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NO. 10 VOL. XXXII

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Leah Grace Dawson, who manages all marketing efforts for Gomez Trial Attorneys, is one of our Best Marketers of San Diego winners. See more on **PAGE 8**



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COVER STORY



San Diego's Best Marketers

Leah Grace Dawson is just one of the 18 professions who have been named San Diego's Best Marketers. She manages all of Gomez Trial Attorneys' marketing efforts. Story on **Page 8**



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Welcome to Nick & G's

The latest place to see and be seen in Rancho Santa Fe is Nick & G's at 6106 Paseo Delicias. Sample from the Mediterranean and Italian influenced menu or have a cocktail at the upscale bar. Nick & G's welcomes families and is proud to be part of the Rancho Santa Fe lifestyle



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Carmel Mountain's Young Brewery

Second Chance Beer Company, which had its second anniversary in September, was built mostly out of second-hand material. But the beer offerings are nothing but first-rate.



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San Diego No. 1 in Charitable Communities

Due in part to the business community, San Diego in June was named America's Most Charitable City by Charity Navigator, America's largest charity evaluator. Pictured are women from CPA firm Lavine Lofgren Morris & Engelberg at the Susan G. Komen Race for the Cure.

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Daymond John

ABC's "Shark Tank" Daymond John Coming to Rancho Bernardo

North San Diego Business Chamber will feature Daymond John for lunch on Jan. 26. John is a self-made multimillionaire with over \$6 billion in global products sales, a starring role in the ABC's hit show "Shark Tank" and a New York Times bestselling author of "The Power of Broke" and "Shark."

John will discuss his latest book, "Rise and Grind," an up-close look at the hard-charging routines and winning secrets of individuals who have risen to the challenges in their lives and grinded their way to the very tops of their fields. Along the way, he also reveals how grit and persistence both helped him overcome the obstacles he has faced in life and fueled his success.

Tickets are available to the public and includes lunch and an autographed copy of Daymond John's book.

The chamber event will be held at Sony Electronics, 16535 Via Esprillo, San Diego. Check-in: 11:30 a.m. Presentation: noon to 1 p.m.

Admission is \$59 for North San Diego Business Chamber members, \$79 for nonmembers and \$500 for a reserved table of 7. Guests will receive a complimentary signed copy of "Rise and Grind." Limited quantities available. Event will be livestreamed at <https://www.facebook.com/NSDBusinessChamber/>

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

- San Diego Metro Magazine- Best Attorney 2016
- San Diego Magazine- Top Attorney 2016
- San Diego Business Journal- Best of the Bar 2014, 2015 & 2016
- Martindale Hubbell's- AC Preeminent Rated 2014, 2015 & 2016
- San Diego Daily Transcript- Top Attorney 2014 & 2015
- San Diego Metro Magazine- 40 Under 40 - 2015



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Report: SDSU Generates \$5.67 Billion in Economic Activity for the San Diego Region

San Diego State University is a powerful driver of the state and regional economies, generating \$5.67 billion in economic activity, supporting 42,000 jobs and creating \$2.01 billion in labor income annually, according to a new economic impact analysis. SDSU's activities also generate significant tax revenue streams for state and local governments — approximately \$457 million annually.

The independent analysis was conducted by ICF, an international consulting firm specializing in economic impact studies.

Direct SDSU-related expenditures for wages and salaries, operations and supplies, and an array of other items related to SDSU's educational mission totaled roughly \$826 million in 2017. This includes \$127 million in annual construction and capital expenditures.

University expenditures support a total of 12,800 jobs per year in San Diego and Imperial Counties, as well as over \$524 million in labor income and over \$1.35 billion in industry activity.

SDSU's nearly 35,000 students create a total economic impact of more than \$226 million in labor income and drive nearly \$618 million in industry activity across the region.



SDSU Aerial View

New Bank Forming in San Diego – Endeavor Begins Common Stock Offering

A new independent bank is forming in San Diego — the first to receive FDIC approval in the county in nine years. Its officers and directors are men and women well known in San Diego's banking industry.

Endeavor Bank has been granted preliminary approval of its application for deposit insurance from the FDIC. This is the final application in the regulatory process and follows Endeavor's receipt of preliminary approval to organize from the California Department of Business Oversight in March of 2017.

Endeavor is the first to receive such approvals in San Diego County since 2007, and one of the few in the country to receive permission from state and federal regulators to organize since the financial crisis in 2008.

Endeavor's management team: Dan

Yates, chief executive officer; Steven Sefton, president; Scott Parker, chief credit officer; Robert Horsman, chief banking officer; Robert Lampert, chief financial officer; and Nasrin Rostami, chief operations/risk officer. Each member of the management team is well known in San Diego County and has extensive banking experience.

A group of successful San Diego business leaders have helped coordinate the organization of the new bank and now serve on its board of directors and advisory board.

Endeavor Bank will be headquartered in Downtown San Diego, in the Symphony Towers high-rise at 750 B St., with an administrative and loan production office in Carlsbad.



Dan Yates, chief executive officer

'Soul Surfer' Bethany Hamilton Delivers Inspiring Message at Our Lady of Peace Event

Hall of Fame surfer Bethany Hamilton, who survived a 2003 shark attack, appeared at a special event hosted by the Academy of Our Lady of Peace, San Diego's only all-girls school. The event consisted of four sessions.

The morning session, a partnership between the school and Maria Schriver's Architects of Change conversation series, provided 300 attendees the opportunity to hear Bethany share her story of courage in the face of adversity and ask questions about how to apply these lessons to their own lives. "It's not necessarily focused on the shark attack, but the different fears I had and the fears I think a lot of girls have," said Hamilton. "In today's world there are a lot of insecurities that are flooded into a young woman, and this is about helping them recognize what is true and what's not." She says after she lost her left arm at age 13, she wondered if she would ever marry, or if being an amputee would deem her unlovable. "I now have an amazing husband who loves me exactly as I am," said the 27-year-old surfer.

Guests had the opportunity to get to know Hamilton in a more personal setting during a lunch session. A later session included four 15-minute one-on-one discussions where the "Soul Surfer" provided tips for personal development in reaching one's individual goals. The four participants got to meet Hamilton's husband and their two-year-old son. The evening concluded with "Shine Forth," an on-campus celebration hosted with The Friends of Bethany, Hamilton's nonprofit organization, which supports amputees overcome challenges through Christian faith. The event benefited The Friends of Bethany "Beautifully Flawed Retreat."

—Jennifer Coburn



Bethany Hamilton

Patricia Guerrero Named Associate Justice of Fourth District Court of Appeal

Gov. Jerry Brown has appointed Patricia Guerrero of San Diego as an associate justice of Division One of the Fourth District Court of Appeal. Guerrero, 45, has served as supervising judge for the Family Law Division at the San Diego County Superior Court since 2017, where she has served as a judge since 2013. She was a partner at Latham and Watkins LLP from 2007 to 2013, where she was an associate from 2003 to 2006 and from 1997 to 2002.

Guerrero served as an Assistant U.S. Attorney at the U.S. Attorney's Office, Southern District of California from 2002 to 2003. Guerrero fills the vacancy created by the death of Justice Alex C. McDonald. The position requires confirmation by the Commission on Judicial Appointments. Guerrero is a Democrat.



Patricia Guerrero

Congratulations
Joice Truban Curry



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City of Chula Vista Opens its Unmanned Aerial System Testing Site for Commercial Businesses

The city of Chula Vista is opening its Unmanned Aerial System (UAV) testing site to qualified FAA-compliant commercial businesses.

The 375-acre site — located in the city's University and Innovation District — is the only official, free and public UAV outdoor site in San Diego. It is situated next to an ecological preserve, adjacent to the Chula Vista Elite Athlete Training Center and less than four miles from the U.S./Mexico border. The land contains both flat areas and foothills offering a diverse array of terrain.

Action Drone, a Chula Vista-based company, was one of the first businesses to use the site.

"The Drone Industry will change the landscape of many industrial operations," said Darryl Anunciado, founder and CEO of Action Drone. "The fastest way for industries to adopt drone technology is when the communities of drone companies work together to create real solutions for industrial problems. The Drone cluster here in San Diego can achieve faster results because we have a common factor and that is to make San Diego the drone capital for industrial solutions."



The ADI-Thermal UAV from Action Drone, a Chula Vista company that was one of the first businesses to use the testing site. (Photo credit: Action Drone Inc., copyright, all rights reserved)

Scripps Unveils Master Plan for 5 Hospital Campuses

Scripps Health has unveiled a master plan that represents the largest building program in the health care system's 125-year history and triggers significant construction projects at its hospital campuses across San Diego County.

"This is our vision to build the health care system of the future — starting today," said Chris Van Gorder, Scripps president and CEO. "Our focus is on

delivering the right care in the right setting that reflects the changing health care needs of the communities we serve across the San Diego region."

The five hospitals: Scripps Mercy San Diego, Scripps Mercy Chula Vista, Scripps Green Hospital, Scripps Memorial Hospital La Jolla, Scripps Memorial Hospital Encinitas.



Rendering of Scripps Mercy Hospital San Diego.

Boat Show: What's Hot On the Water for Summer 2018

San Diego Sunroad Marina Boat Show is back. Hosted by the Sunroad Resort Marina, the 28-year annual San Diego tradition will be held Jan. 25- 28, 2018 and will be expanding with the addition of more floating docks to moor several larger vessels. In addition to the boats, there will be a plethora of marine vendors and electronics with the latest nautical products and services, boating seminars, free boat rides, as well as food and beverage

The San Diego Sunroad Marina Boat Show will be in the Sunroad Resort Marina, located Downtown at 955 Harbor Island. Show hours are: Thursday, Jan. 25 from noon to 6 p.m., Friday, Jan. 26 from noon to 6 p.m., Saturday, Jan. 27 from 10 a.m. to 6 p.m., and Sunday, Jan. 28 from 10 a.m. to 6 p.m.

Entrance fees are: \$13 for adults.

Children 12 and under, free. Military, EMTs, police and fire personnel are free on Jan. 25-26.

For more information, call (619) 497.5254 or visit <http://www.bigbay-boatshow.com>.



Corky McMillin's Son and Grandson Debut Luxury Apartments in Little Italy

Scott McMillin and Andy McMillin, son and grandson of home building icon Corky McMillin, are keeping the family tradition alive with the debut of Eighteen Ten State St., an eight-story, 99-unit luxury apartment building situated on one of the last remaining developmental sites in Little Italy.

The property was designed with 42 individually customized floor plans, which range from studios, one or two bedroom units, as well as eight penthouse suites.

The father and son team are principals of mcmillin LLC, carrying on the legacy of The

Corky McMillin Companies, which since 1960 has built more than 30,000 homes and 16 mixed-use developments.

Tailored for modern living, the apartments' upscale furnishings showcase floor-to-ceiling windows with nine-foot-high ceilings, private patios, chef-inspired kitchens, walk-in closets, as well as lavish master bath suits and soaking tubs. The hotel-inspired lobby acts as a reception, a co-op workspace, as well as a social community hub with private liquor and wine storage options available to residents.



Eighteen Ten State St. building.

Medical Meetings Help Push Convention Center's Regional Impact to \$1.1 Billion



Conventions hosted at the San Diego Convention Center during fiscal year 2017 generated \$1.1 billion in regional impact, according to the San Diego Convention Center Corporation's annual report.

With 149 events taking place between July 1, 2016 and June 30, 2017, the Convention Center marked several records, including a record 21 medical conventions this fiscal year including BIO, Neuroscience 2017 and the American Society of Hematology.

Six events out of the top 10 events that generated the highest hotel and sales tax revenues, which goes directly into the city of San Diego's General Fund, were medical meetings.

Medical events accounted for 22 percent of overall attendance and 49 percent of the convention center's economic impact. These attendees spent a record amount while visiting the region, a total of \$327.9 million.

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*San Diego's***BEST MARKETERS****JEAN WALCHER**

Jean Walcher has more than 25 years of experience in the communications and marketing fields. She has distinguished herself on both the agency and client side with large and small public relations agencies in San Diego and New York. She spent seven years working in Los Angeles in TV and film production. She launched J. Walcher Communications in 2001, and is the agency's primary client contact, involved with each campaign at all times. She leads a team with decades of experience, combined with creative energy, and a love of the business. Prior to JWC, she was vice president of marketing and public relations for the American Council on Exercise. She has worked in full-service agencies including Ruder, Finn & Rotman, one of the country's oldest PR firms. Walcher has been actively engaged with Citizens Coordinate for Century 3, one of San Diego's primary advocates for urban planning, and also helped launch Barrios Hermanos, a project between South Park and Colonia Federal in Tijuana. JWC's current clients include Lyft San Diego, United Way of San Diego County, Zephyr, Hazard Center, Bazaar del Mundo and the California Athletic Trainers Association. She also provided PR and event planning for the JW Marriott Hotel Los Angeles at L.A. LIVE. As a woman business owner she strives to break down the stereotypes that exist about women.

**RICK GRIFFIN**

Rick Griffin is the recipient of the San Diego Press Club's 2017 Andy Mace Award, the press club's lifetime achievement award for outstanding contributions in the fields of public relations and journalism. The award is given to those who have "exemplified fairness and integrity, as well as effectiveness in disseminating the truth to concerned publics." He is also the recipient of the American Advertising Federation's Silver Medal Award. He has served on boards with the San Diego Advertising Club, San Diego Building Industry Association and San Diego Radio Broadcasters Association. After graduating from San Diego State, Griffin began reporting for community newspapers, metro dailies and the major wire services. Over the years, his clients have included education, banking, health care, technology, real estate, business-to-business, hospitality, tourism, retail, sports, law firms and law schools. He directed Grossmont College's 50-year anniversary celebration. Today, Griffin writes a weekly media news column for the Times of San Diego, and Sigma Delta Chi. He has served as a fill-in preacher at churches throughout Southern California, and officiated at the weddings of both of his children.



WILLIAM LOPEZ

As founder of Alternative Strategies, a communications firm he launched in 2000, William Lopez has continued to rise to the top in his field. His client list is impressive, now numbering over 50, and includes some iconic food destinations such as Rise & Shine Restaurant Group, Wood Ranch's locations throughout Southern California, Union Kitchen and Tap, Barrel Republic, Fish Shop and Waterbar. Lopez has dedicated his time and talent to numerous San Diego organizations, including Chula Vista Police Foundation, Escondido Police Officers Association, MADD, Mamafest, Marine Corps Community Services, San Diego Oceans Foundation, the Polinsky Center, Urban Street Angels, Balboa Park Cultural Partnership and the Barrio Logan College Institute.



LEAH GRACE DAWSON

Leah Grace Dawson is the director of outreach and communications for Gomez Trial Attorneys. She manages and supports all charitable, community and marketing efforts for the firm. She just launched 2 Feet 1 Goal, a non-profit that uses sports to create leaders in underprivileged communities. The nonprofit vision is to encompass this world as one through sports and to provide the resources for an athlete to progress in their God-given gifts and talents to make the world a better place. Dawson volunteers her time in Uganda, Africa, on a mission to help underprivileged families and children. She donates her time at a local church bookstore and volunteers with the Brain Injury Foundation. Dawson is a member of the National Association of Professional Women and is a graduate of the University of California Irvine.



EMILY PIPPIN

Emily Pippin is the director of marketing and communications at the Academy of Our Lady of Peace (OLP), the only all-girls school and the oldest high school in San Diego. She is an incredible marketing professional with a wide range of experience, including brand development and management, website management and design, crisis communications, public relations and media strategy, graphic design, social media marketing strategy, project management, strategic planning and agency and internal team management. Her experience has transformed OLP. She single-handedly launched the marketing department and then spent three years growing it to include staff. She elevated OLP from San Diego's "best kept secret" to a widely recog-

nized nucleus of women's thought leadership. Additionally, in partnership with the Head of School and Institutional Advancement offices, her work running the marketing department has resulted in increased attendance and funds raised at all OLP events. She is a graduate of OLP and San Diego State University.



ANGIE LASAGNA

Angie Lasagna is vice president of community relations and media affairs at Mission Federal Credit Union. She has been instrumental in creating innovative campaigns, which have both propelled small nonprofits to significant growth and created a substantial increase in Mission Federal's membership drive. She sits on numerous nonprofit boards and is very active in the community. Before joining Mission Federal, Lasagna was a member outreach manager for Navy Federal. She started her banking career at California Bank & Trust as a customer service representative. She was recognized as a rising star by SD METRO Magazine with a 40 Under 40 award. Lasagna is a graduate of San Diego State University.



RENAE ARABO

Renae Arabo has won numerous awards and been recognized as one of East County's most involved citizens. She is a member of the East County Chamber of Commerce Foundation Board, has served as chairwoman of the East County Chamber of Commerce, a member of the Oversight Committee for the Grossmont-Cuyamaca Community College District bond program and is a reserve board member for the Ladies of Hope. She was named a Woman Who Impacts San Diego by SD METRO in 2014 and 2016, and was a nominee for El Cajon Citizen of the Year in 2015. Feb. 6, 2015 was declared Renae Arabo Day by the San Diego County Board of Supervisors.



TONI MCMAHON

Toni McMahon's exceptional marketing skills have demonstratively raised the profile of Fuscoe Engineering and Commercial Real Estate Women (CREW) San Diego, as well as several other organizations. McMahon devised a Fuscoe marketing roadshow to educate clients about the new MS4 stormwater permitting regulations and unique technology available through the firm's civil engineering practice. As a result, she's diversified the type of work her firm secures. She's further expanded Fuscoe's client list to include companies in the industrial, higher education and commercial markets. She established and manages the local office's public relations program and re-configured the firm's inner-office learning lunches into a marketing campaign.



MELISSA DEAN

Melissa Dean is vice president of marketing for Sunrise Management. She is a results-driven marketer with 10 years experience in multiple facets of the real estate industry. She is responsible for providing exceptional and cutting edge marketing services to a broad range portfolio of clients. Dean develops and executes unique, cohesive marketing plans that integrate traditional and new media, promotions, publicity and web sites. Prior to joining Sunrise, Dean was vice president of sales and marketing for Ami Samuel Interiors, where she was responsible for corporate marketing and business development. She is a graduate of Fairfield University in Connecticut, and is an active member of the Building Industry Association.



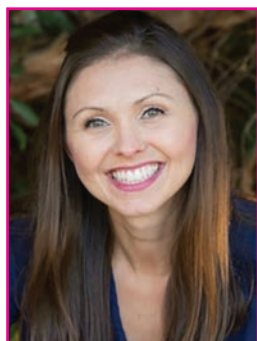
KAREN KORR

For over 15 years, Karen Korr has been a force in San Diego's legal community. In her position at the San Diego County Bar Association, Korr oversees all strategic communications, branding, public relations, member communications, social media, and print and online publications for the 10,000-member organization. Korr is considered to be a trailblazer in the national bar association world, as she led the development of the SDCBA's smartphone app — the first comprehensive bar association app in the entire country. She was also a pivotal part of the organization's first lobbying effort, working with the Court Funding Action Committee to develop messaging to share with San Diego's legislators about the need for reinvestment in our court system following drastic budget cuts, and secured media coverage that stressed the importance of reinvestment for our community.



BREE WONG

As vice president of SWS Engineering, Bree Wong has helped grow the company to the point where it generated 50 percent more revenue over the past five years through her application of unique tactical-pursuit methodologies. Her leadership has extended to the community. During her tenure as president of the Society for Marketing Professional Services, she grew the chapter's membership by 15 percent, decreased the nonprofit's overhead expenses by \$10,000 annually, and was second runner up for SMPS' National President of the Year award in 2016. As president-elect of Commercial Real Estate Women (CREW) San Diego, Bree is laying groundwork to grow the local chapter's reach, membership, revenue and sponsorships while connecting likeminded professionals through events and networking opportunities.



KRISTI TADDONIO

Kristi Taddonio is the site leader for Amazon's Prime Now building in San Diego. She spent the three years prior launching Amazon's logistics operation in San Diego, which now operates in three local cities (San Diego, National City and Carlsbad), and worldwide. Additionally, she was the first female to run an Amazon Logistics operation where she laid the groundwork and set the standards Amazon now operates under for logistics. She has traveled internationally to support logistic operational launches, and continues to hire and develop the best talent for Amazon. She has been a leader in multiple communities over the past 10 years.



Gomez Trial Attorneys
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**Leah Grace
Dawson**

Director of Outreach & Communications

**ON BEING NAMED A TOP
MARKETING EXECUTIVE
OF THE YEAR**



JOICE TRUBAN CURRY

Joice Truban Curry is president and chief executive officer of c3Communications Inc., a national, award-winning public relations agency which she started in January 2000. She creates and leads programs for clients spanning the arts, education, hospitality, tourism, retail, business-to-business, restaurant, consumer products, nonprofits, wellness, health care and entertainment industries. Before founding c3 she served as media relations director and national spokesperson for Children's Hospital and Health Center San Diego (now Rady Children's Hospital). She has also worked as a press secretary in the California Legislature. Curry is a two-time past president of the San Diego chapter of the Public Relations Society of America (PRSA), and is a director of the Starlight Theater San Diego's Civic Light Opera's executive committee. She recently promoted Cirque du Soleil's "TORUK The First Flight" over Thanksgiving weekend which was the firm's first movie-based concept show — never seen or done before. She has volunteered for the Salvation Army and led a major campaign for the Veterinary Specialty Hospital. Curry is a graduate of San Diego State University.



KATIE YEE

Katie Yee, a prominent commercial real estate industry marketing and business development professional, is a principal and chief relationship officer at San Diego-based Latitude 33 Planning & Engineering. Her elevation to the role of principal was an acknowledgement of the value she has for the firm and an important precedent in an industry where the principal spots are often occupied by architects and engineers only. At Latitude 33, Katie has married the firm's branding and culture through consistent, representative messaging and design elements. She has evolved the firm's marketing outreach effort to focus not just on the firm's projects and services, but also on its people, highlighting the energy and innovation that comes from a multi-generational team. Previously, Yee managed business development at KCM Group, where she overhauled nearly the entire business development and marketing program. In addition to her work duties, Katie currently serves as one of marketing co-chairs for the Commercial Real Estate Women (CREW) Network international convention coming to San Diego in 2018.



TYLER SICKMEYER

Tyler Sickmeyer is the founder and CEO of Fidelitas Development, a full-service marketing and advertising agency serving local, national and global clients. With over a decade of marketing experience, Sickmeyer brings his unique insight and experience in sharing techniques and solutions for today's marketing industry. Fidelitas Development applies a client-first approach in establishing client relationships and maintains a results-driven methodology, which has led to success with a variety of clients across the world. Sickmeyer serves on the board of Live Ventures Inc., a publicly-traded company that owns and operates businesses in the retail and flooring industries.



TRACY SMITH

Tracy Smith, head of marketing and branding at STM Goods, has been the leading visionary for the San Diego company for nearly two years. Modestly, he attributes the recent success of the brand to the hard work and dedication of his entire team. Last year was a major year of transformation for the company and its two brands, STM Goods and Element Case. Upon joining the company, Smith was tasked with leading the rebrand of STM Bags to STM Goods, which involved a tremendous effort across the entire marketing team as well as a good portion of the entire organization. The process took over a year to develop and was hailed as a great success.



MICHAEL GIESBRECHT

Michael Giesbrecht, director of marketing and business development at Latitude 33 Aviation, is a business leader combining an MBA with 15+ years of successful marketing, management, technology and aviation experience across startup and Fortune 500 corporations. He is passionate about identifying new marketing opportunities and developing innovative business strategies. Combining his passion for aviation with his background in technology & business development, Giesbrecht leads the marketing and business development initiatives at Carlsbad-based private jet charter company Latitude 33 Aviation. Giesbrecht's previous experience includes overseeing multimillion-dollar product lines and new business initiatives at Hewlett-Packard and performing technical marketing for a Boeing subsidiary.

CHARLES CHAMBERLAYNE

Charles Chamberlayne, a principal at Chamberlayne | PR, is a communicator, connector and expert at developing public engagement strategies for businesses, universities, government officials and other high-profile individuals. For over 15 years, Chamberlayne has forged invaluable relationships in political, social and business circles from Southern California to the nation's capital. His resume includes work as a spokesperson and communications strategist for a major U.S. city mayor, three U.S. senators and a speaker of the U.S. House of Representatives. Drawing from his vast network and professional experience, Chamberlayne has the ability to create communications tools, brand identity and messaging to attract public support from audiences in political, business, religious and minority groups.



Bond Construction Projects in the Home Stretch

By David Ogul

San Diego Community College District's campuses have been transformed

The San Diego Community College District is celebrating an extraordinary achievement. After passing two major bond measures since 2002, 42 new buildings have been constructed along with several major infrastructure projects. The district's bond program is now in the home stretch and it's fair to say that the district's campuses have been transformed.

When it comes to the Propositions S and N bond programs, Dr. Glenn Sparrow of the San Diego County Taxpayers Association doesn't mince words.

"This is a billion-and-a-half-dollar project pulled off by the San Diego Community College District that has successfully transformed all three of its colleges, plus Continuing Education, and has expanded educational opportunities for students and our community, and it has done so in a fiscally responsible manner that has served the taxpayers well," said Sparrow, who chairs the district's Citizens' Oversight Committee and is a professor emeritus at San Diego State University's School of Public Affairs and Urban Studies. "This is, quite frankly, one of the better bond projects that I've been involved with."

Now the district is in the homestretch. No additional projects are planned for San Diego Continuing Education, and construction is all but complete at Miramar College, save for some relatively minor infrastructure work. Crews remain busy at City College where \$58 million in renovations are taking place, but the lion's share of construction there has concluded, too. Over at Mesa

College, remaining construction includes the new Center for Business and Technology. The \$32 million project will serve as the new home for Mesa's busi-

ness, computer, and fashion design programs. A ceremonial groundbreaking for the new site was held in June.

"When I visit the District's campuses, I am continually astonished by the new buildings and landscaping that have dramatically reconfigured the three colleges and Continuing Education," Chancellor Constance M. Carroll said. "Campus facilities now match the excellence of the faculty who teach and the staff who provide support services for students."

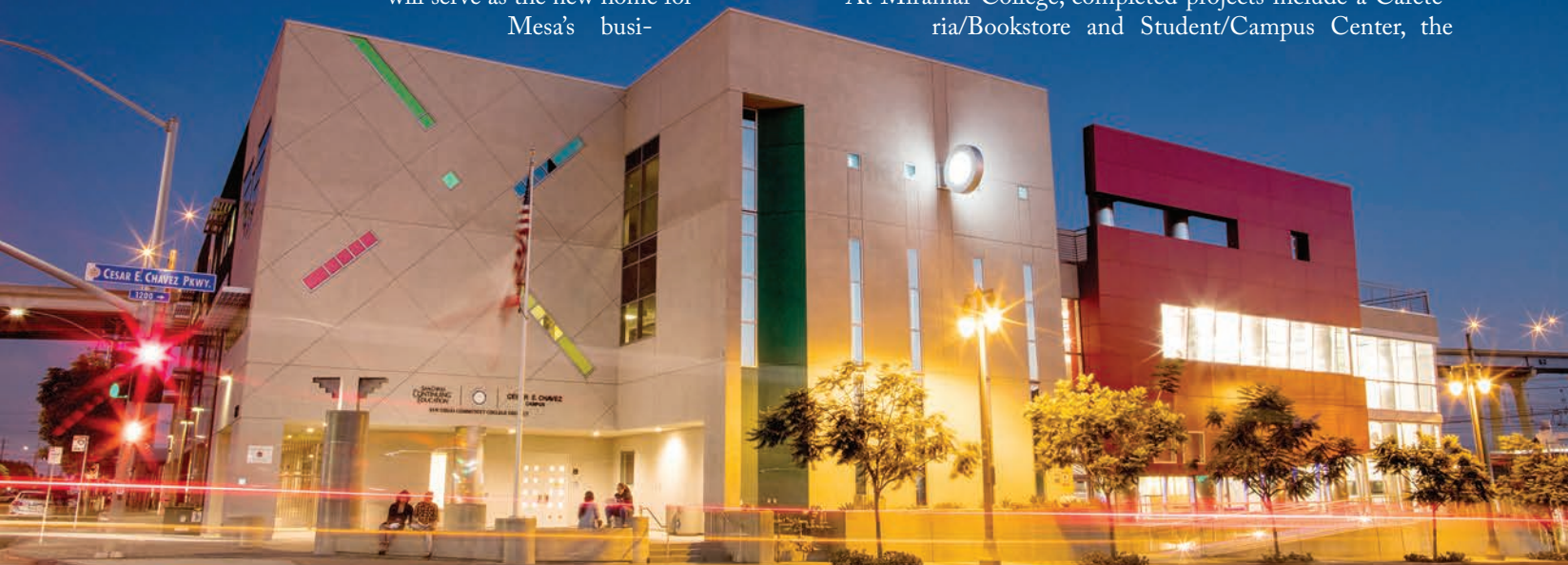
Voters approved Proposition S, which authorized the sale of bonds in the amount of \$685 million, in November 2002. Proposition N, which authorized the sale of bonds in the amount of \$870 million, was approved by voters four years later.

What have taxpayers received for their investment?

- At City College, completed new projects include the \$94.6 million Arts & Humanities and Business & Technology buildings, a \$63.3 million Career Technology Center, and a \$57.4 million Science Building, in addition to numerous extensive renovations that have remade the look of the campus.

At Mesa College, completed projects include a 45,000 square-foot Humanities, Languages & Multicultural Studies Building that brought multiple humanities-related programs together in a single structure, a \$109.3 million Math+Science Complex, a 73,000-square-foot Mesa Commons that serves as a student hub and gateway to the campus, a \$44.9 million Student Services Center, a \$40.5 million Social and Behavioral Science Building, a \$29.9 million Allied Health Building, and a \$14.3 million Exercise Science Center.

At Miramar College, completed projects include a Cafeteria/Bookstore and Student/Campus Center, the



Mathematics & Business Building, the Arts & Humanities Building, the Library/Learning Resource Center, the Fire Technology and EMT Training Center, Hourglass Park Field House, the Student Resource Center, the Administration Building, and the Science & Technology Building.

- At Continuing Education, bond-funded projects include the construction of six new campus facilities and a major wing extension for the Educational Cultural Complex. The new César E. Chávez Campus in Barrio Logan, complete with an underground, 149 car parking area and detached car park with 320 additional spaces and murals featuring the life and work of César E. Chávez located two blocks east of the campus, has helped transform the community. Among the other new Continuing Education facilities are a new campus at Mesa College, a new Mid-City Campus in the heart of City Heights, a new North City Campus, and a new West City Campus near the San Diego Sports Arena.

Every new and remodeled building funded through Propositions S and N has received Leadership in Energy and Environmental Design, or LEED, certification.

Among the other highlights:

- Of the more than 1,100 individual construction contracts awarded through Dec. 31, 2016, more than 56 percent were awarded to businesses certified as historically underutilized, including those headed by women, disabled veterans, and/or minorities.

- Even though construction has doubled the square footage at City, Mesa, and Miramar colleges, and Continuing Education, energy and water costs have decreased. The district requires all projects to divert at least 75 percent of construction and demolition debris from landfills, yet the amount has been significantly higher in most cases and up to 92 percent in some.

- Last fall, an improved financial forecast coupled with higher ratings assigned to bonds sold through Propositions S and N resulted in a savings of \$80 million to taxpayers. In addition, Moody's Investors Service upgraded the district's bond rating from Aa1 to Aaa, its highest possible rating, marking the third time Moody's has upgraded the district's bond rating since 2005.

So what's left to do?

At City College, the most significant remaining project is happening at the Engineering Technology building, where approximately 77,000 square feet of space is being remade to accommodate new homes for the Engineering Department, along with space for the Agriculture Program, the Center for Applied Competitive Tech-



The Arts and Humanities building at City College. (Photo credit: Jeff Durkin)

nologies incubators, and more. Meanwhile, plans for a new \$7.1-million Child Development Center are in the design phase.

Once the Center for Business & Technology is complete at Mesa College, the only significant project left will be a major renovation of the Dramatic & Fine Arts Building, now in the design phase. The four-story, \$14.8-million project will include 26,500 square feet of space within the former I-300 Building, with the main entrance housing the Mesa College Art Gallery.



The Arts and Humanities building at City College. (Photo credit: Jeff Durkin)

ACADEMY OF OUR LADY OF PEACE

For her work elevating OLP in the San Diego community, the Academy of Our Lady of Peace proudly congratulates our Director of Marketing

Emily Pippin

on her SD Metro Magazine Nomination



WELCOME TO NICK & G's

By Mindy Flanary and Joyell Nevins | Photos courtesy of Nick & G's.

The latest place to see and be seen in Rancho Santa Fe is Nick & G's at 6106 Paseo Delicias. Sample from the Mediterranean and Italian influenced menu or have a cocktail at the upscale bar.

Nick & G's welcomes families and is proud to be part of the Rancho Santa Fe lifestyle. Owner Sandra DiCicco named the restaurant after her own family; paying homage to her children Nicolas and Gianina. General Manager Tim Snyder stressed the importance of community feedback to help steer the menu. The restaurant also actively participates in community events such as Taste of Rancho Santa Fe and Paws 4 a Cause.

You can choose from several different seating options. Enjoy the breeze on the large outdoor patio, take in the decedent décor in the dining room, sit in a high-back booth by the bar, or grab a cushy spot by the fireplace in the back courtyard. And if you are on a date night, we suggest the blue booth tucked in the corner in the dining room.



In the bar area, the beer and wine menu offers a reasonable amount of choices.

Over in the bar area, many of the hipster bar staff have been "imported" from North Park. The beer and wine menu offers a reasonable amount of choices. Joyell forwent the mediocre Pinot Grigio for the crisp and refreshing Primaterra Prosecco. Also, we thought it noteworthy that their cocktail menu included four whiskey flights to choose from.

You can start your meal with seafood options like calamari gremolata or chilled jumbo shrimp. The bruschetta features

tomatoes from Nick & G's sister restaurant's garden in Bandy Canyon. Our favorite was the crispy parmesan brussel sprouts with marcona almonds. The balsamic molasses really balanced out the flavors.

The house wedge salad was a hit with Joyell. The BBQ honey bacon added a delicious crunch and the house bleu ranch dressing set off the salad nicely. The main menu includes both pasta and land and sea dishes. While the grilled New York strip didn't excite our taste buds, the roasted chicken with the apricot thyme sauce was moist and burst with flavor.

The menu also has several options for flatbreads, including Italian sausage and caprese. However, the shrimp scampi flatbread didn't live up to its name. It was definitely shrimp on bread, but where was the scampi?

There was a wide variety of vegetables and sides including broccolini, asparagus, and basil-whipped potatoes. Mindy especially liked the juicy sauteed rappini (also

known as broccoli rabe), as it was cooked well without going limp.

And don't forget dessert! The butterscotch bread pudding was out of this world and tasted like French toast. Other choices included the caramel carrot cake and chocolate cake with raspberry coulis.

Nick & G's is a pleasant night out and a beautiful place to enjoy food and conversation. It is not, however, a place to eat and run. Be prepared to wait between courses.

If you time it right, live music can provide an entertaining backdrop. We appreciated that we could hear the singer, but the volume wasn't so loud that it drowned out our conversation.

Nick & G's also offers a small banquet room with its own entrance for private events. The night we were there, the room still held TV and video game consoles brought in for a children's event.

The restaurant is open for lunch Wednesday-Saturday, dinner Monday-Sunday, and a brunch on Sunday with mimosa and Bloody Mary specials.

Visit their website at <http://www.nickandgs.com/>. You can also follow them on social media through Instagram, Facebook, and Twitter.

Special thanks to Allie Talavera for her company and contribution — and much respect to her GoT repartee.



Nick & G's management team: Kevin Ashe, Tim Snyder, Leah Mizrahi, Sandy Dickey and Brian Freerksen.



Executive Chef Brian Freerksen



Grilled New York strip.



Enjoy the breeze on the large outdoor patio.



CONGRATULATIONS!

We salute our colleagues, clients and friends who have been named San Diego's Top Marketing Professionals, including CREW San Diego members:

Toni McMahon – Fuscoe Engineering
Bree Wong – SWS Engineering
Katie Yee – Latitude 33 Planning & Engineering

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Marty Mendiola, brewmaster

Everything Deserves a 2nd Chance (Beer)

Carmel Mountain's young brewery

By Randi Crawford

When I was given the assignment to write about Virginia Morrison, I was thrilled. I figured we would talk, and the article would revolve around her. But from the moment she spoke, she was beaming, talking about her infamous brewmaster husband, Marty Mendiola, and their indie brewery, Second Chance Beer Company. You know I had to go visit the brewery and meet this guy in person. Marty is warm, kind, humble, insanely knowledgeable, and

loves what he does. He spent at least 30 minutes walking us through the process and explaining how all the ingredients work together, how it's moved, stored, and packaged and even named. He describes himself as a "tinkerer" who is constantly working to perfect his craft.

Marty has been brewing for over 20 years. He developed his love for craft beer at Chico State, and wanted a brewing job, but was told that he needed an education.

He received his master's at UC Davis, and was hired right out of school at Rock Bottom. "There's a refinement, a sophistication, and a level of knowing that goes on when Marty brews the beer that even if you trained with a really good brewer, Marty understands the science so well that it's mind boggling."

Second Chance Beer Company had its second anniversary in September. The name is the mission and value statement.

“Seize, Sip, Enjoy. Second Chance is the ultimate expression of opportunity – we may not all get one, but if you do, seize it.” The goal is to breathe a second chance into everything they touch. Starting with their physical location. They didn’t spend millions on their interior design, they built Second Chance mostly out of second hand material.

Inside the brewery, 70-80 percent of what you see is living it’s second chance. The baseboards in the tasting room are from Marty’s childhood home. Tabletops and booths are from a downtown bar that closed; they use the construction spools as tables, and Marty used rings from the barrels to make light fixtures. You can see slabs of wood in the back of the brewery that are ready to be repurposed for additional decorations or wherever else they’re needed.

Philanthropy is a big part of Second Chance. They hold fix-it clinics at the brewery for their customers. Here’s how it works: You bring something from your home that’s broken, and they have a people with tools who can show you how to fix the items that you may have otherwise just thrown away. In other words, teach a man to fish!

They work with several organizations including Second Chance Dog Rescue and Donate Life San Diego, which is near and dear to Virginia’s heart. They are extremely charitable. For a complete list of all the “second chances” visit their website www.secondchancebeer.com.

Now, let’s talk beer. In the tasting room, they have 12-16 beers on tap at all times. There’s a core selection of around eight beers, that you can get year-round. Legally Red, Clever Hoppy Name and Seize the IPA, just to name a few. My squad got flights of beer and tested all of them. We were amazed by the variety, the different tastes, aromas and characteristics of each beer. We all had our favorites, but were overwhelmed by the variety of offerings. It’s easy to see why Marty has won so many awards.

How do people find the brewery if they don’t live in Carmel Mountain? Within the industry, Marty is well known, so word of mouth is big. They are starting to see more people from outside of the city. In fact, they are now even meeting customers from out of the state and even the country who find them on social media.

If you’re a novice beer drinker, and you visit the brewery, the employees are happy to guide you. “The employees are equally passionate about what they are trying to accomplish.

To top it off, Second Chance has a wonderful family atmosphere including a “kid area” in the front, but they’ve struck a good balance, because behind the bar is the “Brewers lounge for the adults.”

Second Chance Beer Company is located at 15378 Avenue of Science. Phone: (858) 705-6250.



Second Chance Beer Company founders Curtis Hawes, Virginia Morrison and Marty Mendiola.



Gold Medal winner for GABF 2016 in the Robust Porter category. (Photo by Nick Jones of Brewcrawler)



Marty Mendiola, brewmaster

San Diego Ranks No. 1 in Charitable Communities

How businesses are making America's Finest City the most charitable

By Teresa Y. Warren

Perhaps it is the spirit of giving during the holidays that causes Walden Family Services to receive nearly 30 percent of its annual donations from Nov. 1 to Dec. 31.

"Because we serve children, teens and young adults, we receive donations of toys and gifts during the holidays," says Teresa Stivers, CEO of Walden Family Services. "We also receive significant monetary donations during this time as well as throughout the year. Our donors — both individuals and corporations — take good care of us 365 days a year!"

As Stivers describes, many San Diego businesses pursue their charitable giving and philanthropy activities 12 months a year. Walden Family Services, like many other local nonprofits, relies upon businesses for financial contributions as well as in-kind and volunteer support. Due in part to the business community, in June 2017, San Diego was named America's Most Charitable City by Charity Navigator, America's largest charity evaluator.

Companies find being philanthropic is good for business and much more.

At the San Diego office of international IP law firm Fish & Richardson, being charitable "reflects who we are and the values we hold near and dear to our hearts" according to co-managing principal Mike Amon. The firm seeks out organizations that have a local affect. "We are part of the community and want to make sure our nonprofit dollars are going to help our community," says Amon.

At Lavine Lofgren Morris & Engelberg, San Diego's largest independent accounting firm, being active in the community is part of the firm's culture. According to partner Ray Gallagher, "We try to be focused in our giving. We have a community service committee that puts a plan in place annually and sets the budget." The firm finds that philanthropy makes for a better work environment and lifestyle for the employees including those who also take ad-

vantage of opportunities to volunteer.

Like Fish and LLME, Westcore Properties, a global, entrepreneurial commercial real estate investment firm headquartered in San Diego, turns to its employees for ideas when it comes to what organizations to support. "A portion of our giving is directed to organizations and charities chosen by consensus among members of our staff," says Don Ankeny, the company's president and CEO. Westcore primarily gives to organizations that fulfill a particular need, such as the Red Cross to assist victims of San Diego fires.

In-kind donations and volunteering accounts for a high percentage of how businesses help out locally. At Walden, approximately 55 percent of in-kind donations come from businesses and corporations, including AJW Facilities & Construction, Dowling & Yahnke, Marsh & McLennan (formerly Barney & Barney), Balboa Travel, JPMorgan Chase, Hunter Industries, SDG&E and Pamplemousse Grille.

For LLME, finding volunteer opportunities for the firm's 65 employees to actively be involved is an important component to their philanthropy. The staff and the community service committee come together to select the organizations. The firm provides the funds and the employees provide the manpower. For the Susan G. Komen run, LLME paid for participants' entry fees and encouraged each runner to also raise money. The firm hosted a tent and after the run held a party that included food, games, giveaways and more. According to Gallagher, "We often try to make an event out of such sponsorships so we not only support the organization but also bring the firm together."

At least once a year, Fish uses competition to spur more giving. In 2017, it was women vs. men in donating clothes for Dress for Success San Diego, with the women winning by a landslide. Each year, Fish breaks its own record while collecting money and food for the San Diego Food

Bank. In 2017, the firm raised \$15,000 and collected 74 pounds of food. Every year, the lobby Christmas tree is decorated with at least 130 teddy bears that are donated to the San Diego Family Justice Center once the season is over.

At Westcore, it's all about finding the right mix of donations, whether it be financial, in-kind or volunteering. "We don't limit our giving to any one type," says Ankeny. "The most important thing is that we're giving back to the communities where we work and live. Just as our staff believes in being good citizens, we believe in being good corporate citizens as well."

(Teresa Y. Warren is president of TW2 Marketing)

Nonprofits Report

- The State of Nonprofits and Philanthropy annual report revealed that 48 percent of San Diego households contributed money to nonprofit organizations in 2016. The report also reveals that 88 percent of San Diegans trust the work being done the nonprofit sector, as compared to 71 percent and 55 percent for the corporate sector and government, respectively.

- In FY 2017, The San Diego Foundation and its donors provided more than \$50.9 million in the form of 5,686 grants to 1,714 nonprofit organizations that serve community needs. Added together with years prior, that amounts to \$1.75 billion in impact in the San Diego region. Since 1975,

The San Diego Foundation has granted more than \$1 billion and, thanks to its generous network of donors, currently has an asset base of \$773 million all for the purpose of helping support the nonprofit community and enacting positive social change.



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