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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 Toy Master**

Geppetto's Toys, San Diego's largest independent toy retailer, has experienced growth every year since Brian Miller, above, founded it in 1992. One of the keys to its success is Miller's dedication to picking and choosing every toy that is on the stores' shelves. And there are plenty of shelves — in nine stores around the county. See Page 14.



18

New Car Review

You've been assigned the job of restyling — and re-engineering — the auto company's No. 1 seller. It's on you to get it right. And if you don't... That's what dropped into the lap of the people given the nerve-jangling task of redesigning the world's best-selling car, ever — the Toyota Corolla.



23

No Boys Allowed – Sort Of

Enter Hera Hub's large open workspace in a Sorrento Mesa office complex, and you'll notice some things that seem out of place in an office: There's soft lighting, relaxing music and fountains trickling water. Then, something else becomes apparent. Everyone working in this office is a woman. Felena Hanson started Hera Hub two years ago as a co-work space, which is like a



20

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Chairman | CEO
 Robert Page
 BobPage@sandiegometro.com

Publisher
 Rebeca Page
 RebecaPage@sandiegometro.com

Managing Editor
 Manny Cruz
 Manny@sandiegometro.com

Photography/Illustration
 Delle Willett

Contributing Writers

Cecilia Buckner
 Bailey Hughes
 Lisa Halverstadt
 Andrew Keatts
 Colette Mauzeralle
 Eric Peters
 David Rottenberg
 Margo Schwab
 Delle Willett

Advertising
 SALES & MARKETING DIRECTOR
 Rebeca Page

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P.O. BOX 3679
 RANCHO SANTA FE, CA 92067
 858.461.4484 FAX: 858.759.5755

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SAN DIEGO SCENE



Naval Hospital at Camp Pendleton.

New \$456 Million Navy Hospital at Camp Pendleton Completed Six Months Ahead of Schedule and Under Budget

Marine Corps Base Camp Pendleton is home to a new, \$456 million Naval Hospital that will serve around 70,000 active-duty and veteran members of the military and their families on a 70-acre site near the south entrance to the base.

Completion of the 1 million-square-foot campus came six months ahead of schedule and more than \$100 million under the original government budget of more than \$570 million, according to Carlos Gonzalez, project director for the joint venture team of Clark Construction Group and McCarthy Building Cos. Inc., the builders.

The new hospital is replacing an older facility built in 1974 near Lake O'Neil that no longer complies with seismic and other standards for hospitals. It will be used for administrative and storage. Its patients will be transferred to the new hospital in mid-December and a ribbon-cutting ceremony has been scheduled for Jan. 31. The original timeline for the hospital seeing its first patients was June 2014.

"The replacement hospital is a facility 'catch-up' for the progress of modern medicine, since the last facility was built in the early 1970s," said Capt. Mark A. Kobelja, commanding officer of Naval Hospital Marine Corps Base Camp Pendleton.

The hospital will provide emergency, primary, intensive and spe-

cialty care, and have 96 outpatient procedure rooms, 205 exam rooms, ancillary departments, support spaces and 54 patient rooms accommodating up to 60 beds for non-ambulatory patients who require stays in excess of 24 hours. Reflecting the mostly young military population it serves, the hospital will also have eight labor and delivery rooms, together with 16 post-partum suites. Outpatient care alone is expected to reach around 2,000 visits per day. It will be staffed with about 1,100 physicians, nurses and support personnel. Sustainable design features include green roofs, healing gardens, and an atrium open to the sky.

The joint venture team also built a central utilities plant with 3,100 tons of cooling and redundant utility systems to allow the hospital to remain independently and fully functional for three days in the event of a power outage. A 1,500-space parking structure also was built and a 1,000-space surface parking area doubles the parking capacity of the existing hospital.

HKS Architects Inc. of Los Angeles was the project architect-of-record, while HDR Architecture Inc. of San Diego, served as the architectural designer for the new hospital. Young+Co. Inc. of San Diego, HDR Architects and HKS Architects collaborated on the interior design.

Landmark Aviation Breaks Ground on a Fixed-Base-Operation at Lindbergh Field

Landmark Aviation has broken ground on a 250,000-square-foot fixed-base-operation at San Diego International Airport, a facility that will incorporate a 20,000-square-foot terminal, five hangars and a 250,000-square-foot ramp on 12.4 acres. Several companies will be involved in the project, including Turner Construction Co. Tammy Edmonds Design, KPFF Consulting Engineers, Spurlock Poirier Landscape Architects and TMAD Taylor & Gaines.

“This is a wonderful first step as we begin to develop the north side of the airfield,” said Thella Bowens, president and CEO of the San Diego County Regional Airport Authority, which owns and operates the airport.



Philanthropist Commits \$100 Million Toward Stem Cell Clinical Center

Philanthropist T. Denny Sanford has committed \$100 million to the creation of the Sanford Stem Cell Clinical Center at UC San Diego. The center’s mission would be to accelerate the development of drugs and cell therapies derived from stem cell research.

The Sanford Center will integrate operations at four locations: the UC San Diego Jacobs Medical Center and a nearby proposed clinical space, both scheduled to open in 2016; the UC San Diego Center for Advanced Laboratory Medicine; and the Sanford Consortium for Regenerative Medicine. It will provide essential physical and human resources needed to leverage stem cell research currently being conducted at the Sanford Consortium – an innovative “collaboratory” of San Diego scientists from UC San Diego, the Sanford-Burnham Medical Research Institute, the Salk Institute for Biological Studies, The Scripps Research Institute and the La Jolla Institute for Allergy & Immunology – and other institutions on and around the Torrey Pines mesa, such as the J. Craig Venter Institute.

In 2008, Sanford donated \$30 million for the development and

construction of the Sanford Consortium for Regenerative Medicine facility, which opened in 2011. His gift to create the Sanford Stem Cell Clinical Center is the second largest donation received by UC San Diego in its 53-year history.



T. Denny Sanford

Convention Center Expansion Wins Coastal Commission Approval

Pending litigation challenging the financing plan could delay project

The \$520 million expansion of the San Diego Convention Center has won unanimous approval from the California Coastal Commission, despite recommendations from its staff that it would harm access to San Diego Bay.

The approval stood as the last permitting requirement for the convention expansion project to move forward.

Although the project's financing has been ruled legal, that ruling is under appeal and could delay the anticipated start of construction in late 2014 with completion in 2018.

Upon completion, the expansion will include an additional 225,000 square feet of exhibit space, creating the largest contiguous exhibit hall on the west coast, an 80,000-square-foot ballroom, five-acre rooftop park and 500-room addition to the Hilton San Diego Bayfront Hotel. "The proposed project is a regionally-significant, environmentally-sustainable project that will benefit meeting planners, attendees and locals alike," backers said.

The expansion was deemed necessary in order to keep large con-

ventions like Comic-Con, which attract millions of dollars in hotel tax revenues.

The commission hearing on Oct. 10 attracted a throng of supporters, including local elected officials and business and labor leader. A small group of opponents agreed with the commission's staff.

"I am thrilled with today's approval and want to thank everybody who has been supporting this project. Many of our clients who have been outgrowing the current facility will now be able to book well into the future," said Carol Wallace, president and CEO of the San Diego Convention Center Corp.



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Piazza D'Oro Sells for \$81 Million

Piazza D'Oro, a 221-unit luxury mixed-use development in Oceanside, has been sold for \$81 million to TruAmerica Multifamily, a Los Angeles-based real estate investment firm. The property includes 42 buildings on 14.4 acres. Two- and three-bedroom townhomes are featured. About 17,000 square feet of leasable on-site office space was included in the sale, with additional retail space previously sold to a private investor. The seller of the property was an affiliate of The ConAm Group.

“Because it was originally intended as condominiums for sale, Piazza D'Oro is the premier multi-housing project along the SR-78 corridor,” said Kevin Mulhern of CBRE. “On a per-unit basis, the sale price is the highest ever paid for rental homes in North San Diego County.”

Originally entitled as for-sale housing, the property was sold during construction to The ConAm Group, which completed the project in 2010.

New Rental Car Center to be Built at Lindbergh Field

Officials expect it to greatly reduce traffic on Harbor Drive

Lindbergh Field is going to get a rental car center that will house several rental car companies — including major national brands as well as local, independent and small business rental car companies. Housing the rental car companies in a single building is expected to reduce traffic on Harbor Drive and the number of shuttle buses circulating at the airport.

A formal groundbreaking ceremony for the center will be held at 10 a.m. Tuesday with Robert Gleason, chairman of the San Diego County Regional Airport Authority, county Supervisor Greg Cox, Interim Mayor Todd Gloria, Steve Kitching, regional manager of California, Austin Commercial, and Jon Wald, executive vice president of Sundt Construction Inc.

Construction of the rental car center is among a series of improvements the Airport Authority has approved for the airport's north side. That includes a Receiving and Distribution Center that was completed in 2012, which helps reduce traffic by centralizing all truck deliveries. Officials said the center has reduced truck trips on Harbor Drive by 50 to 75 per day.

Also planned for the north side is a fixed-base-operator complex by Landmark Aviation that will incorporate a 20,000-square-foot terminal, five hangars and a 250,000-square-foot ramp on 12.4 acres.

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Rendering of the new rental car center to be built on north side of Lindbergh Field.

Sourcing Art for Your Office

Glass sculpture artist James Stone offers some tips



Some of the glass creations of artist James Stone.



James Stone at work in his hot glass studio in San Diego.



Some of Stone's creations reach ceiling high.

You're moving into a high-rise that you've set your sights on Downtown, so what's next? Furnishing the new space, this also includes art. Art is important. It makes a statement, and it sets the tone and lifts the spirits. But, how do you source art for your office?

James Stone is an ocean conservation mixed media sculpture artist, working full-time out of his environmentally conscious, hot glass studio, located on the grounds of the historic Bernardo Winery in San Diego. His tips include:

1. Know your budget before you start. You can find lots of great art at almost any budget.

2. Consider your time frame and absolute deadlines. Understand that things can happen throughout the process to alter your

timeframe, such as delivery delays.

3. Know who the person in charge is and why. Does that person have complete authority to make permanent decisions? If not, exactly how are decisions made and who is involved – designer, owner, etc.

4. Very important: Think about the mood or feeling you trying to achieve. This really affects color, design and style of work. Review the artist's portfolio and resume before contacting the artist.

5. Make sure the artist you have selected has experience in the scale of work you are contemplating. There are lots of artists who work small; finding an artist who has large scale experience is a whole other ballgame. Have they worked with selection by committee? Have they worked within building codes? Have they used subcontractors? Do

they have insurance; both liability and comprehensive? Do they have employees? Are they a legitimate business with a tax ID number?

6. Check references.

Stone creates sea creatures and marine-themed sculptures that portray the beauty of the ocean's diverse flora and fauna. His work – casting hot glass out of the furnace, directly into the sculpted metal — is unique. His one-of-a-kind technique forges metal and hot cast glass with painted accents.

Stone's studio is open to the public from 10 a.m. to 5 p.m. Tuesday through Saturday and 11 a.m. to 4 p.m. on Sundays, but he also shows several works at galleries throughout San Diego, often Downtown. For more information, visit www.stoneandglass.com or call (858) 485-7701.

Office Market Report Spotlight: Del Mar Heights By John Jarvis & Scot Ginsburg

Del Mar Heights is the very high end of the San Diego office market. It is a relatively small submarket containing just 4.3 million square feet, but it is a highly desirable location, especially for CEO's and business owners who live along the I-5 coastal corridor including Del Mar, Fairbanks Ranch and Rancho Santa Fe.

The notorious I-5/I-805 merge — The Merge — was insufferable soon after the first Del Mar Heights buildings were developed by Pardee and Baldwin Homes. Cal Trans may have widened that stretch of mega-free-way to 22 lanes, effectively pushing the traffic choke point further north, but there continues to be a distinct premium for buildings north of The Merge.

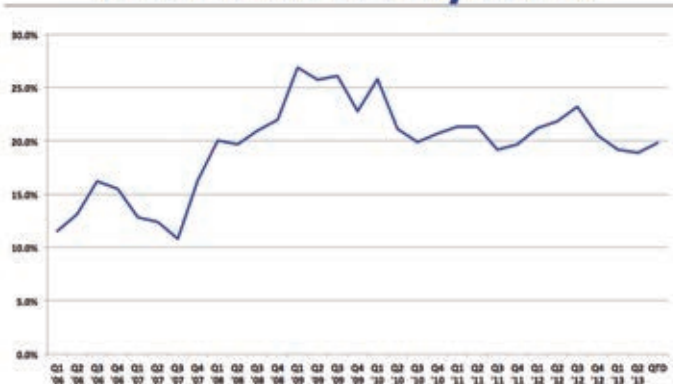
It is worth paying attention to this mighty little market, as every move in asking rental rates here sends a ripple effect into the nearby office submarkets of UTC, Sorrento Mesa and even Solana Beach and Encinitas.

property space. The common choice for these firms was Del Mar Heights in the hopes of instant cache from the prestigious address. Examples of these include Fish and Richardson, Jones Day, Wilson Sonsini and Perkins Coie.

Though less common, there have also been a number of larger technology and health-related companies through the years willing to pay the Del Mar Heights premium, including Fair Isaac, Neurocrine Biosciences, Volcano Corporation, Santarus, AMN Healthcare and Scripps Health.

The submarket hosts financial management powerhouses Brandes Investment Partners and Relational Investors. Another notable exception to the tenant mix is ATA Engineering, currently relocating out of Del Mar Heights submarket for 50,000 square feet.

Del Mar Heights Office Market Historic Availability Rates



The High End of the Market

At the high end of the market we also find the high end of the rental pricing. Del Mar Heights was the first submarket to break through the \$4 per square foot asking rent threshold in the peak of the last up market cycle back in 2007, although current rents range from \$2.75 to \$3.75 per square foot “net of electricity” for second generation space.

Law firms were the early adopters leading the charge to Del Mar Heights, including a number of Downtown firms that opened offices in Del Mar Heights, ostensibly to be closer to their technology clients located in the nearby submarkets of Sorrento Mesa, UTC and Torrey Pines.

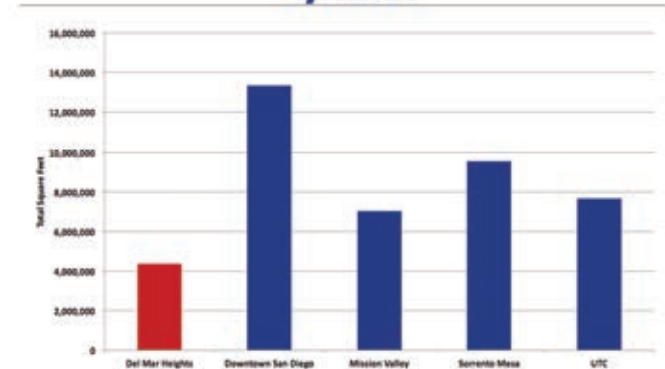
This move to the suburban north reflected San Diego's changing business community. Thirty years ago, many attorneys resided in Coronado, Point Loma and Mission Hills. Their practice was focused on traditional insurance defense, litigation and general business practices, and Downtown offices provided easy access to the courts and a short commute.

As our region's economy has become more dominated by tech and life sciences companies, lawyers have moved north, and Del Mar Heights became the premier address for the tech focused lawyers who were eager to work closer to their clients and their coastal north county homes.

Examples include Sheppard Mullin, Latham Watkins, Luce Forward, Foley and Lardner, and Procopio who set up satellite offices and Knobbe Martin who relocated their entire office.

In addition, a number of regional and national law firms made a move into San Diego seeking out a market position in the lucrative intellectual

Office Submarket Comparison by Size



\$5 Rents?

A lack of new development and speculative construction has helped to prop up rents, even during the great recession and the current lingering 20 percent availability rate, but that is about to change. New projects in the works include Kilroy's massive multi-use project which will likely add some 500,000 square feet of office space alone to the market; American Assets further development of Torrey Reserve which will add five buildings and 80,000 square feet; and TIAA CREF's speculative redevelopment of 52,000 square feet which will be the submarkets first new, empty office building. TIAA CREF's asking rent is \$4.50 per square foot, and Kilroy tells us they are going to need rents of at least \$5 per square foot.

\$4.50 and \$5 per square foot are monster rents for San Diego, and only time will tell how much the market will actually bear. Regardless of how the pricing plays out, these are going to be beautiful buildings that will redefine the high end for Class A office space. This, at least, is welcome news and good for San Diego.



John Jarvis and Scot Ginsburg are senior vice presidents at Hughes Marino, the San Diego commercial real estate company. www.hughes-marino.com.



North Park Theatre to Get Fresh Life

New owners plan a mixture of musical concerts, movies and live theater

The new owners of the North Park Theatre are planning a special treat for audiences in their inaugural production — a New Year's Eve musical concert bash.

It's one of the new wrinkles that David Cohen, owner of the West Coast Tavern, and the Verant Group are lining up to bring new life to the 84-year-old North Park icon, which had been struggling financially for years.

Also on tap will be a renovation of the lobby and seating areas, and the introduction of food and alcohol service inside the theater — which would come from the West Coast Tavern, located inside the theater building.

Cohen and the Verant Group finalized the purchase of the theater from Lyric Opera late last month after a court approved the sale in bankruptcy proceedings. Financial details were not disclosed.

"The theater has been under-utilized for many years due to financial and staffing constraints," said Cohen. "The building needs a full-time management team in place that can dedicate 100 percent of their efforts and resources to booking the venue. We have assembled an all-star team to accomplish this task and look forward to producing about 200 events per year."

The programming will mostly be a mix of

concerts and movies, but with some live theater thrown in. Cohen said the owners plan to have productions between four and seven nights a week — or about 60 to 70 percent more than what the previous owner had been scheduling. The owners have started booking productions through June of next year. As far as admission prices are concerned, Cohen said, "we're working on that."

Changes to the rear seating area will include the introduction of lounge-style seating for a more comfortable entertainment experience.

"Our vision is Casbah meets Cineopolis," said Cohen, referring to the popular, funky nightclub Downtown and the movie theater in Del Mar. "We love the Casbah and the amazing things Tim Mays has done for music in San Diego, and we really enjoy the Cinéopolis cinema concept in Del Mar. We are aiming to create an affordable music and movies concept that is reflective of North Park's arts-craving clientele."

The new owners are encouraging organizations and groups interested in holding events at the theater to contact them through the new website: www.northparktheatresd.com. "We welcome all events into the theater and are looking forward to hav-

ing this beautiful building accessible to all San Diegans on a nightly basis," said Cohen.

The Verant Group is a San Diego-based bar, restaurant and entertainment development company with ownership in a variety of establishments, including Tavern at the Beach, Sandbar Sports Grill, True North Tavern, West Coast Tavern, Barleymash and Ginger's. Its website identifies the owners as Mark Cirillo, Joe Vaught and Eric Lingenfelder.

Lyric Opera, founded by Jack Montgomery and Leon Natker, took ownership of the 731-seat, 32,000-square-foot theater in 2005. The purchase price was \$12.5 million.

San Diego Musical Theatre has been producing stage musicals at the theater

for some time, and advertise a 2014 season of four productions on its website: "Cats" March 21-April 6; "Annie Get Your Gun" May 9-25; "Next to Normal" Sept. 26-Oct. 12; and "White Christmas" Dec. 5-21. Those productions will stay as scheduled, said Gary Lewis who, with wife Erin, owns the musical theater organization. San Diego Musical Theatre productions will continue beyond that, as well, Lewis said.

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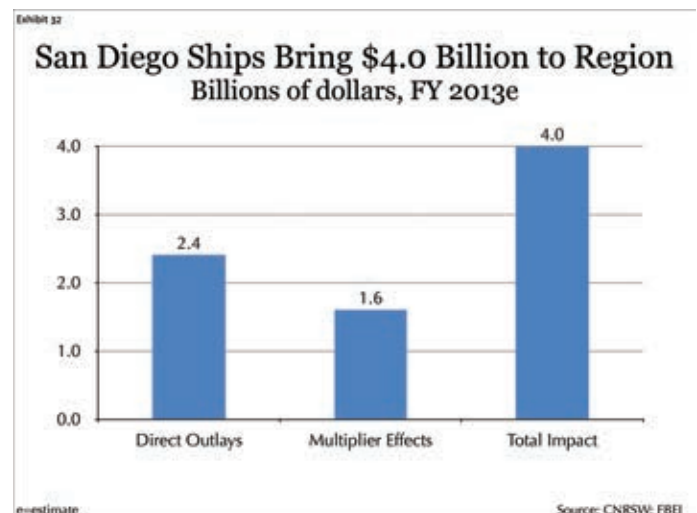
New study says region has the edge in competing for shrinking defense dollars

An estimated \$24.6 billion in direct spending related to defense has been sent to San Diego County during fiscal 2013, according to a military economic impact study performed for the San Diego Military Advisory Council. That translates to about \$7,800 for each of the county's residents.

Stated another way, that billion-dollar figure is roughly equivalent to the economic impact of having 137 Comic-Con conventions like the one that came to San Diego earlier this year and had an estimated impact of \$180 million.

The Fermanian Business & Economic Institute at Point Loma Nazarene University, which did the study, said San Diego's military community and defense cluster remain San Diego's most important economic driver, creating large numbers of jobs and income for the region.

But with a shrinking defense budget, how will San Diego County fare in the future?



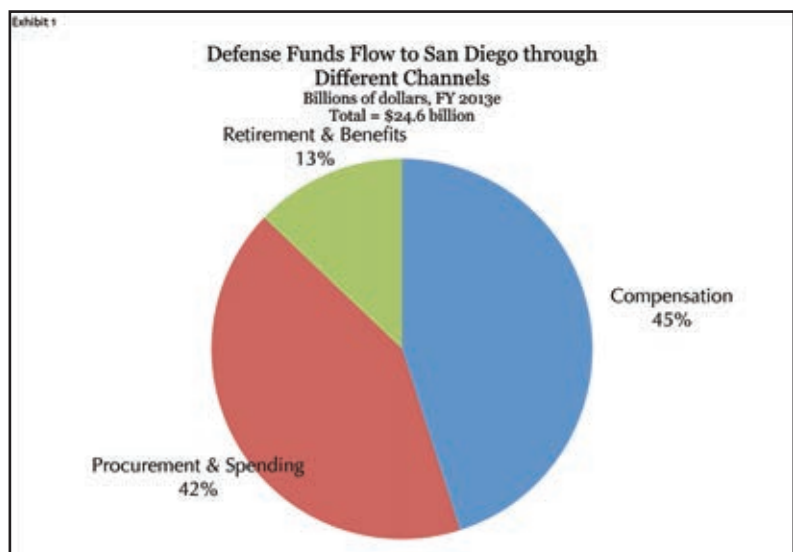
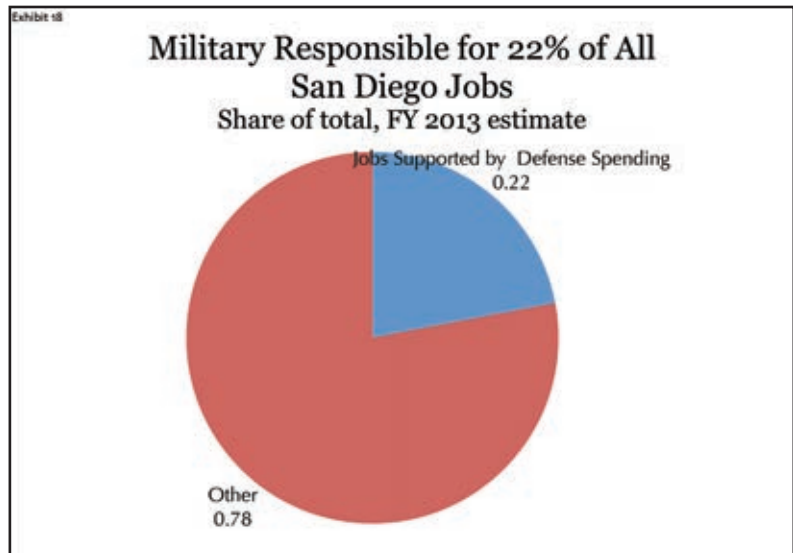
Budget Reduction Impacts

According to the Fermanian study, total direct spending linked to the military may be reduced only moderately because of budget reductions in fiscal 2014. Most categories of outlays, except for benefits, are likely to be pared back, it said. Fiscal 2014 could see the military’s contribution to the region’s job total slip to a “still sizable 295,000.”

“San Diego stands to hold an edge in competing for a share of a shrinking defense budget over the next several years,” the study said. “A new national strategy calling for a pivot to the Pacific Ocean, greater reliance on rapid-response forces, emphasis on unmanned vehicles and weapons, focus on cyber-security and need for vital air-training space will all favor San Diego.”

Among the study’s findings:

- The military sector is responsible for about 302,000 of the region’s total jobs in 2013 after accounting for all the ripple effects of defense spending. That’s about 22 percent of all the existing jobs in the county.
- Jobs created by defense spending range from engineering to food services, construction, shipbuilding, health care, real estate, research and tourism.
- Defense-related activities and spending will generate an estimated \$32.2 billion of gross regional product for San Diego County in fiscal 2013.
- Dollars linked to national security enter San Diego through three primary channels: wages and benefits for active duty and civilian workers; spending on contracts, grants, small purchases and tourism from family members and friends visiting the military; and benefits for retirees and veterans.
- The Navy’s ship fleet based in San Diego is responsible for about 12 percent of the total economic contribution made directly and indirectly from overall defense-related spending in the region.
- In fiscal 2013, the 53 ships home ported in San Diego will see direct spending of about \$2.4 billion that will translate into a total economic impact of \$4 billion. The two aircraft carriers based here (the Carl Vinson and the Ronald Reagan) will each add about \$500 million to the economy.





All the toys on Geppetto's Toys are hand-picked by owner Brian Miller.

THE TOY
MASTERS

Geppetto's Toys owner Brian Miller indulges his childhood pastime for retail success By Cecilia Buckner

U.S. retail toy sales totaled \$16.5 billion in 2012, a slight decline from the \$16.6 billion recorded in 2011, according to The NPD Group, a global information company. But that's no big deal to Brian Miller, owner of Geppetto's Toys — San Diego's largest independent toy retailer.

Geppetto's has experienced growth every year since Miller founded it in 1992, from as little as 1 percent during the recession to double-digit figures.

And it is continuing to grow.

Construction is nearly complete for Miller's ninth toy store location in San Diego — The Headquarters retail development at Seaport Village. Completion is scheduled for November.

"The 'toy story' for 2012 was filled with concern about declining birthrates, economic uncertainty and competition from consumer electronics, and those are all real issues for the Toy industry," said Russ Crupnick, senior vice president at The NPD Group. "But, in the end, consumers proved that toys are still important and relevant as play options, and that they are willing to pay extra for products that deliver on play value."

That, apparently, is one of the keys to Geppetto's Toys' success. That, and the fact that Miller is like the proverbial kid in the candy store — he loves to get his hands on



Furry animals are a favorite.

his toys, personally picking out the ones his stores carry.

"I like picking out (and playing with) the toys!" Miller says. "This is what I love most about running Geppetto's."

Miller is chairman of the Good Toy Group, an 80-plus member national organization that creates catalogs for independently owned toy stores across the country that focus on quality toys for children of all ages. He says he is committed to providing a storefront that stocks the best toys available.

Miller's toy selection mirrors the way the Miller family lives and is just one of the values that sets Geppetto's apart from the big toy store chains.

Miller often played board games with his four siblings and parents as a young boy. He now shares that experience with his two boys, Nathan, 13, Jared, 10 and wife, Danielle. It's a little harder now, Miller says, because kids like their screen time.

The shelves at Geppetto's eight stores are filled with these board games, along with some toys made from wood, retro toys, such as Spirograph, and green toys — including some manufactured from recycled milk jugs, made by California company, Green Toys.

"What I think Geppetto's does a really nice job of is balanced toy buying," says Jillian Warner, a Pacific Beach resident who often tests toys and blogs about them on her blog, Mommy Testers. "(Miller) has a pretty great sense of what parents want."

Geppetto's offers alternatives, Miller says. While electronic toys have their place, they cannot replace face-to-face in-

teraction with family and friends. The toys he sells teach, and enhance connecting and interacting with others. "You can't get that from computers," he says.

As a child, growing up in San Diego from age 11, Miller says he always admired the fact that his parents were in the retail business. His father, Hadley, ran an antique shop and children's toy store, Children's World, in Hotel Del Coronado.

After finishing business studies at the University of Pennsylvania, and beginning some retail work of his own at Urban Outfitters, he was drawn back to San Diego to help his mother, Carol, with his father's stores when he died.

The toy store was not doing well, Miller says, but within a year he was able to bring it around and in 1992, he bought his first Geppetto's store in Old Town from a neighbor — marking the beginning of his legacy.

"As far as Old Town ... let's just say the store wasn't meeting its sales potential when we bought it," says Miller, but "It paid for itself in less than a year."

Since then, Miller says he has not looked back. "Every year our revenue has grown for the past 20 years. Some more than others."

Geppetto's Toys is one of the largest regional toy chains in the U.S. and tallies 40 percent of its annual sales during the last two months of the year.

And when Geppetto's grows, so does the community. Miller gives back a percentage of the store's sales during grand opening to local charities. "I enjoy being actively engaged in a variety of philanthropic activities," he says.

Miller says four things largely contributed to his stores' success — exceptional staff, product selection, location and the stores' environment/presentation. When selecting a store site, he says he picks areas of interest to the consumer that generate a lot of foot traffic, and uses the warm environment of his stores — outlined in brick and laid with red hardwood floors — to welcome shoppers.

Aside from the stores' success, Miller says the most important thing to him is making Geppetto's a place that children want to go. One of his warmest memories



COVER STORY

that he cherishes to this day, he says, is when parents of a young boy told him that for his birthday he could go to Legoland or Geppetto's and he chose Geppetto's. "At that moment, I knew we made an impact on children."

Geppetto's toys offers nine locations from Chula Vista to Carlsbad, in addition to a licensed storefront at the Dallas, Fort Worth International Airport.

Geppetto's is celebrating its expansions by donating 9 percent of sales from all of its stores to one of four charities, and shoppers choose which one among these: Rady Children's Hospital, Voices for Children, Big Pals Program of Jewish Family Services and Kids Included Together.

To find out more about Geppetto's Toy's visit geppetostoy.com or call (858) 551-1070.



Toys crowd the store's shelves.

Geppetto's Toy Stores in San Diego County:

Carlsbad: The Forum
1935 Calle Barcelona
(760) 632-1107

Del Mar: Flower Hill
2670 Via de la Valle
(858) 755-2100

4S Commons Town Center:
10436 Craftsman Way
(858) 674-9990

Del Mar Highlands:
3435 Del Mar Heights
(858) 350-9038

La Jolla:
7850 Girard Ave.
(858) 456-4441

Westfield UTC
4545 La Jolla Village Dr.
(858) 546-7633

Fashion Valley:
7007 Friars Rd.
(619) 294-8878.

Old Town:
2754 Calhoun St.
(619) 293-7520

San Diego:
The Headquarters, Seaport Village.
Opening in November.

Geppetto's Top Toys For 2013:



Kinetic Sand (\$15.99 - \$44.99)

Bring the beach indoors with this incredible play sand. Easy-to-shape sand molds into simple designs and can be used again and again. (ages 3 and up).

Choon's Rainbow Loom (\$16.99)

One of the hottest items of the year. Using a loom, kids link colorful rubber bands to make



different patterned bracelets, rings and even a mini-handbag. (ages 8 and up).



Spirograph Deluxe Set (\$29.99)

It's back! Originally created in 1965 as a drafting tool by mechanical engineer Denys Fisher, the Spirograph was an instant hit in the toy world. Kids can make beautiful, intricate designs from the motion of gears around wheels using the art of mathematics. (ages 8 and up).

Goldie Blox and the Spinning Machine (\$32.99)

Engineering fun geared for girls. Goldie Blox offers a much-needed female engineer role model who is smart, curious and accessible. She has the potential to get girls interested in engineering, develop their spatial skills and build self-confidence in their problem solving abilities. (ages 6 and up).

Terzetto by Gamewright (\$22.99)

Outwit and outpace your opponent in this clever game of marble maneuvers. (ages 8 and up).

Lazer Maze by Think Fun (\$29.99)

Lights and mirrors may make it feel like magic, but it's really science and a good dose of brain power that's needed to direct the laser beam through this series of mind challenging mazes. (ages 8 and up).

Nancy B Moon Scope by Educational Insights (\$49.99)

Magnify the night sky up to 90x and see amazing things such as mountains on the moon and Saturn's rings. (ages 8 and up).

Demolition Lab by Smart Lab (\$39.99)

With the mind-blowing Demolition Lab, kids can construct unlimited warehouse-type buildings using over 100 walls, spires, beams, panels and more. (ages 8 and up).

Pogo Sticks by National Sporting Goods (\$59.99-\$69.99)

Kids of all shapes and sizes can pick the pogo stick that is right for them. The pogo sticks have a unique concealed low friction spring that enables smoother, higher and quieter bounces. (ages 5 and up)

Fur Ball for Animals and Luau for Living

Photos & column by Margo Schwab of San Diego Social Diary



The 2013 Fur Ball at the San Diego Humane Society was a parade of dogs, as owners brought their dressed up doggies to this black-tie optional, French-themed party. Colleen Reilly was the chair, Pamplemousse Grille supplied the fancy eats, and generous folks through tickets and bidding helped net \$330,000 for positive animal adoptions and services.

A week later, the University of San Diego held its 20th annual Luau and Longboard Invitational benefiting the UC San Diego Moores Cancer Center. Corporate surfing sponsors mixed with surf legends in friendly competition followed by Giuseppe Fine Catering luau fare.

Among the big supporters were Christy Walton of the WalMart family, philanthropist Denny Sanford, and honoree Kary Mullis, who won a Nobel Prize for his co-discovery of PCR for DNA testing, which has revolutionized crime solving and medical research.



For more photos of these and other events, visit sandiegosocialdiary.com.

To contact Margo Schwab, email her at socialdiarymagazine@gmail.com.



1. UC San Diego Luau: Event co-founder and co-chair John Otterson.
2. Fur Ball: Taylor Miller and Paul Mears with their 'fur kids' Armani and Dolce.
3. Fur Ball: Financial planner Debra Patterson and Grace Bell with Buddy, Debra's adopted dog.
4. Fur Ball: San Diego Humane Society President Gary Weitzman and animal patron Scott Johnston with his adopted daughter Kim, star of the Real Social Bitches of San Diego/La Jolla/Beverly Hills.
5. Fur Ball: Frank Alessio and Fiona Tudor with Sheryl and Harvey White, formerly of Qualcomm and Leap Wireless, and their Rylie.
6. UC San Diego Luau: Caterer/Owner of Giuseppe's Fine Catering Giuseppe Ciuffa and Reef Brazil's former owner Fernando Aguerre.

NEW CAR REVIEW: The 2014 Toyota Corolla By Eric Peters

Here's scary:

You've been assigned the job of restyling — and re-engineering — the company's No. 1 seller. It's on you to get it right.

And if you don't...

That's what dropped into the lap of the people given the nerve-jangling task of re-designing the world's best-selling car, ever — the Toyota Corolla. Forget the Beetle. Forget the Model T. Since the Corolla's launch back in '66, almost unfathomable numbers have issued forth. Thirty million of them — as of 1990. That's 24 years ago, almost. Imagine the number today.

So, yeah, a lot is riding on the success of the all-new 11th-generation Corolla. I'm grateful all I have to do is review the thing!

What It Is

The Corolla is Toyota's bread-and-butter compact sedan, one-up from the subcompact Yaris in size and price — and just below the mid-sized Camry. It competes in the same class as its principal rival, the Honda Civic — as well as the Mazda3 and new kids on the block such as the Dodge Dart and Ford Focus.

What's New

Everything except the drivetrains — and they get tweaked, too. One of them — the LE Eco version — boasts 140 hp and 42 MPG highway. This is almost-diesel (and nearly hybrid) fuel economy — without the extra up-

front cost of the diesel engine or hybrid powertrain. There's also an all-new body riding on a much longer wheelbase — which allows for a mid-sized car's backseat legroom, as well as a mid-sized car's ride quality.

But perhaps the most obvious change is that the 2014 Corolla is a much less austere car than any of its predecessors. It has evolved into something considerably more substantial than a basic transportation unit — as have most of the other cars in this segment. Prices start at \$16,800 for the base trim L and \$18,300 for the gas-sippy LE Eco trim. A top-of-the-line S trim with six-speed manual transmission starts at \$19,000.

What's Good

Smart-looking — and class-roomiest — interior. Updated outside is sporty, but not over-the-top. Should appeal to under-35 millennials, without alienating the over-40s Gen Xers. Near-diesel/almost hybrid fuel efficiency for thousands less than the cost of a diesel or a hybrid. New six-speed manual and seven-speed CVT automatic in upper trims. Electronic suite (Entune apps) ought to make The iPad Generation very happy. Nominal price uptick for all this goodness vs. the outgoing 2013s.

What's Not So Good

Base L trim still comes with four-speed automatic. No, really. We won't get the hatchback wagon version Toyota sells in Europe and Asia. Hasn't got the beans to go heads-

up against Mazda3 or Dart when those cars come equipped with their optionally available engines — and forget about the Honda Civic Si or the Ford Focus ST.

Under The Hood

All 2014 Corollas come with a 1.8 liter four — same as last year in size, but in two states of tune. Base L, step-up LE and S trims get the 132 hp version — same output as last year. But you can get a 140 hp version if you order the LE Eco, which is the one that's capable of 42 MPG. The fact that the Corolla's economy engine is also the most powerful available engine may come across as a little weird. Usually, you lose a few hp to gain a few MPGs. In this case, you don't. Torque is down by an unnoticeable 2 ft.-lbs. (126 vs. 128) but the peak comes sooner, at 4,000 RPM vs 4,400. So, what's up? A more efficient engine can also be a stronger engine.

The Eco version of the 1.8 liter engine features what Toyota calls "Valvematic" continuously variable valve timing and lift; it's designed specifically to optimize part-throttle efficiency by reducing pumping losses through the intake tract. This increases hp by 6 percent and fuel economy by 5.3 percent, to 30 city and 42 highway vs. 28 city and 37 highway for the regular 132 hp version of the 1.8 liter engine. It's a win-win.

The base L trim doesn't get the new six-speed manual or the new CVT. It comes with the same four-speed automatic used in last year's Corolla. Functionally, there's nothing



objectionable about this transmission. Gas mileage — 27 city, 36 highway — isn't top-drawer but it's still acceptable for the class.

On The Road

The new Corolla rides on a much longer — not-far-from-mid-sized (and significantly longer than has heretofore been typical for a nominally compact car) wheelbase: 106.3 inches vs. 102.4 inches for the 2013 Corolla. To give you some perspective, a current Camry's wheelbase is only 109.3 inches, and a mid-'70s Corolla's wheelbase was all of 93 inches.

Historically, "compact" cars like Corolla are edging ever closer to mid-sized in terms of both their specifications as well as their driving feel. The 11th generation Corolla is the latest such example of this trend. It is solid, not tinny. Planted, not bouncy. You are the pilot of a real car — not a toy car. Corolla's competitors — the Mazda3 (wheelbase also exactly 106.3 inches) and Civic (close, at 105.1) have adopted the same strategy, which is good for us — but perhaps not so good for the companies that make them in that they are perhaps unknowingly undermining the reasons for buying their mid-sized cars, like the Camry (and the Mazda6, etc.).

There is, however, one thing that's still characteristically compact when it comes to Corolla: its engines. Both versions of the 1.8 engine are without doubt economy-minded engines. They're among the best such you can buy right now (in the case of the 42 MPG-capable Eco, the best, period — short of a diesel or hybrid). But there's not much else to them. Like hp and performance. Toyota tried to im-

part some verve by adding the new six-speed manual to the mix — it has tighter gear spacing than the old five-speed manual — as well as the new CVT, which in the Sport trim comes with a "stepped" manual mode and seven driver selectable (via paddle shifters) forward speeds that mimic a conventional automatic or manual transmission's gear changes.

At The Curb

No mixed bag here. The new Corolla looks a lot like the first generation Lexus IS, especially from the side (take note of the C pillar/rear-side quarter glass in particular) and does an excellent job of imitating a current Lexus on the inside, too. A bit much, perhaps? I encourage you to see the car in person. A handsome and space-efficient breadbox-style dash layout is the centerpiece. In higher-trim LE and S Corollas, accents are provided by piano black and pewter/brushed nickel covers and a very clever thin blue almost electroluminescent pinstripe that seems to glow slightly in between the upper and lower dash sections. There is a most un-Corolla (historically speaking) chronometer-style gauge cluster (S models get a revised cluster with Thin Film Transistor display) and thick-grip steering wheel with thumb pads, too.

You'll also get standard LED headlights, including the base L trim. This, too, is class-unprecedented. The advantage of LED lights is not only more superior illumination but more natural (to the human eye) illumination. The beams deliver a daylight-style white light rather than the yellow-ish light you get with non-LED beams. But the Big One is backseat legroom. Like the deadly straddling of a salvo

from a battery of 16-inch guns, the Corolla devastates the competition with an astonishing 5.1-inch increase in second-row legroom. The hip point of the redesigned backseats has also been moved three inches toward the rear. The result is mid-sized car spreading out space for the back-seat passengers

The Rest

With this new Corolla, you're getting a lot more car for about the same money. Thank ever-increasing production efficiencies, favorable exchange rates — whatever you prefer — the happy fact remains that the cons-nicer (and so much larger) 2014 Corolla is only slightly more expensive than the dearly departed: about \$570 more for the base 2014 L vs. the base 2013 L. And the phenomenally fuel efficient 2014 Corolla Eco LE is priced a mere \$120 higher than last year's LE — a car that did not have the 42 MPG Eco engine or the Eco's superb CVT or its handsome new body nor its sharp-looking (and upsized) interior.

The Bottom Line

Nothing but goodness in terms of looks, comfort, efficiency, features and overall sense of class. This is a nice car — one you'd be inclined to buy because you wanted to buy it. Not because it's merely a good deal, though it's that, too. All it needs is a stronger optional engine and a more up-to-date standard transmission.

Eric Peters is the author of *Automotive Atrocities* and "Road Hogs" and a former editorial writer/columnist for *The Washington Times*, a contributor to *Cars.com*, *The CarConnection.com* and *SD METRO*.

2014 Toyota Corolla Specifications:

- Base price:** \$16,800 (FWD); as tested \$19,000 (S with six-speed manual transmission).
- Engine:** 1.8 liter in-line four, 132 hp.
- Transmission:** Six speed manual
- Length:** 182.6 inches
- Width:** 69.9 inches
- Wheelbase:** 106.3 inches
- Curb weight:** 2,680 lbs.
- Luggage capacity:** 13 cubic feet
- EPA fuel economy:** 28 city/37 highway (S w/manual)
- Where assembled:** Mississippi,



MOST ADMIRED COMPANIES 2013

SD METRO is proud to present – for 2013 – companies and organizations that have earned the trust and loyalty of their constituencies by adhering to high standards of professionalism, integrity and accountability.



Shea Homes

Bolstered by their core values of honesty and integrity, respect for the individual, teamwork and competitive spirit, the J.F. Shea Company remains one of the few third- and fourth-generation family-owned businesses remaining in the country. Founded in 1881, the Shea family and its companies have worked on some of the country's most notable projects, including the Golden Gate Bridge, San Francisco's Bay Area Rapid Transit System (BART) and the Hoover Dam. It lent its construction expertise to many other tunneling and dam public works projects, as well as ship-building during World War II. Moving into housing in 1968, Shea established a San Diego operation in 1986. Specializing in single-family attached and detached residences, Shea Homes San Diego continues to be a leader in the local housing market, offering homes for first-time buyers through the luxury market. Shea is heavily involved in numerous charitable ventures, such as a multi-faceted literacy program that urges parents to "Read With Your Child 15 Minutes A Day," and has given away much of its model home furnishings to military families. Shea Home was the first "for sale" builder to open a new project in the Civita master-planned community in Mission Valley. Shea has been the recipient of the prestigious J.D. Power Customer Service Champion Award two years in a row.



Higgs Fletcher & Mack

Higgs Fletcher & Mack's start in San Diego dates back to 1939. While the firm has grown to over 140 employees since then, its business philosophy and principles have remained the same: be good to your employees, work hard for your clients, and give back to the community that you serve. Higgs demonstrates this not just as a principle but also as a practice. A major component of Higgs' philanthropic endeavors is its commitment to diversity and advancement in education. Each year, Higgs participates in the SDCBA's Diversity Fellowship Summer Intern program, pairing a law student with a senior attorney to get hands-on, paid experience in the practice area in which they are interested. Not only do they offer their time for learning opportunities, they provide generous contributions to help the advancement of law students through their annual \$10,000 scholarship, given to deserving University of San Diego diverse law student. Over the past five years, Higgs' attorneys have collectively contributed more than 450,000 in Diversity scholarship funds through USD School of Law. They have also expanded their giving this year to include California Western School of Law. Higgs has also taken a strong interest in increasing the diversity of its staff — significantly growing the number of minority and women partners and associates within the firm over the past several years. This year one of Higgs' most senior female partners, Susan Hack, received the Daniel T. Broderick Award, known in the legal community as the "Oscar" for attorneys. The award is given to a lawyer in private practice with substantial civil litigation experience who epitomizes the highest principles of civility, integrity and professionalism. Higgs has consistently been ranked in U.S. News-Best Lawyers rankings for many years. The firm has 72 lawyers and since 2011 has grown by nearly 25 percent, adding 28 lawyers to its ranks.



California Bank & Trust

Voted "San Diego's Best Bank" for three years in a row, California Bank & Trust (CB&T) has always been proud to call San Diego its home. With a rich history of serving the San Diego community for over 60 years, CB&T is now the largest financial institution headquartered in San Diego with 475 employees in the region and assets that exceed \$11 billion. As specialists in business banking, CB&T not only meets the needs of area business leaders, but has set deep roots in the local community through 30 branch offices located throughout the area. Indeed, CB&T's focus extends beyond highly sophisticated financial products and services. Each of the bank's experienced and seasoned business bankers is dedicated to developing strong relationships with clients and takes great pride in not only meeting, but exceeding client expectations. CB&T's local roots begins with its leadership. Troy Nixon, president of CB&T's San Diego Division, has lived and been actively involved in the San Diego community for the past 25 years. He earned his B.S. degree in business administration from San Diego State University where he was captain of the football team. He received his MBA from USC's Marshall School of Business. CB&T employees donate thousands of hours of time each year volunteering for local organizations to assist disadvantaged families, helping underprivileged people start businesses, and working to improve the educational opportunities for San Diego's youth.



Hughes Marino

When Jason Hughes and Dave Marino set out to form Hughes Marino, they aimed to create a different kind of commercial real estate company. Both Jason and Dave have long been tenant-only advocates — committed to providing conflict-free real estate services to their clients. But Hughes Marino takes the model a step further. Hughes Marino is more than a tenant representation firm. It is a professional services firm dedicated to supporting companies in all aspects of their real estate, from finding the best real estate for their company at the best economics, to managing the construction process, to reviewing operating expenses free of charge and to ensure that they are properly billed. Hughes Marino is committed to excellence and has the best team in town to ensure this. Hughes Marino is passionate about giving back to the community as the firm supports over 70 local nonprofits.



LightBridge Hospice & Palliative Care

LightBridge has been a provider of exceptional programs that enhance the end of the journey for patients and their families throughout San Diego County. LightBridge is one of only five Joint Commission-accredited hospice agencies in San Diego. LightBride provides patients and their families with an individualized program of care that focuses on comfort, support and peace of mind, wherever a patient calls home. LightBridge has a comprehensive veterans program dedicated to the end-of-life care needs of our nation's heroes. LightBridge was the first in California, still the only hospice in Southern California, and one of only seven in the state to meet the stringent "We Honor Veterans" Partner Level IV requirements. LightBridge has performed nearly 100 honor ceremonies to recognize the service and sacrifices of San Diego's veterans nearing the end of life. LightBridge created Ohr Ami, the first local hospice with a program dedicated to the specific needs of the Jewish community. LightBridge also formed LightBridge Medical Associates, San Diego's first and only community-based outpatient palliative care consultation service.



Sentek Global

Sentek Global has created its positive culture by which other firms should emulate. The company boasts a staff of well over 100 employees that call themselves "Sentekians" who give back internally. Sentek's CEO, Eric Basu, is constantly encouraging his employees to think differently and share their thoughts. As a result, a monthly "Skunk works" meeting takes place where employees can discuss challenges they've faced, new business ideas or comments from customers. In fact, one employee idea recently developed into a contract with the Department of Homeland Security to help develop a handheld device application that delivers emergency information, and was rewarded for the initiative. Sentek's Wounded Warrior program provides pro bono training for returning service members from Afghanistan and Iraq to still be an active participant in national defense issues by providing them the training to be cyber warriors.



Cognitive Medical Systems

After only 18 months in operation, Cognitive Medical Systems achieved profitability, secured \$3.7 million in contracts and is poised to be a leader in driving clinical decision support standards for the health care industry. The certified HUBZone, service-disabled veteran-owned, and economically disadvantaged woman-owned small business already boasts an enviable client base that includes the Department of Defense, the Department of Veterans Affairs and the National Science Foundation. In addition, they have partnered with the University of North Carolina's Neonatal Care United to create a lab where quality improvement initiatives can be managed through Apple iPad devices.

San Diego Humane Society

Serving San Diego County since 1889, the San Diego Humane Society and SPCA's scope of social responsibility goes beyond adopting animals. The Humane Society offers San Diegans a wide range of programs and services that strengthen the human-animal bond, prevent cruelty/neglect, provide medical care and educate the community on the humane treatment of animals. The Humane Society has campuses in San Diego and Oceanside, as well as an adoption center in the El Cajon Petco store. The Humane Society is supported solely through contributions, grants, bequests, investments, proceeds from the Muttique retail store and small fees for services.



Hecht Solberg Robinson Goldberg & Bagley LLP

HechtSolberg has been an integral part of San Diego's growth and development, providing legal guidance and expertise to the real estate and business community for more than 40 years. Shortly after its founding in 1972, HechtSolberg represented Avco Community Developers in the development of Rancho Bernardo, one of the first and largest master-planned communities in San Diego. Building on that experience, the firm has focused on all aspects of real estate development and investment throughout San Diego and Southern California. In San Diego, HechtSolberg has helped pave the way for many other notable projects, including the master-planned communities of San Miguel Ranch, Scripps Ranch Villages and Calavera Hills as well as local icons including the Plaza at La Jolla Village, the Meridian and Pinnacle Museum Tower. Managing Partner Mickey Maher has said that for the firm to continue to be successful, each and every employee must share the firm's core values of integrity and ethical behavior.



Christopher Weil & Company Inc. (CWC)

CWC is a Carmel Valley-based financial services firm that services clients nationwide. For over 40 years, CWC, together with its affiliates, works hard to be effective investors, managers and advisers for their clients. The firm is both a securities broker-dealer and a registered investment adviser, enabling it to provide a comprehensive and integrated mix of client services. CWC is innovative in responding to client needs and dedicated to nimble, intelligent customer service with a personal, family touch. CWC demonstrates the highest level of honesty and integrity in its business practices. With both marketable securities and private equity, CWC recommends investments in which it is also personally invested. This fact does not guarantee success; but it does promote focus. CWC supports San Diego Social Venture Partners, National Conflict Resolution Partners, San Diego Youth Symphony and Conservatory, Peacemaker Awards, Mainly Mozart and the Preuss School.



R3 Strategic Support Group

R3 is a company that, despite sequestration and the current economic challenges, doubled its revenues and employee base this year. Currently more than 60 individuals call R3 their employer. The success of the service-disabled, veteran-owned small business company is due to its ability to operate in agile environments and still provide innovative strategic solutions to rapidly identify requirements, capture resources and maximize readiness that accelerate its clients success. R3 is a proud supporter of the EOD Warrior Foundation and serves on the Executive Advisory Board for the National Defense Industrial Association EOD Committee.



Allison+Partners

Allison+Partners is one of the fastest-growing mid-size global communications firms. Scott Allison and co-founding partners Andy Hardie-Brown and Scott Pansky wanted to create a positive and highly entrepreneurial environment where talented people at all levels could do great work and thrive. The core values encourage employees to keep an entrepreneurial mindset, maintain an enthusiastic personality, empower others, exceed expectations and collaborate environments. Allison+Partners offers digital, creative and marketing services to clients across the U.S. The firm has been recognized with awards for its work for Baja California's Secretary of Tourism, Hard Rock Hotel San Diego and various community organizations. Some of its other clients include Toyota, Kampgrounds of America, AV Concepts, Alaska Communications and Great Call.



Walden Family Services

Walden Family Services is a most admired and inspiring local organization. Walden Family provides foster care and adoption related-services throughout Southern California's major regions. The non-profit is 37 years old, making it among the oldest, most established organizations serving the needs of abused and neglected children. The children Walden focuses on are medically fragile, have severe behavioral needs and/or are developmental disabled, pregnant teens and teen parents. Additionally, Walden focuses on foster youth, ages 18-21, who have aged out of the foster care system. Walden served more than 600 children and youth in 2013 and on any given day serves more than 200 children in over 150 certified homes in Southern California. Sixty-five percent of the Walden youth achieved permanency in 2012, either through reunification with biological relatives or adoption. Administrative costs make up only 11 percent of the annual budget.



CyberFlow Analytics

CyberFlow Analytics is a next-generation cyber security company that solves security with advanced mathematic and data analytics. Founded only this year by Dr. Hossein Eslambolchi, a former CTO of AT&T, CyberFlow has already attracted global attention with a \$2 million strategic investment from Toshiba. With over 90 percent of business affected by cyber security breaches, CyberFlow is committed to protecting networks from advanced persistent threats. Eslambolchi and his team are revolutionizing the cyber security industry in order to protect businesses and property, including those that we depend on for our health and security. CyberFlow is automating the once manual process of forensic analysis with a real time virtualized model of security detection. This technology will dramatically increase the ability of enterprises to gain visibility into their networks, perform forensic analysis in real time, and reduce risk at lower cost.



AV Concepts

AV Concepts is at the forefront of immersive technical solutions. AV Concepts resurrected Tupac at Coachella 2012, projected the San Diego skyline on the side of the Midway and wowed audiences at Comic-Con. Most recently, it created the holographic performances of Ol' Dirty Bastard and Easy-E for Rock the Bells. The holographic illusions the company has created have become so iconic that they've been integrated into pop culture, making appearances on both "Saturday Night Live" and "The Simpsons." It is the only company in the world experienced in creating outdoor holographic projections in uncontrolled environments. AV Concepts has patented numerous new technologies, making the stuff of sci-fi a reality. The core of AV Concepts' business is to provide high-quality audiovisual and staging for events, and the company has proven to be one of the best.

San Diego Office Says, 'No Boys Allowed' – Sort Of

Hera Hub offers women entrepreneurs a comfortable place to work

By Claire Trageser Photos by Katie Euphrat

Enter Hera Hub's large open workspace in a Sorrento Mesa office complex, and you'll notice some things that seem out of place in an office: There's soft lighting, relaxing music and fountains trickling water.

Then, something else becomes apparent. Everyone working in this office is a woman.

Felena Hanson started Hera Hub two years ago as a co-work space, which is like a gym membership but for an office. Members pay monthly dues to work in the space whenever they want, but Hera Hub has a twist. It's one of the few women-only shared office spaces in the country. It operates under the idea that women work better when surrounded and supported by other women.

"Hera Hub is focused on serving female entrepreneurs," Hanson said. "We really find that women are looking for that sense of community and connection."

More than 300 female business owners, employees and students are now members, which means they can use the office's locations in Sorrento Mesa, Mission Valley and Carlsbad.

As Hanson sits at a laptop in the Sorrento Mesa location, she looks impeccably put together, her blonde curly hair cascading over a bright pink blazer. She had been working from home for eight years and opened Hera Hub because of her own needs.

"Women are natural collaborators," she said. "We love to build community. Stick somebody in her spare bedroom, staring at a wall, talking to her cat for eight years, and it's really hard to be productive and creative and be inspired to really grow your business and take it to the next level."

While the company can't outright exclude men from joining, Hanson said no men have been interested.

"Men have inquired but no one has actually applied," she said.

That's maybe not surprising, considering Hera Hub's female-friendly environment. Hanson said it's modeled after a spa, with pretty decorations, art on the walls and exercise balls to use as chairs. It also offers women-oriented mentoring, networking and training events.

"Members are collaborating on a daily basis, whether it's bouncing an idea off somebody who brings a different perspective, or participating formally in one of our weekly educational workshops," she said. "Just that opportunity to connect and to ask questions and be

continued on pg. 24

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WOMEN IN BUSINESS



Felena Hanson, the founder of Hera Hub, works in the office's Sorrento Mesa location.

open to finding new answers to things.”

You might think these offices are for homemakers looking for a little time out of the house. But Hera Hub attracts scientists, tech entrepreneurs, lawyers and other successful business owners.

One of them is Lana Feng, who used to work for the biotech Genoptix until she started her own company seven months ago. It's called Personalized Diagnostics and works to build partnerships between American and Chinese biotechs in personalized medicine.

Because Feng was going from a big company to working by herself, she knew a shared office would be a must.

“I know myself. I think working from home is very challenging for me, and just too many distractions, and I miss the camaraderie, the intellectual interactions with coworkers,” she said. “Hera Hub really brought that piece for me. I get to come to Hera Hub and interact with all the wonderful women entrepreneurs and get ideas.”

Feng spends four to eight hours a day in the office and sometimes brings in clients for meetings. This can be a startling experience when they realize everyone in the office is a woman.

“I had a business meeting with a billion-dollar company, one of my clients, that was here,” she said. “These 50-year-old guys showed up with their briefcases, and then they were like, ‘This is really exciting, this is interesting, we’ve never seen it before.’”

Stephanie Ringgold has been a member of Hera Hub from the very beginning. She owns a company called TeaShea that makes or-



Stephanie Ringgold, the founder of TeaShea, talks about why she's a Hera Hub member.

ganic body care products out of tea and shea butter.

“Here I just kind of come where I need the space to decompress and have my moment and really focus on something very specific that I want to accomplish,” she said.

Membership fees for Hera Hub range between \$130 and \$370 a month. That can be a steep price for a new business owner, but Ringgold said she evaluated the costs and benefits carefully.

“Looking at what I pay and what I receive, the return on investment far outweighs the cost,” she said.

Now Hanson is gearing up to spread Hera Hub far beyond the San Diego region. She wants to open 200 more hubs across the world in five years.

In some ways, Hera Hub sounds like a nonprofit, but it isn't. Hanson runs it as a profitable business in part to provide a model to her female members.

“We have a slogan at Hera Hub to ‘Go big or go home,’ really inspiring women to think bigger, how can they take their business to the next level,” she said.

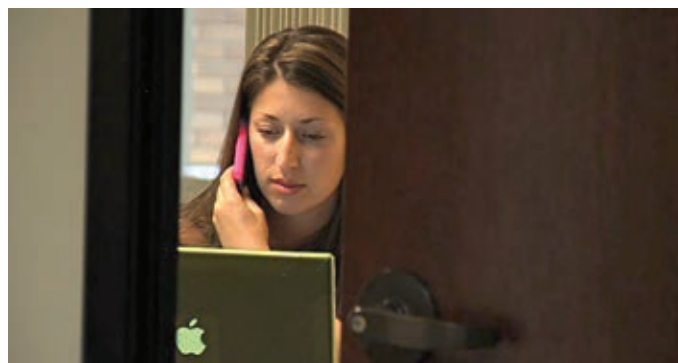
If Hanson succeeds, Hera Hub will be a good illustration of going big and not going home.

Originally produced Oct. 17, 2013, by KPBS.

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Lana Feng, the founder of Personalized Diagnostics, works at Hera Hub.



A woman works in one of the meeting rooms at Hera Hub's Sorrento Mesa offices. Hera Hub is a shared office space for women.

OLYMPIC-SIZED CHALLENGE

SAN DIEGO COMPANY TO HANDLE CATERING FOR THE NEXT TWO OLYMPIC GAMES

Serving more than 12,000 meals a day over a 17-day period in a foreign country would seem like a gargantuan task for any American catering company, but it's a challenge that John Crisafulli has willingly taken on — not once, but twice.

Crisafulli is owner of Behind The Scenes, a San Diego-based catering and events company that has been awarded a contract by NBC to manage the culinary and catering logistic needs for the 2014 Olympic Winter Games in Sochi, Russia, as well as the 2016 Olympic Summer Games in Rio de Janeiro, Brazil.

BTS, as it is known, will be providing catering and hospitality services, feeding nearly 4,000 members of the U.S. broadcast and international media, corporate sponsors and athletes each day at a majority of the 14-plus Olympic competition venues at the next two Olympic games.

In December, Crisafulli and his BTS crew will leave for Russia to begin preparing for the winter games, which begin on Feb. 7. The company will operate the largest western-style food service operation — outside of the Olympic Village — during the games.

Sochi, Russia marks the eighth Olympic Games project executed by the San Diego catering company. The work will include

providing hospitality services, logistics planning, health and safety management, and staff hiring and training, employing more than 500 locals in each country. Crisafulli says his team will serve and orchestrate more than 12,000 meals every day.

“There are so many details to consider — working within the conformant of the country and its health standards, special diets of thousands of journalists and executives, keeping food fresh, the hiring of thousands of staff internationally that speak a different language, and coordinating with more than 500 chefs and food personnel that are brought in from all over the world,” said Crisafulli. “It’s an Olympic mobilization and logistics effort like never before.”

The 2014 Olympics pose some interesting business challenges. The big difference compared to the past few Olympics’ is that the Olympics in Sochi and Rio are taking place in, to a great extent, developing countries and markets with limited local resources available to support the region, let alone an influx of international visitors and athletes in such a concentrated period of time.

As such, BTS has launched an extensive logistics operation



Food displays like this are the specialty of Behind the Scenes catering company.

CATERING

to source and import almost 95 percent of the resources, including food, beverages, and supplies, from outside sources in the U.S., U.K. and Europe. In addition, all “local” staff recruitment has needed to be done remotely, pulling from larger Russian cities, and requiring BTS to fly them to the Sochi region, house and manage an internal transportation system to get them to and from the work places for the games.

Challenges for this game are reminiscent of the Salt Lake games that

John Crisafulli, head of Behind the Scenes, has his work cut out for him in handling catering for the 2014 Olympic Winter Games and the 2014 and 2016 Olympic Summer Games.ing company.



were hosted just after 9/11. Their food supply chain required extensive background checking, and tracking of supplies and products throughout the supply chain, monitoring and background checking custodians of these items from manufacturer or producer to their warehouse. In addition, they also need to install sophisticated water filtration systems on all water supplies to assure a safe and clean water source to their venues.

Although based in San Diego, BTS has orchestrated the food for everything from the Republican and Democratic national conventions to the Susan G. Komen 3-Day Walk for a Cure Tour across the country, ESPN X Games, NFL Super Bowl and the past seven Summer and Winter Olympics.



A bread display by the catering company.

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“We’re seeking nominees for our 7th annual Metro Movers awards. Please submit your nominations by December 29 to Rebeca Page at rebecapage@sandiegometro.com or fax to her at (858) 759-5755 or mail to SD METRO at P.O. Box 3679, Rancho Santa Fe, CA 92067.

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AN ARCHITECTURAL GEM AT THE SEA OF CORTEZ

Westin Resort will lend beauty to your foray into Mexico **By Bob Page**

Let me confess up front. I love Cabo.

No, not necessarily the town of Cabo San Lucas, with all of its craziness. Spend a little time bar hopping between Squid Row and the Giggling Marlin and you'll get a fast introduction to Cabo's fun side.

I criticize them not and for a certain age crowd, why not but when you get to be on the long side of 50 (or is it 60 or 70, you choose!), I think you look for a little more sophisticated peace and quiet.

So, on a recent foray "down Mexico way," as Sinatra sang it, we popped in for a few days at the Westin Resort and Spa, which is airport-close and a short hop to San Jose del Cabo.

San Jose, as the locals call it, is San Lucas' sort of sister town, although about the only thing they have in common is the Corridor Road through which they will be

forever linked.

San Lucas is new, loud and funky. San Jose is historic, a port and quiet.

The most photographed icon is Cabo's unique rock formation known as "El Arco" and when you arrive at the Westin, you'll quickly imagine that its famed architect, Javier Sordo Madaleno, must have had "El Arco" in mind when he sat down to design this spectacular property.

Someone once referred to the Westin as "colorful and an exciting architectural gem" where "Candyland meets Frank Lloyd Wright." I'd guess that Madaleno would accept the compliment.

The hotel folks will tell you that it was literally cut into the side of the cliffs, blending colors of the sea, sun and desert with straight lines, rigid edges and fantastic geometrical forms. It'll absolutely take your

breath away. This magnificent red stone building leads out to the Sea of Cortez.

Every one of the Westin's 243 rooms has a private balcony and most with a view of the Sea of Cortez.

Well, so much for the brick and mortar. What will leave you talking and dreaming about how soon you can get back to the Westin are the folks who run it, the food you'll eat, the wine you'll drink and the spa where you'll dream off into la la land while some pretty young masseuse works to rejuvenate the spirits in your body.

After all, isn't that one of the reasons to travel? To be spoiled!

In the mood for a swim? Seven pools from which to choose, including a free-form pool with an infinity edge. Or, how about the Margarita Pool with its swim-up bar.

Hungry? They'll never let that happen to

Bugambilias Terrace at the Westin.



you at the Westin. There is fabulous upscale dining at Arrecifes. Chef Jesus Olivares has masterfully created not-to-miss Tuna Tartar with creamy avocado as an appetizer. Entree seafood choices range from Mexican Seabass to Pacific Salmon Steak and, of course, there is a wide selection of USDA imported Angus prime beef dishes from which to choose.

And whatever you do, don't miss the Westin's barbecue on the beach. It makes for a memorable night. The cold stations and hot stations were all about Mexican dishes, everything from guacamole to scrimp, Mexican hors d'oeuvres, hand-made tortilla and tacos al pastor.

For dessert, everything from flan to Mexican sweet desserts to s'mores.

What fun. I couldn't possibly remember the last time I had s'mores!

The ultimate spoil for yourself would be to book a room in one of the Royal Beach Club and Suites and you'll have access to a Royal Beach Club Lounge that allows you to stop in for a continental breakfast with hot options, coffee, tea, fruit and snacks anytime; and at sunset, hors d'oeuvres, wines and beer, soft drinks and bottled water.

The Westin is wonderful at booking ideas for you away from the hotel. You can take a sunset cruise along the coastline, or rent a

car and explore Santa Maria Bay or pop to Todos Santos, a quaint coastal town known for its spectacular surf.

Hotel choices are many between the two Cabos, which makes options plentiful.

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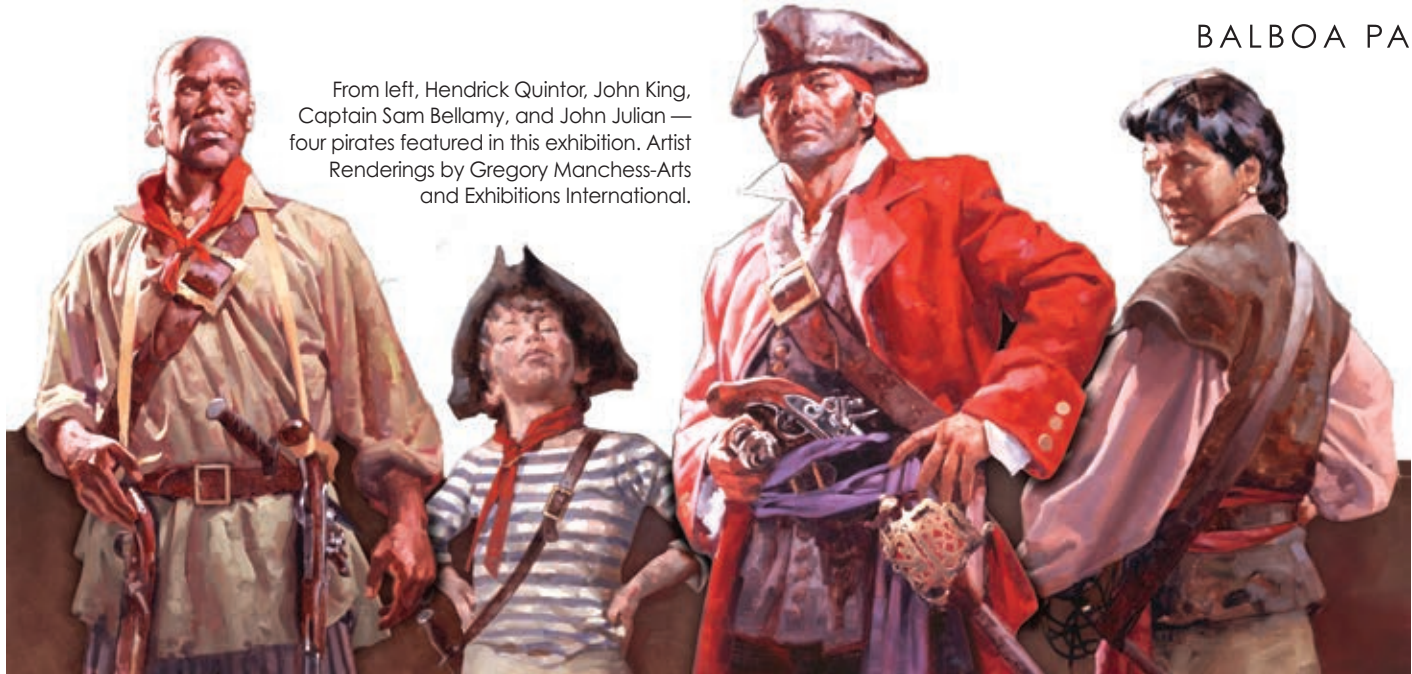
Enjoy fabulous upscale dining at the Arrecifes in the Westin Resort and Spa.



The magnificent red stone building leads out to the Sea of Cortez.



Oasis at sunset.



From left, Hendrick Quintor, John King, Captain Sam Bellamy, and John Julian — four pirates featured in this exhibition. Artist Renderings by Gregory Manchess-Arts and Exhibitions International.

Real Pirates!

National Geographic's exhibition opens at the San Diego Natural History Museum Feb. 8, 2014

Interactive exhibit showcases treasures and artifacts from the first fully authenticated pirate ship discovered in U.S. Waters

"Real Pirates: The Untold Story of the Whydah from Slave Ship to Pirate Ship" will open at the San Diego Natural History Museum on Feb. 8, 2014, and will be on display through Sept. 28. The exhibition explores early 18th-century piracy with more than 200 artifacts recovered from the ocean floor. Tickets will go on sale to the general public on Jan. 2, with Museum members having the option to pre-purchase in December.

Real Pirates tells the true story of the Whydah — a real pirate ship that sank off the coast of Cape Cod nearly 300 years ago — and showcases treasure chests of coins and gold, jewelry, weaponry such as cannons, pistols, and knives and a replica of the actual ship that visitors can board.

Real Pirates provides visitors with a glimpse into the unique economic, political and social circumstances of the early 18th century Caribbean. The touring exhibition organized by National Geographic, Premier Exhibitions Inc. and Arts and Exhibitions International, is highlighted by the compelling stories of the diverse people whose lives converged on the vessel before it sank in a fierce storm off the coast of Cape Cod, Mass. on April 26, 1717.

"Real Pirates will give visitors a sense of what life was like on board a pirate ship while teaching a bit about the history of piracy," said Michael Hager, president and CEO of the San Diego Natural

continued on pg. 30



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History Museum. “We expect this exhibition to be a ‘must-see’ for residents as well as visitors San Diego, and are excited to be able to bring it to the region. Visitors will be as surprised as I was about how different piracy was compared to present-day perceptions.”

For families and young visitors, a free audio tour specially created for children up to age 12 complements the exhibition experience. Kids also can try their hands at raising a pirate flag, tying real sailors’ knots, and looking through a telescope to find ships with treasure on board.

When the Whydah was located by underwater explorer Barry Clifford in 1984, it became the first fully authenticated pirate ship to be discovered in American waters. Clifford is still actively excavating the wreck site and

continues to bring treasures to the surface every year.

“Discovering the Whydah was the most exciting moment in my career,” said Clifford. “The sheer volume of artifacts the Whydah carried, from more than 50 other ships captured by the pirate captain Sam Bellamy and his men, provides a rare window into the otherwise mysterious world of 18th century pirates. I see this exhibition as the culmination of my many years of work. Most importantly, it is a chance to bring the real story of pirates to the public as it’s never been told before — through real objects last touched by real pirates.”



This scale model of the Whydah shows parts of the deck — including the bell, wheel, and rigging — as they may have looked.

Photo by Matthew Prefontaine-Arts & Exhibitions International.

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