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July 2012

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**SAN DIEGO  
MEN  
WHO IMPACT**

page 10

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On the left is Shay Hughes, Chief Operating Officer, next to her daughter, Star Hughes, Director of Business Development at Hughes Marino.

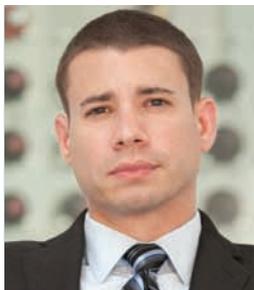
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## COVER STORY

### ON THE COVER:

By eschewing the traditional moderates, San Diegans have set up a rare partisan battle between Carl DeMaio and Bob Filner in the November San Diego mayoral election. Page 18. Illustration by Jason Luper (www.starkwhitestudios.com)



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### Men Making an Impact

We proudly introduce Men Who Impact San Diego — 20 individuals who are making outstanding contributions to their communities and their professions.



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### The Power of Community Banks

What's a business owner to do when deciding where to go for a loan? Regents Bank's new president, Steven Sefton, who has 28 years of banking experience in Southern California, shares his insight with San Diego Metro.



## 36

The "old lady" may be 87 years old, but she's still able to generate thrills for thousands of patrons. She's Belmont Park, one of only two remaining seaside amusement parks in California. Read about the history of the park, its closings and openings, and what it has to offer today.

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Photo: MANUEL ROTENBERG

Malashock Dance company members perform a scene from 'The Floating World.'

**John Malashock Receives His Fifth Emmy  
Cited for dance film choreography in 'The Floating World'**

John Malashock, choreographer and artistic director of Malashock Dance, has won his fifth Emmy in 10 years for Outstanding Achievement in Choreography. The award was made at the 36th annual Pacific Southwest Regional Emmy Awards ceremony on June 16. Malashock earned the award for his dance film choreography in "The Floating World," a dance and video production, directed by John Menier, which premiered on UCSD-TV in June 2011. TFW combined Malashock's talent with Tara Knight's video projection, Zoe Keating's music, and Zandra Rhodes's costume design. The performance was created in conjunction with the San Diego Museum of Art's 2010–2011 exhibition "Dreams and Diversions: 250 Years of Japanese Woodblock Prints."



John Malashock.

### San Diego County Credit Union Names VP and CFO

Ashlee Micale has been named executive vice president, chief financial officer for San Diego County Credit Union. Micale has more than 15 years of experience in financial management. She previously was chief financial officer for Denver-based Public Service Credit Union. Micale holds a bachelor's degree in business administration and a master's degree in business administration, both from the University of Colorado.



Ashlee Micale

### New Tribal Government Center Completed for Sycuan Tribe

Construction has been completed on a new Tribal Government Center Complex for the Sycuan Band of Kumeyaay Indians. The completion was announced by the KCM Group, the construction management firm for the band. The project includes the Tribal Government Center and administration building, 16,000-square-foot in size, which house the Tribal Council offices, Tribal Council Chambers, legal and administrative offices and office for support services. The new complex replaces the current government building, which is being demolished to make way for a road and infrastructure upgrade project needed to improve access and utility services to the reservation. The center overlooks the Sycuan reservation and includes a new parking area, landscaping and new underground utilities and infrastructure.



### Hughes Marino Adds Vice President

Dave Bates has joined Hughes Marino as vice president of the construction management division. Bates has more than 20 years of experience in the construction industry. For 16 years he worked for Roel (now Suffolk-Roel) on construction projects related to Qualcomm Inc. Many of the projects he directed include Qualcomm's W Campus, the Community Presbyterian Church in Rancho Santa Fe and Hughes Marino's Downtown corporate headquarters.



David Bates



New Children's Museum management team: Tomoko Kuta, Wade Lindenberger, Kerri Fox, Julianne Markow and Hannah Berger. Photo by Paul Nestor.

## New Children's Museum Leadership Team Forges Future Direction

The new management team of the New Children's Museum is laying plans for next year's fifth anniversary celebration and programs. "Five years is a major milestone and we now have the team in place that will take us into the future," said board chairman Mitch Mitchell. Following the appointments of Julianne Markow as executive director and CEO and Tomoko Kuta as director of education and exhibitions, three new senior staff members have been added to the management team to help solidify the organization and spearhead efforts going forward. Markow said that more than 600,000 visitors and 69,000 school children have enjoyed the museum experience since it was reopened in 2008. Hanna Berger was named director of development for the museum, bringing more than 10 years of experience in the charitable sector to the job. As director of marketing and communications, Kerri Fox has more than a decade of experience in the field. Wade Lindenberger, director of finance and administration, brings more than 20 years of experience to his position.

## Student-Run Companies Advance in Junior Achievement Competition

Two student-run companies from Westview High School and one from Harmonium have advanced to the Junior Achievement North American competition by besting 12 other teams at "The Next Big Thing" Entrepreneurs Showcase sponsored by Junior Achievement of San Diego and Imperial Counties. The teams had only six minutes to showcase their businesses to the judges. Westview High School's Place~Mate and Local Noise, and Harmonium's Cast-A-Waste emerged the winners. Place~Mate is an interactive place mat intended for preschoolers and has multiple uses, winning the first place. Local Noise took home second place for its service that promotes bands and sells concert tickets. Winning the third place and the Ingenuity Award for the most creative product, Cast-A-Waste presented its worm casting product used to enhance the soil. Junior Achievement USA will announce on June 15 if any of the three teams will progress to the summit in Washington, D.C. to win a \$500 scholarship, a trophy and medal.



Westview High School's winning team.



## Eight-Building Portfolio Sells for \$13.03 Million

The Waterfall Block, an assortment of eight buildings totaling 58,288 square feet in Downtown San Diego, has been sold for \$13.03 million to a buyer who was in a joint venture with Starwood Capital Group. The sale was arranged by Marcus & Millichap Real Estate Investment Services. The area is bordered by Seventh and Eighth avenues, Broadway and C Street. Ben Tashakorian, vice president of investments for Marcus & Millichap, said the previous owner planned to redevelop the site and acquired the properties over the course of three years, but the economic downturn decreased the properties' value. Tashakorian represented the seller in short sale negotiations with three lenders. The properties include retail, office, mixed-use and residential hotel space.

## Vibra Bank Hosts Mexican and American Business Mixer

More than 100 Mexican-American entrepreneurs from around the county took part in a business mixer June 13 hosted by Vibra Bank and featuring CANAMEXA, a nonprofit organization founded in the South Bay to promote the development of Mexican and American business connections. The event was centered on helping business owners become better accustomed with America's business culture and to promote business relationships among local businesses and entrepreneurs. Vibra Bank's CEO Scott Parker and his executive team provided tips for business owners on how to navigate through the personal and business banking process. Several political and business leaders attended, including Mary Salas, former member of the state Assembly; Xavier Rivas, director of economic and tourism development for the city of Ensenada; Ruben Gardia, director of the San Diego district office of the Small Business Administration; Edward Lopez, principal of the Lopez Law Group; Javiar Islas, director of finance for Accion San Diego; and Larry Breitfelder, candidate for the Chula Vista City Council.



Scott Parker, CEO of Vibra Bank, addresses business mixer guests.



Platinum winner: Best of Show.

## Graphic Design Studio Owner Leads Judging Jury

Jenn David Connolly, owner and founder of graphic design studio Jenn David Design in San Diego, served as president of the judging jury for the first edition of the Mondial de la bière's Bottle Design Contest during the 19th annual beer festival, the Mondial de la bière, held in Montreal, Canada in June. The event honored the aesthetical investment of today's brewery in the bottle and the outer appearance's design. Connolly was the only American on the five-person panel. "It's exhilarating to judge design competitions, particularly ones in packaging, as that's something I'm especially passionate about," said Connolly. There were a total of 86 beers submitted for judging in three categories: Nature, Art and History. There were three winners in each category for Bronze, Silver and Gold, as well as a Platinum winner for the best in show.



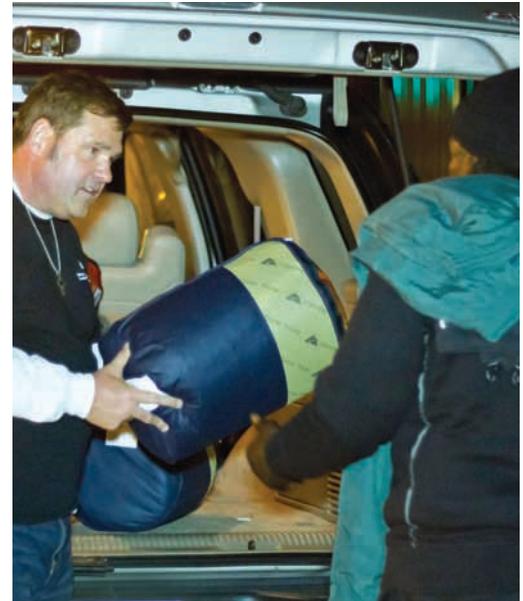
Jenn David Connolly.

**San Diego's Homeless Numbers Continue to Grow**

Two San Diego police officers stop their patrol car to talk with a homeless man huddled on a street corner in a dark, unpopulated area of Downtown San Diego. At the same time, a volunteer from a local church pushes past the two patrolmen to hand the elderly man a jacket to which the homeless man gratefully takes and then opts for the street rather than the offer for shelter at a local church.

This is a scene at a recent "Transitional Safe Zone," where the police hope to bring all church and volunteer organizations together to help make a difference, and ultimately, a change – together. The common goal is to get the 10,000 San Diego homeless men, women and children off San Diego streets. "Many of the homeless have been on the streets for 10-15 years and the transition is just too difficult, so with comfort, they choose the streets," said David De Witt of City of Refuge, a nondenominational fellowship. Through the Safe Zone concept, the city will provide 12 hours of overnight protection for San Diego's homeless in one location, which is yet to be determined.

San Diegans can help by making a donation for sleeping bags. Contributions for the drive can be made online through Paypal at <http://fundly.com/eyeofa-needlefoundation>. All donations are 100 percent tax-deductible and will go directly to this rescue project.



A volunteer hands a sleeping bag to a homeless man.

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# SAN DIEGO **MEN** *who* **IMPACT**

We are proud to introduce Men Who Impact San Diego, 20 individuals who are making outstanding contributions to their communities and their professions. All were nominated by our readers. While all of the nominations were noteworthy, we believe our final choices are particularly outstanding. We would like to thank everyone who took part in the nomination process.



## **JOHN GOMEZ**

Gomez is founder and lead trial attorney of the Gomez Law Firm. Over the past 10 years, the Gomez Law Firm has won over \$250 million in verdicts and settlements with over 50 awards of more than \$1 million each. The Gomez firm has been recognized as a Tier 1 “Best Law Firm” by U.S. News & World Report in the areas of personal injury and product liability. Since 2005, he has been awarded seven separate “Outstanding Trial Lawyers” awards from the Consumer Attorneys of San Diego and was named their Trial Lawyer of the Year in 2006 and 2011. He represented the surviving heirs of CHP Officer Mark Saylor who, along with his wife, daughter and brother-in-law, died when their Lexus loaner car accelerated out of control on a Santee highway. The incident gave rise to the largest recall in Toyota history. Beyond his success in the courtroom, Gomez’s vision of philanthropy consists of giving back time, talent and treasure as an individual. He mastered the quickstep, training for several months with a professional dancer in order to compete as a local luminary in Malashock’s So You Think You Can Dance fundraiser, raising funds to make their programs accessible to children who otherwise would not have the opportunity to do so. He has polished his stand-up comedy routine to give people access to legal guidance as part of the San Diego Volunteer Lawyers Program’s LAF-OFF and is involved with Mothers Against Drunk Driving, the Race on behalf of Children with Autism and Walk for the Cure.



## **RON MORABITO**

In five short years, Ron Morabito has positioned his company, V Group, as one of the premier signage and printing companies in San Diego. He is an active philanthropist who supports a wide variety of charities. He sits on the board of trustees for the San Diego Sports Commission, which supports a number of youth programs for underprivileged and at risk children. He has volunteered his time as well as donated all of the signage for the All About Kids Foundation and has worked with Home Start, the Leukemia and Lymphoma Foundation and the Boys and Girls Club of San Diego. Born and raised in New York, Morabito became a financial adviser at the age of 19, after achieving his goal of passing the Series 7 exam. After working in the finance industry for three years, he decided he wanted to go into business for himself and started a signage and printing company on Long Island at the age of 22. He relocated to San Diego in 2007 and opened V Group, which provides signage, trade show displays, printing and promotional products. He was named the winner of the award “Excellence in Customer Service” at the San Diego Small Business Awards. His clients include Donovan’s, Cox Communications, SDSU, San Diego Gas & Electric, the San Diego Padres, Barona Resort and Casino, University of San Diego and the United States Army.



## **RONALD B. GARNETT**

Ronald Garnett is president and CEO of San Diego Regional Minority Supplier Development Council, a center that serves as a hub for minority business development in Southern California. The facility provides office space and support services, collaborative space and training to help certified minority business enterprises (MBEs) realize opportunities and build their businesses. The council has 200 minority business enterprises and 55 corporate members, a growth of more than 450 percent since 2005. Garnett created the Young Entrepreneur Academy, which is designed to teach young men and women from underserved communities how to identify, plan and start their own businesses. Before leading the council, Garnett was founder and CEO of PPI, a performance consulting firm. His effective, strong-willed business tactics have earned him recognition in national trade magazines, and his writings on performance have been published in professional trade publications. He is a board member of the California Statewide Small Business Advisory Committee.



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### ANDREW E. NELSON

Andy Nelson is president of Willis Allen Real Estate, the largest independently owned and operated real estate company in Southern California. He started his real estate career at Willis Allen in 1977, was named its president in 1980 and purchased all remaining shares in the company in 1995 from Willis Allen Sr., the firm's founder. Willis Allen dates its beginning to 1914 when it started matching buyers and sellers in La Jolla. Today, the firm includes 200 agents boasting an average of 16 years of experience, an industry best for average sales volume per agent and the highest number of sales per agent than any other company in San Diego. Willis Allen has offices in La Jolla, Rancho Santa Fe, Del Mar, Coronado, Downtown, Point Loma, Fallbrook and Carmel Valley/Santaluz.

### BILL BODRY

Bill Bodry is founder and director of the Challenge Center, an advanced rehabilitation facility. The Challenge Center provides affordable physical therapy and rehabilitation for people with physical disabilities, ranging from arthritis to paralysis. The La Mesa-based organization opened in El Cajon in 1988 but Bodry moved it to La Mesa in 1999. Bodry has faced his own challenges. A 1973 operation which was suppose to straighten Bodry's crooked spine went wrong and left him a paraplegic. Bodry founded the Challenge Center shortly after moving to San Diego in order to help people like him who could have affordable access to equipment, facilities and therapists for as long as they needed them. For those with spinal cord injury and other paralysis, clients can use Computerized Functional Electronic Stimulation to ride a stationary bike with his or her own muscles.

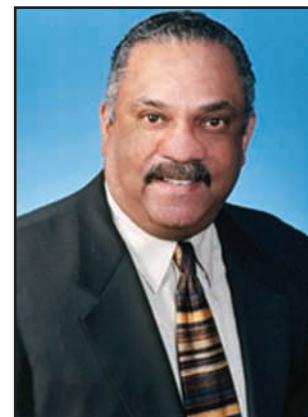


### STEPHEN F. FLAIM

Stephen Flaim is chairman of the board of Tech Coast Angels, the largest organized angel investing group in the world whose members invest in Southern California companies with the potential to scale into market and financial leadership. Flaim is founder and president of Flaim Partners Consulting, a fellow of the American College of Cardiology, the American Heart Association and the American College of Clinical Pharmacology. He holds a doctorate in human physiology and pharmacology from UC Davis. He is a member of the board of Pivotal Biosciences Inc., and AnaBios Corp. and co-founder and CEO of CardioCreate Inc. and OncoFluor Inc. CardioCreate's genetically-engineered stem cells replace damaged heart tissue with healthy, functional heart tissues.

### HERB JOHNSON

Herb Johnson is president and CEO of the San Diego Rescue Mission, an organization that literally, day-by-day, makes a difference in life and death for many in San Diego. The Mission was founded in 1955 and believes in the inherent worth of every homeless man, woman and child. Its mission is to spread the good news of salvation through Christ by serving the needs of the poor, addicted, abused and homeless. Johnson holds a MBA from the Harvard Business School, had a dynamic career with Summit Concept, a unique Supply Chain and Executive Partnership Firm based in San Diego and served as executive vice president for Supply Chain Management of Premier Inc., and as president of Premier Purchasing Partners L.P., a \$14 billion Group Purchasing Organization. Johnson and his wife, Carol, have five children and 12 grandchildren and both spend significant time serving on several boards throughout San Diego County.





**DARREN SOLOMON**

Darren Solomon is CEO of Kid Ventures, a boutique-style indoor family play center. The vision of Kid Ventures is to lead the way in children’s “edutainment.” Kid Ventures offers high quality, safe, clean and stimulating environment for children and parents. Complete with a village of themed sidewalk stores, a pirate ship, castle, rock climbing wall and a wireless parents’ coffee shop/café, Kid Ventures has become the go-to place for creative play, parties and all around quality family time. By utilizing his business as a philanthropic platform, Solomon has raised an enormous amount of awareness and funds for charitable organizations such as Rady Children’s Hospital, National Arthritis Foundation, the Rivers of Hope Foundation and Promises2Kids.



**MICHAEL HURST**

Michael Hurst is founder, CEO and president of ChloroFill LLC, a San Diego clean technology company that develops, markets and sells environmentally responsible, formaldehyde-free building materials for the interior design, building and furniture industries. ChloroFill’s products are made from recycled sorghum stalks, one of the most rapidly renewable resources on the planet. By reclaiming the stalks, which are often treated as agricultural waste, Hurst is helping farmers significantly increase the value of their crops as well as eliminating a source of greenhouse gas emissions and air pollution. A veteran of the life science industry, Hurst spent his career prior to founding ChloroFill in engineering and management at Fortune 500 and leading technology companies, including Beckman Instruments and Illumina Inc. Since founding ChloroFill he has successfully fostered collaborative relationships with leading American and Chinese companies.



**DAVID LOSEKE**

David Loseke is relationship manager and senior commercial lender with First Republic Bank. First Republic provides lending facilities to medium size companies with financial needs up to \$25 million. He is a member of the board of the San Diego Police Foundation, which supports the San Diego Police Department, including the foundation’s SafetyNet Program that has helped protect San Diego kids from on-line hazards and sexual predators. Loseke developed the Friends of the Badge concept and its fundraising campaign. He is a graduate of San Diego State University and holds an MBA from the Anderson School of Management at UCLA.

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**MARK CAFFERTY**

Mark Cafferty is the new president and CEO of the San Diego Regional Economic Development Corp. (EDC). He is leveraging the collective influence of business, government and civic leaders to drive the region's economic prosperity. He is leading collaborative efforts around the military, innovation, tourism and local economies to advance the global competitiveness of the region. Prior to joining the EDC, Cafferty was president and CEO of San Diego Workforce Partnership. He increased the workforce training organization's budget by more than 30 percent, managed a one-time award of \$25 million under the American Recovery and Reinvestment Act and secured more competitive grants than at any time in the organization's history. He is a member of the board of CONNECT, San Diego Convention & Visitors Bureau, South County EDC and CleanTech San Diego.

**BRUCE ROSENTHAL**

Bruce Rosenthal is president and CEO of Submarina Inc., a 35-year old restaurant company which competes against Subway, Quiznos and a host of other sandwich shops. Based in San Marcos, Submarina operates 53 franchised sandwich restaurants in six states and Guam. It employs 250 people in its San Diego stores. Revenues in 2010 were approximately \$17 million. Rosenthal's private equity fund bought most of the asserts and the rights to the Submarina name in 2009. Rosenthal's plan is to expand the company to 500 restaurants within five years. In recent months the company has opened franchised locations in Georgia, Ohio, Michigan, New York and Tennessee.



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Jonathan Dale  
web producer

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**JONATHAN DALE**

Jonathan Dale is the web producer at Planned Parenthood, managing the health care organization's online presence and electronic outreach programs. He is also a volunteer Court Appointed Special Advocate for a teenage foster youth. He also is a parttime bartender, DJ and home beer brewer. He tends bar at The Live Wire in North Park and has disc jockeyed events like weddings, charity events and art openings. Recently he started making beer and is concentrating on ales and big beers with a lot of body and a fair amount of alcohol. In his spare time he is a freelance music writer.



**JEFF GATTAS**

Jeff Gattas is an executive director in University Communications and Public Affairs at UC San Diego. He directs the university’s media relations, communications, marketing, advocacy and state and local government relations, as well as managing the department’s business operations. He leads a team of professional communicators and government relations staff at the region’s leading research university to enhance awareness of the campus, build a network of university supporters and encourage investment in UC San Diego. He has over 15 years of experience in communications, government and public affairs including serving on the board of directors for CCDC and the San Diego LGBT Community Center. Prior to joining UC San Diego, Gattas was Mayor Jerry Sanders’ director of City Council affairs, was chief of staff to councilmember Toni Atkins and district director and press secretary to Assembly member Denise Moreno Ducheny. He has a B.S. in business administration–finance, an M.S. in mass communications from San Diego State University and completed Harvard University’s Senior Executive Program in state and local government at the John F. Kennedy School of Government.



**BOB MCELROY**

Bob McElroy is president, CEO and founder of Alpha Project for the Homeless. He operates San Diego’s Single Adult Winter Shelter each year and the Neil Good Day Center as well as a dozen other social service programs throughout the county. This is Alpha Project’s 25th year of service in San Diego. Alpha Project’s mission is to empower individuals, families and communities by providing work, recovery, housing and support services to people who are motivated to change their lives and achieve self-sufficiency. Alpha Project’s programs include over 600 units of affordable housing for very low-income families and seniors; Casa Raphael, a 140-bed residential treatment program for men; the Counseling Service in Vista providing drug and alcohol outpatient treatment and counseling; and Take Back The Streets, which provides job training and supportive employment to homeless individuals performing community revitalization services and fire prevention services throughout San Diego County.

UC San Diego congratulates  
Executive Director for Marketing, Media Relations and Public Affairs  
**Jeff Gattas**  
for being named one of the **20 Men Who Impact San Diego** by SD Metro!

Learn it. Live it.  
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Please join us in congratulating  
**Bob Rauch**  
on being selected  
as one of 20 Men Who Impact San Diego!



## JASON ROSE

Jason Rose is the area vice president for Waste Management operations in San Diego, Orange and Riverside counties. Rose's commitment to environmental leadership is at the heart of every initiative Waste Management undertakes. Rose has overseen the company's construction and demolition processing and Recycling Center in El Cajon and works with local businesses to revolutionize in-house recycling practices as with the Grand Del Mar, which was recognized as Recycler of the Year after developing an aggressive recycling program with Waste Management. Rose is actively involved with the San Diego Regional Chamber of Commerce CEO Forum, LEAD San Diego, Junior Seau Foundation, Century Club, Habitat for Humanity and MADD.

## ADAM BAKER

Adam Baker is founder of Black Mountain Equities, a multi-strategy private investment company that invests in distressed real estate notes, purchase order financing, private placements in small public companies and investing in a variety of private business opportunities. Baker recently added a warrant arbitrage strategy to the firm's investment portfolio and is focused on creating a system to help identify more of these warrant opportunities. On the real estate side of his business, his primary target market is the distressed Midwest real estate market, specifically in regards to buying pools of non-performing first trust deeds and first mortgages. In addition to Black Mountain, Baker founded and co-owns Smoking Hot Inc., which develops and runs websites. He is a founder of PEERS, a nonprofit organized for entrepreneurs to give back to the community in five different capacities: philanthropy, entrepreneurship, environment, relationships and social endeavors. Through his work with PEERS, he has helped organize a clothing drive for Father Joe's Villages, mentored at Junior Achievement's Biztown and raised funds for Just In Time for Foster Youth.



## JAMES WARING

James Waring is CEO of CleanTECH San Diego, a firm which was built on the premise that as resources decrease relative to demand and population increases, societies will have to do more with less. CleanTECH's goal is to position San Diego as a leading clean technology region for business development and technology adoption. CleanTECH actively participates in a number of organized state and federal coalitions to promote and shape policy agendas that represent the regional clean-tech community's interests. Waring is a graduate of USC, USD's Law School and holds a master's degree in peace and justice studies from USD.





**BYRON WEAR**

Byron Wear is CEO of TelStar Energies. TelStar has become one of the preeminent renewable energy developers that focuses on the earliest and riskiest part of utility scale green power plant development. TelStar has one of the largest portfolios of land available specifically sited and suited for large utility scale wind power and solar power plants. He is currently co-chair of the \$7.9 million campaign for building the new 30,000-square-foot Ryan Family WMCA in Point Loma where he also serves as vice chairman of the board of managers. He served two terms on the San Diego City Council.



**ROBERT A. RAUCH**

Robert A. Rauch is president of R. A. Rauch & Associates Inc., a firm that specializes in hotel management. Hotels under Rauch's management include the El Cordova in Coronado, Homewood Suites and Hilton Garden Inn in Carmel Valley and the Pantai in La Jolla. Rauch has long been active in convention and visitors bureau activities, having been a member of the boards of both San Diego North Convention and Visitors Bureau and the San Diego Convention and Visitors Bureau. He holds a B.A. degree in hotel administration from Western International University and an M.S. in tourism administration from Arizona State University. He publishes Hospital Insights at hotelguru.com and is a certified hotel administrator.

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# DeMAIO vs. FILNER

By eschewing the traditional moderates, San Diegans have set up a rare partisan battle in the November mayor election

BY LIAM DILLON | VOICE OF SAN DIEGO

Change of the kind not seen in decades is coming to San Diego City Hall.

When Republican City Councilman Carl DeMaio and Democratic Congressman Bob Filner advanced to the mayoral runoff in June, it set up a partisan fight San Diegans aren't used to seeing when they pick their leader.

"What we have had really in the entire post-World War II era has been center-right and center-slightly left mayors," said Steve Erie, a UC San Diego professor who wrote a recent book on the city's political history. "They don't fit the pattern."

DeMaio and Filner defeated the two other candidates who did fit the pattern. Assemblyman Nathan Fletcher, whose Republican-turned-independent bid in March was the race's biggest surprise, lost ground throughout election night. Republican District Attorney Bonnie Dumanis, who had courted the same moderate support as Fletcher and backed it up with nearly 40 years of history in San Diego government, never caught fire during the campaign.

The success of DeMaio and Filner sets up a monumental clash between two politicians rarely victorious in city politics: anti-Downtown partisans. Even more their temperaments, which tend toward confrontation rather than consensus, make them outliers. If current Mayor Jerry Sanders reminds you of your kindly uncle, then DeMaio and Filner are your cranky cousins.

Despite DeMaio and Filner's difference from the San Diego norm, it looked like Fletcher and Dumanis were done in by forces larger than themselves. Voter turnout appeared anemic. And primary voters tend to be more partisan. The endorsed candidates of the Republican and Democratic parties both advanced.

On its own, this simple calculation could explain Filner's success on Election Day. He's a long-time liberal who has a 30-year history in San Diego politics. The 69-year-old was the only Democrat in the race and these bona fides carried him through despite a lackluster campaign. He was able to hold off a furious fight from Fletcher, who courted interest groups as diverse as bike advocates and dog owners.

DeMaio, who has seemed like he was running for mayor since he first arrived in San Diego a decade ago, led the race from start to finish.

"San Diegans have been clear," DeMaio said in his victory speech

at the U.S. Grant Hotel. "They don't want business as usual at City Hall anymore."

## The Move to the Middle

The success of DeMaio and Filner means they'll have to do the opposite of what made them winners on primary night. They have to court San Diego voters in the middle who aren't used to this kind of mayor's race.

DeMaio's already telegraphed his next steps. He's announced his pivoting from pensions to potholes, a prime issue in a city notorious for its rough roads and one that doesn't discriminate between Republicans and Democrats. His victory speech touched on themes he's never made a big deal out of before: education, renewable energy, clean water, beaches, bays and open space.

"Reform in San Diego has no party label," he said. "It's a San Diego cause."

DeMaio also could try to find moderate support through his backing of the \$520 million proposed Convention Center expansion. Despite his anti-tax persona, DeMaio has championed a big hotel room tax hike to pay for it, something Filner opposes. The project has the major backing of the city's powerful tourism and Downtown business lobbies, and DeMaio can make the case that only he can deliver.

Meanwhile, Filner could go after jobs and education. He could draw a contrast with DeMaio's slash-city-fees-and-burn-city-regulations economic development plan and reposition the issue as a fight for middle-class jobs. Filner also could use his college teaching background and time on the school board to take the lead on schools. It's one big issue DeMaio doesn't have a plan to fix.

## DeMaio's Two-Year Mayoral Bid

The seeds of DeMaio's first place finish were laid almost two years ago when the councilman had his greatest political failure. He had spent \$450,000 and six months on a dramatic outsourcing initiative designed to be the big issue for the November 2010 election. It imploded. DeMaio collected too many duplicate signatures and it didn't make the ballot. This collapse fed the most damaging criticism against DeMaio: he could throw bombs, but not lead.

But talks between the city political power players about DeMaio's

# SAN DIEGO MAYOR'S RACE



measure turned into the first serious discussions about a sales tax hike once DeMaio's effort failed. The tax increase made the ballot. DeMaio found a new cause. He became its most outspoken and energetic opponent and danced on its grave when it lost by almost 25 points.

Three days after the tax hike failed, DeMaio used his momentum to begin his mayoral campaign. He released the financial plan that's become the foundation of his bid for the mayor's office. The plan included a proposal to give most new city workers 401(k)-style retirements, instead of guaranteed pensions. He brokered a deal with Mayor Sanders, who also wanted to eliminate pensions, for a new ballot measure.

DeMaio made the initiative, Proposition B, synonymous with his campaign. The measure's popularity and Republican support forced Fletcher and Dumanis eventually to endorse it and even Filner couldn't escape it on the trail. DeMaio's yard signs had "Carl DeMaio For Mayor" on top and "Yes on B: Pension Reform!" on bottom. Prop. B won on primarily election night, passing by more than 32 points.

DeMaio's success happened as part of a growing Republican and business insurgency. Groups like the Lincoln Club, the San Diego County Taxpayers Association and the local Republican Party united to defeat the sales tax and stayed together to push a more aggressive 401(k) initiative. DeMaio's combative and uncompromising stance fit their worldview better than those who shared the city's traditional, moderate Republican outlook.

The Republican insurgency solidified in March. The party endorsed DeMaio over

Dumanis and Fletcher, both Republicans at the time, despite Fletcher's frantic efforts to block the decision.

## Fletcher Goes Indy



The party's endorsement led to the race's turning point. Less than three weeks after the GOP went for DeMaio, Fletcher decided to cast off the Republican Party and become an independent. This was no small move. When he was in his mid-20s, Fletcher worked as a political director for the state Republican Party. He married a campaign staffer for former President George W. Bush. Big-name Republicans — Newt Gingrich, Karl Rove, Mitt Romney and Pete Wilson — had supported personally Fletcher's bid for office.

He seemed to be following in Wilson's political footsteps as well. A career in the Marines, followed by a stint in the Assembly, followed by a bid for San Diego mayor, followed by statewide success. It didn't hurt that Fletcher is 35, a few years younger than Wilson when he ran for mayor, and has matinee-idol good looks.

"Fletcher is right out of central casting," Erie said.

But a big part of Wilson's political identity as mayor was his moderate Republicanism. When Fletcher shed that label he sold it as if the party had left him. He argued his consensus-building style no longer had a home in the party.

Fletcher and his campaign executed this declaration of independence without a hitch. In the days before he announced the switch, he flew to Washington to meet with New York Times columnist David Brooks. Brooks'

subsequent column told the story of a pragmatic Iraq war veteran who the polarizing Republican party could no longer tolerate.

Brooks' piece cemented Fletcher's independence narrative and made him a national cause célèbre. He raised \$1.3 million from donations, by far the most of anyone in the race, attracting the likes of fashion designer Diane von Furstenberg and the mayor of Tupelo, Miss.

The decision gave Fletcher the name recognition he needed to boost his standing in the polls. His quick climb from single-digits made it a three-way race with DeMaio and Filner. This unnerved his rivals. But initially any efforts to blunt Fletcher's rise only seemed to strengthen him. DeMaio blamed an intern for one failed hit. And Filner's campaign continued its long slumber.

## Filner Wakes Up With Some Help From a Rival

In the race's first 10 months, Filner had



made a habit of talking big on the trail. He had promised "the most aggressive campaign San Diego has ever seen," an overflowing fundraising treasury and a waltz into the general election because he was the only Democrat in the race. Instead, he relied more on his past stances and broad ideology to win people over rather than a detailed vision of where he wanted to take San Diego. If DeMaio's yard signs told the story of his campaign, Filner's did, too. Filner didn't buy many of his own. Instead, they read, "paid for by labor" at the bottom.

Immediately after Fletcher's move, Filner's campaign continued its downward trajectory. Filner was so lost on education policy at a

debate that Fletcher had to explain a school reform law to him. Filner topped off his flubs over his major Unified Port of San Diego expansion plan when his cell phone rang in the middle of a television interview about it.

But soon Filner began receiving serious assistance from an unlikely source. As far back as the winter, DeMaio would walk up to Filner at events and deliver a message, according to Filner's campaign. "I'm reminding people that Bob Filner is the Democrat," DeMaio would say.

DeMaio's strategy was simple. A runoff against Filner would produce the kind of right vs. left battle that the councilman could win. A runoff against a moderate would be much tougher. And DeMaio had the money, campaign infrastructure and standing near the top of the polls to try to pick his opponent.

Once Fletcher started surging, it meant DeMaio and his supporters had to take out the assemblyman. When the campaign entered its final month, they began executing a plan relentlessly.

Voters' mailboxes overflowed with mail from DeMaio attacking Fletcher's poor attendance record in the Assembly. And the television airwaves showed an ad blasting the assemblyman for engineering a middle-of-the-night deal to send billions in tax revenues Downtown at the expense of state school funding.

DeMaio's supporters believed these hits would work. Polling done by a political action committee backing DeMaio showed that 81 percent and 74 percent of Fletcher supporters were less likely to vote for the assemblyman once they heard about his absenteeism and the Downtown deal, respectively. DeMaio also went so far as to send mail to Democrats, quoting left-wing politicians and using left-wing rhetoric to blast Fletcher's standing with liberals.

Filner realized he benefited from all this, calling DeMaio his "best weapon" against Fletcher. He also began hitting a stride of his own. His debate appearances became sharper and crisper. He brought down Lt. Gov. Gavin Newsom, a state Democratic heavyweight, for a fundraiser. And he spoke

more humbly about his own campaign. He admitted that he should have spent more time raising money and that he had underestimated Fletcher.

It became impossible to pay even the slightest attention to the campaign and not hear the Filner-as-Democrat message.

### Where's Bonnie?

Lost in all this drama was Dumanis. The 60-year-old district attorney entered the



race as one of the favorites. She had cultivated powerful political relationships, and endorsement from the popular Sanders and a well-known law-and-order reputation with voters. But her problems began from the start.

Dumanis' most powerful message, her experience and steady hand, took a hit early on when she fired her first campaign manager, reported lackluster fundraising totals and flip-flopped on Proposition B. Fletcher's endorsement by the city's police union and other public safety groups made it so that she couldn't claim to be law enforcement's choice for the job. And she struggled to communicate a simple vision for what she wanted San Diego to be under her leadership.

She tried to make San Diego's flagging K-12 public education system her signature policy platform, even though the city has no control over schools. Dumanis succeeded in making education a campaign issue, but again couldn't sell her ideas enough to make it a dominant one. Once Fletcher's independence play succeeded, her efforts to capture the traditional San Diego middle fell short. Time and again, Fletcher supporters implored her to quit

the race.

But Dumanis didn't go out without a fight. She showed feistiness in the campaign's last few weeks that cut against Fletcher and Filner and put them on the defensive.

### Fletcher Fights Back, But It's Not Enough

Meanwhile, Fletcher was struggling under the weight of all the attacks. Despite his fundraising prowess, Fletcher didn't have enough money to chase the growing number of mail-in voters, maintain a consistent presence on television and organize a get-out-the-vote drive on Election Day. Besides, while Fletcher's independence move was a stunning success at the time, it happened 10 weeks before Election Day. Fletcher didn't have a second act, something other campaigns noticed.

"How does John DeLorean really follow up the DeLorean with anything else?" said Ron Nehring, a Dumanis consultant. "You have a really cool car, but then what do you do next?"

Fletcher turned his attention to Election Day. The campaign targeted people who typically don't turn out in force for primaries: voters under 50, decline-to-states and moderates from both parties.

The election's initial results showed Fletcher five points behind Filner. And Filner's lead inched forward throughout the night.

But the election wasn't about the middle or any one candidate who tried to court moderate support. Instead, the rules of a low-turnout primary held strong. Enough Republicans went Republican. Enough Democrats went Democratic. Everyone else didn't vote.

"You do everything you can to ward off gravity," said Jennifer Tierney, a Dumanis consultant. "But eventually, everything always hits the ground."

# The Economy ... Good, and Getting Better

## Across industries and across the region, San Diego companies are expecting increased revenues and increased employment

By David Marino

In reading media headlines, it's hard to decipher if the economy is recovering, slowing or heading for a "double dip." Part of the problem behind the headlines is that it's an election year, and there is tremendous political spin that distorts the reality of how things really are. Further, government economic data looks backwards in the economy, versus having good vision for the future. The stock market acts impulsively in the present for short-term gains, but also is gambling on the future...more of a Vegas casino than an indicator.

As a commercial real estate professional that spends every day in front of different business owners and executive management teams, I can report first-hand that the San Diego economy is good, and getting better. My evaluation is based on more than just strong anecdotal evidence, even though that evidence in itself is consistently positive and optimistic.

What is so powerful about the work I do, and the time in which I engage with a company, is that I actively represent companies as they are planning for their space needs one to three years into the future. My team and I are meeting daily with business owners, assessing their revenues and hiring plans, and determining their needs for more or less space to accommodate these plans.

Over the last two years, I have been reporting the square footage that is being leased and absorbed in San Diego County, caused by the jobs recovery, which is requiring companies lease more space and expand. As we look deep into the companies that we are currently engaged with to relocate, expand or renew their leases, there is strong empirical evidence of continued job growth and positive economic future trends.

Considering all of our current active client engagements of 3,000 square feet and above, of which I separated the companies into small businesses (companies of under 40 employees), and large businesses (companies of over 40 employees), I found the following:

Forty four percent of small businesses and 49 percent of large businesses are growing — defined as adding at least 15 percent of more space capacity beyond what they currently occupy. Many are doing so substantially. Only 7 percent of small businesses and 9 percent of large businesses are downsizing, intending to lease 85 percent of the space they currently occupy, or less. That's a growing to downsizing ratio of 6:1 for small businesses, and 5:1 for large businesses!

The remainder of the companies are stable, with 49 percent of small businesses and 42 percent of large businesses intending to renew their leases, or relocate to locations of comparable size. Sliced another way, only one in 14 small businesses are downsizing, and only one in 11 large businesses are downsizing. This isn't the economic slowdown that some pundits are preaching. To the contrary, conditions have been improving in the San Diego economy for two years now, and are continuing to trend very positively for 2012 and well into 2013.

These large and small companies that we are currently working with primarily have leases expiring in 2013, and a few into 2014. These companies are planning and committing now to their future intentions, and these companies are mostly making bigger bets on the future, versus what they have in the present.

Across industries, and across the region, San Diego companies are expecting increased revenues and increased employment, and are signing on the dotted line for new leases to facilitate it. The statistics are consistent across all submarkets of San Diego County, but most compelling is that 70 percent of the companies we are working with on the I-15 Corridor are growing, as are 70 percent of the companies in Downtown San Diego, with particular strength in the small business category.

I have daily conversations with CEOs and business owners who are seeking to hire employees at all levels. Therefore, if you are reading this and are unemployed, or under-employed, it's time to dust off that resume and make strong efforts to get back into the job force, as even greater times for San Diego are ahead.

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.



# The Power of Community Banks

## Q&A with Steven Sefton, Regents Bank's new president



Steve Sefton

After the global financial crisis and mortgage meltdown, mega banks are busy trying to repair their images, while the community banking industry emerges with an untarnished reputation. Small and mid-sized businesses power the economy, and community banks serve many such businesses. As a result, community banks can rise and fall on the same tide as their clients. So what's a business owner to do when deciding where to go for a loan?

Regents Bank's new president, Steven Sefton, has 28 years of banking experience in Southern California. He shared with San Diego Metro about the power of community banks.

### **Q. Big banks have huge amounts of money available to lend. Why wouldn't a small business owner go there first?**

A. Big banks are in and out of the community bank market, depending upon which way the winds blow. A big bank's mission is making money in a variety of markets that may or may not include the community. In contrast, the mission of a community bank is to invest in its community. The personalization of services is likely to be better at a community bank as well, because it's not structured on a "plug-and-chug" system for important services like evaluating borrowing needs.

### **Q. Where can a business owner find the best advisory relationship?**

A. I believe it can be found in either a large bank or a community bank, it's just more difficult to find in a large bank. People provide the business advice that business owners want and need, not institutions. It's all about the banker. I was recently talking with a frustrated big-banker. She was scolded by her boss for selling herself rather than the bank, but business owners choose relationships with people, not institutions. By the way, the banker got there because her community bank was bought by the big bank.

### **Q. You emphasize advice and advisory services. What exactly does that mean?**

A. Decades ago, the local community banker was on the business owner's advisory team for critical decision making. It was a close relationship that enabled the banker to customize his or her advice according to the endless variables that exist for each business. I believe bankers should still operate according to this legacy, and community bankers are well positioned to do so.

### **Q. Back to lending, don't big banks make the majority of business loans?**

A. Measuring by total amount loaned, yes, but Independent Community Bankers of America reports that community banks made 58 percent of outstanding bank loans to small businesses. The key difference is that the community bank approach is consultative, and the big bank approach is about commodity — who can provide the lowest rate and most relaxed terms?

### **Q. If a business owner already banks with a big bank, shouldn't they start there for the loan?**

A. Sure. If a business owner has that gold nugget of a banker who is doing all the consultation I described. If not, a business owner can get the same or close to the same pricing and terms with the community banker and get so much more in return. We recently sat on a panel with local big bankers, and one conceded that his big bank discourages consultative banking and sees it as a legal liability.

### **Q. Won't a business owner get a better interest rate from a big bank?**

A. Even if a community bank has a higher rate, it can be a better overall relationship and worth the bit of extra cost. When times are good, anyone can do business with a big bank, but the relationships with senior management that you get at a community bank can be priceless when a business hits the inevitable bumps in the road. Another advantage is that you're likely to find faster turnaround for loan decisions at a community bank.

### **Q. What if the community bank goes under or gets acquired after it makes a business loan?**

A. There is no reason to wait for your bank to fail. Require your bank, both community and big bank, to give you a report card on performance every quarter to stay ahead of a problem. If your community bank is acquired, it shouldn't matter, because the acquiring entity will bend over backwards to keep the existing clients.

### **Q. What about big banks that specifically advertise to small businesses?**

A. Anyone can talk the talk. I recently read a Bloomberg article about a very large bank that touted their old-fashioned loan and deposit (community banking) strategy. But in the same article, deep at the bottom, the CEO conceded that his earnings were driven by non-bank services. Where a bank's earnings are, there resides its heart. A community bank's heart is with its clients, in the community.



# ART ON THE EDGE

Photos by Philipp Scholz Rittermann

*Artist Do Ho Suh's 'Fallen Star' hovers over the UC San Diego campus*

The blue cottage sits precariously over the edge of the seventh floor roof of Jacobs Hall on the campus of UC San Diego, as if it had been tossed there by a tornado. But it won't fall. It has been solidly fashioned to the building by human-operated machines. Of course it is not a regular house, though it has been furnished and even has a beautiful garden in front and a meandering brick-like walkway leading to the front door.

It is, actually, a work of art. A sculpture.



The cottage appears to be on the verge of falling off the top of Jacobs Hall. It has great view of the UC San Diego campus and the city.



Korean-born artist Do Ho Suh is the creator of this latest addition to UC San Diego's Stuart Collection of site-specific sculptures. He calls it "Fallen Star," which stirs memories of his first arrival in the United States in 1991 when he recalls feeling "as if I was dropped from the sky."

Mary Beebe, director of the Stuart Collection, explains that "Fallen Star" explores the feeling of displacement and the notion of "home" — not unlike the emotions felt by students who have come from afar to the university.

The "Fallen Star" project took seven years to complete, from the time Suh made his first sketch. It has since been opened for public viewing a few hours a week. You can call (858) 534-2117 for an appointment.

Accessories added to the house and garden are meant to give the impression of human habitation. A plum tree, wisteria vine, tomatoes and other plants are growing. Birds and bees visit the garden regularly. Lights flicker on at night; a TV, too. And steam, simulating smoke, sometimes rises from the chimney.

Inside, people report awe — and vertigo. There are some amazing views of the campus, the Torrey Pines mesa all around. But then there's the fact that, except for the chandelier hanging straight from the ceiling (thanks to gravity), there isn't a single plumb line to the house. The floor of the artwork sits at a 5-degree angle from the flat roof of Jacobs Hall, while the house itself is built at a different 10-degree angle.

"Fallen Star" conforms to California earthquake building codes and was built to withstand 100 mph winds. Its foundation is 18



inches thick, compared to the usual four inches. But people are perceptually tricked into feeling like they're falling. Some feel seasick or wobbly. It's disorienting.

Yet it's also familiar and cozy. Measuring 15 by 18 feet, the house is a three-quarter-sized version of a small house in Providence, R.I. The found furniture is a bit worn. There are family photos. Books. Touristy knickknacks. And the sorts of things you might see in a lived-in house: Keys on the coffee table. A cell phone. A remote.

The "Fallen Star" house weighs 70,000 pounds; it took one of America's largest cranes to lift it into place. Photographs on the mantle are baby pictures of deans at the Jacobs School of Engineering. Other house photos are from donors' families and others connected to the work. A small rocking chair is an heirloom from the family of Beebe.

The project is supported entirely by private donations to the Stuart Collection and a \$90,000 grant from the National Endowment for the Arts.

The project team included Hodges and Hodges, architects; Spurlock Poirier, landscape architects; Walsh Structural Engineering; and Pacific Southwest Structures Inc.



Korean-born artist Do Ho Suh visits his creation, 'Fallen Star.'



The cottage's interior has left some spectators seasick or wobbly.



## Theater: The Next Generation

*A look at Changing Lanes Radio Theatre and T3 Triple Threat*

**By Pat Launer**

From school kids to grad students and college alums, a direct experience with theater can change and enrich lives. Herewith are a couple of cases in point.

### Mixed Media

The best theater engages the imagination. So what happens when you take the visual element out of the equation? What's left is word pictures and soundscapes, which is to say, Theater of the Mind. Another term for Radio Drama.

Allan Havis, Provost of Thurgood Marshall College at UC San Diego, took the concept to KSDS (88.3FM), the jazz sta-



Actor Keith James and sound designer Andy Muehlhausen review a Changing Lanes script. Photo by Gaeun Kim.

tion that's deeply committed to the arts.

"I had very productive conversations with the program director, Claudia Russell," says Havis. "We decided to give it a whirl, with six hours of radio drama over the first year, 30 minutes per show, on the last Sunday of every month. We called it 'Changing Lanes.'"

Havis contacted current and former students in playwriting, acting and design, who were inspired to create something new and distinctive. The university also enthusiastically embraced the idea.

"They loved the vitality between current students and alumni, not to mention the excellent community outreach opportunity," Havis says.

UCSD's Theatre and Dance department, where Havis teaches playwriting, was keen on the concept, too, as was the head of the MFA program in sound design, Shahrokh Yadagari.

So he and Havis became the faculty advisers, and they named highly regarded local directors (and sometime UCSD instructors) Michael Schwartz and Cynthia Stokes as co-directors.

"Everyone in the department really thinks outside the box," Stokes says. "That's what makes it so great. The work thus far has spanned a huge spectrum, all of it innovative. Some of the 10-minute pieces that make up the half-hour show are actor-driven, like the hilarious telling of a Chekhov story, with one man assuming 20 different characters.

"Then there are the playwright-driven projects, like 'Frosty,' in which a girl falls in



Changing Lanes: Actors Mark Christine and Linda Libby and co-artistic director Michael Schwartz work with sound designer Andy Muehlhausen before recording the next sequence. Photo by Gaeun Kim.

love with Frosty the Snowman — and he rejects her. That one, by Kristen Knight, was hysterical, sad and smart.

"The third style focuses primarily on sound design. These can be soundscapes or tone poems, dark or whimsical. The array of work is eclectic, but all engage the listener."

This summer, "Changing Lanes" introduces something new: a recurring character, Babette, a cranky, idiosyncratic Frenchwoman, played by Julia Fulton, Havis' acclaimed actor-wife. Beloved local performer/director Antonio "TJ" Johnson, next year's Thurgood Marshall College Artist-in-Residence, will present a series of dramatic readings by and about the influential Supreme Court Justice the college is named for.

"Without exception," says Stokes, "all the pieces are edgy, sassy and imaginative. People have been thrilled and surprised by the segments.

"It's such a gift," Stokes says, "to see the

# PREVIEW



next generation of creative artists — who will take the theater to the next level — pushing the envelope, having some fun. And bringing unique audio entertainment to radio — not just music or witty banter, but something new and exhilarating.”

“Changing Lanes Radio Theatre” airs on KSDS radio, 88.3FM, the last Sunday of every month at 6:30 p.m. The show is live streamed, and all prior programs are archived at [www.jazz88.org/programs/Changing\\_Lanes\\_Radio\\_Theatre/](http://www.jazz88.org/programs/Changing_Lanes_Radio_Theatre/). The University webpage is [changlinglanes.ucsd.edu](http://changlinglanes.ucsd.edu)

## Triple Whammy

In theater, a triple-threat is a multi-talented performer who can act, sing and dance with proficiency. And T3 Triple Threat is a nonprofit arts and education organization dedicated to “enriching the lives of youth in need through the arts.”



Morie Williams, founder of T3 Triple Threat Youth Mentors.

The founder of T3 Triple Threat Youth Mentors is Morie Williams, a triple threat himself who’s spent the last 25 years doing what he loves, mostly on vacation cruises.

“In 2003,” Williams says, “I had just finished a cruise-line tour of South America. And in those poor countries, I saw so many unfortunate kids. I knew I wanted to give something back to the youth of my own community.”

He started offering free classes in jazz dance, vocal coaching and acting for students 10-18 years old, but all ages are welcome. He’s been running summer programs, but hopes to expand to after-school classes for disadvantaged kids. His home base is the North Park Rec Center, but since 2006, thanks to two high-energy partners, T3 has been offering classes in Montreal as well.

“My biggest ambition,” says Williams, “is to raise funds to pay teachers and rent.” All seven San Diego acting, singing or dancing coaches are working on a volunteer basis, as is Williams.

“They’re all professional-level performers who come together to give back, and to share their passion for the arts.”

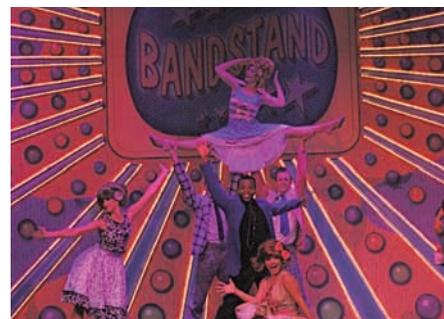
Right now, Williams is selling raffle tickets for a Holland American cruise for two. The winner will be announced on July 28. Amazingly, at a dollar a ticket, he’s well on his way to his goal of earning \$5000, as he did last year.

“I believe in the importance of the arts,” Williams says. “The things you gain — confidence, problem-solving, teamwork, camaraderie, social skills — all can be translated into any career.

“Theater saved me,” the tireless teacher/performer confesses. “I grew up in San Jose, with a single parent. At 14, I wanted to audition for the San Jose Children’s Musical Theatre (now the San Jose Musical Theatre), but when I found out



Morie Williams and crew.



A Triple Threat production.

there was an audition fee, I was too embarrassed to tell them I didn’t have the money. A year later, my dad was doing better and I was able to audition — through a payment plan. They saw something in me, and that propelled me forward, and helped me get into a Performing Arts high school.

“I can’t preach enough to parents the value of the arts,” says Williams. “It’s helped me travel around the world. Of course, a lot of ‘No Thank You’s’ come with the territory. I teach the kids: Prepare Yourself, Keep Striving, Don’t Quit, and Lady Luck may shine on you. It’s a powerful journey of self-development and self-awareness that I love to share.”

Information on T3 Triple Threat and its ‘Pay-as-You-Wish’ classes can be obtained at [T3triplethreat.com](http://T3triplethreat.com) or 619-SUNARTS (786-2778).

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.patteproductions.com](http://www.patteproductions.com)



# Summer Fun and Fundraising Galas

*Girl Scouts, the Navy, Zoo shindig and Cheetahs*

By Margo Schwab



## Girl Scouts

First, the Girl Scouts San Diego honored their inspiring 10 “Cool Women” for 2102 at the Del Mar Country Club. This year’s honorees are Karin Winner (editor of UT-San Diego, which won two Pulitzer Prizes under her direction); Sahara Abdl; Beth Burns; Jeanne Jones, the cookbook author; Joan Embery, the wildlife advocate; Judith Fox; Gail Naughton; Tina Nova; Susan Polis Schutz and Su-Mei Yu.

## Naval Special Warfare Foundation

Meanwhile, Rebecca and Craig Irving hosted The Naval Special Warfare Foundation that supports active duty U.S. Navy SEALs, Special Boat Teams and support personnel at Naval Special Warfare commands, and their families. Critical monies for the foundation was raised to support families when tragedy occurs.

## RITZ at San Diego Zoo

850 friends of the San Diego Zoo turned out for the 29th annual RITZ or Rendez Vous In the Zoo party. Themed “Zoomerang Down Under,” the event benefited the new Conrad Prebys Australian Outback and the zoo’s koala conservation efforts. It’s estimated that more than \$1.5 million will be netted from this event, thanks in large part to honorary RITZ chair Audrey Geisel generously matching any donation two for one up to \$1 million.

## Anatolians ‘Shepherd’ Cheetahs

The Cheetah Conservation Fund held a fundraiser at the design studio of Jordan. CCF Founder and Executive Director Dr. Laurie Marker of Namibia was on hand to explain how the ancient Turkish dog the Anatolian Shepherd is key to providing a peaceful co-existence between farmers and their flocks, and the cheetah.



For more photos of these and other events, visit [sandiegosocialdiary.com](http://sandiegosocialdiary.com).

To contact Margo Schwab, email her at [socialdiarymagazine@gmail.com](mailto:socialdiarymagazine@gmail.com).

1. Girl Scouts San Diego Executive Director Jo Dee Jacobs with Lael Kovtun, and special Girl Scouts. 2. Susan Polis Schutz (filmmaker) with Su-Mei Yu (author and chef) and Karin Winner (journalist and businesswoman). 3. Renee and Duane Roth, CEO of CONNECT, with Dave Bialis of Cox Communications. 4. RITZ Event Chairs Mike and Martha McKinnon with Zoo Animal Ambassador Joan Embery and Zoo President Rick Gulley. 5. Drew Senyei, managing director at Enterprise Partners Venture Capital, and his wife Noni. 6. Muffy Walker president of the International Bipolar Foundation, and her husband, John Reed, president and CEO of the Sanford-Burnham Medical Research Institute, with Katherine Kennedy, founder and president of Relocation Coordinates. 7. Dr. Laurie Marker and Jordan with Anatolian Shepherds

# Hot Weather Means Dress Codes Are a Hot Topic for Employers

By David Monks



Summer brings to all of us a spirit of relaxation, freedom and of fun. While work ethics remain strong — you would hope — attitudes may change on issues such as dress codes.

The already wide latitude available under many “casual attire” policies can be stretched further by employees wearing

dresses with shorter hemlines, jeans with “fashionable” holes, Hawaiian-style shirts, tank tops, flip-flops and other revealing or “super-casual” clothes. Do you go with the flow or take a hard-line approach?

Like all employment policies, dress codes are written to inform employees of the employer’s workplace expectations. The most effective policies are those that give clear guidance. But when it comes to dress codes that approve “business casual” attire, summertime causes many employees to focus on the “casual” rather than the “business” aspect.

“Business casual” usually refers to dressing comfortably yet professionally and neatly. Employees’ broad interpretation of the policy during the summer months can create problems for employers. For one, the wearing of revealing clothes increases the risk of inappropriate comments and other conduct that potentially gives rise to claims of sexual harassment. Moreover, some employees might be offended by the revealing nature of some summer wear.

Another concern among many organizations is that a relaxed approach to employees’ attire could lead to an unprofessionally relaxed approach to customer service, collaboration among employees and other aspects of work. These can adversely affect public image and workplace relationships.

What can you do to reduce the risk of such problems? Keep these guidelines in mind:

Decide whether your current dress code policy needs more detail to give employees the proper guidance about what’s acceptable and not acceptable during the summer months. If necessary, define “business casual” and, if appropriate, prohibit employees from wearing t-shirts, shorts, flip-flops and other overly-casual attire.

Clearly communicate the dress code policy and the reasons behind it. If flip-flops, cutoff shorts and t-shirts are not appropriate in your workplace, tell that in a written memo and inform employees during staff meetings.

Remind employees of your policy against harassment. It can be

helpful to specify that comments about an employee’s clothing constitute inappropriate conduct that violates the policy.

Be consistent with enforcement. Make sure that employees know the consequences for violating the policy.

Applying the dress code should be flexible enough to account for cultural or religious obligations of some employees.

A dress code makes good business sense for companies that value a positive public image and professionalism among its employees. Having a detailed policy will help you navigate the additional dress code challenges that come with summer.

David Monks is a recognized expert in the field of employment law. He is a past president of the San Diego Society for Human Resource Management and a member of the National Society for Human Resource Management.



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# NEW CAR REVIEW: Volvo's C30 Polestar

By Eric Peters



Volvo translates from the Swedish (roughly) as I roll. Not rock and roll. The company is known for building conservative, sensible shoes cars — not saucy cars. So what to make of the C30 Polestar?

It's a factory made (well, dealer-tuned) higher-performance version of Volvo's sporty C30 hatchback — packing 250 hp vs. the regular C30's 227. It's not a rabid wolverine like an M-tuned BMW or an AMG Mercedes. But it also doesn't cost \$60k, as those cars do. And therein lies the charm. This Volvo has the upmarket cachet of a premium brand — giving it a leg up, status-wise, over similar-performing hot hatches like the MazdaSpeed3 — and enough performance to outclass the only ballpark-priced competitor it has that's comparably euro-lux: VW's GTI and Golf R.

### What It Is

The C30 is a compact hatchback sport coupe, available in T5 (\$24,950) and R-Design (\$27,450) trims. Polestar equipped C30s have had their computers reprogrammed to increase the amount of turbo boost fed to the five-cylinder engine, along with more aggressive throttle response. The package adds \$1,295 to the bottom line.

### What's New

The Polestar enhancements, along with Bluetooth streaming and new-design LED headlights, constitute the major changes for the 2012 model year.

### What's Good

The C30 is a deal. It's the only premium-brand sport coupe you can buy for under \$25k — and a top-of-the-line R-Design with the Polestar upgrades can be had for under \$30k — about \$4k less than a VW Golf R. Polestar = sleeper. No one expects a Volvo to be quick. Have fun messing with BMWs and Audis. Manual transmission. No MPG penalty for Polestar performance upgrade. C30's expansive greenhouse glass provides superb all-around visibility. Your back will love the seats.

### What's Not So Good

Clutch take-up can be a bit abrupt. No turbo boost gauge — and very little turbo whistle. Pop-up nav system — you're better off with an aftermarket Garmin. Back seats area is spacious but awkward to access.

### Under The Hood

All C30s are powered by a 2.5 liter, in-line five-cylinder engine. But Polestar-modded versions up the ante to 250 hp from the standard car's 227. This is enough extra juice to get the C30 to 60 in about six seconds — much quicker than the only other car that's roughly similar in terms of price, general layout and Euro-lux brand cachet — the VW GTI. The overweight VW (3,034 lbs. and just 200 hp vs. the C30's 3,200 lbs. and 250 hp) needs 7.3 seconds to get to 60 — not

even in the same ballpark. In fact, it's in the economy compact ballpark. The higher-performance Golf R measures up to the C30 Polestar on power with its 256 hp turbo'd 2.0 liter engine. But it's still a fatty (at 3,300 lbs., even fatter than the Golf GTI) and still not as quick (6.2 seconds to 60) and its starting MSRP of \$33,900 is at least \$4,000 higher than a Polestar-tuned C30 R-Design. Advantage, Volvo.

### On The Road

Swedes are quiet, orderly people, generally — but that Viking berserker DNA is still there. The C30 is very Swedish in this respect. It does not look particularly aggressive; it does not even have a boost gauge to monitor the doings of the turbocharger under its hood — let alone a gnarly vacuum cleaner hood scoop like an overtly obstreperous MazdaSpeed3. Nor does the turbo boost come on like a sudden thunderstorm, ripping tread off the front tires as they try to maintain their grip on the pavement — as in the 263 hp Speed3. Yet, it's quicker than the Speed3 and walks away from the also-peakier GTI and Golf R. Part of the why is weight — as mentioned earlier. What this means on the street is more immediate acceleration — with much less drama. It is not necessary to rev the engine much to get a reaction — very much unlike the Speed3 (and the VW, though to a lesser extent). You can stay in fifth and still pull an efficient pass at 50-60 MPH. No need to grab fourth in order to up the revs — and get

some action from the boiler room. And coming off the line — even coming off the line WOT — there's no herky-jerky torque steer caused by sudden power spikes. The car just... goes.

This is both a pro and con, though, depending on your outlook. The Speed3 is a firecracker, even if it's not the speediest thing going, because it feels speedy. The blitzkrieg surge of high-pressure boost hits you in the face, or rather, in the small of the back, as the car literally lunges forward, tires squealing and jerking, left-right, as they try to cope with the sudden onrush of turbo-boosted hp. The C30 is much calmer in its application of acceleration. It does not feel or even sound like a turbo engine. It feels and sounds like a naturally aspirated, larger-displacement engine. You'd swear there's a V-6 around three liters under the hood, not a tiny five of just 2.5 liters, huffing force-fed atmosphere and fuel. This was, in fact, Volvo's specific objective — the seamless feel of a powerful V-6, when the power of a big V-6 is wanted — with the fuel economy of a four when the power of a big V-6 is not needed. The handling is a little soft for a "tuner" car — much softer than the Speed3 and Golf R, which have near zero give but as a result simply do not lean when you put them through a corner at Ludicrous Speed. But, again, this is a matter of one's perspective. The C30's ride is

lux-plush. Even the tested R-Design model with the Polestar stuff. It has firmer (by about 30 percent) suspensions settings than the regular T5 and also rides on more aggressive 18 inch (vs. 17 inch in the T5) wheels.

**At The Curb**

Four years out of the gate and the C30 still looks very current on the outside. Though technically a hatchback, the C30 is more kin to what they call in Europe a shooting brake — meaning, a fastback-ish sportwagon. In the typical hatch, there's not much happening behind the doors. The rear quarters are usually stubby, with most of the car forward of the B pillars. In the C, there's still plenty of car left after the doors — this portion of the car forming a tunnel-shape that's best seen from above. It tapers back for a good bit, ending at the notched-down rear gate/glass. Stylistically, it is a very interesting look that's all the more interesting because of the subtlety of the look. And you will probably like the excellent all-around visibility. This is another unusual in a performance-minded car. Just last week I had a Mini Cooper Coupe and the thing was borderline dangerous due to the Stevie Wonder blindspots to either side created by the tag team of a chopped roof and keyhole-sized rear quarter glass. You took your life in your hands every time you pulled into a busy intersection. Inside, it's Volvo typical: Tasteful and restrained. Nothing flashy. Just classy. Detail

touches include a floating center stack that's no thicker than an iPhone — and behind which there's a handy (and out of sight) storage cubby.

**The Rest**

Others have noted — and I will, too — that the Volvo's technology suit, in particular its optional GPS system, is out of date. Also clunky to use. It rises from the dash via remote control and involves too many fussy inputs to operate without first reading the manual and later, having memorized all that, too much of your attention while the vehicle is moving. I recommend skipping it, and if you want GPS, buy an aftermarket Garmin or similar unit instead. These cost only \$500 or so — much less than the typical factory GPS — and unlike factory GPS can be used in multiple cars, carried with you when you're not in your car and can be kept with you if you sell your car.

**The Bottom Line**

A six-speed, turbocharged Volvo that will smoke a GTI, match moves with a Speed3 — and costs \$4k less than Golf R? That's not a bad sales pitch, is it?

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 Car-Connection.com and SD METRO.

**2012 Volvo C30 specifications:**

- Base price:** \$28,745 (T5 R Design w/Polestar)
- Engine:** 2.5 liter in-line five, turbocharged; 250 hp and 236 lbs-ft. of torque
- Transmission:** six-speed manual (standard)
- Length:** 164.7 inches
- Width:** 70.2 inches
- Wheelbase:** 103.9 inches
- Curb weight:** 3,211 lbs.
- Luggage capacity:** 12.9 cubic feet
- EPA fuel economy:** 21 city/29 highway
- Where assembled:** Ghent, Belgium



# Vietnamese Teen Overcomes Challenges

## Boi Truong sets her sights on UCLA and bringing her mother to San Diego

An amazing City Heights teen is working to make a positive impact in her community and the world.

“Working with Boi, I definitely get the sense she has an agenda to change the world,” says Luis Montero, grassroots coordinator at Planned Parenthood of the Pacific Southwest.

He first met 16-year-old Boi Truong at a health and resource fair at Crawford High School in City Heights. The school has a high rate of teen pregnancy and Boi immediately recognized that Planned Parenthood could be a resource for her classmates.

A recent immigrant from Vietnam, Boi did not let her limited English inhibit her from approaching Montero and telling him she wanted to become involved with Planned Parenthood and its effort to make health education and birth control more accessible to the community. “I have no doubt that with Boi’s intelligence and drive, she will have a positive impact on her world,” says Montero. “She arrived in San Diego not speaking a word of English and she now has a better command of the language than some adults I know.”

In June, Boi was recognized as one of nine graduates of Planned Parenthood’s Youth Leadership Academy, a program that trains youth to become leaders in advocating for reproductive and sexual health.

Boi is not only part of the Planned Parenthood Youth Leadership Academy, she also volunteers in the health organization’s Healthy Neighborhoods Program in which volunteers distribute information about sexual and reproductive health, and Teen Capitol Day where young people travel to Sacramento to lobby elected officials.

Boi is an officer in the Crawford High School ACLU Club and the secretary of the Key Club. She currently has a 4.25 Grade Point Average with a rigorous schedule of advanced placement classes. “During my free time, I volunteer at the Central Region Public Health Center,” Boi says.

Why such drive? Simple. She wants to make her mother proud. Noting that educational and economic opportunities were limited in Vietnam, Boi says her mother spent all of her savings to send her and her older sister, Khiet, to the United States to live with relatives. Boi says her mother was heartbroken to see her daughters leave their home, but also excited that they would be able to attend high school with fewer than 50 students per classroom.

The Crawford junior says she loves everything about her school, especially the people. “I like Crawford High School because it is very diverse,” she says. “That is the beauty of my school.” Her sister Khiet also attends Crawford where she maintains a Grade Point Average of 4.18.



Boi Truong

Her math teacher, Jonathan Winn, says Boi is one of the greatest students of his career. “Everyone who meets Boi is so impressed with her confidence and poise,” he says. “Her work ethic, focus and determination are unparalleled.”

“I can see my future right in front of my eyes,” says the energetic teen. “I dream of attending UCLA and becoming a nurse with a Ph.D. I love taking care of people and I want to work hard to earn the money to bring my mother to San Diego. I cannot imagine having the opportunity to come to the United States and just sitting back and not doing anything with this gift.”

Although she is driven to succeed by the desire to make her mother proud, Boi says her teachers at Crawford High School inspire her as well. “Mr. Jonathan Winn helps me realize that self-belief is the most important thing,” she says. “Some Vietnamese students say we can never get into UCLA, but I say, ‘Why shouldn’t we try?’ I think if we work hard, we will get in, and when we do, we can make so many positive changes in the world.”

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# Improving Reproductive Health for Women

WomanCare Global puts its health products in the hands of the poor

By Manny Cruz

From an office in Cardiff by the Sea, the small

beach community between Solana Beach and Carlsbad, Sandra Pelletier and her WomanCare Global network have influenced the health of millions of women in more than 100 countries of the world over the past three years.

Pelletier calls them “invisible women” because they are poor and have not previously had access to the contraception and reproductive-health products that WomanCare Global makes available to them. The blonde, 42-year-old

founded the nonprofit organization in 2009 — and serves as its CEO — out of a lifelong dream to help women who are desperately in need of health care.

“Growing up in Caribou, Maine, I learned very early that education and access to health care are incredibly essential for all women to lead successful and fulfilling lives,” says Pelletier. “I’m passionate about providing health care products to individuals around the world as well as those in the United States and deserve access to a healthier existence.”

WomanCare Global contracts with several pharmaceutical manufacturers who provide it with a portfolio of nine products dealing with contraception, fertility and pregnancy management. The products are sold to clinics around the world and made available to women at a lower price than they could get them from the pharmaceutical giants.

“The products come from nine different



Sandra Pelletier

manufacturers, some are made in the United States and some are made in China, India and Taiwan,” says Pelletier. “We go and make sure their manufacturing processes meet U.S. standards of quality and then distribute the products in the countries.”

The quality of the products is very important to Pelletier, aside from the fact that they are affordable to the women who need them. “We see too many counterfeit and knockoffs and women having so many side effects from them that they cannot continue to take them,” she says. “We make them available to women all over the world at a price they can afford.”

Although WomanCare Global distrib-

utes its products in more than 100 countries, the majority of its focus and resources are spent in the developing markets of South Africa, Kenya, Ghana, Uganda, Ethiopia, India and Pakistan, and in the United States, UK, Mexico City, Brazil and Turkey.

Since its founding in 2009, WomanCare Global has reached 15 million women with its products, or about 5 million a year, according to Pelletier. She says the organization is financed by product sales, which next year will amount to \$5 million as part of an \$11.5 million budget, and from contributions from other sources. Last year it received a donation of \$3.5 million from Ipas, a nonprofit group that works to improve women’s access to safe and quality abortion care and reproductive health services.

Currently, the organization employs 42 full-time employees and has 25 consultants who work on a part-time basis.

Pelletier expects that after five years of operation, WomanCare Global will become self-sustaining, able to generate enough revenue that it will not be dependent on donations. The organization’s biggest challenge, she says, is

identifying enough donor support during that time period to accomplish that goal.

But there are other challenges, such as attracting business people to the organization — “people who care about the mission,” she says — and competition from big pharmaceutical companies. “We needed to have a portfolio of products to create a better package so we can compete with the big pharmaceutical companies,” says Pelletier. “It’s to get leverage.”

## WomanCare Global Products



### Contraception:

- Essure – permanent contraception
- Optinor – emergency contraception
- Roselle – oral contraceptive
- Simplant – long-acting contraceptive implant

### Fertility:

- Endometrial Biopsy

### Pregnancy Management:

- Aspirators
- Cannula
- Accessories

# THE MASTER CRAFTSMAN

*Van Dusen's goal is to bring back original woodwork details of San Diego's old homes*

William Van Dusen is a self-taught craftsman, starting his woodworking career more than 35 years ago when he was captivated by the historical features of the town of Julian.

During a period of rejuvenation of the town, he began to build his first business, Julian Millworking, which provided the historical millwork for many of the gold rush-era commercial buildings and homes. In the following years he worked with master craftsmen, architects and well-established companies in high-end residential and commercial woodworking. In recent years Van Dusen returned to the work that first inspired him.

"It's fantastic that many of our older San Diego neighborhoods are being rejuvenated by enthusiastic homeowners with an appreciation of how special homes and neighborhoods affect their lives," said Van Dusen. "There is a newfound sense of community and home in these historical neighborhoods."

These homes and neighborhoods have been through a lot. In the 1960s through the 1990s, many of these homes were flipped, relegated to rentals or torn down with no regard to their history. Old homes were stripped of their original features, vinyl windows replaced wood sash, MDF moldings and particle board cabinets replaced original woodwork.

The big box stores were helpful in promoting low cost replacements and "upgrades." Often, the homeowner is faced with many

layers of previous improvements and remodels that are like bad makeup hiding the true beauty of a home.

Fortunately, homeowners today have found an interest in the past. Taking on even a partial renovation can be stressful, costly and time consuming. Homeowners need help and advice to navigate their way through their projects. It is important for the homeowner to do their homework and work with people that are experienced with special needs that an older home presents.

Van Dusen's goal is to bring back the original woodwork details of San Diego's old homes that may have been lost over the years. He does his research on the built-in bookcases, china cabinets, molding and other millwork features common in specific neighborhoods or by a specific builder.

Using his collection of vintage American-made woodworking machinery, traditional craftsmanship and historically correct wood, such as White Oak, Gumwood and Douglas Fir, he re-discovers history one project at a time.

William Van Dusen Millworking can be reached at (619) 443-7689. Van Dusen's email is: [william@wvdmillwork.com](mailto:william@wvdmillwork.com).



William Van Dusen in his shop.



Woodwork on a 33rd Street house in North Park.



French doors and transom



Door at the University of San Diego



## Painting Himself on Death's Door

Goya's work one of the most arresting self-portraits in art history

The second in the series of major loans to the Timken Museum of Art comes from the Minneapolis Institute of Art. Francisco de Goya's "Self-Portrait with Dr. Arrieta" from 1820 is on display at the Timken through Sept. 9. The museum will display the painting alongside the Timken's own revolutionary-era masterpiece, Jacques-Louis David's landmark portrait of the Irish Republican sympathizer, Cooper Penrose, of 1802. Admission is free.

As court painter for both Charles III and Charles IV of Spain, Goya achieved considerable renown as a portraitist. "Self-Portrait with Dr. Arrieta," one of his masterpieces and the last of his many self-portraits, was created late in his life. Goya, who because of a previous mysterious illness was stone deaf, had



Francisco de Goya's 'Self-Portrait with Dr. Arrieta'

fallen seriously ill again and his doctor Eugenio Garc'a Arrieta brought him back to health.

On recovering, he presented Arrieta with the portrait that shows the physician caring for his patient. The artist's inscription reads: "Goya gives thanks to his friend Arrieta for the expert care with which he saved his life from an acute and dangerous illness which he suffered at the close of the year 1819 when he was seventy-three years old. He painted it in 1820."

"One of the most arresting self-portraits in the history of art, Goya has painted himself on death's door, collapsed onto Dr. Arrieta, who offers him a glass of red liquid," said John Wilson, executive director of the Timken. "Small details create a compelling story: as Goya's head lolls he grips the edge of the sheet and mysterious figures crowd the background in the rich darkness; Arrieta's attentive concern contrasts with Goya's unconsciousness."

A private dinner hosted by Lori and Bill Walton is planned for Aug. 9 to commemorate the showing. Each guest will wear a design inspired by either Goya's Self-Portrait or Jacques-Louis David's Cooper Penrose. Cost is \$5,000 per couple.

Goya's self-portrait is on loan to the Timken Museum of Art from the Minneapolis Institute of Arts, The Ethel Morrison Van Derlip Fund in exchange for the Timken's loan of Rembrandt's Saint Bartholomew, part of the exhibition Rembrandt in America on view at the MIA through Sept. 16.

## Patrons of the Prado to Honor Peter Ellsworth



Peter "Pete" K. Ellsworth, known as San Diego's founding father of cultural leadership, will be honored July 14 by Patrons of the Prado, a philanthropic organization that supports arts and cultural institu-

tions in the park. Ellsworth, president of the Legler Benbough Foundation, is credited with the expansion of Sharp Hospital into the Sharp Healthcare network of hospitals and clinics from the mid-1980s to the mid-1990s. He was nominated by the Timken Museum of Art as one of 11 visionary "Patrons on the Prado Stars" for 2012 who serve the community by providing an enhanced Balboa Park experience. The awards program will be held at 6 p.m. on the Prado and also will feature tributes to the Beach Boys and Jersey Boys, entertainment by the Wayne Foster Orchestra, and cuisine by Jeffrey Strauss of Pamplemousse Grill. Ellsworth and 10 other honorees, who were nominated by gala beneficiary institutions, will be honored during the program. Ellen Zinn is chair of the event.

Ellsworth and his wife Doris have been Friends of the Timken since 1998. His stewardship of the Legler Benbough Foundation has been instrumental in the evolution of the museum through conservation and acquisition of world class art. Major gifts from the foundation were also directly responsible for the development of a strategic plan and the hiring of its executive director, John Wilson, in 2008. Ellsworth serves on the Mayor's 2015 Balboa Park Committee and Irwin Jacob's Plaza de Panama Board.

# BELMONT PARK: San Diego's very own beachfront amusement park

The old lady breathes new life for a new generation of patrons

Belmont Park, one of two remaining seaside amusement parks in California, is celebrating its 87th anniversary this year.

Located next to the sand in Mission Beach, Belmont Park, originally known as the Mission Beach Amusement Center (it became known as Belmont Park in the '50s), has provided a place of fun and entertainment for the San Diego community since 1925 when the park opened with its featured attractions — the Giant Dipper roller coaster and the Plunge, the largest indoor pool.

The Giant Dipper, a 2,600-foot long roller coaster, became the center of the amusement park during the mid-1900s, during a time when seaside parks began to appear across the nation as a means to sell beachfront land.

However, in the '60s and '70s, Belmont Park began to deteriorate and was closed in December 1976. For 13 years the park was closed, and beachfront amusement parks rapidly began to disappear all around the country.

Over the years the Giant Dipper survived several fires, and simply became a blemish to the Mission Beach community. The City ordered it to be torn down; the Evans family, who owned the roller coaster at the time, succumbed; but a group of citizens, the Save the Coaster Committee, fought hard for the Giant Dipper. The Evans family donated the Coaster to them. The Committee succeeded in later having it named a National Landmark.

With new interest growing in restoring Belmont Park to its original glory, a new developer began to take the steps necessary to bring the park back to life. Together with the Save the Coaster Committee and city of San Diego, the developer began working with Santa Cruz Seaside Co. to restore the complex of Belmont Park and repair the Giant Dipper. Several years went by before a new company, the San Diego Seaside Co., now the San Diego Coaster Co., was formed to officially restore and operate the Giant Dipper.

In 1988, the new Belmont Park reopened, but without the Giant Dipper fully restored. The outcome was a disaster — restaurants and retail shops quickly came and went until August 1990, when the Giant Dipper was opened.

“When the Giant Dipper reopened, most businesses saw a 500 percent increase in sales. It was proof that the amusement aspect of the park was needed,” said Wendy Crain, general manager of the San Diego Coaster Co.

Ever since then Belmont Park has been flourishing. Because of the relatively small amount of space — something that makes the seaside park unique — rides and attractions are more likely to be exchanged each year, rather than added.

“We have put a new ride or attraction in the park every other year, since 2005, and we hope to continue this trend,” said Crain



The Giant Dipper takes a plunge.



The historic Plunge.

of the process for maintaining the excitement and entertainment of the park.

Although small, small compared to the likes of Six Flags or Disney World, the park is a treasure chest full of hidden surprises.

Besides the Giant Dipper, Belmont Park holds another historical attraction, the Plunge. At the time of its opening, it was the largest salt-water pool in the world. It too was closed in April 1987 after failing to meet the city's earthquake and fire requirements. In 1988 the 12,000-square-foot pool was reopened with some new changes, but the same structure.

The Plunge and the Giant Dipper are the only two structures remaining from the original Belmont Park.

While the 400,000 gallons of water is now freshwater (the saltwater began to affect the filter system), the Plunge has not lost any of its prestige and is today considered Southern California's largest indoor heated pool. Today, a beautiful mural by Wyland of several orca whales covers the entirety of the Plunge's south wall.

The Plunge and the Giant Dipper are the historical gems of Belmont Park, but the amusement park holds so much more. One of the newer main attractions to the park is the Wave House, which opened in

2005. The Wave House is a complex that incorporates an athletic club, the Plunge, restaurants and several wave machines: the FlowBarrel and FlowRider.

Although these attractions play central roles in the entertainment Belmont Park offers the community of San Diego, the atmosphere created by the different retail shops, restaurants and attractions that line the midway, the main thoroughfare through the park, is a charm in itself. A different family or individual owns each restaurant and shop or individual, truly giving the park a "mom and pop" feel.

Despite the small size, Belmont Park is vibrating with life. Whether you are looking for a place to get a thrill on a ride or play some laser tag and arcade games or simply just go for a swim, get fit, shop around and eat some good food, Belmont Park offers it all.

Belmont Park is open daily from 11 a.m. to 10 p.m. during the summer time, however the closing time is subject to change. For more information about the park's prices and attractions and a calendar of events, visit its website [www.belmont-park.com](http://www.belmont-park.com).



Wendy Crain, general manager of the San Diego Coaster Co.



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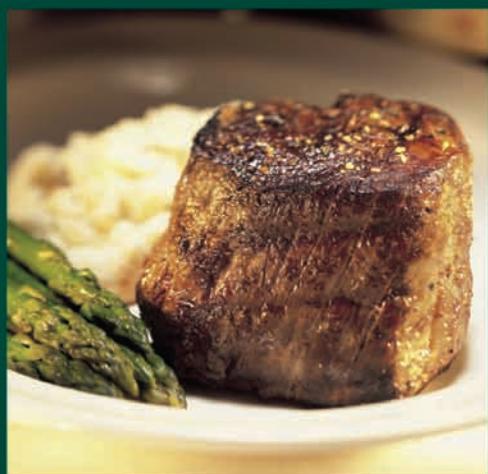


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