

SETS IT'S SIGHTS ON SAN DIEGO

Successful Seattle barter company debuts here PAGE 10





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San Diegans are fortunate to have corporate sponsors significantly contributing to local nonprofit organizations. As nonprofit leaders will tell you, through company partnerships, their organizations—and others—receive more than just money.



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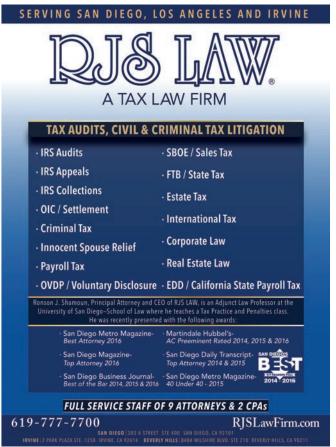
Salk Institute

Salk Institute Establishes Architecture Endowment to Preserve its Iconic Building

The Salk Institute has launched the Architecture Conservation Program, designed to address ongoing preservation of the nearly 60-year-old Modernist structure considered to be a masterwork of American architect Louis Kahn.

The institute recently unveiled the successful results of a multi-year effort to conserve the building's signature teak window systems, work which is expected to extend the life of the wood for another 50 to 70 years. The \$9.8 million project was conducted in partnership with the Getty Conservation Institute under its Conserving Modern Architecture Initiative. Now, the institute is looking ahead to additional conservation efforts needed to maintain other aspects of the structure, such as concrete repair.

The son of Jonas Salk, Jonathan Salk, and his wife Elizabeth Shepherd have made the lead gift for the new program to address future conservation needs, committing funds through their Charitable Remainder Trust. "The Salk Institute is not only a vital part of the legacies of Jonas Salk and Louis Kahn, it is a legacy of the highest ideals of humankind," says Salk. "Its timeless spirit and breathtaking form refer to our distant past while looking forward to the future."





Juanita Brooks First Latina Named to California Bar Trial Lawyer Hall of Fame

Juanita Brooks

Juanita Brooks, a principal of Fish & Richardson in San Diego, will be inducted into the California State Bar Litigation Section's Trial Lawyer Hall of Fame in a ceremony on Aug. 18. Since 1994, the honor is annually bestowed upon one or two exceptional trial lawyers whose careers exemplify the highest of values and professional achievement.

Brooks will be the first Latina honoree and only the third inductee from San Diego to receive the honor.

Brooks was chosen for her accomplishments in both the courtroom and community, the breadth and diversity of her litigation practice, her pro bono work and well-known integrity and professionalism — attributes and achievements for which she is often recognized.

She is a leading trial and appellate liti-

gator, who specializes in intellectual property, product liability and mass tort litigation. She is nationally known for her storytelling, hard-hitting cross-examinations and ability to decipher complex technologies for judges and juries.

Nicknamed "a titan of the patent bar," an "IP icon" and a "jury whisperer" Brooks has led more than 150 trials throughout her 40-year career. Brooks' courtroom success translates to billions of dollars in verdicts and savings to clients while paving the way for new patent laws to be established.

Often the only woman and minority in the courtroom, Brooks has spent her career dedicated to diversifying the legal profession. The first in her family to graduate from high school, Brooks graduated from San Diego State University at the age of 19 and Yale School of Law at the age of

22 before entering the legal arena.

Brooks was the first Hispanic woman to establish a private criminal defense practice in San Diego and has remained a frequent volunteer, speaker and advocate for women and minorities for decades. After more than 20 years in practice, Brooks joined Fish & Richardson in 2000, refocusing her practice on intellectual property and patent litigation.

In 2014, Brooks was named "Litigator of the Year by The American Lawyer. She has also been honored by numerous organizations including the National Law Journal, Managing Intellectual Property, Daily Journal, Best Lawyers in America, Law360, Benchmark Litigation and LMG Life Sciences North America.

Friends of Balboa Park Purchasing Historic Balboa Park Carousel

The historic Balboa Park carousel is being sold to the Friends of Balboa Park by long-time owner Balboa Park Carousel Inc. headed by La Mesa civil engineer Bill Steen.

Located on the southwest corner of Zoo Place and Park Boulevard, the antique wood menagerie carousel, built in 1910 by the Herschell-Spillman Company of Tonawanda, N.Y., has stood in various locations within Balboa Park since 1922.

"When this opportunity came up, it thrust us into a whole new world because we'll be managing a historical asset," said John Bolthouse, executive director of the Friends organization. "We did almost a year of due diligence and we looked at it from all angles and our board of directors determined that this was a great opportunity to partner with the current owner to ensure that it stays in Balboa Park, and that it enables us to be the organization to help preserve and maintain it in perpetuity."

The sale closed escrow on June 30, 2017, and will enable the nonprofit to maintain uninterrupted operation of the Balboa Park Carousel.

Bolthouse said that the carousel brings in about \$250,000 in income, which after expenses will be used to fund park improvement projects. The Balboa Park carousel is one of five throughout San Diego County.

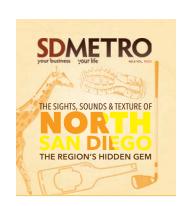


The colorful, hand-carved, antique carousel, which still has nearly all of its original animals, was awarded the National Carousel Associations's first Historical Carousel Award in 1994. (Courtesy of the Balboa Park Online Collaborative and Richard Benton)



Photo courtesy of Courtesy of the Balboa Park Online Collaborative and Richard Benton.

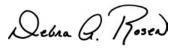




Thank you for all of the work you did on the Visit North San Diego edition of SD METRO. We really like it and looking forward to handing out tomorrow night at the business networking event. Today we have a bank president take a bunch to distribute at his branches all over San Diego.

We are thrilled to have had to opportunity to work with you and hope you are as proud of the magazine as we are.

Thanks again,



Debra Rosen President & CEO NSD Business Chamber

Dr. Joely Proudfit: Advocating for American Indians



Dr. Joely Proudfit

Dr. Joely Proudfit minces no words in describing her mission advocating for American Indians.

"My American Indian culture and identity is central to my being, work and research," said Proudfit, Chair and Professor in the American Indian Studies Department and Director of the California Indian Culture & Sovereignty Center at Cal State San Marcos.

Proudfit is a descendant of the Pechanga band of Luiseño Indians and was drawn to CSUSM because it is the traditional homeland of the Payómkowishum. She is among the nation's leading champions of Native American education and was appointed by former President Barack Obama to the National Advisory Council on Indian Education.

"We must bring American Indians out of the history books and stereotypical media portrayals and into the contemporary context," she said. "I want to elevate the authentic presentation of American Indians in the mass media."

Proudfit is the co-president and cofounder of The Native Networkers, which consults with the entertainment industries in fostering authentic representation of Native Americans. She and her partner, film director Chris Eyre, recently worked with director Scott Cooper and actor Christian Bale on the upcoming film "Hostiles."

Proudfit is especially proud of CSUSM's role.

"We are home to numerous one-of-a-kind events, programs and publications such as California's American Indian & Indigenous Film Festival, the State of American Indian & Alaska Native Education in California Report, and the annual Tribal Education Summit, to name just a few things that separate CSUSM from the rest," she said.

"We are the leaders in the area because President Karen Haynes has chosen to implement a tribal initiative driven by the tribal peoples and nations of the region."

– David Ogul Cal State San Marcos NewsCenter news.csusm.edu/joely-proudf it-csusm

Preuss School Teacher Anne Artz Receives Fullbright Teachers Award



Anne Artz

Anne Artz, a teacher at The Preuss School at UC San Diego, was one of nine U.S. citizens selected to participate in the prestigious Fulbright Distinguished Teaching Awards program. She'll head to Vietnam this summer for a six-week teaching stint as part of the program.

During her time in Vietnam, Artz will work at Lao Cai Teacher Training College, the only college in the mountainous Lao Cai province responsible for training and re-training teachers. Artz will be working with current teachers and teachers-in-training to build their capacity to teach science, mathematics and information technology in English.

"I'm looking forward to exploring how other countries teach STEM," said the science educator, who has taught at Preuss – a charter middle and high school on the UC San Diego campus – since 2005. Artz teaches advanced biology, environmental science and marine science at the school, in addition to serving as STEAM coordinator.



CASSH NOT REQUIRED

BizX up and running in San Diego: Businesses and nonprofits who buy and sell from one another without cash

Trade was the original form of commerce, usurped by the sleeker, more modern, and more controllable currency. The primary argument for this reinvention was simple: currency made commerce efficient, while trade, or barter, was clunky and slow. And although trade has persisted since these early roots, it does so largely as a circumstance of luck. If the sun, moon, and stars align a trade is possible and both sides of the transaction are happy.

This aside, for centuries economic consumption has been largely binary —transaction via public currency, or nothing at all.

BizX represents a third option. Trade and currency combined.

It's official now. BizX is up and running in San Diego. In June the Seattle-based technology company welcomed San Diego as their fourth market (BizX communities are also thriving in San Francisco and Dubai), and did so with gusto — a party at the San Diego Museum of Man replete with business owners, community leaders, and influencers.

BizX is a mobile app and website-based community of thousands of local businesses and nonprofits who buy and sell from one another without cash, using a tool called the BizX dollar. Among their roughly 5,000 members are bold-faced names such as Dell Technologies, iHeart Radio, and the San Francisco 49ers, but the heartbeat of the BizX community is the local business owner.

BizX launched in the San Diego market with more than 100 inaugural members, including SD METRO Magazine, Broadcasting Companies of the Americas, YogaSmoga, Habitat for Humanity, La Jolla Sports Club, Tony Robbins, and the San Diego Film Festival. Through the BizX community, these members earn new cus-



tomers that they wouldn't have otherwise, and are able to eliminate cash expenses. To date, BizX members have conducted over \$800 million in cashless transactions via the network's mobile and digital platforms, resulting in \$400 million in new business and roughly the same in cash saved. So the launch party was, of course, paid for with BizX dollars.

"The BizX community makes it possible for local business owners to get the things that they need, by leveraging what they have. By agreeing to accept BizX dollars as payment from other members for goods and services, BizX members earn new and incremental revenue. This revenue is spent back within the network for things that business needs. Our purpose is to improve the lives and businesses of our members and we're thrilled to be here in this wonderful city," says Bob Bagga, CEO of BizX.

Here's the scoop:

Smart businesses of all sizes, with expenses necessary to keep their business operational and capacity to spare, engage in barter whenever possible. Bartering what you have in supply for what you need is a high value equation — both sides getting a customer they wouldn't have otherwise and obtaining goods or services without spend-

ing cash. But barter is challenging, and relies on multiple coincidences colliding to complete a transaction. Namely, both sides having what each other want, in the right amount, at the right time. Additional impediments to barter: How do you account for the transaction? And what if your trading partner doesn't make good on their end of the bargain?

For BizX, this relationship between what business owners want to do (barter), vs what they're able to do (get lucky every now and again) represented a unique market gap and opportunity for innovation.

Here's how it works:

BizX members accept BizX dollars, a currency only existent within their private community, as form of payment for goods and services provided to other members. BizX members have two revenue streams — USD as their primary income, and BizX dollars as their supplementary income and choose to spend their BizX dollars first. Because spending the BizX dollar is economically favorable to spending the U.S. dollar, BizX members receive new customers via the network. And because BizX dollar spending replaces USD spending, BizX members are able to make real improvements to their cash flow. Through participation in this powerful community economy, BizX members are able to put their checkbooks and credit cards away and earn millions in new customers and cash saved — simply by leveraging one another.

"BizX is the ultimate pay-it-forward economy, each member equal parts buyer and seller. We believe that when you bring local business owners together, magic happens. We host the BizX network to inspire collaboration, and we supply the BizX currency as a tool to help these businesses un-



BizX Chief Growth Officer Daniel Kosh talks with a collection of local business owners and community leaders at the BizX San Diego launch event.

lock their potential. Butthe magic, that all happens between the members," says BizX's Chief Growth Officer, Daniel Kosh.

Accounting is simple and BizX sales are recorded as revenue right alongside the business' current income stream. And BizX purchases are deductible just like any cash expense. The IRS recognizes BizX as a third party record keeper and BizX keeps track of all accounts and issues 1099's annually.

BizX plans to generate an incremental \$12 million in economic activity for small and medium sized businesses in the San Diego region, and is putting their money where their mouth is. Central to this ambition is a unique cash-free Line of Credit process, which makes capital available to the business owner at no interest, and to be paid back with future sales from other BizX members.

Mike Cully, CEO of the North County Economic Development Council in San Diego, believes the local economy will thrive with BizX. "BizX brings a whole new dimension of doing business to the area, and it can only enhance our growing economy as more and more businesses realize the potential of this significant market," says Cully.

The company expects that the San Diego community will be its fastest growing to date, fueled by upgraded technology and frequent community events, bringing together local business owners from all arenas for one common purpose: Growth.



Members of the BizX San Diego, San Francisco, and Seattle teams gather for the San Diego community launch event.



The BizX mobile app brings the community to life, enabling members to find one another, and transfer BizX dollars wirelessly. As the San Diego community develops, the mobile app will become central to the utilization of the network.

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Gift from Burnhams a Boon for Nonprofits By Eric Breier

Malin Burnham is guided by a noble philosophy: "Community Before Self."

It's not just the title of his recent book or simply a phrase on his business cards. Those three words have guided Burnham through decades of helping to improve the San Diego region and the lives of those who reside here.

It's also a philosophy that aligns perfectly with the mission of Cal State San Marcos.

Burnham and his wife Roberta recently continued their long history of supporting CSUSM with a \$225,000 gift through the Burnham Foundation to establish the Burnham Leadership Experience in the University's College of Business Administration (CoBA).

"Philanthropy provides satisfaction in seeing something done that might not otherwise have been accomplished," Burnham said. "But it takes teamwork to get it done. Cal State San Marcos has a great tradition of collaborating with leaders, businesses and community members to make our region better for all. I'm pleased that the Burnham Leadership Experience will help CSUSM continue to fulfill that mission."

Malin and Roberta Burnham have been supporters of CSUSM since its founding, from providing annual Burnham Foundation Scholarships to business students who embody the philosophy of "Community Before Self" to collaborating with MBA students to complete feasibility studies on the creation of a new international airport in the North County region.

That tradition of giving continues through the Burnham Leadership Experience, which will operate under the umbrella of CSUSM's Senior Experience Program, a CoBA hallmark for 25 years.

A requirement for all CSUSM undergraduate business students, the Senior Experience Program matches teams of students with projects submitted by a variety of businesses and organizations. The program has proven to be a win-win as students gain valuable work experience as consultants on rigorous real-world projects while businesses gain concentrated attention from teams of students who provide a fresh, independent perspective.

Organizations pay \$1,500 to participate in the Senior Experience Program. Nearly 2,000 organizations have been positively impacted in the 25 years of the Senior Experience Program's existence, and nearly half of the projects completed by CSUSM students have been for nonprofit organizations. However, the Burnham Leadership Experience will open the door for additional nonprofits with limited funds.

"Malin and Roberta Burnham's gift will significantly increase the impact that our students are able to have on the nonprofit sector in San Diego County," said Ed Ashley, CoBA's director of business community relations. "The Burnham Leadership Experience will provide an excellent opportunity for nonprofit organizations that may not have had the means to participate in the past."



Malin Burnham (shown here with wife Roberta) is guided by a noble philosophy: 'Community Before Self.'

The Burnham Leadership Experience will underwrite the cost for three nonprofits to participate every semester in perpetuity.

Through the program, CSUSM students will provide participating nonprofits with numerous benefits, including: analytical, comprehensive and implementable solutions to defined challenges; determining stronger business practices; helping to create organizational efficiencies; and expanding community services.

More than 7,200 students have completed the Senior Experience Program, providing them with practical learning and leadership experience as well as problem-solving skills using a teamand service-oriented approach.

Much like Malin Burnham's philosophy of "Community Before Self" aligns with CSUSM's mission, the students' experiences in the Senior Experience Program, and now the Burnham Leadership Experience, align closely with Burnham's seven virtues of excellence: commitment, dedication, hard work, teamwork, follow through, playing by the rules and planning ahead.

"Roberta and I continue to be impressed by the caliber of CSUSM's students, their commitment to community and their responsiveness to industry," Burnham said. "It's exciting to be part of a future-focused university that is positively impacting our region."

Eric Breier is with the California State University San Marcos News-Center.

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High-Flying California Charts Its Own Path Is a cliff ahead?

By Joel Kotkin

As its economy bounced back from the Great Recession, California emerged as a progressive role model, with New York Times columnist Paul Krugman arguing that the state's "success" was proof of the superiority of a high tax, high regulation economy. Some have even embraced the notion that California should secede to form its own more perfect union.

Pumped up by all the love, California's leaders have taken it upon themselves to act essentially as if they were running their own nation. In reaction to President Trump's abandonment of the Paris accords, Gov. Jerry Brown trekked to Beijing to show climate solidarity with President Xi, whose country is by far the world's largest greenhouse gas emitter and still burns coal at record rates, but mouths all the right climate rhetoric.

At the same time California's Attorney General is spending millions to protect undocumented workers and there's legislation being proposed to transform the entire place into a "sanctuary state." Sacramento also recently banned travel by government workers to Texas and seven other states that fail to follow the California line on gay and transgender rights.

Past performance and future trajectory When progressive journalists, including

those in Texas, speak about the California model, they usually refer to the state's economic performance since 2010, which has been well above the national average. Yet this may have been only an aberrant phenomenon. Since 2010, Texas' job count has grown by 20.6 percent compared to 18.6 percent for California. If you pull the curtain even fur-

employment growing 32.7 percent in Texas compared to 18 percent in California.

ther, to 2000, however, the

gap is even bigger, with

The main problem

is that California's once remarkably varied and vital economy has become dangerously dependent on the Bay Area tech boom. Since 2010, the Silicon Valley-San Jose economy and San Francisco have been on a tear, growing their employment base by 25 percent. Job growth in the rest of the state has been a more modest 15 percent. "It's not a California miracle, but really should be called a Silicon Valley miracle," notes Chapman University forecaster Jim Doti. "The rest of the state really isn't doing well."

Tech starts to slow

Such dependency poses dangers. The tech economy is very volatile, and now seems overdue for a major correction. People tend to forget the depth of the tech bust at the turn of the century. If you go back to 2000, San Jose's job growth rate is among the lowest in the state, less than half the state average.

Now tech is clearly slowing – job growth in the information sector has slowed over the past year from almost 10 percent to under 2 percent. Particularly hard-hit is high-tech startup formation, down almost half in the first quarter from two years ago; the National Venture Capital Association reported that the number of deals in the quarter was the lowest since the third quarter of 2010.

The growing hegemony of a few very large firms — chiefly Apple, Google and Facebook — has created a very difficult environment for upstarts. As one recent paper demonstrates, these

"super platforms" depress competition, squeeze suppliers and reduce opportunities for potential rivals, much as the monopolists of the late 19th century did.

And as we found in our recent survey of the hot spots for high wage professional business services jobs, last year's growth rates for this critical middle class sector in Silicon Valley and San Francisco lagged considerably behind those of boomtowns such as Nashville, Dallas, Austin, Orlando, San Antonio, Salt Lake City and Charlotte. Most other California metro areas, including Los Angeles, have languished in the bottom half of the rankings. These trends suggest that the state's job performance will at least drop to the national average over the next two years and perhaps below, says California Lutheran University forecasterMatthew Fienup.

Rising inequality

California is home to a large chunk of the world's richest people and particularly dominates the list of billionaires under 40. Yet, by one new measure introduced by the Census Bureau last year, the state also suffers the nation's highest poverty rate; while a 2015 United Way study found that close to one in three Californians were barely able to pay their bills. No surprise then that as of 2015, the state was the most unequal in the nation, according to the Social Science Research Council.

As of 2011, nearly half of the 16 counties with the highest percentages of people earning over \$190,000 annually were located in California but denizens of the state's interior have done far worse. A

2015 report found California was home to a remarkable 77 of the country's 297 most "economically challenged," cities based on levels of poverty and employment. Altogether these cities had a population of more than 12 million in 2010, roughly one third of the state at the time. Six of the ten metropolitan areas in

politan areas in the country

with the highest percentage of jobless are located in the central and eastern parts of the state.

What is disappearing faster than any state, according to a survey last year, is California's middle class, a pattern also seen in a recent Pew study. One clear sign of middle class decline: California's homeownership rates now rank among the lowest in the nation and Los Angeles-Orange County, the state's largest metropolitan area, suffers the lowest level of homeownership of any major region.

Jerry's Jihad and its consequences

State policies tied to Jerry Brown's climate jihad have widened these divides. Inland Empire economist John Husing asserts that Brown has placed California "at war" with blue-collar industries like home building, energy, agriculture and manufacturing. These jobs are critical for regions where almost half the workforce has a high school education or less.

Richard Chapman, President and CEO of the economic development arm of Kern County, an area dependent on these industries, complains that most polices promulgated in Sacramento — from water and energy regulations to the embrace of sanctuary status and a \$15 an hour minimum wage — give little consideration given to the needs of the interior. "We don't have seats at the table," he laments. "We are a flyover state within a state."

The recent legislation to raise the minimum wage to \$15 an hour will have more severe ramifications for less affluent areas than San Francisco. As for climate policies, the state no longer even assesses the economic implications. Yet the state's costly renewable energy mandates make a lot of difference in the less temperate interior when energy prices are 50 percent rise above neighboring states. A recent study found that the average summer electric bill in rich, liberal and temperate Marin County was \$250 a month, while in the impoverished, hotter Central Valley communities, where air conditioners are a necessity, the average bill was twice as high. Some one million Californians, many in the state's hotter interior, were driven into "energy poverty," a 2012 Manhattan Institute study stated.

Housing has arguably emerged as the biggest force accentuating inequality. Environmental restrictions that have cramped home production of all kinds, particularly the building of affordable single-family homes on the periphery. The ever increasing restrictions have made the state among the most unaffordable in the nation, driving homeownership rates to the lowest levels since the 1940s. New "zero emissions" housing policies alone are likely to boost the already bloated cost of new construction by tens of thousands of dollars per home.

Demographic crisis looms

In much of California, particularly along the south coast, the number of children has dropped sharply. Since 2000, there has been a precipitous 13.6 percent drop in the number of residents under 17 in Los Angeles, while that number has remained flat in the Bay Area. In contrast, there has been 20 percent growth or better in the under 17 population in more affordable metropolitan areas such as Dallas-Fort Worth, Atlanta, Charlotte, Raleigh, Phoenix and San Antonio.

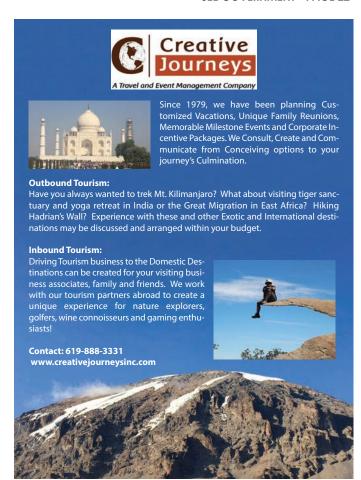
Housing prices, in part driven by state and regional regulation,

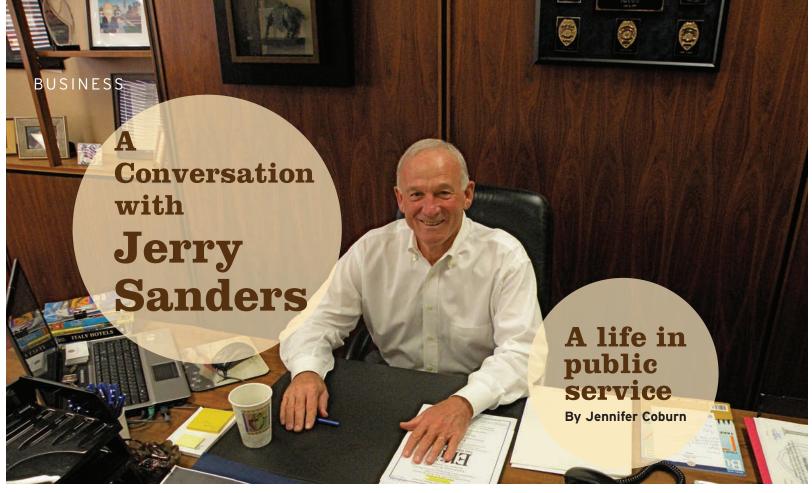
are gradually sending the seed corn -- younger workers — to more affordable places. Despite claims that people leaving California are old and poor, the two most recent year's data from the IRS shows larger net losses of people in the 35 to 54 age group. Losses were particularly marked among those making between \$100,000 and \$200,000 annually.

Young people particularly are on the way out. California boomers, as we discussed in a recent Chapman University report, have a homeownership rate around the national average but the state has the third lowest home ownership rate in the nation for people 25 to 34, behind just New York and Washington. The drop among this demographic in San Jose and the Los Angeles areas since 1990 are roughly twice the national average and a recent San Jose Mercury News poll found nearly half of all Bay Area millennials planning to move, mostly motivated by housing and costs. The one population on the upswing in the state are seniors, particularly in the coastal countries, who bought their homes when they were much less expensive.

As long as home prices stay high, and opportunities for high-wage employment highly limited, the state will continue to suffer net domestic migration outflows, as it has for the last 22 of the past 25 years. Given that the state's birthrate is also at a historic low and immigration from abroad has slowed, there's a looming shortage of

SEE GOVERNMENT - PAGE 22





Jerry Sanders in the mayor's office before he left office as mayor. (Photo by Manny Cruz)

erry Sanders has spent most of his professional life in public service. He joined the San Diego Police Department at age 22 then became one of the youngest police chiefs in the history of our city. After retiring from the police department, he became CEO of the United Way of San Diego, then chaired the board of directors of the San Diego chapter of the American Red Cross.

Now Sanders serves as the president and CEO of the San Diego Regional Chamber of Commerce, an organization dedicated to creating greater opportunities for businesses in the San Diego-Baja California region. There's not a great difference in the operations of nonprofit organizations and businesses, though, he says. Both are driven by a mission to serve others and create opportunities. Each must have fiscally responsible policies and procedures in order to thrive.

We caught up with Sanders at his office in Downtown's Emerald Plaza to talk about his work at the Chamber of Commerce and his 23 years as a resident of Kensington.

You've mentioned your goal at the Chamber is to make San Diego the most business-friendly city in California. How would you rate us now?

A. I'd say we're well on our way. The city is a lot more financially sound now, which opens the door for more opportunities to increase and improve city services something that benefits communities and business alike. There's also been a concerted effort by the city and the business community to increase housing and streamline the permitting of new business so that it's a more efficient and quicker process. The issue of housing in particular, is tremendously important as the supply and availability of homes at all price points is fundamental to having a workforce that will help propel the city's progress.

What would be the top three things you'd like to see happen in order to make San Diego the most businessfriendly city?

A. Housing affordability is one of the biggest issues facing our entire region and it's good that it is getting the attention it needs from our elected, business, and community leaders. I'm optimistic we can make some real progress and make San Diego a place where everyone who wants to live and work here can afford to do so.

Quicker permitting of new business — We don't want to hold up those people who want to come to San Diego to open or grow their business. When the permitting process can be simplified, businesses can be up and running faster which creates jobs, builds communities and drives our economy.

We also need to continue focusing on improving opportunities for all San Diegans to advance and grow their careers in San Diego. We want San Diego to be a place where professionals can experience the full range of their career — from entry level to senior executive. And with that we want to offer all ranges of success in San Diego. So it's a marketplace that offers entry, mid and senior level careers the opportunities to excel.

What's the greatest challenge businesses in San Diego are facing today?

A. I think the top challenge is simply doing business in California. Our state has some of the toughest regulations and highest taxes. This makes it tough for San Diego to compete with similar cities across the nation like Austin, Seattle and Denver. Luckily, San Diego has many amazing inherent qualities those other cities just can't match and the spirit of community and collaboration at work here continues to attract business in spite of the state's often tough regulatory burdens.

If you could bring one new business to San Diego tomorrow, what would it be and why?

A. San Diego has become known for the innovation that happens here. It would be great for one of our big tech giants — like Google or Amazon — to open a new tech campuses here. We have a very active start-up community and having one of those leaders here would help further grow that community and help bring more attention from around the world to what's being created and innovated in San Diego.

What do you wish people knew about the Chamber of Commerce, but often don't?

A. That we are an organization that prizes the holistic progress of our city first and foremost. While we believe that supporting our business community and prioritizing job creation are critical pieces of San Diego's success, we also support our partner organizations and candidates for office that reflect the unique culture and community that makes San Diego so special. We understand that a thriving city depends on everyone being at the table, and the Chamber's table is always growing. We're proud of that, and hope more people will join us and our friends as San Diego continues to improve and develop. As I always like to say, "We aren't your grandfather's Chamber."

What are the greatest changes you've seen in Kensington since you moved to the community in 1994?

The whole Kensington neighborhood has been generally upgraded over the years. It's really nice to see so many families moving in and remodeling and helping to clean up and improve the feel of the neighborhood. Everyone here takes great pride in living in Kensington — it's a great San Diego community.

Are you a Kensington Café or Starbucks guy?

A. Starbucks — because it's open when I'm walking at 5 a.m.

What's your favorite Kensington hangout?

A. My backyard. But if I'm venturing out, we frequent Café Sorella, Blue Boheme, and Ponce's. For a beer I'll stop into Clem's Tap House and Club Ken.

You walk in Kensington for an hour to four hours every morning. You enjoy the quiet of the early morning or do you listen to music, podcasts, or audiobooks?

A. When I walk in morning I don't listen to anything. But when I'm walking in the afternoons I'll listen to music I've downloaded

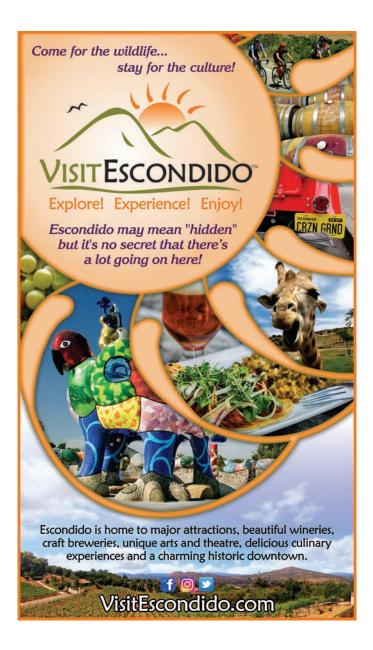
like classic rock-and-roll alt-rock, and indie rock. Currently it's Florence + the Machine.

What are you reading right now?

A. I'm currently reading 'The Polaris Protocol' by Brad Taylor. I enjoy action thrillers.

What is your ideal San Diego weekend?

A. It's pretty simple: Hanging out with my wife and daughters and granddaughters. I'm fortunate that both of my daughters live within two miles so I get to see them and the grandkids very often. And it's great that we're bringing up another generation in Kensington.



A Visit to Normandy and Omaha Beach

By Tom Shess

We left Paris mid-week, mid-afternoon from Gard du Nord aboard a stop-atevery-station train to Bayeux, a small town in Normandy located near the iconic Omaha D-Day landing beaches.

We had booked two nights at the Churchill Hotel in the center of Bayeux and a daylong tour of the Normandy area. We had decided to forego a group tour and instead hired a local tour guide, who would drive the three of us in her car from one end of the historic sites around Bayeux.

On board the arriving train were my wife and adult son. Glancing around the rail car I noticed two middle-aged men had come aboard at Caen (our last stop before Bayeux). Commuters, no doubt.

Dressed in suits and shoes that very well could have been in style in 1944, they read their newspapers and glanced up once each early in the trip. No doubt our family conversation was loud (we thought because of the noisy train), but the men had it right: we were simply loud Americans. I made a note to speak more quietly.

As the train chugged into Bayeux sta-

tion, my family stood in the aisle waiting for the conductor to open the door. While we waited the two men came up the aisle behind me. I turned and smiled. The man nearest me smiled "are you here to see the American beaches?"

"Yes, we're here to see Omaha beach. Our fathers came ashore a few weeks after D-Day in different U.S. Army units." Of course, I couldn't leave it at that. "My wife's father earned a Silver Star in Belgium for gallantry."

The man who spoke to me in English turned to the other man and pointed at my wife, "Le père de sa femme a remporté une médaille d'étoile d'argent."

The second man responded in a polite gasp, "Bienvenue à Bayeux, nous sommes tellement honorés!"

The man, who spoke English said, "We're honored that you are here and Americans are loved in Normandy."

His sincerity touch me deeply. Unabashedly, I admit his words teared me up. I nodded several times hoping he understood I meant thank you. At that point, but before I took a step to disembark, they both offered to shake my hand. "Normandy will never forget what America did," said one.

"Toujours merci," said the other.

What they said — and I could tell it in their eyes — was not chamber of commerce boosterism. They were matter-offact. It was a chance meeting and I believed they spoke from the heart.

That moment on the train set the affectionate and positive tone for our Normandy tour. We saw each remarkable site with different eyes. Certainly eyes that saw the sacrifice of so many WWII allies everywhere we walked.

Thanks to our wonderful tour guide and two friendly Frenchmen aboard a train from Paris, our trip to Normandy renewed our pride to be Americans.

OUR TOUR GUIDE:

If you are going to visit Normandy, we strongly suggest you hire a personal guide. That is important because the guide can tailor the tour to your interests.

Our guide, Danielle Duboscq, is native to Normandy and she provides excellent historic D-Day input as well as local flavor. She's quick to point out all the sites in Normandy worth visiting (www.normandyyours.com).

As no doubt we live in a small world, Danielle Duboscq lived on Ray Street in North Park earlier in her marriage to a San Diego newspaper reporter, John Standefer. They divorced and now she's back in France giving Omaha Beach tours. If your interests are more focused on the military aspects of D-Day, her son Trevor Standefer, is a Normandy Beaches Battlefield Guide (www.american-ddaytours.com).



Close-up of $\$ t. Mere Eglise church with replica model of soldier hanging from the belfry.



Aerial view of American War Cemetery and the landing beaches.



Shell bursts above Omaha beach. The area remains unchanged. A major piece of German artillery would have been on the cement platform.



American tourist in the American Cemetery above Omaha Beach.



Stained glass from Bayeux cathedral.



Cathedral in Bayeux; seemingly every town and village in France has such sized churches.

Businesses Supporting Nonprofits It's more than just the money



From left, Art and Michelle Candland of AJW Facilities & Construction, Teresa Stivers of Walden Family Services, Ron and Mary Alice Brady of the Brady Company.

As San Diegans, we are fortunate to live in a generous and supportive community where corporate sponsors significantly contribute to San Diego's nonprofit organizations. As local nonprofit leaders will tell you, through company partnerships their organizations —and others — receive more than just money.

The People Behind the Company

When Teresa Stivers, the CEO of Walden Family Services, based in San Diego, talks about her corporate donors, she lights ups. In her nearly seven years with Walden, which provides services to foster and adoptive children and families, Stivers has formed many corporate relationships that have led to monetary contributions as well as in-kind donations.

Many of these donors have employees who serve on Walden's two boards of directors, which is a double bonus for her organization, as Walden receives support at the corporate level and from the volunteers. Not only do they have the company on their side, but the people behind the company as well.

Art Candland serves as chair of Walden's Foundation board of directors, which oversees charitable fundraising and constituent services. Candland's company, San Diego-based AJW Facilities & Construction, which provides restoration services for health care and life science industries, is a strong Walden supporter. So was his previous company Trust Employee Asset Management (TEAM), which Candland founded to assist with

asset management for kids born with health or developmental issues. As Walden serves foster and adopted children who are medically fragile, Candland's understanding of special needs children makes his company and his personal commitment to Walden even more meaningful.

"Art is our chair, cheerleader, advisor for fund development, a mentor to some of the youth we serve and a motivator to our staff," says Stivers.

Candland's financial support to Walden goes far beyond his personal and company contributions. Under his guidance, Walden broke the \$1 million mark in fundraising in 2016.

"Art is very generous himself and he tells everyone about Walden, even his dentist," Stivers notes.



Scott Lewis of Voice of San Diego says it is a flattering as well as mutually beneficial experience when a corporate donor supports his organization.

A Win-Win-Win

For Scott Lewis, editor-in-chief at Voice of San Diego, the first digital nonprofit news organization to serve a local community in the country, it is a flattering as well as mutually beneficial experience when a corporate donor supports his organization.

"Corporate sponsors are attracted to the level of trust that Voice of San Diego has, and they want to be associated with that," he says. "We have a bond with the community, and it is nice to recognized as bringing that to the community."

Voice of San Diego has found a creative way to help its corporate partners promote the other non-profit organizations those partners support. Knowing it is difficult for non-profits to generate awareness of their mission and the services they provide, Voice of San Diego founded Partner Voices.

As a part of Voice of San Diego's web-

site, Partner Voices provides a platform for nonprofits to showcase who they are and what they do. Voice of San Diego's corporate partners often pay for the nonprofits' profiles. Partner Voices allows businesses to support their favorite organizations, those organizations to gain much needed visibility and Voice of San Diego to receive funding while helping others in the community – a true win-win-win.

Being Kind through In-Kind

Voice of San Diego also receives vital support through in-kind contributions from local firms. MindTouch Software has helped Voice of San Diego with its robust website. Local attorney Felix Tinkov and his law firm have provided in-kind legal services "far beyond what we could ever afford," says Lewis.

Walden Family Services receives in-kind support from local businesses as well. Pam-

plemousse Grille and owner/chef Jeffrey Strauss opens the restaurant throughout the year to Walden to host special events. At the organization's annual Wine D'Vine fundraising gala, Strauss auctions off the opportunity to have him personally prepare an in-home dinner.

"The great thing about Art, Jeffrey and all of our corporate donors is that they aren't supporting us for their own rewards, they are in it for the kids that we help," says Stivers. "Their kindness is phenomenal."

And Stivers encourages all businesses to get involved with the community. "No matter what a business' core services or products are, there is a San Diego non-profit that could use their help," she adds.

CONTINUED FROM PAGE 15

new workers. Between 2013 and 2025 the number of California high school graduates is expected to drop by 5 percent compared to a 19 percent increase in Texas, 10 percent growth in Florida and a 9 percent increase in North Carolina.

And for what?

Of course, many environmental activists generally prefer smaller families to cut greenhouse gas emissions; smaller families also serve the needs of developers of high-density housing, who might prefer that younger people remain long-term adolescents.

Sadly, many of these climate policies, which cause so much damage, won't have much of an impact on the actual climate unless the rest of the country adopts similar measures. This stems from the state's already low carbon footprint and the impact of people as well as firms moving elsewhere, where they usually expand their carbon footprint. Nor does densification make sense as a climate antidote, given the rising temperatures associated with "urban heat islands."

The tech boom has been used to justify Sacramento's crushing regulatory and tax regime. It has also made it possible for apologists to ignore some 10,000 businesses that have left or expanded outside the state, many of them employing middle and working class people.

Ultimately California's growing class bifurcation will demand so-

lutions. Hedge fund billionaire-turned green patriarch Tom Steyer now insists that, to reverse our worsening inequality, we should double down on environmental and land use regulation but make up for it by boosting subsidies for the struggling poor and middle class. Certainly the welfare state in California — home to over 30 percent of United States' on public assistance as of 2012 — will have to expand if the state stays on its present course.

In the coming years the state's business leaders fear an ever more leftist, and fiscally damaging, regime after the departure of the somewhat frugal Brown. There are increased calls in Sacramento for new subsidized housing, a single payer healthcare system as well as a big boost to the minimum wage already enacted.

Ultimately California will pay — demographically, economically and socially — from its current surfeit of good intentions. Those who already own houses will not suffer immediately, but the new generation, immigrants and minorities will face an increasingly impossible burden. With its unparalleled natural assets, and economic legacy, California may be able to survive this toxic policy mix better than most places, but even in the Golden State reality has a way of showing its ugly face.

Joel Kotkin is executive editor of NewGeography.com.



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