

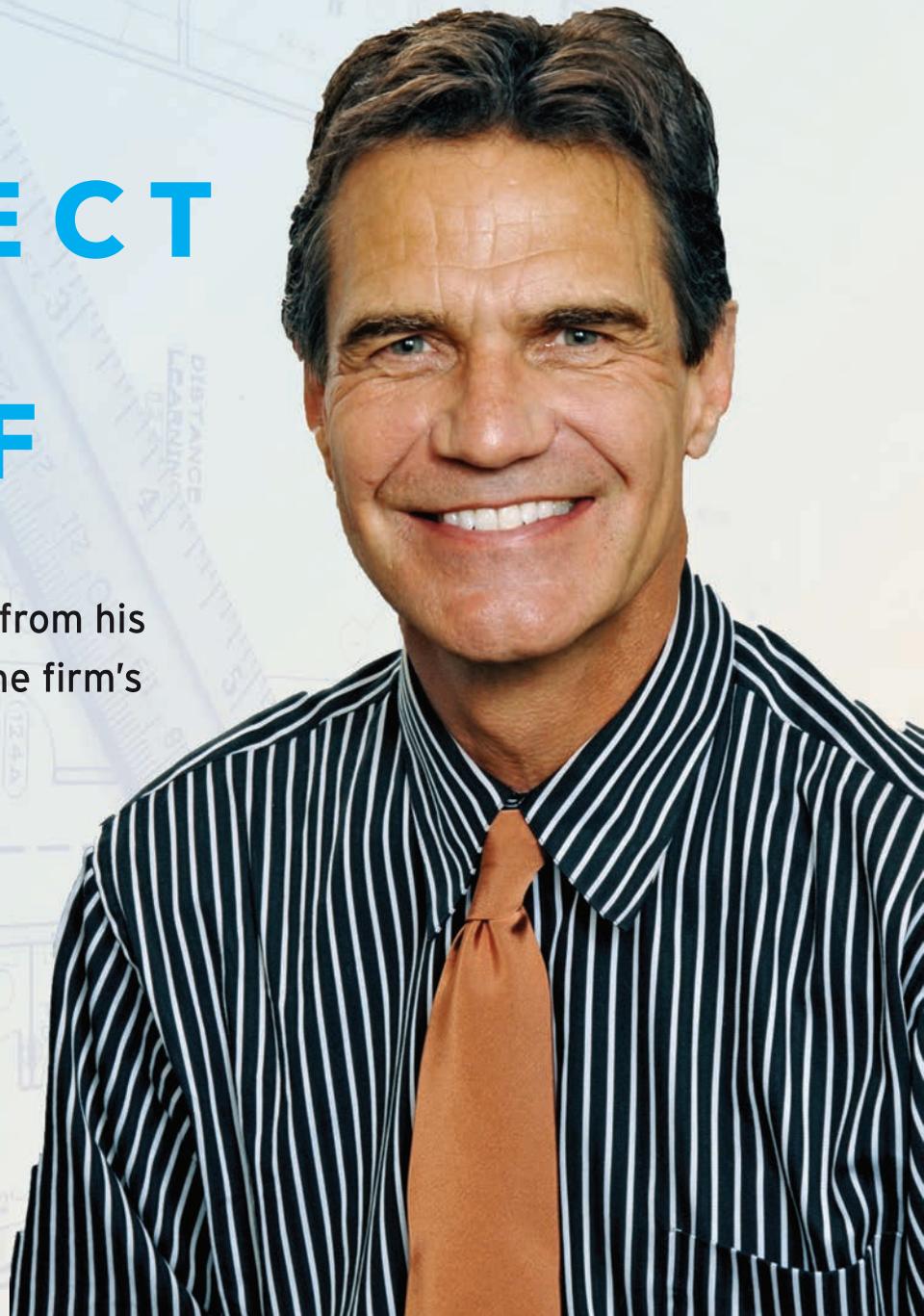
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OCTOBER/NOVEMBER 2015

ARCHITECT N CHIEF

Gordon Carrier's vision extends from his talented corps of designers to the firm's stunning buildings **PAGE 10**



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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:

The Architect-in-Chief

Gordon Carrier, the 60-year-old design principal at Carrier Johnson + Culture, one of San Diego's top architectural firms, is not particularly interested in people knowing who he is. The firm is not about him, he says. "I think creative enterprises are about all the horses. Not about someone's title or a name on a door." See Page 10.



13 Bold Approach to Corporate Responsibility

Thanks to Bill Bold and Qualcomm Inc., fishermen in Colombia are able —through the introduction of mobile technology — to monitor weather conditions, use online tools to track fish and upload market information from the palm of their hands. That's one of the programs overseen by the senior vice president of government affairs.



15 Big Player in the Security Business

The giant slide in the middle of the new headquarters of iboss Cybersecurity is one reason why the firm's engineering corps is inclined to arrive early and stay late while working in one of the nation's fastest growing cybersecurity companies. Company CEO Paul Martini says the headquarters design is meant to create a positive, natural environment for employees.



17 The 'Qualcomm Effect'

The commercial real estate market in San Diego County continued its strong recovery in third-quarter of this year, fueled by ongoing job creation and the health of the overwhelming majority of San Diego companies. The county has been able to absorb a net 254,000 square feet of office, lab and industrial space in three or four weeks' time, meaning the "Qualcomm effect" is barely a speed bump for the region.



19 Balboa Park Conservancy's New CEO

Thomas Hererra-Mishler graduated from Eastern Michigan University when other 18-year-olds were graduating from high school. Today he's the director and chief executive officer of the Balboa Park Conservancy, which is responsible for raising funds and developing public/private partnerships, among other things.



21 Bringing the Office Home

Living and working are more intertwined than ever. From a residential real estate perspective, homebuilders are incorporating smart home offices and detached studios for individuals who work from home or need a second work space. Lonny Zilberman, partner at the San Diego law firm of Wilson Turner Kosmo (pictured), works from home part-time.

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The Northrop Grumman Global Hawk.

Air Force Announces \$3.2 Billion In Global Hawk Funding

The U.S. Air Force announced that it will continue to fund the development, modernization and sustainment of the Northrop Grumman RQ-4 Global Hawk through the end of fiscal year 2025, at a funding level of \$3.2 billion.

Orders for the aircraft will be made by the end of fiscal 2020. Air Force officials cited the Global Hawk's much lower operating costs as its reason for selecting the platform -- a drop of 40 percent in the last three years. Global Hawk is made by one of Northrop Grumman's plants in San Diego.

The platform will eventually replace the aging U-2 fleet, which is planned for retirement from 2016 through 2019.

Potential modernizations of the platform include a new electro-optical sensor, which could take up about half of the new funding, according to a report by Reuters.

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Rancho Santa Fe Insurance Agent Named Certified Advisor of Personal Insurance

Vanessa Snodgrass of Rancho Santa Fe Insurance in Rancho Santa Fe has been awarded a Certified Advisor of Personal Insurance (CAPI) designation from the Aresty Institute of Executive Education at the Wharton School of the University of Pennsylvania and Chubb Personal Insurance.

Vanessa is among a group of only 39 agents to receive the certification after completing a one-year intensive educational program on understanding the lifestyle and risk management and insurance needs of high-net-worth individuals. The program also helps agents to brand themselves as trusted high-net-worth advisers. Created by Wharton and Chubb in 2014, the CAPI program is the first of its kind to focus on a specific customer segment in the personal insurance marketplace.

“The agents who have completed the CAPI program have demonstrated that they have the high level of skill and expertise required to understand the total family balance sheet and advise high-net-worth individuals on their complex risk management and insurance needs,” said Stacey Silipo, director of strategic partner-



Vanessa Snodgrass

ships for Chubb Personal Insurance.

“We are extremely proud that Vanessa has received the prestigious CAPI designation,” said Craig Edwards, president/owner of Rancho Santa Fe Insurance. “This shows her incredible dedication to the insurance industry as well as her commitment to serving our high-net-worth clients, who have a unique set of property and liability exposures created by their assets and lifestyle.”

The curriculum for the 12-month CAPI program included six modules related to the high-net-worth mindset, customizing insurance solutions, building client relationships, selling, excelling in the high-net-worth arena, and sustaining excellence. Courses, which are taught by Wharton faculty, Chubb subject matter experts and other professionals, include “Understanding the Total Family Balance Sheet,” “Collections,” (art, jewelry, antiques, wine, etc.), “Family Security,” “Relational Agility,” and “Building Your Personal Brand.” Classes are held on Wharton’s campus in Philadelphia, at Chubb Personal Insurance’s headquarters in Whitehouse Station, N.J., and online.

Courses were taught by Wharton faculty, Chubb employees and other experts who work with high net worth clients and their advisers. Agents received instruction on the Wharton campus at the University of Pennsylvania in Philadelphia, at the Chubb Personal Insurance headquarters in Whitehouse Station and through virtual classes, webcasts, reading assignments and other online activities throughout 2014-2015.

Throwing Bowls for McKinley Elementary

This is not a typical Friday night at Kouta Shimazaki’s San Diego Ceramic Connection. The place is crawling with volunteers.

On one side of the shop on Thorn Street, people are crammed shoulder to shoulder on both sides of a long wooden table, each person kneading a clump of clay into a shape resembling a big brown teardrop. Occasionally, Kouta will step in and give hands-on lessons on how to shape the clay.

On the other side of the room, several seated volunteers are busy working with clay on spinning pottery wheels, shaping the clay into 4 and ½-inch diameter bowls that later will be fired and painted. The technique is called “throwing a bowl” and Kouta’s Friday night spectacle is called a

“Throwathon” that will last until the very early hours of the next day.

The event attracts adults, teens and children who come to Kouta’s place to work and have fun.

Several Throwathons are held each year to produce the thousands of ceramic bowls that will be sold to visitors at the annual SoNo Fest and Chili Cook-Off, a December festival that has grown so huge in popularity that Kouta is hard-pressed to make enough bowls for the event.

During the festival — which will be held on Sunday, Dec. 6 this year — chili recipes from competing restaurants will be sampled by the crowds of visitors, all eating from the bowls specifically made for the occasion. Everyone who samples the chili can vote for their favorites. Local celebri-

ties and politicians will crown the winners.

The free event, sponsored by San Diego Ceramic Connection and the McKinley Elementary School Foundation, benefits McKinley Elementary School. It evolved from a chili cookoff that Kouta had been running since around 1998. The SoNo name comes from a blending of the two communities, South Park and North Park.

“This event has evolved from a small group of friends and patrons gathering to eat chili and have a good time into a major street festival and fundraising event to benefit McKinley,” said Kouta. “The people in our community have really pulled together to make this a success and that’s something I’m proud to be part of.”

Civic San Diego Approves Two Downtown High-Rise Projects

The Civic San Diego board of directors has approved for City Council consideration a proposed 45-story, 296-unit mixed use development at the northeast corner of Broadway and Pacific Highway in the Columbia neighborhood of Downtown.

The proposal is by Bosa Development California II Inc. It is designed by Kohn Peterson Fox Associates, which also designed a similar tower under construction across Broadway to the south. The project would have 15,130 square feet of ground floor commercial space.

If approved, construction would begin in 2016.

Civic San Diego also approved the design and related permits for Lennar Multifamily Communities' proposed 21-story tower and five-story mid-rise, mixed-use residential development at 460 16th St. in the East Village. Designed by Carrier Johnson Inc., the development would include 368 studio, one- and two bedroom apartments and about 19,000 square feet of commercial space. Construction would begin early next year.



Rendering of Bosa Development's Broadway and Pacific Highway development.

Viejas Casino Opens Expanded Gaming Floor and Adds 1,000 New Slot Machines

Viejas Casino & Resort in Alpine has officially opened the newly expanded section of its gaming floor, including the addition of 1,000 all new slot machines. The 15,000-square-foot expansion includes a new state-of-the-art promotion stage and open access to an ultramodern escalator bank that leads to a new hotel tower, opening later this month.

"This marks the first step in our most ambitious plan of growth to date," said Viejas Tribal Chairman Robert Welch. "The ongoing development of Viejas continues to resonate in many positive ways for the San Diego area, both economically and in establishing a strong foundation for the future of our culture."

The central feature of the year-long development culminated with the Oct. 30 grand opening of Viejas' second luxury hotel tower.



Decline in County Crop Production Blamed On Drought and Rising Cost of Water

The total value of San Diego County's agricultural production decreased in 2014 for the first time since 2009 — from \$1.85 billion in 2013 to just under \$1.82 billion — according to the annual crop report released by the county Department of Agriculture, Weights and Measures.

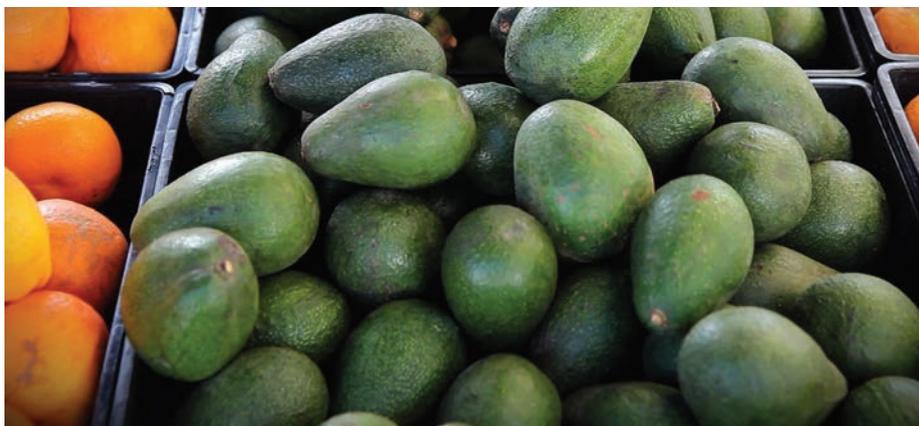
The total number of acres in production also dropped — by 12.1 percent — the largest decrease in 18 years.

Eric Larson, executive director of the San Diego County Farm Bureau, said there was even a bright side to the 1.77 percent decrease in total agricultural value, coming after four straight years of increase.

“The slight drop in production value comes as no surprise in light of the challenges faced by farmers from the drought and the rising cost of water,” Larson said. “In fact, the change is small enough to be seen as a testament to the resolve of farmers to overcome the water issues.”

San Diego County Agricultural Commissioner Ha Dang said that resolve blended well with the county Board of Supervisors' commitment to agriculture both as an industry and a way of life.

“Our growers continue to find effective



Avocados, the fourth most valuable crop, dropped 22 percent in value.

ways to address challenges like the drought and invasive pests,” Dang said.

The Crop Report, which can be seen online, stated that each of the top three crops -- ornamental trees and shrubs; indoor flowering and foliage plants; and bedding plants, color and herbaceous perennials — increased in value in 2014.

The fourth most valuable crop, avocados, which has been greatly affected by drought and water prices, dropped 22 percent in value.

Wine grape values, which in 2012 saw a huge boost in interest and a 512 percent increase in value, increased by a modest .88 percent in 2014 to roughly \$6.6 million. However, acres in production jumped 9.6 percent to 923 acres -- capping a 121 percent increase in acreage since 2011.

Cacti and succulents, meanwhile, jumped 64 percent in value, from roughly \$26.5 million in 2013 to \$43.4 million in 2014.

Building Industry Association Honors Affordable Housing Project and Developer

Alpha Square, a \$47.6 million, six-story, mixed-use development in East Village that will house the homeless and low-income individuals, has been recognized by the Building Industry Association of San Diego as San Diego's Best Affordable Project in 2015.

Carlsbad-based Chelsea Investment Corp., the developer of the project, was named San Diego's Builder of the Year 2015. The awards were made at this year's BIA ICON awards, which honor excellence and innovation in the home building industry.

Jim Schmid, who served as chairman of the BIA in 2014, is CEO of Chelsea Investment Corp.

Alpha Square will replace Hotel Metro, a nearby single-room occupancy hotel



Alpha Square

whose current residents will be welcomed to Alpha Square when it opens later this month.

Averaging 260 square feet, all fully furnished studio apartments at Alpha Square will feature a full bathroom, cooktop and air conditioning, plus Internet access, cable television and telephone service for all res-

idents. Building amenities will include a computer lab, multipurpose room, laundry facilities, a community courtyard and a landscaped rooftop deck and terrace. Case management and an array of supportive services will be provided by Alpha Project for the Homeless, a nonprofit organization that also operates the Hotel Metro.

Through vouchers provided by the San Diego Housing Commission, the tenant will pay 30 percent of their income, and the federal government will pay the balance of the monthly rent. Rental assistance will stay with the unit when an occupant moves out.

Borre Winckel, CEO of BIA San Diego, said this was the first time the Builder of the Year award was presented to a developer of affordable housing.

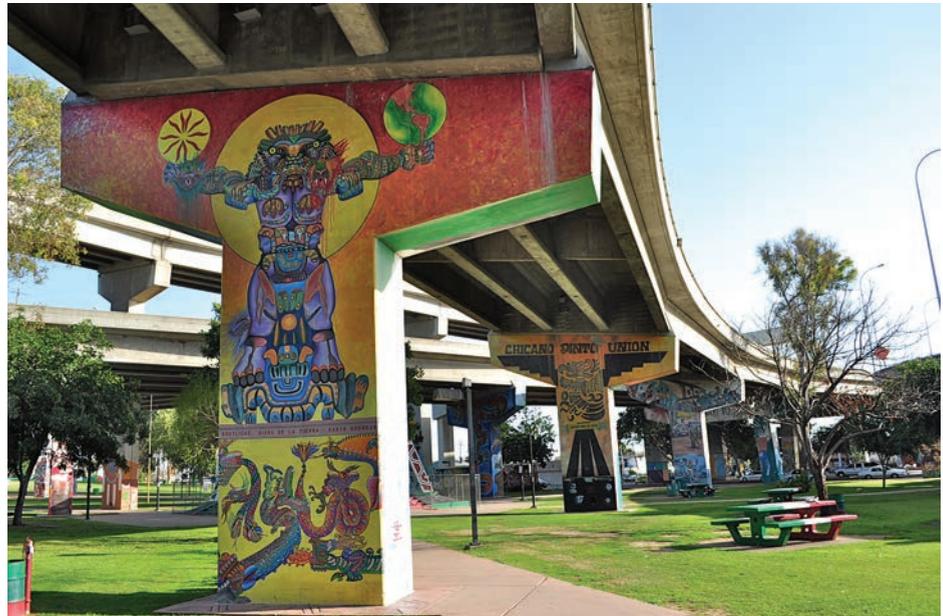
Rep. Vargas Seeks National Historic Landmark Status for Chicano Park

Is Chicano Park worthy of National Historic Landmark status? Congressman Juan Vargas has introduced legislation that, if passed, will find out.

Vargas's Chicano Park Preservation Act (H.R. 3711) would instruct the Secretary of the Interior to conduct a study of the park to evaluate its national significance and determine the feasibility of its becoming a National Historic Landmark.

"Chicano Park has been the center of cultural history since its opening in the 1960s," said Vargas. "It is home to the largest collection of outdoor murals in the entire country. It's a unique space in San Diego that represents a community's accomplishments through activism."

The park is located under the San Diego-Coronado Bridge in Barrio Logan, a community with a heavy population of Mexican Americans. It is adorned with murals, sculptures, and landscaping. The park was created after a group of residents came together to boycott the construction of a Highway Patrol station on the site. In 1980, the park was designated as an official historic site by the San Diego Historical Site Board. In 2013, Chicano Park was listed on the National Register of Historic



Chicano Park

Places due to its association with the local Chicano civil rights movement in San Diego.

"Chicano Park is so much more than just a recreation area," said Vargas. "It is a sacred space and should be celebrated not only for its beauty, but also as a symbol of

what a community can achieve while working together. I want everyone who visits our community to be able to experience the life and beauty of this site. Designating it as a National Historic Landmark will preserve this site for generations to come."

General Atomics Gets Army Contract For Improved Gray Eagle Drones

General Atomics Aeronautical Systems Inc. has been awarded a production contract by the U.S. Army for 19 Improved Gray Eagle (IGE) Unmanned Aircraft Systems to be delivered by September 2018.

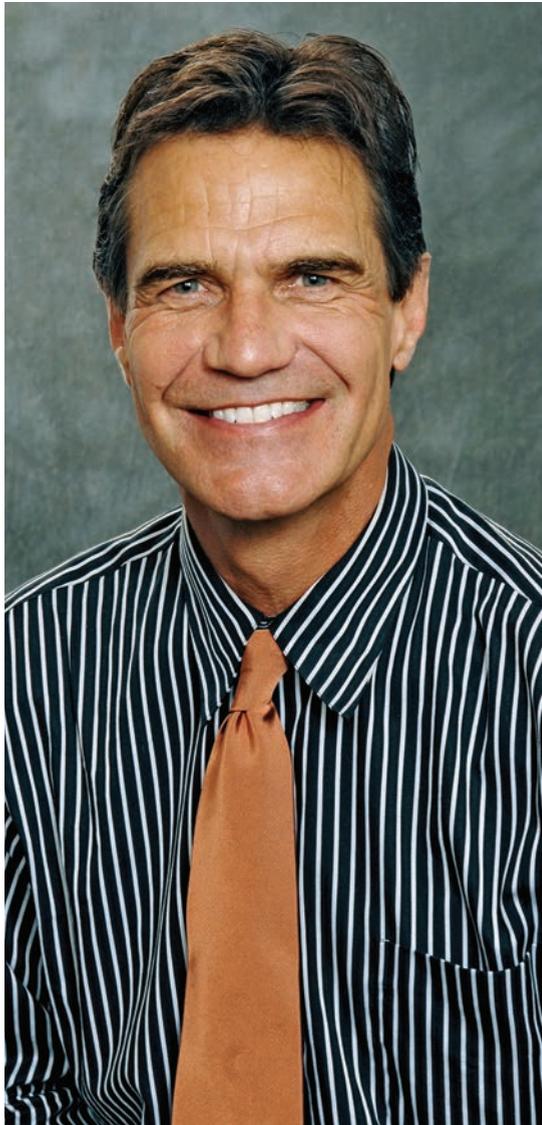
IGE is a next-generation advanced derivative of the Army's Gray Eagle UAS that has accumulated over 228,000 flight hours since 2008. Developed on Internal Research and Development funds, General Atomics built on the success of its Gray Eagle predecessor. The company said it delivers improved capabilities that will perform ISR collection and close air support of ground forces.

"We are very pleased that the Army has awarded us this production contract for IGE, which delivers a high-value solution for accomplishing multiple mission types, all at an affordable cost," said Linden Blue, CEO. "IGE provides better endurance, additional payload capacity, easier maintenance, and extended life cycle of critical components."



General Atomics's Gray Eagle.

ARCHITECT



N C H I E F



GORDON CARRIER'S VISION EXTENDS FROM HIS TALENTED CORPS OF DESIGNERS TO THE FIRM'S STUNNING BUILDINGS

BY DELLE WILLETT

LEFT: Gordon Carrier **RIGHT:** Rendering of the high-rise at 520 West Ash St. in Downtown San Diego, a Carrier Johnson-designed project.

Gordon Carrier, the 60-year-old design principal at Carrier Johnson + Culture, one of San Diego's top architectural firms, is not particularly interested in people knowing who he is.

The firm is not about him, he says. "I think creative enterprises are about all the horses. Not about someone's title or a name on a door."

That's the guiding principal behind the company, which prides itself on its "talent" — the men and women behind the name.

What's in a name?

Carrier Johnson + Culture is a California-based, award-winning, international architecture, interiors, and strategic-branding practice established in 1977 with offices in San Diego, Los Angeles and Orange County. The firm has a wealth of national projects as well as projects in the U.A.E., China, Korea, Costa Rica, and Mexico.

Its key practice areas include architecture, interior design, urban design, master planning and brand strategy, with focus on corporate, life science, education, brand environments, hospitality, mixed-use, public, technology, and urban infill.

"+ Culture" is Carrier Johnson's identity and commitment to itself. In its culture the company's 85-some employees range from Generation Y to Baby Boomers, and each employee is valued for their talent, skills, and experience.

"It's about collaboration and a collective of talent. We hire young people with great talent and pair them with more senior, talented professionals of greater experience. Together, we are an immensely powerful team. This is a bit unusual in our line of business," says Carrier.

Alex Gutierrez, 33, is one of those young talented architects who works at Carrier Johnson. A project designer, Gutierrez has a bachelor's degree in architecture from Mexico's Instituto Tecnológico y de Estudios Superiores de Monterrey, and a master's from San Diego's NewSchool of Architecture and Design.

"I've been in the firm for five years now and I can see that I'm growing immensely,"



Exterior of the Carrier Johnson-designed Tidewater Community College/City of Virginia Beach Joint Use Library.

says Gutierrez. "And I'd say it's because of the people surrounding me. There's an enormous wealth of talent and knowledge in this firm that has great value to me.

"And from the beginning people were very much interested in what I had to say. They were not just reacting to it but giving it serious consideration. I didn't even know if what I had to say was of value. I try to do the same with the newer people coming in."

At Carrier Johnson there are no walls or corner offices with a view. Each can hear what the other is saying and join the conversation.

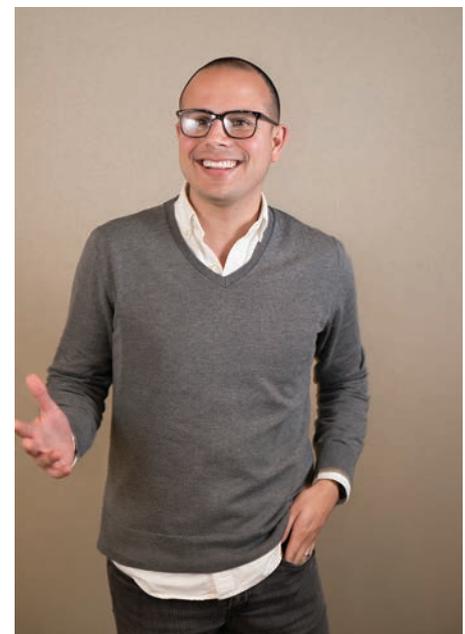
"In our office it's really less about the names than it is about the way in which you engage in a design dialogue; that you show up every day with an intention to make our design effort better, no matter what," says Carrier. "An idea is an idea and some of them come from the youngest, freshest minds not clouded by 38 years of practice as I sometimes can be.

"It's that tilt-your-head moment when you think, 'Wow, what she just said to me really clicked.'"

Gutierrez says the company's spirit of collaboration from top to bottom and bottom to top has to be one of the great joys that he's experienced from being a part of this enterprise.

Says Carrier, "It's the collaboration's ability to filter that allows us to understand which nuance or design directive makes most sense."

Even though Carrier has had nearly four decades of experience, he continues to search for knowledge, this time from the younger generations who are trained in



'I've been in the firm for five years now and I can see that I'm growing immensely,' says architect Alex Gutierrez.



Rendering of the Urbana Lifestyle Center, Tijuana designed by Carrier Johnson.



'We hire young people with great talent and pair them with more senior, talented professionals of greater experience. Together, we are an immensely powerful team,' says Carrier.

new design technology such as 3-D computer modeling, 3-D printing, and virtual technologies such as the Oculus (goggles that allow the user to get inside a space and actually feel what the architect is thinking).

Gutierrez is a master at these technologies, says Carrier.

Explains Gutierrez: "Our experience is

Architecture is both the process and the product of planning, designing, and constructing buildings and other physical structures. It requires the knowledge of art, science and technology and humanity.

that frequently clients aren't able to understand the words or graphics we are using. A lot of people don't understand 3-D space. With these tools we can give ourselves and our clients the ability to experience space in a very special and fun way. Being inside gives you a different sense of space; you understand proportions, natural light coming through, different elements that make the design what it is."

+ Culture also describes the collaborative quest that Carrier Johnson uses to identify the unique culture of each client for the purpose of creating meaningful architecture — subliminally meaningful, symbolically meaningful, and functionally meaningful.

They start with the pragmatic issues and then on to the search for greater meaning, trying to find who the client is, searching the heart instead of the head.

"There's a lot of joy in finding what is unique about a client, who and what they are, their intentions, their objectives," says Gutierrez.

Getting to know clients varies with every

client. Sometimes the answers come early in the discovery process, some take back-and-forth discussions. Sometimes, in the process of the quest, a company will actually redefine their culture and who they are.

"It's our intent to talk to everyone within the organization who the client allows us to approach, to the greatest degree possible, because each of those voices gives us nuance about culture," explains Carrier.

These dialogues come in many forms: One-on-ones, group sessions, designed questionnaires, strategic leadership facilitation.

"Our ultimate interest is finding what is distinctive, that authentic seed we can grow into something that's unique, beautiful, and special only to that client and nobody else," says Carrier. "The key is then discovering how we can manifest it in a beautiful and authentic way. Architecture might be meaningful to the architect, but is it meaningful to the client as well? To me, this is the more important outcome; it can be both and when you achieve both you've created something very special."

A BOLD APPROACH TO CORPORATE RESPONSIBILITY

Qualcomm's Bill Bold oversees programs where mobile technology improves lives abroad and at home.



Bill Bold oversees Qualcomm's public policy agenda as well as several social responsibility initiatives.

Before sunrise, a group of men gather together for a modest cup of coffee outside the simple cinderblock home of their leader, Winston Hawkins, 71. The sand between their bare toes, the men share quips with one another as they take turns passing around a tablet.

For upwards of 35 years, they have spent their days fishing with nets on the shore of a La Boquilla, an underdeveloped fishing community in Colombia and now, thanks to the introduction of mobile technology, they are able to monitor weather conditions, use online tools to track fish and upload market information from the palm of their hands.

The initiative enabling this transformation is headquartered here in San Diego, where an ambitious executive advocates for many programs like the one in Colombia. He contemplates a world where mobile technology is accessible by all, leveling the playing field between economic and gender disparities; a world where sustainability is woven through the fabric of a company's inherent philosophy; and a world where youth of today are inspired to be the inventors of tomorrow.

That executive is Bill Bold, senior vice president of government affairs at Qualcomm, and he is responsible for overseeing the company's public policy agenda as well

as several social responsibility initiatives that focus on sustainability, STEM (science, technology, engineering and mathematics) education and the use of mobile technology for social and economic development.

A UC Berkeley graduate, Bold has followed an ethos of social responsibility throughout his personal and professional life. Board stints with local organizations like Voices for Children, the San Pascual Academy Foundation and UC San Diego's School of Global Policy and Strategy (IR/PS) are some examples of his commitment to improving the community in which he and his family live.

Bold currently oversees a global team of 66 people who tackle issues and create policies that support access to telecommunications, in an effort to improve access to health, education and economic opportunities. He sees the positive impact of Qualcomm's efforts all around the world, every day.

Within his department, Bold oversees Qualcomm Wireless Reach, a strategic initiative that brings advanced wireless technology to underserved communities globally in an effort to positively impact social and economic development.

Wireless Reach invests in programs that foster entrepreneurship, aid in public safety,

enhance the delivery of health care, enrich teaching and learning and improve environmental sustainability. The initiative was created in part to put a human face on the work Qualcomm does, and to demonstrate the transformative potential of mobile broadband technology.

It is through these programs (over 100 in 40 countries), that Qualcomm is able to demonstrate the tangible benefits of wireless technology. It might be a mobile education experience for a child living in India or Kenya, who otherwise lacks access to a traditional education; a potentially life-saving mobile ultrasound for a woman in rural Morocco; or a mobile application that can enhance a traditional fishing excursion in Colombia into one that generates additional revenue, potentially lifting a family out of poverty.

Bold's vision for a more equitable world, where access to mobile technology is ubiquitous, is also grounded in the notion that companies can do well by doing good. It is his firm belief that doing business in a socially conscious way, with respect to our impact on the environment, will ultimately drive long-term growth and profitability.

Sustainability is not a new concept to Qualcomm. A portion of Bold's team is dedicated to strengthening the company's efforts and outreach in the areas of human

CORPORATE PROFILE



Qualcomm's Thinkabit Lab plays host to QCamp for Girls in STEM, an annual two-week summer camp tailored to sixth, seventh and eighth grade girls.



Qualcomm's Thinkabit Lab.

rights, sustainable product design, water conservation, waste reduction and greenhouse gas emissions—among other things.

Environmental sustainability also crosses over into several of Bold's initiatives, one example being the Wireless Reach SootSwap program in India. Launched to mitigate climate change by replacing traditional cookstoves with cleaner technologies by using an innovative sensing application, the program provides an affordable, reliable, mobile phone-based monitoring device to enable widespread participation in a voluntary carbon market where individuals are incentivized to use clean cookstoves over traditional biomass burning cookstoves.

Innovations in clean technologies are important, but perhaps even more critical is having the inventors to create them.

The combination of a lab, a “makerspace” and a classroom for 6-8th grade students, the Qualcomm Thinkabit Lab is transforming young minds across San Diego. An educational haven where students from all cultural and socio-economic backgrounds can access hands-on experiences in engineering, the purpose of the lab is to promote and improve STEM education at all levels.

By doing this, the goal is to expand opportunities for underrepresented students and to reduce the engineering gender gap. Under Bold's supervision, the lab is on track to scale exponentially.

In addition, the Thinkabit Lab also plays host to QCamp for Girls in STEM, an annual two-week summer camp specifically tailored to sixth, seventh and eighth grade girls, a demographic highly sought after for

engagement in STEM-focused education. The program launched in 2014 and continues to grow in popularity, confirmed by Bold's daughter who attended this year.

A true visionary who lives his life by the same principles which guide his work, Bold practices what he preaches. Family vacations include genuine interest in visiting Wireless Reach program sites, like a microfinance project in India that is a collaboration with San Diego-based nonprofit Project Concern International, which also claims Bold as a board member.

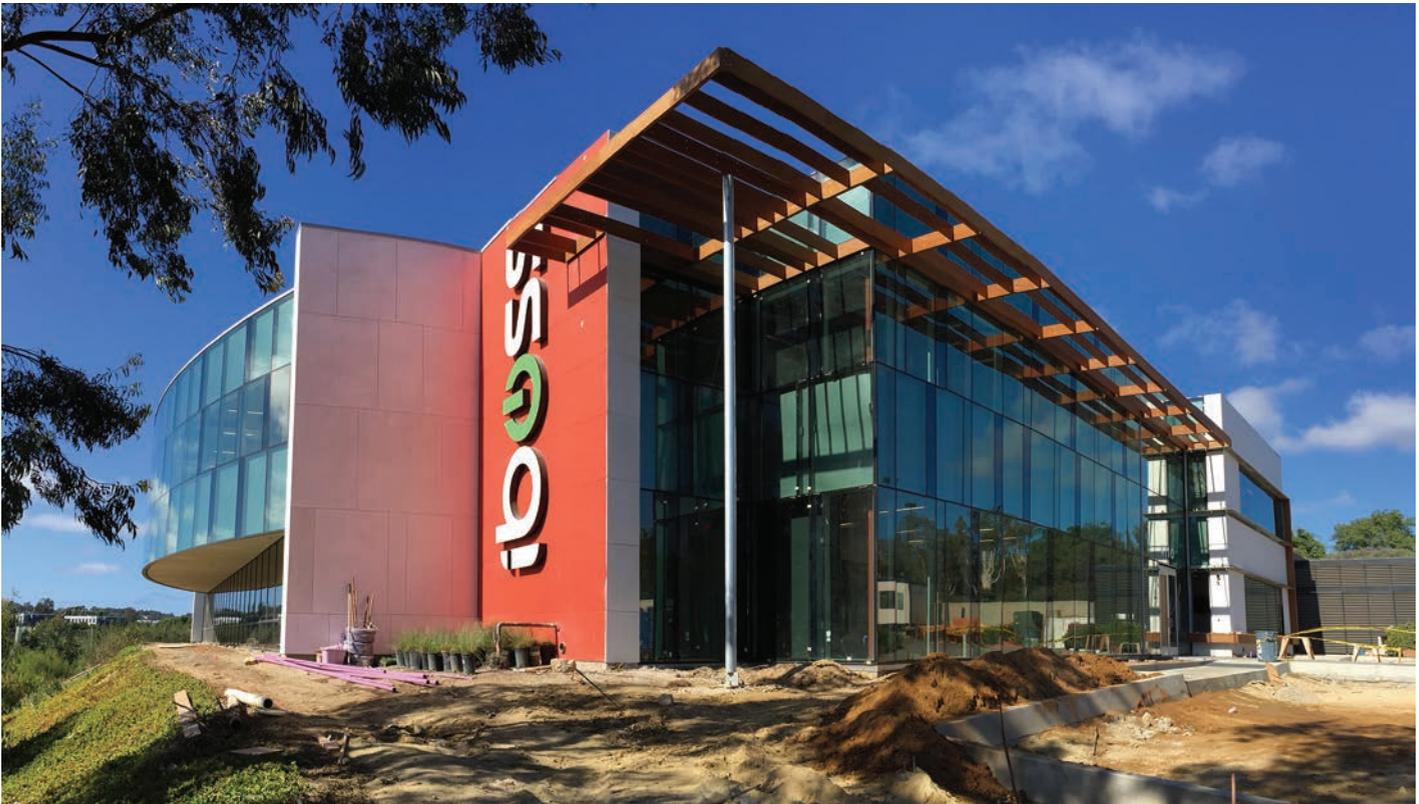
With all eyes on the Sustainable Development Goals, targets set by the United Nations to transform our world by 2030, there's no doubt that Bold and his team will continue to contribute meaningfully, proving that companies like Qualcomm can do well by doing good.



A young Kenya student with a tablet in Qualcomm's Wireless Reach program overseen by Bill Bold.



One of the initiatives that Bold oversees brings technology to school children in India.



The iboss Cybersecurity headquarters once housed Science Applications International Corp.'s World Wide Data Center.

Big Player in the Security Business By Manny Cruz

iboss Cybersecurity commands attention with its new world headquarters

When SAIC, the giant scientific and technology contractor for the government, pulled its headquarters out of San Diego in 2009 to move to Virginia, it left behind a spacious, 43,000-square-foot building near the UC San Diego campus.

What was once SAIC's World Wide Data Center has become the global headquarters for one of the fastest growing technology companies in the nation — iboss Cybersecurity — founded more than 10 years ago by twin brothers Paul and Peter Martini. Paul, in fact, actually worked in the SAIC building before getting into the cybersecurity business.

"When they moved out, they left a lot of stuff behind. But we revamped it," said Paul, who carries the title of CEO. Peter is president of the company. The brothers are 36.

Revamp in a big way. The company invested \$6 million to completely renovate the building, adding modern desks, new kitchens, indoor putting greens, swings, a spacious outdoor lounge with fire pits and barbecue grills.

But inside, the main attraction is a big 40-foot slide — smack in the middle.

"By focusing on increasing sunlight and open spaces and using raw materials in the construction, the new design is meant to create a positive, natural environment for employees," said Paul.

With all those amenities, the company's 100 employees are inclined to arrive early for work and not be in any rush to leave.

Because the cybersecurity business is exploding internationally, iboss Cybersecurity expects the headquarters building to grow to about 250 employees.

"San Diego is quickly becoming a hub for cybersecurity companies and that means the infrastructure and talent is in place to enable us to continue to grow here," said Martini.

But the new workers won't just be the average engineers, according to Martini. "We will be very selective, hiring only the best."

To insure the company will have fresh crops of talented engineers and techies to choose from, it is partnering with UC San Diego to develop an internship program. It helps that the campus is just a short walk or bicycle ride to iboss Cybersecurity headquarters.

According to the San Diego Regional EDC, San Diego is home to one of the nation's largest and most robust clusters of cybersecurity firms. The industry is defined

TECHNOLOGY

as comprising firms and organizations that provide products and services designed to enhance and protect computers, networks, programs and data from unintended or unauthorized access or destruction, and that sell their products and services to customers.

The EDC said a key strength of San Diego's cybersecurity industry is the United States Navy Space and Naval Warfare Systems Command (SPAWAR), employing an estimated 3,095 cybersecurity professionals. "Tasked with administering hundreds of millions of dollars in cyber contracts, SPAWAR has a profound impact on San Diego's cyber industry," it said.

San Diego-based companies specializing in cybersecurity have a global footprint, but also work closely with the region's local military assets and defense companies, according to the San Diego Regional EDC. It puts the regional economic impact of cybersecurity at \$1.5 billion, "and growing rapidly."

Martini said his company stands apart from others in the industry. It provides the only technology that detects suspicious network traffic and stops malicious data transfers before hackers can steal large amounts of sensitive information.

"While many firms create software protection designed to prevent malware from gaining access to computer networks, iboss has the unique ability to monitor outgoing data traffic and prevent large-scale data breaches," said Martini.

As a private company, iboss Cybersecu-

rity does not disclose its annual revenues. But that will change after it launches an IPO, which Martini said could happen anytime over the next eight to 24 months.

To date, the company counts more than 4,000 clients around the globe, which Martini described as companies and enterprise networks. It has added an office in London and in Latin America.

Before he and his brother founded iboss Cybersecurity, Paul was with an electrical engineering firm. He developed proprietary security solutions for such clients as Phogenix, the U.S. Navy and Hewlett-Packard.

Martini holds a computer science degree from UC San Diego and has had his work published in scientific journals including, the Journal of Foundations in Computer Science, and Journal of Analytical Biochemistry. As a recognized security expert, he has been featured in a wide range of publications such as USA Today, Forbes, and CSO magazine.

Paul has been recognized for his leadership and innovation, receiving the Ernst Young 2014 Entrepreneur Of The Year award in the technology category for San Diego, and one of Goldman Sachs' 100 Most Intriguing Entrepreneurs of 2014. He is a member of the Cyber Security Subcommittee for the California Office of Emergency Services and also serves on the board of the San Diego Economic Development Committee.

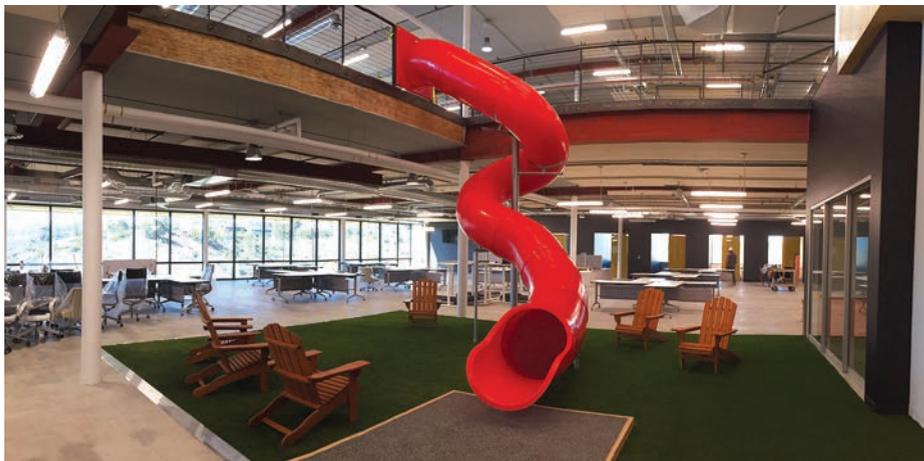
Registration Now Open for USD Online Master's Degree in Cyber Security

Professionals looking to enter or expand a career in cyber security can now register for the University of San Diego's new online Master of Science in Cyber Security Operations and Leadership.

The degree program will meet the needs of professionals currently working in cyber security roles or those who wish to enter this growing field. Candidates must have a bachelor's degree and a GPA of 2.75 or higher. The completion of a standardized test, such as a GRE may be submitted to strengthen an application.

Offered completely online to better meet the needs of working professionals, the 31-unit program can be completed in five semesters. Classes for the spring semester will begin Jan. 19, 2016.

For more information and registration go to CyberOps.SanDiego.edu, email CyberOps@sandiego.edu or call (619) 260-4580.)



Like a giant serpent, the red slide dominates the center of iboss Cybersecurity's global headquarters building.



iboss Cybersecurity CEO Paul Martini in company's new headquarters before the \$6 million renovation.

The 'Qualcomm Effect' By Dan Marino

Qualcomm vacancies fail to slow down strong San Diego office market

The commercial real estate market in San Diego County continued its strong recovery in third-quarter of this year, fueled by ongoing job creation and the health of the overwhelming majority of San Diego companies. Another net 925,000 square feet of office, lab and industrial space came off the market in the third-quarter, which represents 2.83 percent of all available space in the county.

At this continued pace, we expect 10 percent of the space that was available at the beginning of 2015 to come off the market by the end of this year. With virtually no new construction coming online in 2016, our expectations are for continued shortages of space, particularly over 20,000 square feet, and continued upward pressure on rents throughout the coming year.

There was tremendous concern this last quarter about the reductions in employee headcount by Qualcomm. In the second quarter of the year, Qualcomm had already announced intentions to shed approximately 74,000 square feet of office space in UTC on Eastgate Mall. This last quarter, Qualcomm also announced intentions to not renew leases at three additional locations: One in Sorrento Towers for 100,000

square feet, another on Pacific Center in Sorrento Mesa for 68,000 square feet, and the third on Vista Sorrento Parkway in Torrey Hills for 86,000 square feet — a grand total of 254,000 square feet.

In light of these unexpected new availabilities, the overall decrease in net availability of nearly a million square feet of space is even more remarkable. Keeping the big picture in mind, over the second and third quarters of 2015, San Diego County has been able to absorb a net 254,000 square feet in three or four weeks' time. The "Qualcomm effect" is barely a speed bump for the San Diego County region.

This uptick in availability from Qualcomm will mainly scar Sorrento Mesa. Availability rates there have now spiked to 23.3 percent, which is the highest rate we have seen in the region since the middle of 2010 when the office market was at almost record high availability. Add in the fact that business owners and executives who make commercial real estate leasing decisions are frustrated with the ongoing congestion getting in and out of Sorrento Mesa, and we expect to see a rough couple of years for landlords that own office buildings in Sorrento Mesa.

The neighboring UTC submarket has also taken an uptick in availability to 17.4 percent, which is the highest rate seen since early 2012. The single explanation for this is the completion of One La Jolla Center, the Irvine Company's new class A office tower, which added 245,000 square feet of office space to the UTC market. Asking rents for this new tower range from \$4.35 to \$4.65 full-service gross, so we don't expect this new supply to drag down the UTC market, as office availability rates would be the lowest in the county were it not for that additional, high-priced inventory hitting the market this last quarter.

What is most impressive in the region is the sustained recovery for space of all types in Mission Valley, Kearny Mesa and the I-15 corridor. These submarkets offer wonderful value options, as well as the most commuter friendly locations in the region. There has been robust job creation in all of these submarkets, as well as a flight of tenants from the I-5 corridor looking at cheaper space options along the I-15 freeway and areas that are more central to the region. This downward pressure on availability has caused a sharp increase in rental rates year to date, with office space in Mis-



UTC is going to be the place where the action is, with almost a million square feet of new lab space coming on the market in the next two years.

COMMERCIAL REAL ESTATE

sion Valley and the I-15 corridor now pricing at \$2.50-\$3.00. The “good deal days” in those submarkets are over.

While the stock markets have become a little volatile in the last quarter, the life science industry continues to be robust in its demand for both lab space and office space. There are a dozen life science companies in the market looking for 40,000 square feet and above. As Torrey Pines’ popularity has recovered in the last two years, and availability rates for lab space there are now at a near record low of 12.4 percent, developers bringing new lab inventory onto the market in UTC are going to be well-positioned to accommodate this growing demand throughout 2016 and 2017. UTC is going to be the place where the action is, with almost a million square feet of new lab space coming on the market in the next two years.

Downtown San Diego’s class A market continues to hover in the single digits as availability for top notch space disappears.

The class B market still has plenty of space (over 1 million square feet in Downtown alone) with availability at 40.5 percent, so tenants looking for space in Downtown need not fear rates in the \$4-\$5-per-square foot range. Several buildings are positioning themselves for sale in Downtown including 525 B Street, 530 B Street, and 1010 Second Avenue, with other buildings close behind contemplating a sale

Overall, Hughes Marino remains bullish on the regional economy’s projected strength through the remainder of 2015 and well into 2016. Beyond San Diego, we are seeing white-hot markets in Orange County, Los Angeles and Northern California as well.

Corporate tenants are well positioned in San Diego from a pricing perspective. Office rents are running \$7-\$8-per-square-foot per month in San Francisco, \$5-\$6 in Newport Center, and \$4-\$6 along the I-405 Corridor from El Segundo to Santa Monica. Wet lab

rents on the San Francisco Peninsula are 50 percent to 75 percent higher than in San Diego’s key research markets of Torrey Pines, UTC and Sorrento Mesa. All the way down the peninsula from San Francisco to San Jose, and up to East Bay in markets like Fremont and Milpitas, there’s fierce competition for space and hyperinflation of rental rates — not to mention traffic congestion that now rivals that of the Los Angeles region. Bottom line: San Diego continues to be a great place to start and grow your business.



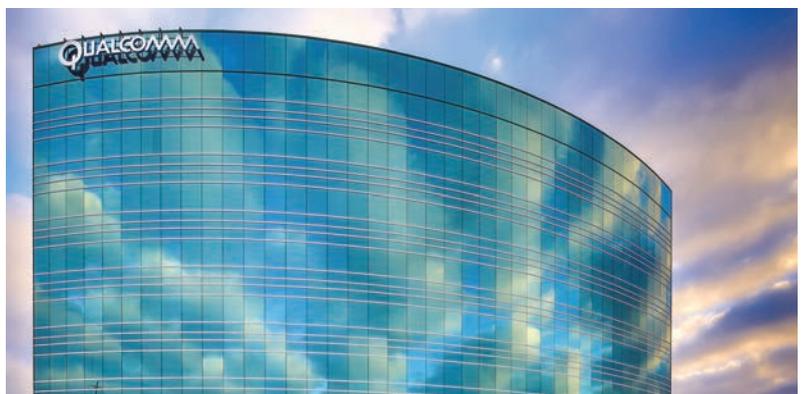
David Marino is executive vice president of Hughes Marino, a San Diego commercial real estate company specializing in San Diego tenant representation and building purchases..



Several buildings are positioning themselves for sale in Downtown, including 525 B St., above.



One La Jolla Center, the Irvine Company’s new class A office tower, added 245,000 square feet of office space to the UTC market.



This last quarter, Qualcomm announced intentions to not renew leases at three additional locations, including one in Sorrento Towers (above) for 100,000 square feet.

Balboa Park Conservancy's New CEO By Delle Willett

Thomas Herrera-Mishler entertains huge plans for a park that is still very much a work in progress

Thomas Herrera-Mishler graduated from Eastern Michigan University when other 18-year-olds were graduating from high school. He holds a BA in Spanish language and literature with a minor in business administration, and a MLA in landscape architecture and regional planning from the University of Michigan.

For 29 years Herrera-Mishler has worked as a landscape architect and planner on projects in the Caribbean, Mexico, Costa Rica, Spain and across the U.S. One of his most notable projects is the master plan for the Centro de Conservacion Nacional, the national zoo and botanical garden of Costa Rica.

In 1991 when the economy tanked, he got laid off from the noted design firm of Wallace Roberts Todd, best known locally for the master plan for the Otay Ranch in Chula Vista. So he and his wife, Mercedes, spent a year volunteering with the homeless in downtown Philadelphia.

That experience moved him into a new career path in the nonprofit public landscapes sector, where he worked as community landscape architect for the Philadelphia Green Program and then the executive director of the Awbury Arboretum in Philadelphia, Airlie Gardens in Wilmington, N.C., and the Massachusetts Horticultural Society in Boston.

Most recently he led the Buffalo Olmsted Parks Conservancy's innovative and uniquely successful public/private partnership with the City of Buffalo to operate and restore Buffalo's historic Olmsted parks system, the nation's first park system. He helped to secure over \$30 million for capital improvement projects toward the implementation of the park system's visionary master plan.

Fortunately for San Diego, Herrera-Mishler's career has landed him as the director and chief executive officer of the Balboa Park Conservancy.



Thomas Herrera-Mishler in the park's Botanical Building. He says only half of the park has been developed.

Based on his past, Herrera-Mishler will be making his mark in the park. He was named Preservation Hero 2013 by the Library of American Historic Landscapes and was awarded the 2014 Gold Leaf Award by the New York State Arborists Association. The Cultural Society of Buffalo gave him an Outstanding Community Leader Award in 2014. The Upstate New York chapter of the American Society of Landscape Architects named him Outstanding Leader in Landscape Architecture in 2015.

"My whole career I've tried to work at the nexus of arts and culture and public landscape, and usually one of those elements is missing and I have had to inject it. In Balboa Park, it's all here. In spades," said Herrera-Mishler.

The Balboa Park Conservancy is a new and old organization at the same time. It's new because it was founded in 2012, and it's old because it merged with 94-year-old Balboa Park Central (formerly the House of Hospitality), the organization that included the House of Hospitality, the Visitors' Center and Balboa Park Marketing.

A non-profit 501(c)3 organization, the conservancy is responsible for raising funds, developing public/private partnerships and

collaborating with Balboa Park stakeholders to implement capital projects, address deferred maintenance needs, promote sustainability, and seek solutions to accessibility needs in the park. Balboa Park Conservancy operates as partners with the City of San Diego, which owns Balboa Park, and with other park stakeholders to carry out its mission.

"You always have to strike a good balance in a public/private partnership and it's not easy, but they can yield amazing results," Herrera-Mishler said.

When the esteemed landscape architect Samuel Parsons Jr., a protégé of Frederick Law Olmsted, designed Balboa Park in 1901, it was thought of as a municipal park to serve San Diego's population of less than 50,000, not a destination park that would have 14 million visitors a year as it does now, making it the fifth busiest park in the nation.

"What we have in some ways is a park that is being loved to death," says Herrera-Mishler.

Balboa Park is accommodating extreme levels of visitors on a daily basis; but the park was never designed to accommodate so many.

"We need to adaptively change the landscape to handle the level of visitation while preserving the essence of what makes the landscape special, historic, unique," said Herrera-Mishler.

"As we address important ways to reconnect the park to the community, improve access, circulation and parking, we will be working together on huge things that are very expensive and are going to require federal, state and local government support as well as major philanthropic support. It's going to entail all of us working together to leverage those funds for what needs to happen here to improve access and sustainability."

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BALBOA PARK



Tomas Herrera-Mishler is giving tours every week for a few months to people who he thinks would help advocate for what the Conservancy hopes to achieve. Here the tour stops at the Alcazar Garden.

sort of myth that Balboa Park is done, and the reality is that it's far from completed. "At the moment we have just half a park out there, but it's a great half," he said.

Much of the east mesa and Florida Canyon have yet to be developed into what the master plan calls for. Currently it serves unsightly temporary uses, and temporary uses have a way of sticking around, he lamented.

It's all very exciting to Herrera-Mishler that there are so many great opportunities in the park; to take a piece of land that was so wisely set aside as parkland 150 years ago and maximize its value to today's population.

He is strongly in favor of fully implementing the 1989 Master Plan developed by San Diego's landscape architect and urban planner Vicki Estrada of Estrada Land Planning. "It's still evergreen; the goals of that plan remain right on target. It's one of the best park master plans I have come across, and I've seen a lot of them," said Herrera-Mishler.

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A promotional graphic for the 2015 Homecoming Aztec Football game against Wyoming. The background features a black and white photo of a San Diego State football player in a dark jersey with the number 19, holding a football. The text is overlaid on the left side of the image.

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Bringing the Office Home

By April Harter Enriquez

San Diegans create productive at-home workspaces while keeping the dog quiet

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Lonny Zilberman, partner at the San Diego law firm of Wilson Turner Kosmo, works from home part-time alongside his dog Coco.

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Annie
THE TONY AWARD-WINNING PRODUCTION

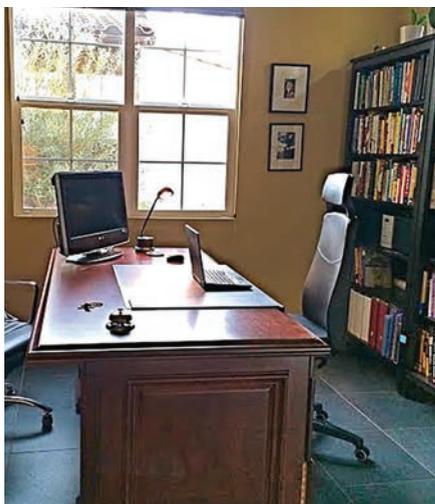
"A TRIUMPH OF SPIRIT!"
THE AUSTRALIAN
"SPECTACULAR ON EVERY COUNT!"
"GREAT IS THE WORD!"
"ONE OF THE BEST FAMILY MUSICALS EVER PENNED!"
"OVERFLOWING!"
"WARM-HEARTED AND FUNNY!"
"LOVABLE... CHARMING... GUTSY!"
"AN INCREDIBLY RICH AND AFFECTING STORY!"

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TELEWORK



Couple Chris and Karen Davis enjoy separate his and hers offices at their Brookfield Residential home. His studio and her loft provide the perfect space to run their tech consulting business, Empiricor.



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April Harter Enriquez is a local public relations professional, the founder of WordPop Public Relations, and a consultant with TW2 Marketing.

“There’s a
smile on every face,
and a winner in
each race.”

Bing

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Last year’s inaugural fall season was a huge success. Don’t miss out on all the excitement this year. The Bing Crosby Season is five weeks of racing and revelry, in the style of Old Hollywood. To find out more visit DelMarScene.com



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