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How Government Unions will Attack the Supreme Court's Janus Ruling

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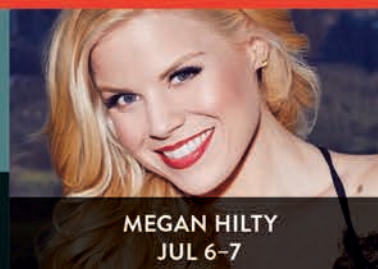
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GODFATHERS OF LATIN JAZZ:
A SALUTE TO DIZZY GILLESPIE
AND CHANO POZO*
JUL 26



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BLIND BOYS OF ALABAMA*
JUL 27



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PARKER TRIBUTE FEATURING
CHARLES MCPHERSON*
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WEST SIDE STORY - THE FILM
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COVER STORY



How government unions will attack the U.S. Supreme Court's Janus ruling. Some union advocates have already begun legal research into removing government union funding from any direct relationship to individual government employees.

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Hidden Luxury Around the World

Writer Marlise Kast-Myers takes us around the world to explore confidential properties where privacy, seclusion and tranquility are the name of the game.



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She Runs Her Business by the Books

San Diego businesswoman and CEO Susan McBeth has launched NovelNetwork, the nation's first "matchmaking" service for book clubs and authors. It's much more than a creative way to market books, she says. "It's a great way to connect with readers who want meaningful discussion with their favorite authors."



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Table Food+Drink

Table Food+Drink is the restaurant formerly known as Cesar, a second location to the Berkeley flagship restaurant, which is celebrating its 20th anniversary.



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Local Publisher's Best-Kept Secret

Local Umbrella Media also known as "LUM," is a fast growing, locally owned multi-media group of direct mailed community newspapers and magazines. LUM plans to launch and develop several newspapers and magazines across San Diego County in the coming months.

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SAN DIEGO SCENE



International Arrivals Facility. (Photo by Pablo Mason, courtesy of San Diego International Airport)

International Arrivals facility opens at San Diego International Airport

The San Diego County Regional Airport Authority, along with officials from U.S. Customs and Border Protection and Turner | PCL Joint Venture, marked the completion of a new 130,000-square-foot International Arrivals facility at San Diego International Airport's Terminal 2 on June 28. The new facility will allow the airport to accommodate the increase in international passengers resulting from recently added overseas flights.

The total cost of the project is estimated at \$229.4 million. The new facility will serve British Airways, Edelweiss Air, Japan Airlines, Lufthansa, Alaska Airlines, Southwest Airlines and Spirit Airlines.

The airport has experienced significant growth in international arrivals in the past quarter-century

— from about 50,000 passengers a year in the early 1990s to more than 400,000 a year in 2017. That number — and the associated economic impact — will continue to grow as more international nonstop flights are added.

The new facility improves the processing experience for passengers with reduced wait times and a more welcoming environment. It features the newest technologies from U.S. Customs and Border Protection.

At 130,000 square feet, the new facility is five times larger than the previous facility. It also increases the number of international gates at the airport from three to six.

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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
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Supercell invests \$5 million in Carlsbad's Redemption Games

Redemption Games, an innovative game development studio in Carlsbad, will become the first American company to receive investment by Supercell, the Finland-based game company known for hit mobile gaming titles Hay Day, Clash of Clans, Boom Beach, and Clash Royale. The \$5 million Investment will be for a minority stake in Redemption Games, which will continue as an independent studio with full control of its operations.

"In our investments, we are always looking for the best teams with great culture," said Supercell CEO Ilkka Paananen. "Redemption Games has an amazing team of experienced developers who have a solid track record and true passion for making great puzzle games."

Michael Witz and Dan Lin, co-founders of Redemption Games, worked together for 20 years, collaborating for 10 of those in mobile gaming. They sold their prior company, Mob Science, to Jam City (previously SGN) in Los Angeles where they led the design and development of the top grossing game Cookie Jam. Their passion for gaming and entrepreneurial spirit precipitated the formation and success of Redemption Games.

The strategic partnership with Supercell will take advantage of the growth model that has allowed it to gross \$2 billion in revenue, and \$810 million in profit in the last year; growth that was achieved with only a few hundred employees.



Caricatures of Redemption Games co-founders Michael Witz, left, and Dan Linn.
(Photo courtesy of Redemption Games)

A Hidden Gem: Deer Park Winery & Auto Museum

By Clark Knapp

Classic cars surround one of the oldest local vineyards on this Sunday, June 10. The Deer Park Winery Gathering on the Green charity car show features music and wine tastings among the lawns and shady oaks.

Deer Park Winery & Auto Museum, a true hidden gem of San Diego County, features a permanent collection many consider unrivaled in all the land: from convertible cars to pre-war radios to glitzy neon dealership signs. Deer Park will take you back in time while enjoying locally grown and estate wines.

Founded in 1979 by native San Diegan Lila and Robert Knapp, it was one of the original seven wineries in the county and the new Vintner's Association founded some years later.

Originally the grapes were harvested by hand and loaded onto the 1950

Studebaker truck on display, and eventually hauled up to the sister winery dating back to 1891 in the Napa Valley.

Beginning with the 1990 harvest, all production of the Escondido winery's grapes is conducted on site, making it one of the few estate wineries around. Currently, the only time a bottle leaves the property is in the hands of the purchasing visitor or guest.

Every bottle produced from the local vineyard boasts a label with a vintage car from the collection. The award-winning label designs are crafted from California artists. Many summer weekends, and every second Sunday in June adds to this unmatched venue with a classic car show on the lawns and wine release tastings.

Clark Knapp is the owner of Deer Park Winery & Auto Museum.



Cars on display.

Tribal casinos' gaming revenues climbed nearly 4 percent last year

Native American casinos generated \$32.4 billion in gross gaming revenue in fiscal 2017, a 3.9 percent increase over the previous year and the seventh straight year-over-year increase, the National Indian Gaming Commission announced. San Diego County is home to 18 Indian tribes, the largest concentration of any county in the United States. Eleven of the tribes have gaming operations.

The commission compiled data from the independently audited financial statements of 494 gaming operations owned by 242 federally recognized tribes.

"All of Indian Country has worked very hard to maintain a flourishing and constantly growing gaming industry," Jonodev O. Chaudhuri, the commission chairman, said in a statement.

Carnival Cruise Line to return to Port of San Diego in late 2019

Carnival Cruise Line will return to the Port of San Diego for the first time in seven years when Carnival Miracle arrives in late 2019. Carnival Miracle will operate a winter schedule of three- to 15-day voyages from San Diego from December 2019 to February 2020.

The schedule kicks off with a seven-day cruise to the Mexican Riviera departing Dec. 1, 2019, and also includes two longer-length Carnival Journeys voyages — 14- and 15-day Hawaii adventures visiting popular destinations throughout the Aloha State departing Dec. 8, 2019 and Jan. 17, 2020, respectively.

General Atomics system aids FAA-approved flight of NASA unmanned aircraft

A Detect and Avoid (DAA) avionics system developed by General Atomics Aeronautical Systems Inc. was the key technology that enabled an unmanned aircraft flight through the National Airspace System after taking off from Southern California recently.

The DAA system installed on Ikhana, a NASA-owned Predator B/MQ-9 Unmanned Aircraft System, enabled the UAS to meet the FAA's requirement to "see and avoid" other aircraft during Tuesday's flight.

"Our goal of producing UAS that can be certified to fly in non-segregated airspace took a big step forward today," said Linden Blue, CEO of General Atomics Aeronautical Systems. "Today's successful flight is testament to the strong relationship that we have with the FAA, NASA's Armstrong Flight Research Center and Honeywell to produce the definitive standard for unmanned aircraft operation in congested airspaces."

The DAA system combines automatic collision avoidance with the ability for the pilot to remain "well clear" of other airspace users.

General Atomics has been working with the FAA, NASA's Armstrong Flight Research Center, Honeywell, and other industry partners since 2013 to develop, flight test, and standardize an airborne DAA system.

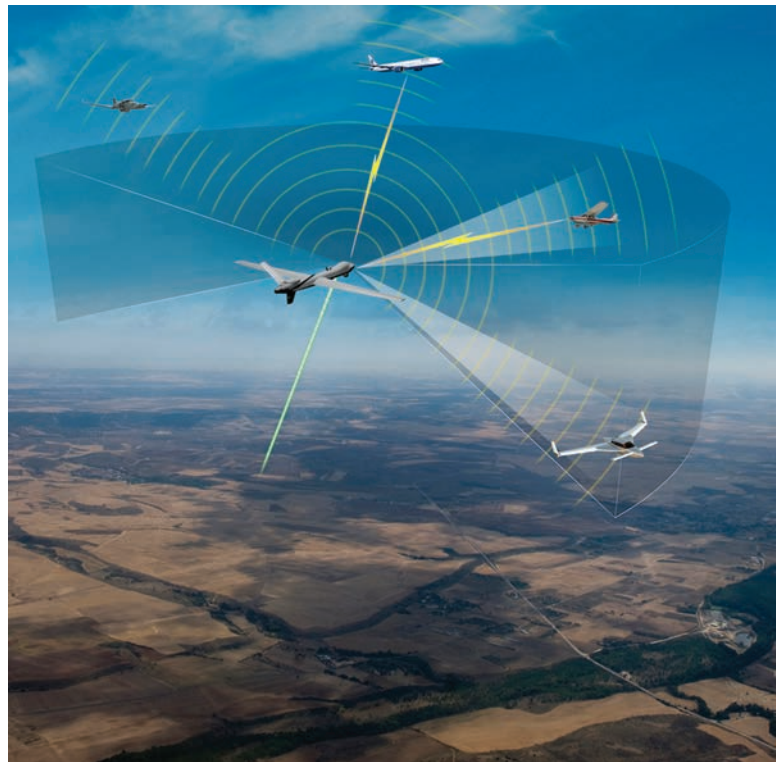


Illustration courtesy of General Atomics Aeronautical Systems Inc.

Barons Market executive selected as one of 2018's Top Women in Grocery

Barons Market President of Marketing Rachel Shemirani has been selected as one of 2018's Top Women in Grocery by Progressive Grocer, for her integral role at the family-owned market. The award recognizes outstanding women in all

positions of the food industry, from wholesaler and supplier to marketing and branding, who have demonstrated above-and-beyond achievements between April 2017 and March 2018.

"Over half of the management team at

Barons Market are women. This award is a testament to their hard work and forward-thinking leadership," says Shemirani. "I'm proud to work at a company where women can thrive and be a key part of the market's success."

When Shemirani's father (Joe Shemirani) started Barons Market in 1993, Rachel took a job at the store in high school days – working at the register and learning the true meaning of customer experience. Shemirani worked her way up in her family's company, eventually earning her current role as vice president of marketing.

Shemirani and the other awardees from a variety of fields within the grocery industry will be honored in Chicago on Nov. 8, 2018.



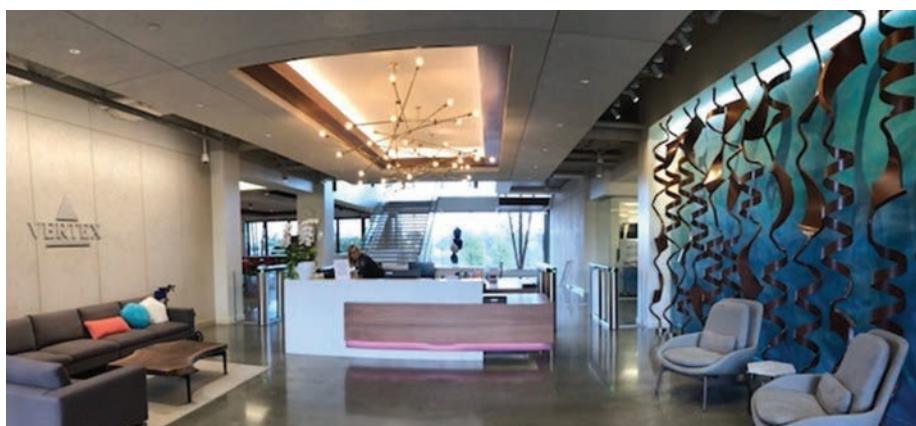
Rachel Shemirani

Vertex Pharmaceuticals opens its new research facility in Torrey Pines

BNBuilders, Alexandria Real Estate Equities Inc. and Vertex Pharmaceuticals celebrated the grand opening of Vertex's new research facility in San Diego with a ribbon cutting ceremony on June 18. Located at 3215 Merryfield Row, Vertex's new facility was developed by Alexandria Real Estate Equities, with the building shell designed by LPA and interiors designed by DGA.

Boston-based Vertex Pharmaceuticals is a biotech company focused on creating transformative medicines for people who have serious diseases. The company has had a research and development presence in San Diego for more than 15 years.

Vertex's new building in Torrey Pines is at the heart of San Diego's biotech community. The 170,000-square-foot facility is double the size of Vertex's former space, and can accommodate 250 employees. Within the LEED Gold



Vertex Pharmaceuticals lobby. (Photo courtesy of BNBuilders)

certified building, 70 percent of its space is dedicated to laboratory/research activities. The site has a 1,500-square-foot Learning Lab for STEM education programs, a 4,000-square-foot Incubator Suite for external collaboration, and an air circulation system designed to bring in 100

percent outside air, the highest quality available.

BNBuilders and Vertex used virtual reality during the design stage of the project to review the functionality of laboratory spaces.

Nat Bosa opens his newest, most lavish Downtown residences – Pacific Gate



Pacific Gate tower

Pacific Gate by Bosa, downtown San Diego's newest big residential building, has opened. The 41-story building at Pacific Highway and Broadway has 215 residents and is more than 70 percent sold.

Amenities include an original piece of public art by world-renowned artist Jaume Plensa, and Puffer Malarkey Restaurants' newest restaurant concept, Anima.

The building and design team include Bosa Development, New York-based architectural firm Kohn Pedersen Fox, and interior design firm Hirsch Bedner Associates.

"We have built a great and timeless building that people should be proud of and enjoy for a long time; there is nothing else like it," said Nat Bosa, chairman of Bosa Development.

One of the most unique offerings is the exclusive access to Pacific Dream -- a 45-foot Cruisers Yacht. Residents and their guests have already been enjoying their time on the San Diego Bay with the yacht. Additional amenities include access to a private luxury fleet of cars, chef concierge and porter services to facilitate residents' needs, from restaurant or entertaining assistance, as well as a 24-hour attended lobby.

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How Government Unions will Attack the Janus Ruling



By Edward Ring

On June 27, the U.S. Supreme Court issued their decision in the landmark case *Janus vs. AFSCME*, ruling that public sector unions can no longer force public employees to pay union dues. *Janus* argued that even so-called “agency fees,” which unions claim are only for collective bargaining and are therefore non-political, are, in fact, inherently political. As a result, *Janus* argued that mandatory collection of agency fees violated his first amendment right to free speech.

The court agreed, writing “union speech covers critically important and public matters such as the State’s budget crisis, taxes, and collective bargaining issues related to education, child welfare, healthcare, and minority rights.” We might add that public sector collective bargaining also affects work rules, hirings, terminations and promotions, ‘non-political’ lobbying, get-out-the-vote efforts, funding for educational public relations and academic studies; the list goes on.

Public sector union spending is indeed inherently political, and it is also intensely partisan, overwhelmingly supporting the party of bigger government.

While it was generally expected that the court would rule in favor of the plaintiff,

Mark Janus, it was uncertain whether the scope of the ruling would extend to mandating opt-in vs. opt-out. Currently, for that portion of government union dues that are declared by the union to be used for explicitly political purposes – roughly 20 percent to 30 percent – members have to go through a laborious and intimidating “opt-out” process. Even as *Janus* extends that opt-out right to cover all dues, including agency fees, it can still be very difficult for public employees to stop paying these unions.

As it turns out, the court’s decision takes the further step of requiring public employees to opt-in to paying union dues. The court writes “Accordingly, neither an agency fee nor any other form of payment to a public-sector union may be deducted from an employee, nor may any other attempt be made to collect such a payment, unless the employee affirmatively consents to pay.” That is, instead of employees having to ask the union to stop withholding dues, now the union has to ask the employee to start withholding dues.

This is a major enhancement to the scope of the *Janus* decision, but government unions are working to minimize its impact.

How the Unions will use Contracts to get Employees to Waive their “Opt-In” Rights

A critical variable, not clearly addressed in the *Janus* decision, is when, and how often, an employee must “affirmatively consent to pay.” Related to this, and also requiring expert legal interpretation, is how requiring an employee to “affirmatively consent to pay” may conflict with contract law. What if the employee waives that right when signing an employment agreement? What if that waiver is buried in a more general employment agreement? Is that enforceable?

Take a look at this actual example of an actual recent agreement between an employee and their government union:

As can be seen, this contract has been modified to read “if I rescind my membership and if existing law changes so that non-members are no longer required by law to contribute, I agree that the contributions authorized above shall continue and this authorization shall automatically renew annually, irrespective of my membership status, unless and until I submit a timely signed revocation of this authorization. To be timely, a revocation must be mailed to OCEA’s office, postmarked between 75 and 45 days before such annual renewal date.”

Has an employee who signs this form, likely along with countless other forms they’ll sign on the first days of their initial

I direct my employer to deduct from my pay regular amounts equal to OCEA's membership dues and to transfer that money to OCEA. I understand that I may rescind my membership at any time. However, I understand that strong representation requires all represented employees to contribute. If I rescind my membership and if existing law... changes so that non-members are no longer required by law to contribute, I agree that the contributions authorized above shall continue and this authorization shall automatically renew annually, irrespective of my membership status, unless and until I submit a timely signed revocation of this authorization. To be timely, a revocation must be mailed to OCEA's office, postmarked between 75 days and 45 days before such annual renewal date. Contributions or gifts to OCEA are not tax deductible as charitable contributions. However, they may be tax deductible as ordinary and necessary business expenses.

The payroll deduction authorization includes a PAC contribution (currently \$1.60 per pay period or \$0.80 for part-time workers) which will be used to support member-endorsed candidates and for expenditures in connection with local, legislative and statewide issues and elections. I may choose not to contribute or to vary my PAC contribution without reprisal from OCEA or my employer. This authorization is voluntary and not a condition of my employment or OCEA membership. My authorization to make a PAC contribution shall remain in effect until revoked in writing by me via U.S. Mail addressed to OCEA. I acknowledge that I have reviewed and voluntarily agree with the foregoing. OCEA PAC contributions are not deductible for federal income tax purposes.

→ SIGNATURE _____ DATE _____

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employment, from then on permanently waived their right to only opt-in to dues payments? If you opt-in one time, are you stuck having to opt-out from then on? Every year?

To ensure that contracts such as the one featured here are signed, California's union compliant legislature offers SB 285 and AB-2017, bills that make it difficult, if not impossible, for employers – or anyone else – to discuss the pros and cons of unionization with employees. These bills also refer any alleged violations to the union-packed Public Employment Relations Board instead of the courts.

Then to make the contractually mandated, Janus altering, opt-out process even more difficult, AB 1937 and AB-2049 prohibit local government agencies from unilaterally honoring employee requests to stop paying union dues.

There is an even more fundamental way the unions will try to obliterate the impact of the Janus ruling.

Unions May Attempt to Force State and Local Governments to Directly Fund Unions

Some government union advocates have already begun legal research into removing government union funding from any direct relationship to individual government employees. In an 6/27 article on Vox titled "How Democratic lawmakers should help unions reeling from the Janus decision," the author argues that since unions only extract around 2 percent of wages, and since

studies show that unionization confers a 17 percent better wage and benefit package, the employer should simply turn over 2 percent of total wages to the unions, rather than deduct 2 percent from individual paychecks. They write: "But if public employers simply paid the 2 percent directly to the unions – giving the same 15 percent raise to employees but not channeling the extra 2 percent through employee paychecks – then there would be no possible claim that employees were being compelled to do anything, and thus no constitutional problem."

An article published in Slate makes a similar argument. The authors write: "States can replace their fair-share fee laws with provisions that require or allow public sector employers to subsidize unions directly." They even claim that such a measure would reduce employee's tax liabilities since their taxable income would be cut by 2 percent in order to fund the state's direct union contribution in a "revenue neutral" manner. To support their argument for this "direct payment alternative" the authors cite a law review article published in 2015 by law professors Aaron Tang of UC Davis, and Benjamin Sachs of Harvard.

The political power of public sector unions in California and other blue states is almost impossible to overstate. Returning governance to elected officials by rolling back the power of these unions will be a long and difficult fight. The highly

visible steps the unions are taking or testing – the direct payment alternative, contracts that temporarily or permanently waive an employee's right to free speech, forced dues for up to one year after opting-out – can be challenged in court. They may also be politically unpopular – direct payments in particular would be a hard sell to voters.

The more subtle ways unions are buttressing their power in the post Janus environment may be harder to stop, and collectively create daunting barriers to reform. Examples including denying right-to-work and pro-free-speech groups access to public employees, forbidding employers to discuss pros and cons of unionization, mandatory new employee "orientations" with union membership commitments filled with fine print and buried in multiple documents requiring a signature, handing dispute resolutions over to the union-packed PERB instead of the courts, broadening the base of employees eligible to join the unions.

To paraphrase Winston Churchill, for government union reformers the post-Janus era "is not the end. It is not even the beginning of the end. But it is, perhaps, the end of the beginning."

This article appears in California Policy Center (californiapolicycenter.org), an educational nonprofit focused on public policies that aim to improve California's democracy and economy.

Hide and Seek Hidden Luxury Around the World

By Marlise Kast-Myers

Between nosy neighbors, urban sprawl, and family drama, it's not easy to find a peaceful place where you can escape and simply "be." Even some of our favorite hideaways seem to be bustling with tweeting travelers, documenting everything from massages to margaritas.

Now you can bypass buffet lines and timeshare pitches at these confidential properties where privacy, seclusion, and tranquility are the name of the game. Don't be surprised if your cell signal drops or if Wi-Fi is patchy at times. That just means you'll have to live in the moment, rather than post about it. For hidden luxury—that you'll never see from the road—check out these hush-hush hotels that are inviting you in on their little secret.

Toscana Resort Castelfalfi (Montaione, Italy)

Located between Florence and Pisa, this 2,700-acre property in Montaione, Italy transformed from an abandoned tobacco factory into a luxury estate. In 2007, TUI Travel Group awakened the sleeping beauty and invested \$267 million in developing a boutique hotel, private villas, and a five-star hotel opening this spring. Despite the rebirth of this medieval ghost town, the countryside is remarkably secluded with its own nature reserve where guests can ride horses, forage for truffles, or tour the vineyards and olive groves. From farm-to-fork cuisine in the historic castle, to vinotherapy spa treatments on the Tuscan hillside, it's all about serenity and privacy—unless of course, you decide to wander the cobblestone streets of neighboring villages where civilization still exists. One night at this Tuscan kingdom will set you back \$650.

The Ranch (Laguna Beach, California)

If you're not in on this So Cal secret, you'd have no clue this secluded resort even exists, smack dab in the heart of Laguna Beach. Owned by Hobie founder, Mark Christy, the unpretentious sanctuary across from the beach opened its doors in December 2017. Despite the central location, it's the 1,000-foot canyon walls that keep it hidden from the summer chaos of trendy Laguna Beach. No matter where you look, you'll be safe inside your canyon cradle where laid-back luxury comes out on top. This microcosm of local surf culture shuffles out a cool casual atmosphere, beach cottage-style rooms, and family-friendly activities that will keep kids entertained for days. While you golf and get pampered at the spa, the little ones can learn how to surf or explore the canyon by hayride. Rooms have canyon-pool-or golf course views, but it's worth splurging for the hexagonal tree house with a private gazebo perched above Aliso Creek. Even if you don't plan on staying here, stop by for dinner at Harvest Restaurant where California comfort food meets thoughtfully sourced cuisine. The motto here is "Live like a local," which means you might actually become one, even at \$500 a night.

Laucala Island (Taveuni, Fiji)

Set on a 3,500-acre private island, this hidden property in Fiji's archipelago is made up of 25 villas—each with its own swimming pool and private butler—set amid coconut plantations and dazzling beaches. It truly is the essence of seclusion with overwater-

beachfront-or-hilltop lodging that overlooks deserted beaches and lush rainforest. Style and sustainability go hand-in-hand with 95 percent of the island untouched, and the rest dedicated to raising livestock and growing crops like vanilla, pepper, tea, orchids, and produce. Accessible by its own airport, the luxurious resort boasts an 18-hole championship golf course, horseback riding, hiking trails, five restaurants, submarines for guests, and the highest staff-to-guest ratio of any hotel in the world (16 per villa). This level of privacy comes with a hefty price tag, however. Prepare to pay \$4,800 a night for the all-inclusive time of your life.

Hidden Canopy Treehouses (Monteverde, Costa Rica)

Tucked in the Costa Rican cloud forest of Monteverde, six luxury tree houses immerse you in calming nature with wraparound decks, driftwood headboards, waterfall showers, and skylight ceilings. Far from your vision of a childhood tree house, these two-story units are cupped in massive branches high above koi ponds and a network of hiking trails. Each tree house (from \$395) has a lounge area, private entrance, and floor-to-ceiling windows with views spanning over the hills to the Gulf of Nicoya. Breakfast and tea are served in a lovely solarium in the main house, one of the few spots you'll encounter other guests. Prepare for silence at this peaceful retreat where the sound of screaming children is replaced with that of chirping birds and howler monkeys (no kids under 16).

Castello - Panoramic
Photo courtesy of TUI Travel Group.





Credit: Cal-a-vie

Hacienda Uayamón (Campeche, Mexico)

One of the most remote haciendas in the Yucatan, this exquisite jungle property was abandoned in 1913 and resurrected a century later as one of five haciendas in the Starwood Luxury Collection. The original architecture and decor have been carefully preserved, right down to the ancient ruins jutting through the swimming pool. Draped across original tile floors are hand-woven hammocks where you can sway in the historic casitas, each with its own garden and Jacuzzi. Paying tribute to the past are such details as sisal rugs, high-beamed ceilings, and the original company store—now serving as the spa with Mayan-influenced treatments. This property is remarkably challenging to find, meaning it's best to take advantage of the airport shuttle or avoid traveling by night. Rates start at \$570.

Musha Cay (Exumas, Bahamas)

If one island isn't enough, how about a whole chain of 'em in the southern Bahamas? Ironically, these off-the-radar islands in the Exumas are owned by legendary illusionist David Copperfield. For \$39,000 a night, you and 12 of your closest friends can get a taste of the magic that includes five beachside villas, world-class cuisine, and endless water activities from 40 sugar-sand beaches. The best part about this hideaway is that the only other guests on the island are the ones you invited.

Deplar Farm

(Troll Peninsula, Iceland)

For adventure and solitude far from the madding crowds, this converted sheep farm in the remote Fljot valley is way off the beaten track but worth the journey—and the \$1,750 a night room rate. The modern 13-suite lodge pays tribute to Icelandic



Credit: Chalet Pelerin

architecture with locally-sourced stone, black timber, and grass-sodded roofs. Walls double as windows with floor-to-ceiling views of mountains, lakes, and ocean where guests heli-ski, fly fish, horseback ride, snowmobile, whale watch, hike, and surf. Tired bodies can find healing at the spa with its own floatation tank, or in the geothermal infinity pool illuminated by sun-lit nights. If cozying up is more your style, head to the library, private theater, or bar where you can nurse your favorite cocktail. If you'd rather have the entire place to yourself, simply dish out \$21,000 a night for the entire farm.

La Troza (Puerto Vallarta, Mexico)

Only accessible by boat, privacy is top priority at this Puerto Vallarta resort cradled between Bahía de Banderas and the Sierra Madre Mountains. Accommodations for 24 guests are housed in four residences; the villa, the beach house, and two casitas, meaning you'll have your own beachfront estate complete with a restaurant, infinity pool, outdoor Jacuzzi, and white-sandy beach. Between snorkeling, kayaking, fishing, surfing, and hiking, the only reason you'll need to visit Puerto Vallarta across the bay is to possibly catch your flight home. For even more tranquility in your stay, you can book private yoga, cooking classes, or a massage on the beach. Included in the nightly \$5,000 buyout rate are activities, airport transportation, unlimited drinks, and elaborate meals prepared by a five-star chef.

Chalet Pelerin (Le Miroir, France)

You might just want to leave your boots on for this one, where heli-skiing is considered to be some of the best in the world. Indulgence starts with bubbly by the fire and continues throughout your stay with spa treatments, an indoor saltwater pool,



Credit: Musha Cay

and a terrace Jacuzzi showcasing views of Mont Pourri while you soak. The five-room chalet offers intimacy aplenty, tucked away in the Tarentaise Valley near the mountain village of Le Miroir. Named after celebrated French landmarks, rooms are woodsy-chic with alpine furnishings like sheepskin throws and beamed ceilings branded from the 1800s. Pack leaders should claim the master suite with a private balcony, log fire, and steam shower. Outside your door are the French Alps where you can snowshoe and snowboard in winter, and rock climb and mountain bike in summer. A room will set you back \$884. Big spenders can opt for the 12-guest buyout at \$6,275 a night.

Cal-a-Vie (Vista, California)

It's secrecy at its best when celebrities like Julia Roberts and Oprah Winfrey can hang out at this destination spa without getting noticed. Despite its location in the hills of Vista, California, you'll feel like you've died and gone to a pampering Provençal village. Classic French style prevails in the opulent lounge areas and private villas with marble baths, Frette linens, antique furnishings, and 200-year-old reclaimed wooden floors. Balconies open onto hillsides blanketed in lavender, where a stone chapel from 1615 (imported from Dijon) is utilized for mediation and weddings. This luxury spa "camp" is no-holds-barred when it comes to fitness, health, and service with a staff-to-guest ratio of 5:1. Every three-course dinner is a fine dining experience in the ornate setting with its crystal chandeliers, velvet chairs, and 14th century fireplace. The 3-night minimum stay (\$4,675) includes meals, spa treatments, fitness classes, and access to the private 18-hole golf course.

Marlise Kast-Myers is a journalist, author and freelance writer based in San Diego. Her website: www.marlisekast.com.

Startup 78: Growing the Startup Community in North County



Dan Hendricks, President of OSML and Jennifer Shoenek, Startup78 Director for the San Diego Regional Economic Development Corporation, present a one month membership to OSML as a prize at the event.

By Courtney Cromer

North County San Diego is known for its beautiful scenery and relaxed lifestyle, but innovative industrial growth is garnering attention to the area by storm. Open Source Maker Labs (OSML) opened its doors in 2014 to support this movement, and there has never been a more exciting time for entrepreneurs to explore new business opportunities in the area.

As California continues to expand across growing industries like information technology, health care, hospitality, and agriculture, city leaders in North County have zeroed in on what their region brings to the table.

This created a like-minded collaboration between OSML and innovation leaders in North County who recently launched a new entrepreneurial initiative —

Startup78. The 78 is reference to State Route 78 in North County.

With more land to build businesses and by harnessing a community effort to support the goals of each city, the North County cities of Carlsbad, Oceanside, San Marcos, Vista, and Escondido joined forces to focus on the economic prosperity of the area, creating Innovate78. Recognizing the growing number of entrepreneurs in North County, Innovate78 along with San Diego Regional EDC launched a separate action specifically for startup companies, thus the Startup78 initiative was born in spring 2018. Startup78 works to unite and maximize the resources available to entrepreneurs as they begin to develop their companies, and support their growth as they become sustainable and successful businesses.

When entrepreneurs bring their

dreams to life, it creates job growth and economic benefit towards the surrounding communities as well. Jennifer Schoeneck, economic development manager for San Diego Regional EDC and program manager for Startup78, explains this role: “98 percent of firms in San Diego are small businesses. When we give entrepreneurs the resources they need to be successful, it adds jobs to our local economy which in turn helps individuals and families.” With San Diego County’s unemployment rate at 2.9 percent being lower than the California average (4.2 percent) as well as that of neighboring Los Angeles (3.9 percent) and Riverside (4.1 percent), something is clicking into place in the small business and startup ecosystem of the county.

Simply put, economic growth in North County creates more career options for local residents along with a major cut in

commute time to dense workplace areas that lie miles away from home, with one example being the technology sector. The 78 corridor has created more than 25,000 jobs in technology, and the number of tech firms in the area rests at 42 percent above the national average. The number of jobs created in technology also induced upwards of 16,000 additional jobs that support the industry. In the tech sector of the 78 corridor, 80 percent of firms are small businesses that employ less than 10 people each. Residents see the opportunity available in the 78 corridor; this area has transformed into an environment that breeds entrepreneurs and scalable businesses.

With the emergence of Startup78, a symbiotic relationship between the initiative and Open Source Maker Labs came into full effect. With OSML being the only makerspace in North County, the labs provide the space for entrepreneurs to code, 3D print a prototype, or use a variety of other tools and materials such as the laser cutter, or metal and woodworking materials that are otherwise hard to come by. With OSML hosting teams of bright and dedicated college students getting hands-on experience in their STEM fields, startups have talent pools to draw from for hiring purposes.

Schoeneck also highlighted OSML's role from the startup community's perspective. "Volunteering their time, expertise and resources, OSML plays a critical role in the North County startup community," she explained. "We are proud to have [OSML President] Dan Hendricks on our Regional EDC Startup78 committee to help drive the strategic agenda to provide startups with the resources they need to grow and thrive in North County San Diego."

Hendricks appreciates seeing these companies and business relationships develop firsthand. "I enjoy seeing the creativity and energy in the startup community, and the increase in self-confidence by people as they go through the startup journey," said Hendricks. "We've seen a lot of talent develop right here in our lab through the many projects we have, and that's led directly to startup



Dan Hendricks, president of Open Source Maker Labs.



Darren Charrier, CEO of Voyager Space Technologies, makes his pitch at Startup78's first quarterly meetup hosted at OSML, North County's only hardware incubator and makerspace.

initiatives and hiring by startups in North County."

Hendricks feels that as more attention is drawn to the businesses in North County, funding and investment will continue to develop, creating rapid growth across multiple industries. Compared to larger cities, he said, the secret ingredient to this area is the new collaboration that is happening between the five cities along the Innovate78 corridor while each city continues to retain its specific characteristics. This will ultimately create novel opportunities for talent and business to locate in North County.

From the rise of the technology sector,

to the emergence of numerous local breweries, economic growth can only continue to expand in North County. Paired with the focus on collaboration between the five cities and the holistic mindset of preserving a balanced lifestyle of family, friends, and outdoor appreciation, the synergy of North County has created a refreshing atmosphere for startups to thrive in. With events and resources available through Startup78 and Open Source Maker Labs, entrepreneurs are encouraged to get involved as the 78 corridor brings new business to life.

For more information on Startup78, visit: innovate78.com/startups

Ocean Science Gets its Own Comic Book

Fishes, crustaceans and worms become comic book starts in Squidtoons

By Shawndiz Hazegh

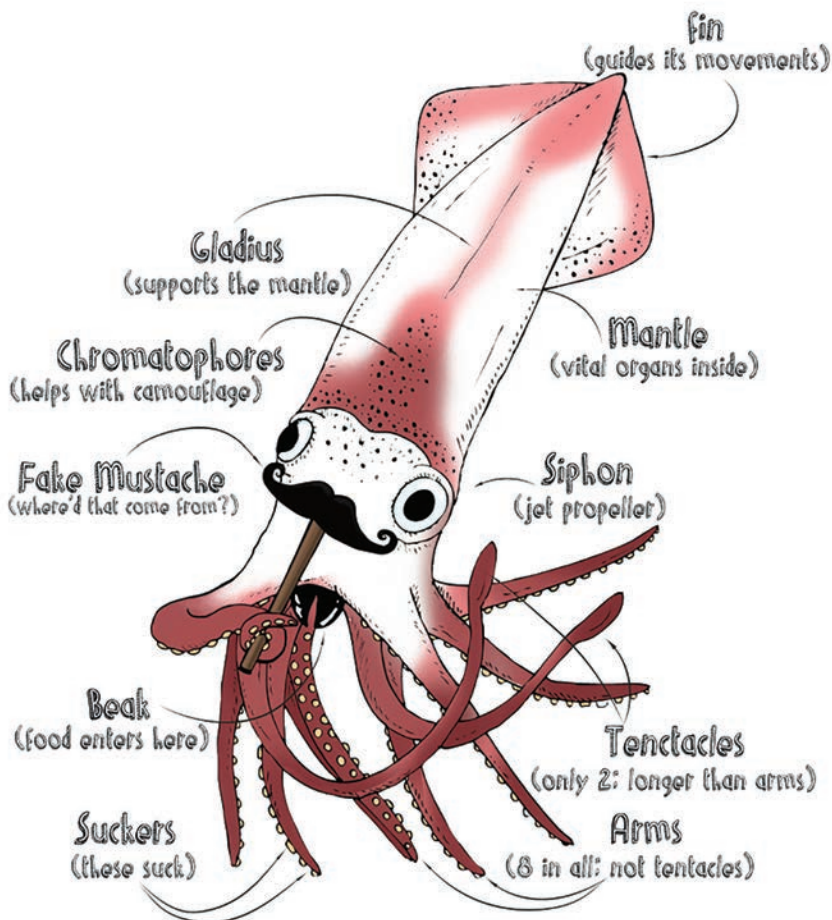
Garfield Kwan, a fourth-year Ph.D. student at Scripps Institution of Oceanography at the University of California San Diego, has a passion not only for science, but also comics. His love for the two resulted in the creation of Squidtoons, a website he launched in 2013 that illustrates science with “farts, burps, and giggles.” Kwan has always been interested in science, outreach, and communication and hopes Squidtoons can help educate the public about science through its visually-appealing yet scientifically-accurate comics.

Kwan is now hoping to expand the site’s reach with the June 26 release of a new book, *Squidtoons: Exploring Ocean Science with Comics*. The book covers the anatomy of 19 various organisms including the weedy seadragon, the California mantis shrimp, the bone-eating osedax worm, and the tuna crab. While Kwan aimed for the book to appeal to children, he hopes it will also appeal to millennials, a generation that grew up enjoying digital media such as The Oatmeal, a popular comics site.

“Every single piece we created involves lengthy research at the primary literature level,” said Kwan, noting that a single comic can take months to complete. “Following the scientific paper review process, Squidtoons’ comics are drawn and written as accurately as possible. Our contents are backed by research papers, reviewed by qualified scientific experts, internal editors, and myself, before being published.”

In addition to Kwan, the Squidtoons team includes chief scientific illustrator Dana Song and editor Kaitlyn Lowder. Each team member brings something unique to the table, an asset that has helped develop the Squidtoons book. As a marine biology student, Kwan’s studies include how fish otoliths (tiny structures in the inner ear involved in balance and hearing) calcify, and how they are affected by future ocean conditions. Song, the artist and co-author of the book, is a UC San Diego alumna with a background in public health. Lowder is a Scripps PhD student studying ocean acidification on crustacean exoskeletons.

Fortunately for Squidtoons, their work was noticed by an accomplished comic artist who referred the team to Andrews McMeel Publishing. Kwan said the publishers were excited to sign them on after being presented with the team’s pitch.



Sample illustration from Squidtoons.
(Courtesy of Scripps Institution of Oceanography)



Scripps Ph.D. student Garfield Kwan
(Photo courtesy of Scripps Institution of Oceanography)

Many of the comics in the book involved collaboration with Scripps researchers and alumni. For example, “Gimme Babies or Gimme Death,” a comic introducing seadragons and their breeding program, involved Birch Aquarium aquarist Leslee Matsushige and Scripps alumnus Josefin Stiller. The comic “Sharktunes” highlights a recent study led by Scripps scientist and alumnus Andy Nosal on the perception of sharks being influenced by background music and “Market Squids Can Handle Stress, Yo” highlights a recent study led by Scripps alumnus Mike Navarro on embryonic market squid response to ocean stressors.

Kwan hopes to see Squidtoons become his primary outreach tool to communicate his research as he pursues a career in academia. He also hopes to continue collaborating with other researchers who want their work illustrated through comics.

Squidtoons: Exploring Ocean Science with Comics can be purchased at the UC San Diego Bookstore and the Birch Aquarium gift shop after its release date on June 26. It is also available online at Amazon, Barnes and Noble, and Indiebound.

For more information on Squidtoons, visit: squidtoons.com. This article originally appeared on Scripps News.

She Runs Her Business by the Books!

Susan McBeth launches national business connecting book clubs and authors

Time once was that when an author signed a book contract, the publisher's marketing department handled the details of promoting the titles. Life was relatively straightforward for the authors who had to deliver their manuscripts, then make a few bookstore appearances to sign copies of their books.

Over the past 10 years, authors have been expected to do more of their own marketing – and pay for it! Even bestselling authors are hiring personal publicists to raise awareness of their releases. This isn't the only way the industry has changed for authors. There are more books being published both traditionally and independently, but fewer bricks and mortar bookstores to display and sell them.

Savvy authors have always known that a key component to success was to have their books chosen by book clubs. More than half of adult women in the United States belong to at least one book club. Additionally, women dominate the book buying market purchasing 40 percent more books than their male counterparts, according to the Pew Research Center. They are both more likely to read, and read more books, than men.

So where are these book clubs and how do authors connect with them?

That's the question San Diego businesswoman and CEO Susan McBeth set out to answer three years ago when she began research and development of NovelNetwork, the nation's first "matchmaking" service for book clubs and authors.

"NovelNetwork is so much more than a creative way to market books, though," explains McBeth from her office in Tierrasanta. "It's a great way to connect with readers who want meaningful discussion with their favorite authors."

McBeth asks, "What reader wouldn't enjoy a thoughtful, provocative discussion with their favorite authors over a bottle of



wine in the comfort of their own home?" This entrepreneur is no stranger to the literary world. After managing events at a local independent bookseller for many years, she saw a need for more engaging interactions with authors outside of traditional venues. She founded Adventures by the Book, which hosts "multi sensorial" events and travel aimed at connecting authors and readers more intimately than traditional book signing events. McBeth has taken dozens of groups as far as Thailand, France, and Germany, and as nearby as Quail Aviary in Encinitas, La Parfait Paris downtown, and Queen Mary ocean liner in Long Beach. Mc Beth also created a "Weekend at Tiffany" event with Marjorie Hart and the late Susan Vreeland, at the historic Mission Inn, Riverside.

In fact, it was an author visiting San Diego on her book tour who sparked the McBeth's idea for NovelNetwork.

Adventures by the Book hosted an event for Jenna Blum, NYT and international bestselling author of "Those Who Save Us." Blum shared with McBeth that she had visited 800 book clubs in the Boston area alone in one year.

Blum credits these book club visits for her ascent from debut novelist to bestseller, and plans to similarly engage with readers once her new novel *The Lost Family* is released this June.

Blum explains "It's such a privilege to hear people talking about your work and be able to provide behind-the-scenes answers to their questions. And readers' perspectives and comments are inspiring to me as I write more books."

McBeth kicked off her new venture with an all-day "Book Club Bingo Adventure" on June 10 at the San Diego Central Library. There, readers were able to "speed date" authors, attend engaging panel discussions, and schedule book club visits. In attendance were 22 authors, including international bestsellers Jenna Blum ("Those Who Save Us"), Kate Quinn ("The Alice Network"), and Janelle Brown ("All We Ever Wanted Was Everything").

Through McBeth's innovative NovelNetwork registry, book clubs can opt for an in-home visit with authors who live in (or are visiting) their cities. For example, San Diego residents may schedule book clubs visits with local bestsellers, such as Michelle Gable ("A Paris Apartment"), Susan Meissner ("Secrets of a Charmed Life"), or Kathi Diamant ("Kafka's Last Love"). Or book clubs may arrange a Skype visit with authors who live out of the area.

NovelNetwork boasts an impressive list of authors from Boston to Alaska, North Carolina and Texas, with the majority based in San Diego, Los Angeles, San Francisco, and Seattle. McBeth adds, "And we're just getting started," says McBeth.

Learn more about having an author visit your book club by visiting novelnetwork.com

Adventures by the Book hosted an event

Table Food+Drink

A NEW NAME AND A NEW MENU

By Mindy Flanary and Joyell Nevins

Gather 'round the Table for conversation, class, and modern American cuisine in Fairbanks Ranch.

Table Food+Drink is the restaurant formerly known as Cesar, a second location to the Berkeley flagship restaurant, which is celebrating its 20th anniversary. Richard and Terumi Mazzera opened the Rancho Santa Fe Cesar two years ago, and while the community loved the place, they were requesting a different style of food. Table Food+Drink is the Mazzeras' answer to their customers' requests.

So this past December, the restaurant shut down and opened its doors a few weeks later with a new name and new menu.

"Renaming your restaurant is like renaming a child," Richard said.

They chose Table Food+Drink to keep

it simple and cultivate the idea of community. Indeed, when we were there, there were several laughing groups enjoying themselves.

The restaurant boasts high ceilings and a blue-green color palate. You can sit outside on the small but heated patio, or inside at a high-top table or corner booth (our favorite). There's even a large private room that you can reserve.

The bar goes across one whole wall – plenty of liquors available for their creative cocktails. We highly recommend the sangria, our waitress's favorite to sip. It is made to order each time with Moscato, brandy and a bit of port. The cocktail wasn't overly sweet, but still refreshing.

At the back of the bar, two televisions continually play old movies, generally themed to the menu of the night. On an

Italian night – spaghetti western. Japanese specials? Break out the old samurai films. Of course, Richard notes that all of this is trumped if the Warriors are playing.

But on Halloween, the movie has to be "The Wizard of Oz." All of the staff dresses up as characters from the film. Last year, a drink special was offered to any customers dressed as characters from Oz. This resulted in a group of six grown men with ruby slippers and gingham dresses bellying up to the bar!

Much of the restaurant was not just designed, but built, by the owners. Richard personally built the tables and laid the tiled backsplash along the bar. If you want to hear a funny story, ask him why there is a solid square among the mosaic pattern hidden in plain sight.

There are plenty of starter options to



Joyell with Miso Soup and Donburi Chicken



Hamachi Crudo



House-made Truffle Fries



Our favorite, hands down, is the tuna poke.



Writers, Mindy Flanary, left, and Joyell Nevins



The bar goes across one wall — plenty of liquors available for their creative cocktails.

“Renaming your restaurant is like renaming a child”

— Owner, Richard Mazzera

begin your meal. Our favorite, hands down, is the tuna poke. While not on the regular menu, it’s offered as a special almost every day. The yellowfin is diced finely and mixed with garlic, tobiko caviar and siracha aioli. The flavor explodes in your mouth. They serve wonton chips, but Mindy was eating it right off the spoon!

The caviar also provided an interesting crunch on the Hamachi crudo. Now that is a dish only offered on “Terumi Tuesdays,” when Terumi makes a special izakaya menu, including her own ponzu sauce. The miso soup was unexpected with a thick broth and large manila clams.

Other themed nights include Taco Thursdays (who says tacos can only be on Tuesdays?), and an upcoming Italian night on Wednesdays. Try brunch on the weekends with a build-your-own benedict with options for your base, vege, protein and sauce.

For the regular menu, popular dinner items include the Southern-style buttermilk fried chicken and steak frites. We enjoyed the sandwich of the day with melted Gruyere cheese and smoked ham. The bread dough is brought in from San Diego-based Sadie Rose Baking Co. and baked in house daily.

Appetizers range from a whole steamed artichoke to spicy chicken wings and beef and barley soup. We would stay away from the roasted cauliflower. It was served with a fermented black garlic vinaigrette that’s more of a paste, and some other flavors we thought clashed with the vegetable.

Any trip to Table has to conclude with chocolate and sour cherry bread pudding. Absolutely melt-in-your-mouth delicious. It is served with a buttered brandy sauce and homemade, thick whipped cream. We savored ours with a cup of Mr. Espresso coffee — you know it’s good when even the

decaf is rich and satisfying. Other desserts on the menu include bananas foster (a little too liquidy for us), chocolate mousse, local berry crisp and crème brûlée.

The Mazzeras’ restaurant experience spans several decades. This venture is the sixth restaurant Richard has opened personally and the fourth for Terumi. They still maintain Cesar in Berkeley, but are content living here in Southern California.

And if you miss some of the original Cesar menu down here in RSF, they still will serve paella. You can order a family-style pan; just be sure to give 48 hours notice. The Valencia Spanish classic is a rice dish including seafood, chicken, chorizo, and vegetables like peas and sweet peppers.

Table Food+Drink is located in the Del Rayo Shopping Center. Hours are 11:30 a.m. – 9 p.m. Tuesday through Sunday. For more information, visit the website at www.tablefooddrink.com.

A Local San Diego Publisher's Best-Kept Secret

Thousands of La Mesans found a surprise in their mailbox last month with the arrival of a new community newspaper, La Mesa Village News.

La Mesa Village News is the latest of more than 30 hyper-local community direct mail newspapers launched by San Diego-based publishing house Local Umbrella Media.

In 2015, Local Umbrella acquired the venerable North Park News, which has been in existence since the 1990s.

Local Umbrella Media also known as “LUM,” is a fast growing, locally owned multi-media group of direct mailed community newspapers and magazines. In addition to the new La Mesa Village News, LUM recently launched a full-color magazine, directly mailed to over 20,000 residences in La Mesa, earlier this year. LUM plans to launch and develop several additional newspapers and magazines across San Diego County in the coming months.

“Large publishers have all but abandoned smaller communities,” states Local Umbrella’s Group Publisher Brad Weber. “We like to say ‘The smaller the focus, the more readers care.’ We choose only neighborhoods like La Mesa Village where residents love their community and are proud of it. We celebrate their pride by reminding them how lucky they are to live there, while helping residents to cherish and appreciate their neighborhood by educating them and inspiring them to support the local business community — as well as the schools, and nonprofit organizations. This creates connection and goodwill in their community.”

“Our precept is ‘Community, Kids and Causes,’ and we distribute only good news about our select communities, essentially reminding folks how lucky they are to live where they do, and to cherish their neighborhood by supporting local businesses and organizations that depend on them,” said Weber. “We constantly remind our readers to ‘Choose Local First’

when making decisions about where to spend their money. When they support local businesses they insure that these unique communities remain vibrant, which helps in a myriad of ways including increased property values, lower crime rates, etc.”

“Although we look like a traditional newspaper, we are different and much more,” adds Weber. “Our publications are tangible direct mail community focused newsletters which really looks and feels like Social media – but in print. The papers include resources for residents such as local real estate agents, builders, home improvement, doctors, dentists and places to eat, shop and play within their community. All positive news and information, ‘No Bad News’ is our credo.”

Make it Local:

“We developed Choose Local First as the Local Umbrella Media slogan because we know our community based products directly connect independent businesses to customers, resources and each other,” said Weber. “We believe that locally owned businesses are the very backbone of San Diego’s culture, economy and character and we are devoted to raising the visibility and viability of locally owned businesses which further the development of stronger and more sustainable communities.”

Revenue structure:

“Advertising revenues support our cause as the papers are mail free of charge to local residences, as well as available for pickup at various local shops, libraries and offices,” said Weber. “What we bring to our sponsor



businesses of our business model where our business model concept generates trackable revenue and convertible leads for participating sponsors and advertisers via direct mail. That is why small to mid-size businesses repeatedly select Local Umbrella Media as their advertising and marketing resource. LUM clients have options to either reach a single neighborhood, or to choose complete county wide coverage in all editions covering as far north as Carlsbad and Rancho Bernardo, in addition to several in San Diego and East County. Participating advertisers reach their target market without wasting hard earned dollars on circulation that produces little or no results.”

Advertisers (or “Community Sponsors” as Weber likes to call them), include the real estate agents who want to brand themselves

We believe that locally owned businesses are the very backbone of San Diego's culture, economy and character and we are devoted to raising the visibility and viability of locally owned businesses which further the development of stronger and more sustainable communities. - BRAD WEBER

as not only the "Neighborhood Expert," but also as someone involved and invested in the local community. "The real estate industry had move away from print and direct mail several years ago to online site like Zillow, but more recently high level industry sources claim the neighborhood direct mail concept is the 'new media' for building their brand as a household name within their target areas," said Weber. "We typically work with a single agent in each area. Every month the newspaper with their name, face and brand appears in the mailboxes of targeted homeowner. The mailer isn't all about the Realtor like the ubiquitous postcard mailer you see coming in the mail. Our papers are more like a free gift to the community from the local agent, and when it is time to sell or buy, they call the name they recognize as not only the 'neighborhood specialist,' but also a person who they have formed a bond with because of the community support."

Other sponsors include the smallest businesses to major players like LARS Remodeling and Design. "The ability to have our message land directly into a homeowner's hands is invaluable. Through this medium, our company has been able to promote our offerings and make a connection with key communities. We truly value the "feel good" presence that the Local Umbrella papers have established, and we have seen tremendous value from



our partnership," states LARS Marketing Coordinator Shelly Meyer.

Craig Enos, owner of Core Electric in East San Diego County adds, "We absolutely love our relationship with Local Umbrella. We have been advertising for over two years now and when my business needs a boost we will absolutely continue to use Local Umbrella. The direct mail distribution of the local papers to quality homes in our neighborhood is just what we needed. We had tried many expensive advertising options before, but we get calls,

good jobs, and referrals from running our ads in the local papers. People seem to enjoy seeing the papers come in their mailboxes each month. I have several friends in other communities who have mentioned getting the papers and they also like the "small town" community aspect. We love it!"

"No one can beat our targeted advertising value proposition," adds Weber.

The Future:

"We have a team of incredibly talented editors, writers and graphic designers, and we are really doing well with our core direct mail program. We are, however, currently working with several local technology firms to greatly enhance the social and digital media offerings to local advertisers and to our audience," said Weber.

"Our goal is to become the go-to agency for businesses inside our communities. The name Local Umbrella is a metaphor for our ability to cover the complete 'marketing agency' needs of a local independent business, whether it be a logo design, signage, direct mail, printing, or more through our LUM Branding division (lumbranding.com). This in addition to our core marketing programs, both in print and online."

Specialty Publications:

"We are expanding rapidly and have recently added staff to help us reach more

PUBLISHING

San Diego County neighborhoods, and a national rollout is in the works based on our success here at home,” said Weber. “My background is in magazine printing and publishing and we will soon be launching our custom publishing division which will release our Kid Scoop News publication (www.KidscoopSD.com), as well as more community focused magazines, an ‘over age 50’ focused magazine, a local pet magazine, a new homeowner targeted publication, and more. Statistics back up that direct mail absolutely is the best way to reach homeowners in a highly targeted way. The problem has been to extreme expense of a direct mail program for a small business. We are continuing to create products that allow our local business partners reach

homes in their area for a fraction of the cost of doing a direct mail program themselves. It’s working and we are excited about the coming months and years.”

“We listened to our audience and found that many residents were starving for substance and connection within their communities, and that is one of the reasons why our readership has grown by leaps and bounds. We ask the questions and we care about our audience. We are excited to announce that Local Umbrella Media is rolling out several more community newspapers which are slated for fall 2018 and early 2019.”

Our Secret

“Print isn’t dead! Direct mail is the ‘new

media,’ and hyper locally focused direct mail is the very best combination of affordability and effective consumer targeting,” said Weber.

People interested in advertising a business, or getting articles published, can contact the sales team to reserve space, including the option of a cover feature or an “Expert Contributor” article, for upcoming editions

Group Publisher

Brad Weber

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LocalUmbrellaMedia.com

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New presidents take the helm at three CSU campuses



From left: Lynnette Zelezny of CSU Bakersfield, Thomas Parham of CSU Dominguez Hills, Adela de la Torre of San Diego State University.

The California State University system, in which women now make up the majority of campus leaders, is leading the charge to further diversify its ranks.

New leaders are taking on the role of president at the CSU’s Bakersfield (Lynnette Zelezny), Dominguez Hills (Thomas Parham) and San Diego (Adela de la Torre) campuses. To date, female presidents lead 12 of the 23 CSU campuses.

“In our presidential searches, we strive to find the person with the skills, experience and aspirations best suited to lead a respective campus,” said CSU Chancellor

Timothy P. White. “The work to diversify the pool of candidates has been intentional, as people coming from diverse backgrounds bring a richness of ideas crucial to serving the diverse students of California who will go on to work in a global economy.”

The CSU has engaged in system-wide efforts to diversify faculty, staff and campus executives to provide role models and mentoring opportunities, as well as a variety of backgrounds and ideas, all with the goal of enhancing achievement of the most diverse student population in the country.

While women have made up the majority

of students on university campuses across the country since the late 1970s, female university presidents remain in the minority. According to a 2016 report by the American Council on Education, just 30.1 percent of university presidents are female — a number that only grew by seven percentage points over the past decade.

Since White became CSU Chancellor at the end of 2012, the CSU Board of Trustees has appointed 16 new presidents, 10 of whom were women.S



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