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The Hollowing-Out of the California Dream

California

For minorities in the Golden State, opportunity and
upward mobility are hard to come by
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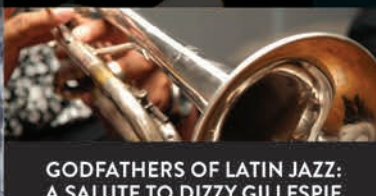
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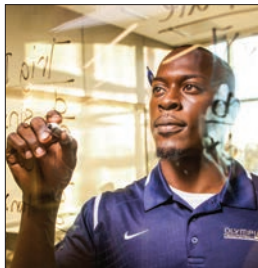
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SAN DIEGO SCENE



Rendering of the Portside Pier project.
(Credit: Tucker Sadler Architects)

Construction starts on Portside Pier, fancy replacement for Anthony's Fish Grotto

A groundbreaking ceremony is planned for 10 a.m. today for the development of Portside Pier, a Downtown waterfront restaurant project to be built on the former site of Anthony's Fish Grotto.

Port of San Diego officials and officials from The Brigantine Inc. will preside at the North Embarcadero event.

Portside Pier would replace Anthony's with three restaurants — seafood at Brigantine on the Bay, Mexican food at Miguel's Cocina, pub fare at Ketch Grill & Taps —and walk-up service at Portside Gelato and Coffee. The public will have free access to the waterfront from a second level viewing deck, a second level perimeter walkway along the water's edge, and an expanded dock and dine.

The address is 1360 North Harbor Drive.

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

- San Diego Metro Magazine- Best Attorney 2016
- San Diego Magazine- Top Attorney 2016
- San Diego Business Journal- Best of the Bar 2014, 2015 & 2016
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Students get hands-on experience in construction trades to snatch living wage jobs

Students in the San Diego Gateway to College and Career program are working with contractors in electrical, carpentry and plumbing to learn valuable, hands-on experience that will lead to living wage jobs in San Diego with the potential of earning \$25 per hour.

The partnership is between San Diego Continuing Education's (SDCE's)

SDG2CC program and the Southern California Youth Alliance and provides a paid internship that prepares students to enter and succeed in the construction industry.

Regional Labor Market Assessment for San Diego County prepared by Centers of Excellence predicts a 7 percent growth for construction occupations by 2020,

which translates to 1,152 annual job openings and median hourly earnings of \$25.60.

"The construction trades are in urgent need of qualified apprentices so we are creating a win-win for our students and the industry," said Carlos O. Turner Cortez, Ph.D., SDCE's president.

The current job site for the SDG2CC student interns is an 18-unit apartment building being constructed on 53rd Street, south of El Cajon Blvd. As the construction project continues, students will work on heating, ventilation and air conditioning systems; finished carpentry projects; stucco application, and installations of floors and windows.



Hands-on learning

UC San Diego awarded \$11.3 million from DARPA to improve chip design

UC San Diego will be awarded \$11.3 million over four years from DARPA (Defense Advanced Research Projects Agency) to lead a multi-institution project that aims to develop electronic design automation tools for 24-hour, no-human-in-the-loop hardware layout generation.

Professor Andrew Kahng, who is on the faculty of both the computer science and electrical engineering departments, will lead the project, called OpenROAD. "For the U.S. to be the vanguard of innovation we need to fully leverage semiconductor technology," Kahng said. "There's an incredible delta between what's possible with silicon versus what people are actually able to afford or bring themselves to risk

attempting—we're trying to narrow that gap."

OpenROAD (Foundations and Realization of Open, Accessible Design), supports the Intelligent Design of Electronic Assets (IDEA) program within DARPA's larger Electronics Resurgence Initiative (ERI). ERI is led by

DARPA's Microsystems Technology Office, and aims to address the impending engineering and economic challenges now confronting the advancement of microelectronics after 50 years of relentless progress.

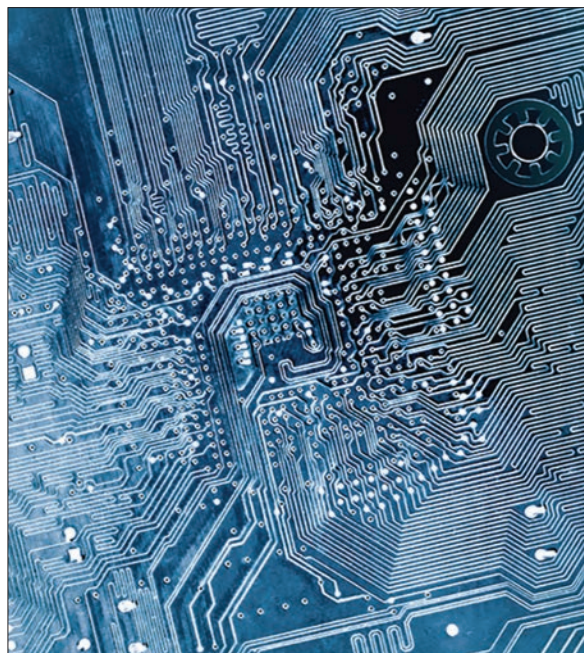


Illustration courtesy of UC San Diego

Higgs Fletcher & Mack partner appointed to Superior Court bench

Loren G. Freestone, 47, of San Diego, has been appointed to a judgeship in the San Diego County Superior Court by Gov. Jerry Brown. Freestone has been a partner at Higgs, Fletcher and Mack LLP since 2014, where he was an associate from 2008 to 2014 and from 1999 to 2004. He was an associate at Hurst and Hurst from 2004 to 2008 and at McInnis, Fitzgerald, Rees and Sharkey from 1998 to 1999.

Freestone is actively involved and respected within the legal community. He is the Immediate past president of the San Diego County Bar Association (SDCBA) and was president of the SDCBA in 2017. He was elected by his

peers to the SDCBA's Board of Directors in late 2013 and previously served as the SDCBA's secretary and president-elect. Freestone is the former chair of the SDCBA's Ethnic Relations and Diversity Committee, former chair of the SDCBA's Diversity Fellowship Program, and is a past board member of the Tom Homann Law Association.

Freestone earned a Juris Doctor degree from the University of San Diego School of Law and a Bachelor of Arts degree from the University of California, Los Angeles. He fills the vacancy created by the retirement of Judge David J. Danielsen. Freestone is a Democrat.



Loren Freestone

Bill Rogers puts faith in Barrio Logan to support future distillery and restaurant

San Diego's Liberty Call Distilling has announced plans for its second location, an expanded concept that will include both a distillery and restaurant with fare from farm-to-table chef Miguel Valdez, to open in Barrio Logan at 1985 National Ave. during spring 2019.

Liberty Call Distilling Kitchen will encompass nearly 3,000 indoor square feet and a 400-square-foot patio designed by Hurkes Harris Design Associates, who also designed The Local and OB Surf Lodge. An open floor plan with a lounge-like ambience will showcase a working distillery through a glass partition, while Liberty Call Distilling will offer

food via counter service and cocktails available from the bar. A large roll-up door will open to a patio featuring high top-style communal dining. Inside and out, Liberty Call Distilling will seat approximately 60 guests.

"We really like the energy and vibe that you feel when you walk around Barrio Logan. It has a cool artistic and industrial feel, with a great Hispanic heritage," said Liberty Call Distilling founder Bill Rogers. "Barrio Logan embodies everything San Diegan, and that's something we want to be a part of."

Liberty Call Distilling also plans to expand its original Spring Valley location by 2,500 square feet.



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What Millennials Truly Want from their Company's Office Space



Kitchen (Courtesy of Hughes Marino)



Reception Area (Courtesy of Hughes Marino)

By Star Hughes-Gorup

Millennials have grown to be the largest generation in the workforce. With a love for technology, personal connections and collaboration, the millennial generation is truly changing the way teams view a typical working environment, and it is critical for today's businesses to adapt to these needs and desires in order to attract and retain the nation's top talent. Rather than seeing working and living as completely separate entities, millennials prosper from an environment that combines the two. With Hughes Marino recently being named one of the Best Workplaces for Millennials by Fortune Magazine, and with our experience of working with hundreds of millennial-owned companies at any given time, we have been able to pinpoint exactly what our largest workforce is looking for when considering a company to call home.

From incorporating fully-stocked residential style kitchens, to sit-stand desks, to an overflow of natural light, companies are realizing the increased productivity and quality of work resulting from this new and improved office environment. Considering that millennials grew up experiencing constant innovation over their lifetime and thriving off of creativity, it is no surprise that they have inspired many of these new office space trends.

Current trends that align with what millennials want in a working environment include:

- Plenty of natural light
- Open floor plans
- Residential style kitchens
- Lounge areas
- Fun areas with games, TVs, etc.
- Inspiring finishes, fun art, and comfortable furniture

- "Benching stations" where teams can work closely together, but also easy access to plentiful "private spaces" such as phone rooms and break-out rooms
- Glass offices to allow collaboration
- Easy access to outdoor space (balconies, nearby parks, etc.)
- Nearby amenities (gyms, coffee shops, conferencing centers, etc.)

Of course, all of these factors would mean nothing without a tight-knit, supportive and fun company culture to compliment an amazing workspace! Millennials desire office space that emulates their company's brand, invigorates their team, and is something they can truly be proud to call their second home.

At all of our Hughes Marino offices, the walls are lined with bright, eclectic artwork, open spaces are filled with comfy couches and pool tables, and cubicles do not exist. This makes for a workplace that is inviting, fun, productive and encourages people to interact. These are just a few of the many things that our company is proud to incorporate in order to make our offices stand out among the rest.

Incorporating these design trends make millennial workplaces both comfortable homes away from home and enjoyable spaces to work in. This allows for a sort of flexibility that didn't exist before—where there is a less rigid working environment that can accommodate longer working hours as well as a sought-after personal life to better achieve a work-life balance that individuals thrive off of — a win-win for everyone.

Star Hughes-Gorup is a senior vice president and director at Hughes Marino, an award-winning commercial real estate firm with offices across the nation. Contact Star at 1-844-662-6635 or star@hughesmarino.com.

Big Changes Coming to Vital Community Colleges

Online community college just one of the new projects



Stephen Adegoke working in a classroom at San Diego Mesa College. (Photo courtesy of San Diego Community College District)

By Dan Walters
CALmatters Columnist

California's 114 community colleges are the Rodney Dangerfields of higher education, overshadowed by the state's four-year universities and not getting much respect.

That's true even though the community colleges' 2.1 million full-and part-time students are more than three times the combined enrollments of the University of California and the California State University System.

More importantly, low-cost, conveniently located community colleges are the primary gateway into post-high school job training and four-year degrees for those who would otherwise be stuck on the lower rungs of the socioeconomic ladder.

San Diego County is home to five community college districts: San Diego Community College District, Grossmont-Cuyamaca, MiraCosta, Palomar and Southwestern.

Some big changes are coming to the system; some of them from Gov. Jerry Brown, who began his political career a half-century ago as a community college

trustee in Los Angeles and will end it this year. Under his prodding, the Legislature has approved a new state-operated online community college that he says will give workers displaced by technology or other circumstances new opportunities to acquire marketable skills.

"I want people to be able to open their own imaginations whether they are 15 or 50. Now (students) have a real opportunity to not only learn but to get a certificate and get skills to earn more money, advance and pursue their dreams," Brown told the state community college board after signing legislation for the online college.

Brown and the Legislature are also overhauling how the colleges are financed, giving them more state aid but conditioning some money on how well colleges are preparing students for jobs or transfer to four-year institutions. It's meant to be a carrot to encourage better performances by local colleges, who previously had been given allocations based on enrollment, but it's also something of an anomaly.

The governor has stoutly resisted performance measures for K-12 schools, even for his program of directing more state aid to help poor and "English-learner"

students raise their academic skills. He calls that reluctance "subsidiarity," meaning trusting local education officials to do the right thing, and has rejected pleas of education reformers for more accountability. It's a little odd that he would reject such accountability for K-12 schools but insist on it for community colleges.

Still another Brown-backed change is called "California College Promise." Participating community colleges may provide financial incentives and guaranteed transfers to four-year colleges for community college students meeting certain criteria. The program also envisions community colleges partnering with K-12 schools to improve college preparation.

Brown, however, is not the only source of change for the community colleges. This month, the state community college board approved an agreement that allows students who have completed required lower-division work in some majors to transfer as juniors to private, nonprofit colleges and universities. While students have sought such transfers in the past, the new agreement provides a more direct pathway for admission.

But perhaps the biggest change coming, albeit slowly, to the state's community colleges is allowing some of them to offer four-year "baccalaureate" degrees in some fields. Nine community colleges awarded 135 such degrees this year under a pilot program, involving such fields as dental hygiene, mortuary science and ranch management.

The state Senate has passed a bill to extend the pilot program, but it faces stiff opposition from faculty unions and the Assembly has killed extension legislation in the past.

California has a looming shortage of college-educated workers and if the gap is to be closed, community colleges must be full partners and not merely academic stepchildren.

CALmatters is a public interest journalism venture committed to explaining how California's state Capitol works and why it matters. For more stories by Dan Walters, go to calmatters.org/commentary

The Hollowing-Out of the California Dream

For minorities in the Golden State, opportunity and upward mobility are hard to come by

By Joel Kotkin

Progressives praise California as the harbinger of the political future, the home of a new, enlightened, multicultural America. Missouri Sen. Claire McCaskill has identified California Sen. Kamala Harris as the party leader on issues of immigration and race. Harris wants a moratorium on construction of new immigration-detention facilities in favor of the old “catch and release” policy for illegal aliens, and has urged a shutdown of the government rather than compromise on mass amnesty.

Its political leaders and a credulous national media present California as the “woke” state, creating an economically just, post-racial reality. Yet in terms of opportunity, California is evolving into something more like apartheid South Africa or the pre-civil rights South. California simply does not measure up in delivering educational attainment, income growth, homeownership, and social mobility for traditionally disadvantaged minorities. All this bodes ill for a state already three-fifths non-white and trending further in that direction in the years ahead. In the past decade, the state has added 1.8 million Latinos, who will account by 2060 for almost half the state’s population. The black population has plateaued, while the number of white Californians is down some 700,000 over the past decade.

Minorities and immigrants have brought much entrepreneurial energy and a powerful work ethic to California. Yet, to a remarkable extent, their efforts have reaped only meager returns during California’s recent boom. California, suggests gubernatorial candidate and

environmental activist Michael Shellenberger, is not “the most progressive state” but “the most racist” one. Chapman University reports that 28 percent of California’s blacks are impoverished, compared with 22 percent nationally. Fully one-third of California Latinos—now the state’s largest ethnic group—live in poverty, compared with 21 percent outside the state. Half of Latino households earn under \$50,000 annually, which, in a high-cost state, means that they barely make enough to make ends meet. Over two-thirds of non-citizen Latinos, the group most loudly defended by the state’s progressive leadership, live at or below the poverty line, according to a recent United Way study.

This stagnation reflects the reality of the most recent California “miracle.” Historically, economic growth extended throughout the state, and produced many high-paying blue-collar jobs. In contrast, the post-2010 boom has been inordinately dependent on the high valuations of a handful of tech firms and coastal real estate speculation. Relatively few blacks or Latinos participate at the upper reaches of the tech economy—and a recent study suggests that their percentages in that sector are declining—and generally lack the family resources to compete in the real estate market. Instead, many are stuck with rents they can’t afford.

Even as incomes soared in the Silicon Valley and San Francisco after 2010, wages for African-Americans and Latinos in the Bay Area declined. The shift of employment from industrial to software industries, as well as the extraordinary presence—as much as 40 percent—of noncitizens in the tech



California Sen. Kamala Harris. (Photo: Wikimedia Commons)

industry, has meant fewer opportunities for assemblers and other blue-collar workers. Many nonwhite Americans labor in the service sector as security guards or janitors, making about \$25,000 annually, working for contractors who offer no job security and only limited benefits. In high-priced Silicon Valley, these are essentially poverty wages. Some workers live in their cars, converted garages, or even on the streets, largely ignored by California’s famously enlightened oligarchs.

CityLab has described the Bay Area as “a region of segregated innovation.” TheGiving Code, which reports on charitable trends among the ultra-rich, found that between 2006 and 2013, 93 percent of all private foundation-giving in Silicon Valley went to causes outside of Silicon Valley. Better to be a whale, or a distressed child in Africa or Central America, than a worker living in his car outside Google headquarters.

For generations, California’s racial minorities, like their Caucasian counterparts, embraced the notion of an American Dream that included owning a house. Unlike kids from wealthy families—primarily white—who can

afford elite educations and can sometimes purchase houses with parental help, Latinos and blacks, usually without much in the way of family resources, are increasingly priced out of the market. In California, Hispanics and blacks face housing prices that are approximately twice the national average, relative to income. Unsurprisingly, African-American and Hispanic homeownership rates have dropped considerably more than those of Asians and whites—four times the rate in the rest of the country. California’s white homeownership rate remains above 62 percent, but just 42 percent of all Latino households, and only 33 percent of all black households, own their own homes.

In contrast, African-Americans do far better, in terms of income and homeownership, in places like Dallas-Fort Worth or greater Houston than in socially enlightened locales such as Los Angeles or San Francisco. Houston and Dallas boast black homeownership rates of 40 to 50 percent; in deep blue but much costlier Los Angeles and New York, the rate is about 10 percentage points lower.

Rather than achieving upward class mobility, many minorities in California have fallen down the class ladder. This can be seen in California’s overcrowding rate, the nation’s second-worst. Of the 331 zip codes making up the top 1 percent of overcrowded zip codes in the U.S., 134 are found in Southern California, primarily in greater Los Angeles and San Diego, mostly concentrated around heavily Latino areas such as Pico-Union, East Los Angeles, and Santa Ana, in Orange County.

The lack of affordable housing and the disappearance of upward mobility could create a toxic racial environment for California. By the 2030s, large swaths of the state, particularly along the coast, could evolve into a geriatric belt, with an affluent, older boomer population served by a largely minority service-worker class. As white and Asian boomers age, California increasingly will have to depend on children from mainly poorer families with fewer educational resources, living in crowded and even unsanitary

conditions, often far from their place of employment, to work for low wages.

Historically, education has been the lever that gives minorities and the poor access to opportunity. But in California, a state that often identifies itself as “smart,” the educational system is deeply flawed, especially for minority populations. Once a model of educational success, California now ranks 36th in the country in educational performance, according to a 2018 Education Weekreport. The state does have a strong sector of “gold and silver” public schools, mostly located in wealthy suburban locations such as Orange County, the interior East Bay, and across the San Francisco Peninsula. But the performance of schools in heavily minority, working-class areas is scandalously poor. The state’s powerful teachers’ union and the Democratic legislature have added \$31.2 billion since 2013 in new school funding, but California’s poor students ranked 49th on National Assessment of Education Progress tests. In Silicon Valley, half of local public school students, and barely one in five blacks or Latinos, are proficient in basic math.

Clearly, California’s progressive ideology and spending priorities are not serving minority students well. High-poverty schools are so poorly run that disruptions from students and administrative interruptions, according to a UCLA study, account for 30 minutes a day of class time. Teachers in these schools often promote “progressive values,” spending much of their time, according to one writer, “discussing community problems and societal inequities.” Other priorities include transgender and other gender-related education, from which parents, in some school districts, cannot opt out. This ideological instruction is doing little for minority youngsters. San Francisco, which the nonprofit journalism site Calmatters refers to as “a progressive enclave and beacon for technological innovation,” also had “the lowest black student achievement of any county in California,” as well as the highest gap between black and white scores.

Ultimately, any reversal of this pattern must come from minorities demanding a restoration of opportunity. Some now see the linkage between state policy and impoverishment, which has led some 200 civil rights leaders to sue the state Air Resources Board, the group that enforces the Greenhouse Gas edicts of the state bureaucracy. But perhaps the ultimate wakeup call will come from a slowing economy. After an extraordinary period of growth post-recession, California’s economy is clearly weakening, as companies and people move elsewhere. Texas and other states are now experiencing faster GDP growth than the Golden State. Perhaps more telling, the latest BEA numbers suggest that California—which created barely 800 jobs last month—is now experiencing far lower income growth than the national average, and scarcely half that of Texas, Colorado, Michigan, Arizona, Missouri, or Florida. Out-migration of skilled and younger workers, reacting to long commutes and high prices, seems to be accelerating, both in Southern California and the Bay Area.

One has to wonder what will happen when the California economy, burdened by regulations, high costs, and taxes, slows even more. Generous welfare benefits, made possible by taxing the rich, could be threatened; conversely, the Left might get traction by pushing to raise taxes even higher. The pain will be relatively minor in Palo Alto, Malibu, or Marin County, the habitations of the ruling gentry rich—but for those Californians who have already been left behind, and for a diminishing middle class, it might be just beginning.

Joel Kotkin serves as Presidential Fellow in Urban Futures at Chapman University and executive director of the Center for Opportunity Urbanism.



For the Love of the Craft

By Christine Vaughan

Alesmith (Photo by Andrew Reed)

Beer initiatives are bubbling up at Cal State San Marcos

Few job titles have earned the envy status that Judith Downie has in San Diego County.

When Downie introduces herself as a craft beer historian, jaws drop and questions begin to pour in. It's an unexpected title for a librarian, especially one who five years ago couldn't stomach the taste of beer. While today she favors a good mead, stout or fruit sour over the iconic hoppy India Pale Ales of the region, she knows craft beer and is leading the effort to preserve its history, which dates back 150 years in the region.

From capturing that history to launching a first-of-its-kind EngiBeer program, beer initiatives are bubbling up at Cal State San Marcos.

A Flavorful History

The first recorded brewery to pop on the scene in San Diego was Chollas Valley Brewery in 1868 by German immigrant Christian Dobler. Naturally, German-style lagers were the preferred brew at 5 cents a glass. Agriculture dominated the region's industry and a small handful of breweries emerged in that first wave before Prohibition.

The second wave of craft beer in San Diego (1933-1983) brought mixed results and several false starts. Home winemaking was legalized, but not home brewing,

which included the sale of supplies to make beer. At first, alcohol could only be served in restaurants, not bars or saloons in California. Confusion over government regulation and taxation stalled business. Four breweries came and went. Some closed operations, others moved north to Los Angeles.

For three decades, craft beer production disappeared in San Diego, unable to compete with brewery giants like Coors, Budweiser and Pabst Blue Ribbon.

In 1978, President Jimmy Carter signed legislation that permitted home brewing. By 1983, California legalized the sale of craft beer, ushering in the third and current wave of craft beer for San Diego.

Bolt Brewing opened in Fallbrook in 1987. Then came Old Columbia Brewery, the first craft brewery of Karl Strauss and his cousin, which was soon renamed Karl Strauss Brewing Company. It is the longest continuously open brewery in San Diego.

Downie points to a pivotal moment that may have clinched San Diego's place in beer history. In 1997, a consortium of craft brewers came together to form the San Diego Brewers Guild.

"It was Greg Koch, the founder of Stone Brewing Co., who said, 'We can work together or fail separately,' and it feels apropos to say, but the rest is history," Downie said. "One characteristic that has

undeniably influenced the success of craft brewing in our region has been the genuine collaboration among craft brewers."

Today, San Diego boasts the title of "Capital of Craft" with over 150 licensed brewers. And it's a powerful economic engine, producing more than \$870 million in output annually.

In August 2017, the University Library launched the Brewchive, a comprehensive archive celebrating the San Diego craft brewing industry. The collection is one of only a handful of specialty archives nationwide focused solely on beer.

"They put their heart and soul into this industry and we want to make sure that history is preserved and celebrated," said Dr. Jennifer Fabbri, dean of the CSUSM Library.

The initial idea for an archive to record and preserve San Diego brewing activity was at the suggestion of Char Booth, associate dean of the library and a home brewer.

Tap handles, growlers, beer lists, coasters, recipes, brewing logs, manifestos and marketing materials are all part of the growing collection of the Brewchive™. As the library collects and digitizes these historical documents and artifacts, it is also curating signature collections, including the Stone Brewing Co.

Collection and Women in Craft. Oral histories told by homebrewers and professionals are also featured in the online archive.

“Our business students and the students enrolled in the upcoming EngiBeering™ program can learn from both the successes and failures the local breweries have gone through,” Downie said.

Raise Your Hand and Raise Your Glass

This fall, the University will welcome its inaugural cohort of students into the EngiBeering certificate program. The two-part certificate, or what’s referred to as a stackable certificate program, explores the science and business of craft brewing.

“Industry leaders need to fill this critical gap in their workforce,” said Dr. Jackie Trischman, biochemist and program director of EngiBeering. “They need trained professionals who have business insight but also know the science of making exceptional craft beer.”

Some of the courses for the 18-month program include recipe development, sensory evaluation to identify flavors and beer quality (yes, students will actually drink beer), learning the brewery processes, the evolution of beer, brewing science and an internship. Unlike traditional classes, EngiBeering™ lab courses will happen on-site at local breweries. And most notably, the program’s teaching faculty are professionals currently working in the industry.

“It’s exciting to me because there is more science involved in beer production than people think,” Trischman said. “A brewer is a scientist.”

EngiBeering was developed by eight CSUSM faculty across three colleges in partnership with more than 12 brewers including alumni Kyle Adams (’13) of Prohibition Brewing Company and Mike Stevenson (’12) of Culver Beer Company.

“The brewing community is one of the most congenial and positive groups I have ever met,” Trischman said. “The love for their craft shines through their work, and it’s that same passion that built this program.”

The Craft Business

As a prominent industry for the local economy, generating more than \$100 million in tax revenue annually, craft brewing is a serious business. Measuring its impact and predicting its growth is in the hands of business researchers at CSUSM.

Since 2015, the College of Business Administration has published its semiannual San Diego Craft Brewer Confidence Index, a survey conducted in partnership with the San Diego Business Journal, that gauges local brewer confidence in the industry. The latest report, released in April, revealed that brewers continue to



Brewchive Launch (Photo by Andrew Reed)



Coronado Brewing (Photo by Ashley Kaplan)



Pizza Port (Photo by Andrew Reed)

BREWERS



Coronado Brewing (Photo by Andrew Reed)

display an impressive level of optimism in their businesses. Nearly 64 percent expect to add employees and 32 percent expect their total barrel output to increase from 11 percent to 20 percent in the next year. Business confidence is a predictor of industry growth, according to researchers.

The college also produces an annual Economic Impact of Craft Breweries Report, in conjunction with the San Diego Brewers Guild and the San Diego North Economic Development Council, analyzing the impact of the industry on the region. On Oct. 10, the college will host the Craft Economic Summit, unveiling its latest findings and discussing trends and forecasts for the craft brewing industry.

"The industry is thriving," said Ed Ashley, director of business community relations for the college. "Stone Brewing Co. grew up a nine-iron away from us and

our campus has grown right alongside it. We share the heart of the brewers and the love for the craft."

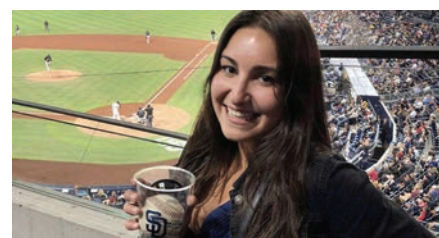
What's the Catch? A Baseball in a Beer

Gabrielle DiMarco was simply enjoying a beer and a ballgame on June 5 at Petco Park.

While it was mostly a forgettable evening for the Padres, who lost 14-1 to the Atlanta Braves, it turned into a life-changing experience for Gabrielle when a foul ball landed in her beer cup.

That alone likely would have gotten Gabrielle on the nightly sports highlight shows. What followed made the Cal State San Marcos literature and writing studies student a social media sensation.

Gabrielle, with encouragement from the surrounding fans, proceeded to drink the entire beer with the baseball still firmly



Courtesy Gabrielle DiMarco

planted in the cup. Video from the moment went viral with Gabrielle even receiving marriage proposals from as far away as Australia.

"I'm going to keep it in that cup forever," Gabrielle told The San Diego Union-Tribune. "I'm never taking it out. It's a trophy."

Christine Vaughan is creative communications officer at California State University San Marcos Office of Communications.



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