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NO. 2 VOL. XXXIV

SAN DIEGO WOMEN'S WEEK

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FIFTH ANNUAL WOMEN'S SYMPOSIUM

Friday, March 15, 2019 | 8:30 am - 2:30 pm | Academy of Our Lady of Peace



This Innovative Event Will Feature:

» Keynote Speaker

Summer Stephan, San Diego County District Attorney

» Featured Panelist

Ashley Nell Tipton, Fashion Designer, Winner of Project Runway 14

» Featured Panelist

Lt. Colonel Patricia Jackson-Kelley, Commissioner for Military and Veteran Affairs, County of Los Angeles

» Closing Speaker

Mara Fortin, Owner of Nothing Bundt Cakes

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» Panel Topics

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Empowering and Inspiring Women for 10 Years

The 2019 Women's Week program is focused on leadership with speakers who will be sharing their journeys and successes. Women such as Gretchen Rubin, Starla Lewis, Rosemary Watson, Tracy Warren and Guen Garrido, among others. Our coverage begins on **Page 8**



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Against All Odds

Raised in Compton, Calif., at the helm of the "Gang Wars," could not have been easy, but Sharon Davis (pictured) found a way to flourish. Sharon is one of the presenters at the April 1 kickoff of San Diego Women's Week. Others are Dr. Anna Hackenberg, Susan Munsey, and Linda Shaffer-Vanaria.



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Paying Off a Mountain of Debt

Guen Garrido paid off a \$68,000 debt in 2018, a task that took three years and three months to accomplish.



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Living a Purposeful Life

Starla Lewis has been teaching black studies at San Diego Mesa College about three decades of her nearly four-decade-long teaching history.



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We're all Vulnerable to Bias

The fact that all people are vulnerable to bias does not necessarily make them racist. So says Dr. Jennifer Eberhardt, social psychologist from Stanford.



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Making Room for More Happiness

Bestselling author Gretchen Rubin will share her research on ways to create more room for happiness through decluttering and organizing.

SDMETRO
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Chairman | CEO

Robert Page
BobPage@sandiegometro.com

Publisher

Rebeca Page
RebecaPage@sandiegometro.com

Managing Editor

Manny Cruz
Manny@sandiegometro.com

Graphic Designer

Christopher Baker
cbaker@sandiegometro.com

Photography/Illustration

J. Jepson
S. Mulqueen
Nazeen Rydhan-Foster
Zenbikerider

Contributing Writers

Cecelia Buckner
Jennifer Coburn
Jennifer Whitelaw
Marsha Sultton
Teresa Warren

Advertising

SALES & MARKETING DIRECTOR
Rebeca Page

Get in the loop with SD Metro's Daily Business Report. Sign up for daily emails on the latest business at sandiegometro.com

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

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Cars that Drove Our Imagination

The San Diego Automotive Museum in Balboa Park announces the opening of its new exhibit, “Icons: Cars that Drove Our Imagination.” The exhibit will run until June 1, 2019.

Icon: A person or object that is revered. Iconic vehicles set new standards in technology, design, and popularity, inspiring deep feeling and esteem in their adherents.

In some cases, a vehicle becomes iconic for its accessibility, affordability, reliability and endearment to the masses. The Volkswagen Bug, for example. Certain models are etched in the public psyche for what they brought to the industry. The Porsche 356, Chevy Corvette, and the Ford Mustang are such vehicles. Pop culture movies, books, and television also generate icons. Steve McQueen’s 1968 Mustang from the movie Bullitt and the custom “Captain America” Harley Davidson Chopper from the movie Easy Rider, for example. And who hasn’t looked at a DeLorean and contemplated going Back to the Future? The vehicles featured here pay homage to automotive excellence and reverence. We hope you enjoy reveling in these icons of automotive history.

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

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Gilman Bridge

UC San Diego celebrates Gilman Bridge completion

UC San Diego celebrated the completion of the Gilman Bridge, which spans across Interstate 5, at the Feb. 7 Gilman Bridge Ribbon Cutting and Community Celebration. More than 500 attendees gathered on the new bridge, which unites Gilman Drive on the west and Medical Center Drive on the east, making it quicker

and more efficient to get across the UC San Diego campus without using congested city streets. The bridge will officially open to traffic on Feb. 8, weather permitting.

UC San Diego structural engineering alumnus Tony Sanchez of global infrastructure firm Moffatt & Nickel is the engineer of record for the project.

The 406-foot long bridge was built as part of a series of regional transportation projects, including the trolley and the Genesee/I-5 interchange enhancements, all designed to ease street traffic and parking demands, improve air quality and better connect the university with the greater San Diego community.

Grossmont College to offer free training for persons seeking to become licensed commercial drone pilots

With the burgeoning field of drone technology translating into job opportunities, Grossmont College will offer a comprehensive training program that can transform amateurs into licensed commercial drone pilots in just three months.

The training that can cost as much as \$3,000 in the private sector is free to anyone who is at least 18 years old and a U.S. citizen, as required by the grant. The noncredit program is targeted to groups including veterans, Native Americans, military spouses, ex-offenders, women, high school students and the unemployed and underemployed. Drones are provided during the training.

Registration is now open for classes

starting in March.

The demand for drone pilots is skyrocketing, with predictions of a \$250 billion industry worldwide this year. The commercial and military impact drones will have in the near future is significant, creating more than 100,000 new jobs by 2025, according to a 2013 report by the Association for Unmanned Vehicle Systems. In California, the number of jobs is expected to climb to 18,000, about a 400 percent increase since 2012.

Contract work for one-time jobs such as industrial inspections can pay from \$30,000-\$60,000 for a six- to nine-month period, depending on experience and the nature of



the mission, said Javier Ayala, dean of career and technical education and workforce development at Grossmont College. Starting wages for in-house drone operators range from \$25-\$35 an hour to \$60-\$100 an hour for fully trained pilots with three or more years of experience. Grossmont's program prepares graduates for both contract and salaried jobs.

Rady School recruits new executive director for Master of Professional Accountancy Program



Jim Deiotte

Jim Deiotte, a business professional with extensive experience in accounting, law, and tax, has joined the Rady School of Management at the University of California San Diego. Deiotte will serve as the executive director of the school's Master of Professional Accountancy (MPAc) program.

Deiotte's storied career encompasses a strong background in financial reporting and international tax law. After nearly four decades in the profession, Deiotte retired from Ernst & Young where he served in a number of distinguished roles, including serving as the Sub Saharan Africa Regional Tax and Law leader as well as a senior partner and leader for Ernst & Young's Central and Eastern European Business Compliance and Reporting practice while in South Africa and Poland, respectively.

He has worked in the U.S. at other leading accounting firms and has a comprehensive education, earning B.B.A., MBA and JD degrees.

Beginning in fall 2019, the Rady School's Master of Professional Accountancy will prepare students for a wide range of accounting career opportunities that span public accounting firms, corporate accounting departments, and not-for-profit and governmental organizations.

A Different Way of Thinking for nonprofits' success

Can business tactics work in a non-profit world? Not only does Gary Rectenwald, executive director of the Catholic Community Foundation of San Diego, say yes, but he has and continues to prove it with his foundation. Rectenwald raised more than \$50 million in new funds for his new charity in the first two years under his leadership in 2016 and 2017.

The Catholic Community Foundation of San Diego is a charity that gives back to other charities and not necessarily faith-based ones. Currently it supports over 150 charities, both local and national, with 99 percent of the funds going directly to the charities as long as they support the same values.

Rectenwald runs things so successfully by bringing his skills as a business executive to fundraising. After a 30-year career as an information technology executive with IBM, AT&T, and Computerland he decided to make a change and brought his knowledge and expertise to giving back to his community.

Rectenwald has turned the basic tried-and-true fundraising tactics around that most nonprofits use and looked at things differently. He and his organization focus on the needs of the donor rather than the recipient, in the same way a for-profit business targets its customers by meeting their needs.

"As a Foundation, we wanted to focus on not just what we are doing now but looking to the future," says Rectenwald. "We realized that people are thinking differently these days —on making an impact — and that is the reason we focus on the need to give, rather than giving to a need. People want to get behind something bigger than themselves to make a difference. We aren't just an organization behind a computer. We go out into the community encouraging people to support a cause meaningful to them. If they don't have one, we can help them identify one and make a connection for them so their efforts become personal."

That community networking is one of the most successful tools of the foundation as it allows them to interactive with different sectors (business, education, neighborhood groups and even other nonprofits) so they can learn about the needs and resources to figure out the most efficient and effective partnership.

To donate or learn more about the Catholic Communities Foundation of San Diego, visit <https://ccfsd.org/> or call 858-490-8365.



Gary Rectenwald, executive director, Catholic Community Foundation of San Diego.

Latitude 33 Aviation takes delivery of 2 new Cessna jets

Latitude 33 Aviation, a private jet charter, executive jet management and aircraft sales and acquisition company in Carlsbad, has taken delivery of two factory-new Cessna Citation Latitude jets, further expanding its fleet of charter aircraft. The increase to the premium aviation company's midsize and super-midsize aircraft portfolio provides increased availability for nonstop coast-to-coast and international flights. The two state-of-the-art, mid-sized aircraft will join the high-end operator's existing fleet of managed aircraft, bringing Latitude 33 Aviation's total fleet size to over 30 private jets.

The Citation Latitude was designed to maximize passenger comfort with a flat floor, six feet of cabin height and the widest interior of any Citation on the market. It has a maximum range of 2,850 nautical miles (5,278 km) and a four-passenger range of 2,700 nautical miles (5,000 km).



Empowering and Inspiring Women for 10 Years

Gretchen Rubin (Credit: The Girls Lounge)

CELEBRATING 10 YEARS OF INSPIRATION AND LEADERSHIP FOR WOMEN IN THE REGION

This year's speakers are bright, articulate, successful and their messages are empowering and inspiring to everyone. The 2019 San Diego Women's Week is focused on leadership with speakers that will be sharing their journeys and successes.

Women such as Gretchen Rubin, Starla Lewis, Rosemary Watson, Tracy Warren, Guen Garrido and others are preparing to speak at the 10th annual San Diego Women's Week between April 1 and April 5 at various venues and events around the region. They will be sharing lessons and journeys that have shaped their lives and careers.

This year's exciting kick off on Monday, April 1, will be a luncheon at Sony

Electronics Inc. in Rancho Bernardo. The theme this year, Against All Odds, will feature four individuals who have succeeded against all odds. They will share their journey, determination to go on and the outcome of their fierce desire to prevail.

Back by popular demand, Wednesday, April 3, Women and Wine at the Bernardo Winery. Join hundreds of women that have come together for camaraderie, wine and food tasting and making new connections. This is a popular evening to catch up with friends and meet new ones.

The grand finale is the Friday Leadership Conference, April 5, held at the Town and Country Resort and

Convention Center.

This year's featured conference keynote, Gretchen Rubin, is one of today's most influential and thought-provoking observers of happiness and human nature. She's known for her ability to distill and convey complex ideas with humor and clarity, in a way that's accessible to a wide audience. She's the author of many books, including the blockbuster New York Times bestsellers "The Four Tendencies," "Better than Before," and "The Happiness Project."

Gretchen's presentation, "Outer Order, Inner Calm" will focus on getting rid of things we don't use, don't need, or don't love, to free our minds (and our shelves) for what we truly value.

Other powerful speakers will include:

Starla Lewis, her daughter Ishe and granddaughter YahYah

Three women, three generations within the same family, offering three unique perspectives on what it means to be a woman!

Utilizing poetry, storytelling, and music during the presentation to bridge the gap between mothers and daughters and inspire all women to have more honest and authentic conversations with each other about womanhood.



Starla Lewis, her daughter Ishe, center, and granddaughter Yah Yah.

Tracy Warren, Breaking Barriers

From broadcasting to the boardroom, Tracy has been breaking barriers in male dominated industries from the onset of her careers as a sportscaster and an employment attorney. Noting that, "Sometimes the locker rooms are better than the courtrooms," because she was always treated with civility.

Breaking Barriers challenges women to focus on how they can utilize their individual skills and talents to excel in traditionally male-dominated industries and realize that the only true barriers we face are those we create for ourselves.

Rosemary Watson, Busting Out of Your Comfort Zone and Going For it

When Rosemary Watson came to a block in her career, she did what anyone would do. She got up in the middle of the night and penned a letter to her idol, comedy legend Carol Burnett. It was a nutty idea but, as the saying goes . . . when life hands you nuts. No, wait, that's lemons!

The point is, Carol ended up calling Rosemary and she'll tell you all about it in this hilarious talk on busting out of your comfort zone, owning your power, letting go of your fear and just going for it!



Tracey A. Warren



Rosemary Watson

Guen Garrido, Against All Odds, She Paid Off \$68,000 in Debt

Guen is just like many people out there who found themselves buried in student loans, credit card debt, personal loans, and car debt. It became a heavy burden on her, but it felt impossible to tackle and people assured her it was "normal" anyway.

It wasn't until a series of events that turned her life upside down did, she finally felt fed up and wanted to do something about it. She started doing research and took action, and in March 2017, Guen became debt free. Hear her tell her story and the things she did to reach her goal to pay off over \$68,000 in 3 years and 3 months.



Guen Garrido paid off \$68,000 of debt in 2018, a task that took three years and three months to accomplish.

CONFERENCE PANELS:

The San Diego Women's Conference will also feature two panels of interest to women in leadership. The panels are listed below.

CONFLICTING VIEWPOINTS: KEY CHALLENGES OF THE MULTI-GENERATIONAL WORKFORCE

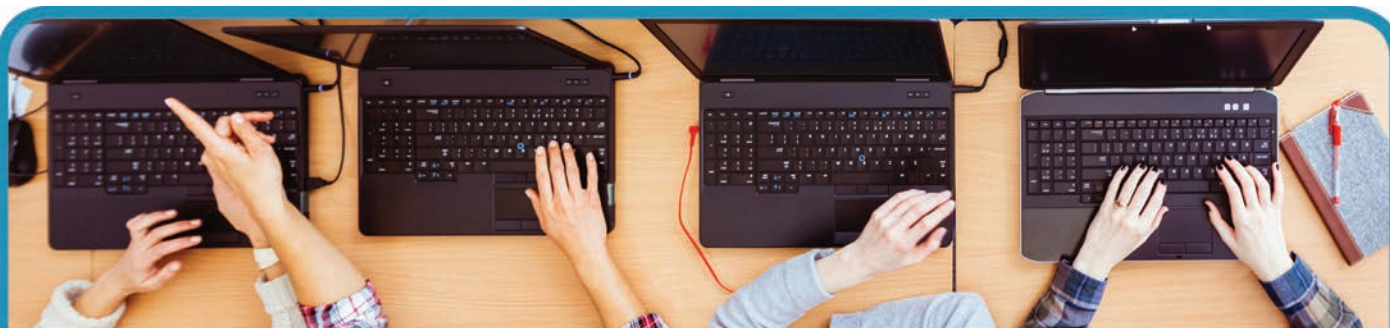
Managing across generations is not an easy task. For managers, an understanding of the multi-generational working behaviors is necessary in order to be able to handle workplace conflicts and create an efficient and inclusive workplace. This panel will talk about some of the key challenges in this modern workforce, and how managers effectively can deal with them.

- How different generations handle stress in the workplace
- Stark differences in the values, communication styles and work habits
- Conflict resolution
- Expectations and etiquette
- Panelists to be announced

CHALLENGING THE STATUS QUO EMBRACING REBEL TALENT AS A WAY TO FOSTER INNOVATION, EMPLOYEE ENGAGEMENT AND CHANGE FROM WITHIN

There are people who go to work every day, are satisfied with the status quo and enjoy what they do. There are others who don't enjoy what they do but never make a change. And then there are those who embrace change and are out to make a difference in this world.

- Challenging the norm to make a difference
- Rebel or Warrior?
- Good or Bad?
- Encouraging Ingenuity



TW2 CELEBRATES SAN DIEGO WOMEN'S WEEK!

We congratulate the North San Diego Business Chamber for organizing this exciting event and the many supporters who make it possible.

The TW2 team is proud of our woman-owned heritage and is honored to work with many of the incredible women doing business in our city.



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SAN DIEGO WOMEN'S WEEK EVENTS

MONDAY, APRIL 1:

OPENING KICKOFF - AGAINST ALL ODDS

Sony Electronics Inc.
16535 Via Esprillo, San Diego
11:30 a.m. - 1 p.m.

Enjoy lunch and an inspiring panel discussion with local San Diegan's that have achieved greatness against all odds.

WEDNESDAY, APRIL 3:

WOMEN AND WINE

Bernardo Winery
13330 Paseo Del Verano, San Diego 92128
5:30 p.m. - 8:30 p.m.

Attendees will receive:

- Wine Tastings
- Food Tasting
- FREE Souvenir Wine Glass
- Wine Bag
- Unique Shopping
- Free Parking

*details subject to change per weather

FRIDAY, APRIL 5:

LEADERSHIP CONFERENCE

Town and Country Resort and Convention Center
500 Hotel Circle North
San Diego 92108
8 a.m.-4:30 p.m.

Attendees will receive:

- Powerful leadership presentations and two panel discussions
- Swag Bag with three autographed books by speakers
- Luncheon
- Coffee Bar in the morning
- Dessert Bar in the afternoon

For additional information: www.sdwomensweek.com

THE TEAM BEHIND WOMEN'S WEEK



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Celebrating 10 Years



Brianna Eltzroth,
North San Diego Business Chamber
Vice President Operations
Celebrating 13 Years



Anne-Marie Jewel,
North San Diego Business Chamber
Events Manager
Celebrating 4 Years



Janelle Lucero,
North San Diego Business Chamber
Member Relations Manager
Celebrating 1 Year



Dylan Fisher,
North San Diego Business Chamber
Economic Development/ Advocacy
Specialist
Celebrating 1 Year

Against All Odds

The following women are presenters for the April 1 kickoff of San Diego Women's Week – Against all Odds:



SHARON DAVIS

Being raised in Compton, California at the helm of the “Gang Wars,” could not have been easy, but Sharon Davis found a way to flourish. She attended Compton High school, where TODAY the College Readiness Index is at 25.2, according to U.S. News and World Report for Education.

Sharon's mother instilled the importance of working hard and educational excellence. She knew how important it was to go to college. She took her mother's message to heart and worked hard both in school and work. She bought her first car working summers at McDonald's. This is where she met her first professional mentor, John Harlan, a three-store McDonald's franchisee who taught Sharon how to have a strong business acumen.

Hard work and focus got her accepted into UC Berkeley and ASU. She chose to attend UC San Diego as a biology major. Looking at statistics today, less than 6 percent of Compton High school graduates go on to earn an Associate's degree. She nearly failed her first year, given she was not prepared for all the science classes, but her perseverance and winning spirit allowed her to graduate with a bachelor's degree in psychology and communications.



DR. ANNA HACKENBERG

The moment that changed Dr. Anna Hackenberg's life came in 2017 during a walk with friends on the beach below Torrey Pines State Park. Without warning, rocks tumbled from the cliffs above, crushing Hackenberg, an urgent care doctor, and leaving her paralyzed from the chest down. “Life can change in an instant,” she says. “But don't stop if things don't turn out the way you planned.” Hackenberg's resilience and positive attitude serve as an example not only for those who have suffered life-altering trauma, but also for anyone who wishes to live a full, rewarding life. Initially, losing physical abilities was devastating to Hackenberg, who had been a competitive athlete her whole life. However, she was determined to find new ways to move with help from the rehabilitation team at Sharp HealthCare.

Hackenberg has been back at work for more than a year treating urgent care patients and even completed a marathon last spring on her hand cycle. She admits to moments in which she misses the ability to throw on running shoes for a trail adventure, but values the things she can do. “I am more present than ever and, with the help of others, so many wonderful things are still possible,” she says.



SUSAN MUNSEY

As a teen, Susan Munsey was lured into a life of prostitution in Southern California, where she learned about the abuse of young women firsthand. Eventually she was able to escape that world to become a clinical social worker and a psychotherapist. In 2009, Munsey founded GenerateHope, a nonprofit that offers a safe place for survivors of sex trafficking to heal and build new lives. The group provides long-term housing, therapy, education and medical care.

To date, Munsey says GenerateHope has been a refuge for more than 100 victims – some as young as 18. Participants attend classes to get caught up on their high school education and prepare for college. They receive therapy focused on their traumatic experiences. Women can stay at GenerateHope's safe house for up to two years and benefit from a variety of volunteer-led support services, such as equine and art therapy, dance and yoga.

"I always knew that God would use that time that I was trafficked in some way. It wasn't just going to be wasted time," says Munsey.



LINDA SHAFFER-VANARIA

Linda Shaffer-Vanaria was one of the U.S. Navy's first women test pilots and squadron commanders. At the time she entered the Navy, the U.S. Code Title 10 did not allow for women in combat so she was constantly architecting a career path to be positioned to achieve her career milestones, including painstakingly going through the entire Junior Officer billet guide line by line to identify possible assignments, a volume the size of a phone book, something near unimaginable today in the realm of the Internet.

Early in her career, Shaffer-Vanaria was going down in a high-performance jet and had to eject. After pulling the ejection handle, instead of rocketing out of the airplane, she remained trapped inside. She literally had only a few seconds to live. She focused on what might be possible and tried firing the seat a second time by gripping and actuating the ejection handle differently. As she was plastered against the canopy, out of her seat in inverted flight with violent gyrations, this took extreme focus and was difficult to execute. This focus saved her life. She was a rookie in a situation that would challenge an expert.

Guen Garrido

SHE TACKLED A MOUNTAIN OF DEBT AND FOUND HER JOY

By Jennifer Whitelaw

When you get the chance to attend UCLA — especially as the first in your family to attend college in the U.S. — and it's UCLA (!!), well, you go.

That's just what Guen Garrido did. And it was wonderful. And she left with a prestigious degree. And she accrued a mountain of debt.

On top of her student loan debt, Guen bought a car, and she put a lot of money on credit cards over the next few years. Her debt bothered her, but it was easy to brush off in a social circle where friend after friend acknowledged crushing debt as simply par for the course.

Then, as life is known to do, it threw Guen a couple of curve balls. First, her boyfriend broke up with her. She didn't see it coming, and the shock was compounded by realizing how much of her financial existence was tied to him.

To make ends meet, she had to move in with her parents and commute from their house in Hemet to her job in San Diego.

The second unwelcomed surprise was her father's cancer diagnosis. His chances were good, but treatment would be expensive, and Guen couldn't contribute financially at all.

By the end of 2014, her father was in remission, and Guen knew she had to get her financial affairs in order. It was time to tackle the \$68,000 debt she had racked up.

Three years and three months later, she was debt free. Along the way, she moved back to San Diego to live with three roommates, earned some notoriety for her journey to financial independence and learned a lot about herself.

She posted about her goals and methods on social media and joined several "debt-free" communities online. She found early inspiration in a book loaned to her by a friend, "Total Money Makeover" by Dave Ramsey. She embraced the seven steps he outlines.

Through this process, she realized she



Guen Garrido paid off a \$68,000 debt in 2018, a task that took three years and three months to accomplish.

needed a second job, so she started to drive for a couple of on-demand car services in the evenings and directing her profits toward paying down her debts. She also set aside money from bonuses and other side hustles like online surveys to pay off debt.

From each paycheck, she gave herself an allowance of a few hundred dollars to use for everything else — groceries, eating out, gas and clothing. She remained strict about her financial diet and became debt-free in 2018.

At the same time, a service she had used to lower her student debt interest rate — called SoFi — held a contest for people who had become debt-free. Guen entered the contest and was flown to New York as a finalist.

She noticed that SoFi was directing a lot of reporters her way for interviews, but she was still surprised when she was announced as the winner. She was awarded with a National Geographic expedition anywhere in the world for two people. She and her fiancée chose Iceland.

Ironically, Guen would have to pay taxes on the free trip at the end of the year, but

with her self-acquired financial education, she knew how to handle the situation. She already had an emergency fund waiting in reserve.

Next, Guen and her fiancée saved for their recent wedding and incurred no debt as a result of their nuptials. Their new savings goals include new (used) cars and then a down payment for a house.

Looking back on her journey, Guen sees parallels with the life organization trend sweeping the nation thanks to Marie Kondo.

"People say debt is normal, that it's good debt," said Guen. "Like Marie Kondo suggests, just because you liked it for a while, does it spark joy, and do you want to bring it into your future? I learned to say 'thank you, but you need to go away now' to my debt."

Now, says Guen, it's not just her finances that have changed.

"I have more focus in everything I do now," she said. "I've learned how to prepare and how to pay attention to detail. I have a lot more confidence and more hope for my future and my future family. I'm in a better position now."

San Diego WOMEN'S WEEK

April 1-5, 2019

ONE WEEK OF INSPIRATIONAL SPEAKERS & EVENTS



Gretchen Rubin
NY Times Bestselling Author
Outer Order, Inner Calm



Guen Garrido
Against All Odds - She Paid
Off \$68,000 in Debt



Rosemary Watson
Actress, Comedienne
*Busting Out of Your Comfort
Zone and Going for It*



Tracy Warren
Sports Broadcaster
Breaking Barriers



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Professor Emeritus Starla Lewis

LIVING A PURPOSEFUL LIFE

By Cecilia Buckner

Born in a “colored hospital” in Springfield, Mo., in the late 1940s, Starla Lewis’ life’s purpose was evident as early as age 4.

Sitting on the porch of her 99-year-old next-door neighbor’s home — the teacher of her mother, grandmother and great-grandmother, 4-year-old Lewis thought about the many black children she knew who did not like themselves and thought, “I want to help my people love themselves.”

The significance of this memory — being a reflection of her purpose in life — was discovered through workshop exercises. “It was amazing for me because I didn’t even know,” Lewis said, “being a professor was never on my radar.”

After Lewis’ first introduction to black studies at Pasadena City College, it all came into focus. “This is the information I needed as a child in order to know myself . . . what my friends needed to like me for who I am and what my teachers needed, because they can’t teach who they don’t know,” Lewis said. “Finally, this is the information my nation needs so that it doesn’t self-destruct, and then it was like — I can teach this.”

Lewis has been teaching black studies at San Diego Mesa College about three decades of her nearly four-decade-long teaching history.

A San Diego State University alumnus, Lewis’ class was among the first to graduate from the school’s first multicultural counseling program. “To this day, I think it is one of the best counseling programs out there,” Lewis said. “It prepares counselors to be effective with all kinds of students from all kinds of diverse backgrounds and life experiences.”

Lewis’ unique teaching style reflects her educational background — bachelor’s degree in psychology and master’s degree in multicultural counseling.

“As a teacher,” Lewis said, “I never felt that it was my job to push information into students. I always thought it was my job to



Starla Lewis, her daughter Ishe, center, and granddaughter Yah Yah.

pull information out. I try to inspire them to want to know and in inspiring people to want to know, they do more than the curriculum requires. And they become forever learners.”

One of Lewis’ former students, TJ Dunnivant, said she would not have obtained her educational goals — graduating from UC Berkeley with a bachelor’s degree in media studies — without Lewis’ direction.

“As a mentor, educator and counselor — not only teaching, but helping students reach their educational goals . . . she knew the right words to tell me and she knew how to really get me to avoid a lot of indecisiveness,” said Dunnivant. “She really brought out everyone’s inner humanities — you always got that.”

Justina White, five months pregnant when husband, Kenneth White, was incarcerated for a 25-years-to-life sentence, took classes with Lewis and encouraged Kenneth, when he was released, to do the same.

Kenneth, who made some bad choices in life, was able to turn things around. The two, who now speak at local community venues about their story, said Lewis’ classes were essential in Kenneth’s reintegration into the community. Lewis also helped Kenneth see that some of his past negative behaviors came from what he saw in the household as a child. “I just hadn’t put the dots together to connect that part of my life,” Kenneth said.

She put that together for me.”

“I’ve dedicated my life’s work in terms of educating people so they can choose something different,” Lewis said, “and that’s my biggest challenge.”

Lewis stresses the importance of learning, not only your own ethnic background and history, but the ethnic background and history of others. “If you take people of all different complexions and you throw them together and we don’t learn anything about who we are and who each other is, the only way we really interact with each other is based on myths, lies and stereotypes,” Lewis said. “I try and create an environment where we’re all learning from each other.”

Aside from teaching, Lewis has worn many career hats, including transformational speaker, life coach, counselor, author of children’s multicultural/multilingual coloring book, “Sunkisses,” and founder of Celebration of Everlasting Love & Life (C.E.L.L.) counseling firm, but teaching brings her the most fulfillment, Lewis said.

“As children we’re asked a question that I think takes us off our path,” Lewis said, “And that question is: what do you want to be? And the real question that children need to be asked is: Who are you? because they will give you answers. I believe we were all born with a purpose,” Lewis said. “And we come equipped — we’ve been given gifts and talents and we go to school to develop them, not to be given them.”

Dr. Jennifer Eberhardt

WE'RE ALL VULNERABLE TO BIAS

By Marsha Sutton

The fact that all people are vulnerable to bias does not necessarily make them racist.

So says Dr. Jennifer Eberhardt, social psychologist from Stanford who will speak about her book "Biased" at the upcoming San Diego Women's Week conference in April.

Eberhardt will explain how unconscious bias affects everyone and what can be done to minimize and hopefully eliminate cultural tendencies toward bias.

"People can be biased without intending to be," she said, addressing one of the major conclusions in her book. "You can be vulnerable to bias and still be a good person."

She said it's not generally one's motivation to be biased; rather, prejudice is more about how our brains are designed.

"I think people think about bias as a trait somebody has, but truly it's something we are all vulnerable to," she said.

Eberhardt, who holds a Ph.D. from Harvard and is considered one of the world's leading experts on racial bias, offers research-based evidence that bias can be produced from the culture and social world in which one lives.

Her personal experience growing up in a predominantly black neighborhood in Cleveland triggered a lifelong interest in the subject.

When Eberhardt's family moved to a white suburb when she was 12, it was a pivotal moment, she said.

"I was nervous about how I would be received and accepted by the students at school," she said. To her relief, she said she was well-received and the students were friendly.

But an odd thing happened. "I couldn't recognize any of their faces," she said. "Because my brain wasn't used to



Jennifer Eberhardt.
(Photo credit: Nana Kofi Nti)

processing faces outside of my own racial group, I couldn't tell their faces apart."

She was panicky and couldn't understand what was happening.

"Eventually my brain was able to make the adjustment to recognize faces outside my group," she said. But until then, "I felt like I had some sort of affliction," she said.

Although distressed over the problem, she said it "wasn't a matter of motivation because I really wanted to make friends. But I couldn't do it regardless of how motivated I was."

A primary conclusion from her research is that much of what is perceived as conscious bias is really more about an individual's experience earlier in life, with one's limited exposure to and contact with people outside an insular group, or with the social world around them.

"It's not our motivation to be biased," she said. "A lot of it is thoughtless."

Certain situations can trigger acts of bias more than others, she said, and it can permeate all facets of one's life – at school, the workplace, home life and in social

groups.

"Social psychologists have spent a lot of time thinking about the conditions under which bias is most likely to get triggered and have an effect on our behavior and our decision-making," said Eberhardt, who used scientific research and studies of the brain to draw her conclusions.

"Having this information allows us to take steps to try to tamp it down," she said, striking a positive note.

"I am hopeful because once you understand ... when bias is most likely to occur, you have some sort of control over those situations," Eberhardt said. "We're not just held captive to bias no matter what. We have some power over it."

People need to know they are not ruled by bias – whether it's bias based on race, gender, sexual orientation, class, even attractiveness, she said, adding, "It's not specific to race."

Eberhardt offers steps individuals can take to reduce bias in their lives.

"One of those might be slowing down," she said. Be more thoughtful, more watchful, more mindful. Take a breath, slow down, and be less impulsive to react in certain situations and events – rather than deliver a knee-jerk response to a situation in which you find yourself.

Eberhardt, who is married and the mother of three children, said she is committed to use her research and findings to develop positive solutions to the harmful effects of unconscious bias.

At her presentation in April, Eberhardt will address some of these issues – particularly how women can be affected by gender bias, using powerful personal stories from her book.

"We're at a time in our country where people want to understand what's going on," she said. "I feel there's a need for this kind of exploration now more than ever."

For more information and to register for the conference, see sdwomensweek.com/.

Gretchen Rubin

MAKING ROOM FOR MORE HAPPINESS

By Jennifer Coburn

Gretchen Rubin says if she had to start a business, she'd buy a storage unit facility. "Once stuff is in there, people just forget it because it's easier to pay than figure out whether or not they want to keep that Monopoly game from their childhood," she explains, adding that she has a friend who has storage units in four different states.

Being a pack rat doesn't necessarily diminish one's happiness and productivity, but for most people there is a correlation between their outer order and inner calm.

Weeks after the release of her fourth book, "Outer Order, Inner Calm," happiness guru and bestselling author Gretchen Rubin will headline San Diego Women's Week where she will share her research on ways to create more room for happiness through decluttering and organizing. Rubin stresses that there is no one-size-fits-all solution because people have varying levels of tolerance for clutter. Rubin says she gets a contact high from helping friends clean their closets, but her sister is "clutter-blind" and perfectly happy.

The end goal is not to organize or declutter; rather it's to increase happiness by creating the environment that promotes inner peace. "Some people need to have the dishes done in order to focus and feel in control, and other people can be content with more clutter," says Rubin.

Though everyone's path to inner calm through decluttering can look quite different, Rubin says there are a few questions everyone can ask themselves when paring down their homes or offices: Do I need it, do I use it, do I love it? "Sometimes there are things I don't love, but I use, like long underwear, so I keep those," she says. Other items Rubin says she keeps less for function and more because they add beauty to her home.

A hot spot for clutter in the home can be the kitchen, explains Rubin, who says



Gretchen Rubin. (Photo credit: The Girls Lounge)

she has a friend who has nine jars of nutmeg. "I was like, how does this happen? This is more nutmeg than a person will need in a lifetime!" This goes for the refrigerator too, both inside and out. "There can be visual cacophony on a fridge door with dozens of magnets and pictures," Rubin says, quickly adding that for some people a busy refrigerator can bring them happiness. She says another place people tend to accumulate clutter is in their closets. "We get real pleasure immediately after a purchase, especially if it's a deal," she says. "I just gave away a skirt this week that still had tags on it. I bought it for 65 percent off, but it never worked, it didn't fit, there was no occasion where I would wear it. But it was a deal." She says she was recently decluttering with her husband, who insisted that he had never seen a pair of pants hanging in his closet. "Sometimes people get things as gifts and they're lovely, or they're from their mother and they go in the closet."

Creating calm through happiness isn't just about eliminating stuff, though. It's also about not wasting time that could otherwise be spent on things we enjoy. She calls this "fake work and make work." On her popular podcast "Happier with

Gretchen Rubin," a caller, who was a teacher, told Rubin she had recently spent several hours shredding old lesson plans. "Why shred lesson plans?!" Rubin exclaims. "These aren't bank statements, just toss them." She adds, "Working is one of the most dangerous forms of procrastination." If a person is considering cleaning his or her office, organizing shelves, or alphabetizing or color-coding files at work, Rubin suggests they leave that task as a treat for after they've finished the project they need to tackle. She says, "If the minute you're done writing your annual report you don't feel the need to vacuum anymore, you weren't organizing, you were procrastinating."

Not only are there varying degrees of ideal organization for people, there are different ways to approach decluttering. "If you want to do it a little at a time or do a huge purge, there's no right way." The only rule, she says: "Don't beat yourself up." Always keep in mind that the end result is to create more room for happiness in your life. She says some people really get satisfaction from alphabetizing documents and organizing Legos. That's fine, she says. "But I'm cool with a box."

Tracy Warren

WE CAN DO ANYTHING AND WE DO IT EVERY DAY!

By Teresa Warren

Sports broadcaster and practicing attorney Tracy Warren was raised believing in parity. The youngest and only girl of four siblings, Tracy was brought up with no delineation between her and her brothers. When she was 7 years old and played football on a boys' team, Tracy didn't see any significance in what she was doing. Her attitude was "why not?"

That early assimilation with equality carried Tracy through her high school and college years as a star softball player. She earned national recognition as a Softball Coaches Association All-American and a two-time CoSIDA Academic All-America honoree. She graduated magna cum laude with a bachelor's degree in broadcast communications and later a Master's of Journalism degree. As an NCAA post-graduate scholarship recipient, Tracy's love of sports – instilled in part by her father who is a die-hard Phillies fan – and her "we can do anything" attitude was the foundation for her career as a sports broadcaster.

Tracy was the first female sports reporter at television stations in Philadelphia and Grand Rapids and was a member of the first all-female television broadcast team for the Colorado Silver Bullets women's baseball team. She was also the first woman in the Philadelphia 76ers' locker room.

"In those days, the men would yell, 'woman coming in' (with an emphasis singular), as there were so few women sportscasters," Tracy says. Her body of work earned her Emmy Awards for a feature on marketing Michael Jordan and her work on the Philadelphia 76ers pre-game show.

Eventually, Tracy enrolled in Notre Dame Law School and earned her J.D. She focuses on employment law at the Buchalter law firm in Downtown San Diego. Tracy still draws upon her journalism training while practicing law.



Tracy Warren

Often brought in to do employment investigations, Tracy says she is "zealous" about the accumulation of facts, a trait, surprisingly, she finds not all lawyers possess.

In comparison to the law, Tracy finds that sports broadcasting is further ahead in accepting women. "I never got 'why are you here' from the male athletes," she says. At times over her legal career, situations have taken her back to her playground days where boys questioned her abilities and her right to participate.

She finds the Buchalter firm a great fit because its neutrality toward gender makes it a positive place for women and men. Tracy is still breaking barriers though. She proudly notes that she is the San Diego office's managing shareholder, the first woman to hold such a leadership role in the firm.

While maintaining a busy law practice, Tracy is still actively broadcasting, having

never taken a break since college. She blends the two professions by serving as outside counsel to the National Association of Sports Commissions and Women Leaders in College Sports. Her unique perspective has also served her clients well when representing them in matters regarding NCAA bylaw infractions, drug testing, eligibility and compliance-related matters.

Speaking on breaking barriers is a topic near and dear to Tracy, as it challenges women to focus on how to use their individual skills and talents. And she continues to marvel at the "fantastic" work ethic she finds in other women, a trait that often speaks for itself.

"Women continue to break the glass ceiling," she says, proving "we can do anything, and we do it every day!"

Teresa Warren is no relation to Tracy.

Meet the Authors of our Women's Week profiles



CECILIA BUCKNER

Cecilia Buckner has been freelancing for local publications since 2006. She earned a bachelor's degree in journalism, with honors, from San Diego State University, is a member of Lambda Pi Eta, National Communication Association Honor Society, and is an avid long distance runner.



JENNIFER WHITELAW

Jennifer Whitelaw is Senior Consultant at TW2 Marketing, a full-service marketing communications firm working with clients in real estate, finance, nonprofit, professional services and more. A past recipient of the San Diego Metro 40 Under 40 award, Jennifer's work and writing have earned awards from NATAS San Diego, San Diego Press Club and San Diego American Marketing Association, as well as a Telly Award.



TERESA WARREN

Teresa Warren is founder and president of TW2, an award-winning marketing, PR, content and video company. Teresa enjoys works with a variety of professional service and nonprofit clients to help them reach their goals. She was one of the first 20 law firm marketing directors in the U.S. where she honed her writing skills and learned how to creatively and successfully blend various marketing strategies and tactics. In 1992, she started TW2 because she was surprised at the lack of consultants who truly listened to and embraced their clients' vision and provided personalized, effective and results oriented services.



JENNIFER COBURN

Jennifer Coburn is a USA Today bestselling author of six novels and a mother-daughter travel memoir "We'll Always Have Paris." Her short stories and essays have been published in five literary anthologies and her news features and opinion pieces have run in numerous newspapers and magazines, including the Washington Post, Newsday, the Miami Herald, and Mothering. Jennifer is a volunteer with the local literary organization So Say We All where she performs stories and coaches writers.



MARSHA SUTTON

Marsha Sutton, an award-winning writer and columnist, has been covering education and related issues for a variety of newspapers and publications in San Diego County for the past 20 years. She lives in Carlsbad with her husband of 34 years. They have two grown children.

San Diego State Graduates Working on Public Policy in Sacramento

Three San Diego State University alumni are currently working alongside state legislators, senior-level executive staff, and court administrators in Sacramento as part of the Capital Fellows Program.

Administered by the Center for California Studies at California State University Sacramento, the program gives recent graduates opportunities to engage in policymaking and public service as preparation for their future careers. Selected fellows work as full-time staff members in the State Assembly, the State Senate, the Executive Branch or the Judiciary. These students get firsthand experience in the governance and leadership of the state of California.

SDSU's 2018-2019 Capital Fellows are McKinley Thompson-Morley, Erin Huddleson and Nicole Cropper.

Thompson-Morely majored in political science at SDSU. She graduated with honors and was named the Outstanding Political Science Graduate of 2018. While at SDSU she was a resident adviser, a student in the Weber Honors College and an intern in Gov. Jerry Brown's Office of Legislative Affairs. She now works in Sen. Steve Glazer's office as a legislative staffer.

Huddleson, a political science major, is now an Assembly fellow in Assembly member Phillip Chen's office. She works on potential legislation and meets with constituents and interest groups. Her goal is to help make a difference in California

by improving people's lives through public policy.

Cropper created a successful nail salon in Bankers Hill and then decided it was time to pursue an education at SDSU. She is now an executive fellow in the Department of Health Care Services working with staff who oversee benefits and eligibility. This exposes her to state service and allows for professional development and networking with people from all walks of life.

To be eligible for the Capital Fellows Program, students must have a bachelor's degree by Sept. 1 of the fellowship year, a GPA of 2.5 or higher and must be 20 or older by Sept. 1 of the fellowship year.

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