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Joice Truban Curry



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Nicole Hall



Nicole Hagaman

SAN DIEGO'S TOP MARKETING EXECUTIVES 2023



Sarah Austin



Sabrina LoPiccolo-Kane



April Tellez Green

T1: AIRPORT SETS PASSENGER RECORDS AS WORK PROCEEDS ON A NEW \$3.4 BILLION TERMINAL 1 PAGE 8

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COVER STORY:

Top Marketers of San Diego

Introducing some of the top marketing executives in San Diego, award-winning women who excel at their work in marketing and public relations Page 10.



San Diego International Airport sets passenger records as work proceeds on new \$3.4 billion Terminal 1

Construction proceeds on the \$3.4 billion Terminal 1 at San Diego International Airport, which continues to set new records for passenger and aircraft operations.



Copley Symphony Hall Renovation

The \$125 million renovation of Copley Symphony Hall has been described as a "long-term commitment to the vitality of Downtown San Diego and an investment in the artistic ambitions of the orchestra."

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SAN DIEGO SCENE

Sunken Seaweed

Port of San Diego extends agreement with and reinvests in Sunken Seaweed pilot farm in San Diego Bay

The Port of San Diego is adding five years onto its agreement with Sunken Seaweed LLC., a local startup demonstrating the feasibility and benefits of seaweed and shellfish aquaculture in San Diego Bay. The Port is also investing an additional \$100,000 in the project in exchange for an increase in revenue share from 5 percent to 6 percent and an extended revenue share period from 2043 to 2048.

Sunken Seaweed is led by two marine ecologists (Leslie Booher, Torre Polizzi) committed to pioneering sustainable seaweed aquaculture in San Diego. They are growing culinary seaweeds including dulse, sea lettuce, ogo, and other larger kelp varieties. Sunken Seaweed's goal is to sell their seaweed to chefs and food production and distribution companies. They are also exploring a range of products including fertilizers, human food supplements, and livestock feed additives. Sunken Seaweed's pilot farm is located at the northwestern end of Grape Street Pier Number 1 along the North Embarcadero.



Sunken Seaweed founders Leslie Booher and Torre Polizzi

Port commissioners advance Seaport San Diego proposal to environmental review



Seaport San Diego rendering. (Credit: Seaport San Diego/Master architect CallisonRTKL Inc.)

The Port of San Diego Board of Port Commissioners has authorized staff to begin the environmental review process for the Seaport San Diego project proposed by 1HWY1 for the potential redevelopment of the Central Embarcadero along San Diego Bay.

1HWY1 is proposing a mixed-use development program that includes more than 70 percent of public realm space – parks, open spaces and plazas, piers, walkways, beaches, nature trails, shared streets, and public rooftop; hotels at various service levels and price points; an event center; a “Blue Tech Innovation Center” block made up of an

aquarium, blue tech office space, and an observation tower; commercial fishing facilities; restaurants, retail, and more.

The potential redevelopment area includes Seaport Village and surrounding areas between the Manchester Grand Hyatt and USS Midway. Embarcadero Marina Park North, Ruocco Park, and Tuna Harbor are also included.

For next steps, staff will begin the environmental review process, which includes drafting an Environmental Impact Report (EIR), which may take approximately 24 months or longer.

First-ever California offshore wind auction nets \$757 million

The first-ever auction for leases to build massive wind farms off California’s coast netted final bids of \$757.1 million on Dec. 8, signaling the beginning of a competitive market for a new industry producing carbon-free electricity.

The auction — the first on the West Coast — included five sites about 20 miles off Morro Bay and Humboldt County, totaling 583 square miles of deep ocean waters. The leases from the federal government are the first step in a years-long regulatory process that could culminate in the nation’s first commercial-scale floating wind turbines off California’s coast. — CalMatters



Three offshore wind turbines operate off the coast of Rhode Island. The first leases off California will be auctioned off today. (Photo by Michael Dwyer, AP Photo, via CalMatters)

Sanford Stem Cell Institute launches stem cells into space

When astronaut Scott Kelly returned from a year-long trip aboard the International Space Station (ISS), lab tests revealed telomeric and pre-leukemic changes in his blood cells. These sorts of cellular changes had been observed in blood before, but only after decades of human aging. Increasing evidence suggests that space and its lack of gravity can simulate and quicken aging in human stem cells, including those that give rise to blood cells. But understanding this process is not only useful for keeping astronauts healthy — it could also teach us how to prevent the effects of aging on Earth.

On Nov. 22, 2022, the UC San Diego Sanford Stem Cell Institute led its first launch of hematopoietic (blood) stem cells into space. This is the third time stem cells have been launched onto the ISS as part of UC San Diego's Integrated Space Stem Cell Orbital Research (ISSCOR) Center, established in collaboration with the National Aeronautics and Space Administration



Stem cell research will be conducted in a laboratory bay located aboard the International Space Station, pictured here, in low-Earth orbit. (Photo credit: NASA)

Restaurateur Sam Ladeki expanding into Oceanside

Sami Ladeki, the restaurateur behind Sammy's Woodfired Pizza and Toast Gastrobrunch has opened a blended concept – Toasted Gastrobrunch & Sammy's Dinner in Oceanside at 339 North Cleveland St. (92054). Toasted will have all the brunch favorites from Toast Gastrobrunch (formerly in Carlsbad) served daily from 8 am to 3 pm. At 3 p.m., Happy Hour begins with shareables and other items at 50 percent off until 6 pm. Sammy's Dinner menu will be served from 6 to 9 p.m. with new specialties and an elevated dining experience.

San Diego Regional Cyber Lab launched to help local agencies protect against cyberattacks

With cybersecurity concerns on the rise following several major ransomware attacks nationally, the City of San Diego has launched the San Diego Regional Cyber Lab to help local agencies prevent and protect against cyberattacks.

The Cyber Lab will provide the greater San Diego region with coordinated cybersecurity awareness through collaborative access to tools, intelligence, and a trained and capable workforce. The goal is to enhance cybersecurity resilience through the timely sharing of information and analysis, and specialized training with safe environments to simulate and defend against cyberattacks.

The city received two grants from the U.S. Department of Homeland Security totaling about \$928,000 to develop and launch the San Diego Regional Cyber Lab.

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Ronson J. Shamoun, Principal Attorney and CEO of RJS LAW, is an Adjunct Law Professor at the University of San Diego—School of Law where he teaches a Tax Practice and Penalties class. He was recently presented with the following awards:

- San Diego Metro Magazine- Best Attorney 2016
- San Diego Magazine- Top Attorney 2016
- San Diego Business Journal- Best of the Bar 2014, 2015 & 2016
- Martindale Hubbell's- AC Preeminent Rated 2014, 2015 & 2016
- San Diego Daily Transcript- Top Attorney 2014 & 2015
- San Diego Metro Magazine- 40 Under 40 - 2015



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Danielle Haulsee joins Hubbs-SeaWorld Research Institute as chief science officer

Danielle E. Haulsee, most recently a research scientist at Stanford University’s Hopkins Marine Station, has been named chief science officer for Hubbs-SeaWorld Research Institute (HSWRI) and assumes her new role on Tuesday.

Haulsee will establish scientific priorities, coordinate support for HSWRI scientists, serve as a liaison to the community and develop communications to help attract further financial support for the nonprofit Institute.

She will oversee all scientific work at HSWRI’s laboratories in San Diego and Carlsbad, and Brevard County in Florida. Her work will include developing and implementing five-year research plans on a rolling basis.

Haulsee earned her B.S. in environmental studies at Gettysburg College in Pennsylvania and her Ph.D. in oceanography from the University of Delaware, where she also completed her initial postdoctoral work. She also did postdoctoral work at Hopkins Marine Station before becoming a Research Scientist there.



Danielle Haulsee



Northrop Grumman and U.S. Air Force introduce the B-21 Raider

Northrop Grumman Corporation and the U.S. Air Force unveiled the B-21 Raider to the world on Dec. 2. The B-21 joins the nuclear triad as a visible and flexible deterrent designed for the U.S. Air Force to meet its most complex missions.

“The Northrop Grumman team develops and delivers technology that advances science, looks into the future and brings it to the here and now,” said Kathy Warden, chair, chief executive officer and president, Northrop Grumman. “The B-21 Raider defines a new era

in technology and strengthens America’s role of delivering peace through deterrence.”

The B-21 Raider is named in honor of the Doolittle Raids of World War II when 80 men, led by Lt. Col. James “Jimmy” Doolittle, and 16 B-25 Mitchell medium bombers set off on a mission that changed the course of World War II. The designation B-21 recognizes the Raider as the first bomber of the 21st century.

Falck San Diego announces \$50,000 signing bonuses for newly hired paramedics



Falck, one of the world's largest providers of emergency services, announced that it has begun offering \$50,000 signing bonuses to newly hired paramedics in San Diego amid the nationwide shortage of EMS professionals. "The new paramedics will be reinforcements for our current EMS professionals, who are dedicated to serving San Diego with immediate and professional emergency medical services," said Jeff Behm, managing director of Falck Mobile Health San Diego.

Falck is also offering a \$10,000 bonus to employees who refer new full-time paramedics to work in San Diego. That bonus will be paid out over one year, while the \$50,000 bonus for new paramedics will be paid in every regular paycheck over three years.

CONGRATULATIONS

April Tellez Green

on being named one of San Diego's Top Public Relations and Marketing Executives!

April currently serves as communications manager at UC San Diego and also owns and operates Project Reboot, a boutique marketing communications agency that serves diverse clients across multiple industries.



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CONGRATULATIONS

to Nicole Hagaman and Sarah Austin for being named among

San Diego's

TOP MARKETING PR EXECUTIVES



Nicole Hagaman
President



Sarah Austin
Account Manager



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T1

San Diego International Airport sets passenger records as work proceeds on new \$3.4 billion Terminal 1

As construction proceeds for its exciting new \$3.4 billion Terminal 1, San Diego International Airport continues to set new records for passenger and aircraft operations.

When the present Terminal 1 opened in 1967, it served 2.5 million passengers in its first year. In 2019, it served approximately 11 million passengers.

Passenger traffic this year has grown to 16,333,911, from 15,602,505 in 2021.

The new terminal's first 19 gates are anticipated to open in late 2025. The remaining gates are scheduled to be completed by late 2027 and the total project to be completed in 2028.

New routes have been added. Allegiant Air has added nonstop service between Provo, Utah, with flights operating two times weekly Thursdays and Sundays.

Flights have also been added to Colorado Springs, Fort Lauderdale, and Cancun. Frontier Airlines has added some seasonal traffic to Orlando, Florida.

Southwest Airlines remains the dominant carrier. Its percentage of traffic varies from month to month, from a low last January of 35.1 percent to 40.5 percent in August. Sixteen airlines fly in and out of the airport.

San Diego International Airport is one of the busiest single-runway commercial airports in the world and the third-busiest airport in California. It contributes nearly \$12 billion in economic activity for the region.

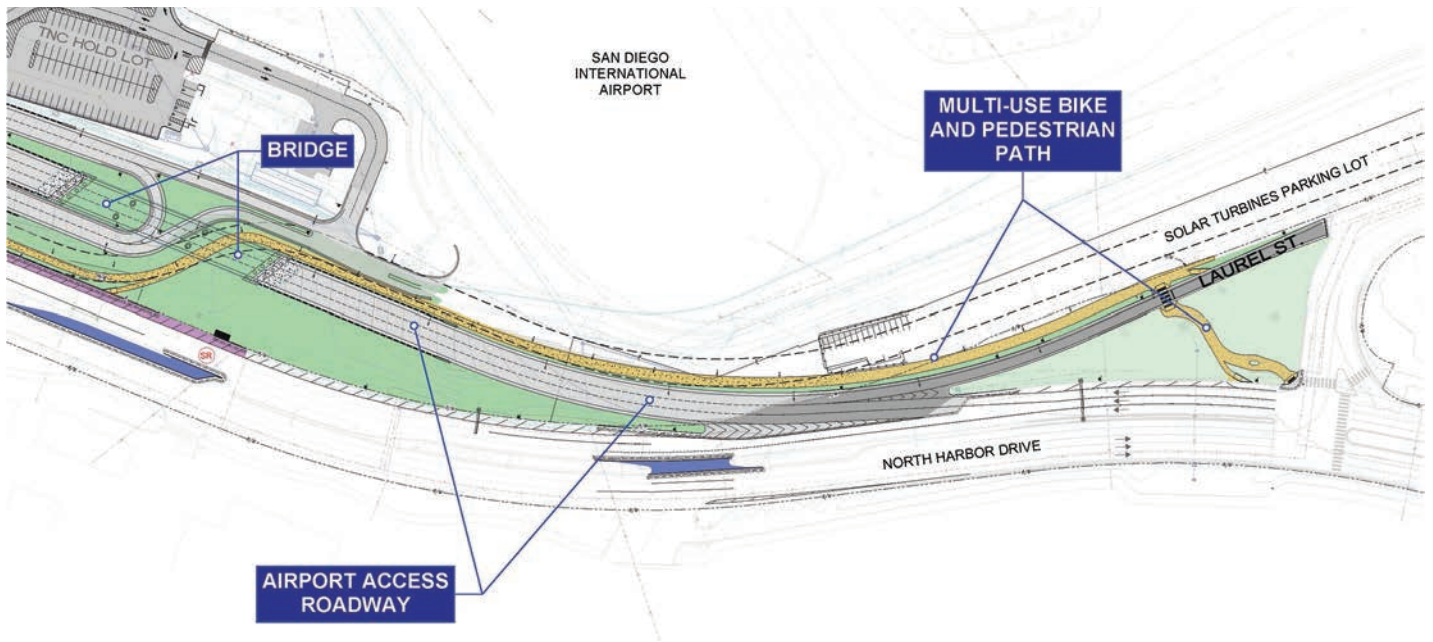
The San Diego County Airport Authority began construction on the new Terminal 1 in November, 2021 to replace the existing facility along with

improvements to the airfield, improved transportation connectivity to the airport, and a new administration building. The new T 1 (as it's currently called) total projected budget is \$3.4 billion and is estimated that it is creating between 15,000 and 20,000 construction-related jobs.

The authority has been awarded \$24 million in discretionary funds by the Federal Aviation Administration. "These funds are crucial to our continued efforts to transform San Diego's air transportation gateway," said Kimberly Becker, president and CEO of the Airport Authority.

The construction changes have significantly reduced parking until the new T 1 Parking Plaza opens in late 2024. Passengers and visitors are urged to plan ahead for getting to and from the airport.





Anchor Island - Airport Roadway



New T1 Approach



New T1 Recomposure Area



Airport Authority Eastern Rendering Administration Building



New T1 Food Hall - East Concourse



SAN DIEGO'S TOP MARKETING EXECUTIVES **2023**



Joice Truban Curry

Joyce Truban Curry is CEO and president of c3 Communications Inc. She started the firm when she was only 27, during a recession. She was ahead of her time in regards to her company model of utilizing consultants, thus reducing the overhead as well as liabilities. Now many practitioners have adopted the model. She was the youngest president of the San Diego chapter of the Public Relations Society of America. Since the start of her company, she has made it a point to donate pro-bono services to a nonprofit every year and has never faltered from that ideal. Curry volunteers for the Red Cross and Salvation Army. She creates and leads programs for clients spanning the arts, education, hospitality, tourism, retail, business-to-business, restaurants, consumer products, nonprofits, wellness, health care and entertainment. She is a true visionary businesswoman. She is a graduate of San Diego State University.



Sabrina LoPiccolo-Kane

Sabrina LoPiccolo-Kane is an award-winning marketing and communications executive with more than 15 years of experience in the food and beverage and travel industries. She is a senior communications specialist for the San Diego County Regional Airport Authority, and is the public information officer for the San Diego International Airport. As the airport's spokesperson, she has participated in hundreds of interviews and secured thousands of media hits in local, national and international publications. She also serves as the voice for the Airport Authority's leadership team. LoPiccolo-Kane serves on the Airport Authority's Employees DEI (diversity, equity, inclusion) committee championing initiatives that further the organization's DEI policy. She volunteers at the Jacobs and Cushman San Diego Food Bank. She has two daughters and is a volunteer at their elementary school. She also is a co-leader of a Girl Scout Troop. LoPiccolo-Kane is a San Diego Chamber of Commerce LEAD Advance graduate. She has completed the Federal Emergency Management Institute Public Information Officer training program. She is a graduate of the University of Nevada Las Vegas (UNLV).

Nicole Hagaman



Nicole Hagaman is at the top of her profession. She founded Strategic Strategies and has recently acquired San Diego-based TW2 Marketing, a leading PR, marketing and video company, founded by Teresa Warren. With 25 years in the marketing industry and with an MBA with an emphasis on entrepreneurship, she is passionate about helping companies and nonprofits create and implement a strategic roadmap to drive awareness, spur growth and create lasting success. She founded Strategic Strategies in 2016 after a successful run as an in-house marketing manager for Moss Adams, a national accounting firm. She works closely with clients to create and implement marketing campaigns with their business goals and objectives. Her results-oriented, creative strategies boost clients' visibilities, sales and revenue. Hagaman joined forces with TW2 five years ago to expand the company's scope of services and industry knowledge. Acquiring TW2 allows her to combine the two companies to create a powerhouse organization focused on exceptional client services and results-oriented marketing and PR planning and implementation. She is a board member of Serving Seniors and volunteers at the annual 5K Walk/Run. She is a graduate of Sonoma State University and holds an MBA from San Diego State University.



Nicole Hall

Nicole Hall is a senior communications specialist at the San Diego County Regional Airport Authority. Her responsibilities include visual storytelling, internal communications, and public information outreach. She has more than 20 years of experience in public relations and television news journalism. Her previous employers

include the City of San Diego, KFMB-TV, Gordon Rees Scully Mansukhani, San Diego Humane Society, Stoorza, Zeigaus & Metzger and the San Diego Museum of Art. While at KFMB, she developed her segment on animal care and animal issues called Animal Tracks. Utilizing her depth of on-camera experience as a reporter, she has developed a video series that offer guidance on securing parking and navigating traffic impacts as the Airport Authority develops the new Terminal 1. The creation of this video series was unique to the new T I project. Before writing the script and shooting each video, Hall visited the location and rode the public transportation to understand first-hand what the traveling public would experience and what information would be helpful. She researched analytics on social media channels and learned that most watched videos were approximately one minute in length. She wrote all of the scripts and provided the storyboards. From December 2021 to July 2022, the 13 videos on the Airport Authority's YouTube channel New T I playlist received 322,395 impressions and 52,384 views at a 5.5 percent click-through rate (including 2,056.8 hours of watching the videos). Hall is graduate of Mills College in Oakland.



Sarah Austin

Sarah Austin is an account manager, videographer, social media specialist, strategist, storyteller and content creator for TW2 Marketing. The depth of her role at TW2 cannot be contained by one descriptor. The consensus is that she specializes in

"everything!" She never shies away from a challenge. She has launched, grown, and supported countless social media accounts and campaigns for TW2 clients. Austin launched TW2's video division in 2014, which is now an award-winning operation. She leads the firm's end-to-end video services, managing the concept development, script writing, videography, editing, customized graphics, post-production and promotion of all videos created. She produces engaging and attention-grabbing narratives that create emotional connections and drive client results. But the most important skill she brings to the TW2 team is her ability to build strong relationships with both clients and the local media alike. Austin is a member of the San Diego Press Club's board of directors, and chairs both The publicity and promotion committees. She is an assistant coach for Girls on the Run at her local neighborhood school, South Park's Albert Einstein Elementary. She is a graduate of San Diego State University.

Ceanne Guerra



Ceanne Guerra is the media and public relations manager for California for Cox Communications. She manages planning and implementation for the technology company's external communications in San Diego and key statewide initiatives. In her role, she serves as a company spokesperson and liaison with the media and helps public awareness about Cox's products and services, community giving and corporate philanthropy. During her 23 year career at Cox, Guerra has provided strategic direction for internal and external communications and PR activities around the company's major product launches in San Diego, Orange County, and Santa Barbara, including home security/automation, gigabit internal and panoramic Wi-Fi and mobile services. She was also a key member of the public affairs team that launched Connect2Compete, the company's initiative to bridge the digital divide for low-income students and families. She has received various company and industry awards for her media relations, brand management and employee communications campaigns. Prior to joining Cox, Guerra spent a decade in newsrooms as a print reporter, editor and freelance writer. She is board chair of the South Bay Family YMCA, mentors high school students through Junior Achievement of San Diego's JA Fellows program, and serves on the board of SBCS. She has received the EastLake Ostrem Award for her leadership and generosity in the community.

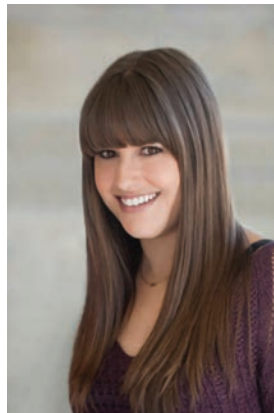
April Tellez Green



Green is a versatile marketing communications professional with extensive experience developing multi-channel campaigns that strengthen brands and deliver results. She currently serves as communications manager for the UC San Diego Library. She also owns and operates Project Reboot, a boutique communications agency, where she serves diverse clients across multiple industries. Prior to joining UCSD, she served as public relations and communications manager at National University, and before that, public relations and social media manager at the San Diego Natural History Museum (NAT), a role that expanded her love for art, science and culture. She served as marketing chair on the San Diego Museum Council's board of directors from 2016 to 2018. She has been serving on the board of the San Diego/Imperial Counties chapter of the Public Relations Society of America since 2018 in various capacities including board chair in 2022. This year she accepted an additional boards role on UCSD's newly-created Public Relations Council. She holds a bachelor's degree in Communications with an Emphasis in Public Relations from San Diego State University's School of Journalism and Media Studies, a program consistently proven to be one of the finest and most rigorous in the country.



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The San Diego County Regional
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Nicole Hall & Sabrina LoPiccolo
for being named to
**SD Metro's list of Best Marketing
& PR Executives for 2022!**



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Rendering of accessible balcony view of Copley Hall renovation. (Credit: San Diego Symphony and HGA)

RE-HALL MULTI-MILLION DOLLAR RENOVATION OF COPLEY SYMPHONY HALL A 'LONG-TERM COMMITMENT TO THE VITALITY OF DOWNTOWN SAN DIEGO'

A major renovation of one of Downtown San Diego's historic landmarks is taking place

today at 750 B Street, home of the Joan and Irwin Jacobs Music Center's Copley Symphony Hall, a venue owned by the San Diego Symphony that traces its roots back to 1929 when it was the Fox Theatre.

The \$125 million revitalization of Copley Symphony Hall has been described as a "long-term commitment to the vitality of Downtown San Diego and an investment in the artistic ambitions of the orchestra."

HGA is the project architect for the restoration, working in close collaboration with acoustician Akusticks and theater planners Schuler Shook. Opening is tentatively scheduled for late 2023.

The historic venue first opened in 1929 as the Fox Theatre, exactly one week after the Wall Street Crash, which apparently didn't dampen attendance. The opening crowd was estimated at 100,000, and guests included Will Rogers, Buster Keaton and Jackie Coogan. At its opening the Fox was the West Coast's largest theater.

The theater was conferred to the San Diego Symphony in 1984 as part of an agreement allowing developers to build a hotel and office building around and above the theater, which

was renamed Symphony Hall.

The revitalization will include the reconfiguration of the stage and the addition of a choral terrace behind the orchestra, which will allow for performances of large orchestral programs featuring chorus or as a new audience seating option. Additional features will be new finishes and seating; state-of-the-art lighting, sound, and video equipment; and superior acoustics for both performers and audiences. The project will also include the modernization and expansion of support spaces for musicians and the enhancement of audience amenities throughout Jacobs Music Center.

Key elements of the renovation include:

- Elevating the acoustics for the musicians and the audience on par with peer concert halls through a custom-designed permanent orchestra enclosure, new orchestra risers tailored to the new stage, and a tunable acoustic canopy that's a collaboration of theatrical, acoustic, and architectural design
- Expanding the flexibility of the stage, including the addition of a raised permanent choral terrace around the stage. This addition will allow the Symphony to perform a greater variety of large works with chorus throughout the season and will also provide audiences with unique seating

opportunities when not being used by the chorus.

- Enhancing the audience experience with new seats, improved ADA access, better sightlines, reconfigured seats with additional aisles, and a completely reshaped main seating level. This seating design will allow the hall to be configured in new and flexible ways, supporting a greater range and scale of varying musical works and ensemble sizes.

- Adding acoustical "tuning chambers" and "variable acoustic" devices throughout the hall, allowing for the venue to be adjustable to accommodate music ranging from small chamber ensembles to full orchestra with soloists and chorus to amplified performances.

- Upgrading the concert-going experience with enhanced stage lighting, an improved sound system, and an integrated video display system.

- Replacing and relocating the current HVAC system with state of the art technology, created three key benefits: 1. it increased the amount of air and filtration and fresh air within the hall 2. it decreased the amount of ambient noise from mechanical systems within the performance space, and 3. the reconfiguration opened up

vital performance support spaces. These updates were completed as part of the initial phase of the renovation.

- Establishing new dedicated ancillary spaces, enabling the Symphony to provide intimate music for more students and families in Learning and Community Engagement programs.
- Providing the musicians with new small ensemble rehearsal rooms, an expanded music library, dressing rooms, visiting artist spaces, an artist reception room, and climate-controlled instrument storage.
- Adding a new safe and accessible artists' and staff entrance on 8th Avenue.

"After half a dozen years of careful study and planning, we knew this was the moment to take on this important venture," said Martha A. Gilmer, CEO of the San Diego Symphony. "This vital project will preserve and celebrate the extraordinary legacy and architecture of our beloved home, while adding critical new infrastructure and features and enhanced acoustics, which will do so much to serve our musicians, our audiences, and the entire community of San Diego.

"The Rady Shell at Jacobs Park was the first important step because not only is it a fabulous venue, but it has allowed us to shift more of our performances from Jacobs Music Center during construction. We look forward with great excitement to opening a renewed and improved Jacobs Music Center in late 2023."

Rafael Payare is music director of the San Diego Symphony. "For over two years," he said, "I have been part of planning the renovation of Jacobs Music Center. When I first saw the ideas brought forth, I was beyond excited. We have already seen the impact of The Rady Shell at Jacobs Park on our musicians, our audiences, and the people of San Diego. To have the opportunity to improve the beautiful hall we call home, and to improve the musical communication on stage with the musicians, as well as to create a more intimate connection with our audiences, is a fantastic dream. The momentum of this orchestra is infectious and will be increased even more when we return to an exquisitely renovated Jacobs Music Center."

Said Concertmaster Jeff Thayer, "If someone had told me when I started as concertmaster for the San Diego Symphony that we would eventually have not one, but two new concert venues in the near future, I would never have believed it. This is an amazing accomplishment for any symphony association. The renovation of the Jacobs Music Center and Copley Symphony Hall will allow this orchestra to continue the steep artistic ascent that I've witnessed during my time here. This new "instrument" will allow the musicians to grow collectively as an ensemble and pursue even greater artistic success. I am very proud of what is happening at the San Diego Symphony and I applaud all those behind these great achievements."

Harold W. Fuson Jr., chair of the board of directors of the San Diego Symphony, said, "The creation of The Rady Shell at

Jacobs Park has already given the San Diego Symphony one of the world's great permanent outdoor concert venues. Now, we will have an indoor venue that matches the distinction of the Rady Shell, while restoring a magnificent historic treasure, the former Fox Theater. We have a number of commitments in place, and we are confident in our ability to secure the funds to make this happen."



**Congratulations to Ceanne Guerra,
Manager, Public and Media Relations for
Cox Communications on being named one of
San Diego's Best Public Relations &
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**Thank you for your decades long commitment
to Cox and the San Diego Community. We are
honored to have you on our team!**



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