distribution Strategies LLC, which does business as Totem's, meets the demands of an ever advancing technology age. The company touts fair pricing and a simple process to cash in unwanted devices. Totem's values are: to honor quotes, take care of its customers and recycle or resell their used cell phones with safe, environmental standards. Totem's customers get rid of their old phones and make some money in the process in just three easy steps: (1) get a quote; (2) ship the device; and (3) get paid. Totem's mission is to give customers a higher standard of service. Some of the ways the company accomplishes this are by giving the customer the ability to track his device. The company also prides itself on placing value on the customer's experience in lieu of the transaction itself. In February the startup launched a division catering to businesses — Totem for Business — which offers businesses the highest level of data sanitization.



Founded a decade ago by former Navy SEAL Teams officer Eric Basu, Sentek Global provides engineering and information security services to government, defense and commercial clients. Sentek Global's management team includes seasoned technologists, and retired senior military and government personnel, each with decades of technology and leadership experience — what the company refers to as "Warrior Engineering." The company's skilled personnel spearhead and support government and commercial IT programs. Sentek Global prides itself on its ability to provide unique expertise to assist its clients in meeting their requirements, expanding their programs and accomplishing their missions. From IT security acquisition, program management and consulting services to military command and control system engineering, Sentek Global is dedicated to solving complex strategic technical issues on time and within budget. Sentek Global has received a number of awards, including Most Admired CEO, Fastest Growing Private Company, IT Tech Exec of the Year and H.R. Professional of the Year. Last year, the Navy's Space and Naval Warfare Systems Command, or SPAWAR, awarded Sentek Global a five-year, \$70 million contract to provide systems engineering and technical assistance.



redit has emerged in San Diego as a firm that can be counted on to securely store and transmit information via its cloud-based systems for a wide range of organizations in Southern California. When such platforms are met with strong degrees of skepticism, redIT stands out by achieving stringent international certifications that were given only after careful scrutiny by outside entities. Not resting on its laurels, the company has continued to provide additional services to securely transmit data across international boundaries. Most recently, redIT announced its launch of the first metro-fiber network integrating Tijuana and San Diego. The network links the company's data centers in San Diego with its metro fiber network covering the Mega-Region. For these efforts, redIT was named a finalist in the most recent TechAmerica High Tech Awards. It is for these and many other reasons that the company is one of San Diego's most trusted brands.

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# SOCIAL NETWORK GURU



## UCSD PROFESSOR REVEALS THE POWER OF HUMAN CONNECTIONS

By Delle Willett

James Fowler's elementary teacher wrote on his report card, "Does not play well with others." Thirty years later, playing with others is what James does best.

James Fowler grew up in a small Oklahoma town, not very happy. Even though he had a very supportive family, he never felt connected to his peers. "I was such a big outlier in terms of the things I was interested in." Add to that, the town was very religious and critical of his lack of participation in religious activities. "They told me I was going to hell." By the time he went to Harvard, Fowler had the attitude: "I don't need anybody. The group was just designed to bring me down."

Today, at 42, and living in Mission Hills, his life is a social network story; he's an expert on the power of human connection. "Now I always collaborate," he says. "It's rare for me to do things on my own. And part of that transformation was realizing that this radical individualist, Robinson Crusoe, is wrong. We have to consider that all our strengths are not only for ourselves but for the benefit of others."

A UC San Diego professor in the Political Science Department and Medical Genetics Division, Fowler is a new kind of political scientist who pushes the boundaries of his field to identify social and biological forces that underlie human nature. He is well known for his research on the evolution of cooperation, behavioral economics, political participation and genopolitics.

### BEING TRANSFORMED

While doing his undergrad studies at Harvard (1988–92), Fowler began working with, and bouncing ideas off others. But his real transformation kicked in when he met Harla Yesner in 1992, first his Peace Corps co-worker, then his girlfriend, now his wife, the mother of his two young sons, an educator, and his very best friend. Harla helped him see the wisdom in collaborating with others and in diver-



sifying and expanding his circle of friends and acquaintances.

The next milestone was when Fowler's adviser at Harvard grad school introduced him in 2002 to Dr. Nicholas Christakis, who was interested in how illness in one person might cause illness in another. At the time, Fowler was studying the origins of people's political beliefs and examining how one person's attempt to solve a social or political problem influenced others.

They traded papers and started developing data. Over the next seven years Fowler and Christakis collaborated on scientific research that resulted in the publishing of "Connected: The Surprising Power of Our Social Networks and How They Shape of Lives," in 2009.

### THREE DEGREES OF INFLUENCE

In this book, the authors argue that, while people are connected to each other on average by six degrees of separation, the spread of influence in social networks obeys what they call the "Three Degrees of Influence Rule." Everything we do or say tends to ripple through our social network, having an impact on our friends, our friends' friends and our friends' friends' friends. Likewise, we are influenced by friends within three degrees, and generally not by those beyond.

Social networks have value because they can help us to achieve what we could not achieve on our own. "They spread happiness, generosity and love," the authors say. "They are always there, exerting both subtle and dramatic influence over our choices, actions, thoughts, feelings, even our desires. And our connections do not end with the people we know. Beyond our own social horizons, friends of friends of friends can start chain reactions that eventually reach us, like waves from distant lands that wash up on our shores."

After the book was published, Christakis was named as Time magazine's 100 most influential people in the world and Fowler was on the "Colbert Report." Their research findings have been featured on "The Oprah Winfrey Show," "Good Morning America" and the "Today" show, and on the front pages of The New York Times, the Washington Post, the Los Angeles Times, the Chicago Tribune and USA Today. They are now working on a prospectus for a second book and are, says Fowler, "joined at the hip."

### OPENING NEW DOORS

Doing the research for and writing Connected has completely changed Fowler's life. "I never like to use the word 'famous,' but as famous as some random professor can be, I've run into people who have read the book and they are excited to find out that I'm the person who wrote it."

"One of the things we talk about in the book is that you can't really understand what's going on online until you understand real-world, face-to-face social networks," says Fowler. "And so we have a unique message that has given me a lot of opportunities to talk to people from a wide variety of backgrounds about how important social networks are."

For example, there are a lot of people in business now who



"If we do not understand social networks, we cannot hope to fully understand either ourselves or the world we inhabit," says Fowler.



The book by James Fowler and Nicholas Christakis is available from Amazon, Barnes & Noble, Borders, Indie Bound Kindle, iTunes, Audiobook and Audible.

## COVER STORY

are really interested in Fowler's opinion about things that are going on online. He's been invited to the Microsoft CEO Summit, having dinner at Bill Gates' house with him, Warren Buffet and 100 other CEOs around the country. "And that would never had happened to me without having written the book," Fowler says. "It's given me a little notoriety that gives me access to a lot of things I wouldn't have had access to before. So now I'm working directly with Facebook and the head of the Data Science Team there, and I'm sure that's partly because of my ability to make all of these ideas accessible for a broad audience."

### SOCIALIZING SCIENCE

At UC San Diego, Fowler attracts "amazing grad students who come to me with new ideas and I just sit back and let them drive."

He works one-on-one with students on their projects for about 10 to 15 hours a week. "I know that science is a social enterprise so I also try to make my teaching social. Make it fun. We have lunch once a week — eating around the campfire is really an important experience for human beings — and develop social bonds, because those bonds lead to people exchanging ideas and to collaborations — the most important things you can do in science."

### UNDERSTANDING SOCIAL NETWORKS

"The networks we create have lives of their own," say the authors. "They grow, change, reproduce, survive and die. Things flow and move within them. A social network is a kind of human superorganism, with an anatomy and a physiology — a structure and a function — of its own. Our local contributions to the human social network have global consequences that touch the lives of thousands every day and help us to achieve much more than the building of towers and the destruction of walls.

"If we do not understand social networks, we cannot hope to fully understand either ourselves or the world we inhabit. Understanding social networks allows us to understand how, in the case of humans,

the whole comes to be greater than the sum of the parts. Just as brains can do things that no single neuron can do, so can social networks do things that no single person can do."

### KEEPING AND MAKING FRIENDS

After learning about the "Three Degrees of Influence Rule," someone may come to the conclusion that they should carefully select and weed out friends when those friends are picking up bad and unhealthy habits, or becoming obese.

Well, not so. Specifically in the case of obesity, one of the things the authors found was: the people who kept their friends who became obese were actually healthier than the people who dropped their friends who became obese. "The moral of the story is, Don't dump your friends. When you have a friend who is struggling with health problems or struggling with something negative in his or her life, the first thing you should do is try to help him deal with that problem—benefiting both of you," advises Fowler.

What Fowler found most true while researching is the power of human connection. "We've actually been able to show through scientific method that the things that we concluded were true are actually true. And for me, the thing that is most extraordinary is scientific proof that there are people in the world who you don't know and have never met who are influenced by your actions. And I personally think that just teaching people that that's the way the world works is going to increase the responsibility that we take in terms of the people we are connected to."

### MARGINALIZING PEOPLE

What surprised Fowler the most was "the nice twists and turns that came up with each of our studies. As scientists, we are looking for things that are always true, and so we are always trying to see the unity, the general law." And what they saw, with the complexities of social networks, in the obesity studies for example, is that adults who have become overweight do not have their ties cut to friends and



At UC San Diego, Fowler attracts 'amazing grad students who come to me with new ideas and I just sit back and let them drive.'



family, but smokers do get pushed to the outer fringes which polarizes them, making it harder and harder to reach the smokers to help them change the behavior.

“I feel sorry for smokers because at the same time we’re using public-health campaigns to make other people physically healthier, we’re making a smaller group of people socially less healthy,” says Fowler. “And what our research shows is that when you disconnect people they become less healthy. And the last thing we want is to ostracize the very people we are trying to help.”

### CONNECTING TO VOTERS

Given his reputation for using lots of different creative methods to figure out how voters and parties affect each other, President Obama’s campaign recently invited Fowler to help with analytics for the re-election campaign. Fowler says that Obama’s first campaign was a historical milestone in all kinds of ways; yet the most revolutionary was not his remarkable ability to connect with voters — it was his ability to connect voters to each other. A fundraising juggernaut, Obama’s campaign took advantage of the power of online social networks and social (person-to-person) media.

### BELIEVING IN GOD

On the subject of religion, Fowler says, “I have a feeling, in part,

that religion makes us more connected and this connectedness has helped us to survive. So rather than telling people to believe differently than me or that they should stop believing in God, I’m much more interested in knowing why they believe in God and in trying to figure out what the benefits are. I think we have reached a point where it’s possible to have tolerance for people who have different beliefs and to place value in these beliefs in terms of keeping us connected.”

#### Realizing the Most Important Thing

Our connections affect every aspect of our daily lives. How we feel, what we know, whom we marry, whether we fall ill, how much money we make, and whether we vote all depend on the ties that bind us.

While it’s true that there are always people out there who do things that ripple to you, you also have the capacity to achieve in your own life what will make you, and your friends and their friends’ friends better off.

“Realizing that you have network power is probably the most important thing you can do in your life,” says Fowler.



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# BATTLE OVER



## Plaza de Panama Project will reclaim Balboa Park for the People

By Bill Walton Plaza de Panama Committee

When Balboa Park opened in 1915 for the Panama-California Exposition, San Diegans enjoyed grand plazas and pedestrian promenades that allowed them to enjoy the charm and cultural heart of the park. These pedestrian plazas and walkways led to lush park areas with numerous places to sit and enjoy the beauty of Balboa Park with family, friends and visitors free from the hustle and bustle of city life.

Unfortunately, over time people were replaced by the flow of cars and traffic as the plazas were converted to roads and parking lots that now dominate these historic plazas. Today, we all drive through the heart of the park in search of that elusive parking space focusing on pedestrians, strollers, dogs and bicyclists instead of the architectural and botanical beauty passing by. Most times it's like a battle of wills — cars trying to get somewhere and park goers having to shift between a relaxed walk and a guarded state of being.

It once wasn't like this; and it doesn't have to be in the future.

In 2010, our mayor, Jerry Sanders, presented a vision of restoring Balboa Park's central plaza to its historic pedestrian use in preparation for Balboa Park's Exposition Centennial celebration in 2015. The Plaza de Panama Committee was established to help the community implement the vision — get cars and traffic out of the heart of the park and put people back in.

The committee developed the Plaza de Panama Project to realize this vision. The project will provide an alternate route for cars that avoids the heart of the park, allowing numerous public spaces — including the Plaza de Panama, Plaza de California, West El Prado and Esplanade — to be returned to historic uses as pedestrian-only spaces. A precedent for this was set in 1973 when East El Prado was reclaimed from vehicles and city buses. The Plaza de Panama Project builds on what was started almost 40 years ago and will extend this vibrant pedestrian-friendly atmosphere throughout the center of the park.

The Plaza de Panama Committee has conducted numerous studies and considered a wide range of ideas about how to improve and restore Balboa Park to its historic intent and charm. After careful study, the Plaza de Panama project presents us with the best alternative to reclaim our park for people, while ensuring that access to the park is not diminished. It maintains both an east and west access for vehicles by way of the new Centennial Bridge, which will allow traffic to flow around the core of the park directly to parking areas, including a new underground parking structure topped by a two-acre park that is level with the International Cottages. The underground parking structure will be built on the site of the current Spreckels Organ Pavilion parking lot. The project will return the core of Balboa Park to the grand public space for San Diego residents and tourists that it was in 1915.

By separating cars and pedestrians, the project will reclaim what once was; and it will

create 6.3 acres of new landscaped areas, plazas and promenades replacing what are now roads and parking lots. In addition, a new low-floor ADA-compliant, pedestrian friendly tram system will provide easy access to park amenities free of charge for all park visitors.

The Plaza de Panama Committee has pledged to raise \$25 million in private donations to pay for the Centennial Bridge and park improvements, while the parking structure will be funded by a self-supporting bond repaid through minimal parking fees at the structure. All parking outside of the structure will remain free. The parking structure and the tram system are two long-planned amenities that the city has approved, but has not had the financial resources to implement. The Plaza de Panama project has the financing resources to make those plans a reality.

The Plaza de Panama project is on track to be completed in time for the 2015 Centennial Celebration and will provide spectacular venues for this important yearlong celebration in Balboa Park rising to the experience of 1915.

History is an important educator. For the 1915 exposition, many of the buildings in Balboa Park were deemed “temporary” with every intention to be removed. Fortunately, citizens had the foresight and vision to maintain and create the historic treasure we enjoy today. The Plaza de Panama project will restore Balboa Park's historic grand plazas of 1915 for the people as they were originally intended — foresight and vision for the betterment of the community.



# BALBOA ROUND 2



## Jacobs/Sanders Plan Would Render Balboa Park Unrecognizable

By Bruce Coons Executive Director, Save Our Heritage Organisation, SOHO

The proposed remodel and redesign of Balboa Park is a 1960s solution for what should instead be a vision for the future. Probably the biggest myth that the Plaza de Panama team (Jacobs/Sanders plan) are hoping people will believe is that their plan removes cars and traffic from the park. That is 100 percent untrue. In reality it just moves cars from one area to another with the goal being to bring in more traffic, making the park a literal thoroughfare and less accessible to people, especially lower income families and the disabled. This is why the name of their project is the Plaza de Panama Circulation and Parking Project. I repeat, their plan does not remove cars from Balboa Park.

The Jacobs/Sanders plan is simple, it is to bring paid parking into the park, and to do this they will construct a massive two-lane highway and bridge attached to the historic 100-year-old Cabrillo Bridge, cut into, through, and around the park's iconic entrance; add a paid parking structure, concrete retaining walls and railings, and massive landfills in Palm and Cabrillo canyons. The new roadway will cut in half the central mesa, creating a massive ditch and will destroy the tranquility of Alcazar Garden forever. If this project were to be successful the Balboa Park we all know and love would be unrecognizable.

The plan is the epitome of reverse urban planning; it is inflexible, permanent, and has

no innovative transportation solutions, restoration of historic features or spaces, or plan for maintenance or future park needs. Instead, a brutal and destructive approach was taken for what began as a simple goal to remove 54 parking spaces from the Plaza de Panama.

Who would have thought when the occasion of the 100th anniversary of the 1915 Exposition was announced, that this National Historic Landmark with its spectacular Spanish Colonial architecture and graceful landscape would be transformed into what can only be described as an unmemorable suburban office park appearance with a freeway-like road running through it. No thought has been given to what would allow the park to move graciously, naturally, and elegantly toward the future. Instead it is being rushed to completion for 2015, in part because of that hard timeline it is an immature design with no feeling for the qualities that make Balboa Park special and beautiful.

The public has been told that because this plan is designed and partially funded by a major San Diego philanthropist, that we, the people who live, work, and raise our families here and who use Balboa Park on a regular basis, should not have a say in how the park's revitalization, transit issues, and future restoration is handled. One individual should not be allowed to redesign, destructively alter and scar permanently the "People's Park" just because they have the means with which to do so, and powerful political allies in the mayor's office.

When you destroy your history you destroy the ability to tell the story of a place. A site such as Balboa Park, a National Historic Landmark, should be held in the highest regard, as it is a monument of a productive past and should be used as a stage for an exciting future, instead of being obliterated along with one hundred years of progress.

Part of the Plaza de Panama teams marketing ploy is to say they are restoring the park. In fact there is no restoration whatsoever in this plan except for possibly some lampposts. And further fact is that this project will prevent future restoration of the park, changing forever the current landforms and paving over so much of the park as to make many of the long anticipated future reconstructions of historic buildings, gardens, and garden structures impossible.

SOHO is most often known for finding solutions that make all parties happy, with even the most difficult of projects this has been accomplished. Practical, cost efficient and elegant solutions to the final goal of the removal of cars from the Plaza de Panama can be found on our Website at [sohosandiego.org](http://sohosandiego.org).

The needs and desires of the many must outweigh the shortsightedness of the one. I ask that the people of San Diego and its environs join with SOHO and over 20 other organizations and help us save Balboa Park for generations to come, for your children and their children.

# Small Business Heroes

## SBA recognizes men and women for entrepreneurial success

Jack White developed a taste for beer while attending UCLA. It wasn't long after he graduated that he turned his interest in the sudsy stuff to a full-time career as a brewer — a champion brewer at that.

White, the president of Home Brew Mart Inc., also known as Ballast Point Brewing & Spirits in San Diego, has been named the California Small Business Person of the Year for 2012 by the Small Business Administration. That puts him in the running for the National Small Business Person of the Year award that will be announced in Washington, D.C. May 20-26 during Small Business Week.



Jack White

The SBA San Diego District Office also announced other Small Business Week award winners. They will be honored later this year.

**Small Business Exporter of the Year:** Gary Fisher, owner and manager of Wahoo International in Carlsbad.

**Family-Owned Small Business of the Year:** George Grauer, president of Locator Services Inc. dba Able Patrol and Guard in San Diego.

**Minority-Owned Small Business of the Year:** Vic Salazar, president of Vic Salazar Communications in El Cajon.

**Women-Owned Small Business of the Year:** Debra Hubers and Christine Givant, co-founders of La Vita Compounding Pharmacy in San Diego.

**Region 9 Women in Business Champion:** Rebecca Llewellyn, owner of Payco Specialties Inc. in Chula Vista. (Region 9 includes Arizona California, Guam, Hawaii and Nevada.)

**Minority Small Business Champion:** Aldrica Lattimore, president and CEO of Accurate Engineering Integrated Construction Services Inc. in San Diego.

**Veteran Small Business Champion:** Steven Sullivan, CEO of Sullivan International Group Inc. in San Diego.

### The Microbrewery Story

Jack White began home brewing in his backyard after graduating from UCLA, but soon found it difficult to obtain the supplies and ingredients he wanted. His answer was to form his own company.

Home Brew Mart was opened in 1992. White was joined by Yuseff Cherney a while later and the two moved the brewery from the backyard to the back room of Home Brew Mart and opened Ballast Point Brewing in 1996. (The name is taken from the tiny peninsula that extends from Point Loma into the channel entrance to the harbor of San Diego.)

By 2004, Ballast Point had outgrown its back room location and was going to have to expand to keep up with demand. The next year, the company grew into a second location in the Scripps Ranch Business Park, operating in a 10,000-square-foot space dedicated solely for production of beer and spirits.

Ballast Point won three gold medals and was named the Small Brewing Company of the Year at the World Beer Cup 2010, a competition that drew more than 3,000 entries representing 44 countries.

The notoriety spurred a heavy demand for the company's products and it was able to expand with a \$1.2 million SBA loan. Today, Ballast Point's customers include more than 1,000 restaurants, bars, convenience stores and grocery chains. White's goal is to expand both the

product line and production, brewing about 50 million barrels a year.



Gary Fisher and Family

### Wahoo International

Gary Fisher is president and owner of Wahoo International, a body board and resin manufacturing company in Oceanside that was founded in 1985. The company sells a variety of surfing-related products through the brands Solarez, Lifesled and Bully Board. Solarez, is one of the largest brands, is the leading resin repair for surfboards. Lifesled is a water sled that is similar to a giant body board. It is attached to the back of personal water crafts to aid in waterborne rescues. Bully Board is a body board designed to be able to hold up to 400-plus pounds and accommodate more than one person. Wahoo International's products are sold in over 36 countries.

### Able Patrol and Guard

Located in San Diego, Able Patrol and Guard (Locator Services Inc.) provides professional, uniformed security services consisting of security officers, marked vehicle mobile patrols, alarm response, CCTV installation, maintenance and monitoring and security surveys. The family-owned business was originally incorporated in California in 1964 and George





Grauer family members (from left); Ryan Kopki, Deborah Kopki, George Grauer Sr., Diane Grauer and George Grauer Jr.

Grauer and his family assumed leadership of the company in 1996. Grauer serves as its president. "A primary goal is to recruit, train, develop and retain quality employees, which has a direct effect on minimal employee turnover," said Grauer. He said the company was on the verge of bankruptcy when the family took it over, but the business was resuscitated to the point that it now operates successfully under contracts with public agencies such as the city of San Diego and the federal government.

**Vic Salazar Communications**

Vic Salazar is president of his own public relations firm that specializes in community outreach, video production and media training.



Vic Salazar, president of Vic Salazar Communications.

The company provides services in English and Spanish for clients ranging from Fortune 500 companies to emerging businesses. Although located in El Cajon, the firm has expanded to provide services beyond the county to clients in Los Angeles and Orange counties. The company grossed revenues of more than \$100,000 in 2011 and has contracts for 2012 to exceed that amount.

**La Vita Compounding Pharmacy**

La Vita Compounding Pharmacy, co-founded by Christine Givant and Debra Hubers, is in the business of helping people live better longer by preparing customized prescriptions unique to each individual based on a physician's prescription. According to the co-

founders, La Vita can prepare customized medications in various dosage forms using several unique delivery systems such as trans-



Christine Givant and Debra Hubers

dermal gels, powders, creams, lotion, lozenges, suppositories and others. "We offer a variety of combinations and customized formulations not found anywhere else," the co-founders said. The company has seven full-time employees and four part-time employees. It was founded in 2007. Hubers and Givant personally funded the start-up by selling and refinancing their personal assets.

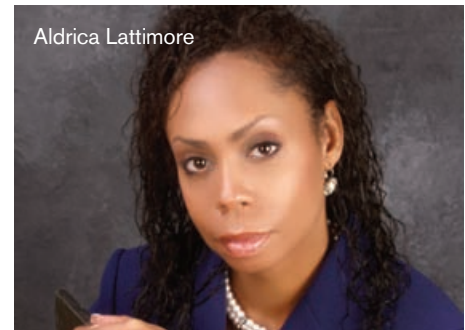
**Payco Specialties Inc.**

Payco Specialties Inc., a Chula Vista-based business, is one of the first women-owned construction businesses in San Diego County and is owned by



Rebecca Llewellyn

Rebecca Llewellyn. The company, which was founded more than 35 years ago, installs and removes signs, pavement markers and stripping for interstate highways, city streets, county roads, parking lots, colleges, universities and airports and boasts a variety of clients, including Caltrans, city of San Diego, county of San Diego, SANDAG, San Diego Community College District and the San Diego County Regional Airport Authority. The company has more than 50 full-time employees.



**Aldrica Lattimore**

Aldrica Lattimore, Minority Small Business Champion of the Year, is president and CEO of Accurate Engineering Integrated Construction Services Inc. in San Diego that provides general and specialty construction services to a variety of clients, including the Department of Defense, regional airports, school districts, universities, health care facilities, among others. The company was formed 17 years ago. Lattimore has received numerous awards during her career, including 2008 SBA Business Person of the Year, 2007 SBA Woman Owned Business of the Year, 2005 Construction Company Business of the Year Award by USC and 2004 SBA Business of the Year Award.

**Steve Sullivan**

Steve Sullivan, CEO of Sullivan International Group Inc., Veteran Small Business Champion, leads an environmental and technology firm that has been serving commercial and government clients since its inception in 1998. The company, headquartered in San Diego, has regional and project office locations



throughout the United States. Sullivan, who served in the U.S. Naval Submarine Force from 1983 to 1999, has been recognized for his leadership and community outreach efforts, most specifically for his focus on assisting other veterans, whether helping the wounded with basic necessities or helping other veterans overcome business hurdles.

# NEW CAR REVIEW: 2012 Range Rover Evoque By Eric Peters



James Bond's Walther PPK was a lot like the new Range Rover Evoque: Compact, elegant — but very capable when called upon. Ditto the Evoque. There's a small but potent (and efficient) turbo'd four under the hood. Almost 30 MPG on the road and 0-60 in seven seconds flat. Terrain-mapping AWD is at your fingertips. You can go two-door or four.

### What It Is

The Evoque is a new addition to the Land Rover lineup, positioned as a stylistic and functional alternative to traditional Land Rover models. It is slightly smaller overall than an LR2 and quicker, and much more fuel efficient than an LR4. The emphasis is stylish on-street performance, but like all Land Rovers, the Evoque can still do amazing tricks off-road, too. Prices start at \$43,995 for the four-door in Pure trim. A range-topping (and sportiest of all) Dynamic coupe starts at \$52,895.

### What's New

The Evoque is all-new.

### What's Good

Quick on its feet and easy on gas. Handles better than any other Land Rover on-road. Still has the goods off-road. Striking styling. Two doors or four. Price point is exclusive — but not too exclusive.

### What's Not So Good

I couldn't come up with much. The Evoque's daring styling (based on the LRX show car) doesn't even impinge on backseat headroom (about the same as the upright LR2) or cargo-carrying capacity (ditto). The one small and subjective thing I could come up with is the Jaguar style pop-up shift knob. It's cool to look

at but in my opinion, it's less than ideal, functionally speaking.

### Under The Hood

You won't find a big V-8 (or even a medium-sized six) under the hood of the Evoque. Instead, there's a very small (for a Land Rover) 2.0 liter four, turbocharged, making 240 hp. That's a very solid number for such a little engine. For perspective, the 3.2 liter six in the LR2 only makes 230 hp — 10 less from an engine that's got two more pistons and 1.2 liters more displacement. Here are two more numbers, even more solid: Zero to 60 in about 7 seconds flat. That's more than two seconds quicker to 60 than the 230 hp LR2 — and about half a second quicker to 60 than the 375 hp V-8 powered LR4.

### On The Road

Over the past several years, Land Rover has been systematically fixing the one glaring weak point of all its recent models — weak acceleration and poor fuel economy. The LR4 has a brawny V-8 (instead of just a thirsty V-8) and the regular Range Rover has both a brawny, naturally aspirated V-8 and an optional supercharged and heroically powerful V-8. With the Evoque, Land Rover took an altogether different road. No V-8, no supercharger.

### At The Curb

Vehicles with show-car radical styling are often afflicted with functional compromises that quickly make you forget all about the Wow Factor. Not so the Evoque. You'd expect crippling back seat accommodations as a result of the dramatically sloping (and low-cut) roofline. But it's roomy.

### The Rest

Some reviewers nit-pick the Evoque for its cargo-carrying capacity. But 51 cubes is only 8 cubes less than the LR2 and about the same as you'd get in the not-nearly-so-striking (or exciting to drive) Mercedes GLK. The Evoque is also quicker than the GLK — and gets much better gas mileage — and has a far more sophisticated (and standard equipment) all-wheel-drive system. The only thing the Benz has over the Evoque, in terms of objective criteria, is price. You can buy a GLK (with the optional 4Matic AWD) for \$37,500 — a gaping \$6,500 less than the Evoque's base price.

### The Bottom Line

Bond may need to reconsider brands.

Eric Peters is the author of *Automotive Atrocities* and "Road Hogs" and a former editorial writer/columnist for The Washington Times, a contributor to Cars.Com, The CarConnection.com and SD METRO.



### 2012 Range Rover Evoque specifications:

- Base price:** \$41,145. As tested \$44,145 (Pure Plus).
- Engine:** : 2.0 liter four, turbocharged; 240 hp and 251 lbs-ft. of torque
- Transmission:** six-speed automatic
- Length:** 171.9 inches
- Width:** 77.4 inches
- Wheelbase:** 104.8 inches
- Curb weight:** 3,680 lbs.
- Luggage capacity:** 20.3 cubic feet seats up; 51 cubic feet total
- EPA fuel economy:** 18 city/28 highway
- Where assembled:** Halewood, England





# Finding Your Own Live/Work Space

Rise of the stay-at-home workforce generates creative spaces **By Zach Todaro**

While perusing Netflix the other night, I came across a great talk from the TED (Technology Entertainment and Design) conference titled “The Spaces We Create are Who We Are” by writer Sam Martin. The focus of this presentation was on the elaborate, creative, detailed and purpose-oriented areas of the home individuals are now creating for themselves. With the explosion of online business and the stay-at-home workforce, there is a much greater demand for multipurpose space where a person or small group can escape domestic distractions and focus. Whether it is defined as a zen area, mancave, den, loft, etc., these areas are rapidly gaining in popularity, yet difficult to find in real estate. A search for the phrase “live work” results in not a single active listing in San Diego County. That said, let's take a closer look at some of these spaces that are present, yet not highlighted, in our current real estate offerings.



Anyone who has toured property Downtown knows that it takes some serious vision to carve out and customize an area of what otherwise might be a run of the mill condo.

This 26th floor unit in the Electra building currently listed with Richard Combs features two distinct yet essential spaces. The first is bedroom nook with enough room for a small couch and fireplace.

For many, work is now a 24/7 thought process, not isolated to just a specific office or conference room. A quick peek at e-mail before bed or first thing in the morning looks to be the new normal for many. I imagine most people prefer their partner keep the computer out of bed; this design solves this social faux pas. Interior Designer Harold Pell mirrors this private escape in another area of the home, where we imagine not only the homeowner but their closest friends are considered in the design. This is the third in a series of four common areas that grow progressively more private.



This recently sold Mission Hills home, designed by architect Frank Wolden, features an outstanding centrally located multipurpose space. A contemporary roll up door off the patio leads to

a hidden area populated with a wet bar, pool table and several full-size desktop workstations. The allure of being able to operate an entire small business within the confines of a private residence is incredible. Thanks to the area's well contemplated orientation, the door can be opened to let in the panoramic views of the bay, or in turn closed to ensure security while entertaining. The web 2.0 explosion is going to make the view-oriented private workspace a very important feature with younger demographics.



The biggest estates are usually home to the grandest spaces, and this home listed with Catherine Barry of Barry Estates is no exception. The great room complete with standalone bar, stone fireplace and wraparound



windows is the highlight of the home. There are not many properties where one can host 20 of their closest friends/family in a confined, yet expansive area. The ceiling height here makes all the difference, defining this as a truly amazing space.



In this crazy housing cycle, where resale value is at the forefront of most homeowners' thoughts, perhaps we should take a moment to consider the importance of space, and its influence on our work and our relationships.



There is immense value in creating a space that fosters imagination and a personal sense of ownership. Sam Martin closed his TED speech by encouraging the attendees "to find a space of your own and get into it." I would like to encourage this readership to do the same. And if your dream is to have a personal lagoon complete with Tiki Hut...you are in luck! Contact Bob Fields of The Guiltinan Group regarding the listing above.

This home currently listed with Kathy Pounds of Pacific Sothebys and located in the Coronado Cays features three spaces stacked upon another, all sharing the same amazing views yet serving very different purposes. The first contains a simple bar height table, the second a contour fitting entertaining area, and the third a contemporary bedroom. The lesson here is that the same "great room" effect is being achieved by carrying a personal theme through several smaller spaces, in this case the curved windows.



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



# San Diego charity events sparkle

By Margo Schwab

## Scripps Spinoff Patron Party

A very “chic and sheik”-worthy Scripps Spinoff Patron Party was hosted by the May 31 event chair Abeer Hage and her husband George Hage. Amidst a Moroccan-themed background and bountiful Bedouin feast buffet, patrons were honored for their support of the Scripps Cancer Center Stevens Division.

## ARCS San Diego Honors Dean Kamen

Meanwhile, ARCS San Diego aka “Achievement Rewards for College Scientists,” held its annual “Scientist of the Year” dinner. This year’s honoree was Dean Kamen, who was cited for his incredible inventions, including the Segway PT, a compressed air powered device that is used to launch SWAT teams, insulin pumps and more.

## Rancho Santa Fe Community Center Fundraiser

And the Rancho Santa Fe Community Center hosted its annual fundraiser at the Inn at Rancho Santa Fe. With contributing sponsors decorating tables, the luncheon was all fun with Lynda Kerr’s Marie Antoinette themed “Let them Eat Cake,” to Laing Rikkers’ and Pamela Dirkes’ wickedly funny table themed “Real Housewives of Rancho Santa Fe,” replete with nose splints on mannequin and Manolo Blahnik shoes at each table setting. Creative it was.

For more photos of these and other events, visit [sandiegosocialdiary.com](http://sandiegosocialdiary.com). To contact Margo Schwab, email her at [socialdiarymagazine@gmail.com](mailto:socialdiarymagazine@gmail.com).

## Scripps Spinoff Patron Party

**1.** Scripps Spinoff Patron Party sponsors Dr. Nasrin Mani, Dr. Jasmine McLeod and Wendy Angulo of La Jolla Cosmetic Laser Center. **2.** Lynda Kerr with Scott Johnston and Rocio Flynn **3.** Scripps Spinoff Chair Abeer Hage with Loraine Levy. **ARCS San Diego Honors Dean Kamen** **4.** Richard Elkus with scientist honoree Dean Kamen and event chair Patty Elkus at ARCS San Diego’s ‘Scientist of the Year’ dinner. **Rancho Santa Fe Community Center Fundraiser** **5.** Dana Alkasm with Evva Fenison. **6.** Vanessa Antaky with Lynda Kerr and Doreen Roohanipur. **7.** With stylish hats, Linda Howard and Barbara Enberg. **8.** Laing Rikkers and Pamela Dirkes enjoy the scene at the Inn at Rancho Santa Fe.



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Glacier in Svalbard, Norway.

### Arctic Adventure is a Tale of Survival

A compelling tale of survival — with global implications — is told in the IMAX film scheduled to open April 20 at the Reuben H. Fleet Science Center's Heikoff Dome Theater.

Narrated by Oscar winner Meryl Streep, the film, "To the Arctic," takes audiences on a never-before-experienced journey into the lives of a mother polar bear and her twin 7-month-old cubs as they navigate the changing Arctic wilderness they call home. Captivating and intimate footage brings moviegoers up close and personal with this family's struggle to survive in a frigid environment of melting ice, immense glaciers, spectacular waterfalls, and majestic snow-bound peaks.

"The film's universal themes of love, hope and the power of family, as set against the back drop of the breathtaking Arctic, is sure to capture the imagination of audiences everywhere," said Greg MacGillivray, the director

whose other credits include "The Living Sea" and "Dolphins". It was written and edited by Stephen Judson ("Everest") and produced by Shaun MacGillivray ("Grand Canyon Adventure: River at Risk"). The musical score is by Steve Wood, with songs by Paul McCartney.

"To the Arctic" is from Warner Bros. Pictures and IMAX Filmed Entertainment. It is sponsored locally by ScholarShare. The film is rated G and has a run time of 40 minutes.

### 'TUNA!' Exhibit Examines San Diego's Fishing Industry

The San Diego History Center celebrates San Diego's fishing industry in an exhibit opening April 21 that is simply titled "TUNA!" The exhibit lets visitors experience the world through the eyes of Japanese, Italian and Portuguese fishing families and includes hands-on pole-fishing demonstrations, packing and canning activities and films documenting San Diego's impact on the global tuna fishing industry. The exhibit also examines the impact of commercial fishing on tuna stocks, and ongoing efforts to ensure that the fisheries for tuna around the world are sustainable. "Tuna fishing here eventually gave rise to a global industry for the world's most popular food fish," said Charlotte Cagan, acting executive director of the center.

The tuna industry sprang up in San Diego in the early 1900s and soon became San Diego's largest, employing thousands of people as fisherman, cannery workers, and ship-builders. Japanese, Italians and Portuguese lived along the waterfront creating tightly-knit communities in neighborhoods like Point Loma and Little Italy. Public and family programs and lectures will accompany this exhibition and are open to the community.

The exhibition is generously underwritten by: The American Tunaboat Association, Bumble Bee Foods, Chicken of the Sea, StarKist Co., the Billingsley Foundation, the Heller Foundation of San Diego and the San Diego County Community Enhancement Fund.





## Man's Enduring Bond With the Horse

"The Horse," a comprehensive exhibition on the enduring bond between horses and humanity, opens at the San Diego Natural History Museum on June 1 and will remain on view through January 2013. The exhibit explores early interactions between horses and humans and shows how horses have, over time, influenced civilization including major changes in warfare, trade, transportation, agriculture, sports and many other facets of human life. The exhibition, which has never before been seen on the West Coast, is included with general museum admission.

"Horses are at the very core of what America is all about," said Joe Harber, CEO, president and general manager of the Del Mar Thoroughbred Club. "They are a large part of our history and they live on with us today as both symbol and reality of all the things that are good and true and strong in our society."

The exhibition showcases spectacular fossils, models, dioramas and cultural objects from around the world. A large-scale video and computer interactive allows visitors to peek inside a life-size, moving horse to learn about its anatomy and biology. They also encounter a 220-square-foot diorama depicting some of the horse species that existed 10 million years ago in what is now Nebraska, and representations of the horse in art from the Paleolithic to the present. The exhibition also examines new archaeological discoveries concerning the domestication of the horse and looks at the role of horses in sport, from medieval times on.

The exhibit offers numerous activities that invite visitors to measure their strength in horsepower, manipulate a mechanical horse's leg to make the knee lock and unlock, discover characteristics of many different breeds of horses, and look inside a horse with computer kiosks and a life-size, interactive video screen. Visitors can examine different gaits of a horse by looking through a zoetrope — a precursor to the modern movie projector — at the revolutionary series of photographs taken by the famous photographer Eadweard Muybridge.

In San Diego, the exhibition is sponsored by the Del Mar Racetrack, Blenheim EquiSports, the Walter J. and Betty C. Zable Foundation, the WWW Foundation, the Bank of America Charitable Foundation and the city of San Diego Commission for Arts and Culture. "The Horse" is organized by the American Museum of Natural History, New York, in collaboration with the Abu Dhabi Authority for Culture and Heritage; the Canadian Museum of Civilization, Gatineau-Ottawa; The Field Museum, Chicago; and the San Diego Natural History Museum.

Friesian horse, named Flying Dutchman, is owned by Vladimir Plochaninoff.



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# The Young Curiosity Shop

Quaint store serves Craftsman and Spanish Revival bungalows **By Thomas Shess**



Spanish carved armchair



Set of four vintage Mexican painted chairs.



Small Arts & Crafts oak footstool, 1915.

Peter and Catherine Chester operate a retail shop in Little Italy that a lot of North Parkers wish was located in our 'hood. Called The Bungalow Store (2317 India St., 619-234-7383), the business specializes in furnishings, art, lighting and pottery mainly in three genres: Arts & Crafts, Monterey and Mexicana.

"We feel that we have a good business product and service aimed at bungalow homeowners in San Diego and all over California," says Peter. The shop's Website ([www.thebungalowstore.com](http://www.thebungalowstore.com)) opens up yet another arena with clients across the United States.

Whatever the style of bungalow enjoyed by the homeowner, the Little Italy shop provides furniture, lighting and art specific to the period from the 'teens, '20s, '30s and '40s when these homes were built.

The couple has been in antiques sales and restoration since our graduation from college in 1973, even made a dollar or two from it during college. Their focus has varied over the years from American Oak, 18th and 19th century Americana and mid-century modern.

Over the past several years the Chesters say they've grown in their appreciation for

the bungalow home in San Diego and California in general.

"Not only did our passion grow for these great furnishings, but we saw a business opportunity — a mission if you will — to educate homeowners as well as offer up period specific items relating to the bungalow home," says Peter.

Peter is quick to add, the "bungalow home" is actually comprised of many different styles and influences, some reflecting revival styles that began in San Diego. "The 1915 San Diego Exposition was the cauldron for the revival of the Spanish and Moorish (North African) styles that spread all across California by architects Bertram Goodhue and William Templeton Johnson," Peter says. "So, along with Spanish, you have the Moorish and other Mediterranean styles. With the Craftsman home come the Prairie influence, Japanese and the Swiss."

As the Spanish Revival style became popular, a void for furnishings was filled by the Mason Furniture Co. of Los Angeles, he says. Approached by Barker Bros., a very large furniture retailer, Mason designed a line of furniture that was uniquely California. It was called "Monterey." This line of

furniture was to harken back to the 19th century days of the California Rancho. Solid, well-made, comfortable and casual are the hallmarks of Monterey furniture. There are several other makers of the California Rancho style, notably Imperial and Del Rey as well as Coronado. Coronado furniture was part of the original furnishings of Casa de Pico Motor Court designed by Richard Requa in Old Town.

If you want to gab about Craftsman or Spanish bungalows, you'll find kindred spirits at The Bungalow Shop.

"Owning an older bungalow home is both a challenge and an adventure," says Peter, "Furnishing it with appropriate items from the period can be the same challenge and adventure. One can simply choose to furnish with the new quickly, or experience the fun and adventure of looking for just the right piece to fit that spot. Not everyone has the patience, but for those that do, the 'hunt' and the find can be a very rewarding pastime. It's for those people we have our shop."

Tom Shess is founding editor of the West Coast Craftsman and creative director of San Diego Home/Garden Lifestyles magazine.



# L'Auberge Del Mar's charm rubs you just the right way

By Bob Page

## Coastal resort boasts a stunning renovation and a talented executive chef

So the next time you're thinking about where to dine, here is an idea and it's only a hop, skip and a jump from wherever you're reading this.

Jump in your jitney and head for the L'Auberge Del Mar and its Kitchen 1540 restaurant, now under the command of a local boy made very good, Scott Thomas Dolbee.

Dolbee's impressive resume includes the chic Four Seasons Beverly Hills and Whistler as well as the Ritz-Carlton in Laguna Nigel, the prestigious Jonathan Club in Los Angeles, the Manele Bay hotel in Hawaii, the Wauwinet on Nantucket Island and the Sagamore Resort in Upstate New York's beautiful Adironnacks Mountains.

But the career began here! In Encinitas, where he graduated from San Dieguito High School and at his first kitchen job as a line cook at age 17 at the Del Mar Hilton.

And where did he learn his now considerable skills? The best way: on the job.

To get here, of course, he needed to be found and the credit for finding Dolbee belongs to the savvy perception of Michael Slosser, the L'Auberge's vice president and general manager.

Slosser has presided over a \$26.5 million renovation of the L'Auberge and while the hotel has always been the catbird and center of Del Mar's hospitality offerings, it is now even more so.

Slosser has converted L'Auberge into the feel of a very private, coastal estate.

And, of course, Del Mar is not without its own charms, its often off-the-wall politics aside, but who said you were going there to debate the state of the nation. You're going there to dine in splendor, to soak up the sun and the endless ocean views if you decide to do what you should do, which is to spend a night or a weekend in one of its fabulous ocean-view rooms.

Slosser says the renovation has "transformed the hotel from a French Country Inn to a sophisticated beach estate with better marketing positioning to compete with high-end resorts in the area."







Scott Thomas Dolbee, executive chef



Michael J. Slosser, vice president and general manager

And that is not an arguable point. The makeover is stunning. The lobby, with its front desk and concierge tucked to the side, has a feel of a cozy living room. There is a bar and a fireplace with a choice of inviting chairs and couches with forever views toward the Waterfall Terrace and the Pacific Ocean.

Nothing was overlooked. The 120 guest rooms and suites were refreshed, the dining options were dramatically improved and a cheerful and cozy spa was added. Guests have a private path to the beach as well as a pool and bar area with fire pits for warming after the sun sets and these cooling breezes lap over the resort.

Slosser, who joined Destination Hotels and Resorts in 2000, was with the Garden of the Gods Club in Colorado Springs before taking the reins at the L'Auberge in 2003. He is a graduate of the Hotel and Restaurant Management School at Michigan State University.

Slosser says Del Mar and neighboring residents drive the traffic to the resort's signature restaurant, Kitchen 1540. "We compete with all the more popular North County restaurants and we capture a significant amount of house guests as well," Slosser said, "but the majority of 1540's business is from locals."

While the restaurant has become a beacon for San Diegans over the past few years as note has been taken for its cuisine, what excites Slosser is Dolbee's arrival.

Dolbee worked under the famed culinary master Joaquim Splichel at Pinot Provence in Orange County before going on to earn enthusiastic reviews as executive chef of French 75 in Laguna Beach.

Dolbee joined Four Seasons at its Beverly Hills property in 2004 where he launched its acclaimed The Blvd restaurant before moving to its Whistler resort. In Whistler, he helped the hotel earn Canada's only Five Diamond distinction and also managed the resort's culinary operations during the 2012 Olympics and Paralympics.

Slosser says the hotel has a solid occupancy record throughout the year but "the Del Mar Thoroughbred Club racing season is our busiest time of the year."

The renovation was done to both modernize the hotel as well as to enhance its appeal as a resort destination. "We compete with all of the high-end resorts and boutiques in San Diego and Southern California," Slosser said.

Dolbee describes his new dinner menu as "playful, whimsical and modern" which specializes in Modern American cuisine. The fun part he is adding will be a section in the menu aptly named the "Kitchen Sink," which he describes as his 4 x 5 tasting menu (four courses of five dishes per course). Served family style, he says guests will be "blown away by all kinds of flavors."

In recent years Kitchen 1540 has enjoyed a legacy of highly creative cooking through a series of good chefs, Dolbee said. He is a proponent of slow food and utilizing fresh, local, sustainable regional products.

Dolbee's new menu is intriguing. There is foie gras pastrami, abalone, oyster tartare and a chicorium endivia salad to whet your appetite.

And the best news of all is that the L'Auberge is right here in our own backyard. Check it out for yourselves. We did.





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