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May/June 2012

SAN DIEGO WOMEN who ROCK

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WOMEN SELECTED
THIS YEAR AS LEADERS
MAKING AN IMPACT
ON PAGE 10

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CEO of Adconion Direct



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COVER STORY

ON THE COVER:

Kim Reed Perell is CEO of Adconion Direct, voted one of 20 Women Who Rock for 2012 — leaders who have made a name for themselves in their chosen fields. Read their stories beginning on Page 10.



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Master Landscaper

Landscape architect Glen Schmidt dons a Superman t-shirt whenever he talks about his award-winning craft. He says smart, sustainable, engaging design can help save the world.



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New Musicals Rock

"Hands on a Hardbody" at the La Jolla Playhouse and "Nobody Loves You" at The Old Globe offer theatergoers entertaining musicals for the summer. Pat Launer reviews both productions.



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Donovan's Prime Seafood – Worthy Successor

"Superlative" is the operative word for restaurant owners Dan Shea and partners.

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New Medical Office Building Opens at UC San Diego

A new medical office building designed as a gateway to UC San Diego's Health Sciences and Medical Center has opened. Located behind UC San Diego's Thornton Hospital, the \$25 million, 75,000-square-foot building features office and meeting space on all three levels. The main floor includes exam rooms and a café. The new medical office space will hold a first floor Clinical and Translational Research Institute consisting of exam rooms, pharmacy, treatment rooms, blood draw rooms and related support areas including waiting rooms, restrooms, a reception area and more. The center was built by C.W. Driver. Gensler was the architect and Miyamoto International was the structural engineer.



San Diego to Host Big Showcase of Innovation

The WBT Innovation Marketplace — known as the world's largest showcase of innovation — will be held in San Diego for the first time on Oct. 24-26 at the San Diego Convention Center. The event, which has been held in Texas for the last 10 years, has raised more than \$780 million in private capital across 15 general industry sectors over that time. The event will be wrapping up the application process on June 22. The top 100 market-ready early and seed-stage companies and technologies will be eligible to present to an audience of more than 600 venture capital, angel investment, Fortune 1000 licensing scouts, federal agencies, universities, companies and innovators. The WBT has developed into a community of individuals, regardless of industry sector, geography and funding sources with one goal: to bring premier, emerging companies and technologies to market.

A new feature this year will be the iHub Pavilion, representing technology clusters statewide and featuring technologies unique to the state. California launched 12 certified iHubs, branched by region and/or convergence cluster, to foster the spirit of innovation through collaboration, stimulating partnerships, economic development and job creation. iHub is operated as a local collaborative including government entities, universities, businesses, venture capitalist networks and economic development organizations. Online applications for the event are available at www.wbtshowcase.com. There is no cost to apply.

Cubic Showcases Advanced Training Systems in Jordan

Cubic showcased the advanced training systems it has developed for the Kingdom of Jordan and other Middle Eastern nations during the Special Operations and Homeland Security Exhibition in early May at King Abdullah I Airbase in Jordan. Cubic is a leading supplier of live and virtual training systems in the Middle East and is now extending its capabilities to include computer-based constructive training tools to enable training in all three domains — live, virtual and constructive. Jordan's armed forces recently began conducting live training exercises with their new Cubic-developed deployable Combat Training Center.



Carnegie Mellon Dean Selected as UCSD's Next Chancellor

Pradeep K. Khosla, dean of Carnegie Mellon University's College of Engineering, has been selected to become the eighth chancellor of UC San Diego. Khosla's selection was announced by University of California President Mark Yudof. Khosla will succeed Marye Anne Fox on Aug. 1. Fox announced her resignation last year and will continue in the post until then. Yudof said Khosla emerged as the top candidate after an international search, citing his accomplishments as a leader, educator and researcher. During nearly eight years as dean, Khosla, also the Philip and Marsha Dowd University Professor at Carnegie Mellon, has initiated undergraduate curriculum reform, successful diversity efforts, multidisciplinary and multi-college research centers, multidisciplinary graduate offerings, and international programs in Japan, Korea, Portugal, China and Rwanda. Under his leadership, the College of Engineering has significantly increased the number of women and students of color in its graduate programs. Khosla grew up in Bombay (now Mumbai), India. He earned his MS degree and Ph.D. degrees in electrical and computer engineering at Carnegie Mellon in 1984 and 1986 after graduating from the Indian Institute of Technology with a bachelor's degree in electrical engineering.



Pradeep Khosla



Paul Viviano

UC San Diego Health System to Welcome a New CEO

Paul S. Viviano, chairman of the board and CEO of Alliance Healthcare Services, has accepted the position as the new CEO of UC San Diego Health System and associate vice chancellor for health sciences. His appointment was approved by the UC Board of Regents. He begins the position on June 1. Viviano has been with Alliance Healthcare Services, which provides advanced outpatient diagnostic imaging services, since 2003. He has previously served as president and CEO of USC University Hospital and USC/Norris Cancer Hospital, a private research and teaching hospital staffed by faculty from the Keck School of Medicine at the University of Southern California. Before USC, Viviano was president and CEO of the 300-bed Long Beach Community Hospital between 1985 and 1987, and was CEO of Los Alamitos Medical Center from 1980 to 1985.

Regents Bank Names Steven Sefton as President

Steven D. Sefton, a 28-year veteran of the Southern California banking industry, has been appointed president of Regents Bank. Dan C. Yates remains chief executive officer of the bank as well as president of Grandpoint Capital Inc., the parent company. Sefton previously was senior vice president of Citizen's Business Bank, managing one of its largest regional offices. He joined the bank as the first manager of the headquarters' Commercial Banking Group, where he worked for four years. From 1995 to 2008, Sefton worked for Mellon 1st Business Bank. In 2002, he was appointed regional vice president, managing a de novo commercial office he opened. From 1991 to 1995, he worked at Sanwa Bank as vice president and team leader. Sefton began his banking career at City National Bank, working at the Beverly Hills headquarters in 1984.



Steven Sefton

Cavignac & Associates Team to Enter Rock 'n Roll Marathon

A team of seven employees from Cavignac & Associates, a San Diego risk management and insurance brokerage firm, is participating in the San Diego Rock 'n Roll Marathon on Sunday, June 3. The Cavignac & Associates team of employees has already exceeded its fundraising goal by raising \$12,000, which will benefit the Leukemia & Lymphoma Society. Team members are Celia Mondfrans, Barbara Carter, Linda O'Hara, Rachel Boucher, Jolinda Kramer, Sue Marberry and Patrick Casinelli. Some have committed to running the full 26.2-mile course while others plan to walk the half-marathon (13.1-mile) route. All have a mission to find cures to blood cancers after being personally affected by friends and family member who have suffered or died from the disease.

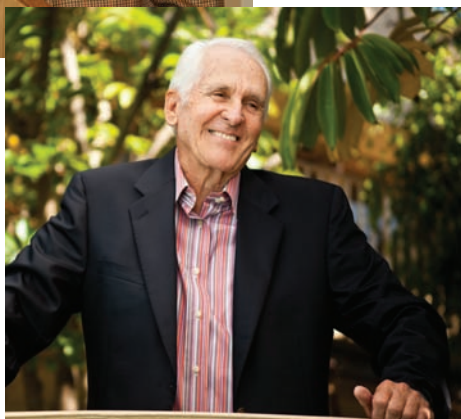
The San Diego Rock 'n Roll Marathon begins at 6:15 a.m. at Sixth Avenue and Quince Street in Balboa Park, winds through urban neighborhoods, and ends at SeaWorld. All proceeds benefit the Leukemia & Lymphoma Society.



Pictured top, from left: Barbara Carter, Jolinda Kramer, Sue Marberry and Celia Mondfrans; bottom, kneeling: Linda O'Hara.



Leonard Lavin



Bob Payne

SDSU Bestows Honorary Doctorate Degrees to Entrepreneurs

San Diego State University awarded honorary doctorate degrees to two entrepreneurs — Leonard Lavin and L. Robert Payne, who were honored during May commencement ceremonies at Viejas Arena. Lavin, founder and former CEO of the beauty supply manufacturing and marketing company Alberto Culver Co., which became an international Fortune 1,000 company, is also credited with developing television's first 15- and 30-second commercials. He is a frequent guest lecturer at SDSU and often leads mentoring sessions with students in the College of Business Administration. Payne is president and CEO of Multi-Ventures Inc., a real estate investment and management company. An SDSU alumnus, Payne provided seed funding to create the Hospitality and Tourism Program, and was one of three alumni who contributed a lead gift to support the Parma Payne Goodall Alumni Center.

Jack in the Box Names New President and COO

Leonard A. Comma has been promoted to president and chief operating officer of Jack in the Box Inc. Comma, who had served as executive vice president and chief operating officer of the company since 2010, retains oversight of operations, restaurant development and franchising, and will now also oversee marketing for Jack in the Box restaurants. Comma joined Jack in the Box in 2001 as director of convenience store and fuel operations.

Potters' Guild's Spring Show

Thousands of pieces of hand-made ceramics by San Diego potters will be featured at the San Diego Potters' Guild's Spring Sale on June 9-10 in the Spanish Village patio area in Balboa Park. Works range from functional ware such as plates, bowls, and coffee cups to more decorative and sculptural forms such as ceramic shoes, garden lanterns, and conch shells. Prices range from a few dollars to a few hundred dollars. In addition to buying hand-made ceramics, you can also meet the artists. Most of the Guild members will be available to answer questions about ceramics in general or their own work in particular. There will also be demonstrations of throwing pots on the wheel. Hours for the sale are 10 a.m. to 4 p.m. both days. For information, call the Guild at (619) 239-0507 or visit sandiegopottersguild.org.

Transportation Partnership

Cubic collaborates with UC San Diego for transit research

Cubic Transportation Systems and the Jacobs School of Engineering at UC San Diego are collaborating on a project that would give transit customers the ability to make better travel choices by using information they receive from mobile devices and wireless communications. Cubic will contribute \$500,000 over five years to the Jacobs School of Engineering to fund research done by faculty, students and Cubic Transportation Systems staff.

"The partnership with UC San Diego will help Cubic realize its vision of mobility in the future — what we call Nextcity," said Matt Cole, senior vice president of strategy and business development. "Consumer mobile devices, wireless communications and account-based payment processing create the opportunity to make significant new information available to travelers."

Cubic said Nextcity will deliver personalized information to passengers so they can make informed travel choices.

"Our research will make better use of the existing data and seek innovative ways to apply this information and technology to better the traveler's experience, and improve the efficiency and utilization of the transportation system and a city's resources," said Pradip Mistri, vice president of engineering.

The research partnership potentially spans mobile and web technologies, wireless networking, location-based services, data ware-



Frieder Seible, dean of the UC San Diego Jacobs School of Engineering.

housing and system architecture and analytics, all areas of expertise at the university.

Combining the broad scope of the university's research expertise across these domains with Cubic's insight into the transportation sector will be instrumental to finding practical yet innovative new approaches, said Frieder Seible, dean of the UC San Diego Jacobs School of Engineering and holder of the Walter J. Zable Professor endowed chair at the school.

SAN DIEGO WOMEN *who* ROCK

SD METRO is proud to introduce Women Who Rock for 2012, a group of outstanding professionals who have made a name for themselves in their careers and are making significant contributions to our community. All of the women here were nominated by our readers. While all of the other nominations were of people who have made impressive job and community contributions, we believe our final choices are particularly noteworthy. We would like to thank everyone who took part in the nomination process.

Shay Hughes

Shay Hughes is the first to admit that she has taken an unusual path to her executive role as chief operating officer at Hughes Marino, San Diego's largest commercial real estate firm exclusively representing tenants. "When people ask me what my background is in, they usually think it's in interior design or advertising. I love to tell them I've been a stay at home for 20 years!" Now that her children are 21, 19, and 17, Shay, who is 43, says she first got "unknowingly recruited" into the business by her husband, Jason Hughes, president of Hughes Marino, who the firm is named for, when he encouraged her to act as producer of the firm's high-profile television commercials. With eight TV spots under her belt, she began quietly and systematically revamping the company's website, marketing efforts, business strategies, and internal operations. It wasn't until the past year that she began getting recognition for her leadership in the firm ("an injection of creativity and love" she says) with the unveiling of the company's new headquarters located on the corner of Front and Beech Streets in Downtown. Shay, sporting a hard hat, spent most of last year leading a team of contractors, architects, and craftsmen in a major overhaul of the former San Diego Magazine offices, from conceptualizing the original design to personally hand-selecting nearly every last finish and furnishing throughout the space. While she thrives on the endless opportunities for creativity that her role as COO affords her, the contribution she is most proud of is the transformation of the culture of Hughes Marino. "Our company has undergone a complete cultural revitalization, and we are excited to be breaking the mold of traditional real estate firms. We are truly a family here, and our spouses and children are all part of the equation that makes this such an amazing place to work and be a part of." From the firm's quarterly retreats to the family style living room, kitchen and game room that is the center of gravity in their new "home away from home," Shay's impact on the culture of the company has reorganized and recharged the firm. She adds, "My life has always been all about family, and now that family includes our entire company."



Mary E. Lyons

Mary E. Lyons, Ph.D., became president of the University of San Diego in July, 2003. During her extensive career in education, Lyons has enjoyed rich and varied experiences as a teacher, professor and administrator. Before taking the helm at USD, Lyons was president of the College of Saint Benedict in St. Joseph, Minn. Prior to this, she served as the president of the California Maritime Academy, a campus of the California State University in Vallejo. With this appointment Lyons was commissioned a rear admiral in the U.S. Maritime Service. Earlier in her career she was the academic dean and professor of Rhetoric and Homiletics at the Franciscan School of Theology, Graduate Theological Union in Berkeley. A fifth-generation Californian, Lyons spent her childhood traveling with her military family, living throughout the United States and in Eritrea, Africa. She received her undergraduate degree from Sonoma State University, her Master of Arts from San Jose State University and her Ph.D from UC Berkeley. During her 25-year career as a U.S. Naval Reserve Officer, she held a variety of assignments, including an active duty position teaching at the Naval Training Center in San Diego and two appointments as commanding officer of Naval Reserve units. She retired in 1996 as a captain in the U.S. Naval Reserve. She has received the San Francisco Medallion for scholarly achievement and community service, and the Distinguished Alumni Award from Sonoma State University and the recipient of a Doctorate of Humane Letters from the College of New Rochelle. She is chair of the Association of Independent California Colleges and Universities, Council of Presidents for the Association of Governing Boards, the St. Joseph Health System and the San Diego Opera.



Joanne M. Pastula

Joanne M. Pastula is the president and CEO of Junior Achievement of San Diego and Imperial Counties. Prior to her appointment with JA, Pastula was a principal with John Burnham and Co. for nearly 20 years, retiring in 1995 as executive vice president. Having spent over 30 years as a San Diego business and community leader, Pastula decided to give back through the nonprofit world. She selected Junior Achievement because it is the quintessential economic-education program, which brings the real world of business right into the classroom. Today, JA impacts 46,000 kindergarten-12th grade students, empowering them to own their economic success by teaching them essential financial education, work-readiness and entrepreneurship skills. This is a 200+ percent increase over the 15,000 students JA was impacting when Joanne joined as executive director in 1999. Pastula was responsible for bringing business leaders together for a capital campaign that created a permanent home — Junior Achievement's Frontier Trading Free Enterprise Center. This new home includes the McGrath Family JA BizTown, a micro-city where annually more than 13,000 students run businesses, open bank accounts, become philanthropists and pay taxes. Prior to attending, students create resumes, complete job applications, interview for positions and put together business plans. A recent breast cancer survivor, Pastula remains active in the community and has been a member of Rotary Club 33 since 1990, and a member of the San Diego Economic Development Corp. board, among others.



Donna Cellere

Donna Cellere is one of the owners of Sweet Cheeks Baking Co. in the Grantville area of San Diego. She is an amazing woman who motivates and encourages young women in business through hands-on training and guidance. Cellere produces desserts and breakfast pastries for the San Diego community with a small team of young women. She has built the baking team over the last five years to six full-time employees and a rotating spot for students from nearby colleges. The company has set up an internship program with Hi-Tech High where a teenage student is able to work and learn from the commercial baking team for their school project. Cellere is a former Navy chef who was hand-selected to cook for both Presidents Bill Clinton and George W. Bush at the White House. Spanning approximately 10 years, she cooked and baked in the White House kitchens for foreign dignitaries, heads of state, and celebrities like Dolly Parton and Tom Selleck. The staff at Sweet Cheeks Baking Co. is fortunate to have Cellere leading their team. A spokesperson for the company says the team has never met a more trustworthy and hard working woman in all the time they have been in the food and beverage industry (one of the toughest to survive). They are proud to be a part of this company with her at the helm.



Juanita Brooks

From taking in laundry to helping her single mother make ends meet, to graduating Yale Law School at 23 (after SDSU), to being a senior partner at the world's largest intellectual property law firm, Juanita Brooks rocks the legal world. Juanita, 57, is a Fish & Richardson lawyer who has reached the uppermost echelon of her profession: handling high stakes, highly competitive intellectual-property litigation for such clients as 3M, Microsoft, Bank of America and many other household names in federal courts throughout the U.S. Brooks, who argues at least seven trials a year, handles cases that typically involve life-saving drugs and humanity-altering inventions. In San Diego's legal community and far beyond, she has demonstrated that being a woman and a minority is no barrier to great success. And her peers agree. She has been voted by other attorneys to the national Best Lawyers list every year since 1987 in addition to being awarded numerous other honors, including being profiled in Redbook Magazine. Brooks serves on the board of directors of the Western Center on Law and Poverty. She was instrumental in getting thousands of low-income and indigent San Diegans health care by taking on the county of San Diego over its income thresholds for free medical services. She also is responsible for her firm giving nearly \$250,000 to the fight on poverty by donations to Western Center. She is a founding member of the Wallace Inn of Court, which was designed to improve the skills, professionalism and ethics of the bench and bar. Brooks is a frequent speaker on trial skills, diversity issues and managing professional and personal lives. A mother to two, she is an advocate for international adoption — her son Jaye was born in India.



Kim Reed Perell

Kim Reed Perell is CEO of Adconion Direct, a multi-channel digital distribution platform spanning display, email and social media. Perell is a highly respected technology and online marketing entrepreneur with over a decade of experience in online media acquisition, direct marketing, lead generation, branding, prospecting and product distribution. Prior to Adconion, she was the founder and CEO of Frontline Direct Inc., a performance-marketing company that she self-funded and grew to more than \$100 million in annual revenue. Frontline Direct was acquired in February 2008 by Adconion Media Group. When asked if she had ever imagined if the company would get this big, Perell replied, "No, never. My goal in life has always been to be happy and to inspire, motivate and help others. I've been very fortunate to do what I love and do it with people who really care about one another." The success of the company is not only shared with employees, but the community at large. Perell believes in corporate responsibility, and this philosophy is incorporated into the company values. Employees are encouraged to make a positive difference in local communities. Adconion Direct chooses a local organization to support every quarter and also offers a paid personal volunteer day per quarter to every employee in the U.S. At the Adconion Direct corporate summit in March, the employees painted a school mural at New Life Head Start, as well as donating books, tricycles and wagons full of household necessities. Prior to founding Frontline, Kim was responsible for Internet marketing and sales at Xdrive Technologies (acquired by AOL). She holds a Bachelor of Science degree in business administration, Magna Cum Laude, from Pepperdine University and is a member of the San Diego chapter of the Young Presidents Organization.



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WOMAN WHO ROCK

Camille Saltman

As president and board member of CONNECT, Camille Saltman has exhibited leadership and dedication to the staff she oversees and to the organization's mission. CONNECT has assisted in the formation and development of more than 3,000 companies in the San Diego region and is widely regarded as one of the world's most successful organizations, linking inventors and entrepreneurs with the resources they need for commercialization of innovative products in high-tech and life sciences. CONNECT was recognized by Time and Entrepreneur magazines and in 2010 received the Innovation in Economic Development Award from the U.S. Department of Commerce for creation of Regional Innovation Clusters. CONNECT manages the San Diego Innovation Hub (iHub), designated by Governor's Office of Economic Development in 2010. Over her 30-year career, Saltman, has been CEO of an advertising and public relations agency, a health care advocate and the head of the marketing communications of several major corporations. Originally a journalist and author, she writes and speaks frequently on the topics of innovation and marketing. An active member of the community, she serves on the board of the La Jolla Playhouse and the New Children's Museum. She is a Medallion Society Member of the La Jolla Music Society, past vice chair and board member of CommNexus San Diego and a co-founder and former board member of CleanTECH San Diego, SD Sport Innovators and Wireless-Life Sciences Alliance. She is also a past board member of San Diego Social Venture Partners. In 2005, Saltman received the STAR Award from the San Diego Performing Arts League. She is a recipient of the Tribute to Women and Industry (TWIN) award and Spirit of Commitment Award from the YWCA, and the Women Who Mean Business award from the San Diego Business Journal for achievements in advertising.



Karen Johnson

Karen Johnson is associate vice president of Colliers International, San Diego Region. She specializes in office and industrial sales and leasing and tenant/buyer representation, focusing on central and south San Diego County. Johnson enjoys a successful career working with clients that include Nordstrom, UCSD, SAIC and Costco. In 2008, she was named Deal Maker of the Year by the Commercial Realtors Association of San Diego. She is a member of the NAIOP, Otay Mesa Chamber of Commerce and the South County Economic Development Corp. Johnson enjoys giving back to the San Diego community and is dedicated to helping the Fisher House, which donates "comfort homes," built on the grounds of major military and VA medical centers, so that family members can be close to a loved one during the hospitalization for illness, disease or injury. She leads a team of Colliers employees who volunteer at the organization. Johnson started working with the Fisher House in April 2011. The Colliers team supplied all of the toys and games for the toy room, restocked the kitchen and purchased two large patio umbrellas for an outdoor sitting area. For the official open house, Johnson organized the food and drinks, gave tours of the two houses and helped with set up and clean up. In the fall, she and her team held a paper drive, collecting all types of paper products to be used for the families staying at the homes and they purchased everything and decorated two homes for the holidays. Johnson has raised money for the Alzheimer's Association and served on the board of directors of the Riverside Area Rape Crisis Center and The Inland Aids Project. She has also testified before the state Senate on a bill regarding domestic violence.



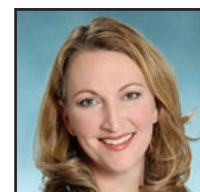
Holly Smithson

Holly Smithson, executive vice president at CleanTECH San Diego, has been a driving force in the CleanTECH organization since its start five years ago, growing the membership base to more than 100 clean technology-industry stakeholders and bringing the attention and investment of multinational companies like GE, Honeywell, Soitec and Enel Green Power to the region. As one of the most prominent emerging San Diego industries, a consortium of cleantech companies, service providers and NGOs speaking with one voice is critical to advancing the region's goal of being a global leader in the new energy economy. Smithson is peerless in her ability to bring people together because, as she says, "It's my experience that if you're not at the table, you're on the menu." At CleanTECH San Diego, Smithson is responsible for business development, marketing and management of its many member programs. She oversees several vertical programs designed to foster market-entry for early-stage companies and stimulate market penetration for larger cleantech enterprises. Above all, she is tasked with building a robust member organization and ecosystem that attracts capital investment, deal flow and company growth while maintaining the regional CleanTECH brand. Before joining CleanTECH, Smithson worked in public policy for 10 years in Washington, D.C., in both the executive and legislative branches, as well as non-government organizations. In 2003, she was selected as a presidential appointee and worked in the U.S. Environmental Protection Agency in its office of congressional relations and then leading its public affairs division. Before serving in the Bush Administration, Smithson was a registered lobbyist for the Solid Waste Association of North America and also worked on the professional staff of presidential, senatorial and gubernatorial campaigns in Florida and North Carolina. Smithson is a philanthropist, marathon runner and mentor for young women in the cleantech industry.



Lori Bays

Lori Bays is the public administrator and public guardian for the county of San Diego. Her department serves some of the county's most vulnerable residents by acting as their legal guardian and decision-maker. These clients have been found unable to take care of themselves or their assets. They're generally older, frail adults who are at risk or have been victims of abuse or neglect and are without family or friends able to assist them. Bays is also the executive lead on the San Diego County Health and Human Services Executive Team for "Living Safely," the second tier of the county's strategic plan, "Live Well, San Diego," focused on its vision of healthy, safe and thriving communities. Her expertise includes public policy, child and adolescent issues, mental health treatment, guardianship/conservatorship, aging issues, family systems, substance-abuse treatment, leadership and employee engagement. Bays' leadership provides the community with valuable services that benefit all of San Diego residents by reducing abuse, improving quality of life and minimizing costly emergency services for some of the most fragile members of the community, as well as preventing loss of financial assets and property. Bays sits on the boards of the Health and Human Services Agency Executive Team, the National Guardianship Association, the California Association of Public Administrators, Public Guardians and Public Conservators, the San Diego County Bar Association, the S.D. Hoarding Collaborative, the S.D. County Elder Death Review team and the San Diego Fiduciary Abuse Specialist team. She is a member of the California Association of Marriage and Family Therapists. Bays led successful initiatives such as a two-year flexible workforce pilot project that measures performance while "teleworking," working remotely and utilizing alternate schedules.



Sandra Pelletier

Sandra Pelletier is the CEO and founder of WomanCare Global (WCG), a dynamic international nonprofit organization that focuses on improving the lives of women. Recently establishing WomanCare Global's headquarters in San Diego, Pelletier is responsible for leading daily operations that provide women around the world with access to safe, affordable and quality contraception and reproductive-health products. Developing and implementing best-business practices, she intends for WCG to grow and become a self-sustaining entity in the near future. Currently, WCG reaches over 100 countries, with a specific focus on underserved markets in Africa and Asia. Throughout her career, Pelletier has been a pioneer in promoting women's issues. In her previous role as an executive coach, she has inspired thousands of executives nationwide to achieve personal and organizational success. As the author of the book, "Saddle Up Your Own White Horse: 5 Principles Every Woman Needs to Know," Pelletier offers practical guidelines for achieving life's goals. In 2011, She was named a finalist for San Diego Magazine's Woman of the Year. She is a health enthusiast, a member of the Women's Professional Organization and mother of a 5-year-old son.



Shannon Van Buskirk

Shannon Van Buskirk is a serial Internet entrepreneur, wife, mother and someone who has dedicated her work to thanking and honoring those who protect and serve. Last year, Buskirk co-founded GovX Inc., which operates GovX.com, now the most popular online shopping destination that offers substantial discounts exclusively for those who serve, or have served, in the U.S. Armed Forces and related government agencies. She works to identify manufacturer/partners who devote themselves to the cause of taking care of men and women who serve the nation. Going one step further, GovX donates a portion of its e-commerce proceeds to military and law-enforcement associations and foundations such as the Marine Corps Association & Foundation and the Air Force Veteran Benefits Association, among many others. The phone calls and emails that come across Shannon's desk each day are outpourings of appreciation for the help and recognition that GovX provides to military personnel and their families. With the huge military presence in San Diego and a large number of San Diego-based manufacturer partners, Buskirk is helping to drive the local economy by providing new sales channels to local companies, new jobs to San Diego, and new ways to show appreciation to those who protect and serve the nation and its communities.



Shaney jo Darden

After a friend's shocking death from breast cancer at age 27, San Diego native Shaney jo Darden founded the Keep A Breast Foundation to drive awareness for breast cancer in young people and provide resources for young survivors and those recently diagnosed. Under her leadership, Darden transformed Keep A Breast from a controversial grassroots "I Love Boobies" movement into the leading global, youth-based breast cancer nonprofit, reaching and inspiring millions across the globe with messages of prevention, education and support. Using her fashion-design experience working for such notable designers as Etnies, Emerica, DC and Tommy Hilfiger, Darden also developed a campaign that harnessed the power of art to communicate complex feelings about health, the female form and breast cancer. Keep A Breast launched the Treasured Chest program, a series of art benefits where one-of-a-kind plaster forms of the female torso, such as Katy Perry's, were customized by artists and auctioned off to raise funds for education programs all over the world. Keep A Breast's distinctive approach has merited recognition for Darden, including the Yoplait Champion Award, the Alternative Press "25 Most Influential People in the Music Industry," TNT's "Dramatic Difference-Maker" award, and most recently, the Surf Industry Manufacturer's Association Humanitarian of the Year.



Join Us in Congratulating Sandra Pelletier

Named 'One of 20 Women Who Impact San Diego'

Leader, Women's Activist, Author

Sandra Pelletier is the founder and Chief Executive Officer of WomanCare Global, a non-profit organization whose mission is to improve the lives of women, their families, and communities, by enabling access to quality, affordable birth control and reproductive healthcare products.



Sandra is committed to serving the needs of the local San Diego community, dedicating her time and resources to raising awareness and delivering tangible results to a variety of women's issues organizations.

She is the author of the highly successful *Saddle Up Your Own White Horse: 5 Principles Every Woman Needs to Know*, in which she shares practical guidelines for how women can create the achievements they desire without sacrificing critical aspects of their lives.

Congratulations, Sandra!

For more about Sandra, visit www.saundrapelletier.com
For more about WomanCare Global, visit www.womancareglobal.org



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LEADING BY EXAMPLE!

Under the leadership of President Mary E. Lyons, PhD, the University of San Diego is committed to being a force for positive change, dedicating more than 300,000 hours of service to communities across the globe. USD is proud of President Lyons for being recognized as a Woman of Impact!



Nancy Batterman

Nancy Batterman is CEO of Employment & Community Options (E&CO), a nonprofit organization that educates and empowers low-income adults with developmental disabilities with the skills and knowledge necessary to achieve their personal goals and optimum potential in life. With her 25-year dedication, E&CO has supported countless individuals. One of the organization's most successful programs is the micro-enterprise program that enables developmentally disabled adults to start and run their own small businesses. Another success is the integrated employment program, which places E&CO program participants in paid positions with local employer partners throughout San Diego County. Batterman has worked to build lasting relationships with employers, which enables E&CO to more quickly and easily provide participants with employment. In addition to her work with E&CO, Batterman is in the process of becoming a Commission on Accreditation of Rehabilitation Facilities (CARF) surveyor. CARF is an independent, nonprofit accreditor of health and human services, which assists service providers in improving the quality of their services, demonstrating value, and meeting internationally recognized organizational and program standards. As a surveyor, she will have the opportunity to travel to programs in other states and award them a CARF accreditation. The opportunity will enable Batterman, E&CO and San Diego to remain ahead of any changes in standards in the practices of health and human services. Batterman has accepted the position of chairperson of the Public Policy Committee of the California Disability Services Association, where she is actively participating on the budget subcommittee, the legislative committee, and the system-design subcommittee. As a result, Nancy will be able to directly influence the public policy agenda and the messages sent to legislators.



Wendy Forkas

Wendy Forkas is the chief operating officer at Employment & Community Options (E&CO), where she's responsible for the day-to-day program operations. She oversees execution of consumer programs including vocational services, integrated-employment services, independent-living services and behavioral services as well as the safety program, quality assurance and program development. With 20 years of experience working in the nonprofit sector, Forkas is perfectly poised to understand the needs of E&CO and the San Diego community. She is working to partner with San Diego State to bring an autism certification course to E&CO staff in response to the increasing number of autistic individuals in the community. Courses like this will help ensure staff has the necessary training to provide effective services to people who are diagnosed on the Autism Spectrum in E&CO programs. Forkas is in the process of expanding a program already in place in the Vista School District. The district's Integrated Employment Services program helps provide job training and paid employment upon graduation for students with developmental disabilities. The program helps students transition to the world of paid employment in a way that sets them up for independence in the future. Forkas is in talks to expand these transition services in other North County school districts. Forkas works with other resources and organizations in San Diego to unify and support San Diego's community of developmentally disabled adults. In coordination with E&CO CEO Nancy Batterman, Forkas is meeting with the directors of Sierra Academy and Springall Academy, private providers of specialized education program services to special needs students, to establish working partnerships and better the education and training of students with developmental disabilities. Forkas recognizes the importance of integration and collaboration between organizations in our communities, and thanks to her hard work, more people are being helped than ever before.



Sondra R. Levine

Sondra R. Levine is a well-respected attorney at Lewis Brisbois Bisgaard & Smith (LBBS), a large San Diego law firm. Regarded as a "superstar associate," she is highly sought after for complex and class-action litigation matters. Early in her career with LBBS, Levine became lead associate in the consolidation and representation of more than 300 individual defendants in a San Diego Superior Court case. She played a pivotal role drafting the motion that resulted in the dismissal of the charges. As part of her work Levine realized that her clients were spending immense amounts of time and money on cases that could have, and should have been avoided, never reaching litigation. Deciding to pursue mediation and conflict-resolution as an innovative and creative way to approach dispute resolution, in 2011 she formed Synergy Resolution Group, a company that works with schools, businesses and community organizations to teach conflict-resolution skills and develop peer mediation groups. This year, Levine presented a seminar titled "Flashpoint: Using Conflict-Resolution Skills to Tame Tensions and Turn Down the Heat in Workplace Disputes," at the San Diego Society for Human Resource Management's annual Law Day Conference. She was the youngest presenter at the conference and the only associate attorney to present. An active alumnus at the University of San Diego School of Law, she is regularly invited to attend career-development events for law students, has spoken on career development panels and served as a volunteer judge for law student mock-trial and moot-court competitions. Levine also serves as a volunteer mediator for the San Diego Superior Court, Small Claims Division and a community mediator for North County Life Line and the National Conflict Resolution Center in San Diego. In 2011 she was recognized as one of San Diego's Top Young Attorneys by the San Diego Daily Transcript.



Jeanne McAlister

79-year-old Jeanne McAlister, founder and CEO of McAlister Institute, has been offering the chance at a better life to thousands of alcoholics, drug addicts and the homeless since she founded the institute in 1977. The institute currently serves more than 2,500 men, women, children and teens each month in San Diego County with inpatient and outpatient services and vocational training. McAlister, 55 years sober, knows what it's like to feel helpless and hopeless. Her drinking began at 14, two years after she ran away from her home and dysfunctional family. Ultimately, she entered Alcoholics Anonymous after her alcohol abuse spiraled out of control. It wasn't until she had been sober for 15 years that she entered therapy and suddenly recognized an ability to help others. Hers is a perfect inspirational story on second chances and the potential of taking one's toughest struggles and turning them into one's greatest legacy. The San Diego McAlister Institute's mission is to provide high-quality, low-cost substance abuse services to those who need a way out of the vicious cycle of addiction. The institute has earned recognition as one of San Diego County's leading resources for the compassionate care and treatment of individuals and families suffering from addiction and homelessness. It has numerous programs, one specifically helping mothers and children. Known as the Kiva Women and Children's Learning Center, the program is a long-term residential program (six to 12 months) for substance-abusing women and their children. Services include assessment, educational workshops in topics such as life skills, vocational training, health, and relapse prevention, as well as treatment planning, individual and group counseling and parenting instruction. McAlister has received numerous awards, most recently the 2010 Mental Health Person of the Year Award from the county's Mental Health Recognition Committee.



Alexis Parker


Alexis Parker, executive director of HomeAid San Diego, is a passionate and dedicated advocate for the homeless, which in San Diego County is an epidemic. An estimated 10,000–15,000 people are without a home on any given night in our county. HomeAid, a nonprofit organization founded in 1989, works closely with 18 active chapters in 12 states. With the mission to build dignified housing where homeless families and individuals can rebuild their lives, the HomeAid Shelter Development Program consists of the generosity of homebuilders and suppliers, where the homeless can learn the job and life skills necessary to return to the mainstream society. HomeAid's shelters serve abused children, victims of domestic violence, homeless veterans, at-risk teens, people living with HIV/AIDS, the temporarily unemployed, and victims of natural disasters and other catastrophes. HomeAid has recently completed a major remodel of seven cottages in Normal Heights for young homeless mothers and their dependent children and, within just a few years, has built seven projects that provide more than 45,000 bed nights each year in San Diego County. The total retail value of construction for these seven projects exceeds \$2,200,000—93 percent of which was donated by builders and their trade partners. HomeAid's Shelter Development Program is the largest developer of housing for the temporarily homeless in the U.S. with 30 new shelters currently in development. To date, HomeAid has completed 275 multi-unit shelters, 134 shelter renovations with a total value of \$175 million with 48 percent donated by the building industry. Within these shelters, 140,000 homeless people have been housed around the country. HomeAid's Shelter Development Program is in continuous motion due to builders who construct shelters for service providers to care for the homeless and then recruit trade contractors and suppliers to assist. Upon completion, shelters are donated to service provider.



Jo Dee Catlin Jacob

Jo Dee Catlin Jacob, CEO of Girl Scouts, San Diego-Imperial Council, completed a 27-year U.S. Navy career, reaching the rank of captain and as commanding officer of the Naval Station in Guam. She joined Girl Scouts in 2001 and used her military savvy to originate Operation Thin Mint, through which San Diegans will send their 2 millionth box of Girl Scout Cookies to deployed military troops this year. Jacob led a successful \$5.5 million capital campaign for the addition of new structures and facilities to the Girl Scout properties that serve nearly 43,000 girl and adult members. To launch the next century of Girl Scouting, she infused her council with learn-by-doing programs to prepare girls for the future, ranging from STEM (science, engineering, technology and math) career programs to a vibrant new visual/performing arts initiative. Through her work, Girl Scouts San Diego was selected by Girl Scouts of the USA as a national model for Latina outreach, and as one of its 19 national STEM-advocacy councils. Jacob keeps Girl Scouting affordable through successful fundraising efforts. She oversees an outreach program that makes scouting accessible to 8,000 girls of diverse backgrounds each year, including those in the foster-care system, shelters, detention centers and low-income neighborhoods. Her numerous honors include a national Public Relations Society of America Silver Anvil Award; a Nonprofit Leadership Fellowship to Harvard Business School; San Diego Business Journal's Most Admired Chief Executive Officer Award; San Diego Women's Club: Celebrating Women Award (2009); Nonprofit Management Solutions: Executive Excellence Award (2004). She has also received widespread accolades for collaborating with for-profit and nonprofit organizations. These efforts include partnerships with sponsors Sharp Health Plan, AT&T and SDG&E. The University of San Diego recently presented Girl Scouts San Diego with the Kaleidoscope Award for Exceptional Governance. Jacob also is president of the 100-year-old San Diego Rotary Club.




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YWCA Honors Women in Industry

Four chosen for outstanding service

Four women considered to be outstanding leaders in their respective fields have been honored by the YWCA of San Diego County as part of its TWIN (Tribute to Women In Industry) program for 2012. The women were honored at the organization's In the Company of Women fundraising luncheon in April. The recipients are:

- Camille Saltman, president and board member of CONNECT.
- Diane Mack, vice president and legal counsel at Qualcomm Inc.
- Muffy Walker, president and co-founder of the International Bipolar Foundation headquartered in San Diego.
- Tina Marino, founder and executive director of The Encouragement Center Inc.



Camille Saltman received the Spirit of Commitment Award, which is dedicated to recognizing San Diegans who have provided extraordinary leadership in their chosen profession and who have shown that same level of commitment to the ongoing well being of the community.

Over her 30-year career, Saltman has held a wide range of senior management roles including CEO of an advertising and public relations agency, health care advocate and the head of the marketing communications divisions of several major corporations. Originally a journalist and author, she writes and speaks frequently on the topics of innovation and marketing.

Saltman is a board member for many different organizations, including the La Jolla Playhouse, the New Children's Museum and the International Commercialization Alliance. She is a co-founder and former board member of CleanTECH San Diego, SD Sport Innovators and Wireless-Life Sciences Alliance.



Diane Mack received the TWIN Mentor Award, presented to a woman who supports other women in the workplace and helps them achieve their potential by providing career guidance and advancement opportunities.

Mack is responsible for managing international human resources, benefits, acquisitions and employee leave matters at Qualcomm Inc. She has a specific passion for workplace safety and has made a commitment beyond the usual scope of her role to serve as an experienced adviser to the company on this topic. During her time with Qualcomm, Mack has taken on

several formal and informal mentoring roles within the company. She actively and regularly offers assistance and mentoring to the female members of the human resources team, providing them with professional, career and legal guidance. She also formally serves as a mentor in Qualcomm's executive women's group, a 'first of its kind' program at the company.



Muffy Walker was the recipient of the Twin Visionary Award, presented to a woman who contributes significantly to industry in a managerial, executive or professional leadership role. Walker is responsible for overseeing the board of directors of the Bipolar Foundation as well as officers and committees. She also has primary oversight of program planning

and evaluation and is active in promotion and fundraising for the organization. Walker is a crusader for those affected with and by bipolar disorder devotes up to 60 hours a week of her time to increasing awareness and promoting public education about mental illness. She has implemented a diverse range of innovative and new programs with this focus in mind. She develops lectures and hosts monthly webinars focused on reducing stigma and is active in local and national government to introduce positive policy change, and has worked with the Girl Scouts to develop a Mental Health Awareness patch.



Tina Marino received the TWIN Humanitarian Award, presented to a woman who empowers women in San Diego through active participation in community organizations that help women achieve self-sufficiency. Marino is responsible for managing the daily operations of The Encouragement Center, helps coordinate assistance for low-income individuals and

families and seeks to help people achieve self-sufficiency in their lives. Marino is also a mergers and acquisitions broker for The Heim Group Inc. and uses her extensive experience in the field to prepare buyers and sellers, providing ongoing support throughout the process. In addition to these demanding workloads, she is a charter member of the Connected Women of Influence (CWI) and has been instrumental in providing advice, encouragement and support to help facilitate the growth of the private membership organization. Marino sits on the CWI Advisory Board.

4 Tips for Tenants in a Tightening Market

How to get the best lease deals for your business

By David Marino

As the commercial real estate market tightens countywide, across all product types (but particularly in larger blocks of space over 50,000 square feet and the Class A office market), tenants need to adapt their thinking when they are looking to lease or purchase new space for their businesses.

Having experienced the ups and downs in the San Diego commercial real estate market over the last 23 years, which now enters the third commercial real estate recovery cycle, there are four major considerations that tenants need to think about when going to the market.

Cost Per Employee

1. Think about “cost per employee” versus cost per square foot. So much of the thinking around commercial office and lab space is based on cost per square foot. However, a bigger driver in your occupancy cost is the square footage that you actually lease. More and more companies are getting increasing efficiency by abandoning private offices in favor of work stations, and the private offices that remain are smaller (people don’t need all that filing space anymore!).

Additionally the work station “fabric panel” is becoming a relic of the past, as more and more companies reduce panel height or eliminate work station panels entirely. There are amazing next generation furniture systems out there that are more cost effective, open and functional, than the “cube farm” of the past. These new systems allow companies to reduce the per person square footage required.

When you start thinking about “cost per person” you have a better way to value the tradeoff’s of cost relative to location, quality, amenities and other features of comparative spaces. While a \$.25 per-square-foot rent premium might sound expensive for a better space, that converts to \$50 per employee per month (assuming 200 square feet per person), which very well might be worth the investment to get that better space.

Use the Soft Market

2. Take advantage of the relatively soft market. Tenants with leases expiring in 2012 and 2013 will be pleased to know that the market is still historically relatively soft, although not as tenant favorable as it was in 2010 and 2011. Notwithstanding, there are still great deals as San Diego County’s average time on the market of

available space remains between 18 to 24 months in most product types, and most submarkets. Landlords still need tenants and have buildings to fill. Landlords are willing to get aggressive, providing ample tenant improvements and free rent to offset a tenant’s moving costs. It is still a great time to be a tenant and to lock in long-term rents and concessions. By locking in long-term leases, the tenant can negotiate more favorable economics and concessions today, versus having a lease expiring in two to three years as the market will be inflating at that time.

Look Around

3. Consider other submarkets. Tenants might find that the cost of office space in Del Mar Heights is high, and that Sorrento Mesa is becoming overheated too. There is a migration of tenants from Del Mar Heights to UTC, including Covario, Service-Now and Bank of Internet due to this elevated pricing. Other companies, like Santa Barbara Tax Products Group, are moving to Torrey Pines, which has better value today than Sorrento Mesa and UTC. There are also great values to be had in Kearny Mesa, Governor Park, UTC, Downtown, Carlsbad and Mission Valley. Industrial space continues to have value all over the county. Tenants need to be more flexible in the submarkets that they might consider, and brokers really have to know the market to understand where the values in the market are.

Get Up Early

4. Start early. In this tightening market, it may take longer to find the right solution, or to build out the right solution. In some larger facility projects we are working on, the best choice for a tenant with a lease expiring in 2014 and 2015 might be a “build to suit” for their larger, or more customized needs. Don’t get caught late, or short on time, in a tightening market.

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.





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The Wage and Hour Issue: An Employer's Nightmare

By Jeffrey Cavignac and Sandee Rugg

It will come as no surprise that the poor economy, which has resulted in massive layoffs and terminations, has caused employment-related claims and lawsuits in general to increase. Wage and hour litigation seems to be increasing the fastest; the Department of Labor estimates that wage and hour complaints increased 15 percent from 2009 to 2010.

That is not surprising when you consider the complexity of the laws applying to who is exempt and who isn't, and how to calculate overtime for those employees who are non-exempt. Even the most diligent employer has difficulty sorting through the morass of rules and regulations, let alone enforcing them.

Another reason for the growth of wage and hour claims is the ease with which one may establish a class action suit under the Fair Labor Standards Act (FLSA). While not everyone may be harassed or discriminated against, everyone gets a paycheck and may be easily incorporated into a group. Attorneys don't need to consult an "expert," and class action status can usually be certified pretty quickly. In addition, unlike a harassment or discrimination lawsuit that must first be presented to the Equal Employment Opportunity Commission, a plaintiff attorney can go straight to litigation when working on a wage and hour issue.

Main Reasons for Wage and Hour Law Suits

There are two main reasons for wage and hour lawsuits. The first is misclassification. The exempt vs. non-exempt issue and the resulting improper accounting of overtime wages opens the door for claims by employees. The second is the failure to properly provide and account for rest and meal breaks. An employer needs to understand if someone is in fact non-exempt. Clear policies and procedures as well as information related to when breaks and meal periods are to be taken need to be incorporated into the employee handbook.

A corollary issue to misclassification is whether or not someone is an "independent contractor." State and federal governments are cracking down on employers seeking to avoid payroll taxes by incorrectly classifying someone as an independent contractor versus an employee.

Tracking rest and meal breaks is another challenge. Many employers don't want to monitor all their employees all the time; they don't want to be the "Wage and Hour Cop." Making certain that employees are taking their breaks is a challenge; additionally, many employers are not good about providing these breaks. Did they take their breaks in the morning and afternoon? Did they take their obligatory 30-minute lunch break? How do they know if/when employees are working from home?

California has some of the most stringent and confusing laws. So many specific wage and hour rules and regulations exist that it is all


but impossible for an employer to comply with all the technicalities. Unfortunately, insurance coverage is not a good answer for wage and hour claims. Many insurers flat out exclude this type of claim, and those that do provide coverage generally provide "defense" only, subject to a relatively modest sub-limit (\$50,000-100,000 is common).

Best Practices

- Stay current with the rules and regulations dealing with wage and hour.
- Carefully determine the correct classification of every position and inform each employee, before hiring, whether their position is classified as exempt or non-exempt.
- Format timesheets so employees can record when they took their meal break and when they returned.
- Educate your managers about these rules and encourage them to keep accurate records.
- Make certain your employees understand the rules and their responsibilities pertaining to their employment.
- Make employees aware that they are entitled to a minimum 10-minute rest break to be taken by the fourth hour worked.
- Ensure that employees take their minimum 30-minute meal break by the fifth hour worked and reprimand those who don't. Don't interrupt or ask employees to attend to company business when they are on break.
- Inform employees of their responsibility to obtain authorization for overtime in advance of working it.
- Keep job descriptions up to date.
- Do not require or allow employees to work off the clock.
- Make sure your independent contractors are in fact independent contractors.
- Institute an internal procedure to handle complaints.

Jeff Cavignac is president and principal of Cavignac & Associates, and Sandee Rugg is the company's director of Human Resources. Cavignac & Associates is a commercial insurance brokerage firm in Downtown San Diego (www.cavignac.com).





A SOARING SUCCESS

SCHUBACH AVIATION MARKS 20TH ANNIVERSARY
IN THE CHARTER BUSINESS

By Delle Willett

When the staff at Schubach Aviation is looking for Henry Schubach, they usually start by looking for Henry's best friends, "Bob" and "Brailey." And if he's not with them he could be with customers, soaring through thin air over the Himalayas, or touching down below sea level in the California desert.

Henry Schubach is a corporate jet pilot and president of Schubach Aviation, San Diego's on-demand charter aircraft carrier. Schubach provides the corporate community and leisure travelers with private charters to anywhere in the world. Henry's best friend, Bob, is a 7-year-old Golden Retriever and Brailey is a 7-year-old black lab mix—basic and important must-know information about Schubach Aviation.

Based at Palomar Airport in Carlsbad, Schubach Aviation maintains and operates a fleet of 12 private executive aircraft including a Gulfstream IV SP, two wide-bodied Bombardier Challenger 601s, four Hawkers, a Lear 35, two Citation Jets, and two factory-new CJ3s.

Marking its 20th anniversary this year, Schubach Aviation recently moved into new 45,000-square-foot headquarters that offer customers spacious lounges and waiting areas, plentiful parking and on-site conference and meeting rooms. The facility, being completely solar-powered, allows Schubach Aviation to minimize its environmental footprint.

STAFF AND CLIENTS

Boasting an impeccable track record, Schubach Aviation's staff includes 29 pilots, maintenance crew members, flight coordinators and

support personnel. Additional staff includes Bob and Brailey, who are on site every day to greet guests and provide occasional comic relief.

Schubach Aviation's clientele consists largely of real-estate, financial and biotech industry executives and other frequent business travelers who need to get to one or multiple destinations as quickly and easily as possible. For them time is money, and privacy is essential. And then there's the occasional movie star, Saudi prince and champion show dog. And often, the family dog.

Explained Schubach, "We're big dog people here, as are many of our customers who use our private aviation services, sometimes mainly so they can safely and comfortably bring their own dogs with them on their flights."

Common destinations for business trips include Las Vegas, San Francisco and the Bay Area, Phoenix, Denver, New York and other cities along the East Coast. Most common are the one-day, home-by-dinner charters.

"In the last few years we've also experienced an influx of leisure travelers who only have a few days vacation and don't want to spend half that time getting there and back," said Schubach.

In addition to air charter services, Schubach has two affiliated serv-

AVIATION

ice companies: Hangar One Maintenance and Hangar One Avionics — both employee-owned and FAA-certified repair stations. Having these services under the same roof has been a blessing in this economy, Schubach said.

For example, last year, the Los Angeles County Sheriff's Department awarded Hangar One Avionics a multi-million-dollar contract to transform its new fleet of 14 Eurocopter AS 350 B2 helicopters into mission-ready aircraft.

HOBBY TURNS SERIOUS

Aviation first became a part of Henry Schubach's life when he studied it as an elective course in college. He was instantly hooked, and began flying at every chance he had.

"What started as a hobby developed into my sole career path," explained Schubach, who joined Tango Air in 1990 and purchased it two years later, renaming it Schubach Aviation.

Schubach's family was in the optical business, based in Salt Lake City. From this background he learned the importance of customer service. "I always tell my pilots and staff, 'we don't have passengers, we have customers,'" said Schubach.

As an on-demand charter service, the staff is on call 24 hours a day to field phone calls. And the majority of business comes from repeat customers who recognize and appreciate the special treatment they get from the Schubach Aviation staff. Schubach himself easily logs more than 40 hours a week piloting customers to their varied destinations.

Schubach Aviation supports community and social causes. For many years it has, on a corporate level as well as individual employee level, supported animal-welfare organizations including the Escondido Humane Society and Helen Woodward Animal Center. Beyond monetary contributions, Schubach Aviation helps promote fundraising events such as walks, golf tournaments and galas.

In addition to animal welfare organizations, the company regularly contributes to charities that benefit sick and underprivileged children, the U.S. military, local disease-research institutions, and various other causes.

"For me, it's rewarding having a team of employees who not only care about the success of the business, but who genuinely care about making a difference in our community," said Schubach. "That's what gives our company real heart."

Henry Schubach
with best friends
'Bob' & 'Brailey.'



Schubach Aviation's hangar.



All of Schubach's airplanes feature luxurious interiors.

**CONNECT and SDSI
congratulate
Camille Saltman on
this well-deserved
recognition!**



MASTER LANDSCAPER

Glen Schmidt believes smart, sustainable, engaging design can help save the world

By Kate Montgomery

Landscape architect Glen Schmidt was practicing sustainable design before the word “sustainable” was in anyone’s vocabulary.

“I joke that I started on water conservation about 25 years too early,” says Schmidt from the Schmidt Design Group Inc. headquarters in Bankers Hill. “In the last few years, though, the world has finally caught up with the approach. These days, it’s almost — or it should be — a given that a project should be somewhat sustainable.”

Schmidt’s nearly 35-year career has always been about the delicate balance of artful design and environmental sensitivity. Early on, his grandfather, Gustave Schmidt, a commercial artist, instilled in him a passion for the arts while Robert L. Thayer, a professor at UC Davis, where Schmidt earned his degree, lit the environmental fire.

Getting on the sustainability bandwagon ahead of the game, during a time when most clients weren’t quite ready for the commitments that came with things like water conservation, has al-

lowed Schmidt to expand beyond simply creating attractive, environmentally-friendly landscapes. His firm’s focus has grown to include other important landscaping elements like education, engagement, healing and health.

“Plus, I realized very early that I was going to starve if sustainability was all we did,” Schmidt laughed. “So, we’ve done a lot of different work but we have tried to be environmental advocates throughout my firm’s history.”

The result of Schmidt’s business decision to diversify has led to a long list of projects — past and present; public and private — that have turned heads, won awards and furthered the reach of what smart landscape design can do. To date, Schmidt Design Group has won more than 75 awards from local, national and international groups and associations, including eight Orchids from the annual Orchids & Onions Awards and a prestigious President’s award from the American Society of Landscape Architects, San Diego, for his

The Silver Strand ‘Nature’s Bridge to Discovery’ project



firm's role in turning a mucky drainage zone into a luscious oasis and beer garden at Stone Brewing Co.'s headquarters in Escondido.

The firm's name is behind hundreds of large-scale municipal parks in the county and beyond, plus school facilities, public-planning projects and landscape designs for low-income housing and other private homes and buildings.

A large part of Schmidt's success can be attributed to his view of the field of landscape architecture as a whole. It's not just about planting flowers, which is what most people think of landscape architects, he says, it's about elevating the human spirit and potentially saving the world. Seriously, from absorbing Co2 and producing oxygen to helping combat the obesity epidemic by enticing people to be active and spend time outdoors, Schmidt thinks thoughtful landscape design can help combat some of the planet's biggest problems.



plants in large decorative pots as the bass and treble notes. The greenery also helped cool and insulate the roof, dramatically reducing heating and cooling costs of the rooms below.

With the firm's Scripps McDonald Center 12-Step Serenity Garden, patients on the 12-step recovery plan are provided with a series of a dozen sanctuary spaces, designed as places for individual meditation and reflection. Fountains, art and greenery work together to create an environment that works as an ideal backdrop for a patient's difficult recovery phase.

Schmidt Design Group has designed a total of six healing gardens in San Diego County so far and each garden's main focus and inspiration is the type of patients who'll ultimately be using the space.

"For instance, in designing an Alzheimer's garden for the St. Paul's Senior Homes Center Bankers Hill, we had to keep it simple and organized," Schmidt says.

The healing powers of plants

Schmidt often cites a study by Roger Ulrich, a professor of architecture who studied the effect of a room with a view of landscape versus a room with a view of a brick wall on patients healing from abdominal surgery. Ulrich's study found that those who could see the landscaping recovered quicker, used less pain medications and had an overall shorter hospital stay than their brick-wall-facing counterparts.

"The restorative value of nature is something we've intuitively known for a long time, but now we know for a fact that views to nature heal," Schmidt says.

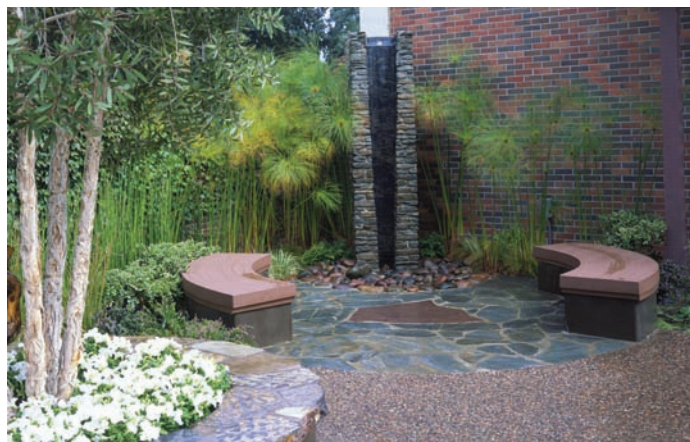
Schmidt Design Group's Sharp Memorial Hospital Green Roof project put Ulrich's findings into practice. A once sterile, industrial rooftop has been transformed into an artistic interpretation of the first few notes of the song "Ode to Joy." From hospital windows above, recovering patients can look down onto the vegetated roof, which is designed to look like a note staff with drought-resistant

Engaging and educating in creative ways

Traditional interpretive panels are one way to educate those interested in finding out about the natural environment surrounding them. Schmidt often uses panels, but his firm has also come up with creative, alternative methods of interpretation to really engage visitors with their public work. "We want to connect people to the natural environment," Schmidt says.

Over the years, Schmidt Design Group has worked on several projects on The Strand, the narrow, eight-mile-long environmentally significant stretch of land where the scenic State Highway 75 and bike path link the city of Coronado and Imperial Beach just southwest of Downtown San Diego.

Schmidt came up with an idea of turning the stretch of land into "Nature's Bridge to Discovery," a place where visitors could discover the unique aspects of the environmentally rich stretch of coastline. Visitors along The Strand can learn about the California Least Turn,



McDonald 12-Step Garden project



Stone World Bistro & Gardens



Sharp Memorial Hospital Green Roof project

the Legless Lizards and other animals and plants that inhabit the unique environment. As part of Schmidt's design, they removed ice plant and reintroduced native plants, added an overlook deck in the shape of a Least-Tern wing, incorporated unexpected educational elements along the deck railings and in relief sculptures scattered throughout, plus incorporated other thoughtful, fun and artful details.

"I like to create a whole sense of discovery, without hitting people over the head with it," says Schmidt.

To reach young children, Schmidt is also known for incorporating children's literature themes in a park's play areas. At Westside Park in Escondido, you'll find "Itsy Bitsy Spider" in both English and Spanish etched into the paving. At Garden Road Park in Poway, Aesop's Fable "Stone Soup" is the theme, and at Camino Ruiz Neighborhood Park in San Diego, Aesop's Fable "Wind and the Sun" is front and center.

At Lake Skinner Recreation Area and Campground in Riverside, the design of an interactive water splash pad includes construction materials that mimic the nearby mountains and the park uses water and traditional play equipment to tell the narrative of water's journey as it travels down the mountains through streams and aqueducts to Lake Skinner. An oversized faucet in the play area represents the end of the water's journey when it eventually becomes a part of the water supply.

"We try to come up with less conventional way to educate people," Schmidt says. "Each time they go out to a site, maybe they'll learn something new. So, it's this whole idea of discovery and engagement."

At Cottonwood Park in Encinitas, a former industrial site has become an opportunity to educate visitors about water quality and watersheds. Prior to construction of the park, two streams ran under

the property through a culvert. Schmidt's firm excavated the creeks, exposing them back to the surface of the park and revegetated the property with native plants. View decks and overlooks to the creek include interpretive panels, educating people about the importance of watersheds, plus tiles throughout the park walk people through the history of the site.

"It's become one of the most popular parks in San Diego County," says a proud Schmidt. "Plus, the first few years after construction, we looked at the number of times the watershed exceeded contaminants and after the park was built, the water quality improved greatly."

Getting out and active

Even before San Diego-based author Richard Louv sounded the "Nature-Deficit-Disorder" alarm, which claims that children today are less connected to nature than ever before, Schmidt was designing parks with the same concern in mind. "It's not always called for, but when it fits with the needs and desires of the community in which we're designing, we enjoy creating parks that incorporate both contemporary and active areas," Schmidt explains. "We prefer not to sacrifice one for the other."

With the hundreds of parks and recreation projects in his portfolio, Schmidt designs spaces that have included elements for exercise

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and play, including child-play areas, ball fields, bike trails, climbing walls, skateboard parks, and leash-free dog areas. His linear trails and open spaces aim to make communities more walkable and provide easier access to public transportation.

Schmidt often cites staggering obesity statistics when explaining his goal of incorporating activities into a park's design. The firm's work on the Solana Beach Coastal Rail Trail Linear Park is part of a larger rails-to-trails project that includes bicycle and walking trails from Oceanside to San Diego. Schmidt transformed their portion of the trail into an attractive, engaging place that visually stimulates and motivates people to get out and exercise. He chose to celebrate the "edge between land and sea" by transforming the trail into a visual representation of the sea on one side of the trail and the land on the other. Public art, engraved poetry, crescent-moon shaped decks and two community gardens maintained by local citizens ensure that the trail remains utilized and active.

"We simply try to get people outside," Schmidt says.

Making sustainability a measurable goal

Sustainability is still at the core of Schmidt Design Group, so it's no surprise that, out of just 150 projects selected worldwide, two of Schmidt's greener landscapes were chosen to be part of a pilot program for the Sustainable Sites Initiative (SITES), the nation's first rating system for green landscape design, construction and maintenance. The program will be similar to the popular LEED rating system, which is used to measure the environmental sensitive of

buildings, homes and neighborhoods.

The SITES initiative is a joint effort by the American Society of Landscape Architects, the Lady Bird Johnson Wildflower Center at The University of Texas at Austin and the United States Botanic Garden. The organizations have set out to create a set of voluntary national guidelines and performance benchmarks for sustainable land design, construction and maintenance practices.

By the end of the year, Stone Brewing Co. garden is expected to join a very short list of SITES-certified landscapes. So far, just three projects have met the challenging SITES requirements.

What's in Landscape Architecture Man's future?

Schmidt's methods have earned him respect in the industry over the years. In 2005, he was inducted as a Fellow in the National American Society of Landscape Architects for his "Significant Works of Landscape Architecture."

The future looks bright, according to Schmidt, who's firm continues to be successful in difficult economic times. A few of his current ongoing projects include the new Stone Brewing Co. location in Liberty Station; a re-visioning of Downtown's Children Park; designing the park land and open space in Civita, the largest master-planned development in Mission Valley history; being a sub-consultant for the new public plaza being constructed in front of Horton Plaza; a new track and field at UCSD; and more. Schmidt plans to continue what he's been doing over the last three decades — balancing sustainability with creativity — and says he'll be working

The Silver Strand 'Nature's Bridge to Discovery' project.





Stone World Bistro & Gardens




Solana Beach Coastal Rail Trail

even harder at changing the public's perception about what a landscape architect can do, even without super powers.

"A single tree can provide enough oxygen for two human beings," Schmidt says. "The positioning of a tree can reduce your electric bill significantly. Landscapes don't just reduce our carbon footprint, they are actually restorative, enhancing our environment while producing oxygen, protecting our canyon lands and more. The work that landscape archi-

tects — like myself — do also creates places to entice people to spend time outdoors connecting with the natural world. And those experiences heal us and make us able to cope with our urban world."

"So, that's how landscape architecture is going to save the world," adds Schmidt, who not-so-secretly has a "Landscape Architecture Man" t-shirt he jokingly wears when asked to give a public talk about what he does and why.



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NEW SUV REVIEW: 2012 Infiniti QX56

By Eric Peters



The Hummer may be history but there are still ways to stick your finger in the eye of political correctness. Such as buying an Infiniti QX56. It is Elvis in full rhinestone flower, circa '74 and the Hawaii special. A no-holds-barred, joltin' juggernaut of gaudiness. A 14 MPG, \$60,000 spectacle of unashamed consumption — 22 inch wheels spitting rooster tails of sod across Al Gore's lawn.

What It Is

The QX56 is a super-sized, ultra-luxury SUV. Room for eight plus stuff. 400 hp V-8. Six thousand pounds at the curb. Base price is \$59,200. With options such as the \$3,000 Technology Package, the \$4,100 Deluxe Touring Package and the \$2,950 Theater Package, that can run quickly to \$70-plus large in no time at all. Sort-of competitors include the more demure — and physically smaller — Lexus LX570 and the similarly sizable and ostentatious but more street-minded (because AWD, without Low range gearing) Cadillac Escalade.

What's New

Infiniti has added an "active" blind spot/lane departure warning system that beeps at you if you begin to wander over the double yellow — and course-corrects for you if you don't.

What's Good

Despite its massive size, it handles pretty well on road. Six-something seconds to 60, despite 6,000 lbs. at the curb. Real 4WD with Low range and two-speed transfer case. Goes where the AWD-only Caddy can't. A steal relative to the \$80,930-to-start (and not nearly as athletic) Lexus LX570.

What's Not So Good

Weak seat heaters. Warmers, really. Sucks gas like a '68 Buick Electra with two dead cylinders. Blunderbuss nose.

Under The Hood

The Q has what you need to get six thousand lbs. of metal moving like right now: a 5.6 liter, 400 hp V-8 that also makes 413 lbs.-ft. of torque. A seven speed automatic with rev-matching downshifts (as in the Nissan 370Z sports car) is standard and you can go RWD — and tire-frying burnouts — or 4WD. Real 4WD, with a two-speed transfer case and Low range gearing, controlled by a rotary knob on the center console.

On The Road

Where's the beef? It's there, but mostly, you don't notice it. This is the most obvious difference, driving-wise, between the Q and other super-sized SUVs. The Q is actually plausibly sporty: It not only accelerates more swiftly than most cars (the rev-matching downshifts of the seven-speed automatic adds to the ambiance of athleticism), it also takes curves without clumsiness — something few SUVs, even after all these years of civilizing them, can do. You can lean on the Q and it doesn't.

At The Curb

Looks are, as the saying goes, in the eye of the beholder. To me, the Q is a bit on the bulbous and melty-looking side on the outside. Some incongruous styling affectations, such as the side vents on the front fenders, seem out of place. I guess they felt they needed to do something to break up all those acres of metal. But the main thing — the desirable thing for a vehicle of this type — is the Footprint, physical

as well as psychological. Size is accentuated not toned down. Everything from the 22-inch wheels up seems deliberately intended to convey massiveness without apology. You will be noticed. And feared.

The Rest

I have one complaint: The seat heaters are at best, warmers. They definitely don't get hot — and (trust me) you can get hot seat heaters in vehicles that cost a third what the Q costs. It's a small issue, overall — but at \$75,340 (the MSRP of the fully laden Q I tested) the seats ought to do more than just warm slightly.

The Bottom Line

The only other real-deal 4WD SUVs that can be said to handle — the Porsche Cayenne and the Range Rover Sport — are either a lot more expensive or considerably smaller. Or both. For genuine sportiness — with real capability and without compromise luxury — it's hard to beat the Q.

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 Infiniti QX56 specifications:

Base price: \$59,200. As tested \$70,500
Engine: 5.6 liter V-8; 400 hp and 413 lbs.-ft. of torque
Transmission: seven-speed automatic
Length: 208.3 inches
Width: 79.9 inches
Wheelbase: 121.1 inches
Curb weight: 5,595 lbs.
Luggage capacity: 95.1 cubic feet
EPA fuel economy: 14 city/20 highway
Where assembled: Kyushu, Japan



Scientists Hunt Young Brains to Trace Music's Mark

UCSD and Neurosciences Institute launch pilot study

By Kelly Bennett

The screeches of novice violinists are catching the attention of a group of San Diego brain and development scientists.

A new study launched this spring aims to explore what physically changes in the brains of 15 kids learning music for the first time, and whether that helps the students learn better in other areas, over five years.

Until a few decades ago, consensus held that our brains were not capable of changing much after a critical period in childhood. Now scientists know human brains change throughout life. They have a name — brain plasticity — to describe how experiences can change structures within the brain or the entire brain itself.

Finding out what experiences do what in the brain could upend some long-held education traditions. A kid struggling in math could be enrolled in music to strengthen the weak spots in her brain, rather than sit through times tables sessions after school.

This spring, kids between 5 and 10 years old are sliding into brain-scan chambers at UC San Diego and concentrating for a few hours on reading, mathematical and musical exercises. They've just begun taking music classes this school year, and as they advance, they'll go back for re-testing.

Questioning music's impact on brainpower is not new. Plato integrated music in his curriculum and was interested in its effects on the mind. But this pilot study by neuroscience and human development scholars at UC San Diego and the nearby Neurosciences Institute features a few novel characteristics.

Existing research has shown cognitive and academic boosts that scientists attribute to music lessons. But it's rare to find resources to

do the kind of long-term tracking for music and brain development that this study proposes.

The scientists contrast what they find inside the budding musicians' heads with the brains of kids not taking the classes. Researchers usually include people in any study who aren't doing the activity they're trying to measure. But in this case, the study includes an active control group, too. It's a group of kids who are studying karate. They want to compare what brain impact comes from another disciplined practice.

About 25 miles south of the researchers' La Jolla campuses, the scientists found an ideal pool of kids to study: A growing after-school music program in Chula Vista.

The San Diego Youth Symphony's Community Opus Project takes after a beloved Venezuelan social-change and music program that funnels young students through intensive classical music training in hopes of helping them escape poverty.

The program, El Sistema, claims L.A. Philharmonic conductor Gustavo Dudamel among its progeny.

Is There More Than We Already Know?

Even Dudamel had to start somewhere. One afternoon the week before Spring Break, a Chula Vista classroom crammed with 8-year-olds naturally bursts with noise, some of it musical. A few dozen young violinists, violists, cellists and a couple of weary-looking bassists wrung sound from their instruments, looking at sheet music for "Orpheus in the Underworld" in front of them.

Then, these third-graders — just months into their musical trajectories — squeezed together as their fourth-grade forerunners



Third- and fourth-graders squeeze together in a Chula Vista classroom for a run-through of 'Orpheus and the Underworld' at a weeklong intensive camp in March for the Community Opus Project afterschool music program.

Photos by
Sam Hodgson

trickled in from down the hall. Two conductors helped them begin Orpheus' "Infernal Galop," a tune you may more readily associate with the can-can dance.

A young bassist exclaimed, "I couldn't even hear myself!"

"I know! That's what happens when you get a big orchestra," her teacher, Emmanuel Soto, replied.

Then, through the chaos, the two grades seemed to realize what was happening. The younger kids' bass line accompaniment sounded different now that it was underneath the melody, played by the ones who'd been at it a year longer. They suddenly had something else besides themselves to listen for.

The feeling of contributing to something bigger might keep some of the kids playing for years — with or without scientific proof. But the research team wants to peer inside their brains to see.

For decades, people have carried a strong hunch that music isn't just a great skill to have, but it actually makes the brain better. Principals in schools that host the after-school classes report to the Youth Symphony's chief, Dalouge Smith, that they're seeing less of the usual troublemakers. But even evidence of kids faring better on tests can be tricky to extrapolate.

Smith wants to see if kids' brains are physically changing for the better due to their music classes. It doesn't diminish his belief in the anecdotes that music is life-changing, he said, but the study's potential fascinates him.

"All of these things are still true, as they've always been true as long as people have been playing music — for millennia," Smith said. "It is essentially asking the question: Is there more than we already know?"

We're Not Trying to Prove That Music Is Great

The thought compelled then-student Ani Patel to abandon his study of ants in Australia: Do humans have a "special neurobiological capacity" for music, like we do for learning language and grammar? Music neuroscience wasn't yet a recognized field of study when Patel defended his thesis in the

mid-1990s.

Now Patel continues to study questions like these as a senior fellow at The Neurosciences Institute in La Jolla. With fellow researcher John Iversen, the two have explored intersections of how the brain perceives the beat and music, and whether it's a particularly human ability. (A particularly intriguing turn led them to studying Snowball, a dancing cockatoo, as the scientists explored whether the ability to dance or follow a beat is distinctly a human capability.)

This study will look at the development of a brain over years when its owner is studying music for the first time.

One of the imaging tests will measure the fiber network between different components of the brain. As the brain matures, those connections get more efficient and streamlined. The team is using relatively new technology that measures just how streamlined those fiber tracks are.

Think of the difference between cooked and raw spaghetti. The uncooked noodles, or the honed brain connections, can line up in one, efficient direction. The scientists wonder: Does music accelerate that streamlining process? They're not sure yet what will show up in the scans, but they'll be watching for which fiber tracks appear to be streamlining over time by music or karate study.

And with in-depth testing for kids' language, math and reading development, and different components of IQ, the researchers hope teachers could individually target student needs. Iversen suggested that might be "a more engaging, under-the-radar way than by sending someone to vocabulary tutoring, math tutoring."

The other component of the study, karate, involves individual practice and progress but also the kind of group setting and affirmation that the music classes center on. And the kids get whatever benefit extra adult attention and coaching gives them.

Catching these kids as they begin music and karate will give the team a snapshot of their brains to use as a baseline. And the scientists will likely be more able to isolate which effects happened from music.



John Iversen and Ani Patel, biologists at The Neurosciences Institute in La Jolla, study how music affects the brain.



Luis Lacarra, 9, Esteban Ramirez, 9, and Jesus Garcia, 8, practice "Orpheus in the Underworld" during a week-long camp in March for the Community Opus Project afterschool music program in Chula Vista.

Imagine a study that compares people who are longtime musicians to people who've never touched an instrument. You may find signs that the musicians had higher intelligence, but you wouldn't be able to go back and see how the two subjects' brains compared before.

Iversen said that kind of study sparks a nature-versus-nurture debate in the field; without comparing the brains at the start, you wouldn't know if the intelligence increase could come with practice or whether the musicians started with higher cognition.

"It's sort of reasonable to assume that's because they play music, but you can't actually prove it," Iversen said.

Still, this scientific inquiry has to remain agnostic. "We're not trying to prove that music is great," Iversen said. "We just pitch it like we have to look. We don't know what the answer will be."



'GREEN' JEWEL IN A CANYON

Mission Hills single-family residence is first in San Diego to get LEED credentials

Located in Mission Hills and built on a canyon lot that was considered by many as unsuitable for construction, the Shayan residence — designed and built by Nakhshab Development and Design — is the first LEED-certified Gold single-family home in the city of San Diego. The 5,679-square-foot house, inspired by mid-20th century design, serves as home to three generations of the Nakhshab family.

The two-level home features 21 roof-top photovoltaic solar panels that supply a 40 percent annual energy offset. The structure also was built to be 23.7 percent more energy efficient than required by California standards, accomplished through the use of numerous green building techniques and materials including:

- A highly efficient thermal envelope that includes state-of-the-art formaldehyde-free insulation, a cool roof system, Low-E coated windows, concrete floors and walls, and a design that easily allows for cross ventilation.

- Careful study of site and building orientation for maximum efficiency. Efficient design features include architectural overhangs for shading, limited glazing on east and west facing walls, and a south facing flat roof area for maximized photovoltaic energy production.

- Sustainable materials such as concrete flooring, concrete block walls, and 25 percent recycled content drywall.

- Low VOC paint throughout the house.

- 91 percent Energy Star-rated lighting package along with energy saving motion sensors in most rooms.

- Energy Star-rated appliances and low flow toilets and faucets.

- 100 percent drought-tolerant landscaping planted with native species.

- Zoned HVAC system that uses non-HCFC refrigerants for maximized efficiency

- Tankless water heater and re-circulating plumbing system.



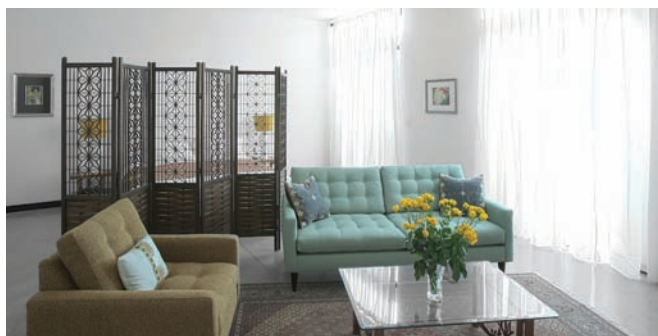
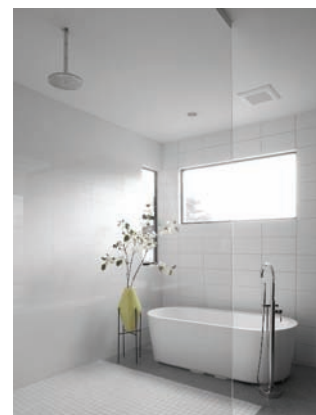
GREEN LIVING

The Shayan residence features a collection of custom amenities that highlight how green can also be luxurious and accentuate the home's "classic modern" characteristics, including a large entertaining-and-living space walled by 13-foot high floor-to-ceiling windows, and a sleek eight-foot wide gas fireplace; a custom wood and steel staircase that allows ambient light to shine through to the lower level, thus creating an airy feeling downstairs; an open floor plan with concrete flooring throughout, and mid-century inspired light fixtures; a spacious kitchen with large walnut storage cabinets, an expansive island and a walk-in pantry that also houses (and thus hides from sight) all electronic and sound systems. Other unique features are a soundproof music room and home theater, and a dramatic oversized walk-in shower in the master suite.

Built in a canyon and accessed by a sloped driveway, the home was designed with a cohesive, open floor plan that provides all residents

sufficient privacy. Shared living spaces — the kitchen, dining room and living room — are located upstairs, and offer panoramic views of Downtown San Diego through a dramatic wall of windows. The bedroom suites share the downstairs with the family room and music room. Each room has floor-to-ceiling windows as well as access to the outdoors, which makes the spaces very luminous and open. The spacious master bedroom is large enough to accommodate a private and cozy "retreat" for the family's eldest generation.

Although a spacious 5,000 square feet, the lot sat vacant for more than a decade since it was considered inaccessible unless a bridge was built to span from the street to the lot's structure. Nakhshab Development and Design studied the terrain and overcame the challenge by creating two lots and engineering a sloped curved driveway for access to each. The Shayan residence was built in 11 months, from groundbreaking to final occupancy.



SOHO revives plea to save the Villa Montezuma Mansion

The Save Our Heritage Organisation (SOHO) is making another pitch to save the historic Villa Montezuma mansion, a Victorian-era mansion in Sherman Heights that has been closed since 2006 and has been the target of vandals in recent months.

SOHO, which has previously offered to take over operation of the structure as the Villa Montezuma House Museum and to manage its restoration, is urging residents to contact City Councilman David Alvarez to take action to have the mansion placed under the management of SOHO. The mansion is located in Alvarez's District 8.

"The Villa still sits vacant, vulnerable, and in a state of advanced deterioration, and is subject to break-ins, vandalism, and possible loss of the entire structure," said Alana Coons, education and communications director for SOHO.

"SOHO has the experience, expertise and the wherewithal to make the Villa Montezuma a premier house museum for the region," said Coons. "SOHO's track record in this area is an outstanding one, having made the Thomas Whaley House, which SOHO operates for the county of San Diego, the most successful

house museum in the county. SOHO saved the Marston House Museum from a similar fate as the Villa, as it sat vacant for six months transients graffitied its brick exterior and tried to burn it as well."

The Queen Anne Victorian mansion, which is listed on the National Register of Historic Places, was built in 1887 by master architects Comstock and Trotsche. It also is known as the Jesse Shepard House, named after Jesse Shepard (1848-1927), a mystic, seer and musician who performed in the royal courts of Europe before coming to San Diego to take up a career as an author under the pen name Francis Grierson.

The San Diego Historical Society operated the mansion as a museum for more than 30 years, but closed it because of financial problems.

"With so much public support for the Villa Montezuma to be reopened as a house museum and a qualified operator at the ready, why is this San Diego jewel still mothballed and closed to the public after six years?" said Coons.

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A Summer Festival of Organ Music

Spreckels Organ Pavilion to host internationally famous musicians

Internationally celebrated organists will take to the stage at the Spreckels Organ Pavilion on Monday nights June 25 through Aug. 27 for the 25th anniversary Summer International Organ Festival — a summer tradition since 1987. All the concerts, which begin at 7:30 p.m., are free of charge.

The Spreckels Organ is the largest outdoor pipe organ in America.

Children and pets are welcome. Light snacks, beverages and unique gifts are available on the pavilion grounds with proceeds from donations benefiting the nonprofit Spreckels Organ Society, helping to preserve, program and promote the Spreckels Organ as a world treasure.

Opening night is June 25 featuring a festive Bach's Supper. A buffet meal begins at 5 p.m. under the colonnades of the pavilion. Tickets are required for this event. For more information, call Jack Lasher at (858) 483-1326.

San Diego Civic Organist Emeritus Robert Plimpton along with a special guest orchestra directed by Shannon Kitelinger, director of bands at San Diego State University, are headliners on opening night. Plimpton is resident organist of the First United Methodist Church of San Diego and an internationally lauded pipe organist who has performed in major venues throughout the United States as well as in Israel, Jordan, Europe and Taiwan. Locally he has performed with the San Diego Chamber Orchestra, the San Diego Master Chorale, the Grossmont Symphony Orchestra, and the San Diego Symphony.

Monday, July 2, brings Simon Gledhill, a British organist who has performed at all the major theater organ venues in Britain as well as tours in Germany, Holland, Australia and the U.S. He was The American Theater Organ Society's Organist of the Year in 1997.

Tom Trenney returns to the Spreckels Organ on July 9. Known for his engaging improvisations on hymns, submitted themes, silent films, poetry, and artwork, Trenney was the first organist to be awarded First Prize and Audience Prize in the American Guild of Organists' (AGO) National Competition in Organ Improvisation in 2006.

Ty Woodward, staff organist at Disney's El Capitan Theatre in Hollywood, will be featured on July 16. Woodward is the former dean of the Los Angeles chapter of the American Guild of Organists and has played both classical and theater organ concerts throughout the U.S. and Canada. His recording credits include a solo classical recording on the Aeolian-Skinner organ at the Kennedy Center in Washington, D.C., and a theater organ recording on the Wurlitzer organ at the Auditorium Theatre in Rochester, N.Y. along with accompaniments for numerous choral recordings.

The "First Lady of the Organ" Diane Bish, returns to the pavilion on July 23. Known as a concert and recording artist, composer, conductor and international television personality, Bish displays her virtuosity and unique showmanship the world over to international acclaim. Her television series "The Joy of Music" is broadcast to over 300 million people around the world each week.



The duet skills of Elizabeth and Raymond Chenault will be displayed on Aug. 6.



San Diego Civic Organist Emeritus Robert Plimpton opens the festival on June 25.

Carlo Curley, one of the world's foremost concert organists, comes to San Diego on July 30. Curley has performed concerts at the White House, in every state in the United States, and every province in Canada as well as Europe, Asia, Australia and Hong Kong.

The duet skills of Elizabeth and Raymond Chenault will be "on hand" on Aug. 6. Known by their trademark "four hands, four feet," the musical couple have been organists and choirmasters of All Saints' Episcopal Church in Atlanta since 1975.

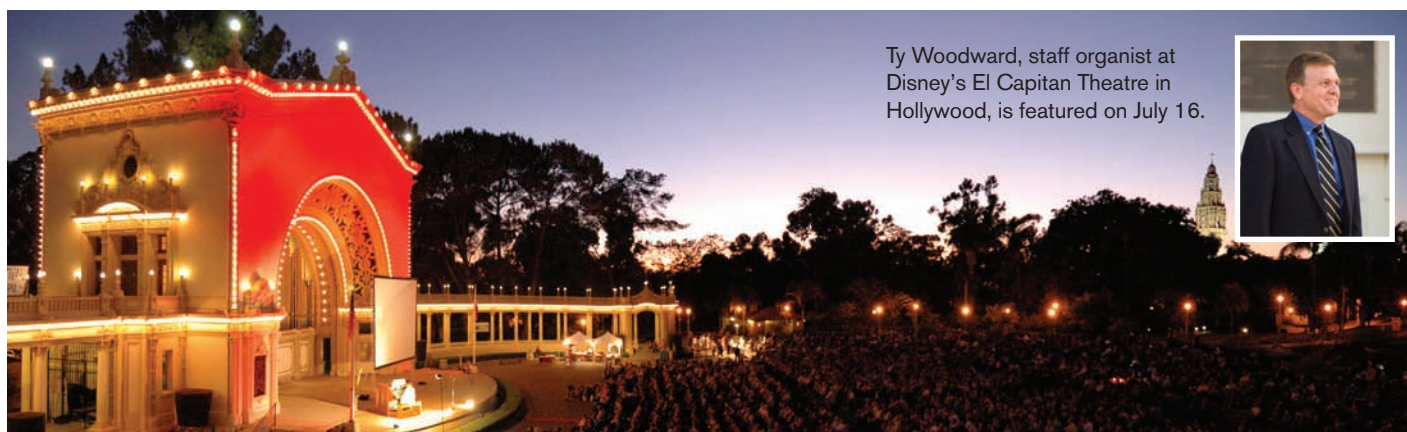
The Spreckels Organ Society welcomes Gordon Turk, organ - builder, improvisational artist and globe-trotting concert soloist on Aug. 13. Turk has been awarded competition prizes for performances of the music of J.S. Bach and in the national improvisation competition of the American Guild of Organists. He is organist of Ocean Grove, N.J. Auditorium.

Silent movie master Dennis James returns on Aug. 20 for the popular Spreckels Organ Silent Movie Night. For more than 30 years,

James has played a pivotal role in the international revival of silent films presented with live music. James tours worldwide with his Silent Film Concerts production company, presenting professional silent film screenings with piano, theater organ, chamber ensemble and full symphony orchestra accompaniments.

A performance by San Diego civic organist Carol Williams will close out the season on Aug. 27. Williams was appointed civic organist in 2001, making her the first woman in the United States to hold a civic organist's title. She is also artistic director of the Spreckels Organ Society and organist in residence at St. Paul's Cathedral.

The Spreckels Organ and Pavilion were a gift from John D. and Adolf Spreckels of the Spreckels sugar family, and were dedicated and first played on Dec. 31, 1914. (Afternoon organ concerts by Dr. Carol Williams, San Diego civic organist, and guest artists are performed year-round, Sunday afternoons at 2 p.m., free of charge.)



Ty Woodward, staff organist at Disney's El Capitan Theatre in Hollywood, is featured on July 16.



Honoring the Japanese-American Community

The San Diego Museum of Man's Tower After Hours program on June 28 will be a tribute to San Diego's Japanese-American community with traditional food tasting, Sapporo beer, drinks, music, dance, martial arts and presentations by local cultural arts groups.

Tower After Hours is an ongoing series of cultural events that highlight San Diego's unique ethnic communities. Support for Tower After Hours is provided by the Nissan Foundation and the City of San Diego Commission for Arts and Culture.

Tickets are \$10 for members, \$15 for students and military, and \$20 for non-members. Each ticket includes entrance to the museum, food tastings, beverages and cultural entertainment. For additional information, call (619) 239-2001, Ext. 10, or visit www.museumofman.org.



On Local Stages: New Musicals Rock

La Jolla Playhouse and Old Globe offer world premieres

By Pat Launer

San Diego is a theater town — and we often get the jump on world premiere musicals — before they head off to Broadway. Our two Tony Award-winning theaters have some cool stuff in store.

“Hands on a Hardbody” — at La Jolla Playhouse

It sounds kinda sexy. But the hardbody of the title is really a truck. And the endurance/sleep deprivation contest of the same name is real. It all started in 1995 in Longview, Texas (125 miles east of Dallas). A Nissan dealership offered a new pickup



Kathleen Elizabeth Monteleone and Jim Newman in the world-premiere musical ‘Hands on a Hardbody’ at the La Jolla Playhouse. Photo by Kevin Berne.

to the “last one standing” — anyone who could keep his/her hand on the vehicle around the clock, often for up to 90 hours. In 1997, young film director S.R. Bindler created a documentary of the competition.

Playwright Doug Wright thought it was a perfect setup for a musical. “I was absolutely gobsmailed,” he said recently at the La Jolla Playhouse. “I thought it would be kitschy Americana, but it turned out to be very moving. It’s a testament to the indomitability of people and a metaphor for the outrageous lengths we go to, to achieve what we want and need. It touches on corporate America and the vanishing American middle and working class who’ve fallen off the grid and have to resort to desperate measures. I was passionate about it from the start.”

That passion impressed the La Jolla Playhouse, which had a great track record with Wright. He won the Pulitzer Prize, and a Tony Award, for his stunning work on “I Am My Own Wife” at the Playhouse in 2001, and in 2009 he directed and adapted the magnificent “Creditors,” based on an 1888 August Strindberg play. So, the new musical was commissioned.

Wright brought on lyricist Amanda Green (the musical “High Fidelity,” “Bring It On: The Musical”). The creative team was rounded out with Trey Anastasio, lead singer of the popular improv jam band, Phish; celebrated choreographer Benjamin Millepied (best known for “Black Swan”) and acclaimed theater director Neil Pepe, artistic director of the award-winning Atlantic Theater Company in New York.



Allison Case (seated on truck) and the cast of ‘Hands on a Hardbody’ at the La Jolla Playhouse. Photo by Kevin Berne.

Wright and Green hired a detective to track down the original contest participants, to obtain permission to use their names and stories. They found eight, who were happy to comply (they’ll also get “a share of any future earnings,” says Wright).

The playwright added a few characters to the mix, including an Iraq war veteran, a Mexican-American and a wannabe stuntman. As in the original group, the ages range from 20-65, “from middle class to economically challenged,” played by actors such as Keith Carradine, Hunter Foster



Trey Anastasio and Amanda Green, co-composers of ‘Hands on a Hardbody.’ Photo by Dana Holliday.

REVIEW



Pulitzer Prize-winning playwright Doug Wright, creator of the commissioned world premiere musical, 'Hands on a Hardbody..

and John Rua. They chat, they bond, they sing their angst, exhaustion and backstories, in songs that have a rock/folk/country sound. Their endurance is greater than the original contestants' (this competition lasts 144 hours) and they get fewer breaks (only 15 minutes every six hours).

You're likely to sweat along with them, and root for your favorite, and maybe even have your heart broken a little.

The La Jolla Playhouse production of "Hands on a Hardbody" runs through June 17 in the Mandell Weiss Theatre on the campus of UCSD. (858) 550-1010. www.lajollaplayhouse.org.

"Nobody Loves You" — at The Old Globe

Speaking of heartbreak, "Nobody Loves You" is all about finding love — in the most unlikely places. The title is the name of a reality TV dating show, in which contestants are voted out and considered unloved.

"This type of show," says smart, funny young playwright Itamar Moses ("The Four of Us," "Back Back Back," "Bach in Leipzig," all previously presented at the Old Globe),

"is almost hypnotic: elemental, primal clashes over love and connection."

He's referring to "The Bachelor" and "The Bachelorette," but the magnetic appeal and "guilty pleasure" of all Reality TV is undeniable.

"This new musical," explains Moses, who wrote the book and co-wrote the lyrics, "uses Reality TV as a metaphor for thinking of ourselves as the lead in a fantasy romance, finding comfort in being watched, the eyes on us filling some hole inside. The characters in the play come to realize it's just a pale echo of something that fills a real human need — just a few pairs of eyes, from people who really care, that gives life meaning."

In the show, Jeff, a philosophy grad student, cynically joins the reality dating show to win back his ex. But he breaks all the rules, blows the game wide open and then falls in love with one of the staff. And he also falls in love with fame. So he's forced to decide if he can trade the love of his fans for the love of his life.

The show was a collaboration among Moses and two fellow 30-something, Brooklyn-based Yale alums: director Michelle Tattenbaum and composer/co-



Heath Calvert as Byron (bottom) with Lauren Molina, Kate Morgan Chadwick, Jenni Barber and Kelsey Kurz in the world premiere musical 'Nobody Loves You' at The Old Globe. Photo by Henry DiRocco.



Kelsey Kurz as Christian and Lauren Molina as Megan in the world premiere musical 'Nobody Loves You' at The Old Globe. Photo by Henry DiRocco.

lyricist Gaby Alter, who's created an upbeat, melodic, rock-driven score.

"This isn't just satire," says Moses. "It's a funny, light romantic comedy with something deep and moving inside. Music has a way of bypassing your psychological defenses and going right to your emotions."

"Nobody Loves You" plays at the Old Globe May 9-June 17, in the Sheryl and Harvey White Theatre, in Balboa Park. (619) 234-5623; www.theoldglobe.org

Pat Launer, long known as "the voice of theater in San Diego," is an Emmy Award-winning arts writer and theater critic who's written for newspapers, magazines, radio, TV and online. Her theater reviews can be heard weekly on KSDS-FM, and she writes regularly for Patch.com. Pat has been named a Living Legacy by the Women's International Center. www.pat-teproductions.com



Floral fantasy highlights Art Alive at San Diego Museum of Art



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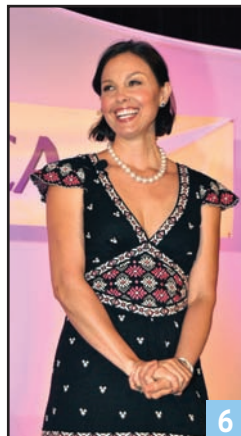
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Ashley Judd keynotes YWCA's annual luncheon

By Margo Schwab

SDMA's Art Alive

The annual Art Alive started off with a festive champagne reception amidst a floral fantasy of San Diego Museum of Art (SDMA) masterworks interpreted by floral designers. The reception of VIP patrons kicked off four days of events that were positively bursting with bubbles, culinary tastes, including Giuseppe's Fine Catering, and creativity by Jim Lennox of Pacific Event Productions. Among the patrons were May Zawaideh, Emma and Leo Zuckerman, Bill Van DeWeghe, SDMA Executive Director Roxana Velasquez, Diane Szekely, Abeer and George Hage, Maurice Kawashima, Tom Gildred and Toni and John Bloomberg. The Bloomberg's Picasso hangs upstairs in the museum.

YWCA Celebrates with Ashley Judd

The YWCA hosted a luncheon with keynote speaker actress Ashley Judd at the Marriott Downtown. Judd articulated clearly her experience of family abuse and the importance of positive programs like those offered at the YWCA. Among the guests were The Spirit of Commitment Award winner, Camille Saltman, president of CON-NECT.

For more photos of these and other events, visit sandiegosocialdiary.com. To contact Margo Schwab, email her at socialdiarymagazine@gmail.com.

SDMA's Art Alive

1. Jim Lennox of Pacific Events Production in front of his floral creation in the San Diego Museum of Art Rotunda. 2. Designer Jordan with her own floral design. 3. Chairs Jackie Johnson Widder and Lehn Goetz, and Art Alive Champagne Patron's Chair Valerie Cooper. 4. John Rebelo with Margaret and Michael Grossman at Art Alive. 5. Julia Marciari Alexander, SDMA's director of curatorial affairs.

YWCA's annual luncheon

6. Ashley Judd, keynote speaker for the YWCA luncheon. 7. San Diego Gas & Electric's Patti Wagner, Carol Lorsch, Joanne Wang, Sandra Hrna, Joyce Rowland and Katie Collier attend the YWCA event. 8. YWCA luncheon guests included Tracy Weile, Luanne Bas, Gloria Barden, Heather Clarke, and Marla Black of Union Bank.



Donovan's Prime Seafood: A Worthy Successor

By David Rottenberg

The word "prime" has many meanings. Real estate borrowers are familiar with the "prime rate." Mathematicians speak about "prime numbers." The root of the word "prime" can be found in the word "primitive." And these are only a few of the many uses of the word.

When it comes to beef, the word "prime" is a word of art. It is a grade of meat. It refers to select cuts that are found on only the best animals. Terms like "flavorful," "tender" and "well marbled" are applied to these cuts of meat, reflecting their high

quality and appeal.

Donovan's Prime Steakhouse serves prime steaks in its La Jolla and Gaslamp locations. Here the term informs diners of the fine cuts they will enjoy.

Some time ago, Dan Shea and his partners who own Donovan's Prime Steakhouse attempted to create a new entertainment concept in the Gaslamp called "Circle of Fifths." The name refers to a tool used by musicians to memorize the relationships between notes on musical scales. It was an interesting choice of names and it reflected the

theme of "dueling pianos" and the venue's location on Fifth Avenue.

Unfortunately, the concept did not do well. Not one to just walk away, Shea changed the concept to a seafood location and brought down Steve Josefski, one of his best managers, to help run it. The new concept is a worthy successor.

Shea used the word "prime" in the restaurant's name. Here, the word is used not as a grading level for seafood but in its ultimate meaning, "superlative." And, in fact, Donovan's Prime Seafood is "superlative." The



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RESTAURANT REVIEW



Ahi



Salmon



Scallops

quality of the seafood is “best of catch,” the ambiance is delightful.

The steakhouse locations are both “clubby” and “woody,” with booths to create intimacy and privacy. They have the feel of a private club. Perhaps, in a prior era, clouds of heavy cigar smoke would permeate the air. By contrast, the seafood location is light and airy.

Small rectangular and larger round tables fill the room, although they are far apart enough so that neighboring conversations do not disturb. The wall facing the street consists of large floor-to-ceiling windows that let in wonderful light in the early evening hours and offer diners the opportunity to watch the interesting street on Fifth Avenue. Soft music plays in the background, popular songs of the '60's and '70s, which are romantic and melodic. The décor is subdued and elegant.

Kemar Durfield is the accomplished chef who worked at the prestigious Addison restaurant prior to joining Donovan's. He is a strong adherent of sustainability for seafood. His menus feature fish that are not considered endangered or overfished. San Diego is an ideal location that offers him the ability to purchase directly from fishermen for the freshest seafood and directly from

local farmers for the freshest produce.

A server brings a loaf of hot, oven-fresh bread to the table once diners are seated. That's to get the salivary juices flowing. Of course, one could start earlier at the bar, where drinks, cocktails and selections from the fresh oyster bar can certainly get things moving. Arrive between 4 and 6 p.m. and one could enjoy “happy hour” featuring special prices for many drinks and a chance to enjoy complimentary fish tacos and fish wraps.

Salads or seafood appetizers are tempting beginnings. Among salads, Cesar Salad, with anchovies and Heart of Palm Salad, with bacon, both have very tasty dressings. The seafood appetizers are really excellent. Seafood Chowder, using seasonal fish, comes in a bread bowl that lets one eat the dish. The Jumbo Shrimp Cocktail are really “jumbo.” It is hard to imagine where such large members of the species grow. Four huge shrimp circle a deep bowl in which a tangy tomato sauce resides. One could make a meal of these alone.

For entrees, a good list of seafood selections are listed. These include Halibut, Ahi, Scallops, Salmon and all the other “usual suspects.” Of course, Lobster and Crab Legs are offered. The difference lies in the quality of the seafood

and in the preparation. The salmon, for example, was, of course, “wild” rather than farmed (“better” because of firmer flesh, greater flavor, and more omega 3's) and accompanied by a lentil dish that accentuated the taste. The Chilean Sea Bass (now sustainable) was light, white, flaky and wonderful.

For diners who must absolutely have a “meat fix,” the menu includes Osso Buco, Chicken, and Ribeye, among other items. They use the same meat as do the steakhouse locations, prepared the same way.

Chocolate Pot de Crème (the name says it all) is one of the more popular desserts, as is the Panna Cota (yummy cream, milk, sugar and gelatin that has set) with wild berries. Or, one can be a purist with just Seasonal Fruit. Good way to finish.

Donovan's has an award winning wine list and occasionally participates in special wine tasting dinners in conjunction with select wineries. Recently, the restaurant sponsored such a dinner to benefit the San Diego Symphony Orchestra and raised a lot of money for it. That's a great way to give back to the community.

Prices at Donovan's Prime Seafood are moderate to expensive. Valet parking is available. Reservations are recommended. The restaurant is located at 333 Fifth Ave. in the Gaslamp. Call (619) 906-4850 for information and directions.



The bar at Donovan's Prime Seafood

David Rottenberg is the editor of Dining San Diego Magazine, a guide to many of the city's favorite restaurants. He is a member of the Southern California Restaurants Writers Association, a member of ASJA and vice president of the North American Travel Journalists Association.



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