

# SDMETRO

your business your life

MARCH 2015

ALICIA GWYNN

SUSAN PACKARD

NAOMI TUTU



San Diego  
Women's Week  
Celebrates  
Women's Role  
in the World.  
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AKIKO MIKAMO

GRETCHEN RUBIN



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**-Ronald Judy, Co-founder Nintendo of America and Founder NES International (Nintendo in Europe)**

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## COVER STORY



### ON THE COVER:

## San Diego Women's Week

In her new book, "New Rules of the Game: 10 Strategies for Women in the Workplace," Susan Packard, co-founder of HGTV (pictured), shows how women can achieve their career goals using techniques of what she calls "gamesmanship." Packard is one of several notable female trailblazers who will offer their views on women's empowerment at this year's San Diego Women's Week, a five-day conference sponsored by the North San Diego Business Chamber March 16-20. Page 10.



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### Inspirational Women

Malala Yousafzai is a Pakistani activist known for her advocacy for education and for women in her native Swat Valley in Pakistan, where the local Taliban had banned girls from attending school. Yousafzai is one of six women writer Delle Willett calls out as persons who have inspired her for their bravery and leadership.



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### Feel-Great Lifestyle Tips

The American Heart Association/American Stroke Association says that about 31 percent of U.S. adults say they participate in no leisure time physical activity and more than 159 million U.S. adults are overweight or obese. With the increasing daily demands of life, how can women take control and prioritize healthy habits? Contributing writer Katelyn O'Riordan offers five feel-great tips.



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### Working Women: Job Vs. Family

On a typical workday for Erin Rooker, her alarm goes off at 4 a.m. The marketing specialist with Turner Construction Co. gets up to exercise and spend time with her 2-year-old daughter before she heads to the office at 7 a.m. She's home by 4:30 p.m. and puts her daughter to bed by 7 p.m. Rooker and her husband then meal prep for the next day and relax a bit before lights are out at 9 p.m. She is one of the many women who try to balance work with family responsibilities.



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### Women's Hall of Fame

Six women who have made profound changes in their communities and improved the lives of other women have been inducted into the San Diego County Women's Hall of Fame for 2015. Among them is Lee Ann Kim (pictured), a first-generation Korean American and the executive director of the Pacific Arts Movement, chosen for her ongoing efforts reflecting the values of the Hall of Fame.

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Rendering of the i3 campus.

### BioMed Realty Trust Breaks Ground On Campus to Serve Life Sciences Industry

BioMed Realty Trust Inc. has broken ground on a new 316,000-square-foot laboratory and office campus designed to meet the real estate needs of San Diego’s life sciences industry. i3 is centered in the University Town Centre area of the city. The project is expected to be completed in mid-2016.

The i3 campus will bring together the key elements needed by life science companies and their employees. For life science companies to thrive, grow and conduct great research they require an environment with flexible design, great amenities and easy access to transportation.

Besides a 16,000-square-foot amenities area, the campus will have three 100,000-square-foot, fully customizable buildings with adaptable lab zones enabling companies to more effectively create the environments of innovation unique to their science. The company said the campus will create an atmosphere of connectivity, innovation and collaboration with outdoor conferencing and auditorium, an open courtyard programmed with activities for employees, modern fitness center and a market and cafe.

“San Diego’s life science industry is bursting at the seams with tremendous innovation, and i3 will become the destination for life science in San Diego,” said Alan Gold, chairman and CEO of BioMed Realty.

BioMed Realty estimates life science real estate in San Diego to be approximately 94 percent occupied, leaving fewer options for new companies to start and existing companies to grow and expand.

Another key element of the i3 design is that it is expected to achieve LEED Platinum certification. The project is expected to include many sustainable features such as one of the first green roofs in San Diego, on-site bio-filtration zones, use of recycled water for irrigation and cooling towers, fuel cell energy generation, operable windows, and a net-zero amenity area.

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## Robin Layton: Powerful Advocate for Children

When most people meet Robin Layton, president & CEO of Educational Enrichment Systems, they see a seasoned executive who is comfortable lobbying state legislators, engaging philanthropists, and serving on multiple advisory boards. They see a powerful advocate for early childhood education who is celebrating 30 years at the helm of San Diego's Educational Enrichment Systems (EES), a nonprofit preschool network that serves more than 1,100 children from low-income, working families.

They don't see that Layton knows exactly what it's like to walk in the shoes of the families her organization serves. "Today I have a nice middle class life, but I grew up in Montebello, near East Los Angeles with a single mother who really struggled to keep a roof over our head," says Layton. "I saw my mother juggle three jobs and go to college at night so her children could have a better life." Part of that was making sure Layton and her three siblings got the best possible education.

It wasn't always easy because young Layton had to work after school to pitch in with household expenses. But as luck would have it, this hardship introduced Robin to her life's passion: early childhood education. She was 15 years old when she started working as a preschool teacher and hasn't looked back since. "Watching young children light up as they learn about language, math, and science is nothing short of magical," Layton



Robin Layton

says. "After college, I knew I wanted to work in this field, but felt my skills would be put to their best and highest purpose as an administrator because I could help expand access to child care for families."

Two weeks after graduating from high school, Layton came to San Diego to attend San Diego State University. At 25, she was hired as the president & CEO of Educational Enrichment Systems, a fairly new organization with three preschool sites. Today, EES has 22 child development centers throughout the county.

"Education is a great equalizer," explains Layton, citing studies indicating that children who attend a high quality preschool are well prepared for kindergarten and future academic success. Further, these children are less likely to be held back in school, require special education, drop out of high school, or become part of the criminal justice system. "Preschool benefits children and their families, but there are very real social and economic benefits for the entire community."

## Lisa Martens Chairs Athena San Diego Board

Lisa Martens, a principal with the Fish & Richardson law firm, has been installed as chair of Athena San Diego's 2015 board of directors. Athena is an organization that fosters and promotes personal and professional growth through educational and motivational programs that address key issues in life science, health care, defense, engineering and other related industries.

The organization also provides networking opportunities that contribute to the vitality of women's roles in business and nurtures the next generation of women executives.

"In the coming year, the board and I will be focusing on the power of the Athena network," says Martens. "We will also be concentrating on expanding the resources we provide to our sponsors and members."

In addition to Martens, the other elected board officers are Karen Fisher of the

OneRoof Energy as vice chair and Julie Burgess of Otonomy Inc. as treasurer.

The new directors include: Erna Adelson, Sony Network Entertainment; Gemini Babla, Qualcomm; Jennifer Cayer, Remplex Pharmaceuticals; Michele Comtois, Barney & Barney LLC; Karen Deschaine, Cooley LLP;

Maureen Feerick, Deloitte & Touche LLP; Cathy Gonzales, KPMG LLP; Emilie Hersh, InterKnowlogy; Sabrina Johnson, WomanCare Global; Constance Maples, Merrill Lynch; Tracy Parrott, Tragara Pharmaceuticals;

Leni Preciado, HSBC; Gwen Rosenberg, Senomyx Inc.; Dawn Saunders, Mintz Levin Cohn Ferris Glovsky and Popeo PC; Joan Stafslie, CareFusion; Annette Winn, Compensia; Nicola Zahl, Pediatric Bioscience Inc.

Lisa Martens





## New San Diego Comic Art Gallery To Open at Liberty Station in Point Loma



Rendering of the San Diego Comic Art Gallery.

IDW Publishing announced plans to move its headquarters into the NTC Arts & Culture District in Liberty Station and to open a new San Diego Comic Art Gallery in the district.

The new offices and gallery will be located in two renovated former barracks buildings that were among the first buildings constructed in 1923 for Naval Training Center San Diego. IDW Publishing will become the largest tenant in the arts district with offices of 18,300 square feet.

The grand opening is scheduled for June 1.

The San Diego Comic Art Gallery will be located within the IDW offices, designed to educate and engage visitors with the sequential comic book and graphic arts.

“The SDCAG will create a permanent

home in San Diego as a showcase for this celebrated art form, already associated with San Diego, thanks to Comic-Con International,” the company said in its announcement. “With a retail space, a gallery of original art from comics and animation, and actual working artists on the premises, the SDCAG is an entirely new kind of venture. Through events, author and artist appearances, art installations and celebrations, the SDCAG will become a destination to worldwide fans of the medium, and cement San Diego’s status as a capital of the comic arts.”

The first installation will be an extensive showcase of the work of Kevin Eastman, co-creator of the Teenage Mutant Ninja Turtles, and local San Diego resident. Harry L. Katz, former head Cura-

tor in the Prints and Photographs Division at the Library of Congress, has been named the curator of SDCAG.

“IDW joins more than 80 artists, dance companies, museums, galleries, music groups and art schools in San Diego’s largest cultural district outside of Balboa Park,” said NTC Foundation Executive Director Alan Ziter. “Their new San Diego Comic Art Gallery will be a great addition to the numerous art galleries and museums already at NTC and we look forward to the creative collaborations ahead.”

The design and build out of IDW’s move into the historic buildings is being made possible with the assistance of San Diego area businesses Good & Roberts LLC and obrARCHITECTURE inc.



## FAA Unveils Draft Rules for Commercial Operation of Remote-Controlled Aircraft

Small drones could become a familiar sight across the nation's skies if the government adopts proposals that are largely favorable to commercial use of the remote-controlled aircraft.

An economic analysis by the Federal Aviation Administration envisions small drones -- defined as those weighing 55 pounds or less -- routinely taking off to perform aerial photography, crop monitoring and mapping, inspections of cell towers and bridges and many others commercial tasks.

The FAA released the draft rules on Feb. 15. The rules have been in the works for years and were submitted to the White House budget office in October for review.

The rules will eventually open the national airspace to businesses that want to use drones to deliver packages, to take photographs or shoot video.

Drones have been growing in popularity and while hobbyist are permitted to fly (UAS) Unmanned Aircraft Systems under certain restrictions, commercial operators have largely been grounded. These rules

and regulations will eventually change all of that. Make no mistake about it there is a lot of money at stake. The economic impact according to some estimates is roughly \$100 million annually.

The regulations would improve safety by using small, lightweight unmanned aircraft instead of heavier, manned aircraft that "pose a higher level of risk," the analysis said. It notes that between 2004 and 2012, there were 95 fatalities involving climbers working on cell and other towers.

If the rules would prevent only one fatality by using a small drone instead of a tower climber, the \$9.2 million saved -- the amount the government says is the economic value of a single life -- would exceed the entire cost of the regulations to society, according to the document.

The analysis does not offer a total estimate on the annual economic benefit of regulations but says it would exceed \$100 million a year. For example, about 45,000 annual bridge inspections could be conducted with small drones. Most bridge inspections currently employ hydraulic



mobile cranes called "snoopers." The average cost of an inspection using a snooper is \$3,250. Cable bridge inspections are even more expensive because they often require a 200-foot aerial lift.

The Association of Unmanned Vehicle Systems International, an industry trade association, estimates that small, commercial drones will create 70,000 jobs with an economic impact of more than \$13.6 billion in the first three years after their integration into U.S. skies.

## Hilton San Diego Mission Valley Hotel Finishes Multi-Million-Dollar Renovation



Executive Lounge of the Hilton San Diego Mission Valley Hotel.

The multi-million-dollar renovation of the Hilton San Diego Mission Valley Hotel has been completed -- work that included a new onsite restaurant, upgrading of its 350 guestrooms and larger meeting and event spaces.

The "reinvention" of the Hilton includes the redesign of the hotel's lobby and inviting interior public spaces, as well as an all new city view executive lounge.

The hotel now features 21,000 square feet of re-imagined meeting and event space for state-of-the-art business and conference needs, including a 5,000-square-foot ballroom, 10 breakout rooms, flexible pre-function space, and an exclusive demonstration kitchen, complete with retractable barn doors for privacy, and a hot-stone granite buffet.

The new onsite restaurant is Polanco Kitchen & Bar, led by executive chef Nicholas Villamil. The property boasts a new artisan food marketplace, with meals and light bites to-go as well as a Starbucks espresso bar, and a new fitness center offering the latest equipment.

The hotel will introduce a new outdoor event space this spring, complete with an outdoor pool area, expansive open deck, and all-new furnishings for enjoying alfresco San Diego days and nights year-round.

"It's extremely exciting to unveil a completely new hotel offering an unparalleled guest experience," said Mark Ziomek, general manager.



# SDMETRO SALUTES THE WOMEN OF SAN DIEGO



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# SAN DIEGO WOMEN'S WEEK 2015

## CELEBRATING WOMEN'S ROLES IN THE WORLD

By Manny Cruz

In her new book, "New Rules of the Game: 10 Strategies for Women in the Workplace," Susan Packard, co-founder of HGTV, shows how women can achieve their career goals using techniques of what she calls "gamesmanship."

### SUSAN PACKARD

You hear that expression often in the gaming and sports worlds. But Packard defines it as a strategic way of thinking that cultivates creativity, focus, optimism, teamwork and competitiveness. Women, she says, can use these skills to compete successfully in the business world.



Packard is one of several notable female trailblazers who will offer their views on women's empowerment at this year's San Diego Women's Week, a five-day conference sponsored by the North San Diego Business Chamber March 16-20.

### AKIKO MIKAMO

Another conference speaker will be Akiko Mikamo, winner of the 2014 International Peace Prize and president of San Diego-WISH (Worldwide Initiative to Safeguard Humanity).

Mikamo was born in Hiroshima, Japan. Both her parents were about half a mile from the epicenter of



the atomic bomb explosion in World War II and miraculously survived.

Having been raised in Hiroshima City by the atomic bomb survivors and with a disabled older sister, she became determined in her childhood to contribute to world peace and humanity.

Mikamo is a clinical, forensic, and sport psychologist as well as an executive coach and educator. She is the author of "Rising from the Ashes: A True Story of Survival and Forgiveness from Hiroshima."

Also in headlining roles:

### GRETCHEN RUBIN

Gretchen Rubin is the author of several books, including the No. 1 New York Times and international bestseller, "The Happiness Project" — an account of the year she spent test-driving the wisdom of the ages, the current scientific studies, and the lessons from popular culture about how to be happier.



"The Happiness Project" has sold more than 1 million copies, has been published in more than 30 languages, and spent more than two years on the New York Times bestseller list.

In the book, Rubin explores how to make home a happier place by concentrating on the factors that matter most for home, such as possessions, marriage, time, parenthood, body, neighborhood.

Rubin's interest in happiness led her to the study of habits, because when she talked to people about their happiness challenges, they often pointed to a habit that they couldn't make or break. This pattern made her ask, "When and why

can people successfully change a habit—or not?"

In her current book, "Better Than Before" (forthcoming 2015), she investigates the multiple strategies she's identified that help us make and break our habits. When we change our habits, she says, we change our lives.

### KRISTEN KAVANAUGH

In 1998, Kristen Kavanaugh chose the path less traveled and accepted an appointment to the U.S. Naval Academy. As she embarked on her military journey, she made a commitment to service that became the cornerstone of her life's work. Now, as majority owner and president of Trident Analytical Solutions Inc., Kristen draws upon her military and personal experience to inspire and lead an expanding national management consulting firm.

### NAOMI TUTU

The challenges of growing up black and female in a apartheid South Africa have been the foundation of Naomi Tutu's life as an activist for human rights. Those experiences taught her that our whole human family loses when we accept situations of oppression, and how the teaching and preaching of hate and division injure us all. In her speeches she blends this passion for human dignity with humor and personal stories.

Tutu is the third child of Archbishop Desmond Tutu and Nomalizo Leah Tutu. She was born in South Africa and had the





opportunity to live in many communities and countries. She was educated in Swaziland, the U.S., and England, and has divided her adult life between South Africa and the U.S. Growing up the “daughter of...” has offered Naomi Tutu many opportunities and challenges in her life. Most important of these has been the challenge to follow her own path and role in building a better world. She has taken up the challenge and channeled the opportunities she has been given to raise her voice as a champion for the dignity of all.

Her professional experience ranges from being a development consultant in West

Africa to being program coordinator for programs on race and gender and gender-based violence in education at the African Gender Institute at the University of Cape Town. In addition Tutu has taught at the University of Hartford, University of Connecticut, and Brevard College in North Carolina. She served as program coordinator for the historic Race Relations Institute at Fisk University, and was a part of the Institute's delegation to the World Conference Against Racism in Durban.

### ACCOLADES

This year's Women's Week comes off a

highly successful conference last year, which brought many accolades from attendees. “The Friday Inspiration Conference was amazing! Each of the speakers moved me in different ways as they shared such powerful stories. I look forward to this year's event,” said Stacy Kadrich of Sharp Rees-Stealy Medical Centers.

Said Lori Ann Stevens of Turner Construction Co. “I brought many women from my office to the final day of Women's Week last year. After listening to Elizabeth Smart, Kim Coles and Tanya Brown, I could not imagine a better day for the women of San Diego.”

## SAN DIEGO WOMEN'S WEEK SCHEDULE

### Empowering Women

**MONDAY, March 16 — Opening Day**

Location: Rancho Bernardo Inn

Hours: noon — 8 p.m.

Tickets \$30 in advance \$40 at the door.

Military and students with ID, free

### Keynote Speakers:

Tanya Brown, Seven Sneaky Characters of Abuse

Kristen Kavanaugh, Standing up for Your Values and Being Successful

Mallika Chopra, Living with Intent

### Breakout Sessions

12:30 p.m. Taking Control of Your Health

1 p.m. Empowering Yourself to Be A Leader of Change

1:30 p.m. Powerful Impact of Engaging In Your Community

2 p.m. Why are Girls Falling Prey to the Bad Boys

2:30 p.m. Navigate Networking with Confidence

3 p.m. Money Matters: Smart Credit Decisions

3:30 p.m. 7 Sneaky Characters of Abuse

4 p.m. 10 Steps to Financial Success

4:30 p.m. Standing UP For What You Believe in

5 p.m. Planning for Life Changes

5:30 p.m. Standing up to a Bully

6 p.m. Money: Friend or Foe

6:30 p.m. Living with Intent 7:00 p.m.

7:00 p.m. Fashion Show

### TUESDAY, March 17 — Leaders of Change Luncheon

Location: Del Mar Country Club

Hours: 11:30 a.m. — 1:30 p.m.

Tickets \$59 in advance No tickets at the Door

Speaker: Naomi Tutu, daughter of Arch Bishop Desmond Tutu.

“The Responsibility of Being Human”

### WEDNESDAY, March 18 — Women and Wine Networking

Location: Bernardo Winery, 13330 Paseo del Verano Norte

Time: 5:30 to 8:30 p.m.

Tickets \$35 in advance, \$45 at the door

Join over 300 women for an interactive night of wine, savory and sweet food pairings, live music, and unique shopping. Share the experience of pairing specialty appetizers with Bernardo Wines while enjoying the history and charm of this 126-year-old property. Throughout the night you will visit five interactive pairing stations where you will receive appetizers, wine and the opportunity to win prizes, such as a Tour and Tasting for eight, wine and chocolate pairing, gift baskets, and much more.

### THURSDAY, March 19 — Health, Beauty, Fashion, Fitness

Location: Sharp Healthcare, 8695 Spectrum Center Blvd.

Hours: 6 to 8 p.m.

Tickets: \$35 advance / \$45 at the door

NBC 7 San Diego News Anchor Catherine Garcia moderates a panel of Sharp Healthcare experts who will discuss women's health issues. Also, a local stylist and image consultant shares the latest fashion tips from a local stylist and image consultant. Enjoy light appetizers and beverages, music, swag bag, an exhibitor expo and more!

Schedule:

6 p.m. — Check-in and registration, meet and greet with Sharp Rees-Stealy physicians, music, light appetizers and exhibits

6:30 p.m. — Fashion tips: Take your professional wear from daytime to evening.

6:55 p.m. — Feature program: Health panel includes experts in OB/GYN, urology, family medicine, cardiology, dermatology, musculoskeletal medicine, nutrition, and Sharp Health Plan.

7:55-8 p.m. — Event closing remarks.

### Panelists:

Dr. Bethani Ann Bernaba, Dr. Emily Cole, Dr. Gayatri Chhatre, Dr. Robert Gillespie,

Dr. Stanley Besser

### FRIDAY, March 20 — San Diego Women's Empowerment Conference

Location: San Diego Marriott La Jolla, 4240 La Jolla Village Drive, La Jolla

Tickets: \$159 in advance, \$175 door

Conference Time: 8 a.m. to 4 p.m.

### Conference Speakers

Opening Speaker: Dr. Akiko Mikamo, “Rising From the Ashes,” a true story of survival and forgiveness From Hiroshima.

Panel: Influential Women Share Their Secrets from The Top

Panelists: Helen Robbins Meyer, Bonnie Dumanis, Melissa Hayden Cook, Selena Roberts

A Conversation with Alicia Gwynn: Carrying on a Legacy of Love

Gretchen Rubin, Better Than Before

Luncheon Speaker: Dr. Candy Cummings, Sharp Reese Stealy

Kim Coles, Reinvent and Redefine Yourself

Susan Packard, New Rules of the Game

Panel: Is It Possible To Have it All as a Professional Woman?

Panelists: Maureen Carew, LoriAnn Stevens, Gail Coury, Lisa Hellmann Rhodes, Kathy Hutchens

Keeping Our Girls Safe From Romeo, Tiffany Mester

### Speakers and Panelists:

Akiko Mikamo, Alicia Gwynn, Helen Robbins Meyer, Melissa Hayden Cook

Selena Roberts, Gretchen Rubin



# INSPIRATIONAL WOMEN

SIX TRAILBLAZERS WHO CHANGED THEIR WORLD – OR OURS

BY DELLE WILLETT



**D**uring the '60s I was in my 20s, and even before the women's movement, I recognized inequities between men and women.

Instead of side by side, I noticed women standing in the shadows of men: nurses behind doctors, nuns behind priests, wives behind husbands, secretaries behind bosses. Subordinated, instead of being acknowledged for what they really are — the wind beneath our wings.

I didn't like what I saw.

So I joined the National Organization for Women. I dodged pay inequities by starting my own business. I kept my maiden name when I got married at 35, and I wrote my own wedding vows to be darn sure the word "obey" wouldn't touch my lips.

What helped me then and now is having fabulous women to look up to, to inspire me. Here are some of them.

**ELIZABETH BLACKWELL (1821–1910)** was the first woman to receive a medical degree in the U.S. as well as the first woman on the U.K. Medical Register. She pioneered education of women in medicine, and was a social and moral reformer in both the U.S. and Britain.

Blackwell decided to study medicine before she realized how difficult it would be to overcome the patriarchal barriers to her goal. She was met with resistance almost everywhere. Most physicians recommended that she either go to Paris or disguise herself as a man to study medicine.

The main reasons offered for her rejection were that she was a woman and therefore intellectually inferior, and that she might actually prove equal to the task, and be competition.

In New York City, Blackwell opened up her own practice but had very few patients, a fact she attributed to the stigma of woman doctors as abortionists.

Later she established a small dispensary which expanded into the New York Infirmary for Indigent Women and Children, growing her practice. She also founded the London School of Medicine for Women, with the primary goal of prepar-

ing women for the licensing exam.

Most world countries now provide women with equal access to medical education, however not all ensure equal employment opportunities. By 2010 the acceptance rate of women in medical school was 56 percent and by 2017 women doctors are predicted to be in the majority.

**ELLEN BROWNING SCRIPPS (1836-1932)** is really the Fairy Godmother of San Diego. From the wealthy Scripps publishing family, she was interested in science and education. She donated hours of volunteer work and the bulk of her fortune to the Scripps Institution of Oceanography, The Bishop's School in La Jolla, and Scripps College in Claremont Calif. She also financed the construction of the La Jolla Women's Club, and the La Jolla Recreational Center.

My two sons and I spent countless hours enjoying organizations that might never have existed without Scripps, including the San Diego Zoo, Torrey Pines State Park, the Natural History Museum, and the La Jolla Children's Pool.

She also funded what eventually became The Scripps Research Institute, and two of the core providers now comprising Scripps Health: Scripps Memorial Hospital La Jolla and Scripps Clinic. Both of my parents received critical care at these hospitals. My new granddaughter recently came safely into our world there as well.

Scripps' obituary describes her as a woman who had perfected the art of living as well as the art of giving.

**ELEANOR ROOSEVELT (1884-1962)**

President Harry Truman called her the First Lady of the World in tribute to her human rights achievements as an American politician, diplomat and activist.

Roosevelt had an unhappy childhood, with an alcoholic father, and the early deaths of both parents and one of her brothers. She described her childhood as insecure and starved for affection. Considering herself an "ugly duckling," her childhood losses left her prone to depres-

sion throughout her life.

However, at 14, she wrote that one's prospects in life were not totally dependent on physical beauty: "No matter how plain a woman may be, if truth and loyalty are stamped upon her face, all will be attracted to her," she said.

The wife of President Franklin D. Roosevelt and a controversial First Lady, she took a stance on racial issues, advocated for expanded roles for women in the workplace, the civil rights of African-Americans, Asian-Americans, and World War II refugees.

She urged women to develop their own skills and means of support.

President Truman appointed Roosevelt as a delegate to the United Nations General Assembly and she became the first chairperson of the preliminary U.N. Commission on Human Rights, playing an instrumental role in drafting the Universal Declaration of Human Rights.

She was a reluctant First Lady, but greatly admired. Three presidents attended her memorial service where Adlai Stevenson asked, "What other single human being has touched and transformed the existence of so many?" He further praised her by stating, "She would rather light a candle than curse the darkness, and her glow has warmed the world."

The mother of six children, in a difficult family and marriage situation, with a husband stricken by Polio, she was ranked in the top 10 of Gallup's "List of Most Widely Admired People of the 20th Century."

From her example I was inspired to be an active volunteer in San Diego's Women's Empowerment International, which makes micro-loans available for the world's poorest-of-poor women.

**CHRISTIANE AMANPOUR (1958- )** is the global affairs anchor for ABC News, providing international analysis of important issues of the day, and anchoring prime-time documentaries on international subjects, as well as host of "Amanpour" and chief international correspondent for CNN International.

Without long blonde hair, low-cut

dresses and layers of makeup, she has achieved an illustrious career in journalism that spans three decades. Reporting for CNN in 1990, her first major assignment was covering the Gulf War. She has since reported from the world's major hotspots, including Afghanistan, Iraq, Iran, Pakistan, Somalia, Israel, the Palestinian territories, Asia, Rwanda, the Balkans, and the U.S. during Hurricane Katrina.

Fluent in Persian, she has interviewed most of the top world leaders over the past two decades, including securing the only interview with Hosni Mubarak and an exclusive with Muammar Gadhafi during the Arab Spring.

Amanpour was born in London and spent part of her childhood in Tehran, Iran. She graduated summa cum laude from the University of Rhode Island with a B.A. in journalism. She has won over 25 major broadcast awards.

As I start a new chapter of my life as a journalist, I highly value her example.

**MALALA YOUSAFZAI (1997- )** 17-year-old Yousafzai is a Pakistani activist known for her advocacy for education and for women in her native Swat Valley in Pakistan, where the local Taliban had banned girls from attending school.

When she was around 12, she wrote a blog under a pseudonym for the BBC detailing her life under Taliban occupation, their attempts to take control of the Valley, and her views on promoting education for girls in the Swat Valley, rising in prominence, giving interviews in print and on television.

On the afternoon of Oct. 9, 2012, Yousafzai, while riding on her school bus, was shot by a Taliban gunman. One bullet hit the left side of her forehead, traveling under her skin through the length of her face, and then into her shoulder. In the days immediately following the attack, she remained unconscious and in critical condition. Undergoing over 30 surgeries, she miraculously survived the assassination attempt, and sparked a national and international outpouring of support.

Yousafzai's advocacy has grown into an

international movement. The United Nations Special Envoy for Global Education launched a U.N. petition in her name, demanding that all children worldwide be

Prize laureate.

She has also received a number of awards including one of Time magazine's "100 Most Influential People in the World," Pakistan's first National Youth Peace Prize, and the 2013 Sakharov Prize. She was nominated for the World Children's Prize in Sweden and the International Children's Peace Prize by South African activist Desmond Tutu.

Yousafzai is adorable, articulate, bright, charming, charismatic, driven, and wise way beyond her years. If allowed, she will continue to make a huge difference in the world.

**MERYL STREEP (1949 - )** It doesn't matter what the film is about, if Meryl Streep is in it, I'm there to see it. I'm a Streeper! I love to watch her act; how she uses her eyes, how she speaks.

Her special talent is her ability to imitate a wide range of accents, from Danish, English, Italian, Australian, Irish-American, Minnesotan and heavy Bronx.

For her role in the film "Sophie's Choice," Streep spoke both English and German with a Polish accent, as well as Polish itself. When asked how she reproduces different accents, she replied, "I listen."

Widely regarded as one of the greatest film actors of all time, she has had more Academy Award nominations than any actor or actress in history, and is one of only six actors who have won three or more Academy Awards for acting.

Meryl has also received 29 Golden Globe nominations, winning eight—more nominations and more competitive (non-honorary) wins than any other male or female actor in history.

And the list goes on and on, including President Barack Obama awarding her the 2010 National Medal of Arts and in 2014 the Presidential Medal of Freedom.

Married for 36 years, and the mother of four, she has managed to stay out of the Hollywood hullabaloo and off the cover of The National Enquirer.

My favorite of her movies is "Out of Africa," with Robert Redford. Can't wait to see her next film.

## COUNTING WOMEN WHO COUNT HISTORICALLY:

### Nobel Peace Prize winners:

96 men, 14 women.

### U.S. Presidents:

43 men, 0 women.

### Supreme Court Justices:

Since 1789, 116; since 1981, four are women.

### Saints:

Of 10,000+, 783 are women.

### Popes:

Of 266 in a continuous line of apostolic succession spanning almost 2000 years, 0 are women.

### Four-star Admirals:

260 men, one woman (an African-American), as of July 2014

### CURRENTLY:

#### World Leaders:

Of the 195 world countries, 27 are women.

#### Fortune 500 CEOs:

26 are women.

#### Governors:

Of 50, five are women.

#### Senators:

Of 101 in the 114th Congress, 21 are women.

#### U.S. Ambassadors:

Of 189, 47 are women.

#### Women in Films:

Of the 2014 top 250 domestic grossing films, 17% of all directors, writers, producers, executive directors, editors, and cinematographers working on the films were women.

#### Astronauts:

Between 1996 and 2009, 43 people have worked as astronauts for NASA; 10 are women.

#### Commercial Airline Pilots:

Worldwide, of 134,000, 4,000 are women.

#### Elementary and Secondary Public School Teachers:

3.7 million, of which, 2,812,000 are female. (2012)

in school by the end of 2015, which helped lead to the ratification of Pakistan's first Right to Education Bill.

Speaking at a U.N. assembly in 2014, Yousafzai held the world leaders of the U.N. in rapt attention, calling for worldwide access to education. She was later announced as the co-recipient of the Nobel Peace Prize for her struggle against the suppression of children and young people and for the right of all children to education.

Yousafzai is the youngest-ever Nobel



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Mallika Chopra  
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Naomi Tutu  
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The Responsibility of Being Human



Kim Coles  
Being Your Authentic Self



Alicia Gwynn  
Carrying on a Legacy of Love



Susan Packard  
Co-Founder HGTV and Author,  
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Gretchen Rubin  
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Kristen Kavanaugh  
Standing Up For Your Values  
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Breakout Sessions, Make-Overs, Complimentary Headshots, Unique Shopping, Financial Village

Tuesday, March 17 - Leaders of Change Luncheon with Naomi Tutu, Daughter of Desmond Tutu

Wednesday, March 18 - Women and Wine at the Bernardo Winery

Wine and Food Pairings, Networking and Unique Shopping

Thursday, March 19 - Health, Beauty, Fashion and Fitness

Sessions with the Doctors, Health and Beauty Tips and Fashion Dos and Dont's

Friday, March 20 - Women's Conference and Lunch, La Jolla Marriott • See website for lineup of speakers

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# Feel-Great Lifestyle Tips

## How to develop healthy habits and live well

By Katelyn O'Riordan

Early mornings, long work hours, family and personal commitments —today's busy schedules make it difficult to keep up with eating right, exercising and maintaining a consistent healthy lifestyle.

A recent report from American Heart Association/American Stroke Association concluded that about 31 percent of U.S. adults say they participate in no leisure time physical activity and more than 159 million U.S. adults are overweight or obese.

With the increasing daily demands of life, how can women take control and prioritize healthy habits? From scheduling exercise time to utilizing technology, here are five feel-great tips to encourage a healthier, happier life:

### Plan Ahead

According to UC San Diego Director of Health Promotion Services Deborah Pino-Saballett, planning ahead can make all the difference. "Schedule exercise like you would schedule anything else in your day, and 'show-up' for that appointment like you would for an important meeting," says Pino-Saballett.

Stephanie Thielen, ACE certified group fitness instructor and personal trainer, agrees that scheduling is key. "Plan exercise like you would your dentist or doctor appointment.

You're more likely to stick to a workout or self-care when you write it on your calendar and set an alarm," she says.

Thielen also recommends that busy



Deborah Pino-Saballett, UC San Diego director of health promotion services.

people exercise in the morning to get it out of the way before the rest of the day's activities commence. "As the day goes on, it gets more demanding and more 'glitches' pop up where you might miss a workout," she says. Incorporate exercise into the next day's schedule and prepare your workout clothes the night before.

### Take Small Steps

When it comes to living a healthy lifestyle, from exercising to eating right to getting enough sleep, take small steps to better achieve goals.

"People in general think that they have to make big changes to daily living in order to get what they want, but big changes can often lead to falling off the wagon and trying to handle too much too soon," says Thielen.

She recommends starting off with one to two things that are important and have meaning. Focusing on smaller steps first will lead to significant changes and you won't feel so overwhelmed at the continued commitment.

### Utilize Technology

There are countless apps and online programs these days that make working out and eating right easier than ever. MyFitnessPal is a free app that allows you to quickly add and log recipes from across the web and track fitness activities. With more than 4 million foods in the database, this app makes it easy to keep tabs on the

foods you eat on a daily basis, monitor your calorie intake and set future weight loss and nutrition goals. When sitting at a desk all day, it's easy to eat a cup of trail mix here and a handful of pretzels there without realizing how many calories you're actually ingesting. MyFitnessPal helps you to be accountable for everything you consume.

Another helpful app is Runtastic. Runtastic utilizes GPS technology to monitor sports and fitness activities, tracking duration, distance, elevation change and calories burned for cardio exercises like running, walking and biking to build healthy exercise habits.

Thielen suggests wearing a pedometer to become more conscious of how much or how little you are moving throughout the day, and utilizing DVDs and online streaming of workouts. Home exercising has never been more accessible, and many times no gym or equipment is needed to get a good workout that fits within your daily schedule.

### Follow the 15-Minute Rule

The 15-minute rule encourages physical activity and lessens the potential for excuses. You've finished a nine-hour day workday, the sky is dark and nothing sounds better than curling up on the couch. You're just about to talk yourself out of the gym or an after work walk when the 15-minute rule pops in your head. The rule entails that regardless of the day's events, you show up and do something active for 15 minutes. Even if just walking on a treadmill, dedicate this time to the most important part of your day: you! Once the 15 minutes is up, more likely than not the exercise will feel so



Stephanie Thielen, ACE certified group fitness instructor and personal trainer.



good that you want to continue. But if not, pat yourself on the back and head home to the couch.

“Workouts do not need to be 60 minutes long,” says Thielen. “Get up from your desk every hour for five minutes to walk, stretch, move and rejuvenate. Five minutes turns into 10, which turns into 30 minutes; when the body feels good and rejuvenated, it wants more.”

**Everything in Moderation**

According to Pino-Saballett of UC San Diego, there are no magic foods and there are no evil foods but there are plenty of foods that have zero nutritional value. Moderation is key. She suggests planning and shopping ahead on weekends to prepare for the upcoming week of meals.

Pick up healthy snacks like nuts, fresh fruits and cut-up veggies and hummus for on-the-go eating and nutritional options to have ready at work. KIND bars are tasty, healthy and packed with essential nutrients

like fiber, protein and antioxidants; another great option to keep in your purse or at your desk. For family-friendly, healthful and delicious recipes that satisfy a range of diets, including low-carb, gluten-free and paleo, Skinnytaste.com provides light and fresh meal choices that don't sacrifice flavor.

“Women lead busy lives and it can be easy to fall into a pattern of skipped meals, mindless eating and emotional or stress-related eating,” says San Diego registered dietitian and founder of Nutrition Instincts Lindsay Stenovec. “A woman can learn a lot about her relationship with food by slowing down at mealtime — tuning in with her body, increasing her appetite awareness and savoring the flavors and textures of food.”



San Diego registered dietitian and founder of Nutrition Instincts Lindsay Stenovec.

tures of food.”

Stenovec advises starting with one meal per day to learn how to eat mindfully. She says it's important to limit distractions, take time to observe and smell the food and take note of how hungry you are pre-meal and then rate how full you are post-meal.

“Learning how to be mindful takes time and practice but it can dramatically improve a woman's ability to care for herself,” says Stenovec.

At the end of your day, allow yourself to wind down and prepare for good rest. Whether practicing a few yoga poses, taking a hot bath or meditating, decide what works best for you and incorporate this routine to close out your day and turn off your mind.

“We are pulled in so many different directions, some days will just not be good; you may not eat well or exercise,” says Pino-Saballett. “It's okay, tomorrow is a new day.”

Coming in our April issue:

OUR GUIDE TO SAN DIEGO COUNTY'S  
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# First Woman President Leads University with Focus on Inclusion

Karen Haynes journey began in the '60s **By Cecilia Buckner**

This year marks 11 years for the first woman and longest running president of 25-year-young California State University San Marcos.

Her educational journey began as a first-generation college student in an all-women university in the '60s while her mother worked full-time.

“It was a unique situation for that day and time,” said Karen Haynes. But more importantly, it was “life changing . . . in terms of seeing myself as having a career, rather than perhaps just some temporary job.”

More than half of CSUSM’s students are first-generation college students, according to Haynes. This is significant, she said, because higher education “not only changes their lives, but it changes the lives of their siblings... family and communities, and ultimately, the region we serve.”

Making education more accessible and reaching out to groups with statistically low college attendance and graduation rates are high on Haynes’ agenda at CSUSM.

The university currently has pathway agreements with 10 school districts, involving nearly 200,000 students, offering guaranteed admission to those that meet the program’s requirements.

Former San Marcos High School student, Joselyn Perez, a freshman and first-generation college student, was admitted to the university under an agreement between

Karen Haynes is the longest running president in the 25-year history of California State University San Marcos.





CSUSM and the San Marcos Unified School District — the Partners Advancing College Education (PACE) Promise program. Perez is pursuing a bachelor's degree in sociology in hopes of becoming a researcher in the field.

As a PACE Promise student and CSUSM's first recipient of the Alliance Fellowship Scholarship, Perez receives annual stipends, has access to campus workshops and conferences and will mentor incoming high school students.

"I have been given a support system that aids me when I'm faced with an obstacle," said Perez. Something that is not available to all students at local universities, she said.

The PACE Promise program "has only strengthened our environment of high expectations for our students," said Herbie Smith, executive director of PACE Promise, San Marcos. PACE provides a college and career preparation plan, beginning in the seventh grade, college field trips, college and career nights, college application workshops, and early assessment programs. "Our students are beginning to think about college quite early in their academic career and confidently believe that they can be college bound," Smith said.

In addition to making college more accessible to pre-college students, under

Haynes administration, CSUSM has developed the only program in the CSU system that guarantees college admission to former foster youth (ACE Scholars Services), has established a tribal engagement initiative, including the placement of a tribal liaison — to increase Native American admissions and opened up a veterans' center to help the school's 11 percent veteran population access educational benefits.

"Native Americans, veterans and former foster youth in our region and nationally have the lowest rate of attending college and graduating college and we already are beating all of those odds," said Haynes.

CSUSM is the only university in the system's 23 schools that is increasing its Native American population, which is currently at about 3 percent, according to the Association of Governing Boards of Universities and Colleges. The university was also named one of the top 20 "Best for Vets" campuses by the Military Times and nearly 80 percent of CSUSM's former foster youth graduate — far exceeding the national average, according to a letter written by Debra Zanders-Willis, Child Welfare Services director of the County of San Diego, to the Higher Education Review Committee.

Haynes credits her commitment to

academic equality to her training and educational background in social work. She earned a dual bachelor's degree in sociology and psychology from Goucher College, in Towson, Md., completed a master's program in social work at McGill University in Montreal, and a Ph.D. at the University of Texas. She has also co-authored a book with husband, Jim Mickelson, which is in its seventh edition, "Affecting Change: Social Workers in the Political Arena." Mickelson also has a background in social work and directs the ACE program at CSUSM.

Haynes' educational employment career includes a stint as the first female dean, as well as a professor at the University of Houston, and president of the University of Houston-Victoria for eight years.

"Having been a president 20 years . . . it's incredibly fulfilling work to watch the transformation that education makes, said Haynes.

"Every year at commencement, I shake every hand of every student that walks across that stage . . . I see pride on their faces . . . And it reminds me why this is important work. I am incredibly gratified and quite honestly humbled doing this work."



Under Haynes' watch, the university opened a veterans' center to help the school's 11 percent veteran population access educational benefits.



Foster student Julius Williams with Karen Haynes. CSUSM has developed the only program in the CSU system that guarantees college admission to foster youth. (Photo by Chris Jennewein/Times of San Diego)

# WOMAN DESIGNER **FOR MEN ONLY**

By Colette Mauzeralle

Just before Thanksgiving, men's retailer Crow Thief removed the opaque butcher paper from its windows to reveal a remodeled space stocked with versatile menswear and accessories.

The 700-square-foot store has resided at 3009 Grape St. since 2011, and South Parkers and San Diegans have embraced the continually-evolving Crow Thief thus far, if not for its custom-made clothing for men then for its commitment to the community.

"Something we offer that other retailers don't is an experience; the experience to come in and design your own garment and have, at the end of it all, a product that you can say you were part of making. It's a unique process," says owner and designer Melissa Hendrix-Lawson, who founded the company in 2008 and whose designs have been featured everywhere from AFAR Magazine to Business Insider.

Inside the updated store, alongside a work table where patterns are drawn and cut, shoppers will find a mixture of ready-to-wear button-down shirts, tee shirts, vests, jeans and more. Prices can be affordable, such as \$25 to \$48 for a simple tee, and climb into the hundreds of dollars for more complex pieces and custom creations, the latter having a turnaround time of four to eight weeks.

Hendrix-Lawson has now curated a collection of other designers' work to sell in-store, including neckwear from fashion forward San Diego designer Lord Wallington and tops from Velva Sheen.

In stocking her shop, one ideal remains important: materials must be from and labor must be done locally.

"San Diego isn't like Los Angeles, where you have a lot of resources as far as fashion apparel goes. But from day one, something I've always been extremely passionate about is manufacturing in the United States and keeping jobs local," says Hendrix-Lawson. "People have asked me why I don't make the product overseas but I'm just not interested. I'd have suppliers laugh at me and tell me how I'm going to go out of business because I was spending so much money on labor, but being a small business, manufacturing local allows me to have shorter lead times. I can create mini-collections within a season because of that."

Another of Crow Thief's specialties is fit, which Hendrix-Lawson is passionate about. Clients who take advantage of Crow Thief's custom clothing first go through a fitting appointment, and then have their patterns put on file so that they can continue



Melissa Hendrix-Lawson offers custom-made clothing for men.





Men's clothing is displayed in Crow Thief's main shop.



Crow Thief is located at 3009 Grape St. in South Park.

to get custom-made clothing as desired.

“One thing that makes me feel so honored and happy is when a client comes in and for their entire life, due to a unique body structure or weight, they’ve had a hard time finding things that fit properly; but we give them the custom process and they leave here with a smile because they’ve actually found something that fits them.”

Hendrix-Lawson is a native of Seattle who moved to San Diego in 2006. She graduated from the Fashion Institute of Design and Merchandising in Los Angeles with a focus on apparel manufacturing, and then brought her expertise to brands and businesses including Forever 21 and the Hotel del Coronado. Today, she resides in South Park and is constantly inspired by the creativity that goes into running her store.

While Crow Thief is currently shoppable by appointment only — a system put into place in mid-2013 due to an influx of custom requests — plans are in place to change this limitation and the store will soon be open Wednesday through Saturday during typical business hours.

Additional future plans include selling wholesale and providing retailers with custom collections. Hendrix-Lawson will increasingly focus on ready-to-wear products, while still offering custom orders to some capacity.

“We have some fun collaborations in the works as well, because I love conceptualizing collections,” says Hendrix-Lawson. “And look out for package deals launching after the holidays.”

One thing that remains certain is that Crow Thief will stay in South Park, a result of Hendrix-Lawson’s appreciation for the neighborhood’s rare combination of small town-meets-thriving city feel.

“A lot of people ask me ‘why here, why not La Jolla?’ because the demographic is obviously different. But I feel like the people who live here support the businesses. There’s a strong community presence. They’re very aware of products and what they want and whether they’re ecofriendly and locally made.”

Hendrix-Lawson’s final thought for the stylish men of San Diego: “Don’t be afraid to dress up.”

Contact Crow Thief at [crowthief.com](http://crowthief.com) or at (619) 961-6210.



WOMEN WHO

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# WORKING WOMEN By Courtney Dwyer

## Finding balance between family and career an elusive goal

On a typical workday for Erin Rooker, her alarm goes off at 4 a.m. The marketing specialist with Turner Construction Co. gets up to exercise and spend time with her 2-year-old daughter before she heads to the office at 7 a.m. She's home by 4:30 p.m. and puts her daughter to bed by 7 p.m.

Rooker and her husband then meal prep for the next day and relax a bit before lights are out at 9 p.m. This is the schedule Rooker and her husband use to keep everyone in their house happy. "Yes, women can have it all, depending on what your definition of 'all' is," says Rooker.

Finding the perfect balance between family and career is an elusive goal for women in all professions. In the fast-paced, super-volatile world of commercial real estate, finding balance can be racked with multiple challenges. Women in this industry have the added challenge of being in a notable gender minority. Many of the women of CREW (Commercial Real Estate Women) San Diego, the city's largest organization dedicated to the advancement of women in commercial real

estate, have successfully faced the balance issue head on, while being in the minority that do so.

"You have to give yourself a break and realize the part of balancing the two is being okay with not being 100 percent in one world or the other at all times," says Katie Yee, a mother of two and the regional director of marketing at Fuscoe Engineering. "This means that you can't stare longingly at the moms that dedicate all their time to PTA, room-mom, and classroom volunteer and you also can't beat yourself up about not being able to chair every professional board and attend every industry event like a lot of the full-time career women."

Now, with her oldest daughter in kindergarten, Yee works five days a week, 9:30 a.m. to 3:30 p.m. "This schedule has been great for both me and for Fuscoe," she says. Yee believes you can't be afraid to make yourself a priority when it comes to finding a job that fits you and your family. "Ask your employer about their policies or feelings on a flexible schedule, work sharing, or working from home."

Tiffany English, a principal for Ware Malcomb's San Diego office, is responsible for overseeing the day-to-day operations of the office. When she leaves work each day, she's a wife and a mom. English drives her kids to their afterschool activities, makes dinner, helps with homework and only gets about six hours of sleep each night.

"I put my family first and I don't make excuses about it, I think men and women should be able to put their family first and still be successful," says English. "With technology allowing us to be productive anywhere and anytime, life is easier to manage. Be confident in who you are and what is important to you."

Susan Steele, a senior manager with Deloitte Tax LLP, often travels to meet with regional clients. However, when she's home, her days vary based on family, work and community commitments. Steele and her husband made the decision after their second child was born that her husband would stay home with the kids and Steele would work full-time. "I am truly fortunate that the career path I chose allows



**Women can have it all, depending on what your definition of 'all' is, says Erin Rooker, working mother of a 2-year-old.**



**You can't be afraid to make yourself a priority when it comes to finding a job that fits you and your family, says Katie Yee, the regional director of marketing at Fuscoe Engineering.**



**'I put my family first and I don't make excuses about it, I think men and women should be able to put their family first and still be successful,' says Tiffany English, a principal for Ware Malcomb in San Diego.**





**'My family is more important to me than anything else. If my choices made them miserable, I would figure out a different path for my career to accommodate their needs,' says Susan Steele, a senior manager with Deloitte Tax LLP.**

me to support my entire family and also fulfills me personally and professionally," says Steele. "We were hesitant at first to go down this path and made a deal that we would check-in with each other regularly to make sure it continued to work for our relationship and our children. It has now been four years and neither of us could imagine it any other way."

Steele proudly says Deloitte Tax has provided her with tremendous opportunities for growth both professionally and personally with great client assignments and mentors in a number of offices across the United States. In the community, she serves as a treasurer/executive board member for two nonprofit organizations. "My family is more important to me than anything else. If my choices made them miserable, I would figure out a different path for my career to accommodate their needs," says Steele.

For other women like Lynn LaChapelle, it's about finding balance between her career and her passion. "I have found that there is no perfect balance as everything melds into one big stewpot — a continuum of sorts," says LaChapelle.

As managing director for JLL, a global real estate company, she is thrilled to be following a passion LaChapelle shares with her husband — making wine. The couple opened Domaine



**'I have found that there is no perfect balance, as everything melds into one big stewpot — a continuum of sorts,' says Lynn LaChapelle, managing director for JLL.**

Artefact Vineyard and Winery in Escondido last year. "We have worked side-by-side on all of the initial planning, plantings, design and development. My husband is the winemaker and I am the tasting room hostess and marketing guru," says LaChapelle. "We are a small boutique winery so the heavy lifting comes during the evenings and weekends."

When it comes to her position at JJLL, LaChapelle says, "I selected a very competitive, high risk-high reward profession that can be very challenging at times. I am fortunate to have an optimistic outlook on life and was provided a strong work ethic by my parents. These two attributes have helped me navigate my career and design my life."

The balancing act is not simple. For some it means giving something up or having to set your alarm for 4 a.m. the next day. Each path is different in dealing with this challenge. However, there is one thing most working women can agree on; free yourself from guilt and do what works for you.



Courtney Dwyer is a consultant with TW2 Marketing. Dwyer is also the mother of two young daughters.



## YOUNG WOMEN FINDING BALANCE:

For women who are not married and do not have children, there's a tendency to assume they can work all of the time without the demands of children or a husband.

"I think balance is one of the hardest things to achieve as a young professional woman. There are so many pressures pulling us in so many directions," says Star Hughes of Hughes Marino. The 24-year-old is a director at Hughes Marino, one of Southern California's leading commercial real estate firms that exclusively represent tenants and buyers.

The University of San Diego graduate believes it's important to choose a career that you love and to also choose a partner that supports whatever lifestyle and career choice you aspire to. "Know yourself, know your limits, and know when it's time to take a breather. My parents always told me that life (and your career) is a marathon — not a sprint — so it's important to take care of yourself first," says Hughes.

According to published reports, the young professional workforce in America is majority female. Women have maintained majority status in education and health care occupations, but men still hold most jobs in engineering and computer occupations.

Hughes currently spends most of her free time planning her wedding and she's excited about the future. "In 10 years, I see myself continuing to help our clients find office space that truly brings out the best in their teams, and delivering amazing economic results that allow them to continue to grow and flourish. I see myself continuing to advocate for Downtown's growth and success — as I am passionate about the amazing culture, lifestyle, and amenities it offers to companies and their employees," says Hughes.

# Benefits of An All-Girls Education

## Students at the Academy of Our Lady of Peace excel

The spotlight on girls education is not only a global topic of conversation, but one that the Academy of Our Lady of Peace (OLP) takes seriously on a daily basis.

Under the new, and first lay leadership of Head of School, Lauren Lek, the only all girls high school in San Diego is not only drawing from its rich 132-year history of ensuring excellence for their 750 high school girls, but is cutting edge in its holistic academic practices in consideration of the 21st century learner.

The single gender environment creates a culture of achievement in which peer encouragement of each individual is of great importance, and the discovery and development of a girl's potential is paramount.

Time spent in the classroom is time spent learning. Girls are empowered to ask questions and participate in the classroom without worry of judgment from boys or other distractions that come naturally in a mixed-gender environment.

This is evidenced in the results of the National Coalition of Girls Schools (NCGS) study *Steeped in Learning: The Student Experience at All-Girls Schools*. The study found that students at girls' schools felt more comfortable being themselves and expressing their ideas, which translated into 95 percent of survey participants reporting that they actively participate in class discussions compared to 93.5 percent at coed independent schools and 80.4 percent at coed public schools.

"All-girls education ensures our young women, the next generation of leaders and



Lauren Lek, Head of School at the Academy of Our Lady of Peace.

innovators, find their voices and discover that they can accomplish anything they set their minds to," said Head of School Lek.

OLP provides more than 340 leadership opportunities available each year and more than 50 elected student leadership positions. In addition, OLP offers a STEM Certificate and over 47 courses in STEAM disciplines. Just this past year, they partnered with UC San Diego to be one of the chosen pilot sites for the new Pre-AP Computer Science Principles course.

Lek's insight is echoed further by the school's statistics that on average, 100 percent of graduates go on to higher education, and the class of 2015 garnered over

\$17.8 million in academic scholarships for Colleges and Universities internationally.

Although academic excellence is a cornerstone of the OLP mission, it is as essential as the focus on forming young women to be the changemakers in our world. As a Catholic school sponsored by the Sisters of St. Joseph of Carondelet, OLP women are committed to being both great scholars, as well as women of heart. Annually, OLP students give over 25,000 hours in service to the larger bi-national San Diego community.

With Lek at the helm, the greater San Diego community is being called upon on March 27 for the first annual Women's Symposium. "The Women's Symposium is bringing together prominent women leaders on five multi-subject panels to share insights and knowledge with the change makers of tomorrow," said Lek.

Panel discussions will cover a wide array of topics helping the next generation of women leaders manage the multifaceted aspects of being a woman in the work force.

With a vast array of research to support the benefits of an all girls education, coupled with the top notch practices in place at OLP, San Diego can continue to boast of its academic asset and partnership with the longest running school in the city.





## Artist Explores Role of Women in Arab Culture

### Lalla Essaydi's work featured at San Diego Museum of Art

Photographs that challenge the representation of women are part of an exhibition opening this month at the San Diego Museum of Art in Balboa Park.

“Lalla Essaydi: Photographs, 2005–13” features 10 large-scale photographs from Moroccan-born, New York-based photographer Lalla Essaydi. The internationally acclaimed artist is known for her work that explores the issues surrounding the role of women in Arab culture and their representations in the Western European artistic tradition.

The photographs are based on 19th-century Orientalist paintings, but work to subvert those traditional stereotyped and sexualized representations. In addition to their timely and provocative subject matter, Essaydi's photographs are technically impressive. Each image requires weeks of preparation, as the architectural backdrops are carefully constructed, the text is composed and fabrics are dyed to match the setting in which they will appear. The entire field of the almost life-size photo-

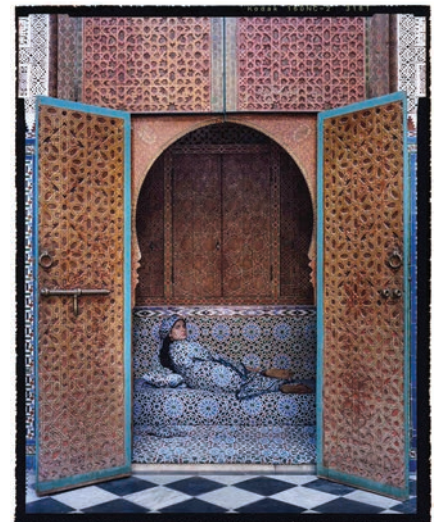
graphs appears in sharp focus, a result of her use of a large-format camera and traditional film.

“Lalla Essaydi: Photographs, 2005–13” features 10 works from three different series by the artist: *Les Femmes du Maroc*, *Harem* and *Bullets Revisited*.

Curated by Marika Sardar, Associate Curator of Southern Asian and Islamic Art, the photographs will be presented throughout the museum. Several works will be on display in a dedicated gallery, while others will be placed as interventions alongside the Museum's Permanent Collection next to examples of historic Middle Eastern tilework and calligraphy, with related European paintings and as part of the discourse of Modern art.

“Lalla Essaydi: Photographs, 2005–13” will be on view at The San Diego Museum of Art from March 28 to Aug. 1, 2015.

For more information on The San Diego Museum of Art or to purchase tickets, visit [www.sdmart.org](http://www.sdmart.org).





# WOMEN'S HALL OF FAME 2015

## Honoring 6 who have worked to improve the lives of other women and changed their communities

Six women who have made profound changes in their communities and improved the lives of other women have been inducted into the San Diego County Women's Hall of Fame for 2015.

The annual inductions are sponsored by the San Diego County Commission on the Status of Women, the Women's Museum of California in San Diego, UC San Diego Women's Center and the Department of Women's Studies at San Diego State University.

The women were inducted March 1 at the Joe and Vi Jacobs Center. Inductees for 2015 and the category in which they are being honored, are:

### **LEE ANN KIM** Spirit of the Hall of Fame

Lee Ann Kim, was chosen as the Spirit of the Hall of Fame for her on-going endeavors which truly reflect the values and mission of the award founders. Kim is a first-generation Korean American who was an anchor and general assignment reporter for KGTV Channel 10, the ABC television affiliate. She worked at KGTV from 1996 to 2008. She is also the executive director of Pacific Arts Movement (formerly the San Diego Asian Film Foundation), which presents the annual San Diego Asian Film Festival, an event she founded in 2000 with the Asian American Journalists Association of San Diego. She has been married to Louis Song since 1997, with whom she has two sons.



### **SARA MOSER** Activist

Sara Moser has been an integral part of the pro-choice movement in San Diego since she moved to La Jolla in 1968. She worked with the "Abortion Underground Railroad," helped create Planned Parenthood's Action Fund for electoral activities, and worked to ensure that women have access to a full range of reproductive and sexual health services. Moser joined the board of directors of Planned Parent-



hood in 1972 and became an active volunteer leader. She served as board chair and headed numerous committees and campaigns, including the capital campaign to raise funds to buy the organization's first headquarters. During this decade of activism, Moser also served on the board of the La Jolla Shores Association, and the Women's Bank.

### **STARLA LEWIS** Bridgebuilder

Starla Lewis is a brilliant woman who for the past 40 years has committed herself to bridging, unifying and empowering multi-culturally diverse communities. As a professor of Black Studies, poet, author, and life mastery consultant, Lewis has helped thousands of people recognize their own greatness. She has taught at San Diego Mesa College for over 20 years, where she served as department chair for 11 years. Lewis is the founder of C.E.L.L. (Celebration of Everlasting Love and Life), a human potential consultancy firm, where she has worked for 30 years as a life mastery coach. Through C.E.L.L. she teaches people how to utilize love to heal and transform themselves and their communities. Through teaching people how to share compassion, love, mutual respect and understanding, her work has helped to bridge the human family.



### **DR. NATASHA JOSEFOWITZ** Empowerer

Natasha Josefowitz has spent her life as an educator. She taught the first course in the U.S. for women in management at the University of New Hampshire, and her book, "Paths to Power: A Woman's Guide from First Job to Top Executive," became a best-seller. She worked as a consultant to government and profit and nonprofit organizations to help women enter male-dominated workplaces. Now 88,





her latest project focuses on how men and women grieve and heal differently and takes a new approach to the different states of grief. Her latest book, "Living Without the One You Cannot Live Without," is a reflection of her research and personal experiences on the subject. Josefowitz was a professor of management for 30 years and is an internationally known business consultant and keynote speaker. For 10 years she had her own weekly program on public radio and a monthly segment on television.

**VIVIANA ENRIQUE ACOSTA** Historian

Viviana Enrique Acosta, CEO and artistic director of the Ballet Folklorico en Aztlan, has over 40 years of experience as a curator, arts administrator, choreographer, performance artist, dance theater director, playwright, actor, composer, instructor and culture bearer. She continues on the BFA board her offering of transferring ancient knowledge and wisdom to the next seven generations to bring sacred traditions into fruition, sharing her two spirit vision of a sacred life worldwide. Acosta has the distinction of being one of the youngest California Arts Council Artists in Residence — Artists in Communities awardees for her work in dance.



**DR. ANITA FIGUEREDO** Trailblazer

Dr. Anita Figueredo (1916-2010) was the first female surgeon in San Diego, and friend of Mother Teresa. A fierce proponent of women's higher education, she was a founding member of the board of trustees of San Diego College for Women, later the University of San Diego, and served in that capacity for 40 years. Figueredo's great passion in life, aside from medicine and her family, was humanitarianism, a calling that produced a four-decade-long friendship with Mother Teresa of Calcutta, who called her "The Smiling Apostle of Charity." Figueredo was among Mother Teresa's few intimates, and the two women traveled all over the world in service of the poor. It was Figueredo who lobbied the nun to establish her mission in Tijuana, which now serves as the world headquarters for Mother Teresa's Missionaries of Charity Fathers. Figueredo founded a charity of her own, Friends of the Poor, originally devoted to the needy residents of Tijuana and San Diego, and now expanded to three continents.



The San Diego County Women's Hall of Fame was created in 2002 as a way to bring attention to women's actions and accomplishments visible in San Diego. Currently, 72 women have taken their place in the San Diego County Women's Hall of Fame.

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# Making Education System Work

## Laura Kohn makes student achievement a priority

By Cecilia Buckner

More California high school students graduated last year than any other year in the state's history, according to the California Department of Education. Yet, one in five students did not graduate. And of those who received a diploma, many lack the knowledge, skills and confidence to succeed in college or mid-level employment, according to research group SRI International.

Laura Kohn, executive director of San Diego-based nonprofit, Education Synergy Alliance (ESA), has made it her goal to change this.

"The focus that schools have had for the past decade or so of preparing all students for college has served no students well," said Kohn. "All students are more motivated in their learning when they can see why it matters and envision where it's leading ..."

Kohn and ESA provide support for an initiative that allows students to get hands-on experience in career fields while concurrently studying supportive academics — allowing them to get an answer to that burning question: "When will I use this in real life?"

Linked Learning pathways in the state, made possible by the passing of recent legislation, has become a buzz term in today's educational environment.

The state's LL programs, made possible by AB 790, approved in 2011, prepare students for success in college and employment by connecting classroom learning with real-world experiences. San Diego, Grossmont, Carlsbad, Escondido, and Oceanside school districts offered 26 LL courses last year and there were approximately 14,000 students enrolled in the programs across the state.

Rigorous academics combined with hands-on complex work tasks in various areas of study, including such pathway combinations as health science and medical technology, and engineering and architecture, give the students a taste of the fields of study



Laura Kohn

they may be interested in before they graduate.

"I want all students to know about and to test out for themselves a range of possible options," said Kohn. "It's a process of discovery that every student

should experience in high school and in their post-secondary experience."

ESA garnered more than \$300,000 in grants last year from The James Irvine Foundation and the Moxie Foundation for use in support of the state's LL initiative.

For some students, it's all about the career path they want to follow, Kohn said. It is not all about the hands-on experience with all the students. Some are just not inspired by the "regular" high school experience and LL programs motivate them.

Del Lago Academy, for example, Kohn said, is "cool to visit." "The students are doing a lot of studying about the human anatomy — more than a typical high school — utilizing amazing equipment, doing gene mapping with industry standard equipment, doing problems that teachers worked out and they have an amazing partner with Palomar Health."

Compared with similar peers in traditional high school programs, students participating in certified Linked Learning pathways earn more credits in the first three years of high school, are more likely to be on track at the end of 10th grade to complete the courses required for four-year public colleges in California, and are more likely to stay in their school district instead of transferring or dropping out before graduation, SRI found.

Kohn's interests in promoting the quality of K-12 education came after some post-college degree soul searching, when she became disillusioned by her efforts working long hours for a private consulting firm. Advising

pharmaceutical companies how to maximize their drug sales just was not doing it for her anymore and she wanted to be engaged in something more worthwhile.

"It's more possible than fighting poverty directly, or helping the homeless," Kohn said. "Give people the education and skill they need, so they will never be homeless — never be hungry."

In addition to providing support for the county's LL programs, Kohn's group is in the process of developing a pre-school to third grade initiative (P3) with a goal of ensuring that all elementary students are reading at grade level by the third grade.

"There's compelling research that shows that students who don't have that strong foundation from the start will be struggling later," Kohn said. "If you come in behind, it's difficult to keep up with students who already have that strong footing and you tend to fall further and further behind. It's much better to prevent the gap in the first place than to try and close the gap."

ESA's P3 plan, slated to be complete early this year, will provide support to mobilize local school districts, teachers, preschool providers, community-

based organizations and funders in an effort to increase access to early education, assure a smooth transition into kindergarten and improve the quality of early elementary instruction.

Kohn moved to San Diego from Washington in 2011 with her two children and husband, a scientist at Scripps Institute. She has broad and varied experience in areas such as policy, government, advocacy, research, and education, including serving as director of education in Seattle. She has a bachelor's in economics from Yale and a master's in public administration from the University of Washington.



# Milestone Reached in Women-Owned Firms

## Advice to owners on how to keep the business viable

By Michael Denzinger and John Zygowicz

Business creation hit a record pace in 2014 with the number of women-owned firms reaching a new milestone. The fifth annual U.S. Bank small business survey estimates that in 2014 there were more than 9.1 million women-owned businesses in the United States, compared to 8.6 million in 2013.

These businesses generate more than \$1.4 trillion in revenues, employ 7.9 million people and account for 30 percent of all enterprises nationwide.

In the early years of a business, the startup owner's excitement and initial trepidation can rapidly give way to survival mode. Many new owners are focused on immediate issues, such as developing a viable business plan, projecting growth opportunities in both market share and revenue and securing financing and outside investors. When this happens, long-term measures may either be put on the back burner or never discussed with business partners, financial consultants or heirs, which can create issues once the business is generating value through profitability and revenue growth.

We have a few months of 2015 under our belts. For those whose New Year goals might include starting a new business, here are a few items to consider that may help make your business more viable.

**Level-setting expectations:** Some women entrepreneurs have ventured out on their own for various reasons, such as to gain financial freedom or to simply have a sense of ownership and fuel creativity. A host of women ventured out on their own due to divorce, job discrimination or a layoff, pregnancy or the health of a family member. Many simply needed more flexible work schedules to balance the demands of their families. Seven out of 10 female business owners say they're almost always on the go, compared to 61 percent of their male counterparts. Challenging experiences that fuel the desire to build a business do not minimize the time, effort and capital investments needed to turn an idea into something successful.

**Proper Business Structure:** Many new owners don't consider the tax issues, liability and business succession issues when setting up the business. For example, the simplest and least costly way to establish a business can be as a sole proprietorship or a general partnership. These options may save you money up front, but you could risk losing your personal assets if, for example, you find yourself facing a lawsuit, including one initiated by a customer. Typically, an LLC is the business structure that can offer personal asset protection for the owner.

**Contingency Plan:** Develop and put in place a plan to pro-

tect the business and keep it running in the event you are seriously injured, faced with a debilitating disease or pass away. Many business owners have a will or living trust that passes ownership or control of the business to heirs upon death or disability, but many times those heirs are not involved in managing the business. Often, when they become responsible for revenue, growth and employees, they are ill-prepared. It is important to have heirs involved in the business early on to mitigate operational and financial issues at the time of the transition. If you have partners with ownership interest in the business, an up-to-date Insurance Funded Buy-Sell Agreement may be a consideration.

**Business succession:** Many ask, "What do you mean exit my business? I'm just going to keep running it forever!" There are some successful owners who are secretly in denial and therefore don't adequately plan ahead for a business ownership transition to the next generation, or the sale of the business to a strategic buyer.

According to the Family Business Institute, 30 percent of family businesses survive into the second generation, 12 percent survive into the third generation, and only 3 percent of family-owned businesses make it into the fourth generation and beyond. It is vital to prepare for estate taxes, spendthrift heirs and current liabilities of the heirs within the first three years of establishing the business. If a divorce settlement is in effect, it can also affect the transition or sale of a business. In the earliest stages of growth of the business estate planning and insurance liability and protection may be employed through the creation of trusts.

Women tend to bring many years of experience to a new business. On average, women start businesses about 10 years later than men so they have worked as an employee for several years, gained experience, established business connections and built a reputation before going out on their own. Even so, it is important to consult a financial adviser, an attorney and a tax accountant when you start a business to ensure you are protecting your assets and you have a plan in place that will prepare you for the road ahead.



Michael Denzinger is senior wealth strategist for The Private Client Reserve of U.S. Bank.



John Zygowicz is senior vice president for The Private Client Reserve of U.S. Bank.

# Women in Law

By Adriana Cara and Meagan E. Garland

## Empowering women of color to blaze their own trails in the legal profession

We are proud and honored to have established our minority-and-women-owned law firm, Cara & Garland APLC during a pivotal chapter in American history.

The backdrop of the 50th anniversary of Dr. Martin Luther King Jr.'s iconic and prophetic "I Have a Dream" speech, the historic presidency of the nation's first African-American president, Barack Obama; and a Supreme Court that has on its distinguished bench the nation's first-ever Latina Supreme Court Justice, the Honorable Sonia Sotomayor, is humbling and invigorating.

As women of color — Mexican-American and Cape Verdean-American/African-American — our place in this special chapter brings into sharp focus what it truly means to be a minority-and-women owned law firm:

### An Opportunity to Underscore Excellence

Owning our own law firm provides us the opportunity to highlight the fact



Meagan Garland

that clients do not have to sacrifice excellence for diversity among their legal counsel. Women of color are who we are, but excellence, backed by a proven track record of success and practical know-how, is what we provide. We have thrived and excelled at some of the largest, most well-respected law firms in the nation and the world, and are able to provide the same quality of service those firms offer, and to the same clientele, but customized to meet the specific needs of our clients, and at affordable rates. On top of our commitment to excellence, we have the benefit of our multi-dimensional perspective as women of color. Indeed, the tenacity we bring to our zealous representation of our clients is informed in part by the fortitude, legal acumen, and academic gravitas we have had to demonstrate to shatter the ceilings we have encountered.

### A Platform from Which to Serve as Change Agents:

Before we partnered to launch Cara & Garland we both served as change agents and ceiling breakers in our respective lives and practices. We have had the experiences of appearing in court and being mistaken for the court reporter, the assistant to the lawyer who must be on his way, the defendant, or the asylum applicant in a pro bono case — instead of the lawyer handling the matter. We have had the experiences of being treated with less respect than our other colleagues of the bar simply because of our color and sometimes our gender, or sometimes both. It may come as a surprise to some, but we have also had the experience of being mistreated and marginalized by other women who

publicly advocate for the advancement of women and women of color, but who behind closed doors seek to strategically oppress these same women for their own advancement and personal gain.

Fortunately, our story does not end there. We have had the gratifying experience of commanding respect notwithstanding the preconceived notions and machinations of others by way of our legal acumen and our determination to blaze our own trail.

When we joined forces, it was only natural for us to look for ways to improve the legal community on a larger scale. We feel humbled and blessed, but most of all we feel an awesome responsibility to make those who came before us proud. We are living a reality that many of our ancestors could only dream, and we owe them a duty to give our best to our clients daily, and actively to assist other women of color who desire to pursue this path. We have purposed to never be a stumbling block to another sister in the struggle, but rather, a tangible re-



Adriana Cara



source. We have purposed to use our voice and our platform to talk about the problems that still affect women and women of color, and offer practical solutions. Finally, as we discuss below, we plan to allocate resources to the advancement of women of color in the law, particularly those who could pursue any legal career, but choose to hang their own shingle. This, we feel, is the greatest contribution we can give to the San Diego legal community.

**A Responsibility to Assist in Transitioning what we Have Accomplished from the Exception to the Commonplace:**

It is our obligation and our honor to pass the message to other women of color that they can do exactly what we have done, and strive to do it better. They too can be successful business owners with an uncompromising commitment to quality work product and integrity — what we at Cara & Garland call Qualtegrity. They too, can attract and maintain (by way of quality service and stellar work product) fortune 500 companies as clients, if they choose. Gone are the days when there was room for only one or two minority-women-owned law firms in

San Diego. We want minority-women-owned firms to become the commonplace, and not the exception, and we believe this is absolutely possible. To that end, this year we are launching our nonprofit organization dedicated to providing essential start-up tools to up-and-coming minority-and-women-owned law firms who have the legal acumen, commitment to excellence and, of course, Qualtegrity to positively contribute to the legal services available in San Diego.

This is an exciting chapter in American history — the nation is buzzing with anticipation and limitless possibilities. As a country, we are putting into practice the notion that if all that stands between us and our dreams is a ceiling, shatter it. We feel the same is true, right here in San Diego. We have been amazed by the tremendous outpouring of support we have received by our colleagues of the bar, and look forward to welcoming, championing, and practicing alongside other minority-women-owned law firms, and adding to the already rich tapestry that is our beautiful city.

Adriana Cara and Meagan E. Garland are founders of Cara & Garland APLC

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