

SDMETRO

your business your life

NO. 1 VOL. XXXV

W San Diego OMEN'S WEEK

SAN DIEGO WOMEN'S WEEK CONTINUES TO
EMPOWER AND INSPIRE AFTER 10 YEARS

**Katherine Schwarzenegger Pratt
and Daymond John join
the roster of speakers**

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The Academy of Our Lady of Peace Invites you to the
SIXTH ANNUAL WOMEN'S SYMPOSIUM

"She is..."

Friday, March 13, 2020 | 8:30 am- 2:30 pm



KEYNOTE SPEAKER:
HABÉN GIRMA



Join us for OLP's [Sixth Annual Women's Symposium](#) on Friday, March 13, 2020 at the Academy of Our Lady of Peace. OLP's Women's Symposium brings together top women leaders to share their insights and pathways to success with our students and community. Habén Girma, the first deafblind person to graduate from Harvard Law School and White House Champion of Change, is this year's keynote speaker!

» [Panel Topics](#)

» She is Enough » She is Resilient » She is Daring » She is Going Places

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COVER STORY:
San Diego Women's Week
Continues to Inspire

Join Katherine Schwarzenegger and Daymond John for a day of leadership.



Your Voice can have an Impact

Rose Schindler gives the Monday night keynote during San Diego Women's Week. The Holocaust survivor says there is an instinct that survivors and leaders share, and must be put into practice.



Powerful Speaker

"You can have it all, just not at the same damn time," says Romi Neustadt, one of Friday's Leadership Conference keynotes. She shares the tools and mindset a woman needs to succeed in life.



Best Companies Under 50 Employees

The best companies in San Diego doing a lot with a little!



The Best Marketers in San Diego 2020

Meet our selection of the top marketers in San Diego, among them Teresa Warren (left),

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Rendering of The Campus at Horton. Completion is set for 2021.

Stockdale Capital Partners reaches agreement for redevelopment of Horton Plaza Mall

Stockdale Capital Partners has reached an agreement with Macy's for the redevelopment of the existing Horton Plaza Mall in Downtown San Diego. Stockdale will continue with its redevelopment plans to transform the nearly vacant mall into The Campus at Horton, an innovative creative office, entertainment and retail center.

The Campus at Horton will include 700,000 square feet of office space that will be home to 3,000-4,000 new high-quality jobs. Plans, which are slated for completion in 2021, also include creating 300,000 square feet of curated retail space and an activated and reimagined Horton Plaza Park.

"The Campus at Horton will be a civic treasure for all San Diegans that will revitalize that area of Downtown, just as Horton Plaza once did decades ago," said Mayor Kevin Faulconer. "I look forward to continuing to work closely with Stockdale Capital Partners and the community to bring forward this transformative and exciting project."

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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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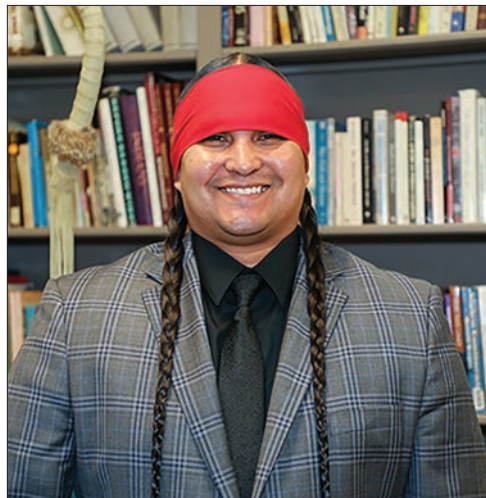
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New tribal liaison fills long-standing high-priority need at SDSU

Some college students can't wait to get out into the real world. Jacob Alvarado Waipuk couldn't wait to get back. Alvarado



SDSU Tribal Liaison Jacob Alvarado Waipuk
(Photo: Scott Hargrove)

said he first thought of returning to San Diego State University while he was still earning his BA degree in the Department of American Indian Studies. "I'm coming back here," he remembers thinking to himself, determined to make a difference for his fellow students from native populations.

Alvarado graduated in 2014 and made good on his dream last week, when the San Pasqual Reservation resident and Kumeyaay Nation member started work as SDSU's first tribal liaison.

As tribal liaison, Alvarado expects to help recruit and welcome students from indigenous populations and work with the tribal populations of the region, whose two biggest ethnologies are Kumeyaay and Luiseño. Alvarado also will advise the campus on efforts to promote land acknowledgment of the Kumeyaay, which was unanimously approved by the University Senate in September 2019.

Native American brewery opens in Valley Center

The Rincon Band of Luiseño Indians Rincon Reservation Road Brewery (3R Brewery) has opened, making it the first certified Native American owned and operated brewery on tribal land in Southern California. Formerly SR76 Beerworks, beer offerings not only reflect the new brand but tell the story of the tribe — from a low hoppy Oasis Blonde Ale, crisp Rez Dog Hefeweizen, and caramel note Rattler Amber Ale, to Chief IPA with tropical flavors and pine aromas.

Software startup Measurabl takes up residence in EMMES' Downtown 707 Broadway building

Measurabl, a growing ESG (environmental, social, and governance) data management platform supporting the commercial real estate industry, completed its 9,500-square-foot office space at EMMES' Downtown 707 Broadway building.

The Measurabl team, led by Founder and CEO Matt Ellis, chose to move Downtown because of the collective opportunity to grow and support its culture. The new office gives the team room to grow, as well as access to the many walkable amenities downtown has to offer, including public transportation

707 Broadway — which has been attracting innovative companies — is especially appealing to socially conscious companies with its 30 EV chargers, on-site game room, bike storage room and craft coffee café called the Bean Box. The dog-friendly building also includes an updated conference room and complimentary fitness center.



Measurabl office interior.

Sea Breeze Properties starts building 40-acre mixed-use development



Rendering of Merge 56.

Construction has started on MERGE 56, a 40-acre mixed-use project in the Torrey Highlands area of San Diego by developer Sea Breeze Properties.

Adjacent to State Route 56 at Camino Del Sur, MERGE 56 will be comprised of approximately 450,000 square feet of Class A office and retail space, a boutique hotel and 242 residential units, including single-family homes, townhouses, and affordable units.

“This development has been 20 years in the making and we are very excited to be finally breaking ground,” said Gary Levitt, founder and president of Sea Breeze Properties and the master

developer of MERGE 56. “MERGE 56 will be a welcomed addition to the growing demand along the 56 corridor, providing a true live-work-stay village atmosphere and experience.”

The land was originally approved in 2004 as a big box retail center, before Sea Breeze Properties acquired the land in 2013 and redesigned it into a pedestrian-centric mixed-use environment. The project received unanimous approval from the Rancho Penasquitos Community Planning Group, city of San Diego Planning Commission and San Diego City Council.

City of San Diego names Ron Salisbury inaugural Poet Laureate

The city of San Diego announced the appointment of Ron Salisbury as San Diego's first Poet Laureate.

“San Diegans have a special story to tell and I can think of no one better than long-time resident Ron Salisbury to tell it,” said Mayor Kevin L. Faulconer. “With the creation of this new City tradition, I encourage all San Diegans to explore the creativity and culture of our great city and I look forward to seeing our community's love for the literary arts continue to grow.”

The city's Poet Laureate serves as an ambassador and advocate for poetry, spoken word and the literary arts. During the two-year term, the appointed Poet Laureate produces engaging and conceptually rich original works inspired by and in response to San Diego. Charged with cultivating critical thinking, connection, and appreciation of the art form, the Poet Laureate participates in public events and leads a poetry project that broadens the audiences for poetry.



Ron Salisbury



Katherine Schwarzenegger (Photo by Azusa Takano)



Daymond John



Linda Cureton

San Diego **WOMEN'S WEEK**

Reach Beyond Your Comfort Zone and Ignite Your Powerful Voice

SAN DIEGO WOMEN'S WEEK CONTINUES TO EMPOWER AND INSPIRE AFTER 10 YEARS

San Diego Women's Week, celebrating 11 years of inspiring, empowering and connecting women with a week of leadership events for everyone of all ages and professions. Everyone is invited to join us for networking, keynote speakers, panel discussions and more, all wrapped around creative solutions to everyday issues affecting women in the workplace and in their daily lives.

Since its launch in 2010, San Diego Women's Week has become one of San Diego's biggest events to showcase the work of female leaders and trailblazers from around the country. Past participants have included Elizabeth Smart, Deepak Chopra, Padma Lakshmi, Mariel Hemingway, Marlee Matlin, Sally Krawcheck, Arianna Huffington, Kim Coles, Amy Cuddy, Gretchen Rubin

Each year a large number of men attend different events throughout the week as well and share, it is because they are supporting their female leaders in the workforce.

This year's speakers are bright, articulate, diverse and their messages are empowering and inspiring to everyone. The 2020 San Diego Women's Week is focused on leadership, with speakers that will be sharing their journeys and success.

Individuals such as Katherine Schwarzenegger, Daymond John, Linda Cureton, Ed Smart, Tina Hay, Natasha Watley, Romi Neustadt, Christine Van Loo and others are preparing to speak at the eleventh annual San Diego Women's Week between March 16 -20 at various venues and events around the region. Panelists will be sharing lessons and journey's that have shaped their lives and careers.

San Diego Women's Week is celebrating its 11th year and is produced by North San Diego Business Chamber, which considers women important in our regions changing business environment. "Our focus for the week is to connect others, share stories, and empower them to reach higher" says Debra Rosen, President and CEO of North San Diego Business Chamber. "More companies than ever have implemented women's leadership programs as part of their diversity and women's leadership initiatives.

Big Changes Come to San Diego Women's Week 2020

This year's exciting kick off on Monday, March 20, will be at Petco National Support Center in Rancho Bernardo. The theme this year, **Your Next Chapter**, will feature keynote speaker **Rose Schindler, Auschwitz survivor** and will include a panel of four women who have pivoted in their careers and lives and lessons learned from those chapters. They will share their journeys, determination to persevere and the outcome of their fierce desire to prevail. **Panelists include: Alicia Gwynn, Emily Cathey, Sarah Hassaine and Erica Alfaro.**

Monday's kick off will feature food, wine and beer tastings along with networking and a book exchange. Each attendee will be asked to bring a book that has had an impact on their lives, either personal or professional and write a piece of advice that has served them well over the years. The exchange will include everyone that wants to bring a book, through a fun and interactive activity that will include everyone.

Back by popular demand, Wednesday, March 18, Women and Wine at the Bernardo Winery. Join hundreds of men and 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 evening will include shopping at unique boutiques around the winery.

The grand finale is the Friday Leadership Conference, March 20, held at the Town and Country Resort and Convention Center.

This year's featured conference keynote, **Katherine Schwarzenegger-Pratt**, is one of today's more influential and thought-provoking observers of forgiveness. She's known for her ability to forgive and share stories of others in their journeys of forgiveness and conveys these stories in a way that's accessible and relatable to others. She's the author of several books, including her newest book, *The Gift of Forgiveness*.

WOMEN'S WEEK STRATEGY TEAM

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VP IT Data & Analytics, Petco

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President, Steres Gaffen Media

Kathy Hutchens

Vice President Business Development & Patient Engagement, Sharp Rees-Stealy Medical Centers

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Manager, Public Relations, San Diego Blood Bank

Alessandra Wall

Psychologist, Coach, Speaker, Life in Focus

Tracey Whitney, Owner

Whitney Wellness

SAN DIEGO WOMEN'S WEEK EVENTS

MONDAY, MARCH 16:

OPENING NIGHT - YOUR NEXT CHAPTER

Petco National Support Center
10850 Via Frontera, San Diego, CA 92127
6 pm - 8:30 pm

Enjoy Food, wine and beer tastings while listening to a powerful keynote, hearing a panel talk about pivoting in their lives and connecting with others.

WEDNESDAY, MARCH 18:

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, MARCH 20:

LEADERSHIP CONFERENCE

Town and Country Resort and Convention Center
500 Hotel Circle North
San Diego 92108
8 a.m. - 4:00 p.m.

Attendees will receive:

- Powerful leadership presentations and two panel discussions
- Swag Bag with 4 autographed books by speakers to first 500 attendees to arrive.
- Luncheon
- Coffee Bar in the morning
- Dessert Bar in the afternoon

THE CHAMBER TEAM BEHIND WOMEN'S WEEK



Denise Visconti, Littler
Chair of the Board,
North San Diego Business Chamber



Debra Rosen
North San Diego Business Chamber
President/CEO
Celebrating 11 Years



Brianna Eltzroth
North San Diego Business Chamber
Chief Operations Officer
Celebrating 14 Years



Anne-Marie Jewel
North San Diego Business Chamber
Events Manager
Celebrating 5 Years



Janelle Lucero
North San Diego Business Chamber
Member Relations Manager
Celebrating 3 Years



Dylan Fisher
North San Diego Business Chamber
Economic Development /
Advocacy Manager
Celebrating 2 Years

For additional information: www.sdwomensweek.com

FRIDAY PANELS

PANEL - PIVOTING IN YOUR CAREER

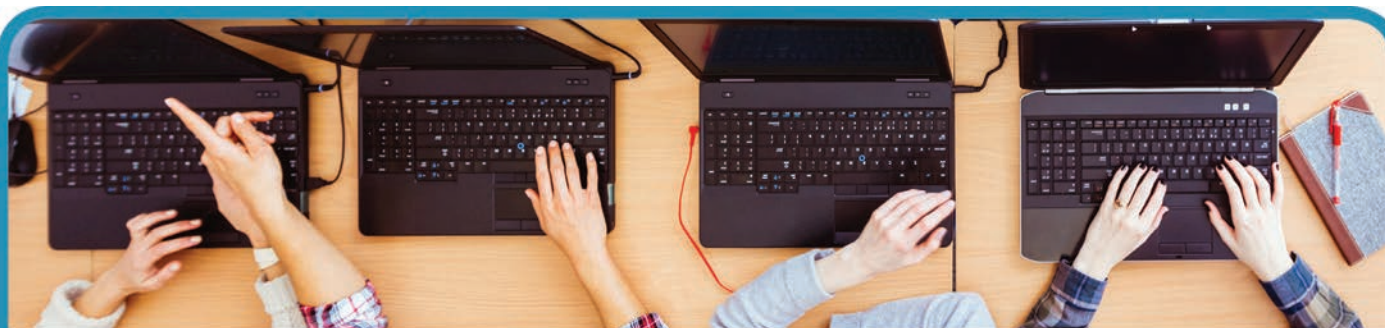
- Sandwich Generation / Living in the "In-Between"
- Recognizing Your Worth
- The Courage to Pivot
- Re-imagining (re-inventing) Your Life or Career
- Finding Your Village

PANEL - STANDING OUT AND SPEAKING UP

- Leading on Your Terms
- Compensation and Gender Equity
- Having a Seat at the Table
- Impostor Syndrome
- Leading Together
- Finding Your Authentic Voice



Attendees at last year's Women's Week luncheon. (Photo by Xavier Bailey Photography)



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.



www.tw2marketing.com

The Gift of Forgiveness

KATHERINE SCHWARZENEGGER PRATT TO PRESENT AT SAN DIEGO WOMEN'S WEEK



By Samantha Edwards of ZCode Magazines
Photo by Azusa Takano

New York Times best-selling author and animal advocate Katherine Schwarzenegger Pratt will join the roster of speakers at North San Diego Business Chamber's San Diego Women's Week Leadership Conference on Friday, March 20.

Katherine will discuss her newest book, *The Gift of Forgiveness: Inspiring Stories from Those Who Have Overcome the Unforgivable*, a collection of interview-style stories from those who have learned to let go of resentment and find peace, intertwined with Katherine's own personal insights. "Forgiveness is a topic that everyone will have to deal with at some point in their lives. None of us can get through life without being faced with the opportunity to forgive," Katherine said. "My hope with this book is that through reading these compelling stories, people are able to apply some of the findings to their own journey. I hope that it will provide a better understanding of the journey and relationship with forgiveness, and bring a sense of healing."

Katherine is part of a dynamic line-up of influential leaders and

executive women panelists participating in this year's event. "To me, being a leader means making a difference and helping others," she said. "That is really what I try to do with all of my books. My hope is that someone reads this book and feels less alone in their journey to forgive and that people realize that forgiveness is a gift we give ourselves more than anything."

San Diego Women's Week will take place March 16-20, with three events throughout the week. Opening Night will be held on Monday, March 16 from 6 to 8 p.m. at Petco Corporate in Rancho Bernardo, and includes a keynote speaker, panel discussion, book exchange, vendors, appetizers and drinks, and networking. Women and Wine will take place on Wednesday, March 18 from 5:30 to 8:30 p.m. at Bernardo Winery, featuring wine and food tasting and unique shopping opportunities. The Leadership Conference will be held on Friday, March 20 from 8 a.m. to 4:30 p.m. at Town and Country Resort and Convention Center, and includes morning coffee and pastries, keynote speakers, panel discussions, swag bags, vendor village, lunch, and more.

For more information and tickets visit www.sdwomensweek.com.

WOMEN'S WEEK 2020 FEATURED KEYNOTES



MONDAY NIGHT KEYNOTE

Rose Schindler

NEVER FORGET THAT YOUR VOICE CAN HAVE AN IMPACT

There is an instinct that survivors and leaders share, it comes naturally to some and for others, it must be learned and put to practice. Leadership takes perseverance, a visionary and dedicated sense of direction in spite of what some may tell or even direct you. Rose learned the importance of moving forward even if that means changing course when necessary. She also learned the virtue and strength of mutual respect and communication. This country has given us so many blessings, as a nation, we progress on our Individual rights and abilities, and we build upon the memories and lessons learned from where we came.

FRIDAY LEADERSHIP CONFERENCE KEYNOTES

Tina Hay

NAPKIN FINANCE: BUILD YOUR WEALTH IN 30 SECONDS OR LESS

Tina Hay is changing the conversation. She started sketching explanations of financial concepts when she was an MBA student at Harvard Business School. What started as a personal learning tool has grown into a broader educational philosophy founded on visual learning.

A fun and handy crash course in personal finance, Napkin Finance is the groundbreaking guide everyone needs to help them manage their money and feel more secure as they work towards retirement.





**FRIDAY
LEADERSHIP CONFERENCE
KEYNOTES**

Romi Neustadt

**YOU CAN HAVE IT ALL, JUST NOT AT THE
SAME DAMN TIME**

Ambitious career goals, a thriving marriage, flourishing kids, a tidy home, and a kick-ass bod—it's no wonder so many women are overworked, exhausted, and abandoning the dream of "having it all."

Drawing on her own experience and the wisdom she's collected from working with corporate execs, working-out-of-home and stay-at-home moms, new college grads, and retired empty nesters, Romi shares the tools and mindset a woman needs to figure out what to focus on, what to let go of (and why), and how to live the life she really wants to live and become the person she really wants to be.

Christine Van Loo

**TRANSCENDENCE: HOW TO RISE ABOVE
YOUR LIMITING BELIEFS**

The foundation of every action you will take, every goal will you achieve, and every ounce of potential you bring to your success is believing in yourself.

When 85% of the population, that's 4 out of every 5 of you, according to research, lack self-esteem though, the question becomes "How do you believe in yourself when you don't?"

Learn 3 powerful strategies to transcend into peak confidence, conquer self-doubt, and achieve world class success.





Natasha Watley

LIFE AFTER GOLD

Newly retired Olympian and Game Changer, Natasha Watley, is redefining what her next steps in life will be.

A pivot in her career includes assessing the courage and confidence one has and will share with us the fear and anxiety one undergoes to make big changes that will impact their future.

Natasha believes and talks about always reinventing ourselves, there is no finish line. The only thing holding someone back is their ability to think big and really understand what their purpose is.

MONDAY PANELISTS

Erica Alfaro

Erica Alfaro was born in Fresno, CA, but moved and grew up in Tijuana Mexico. Her parents never had the opportunity to go to school, didn't know how to read or write but knew the importance of a good education. At 13 years, Erica's family moved to Oceanside and lived in a small two-bedroom apartment with another family in a community with gang activity and poverty.

Teenage pregnancy was common, and at 15 Erica found herself pregnant. She dropped out of High School, moved to Fresno with her son's father and lived with domestic abuse for many years including having to sleep outside with her 9-month-old child. In the midst of despair, she remembered when she was 13, her mother took her to work with her in the tomato fields during summer vacations. When she told her mom she was tired, her mom's response was, "This is our life, the only people that have good lives are the ones that have a good education" That is when Erica realized she must make the change and go back to school.

In 2019, Erica received a M.A degree in Education from San Diego State University. To honor her parent's sacrifices of coming to this country to give her a better life she had her graduation pictures in the field where they worked long hours. Those pictures went viral and her story was shared around the world. A movie is currently being made about her story.





MONDAY PANELISTS

Captain Emily A. Cathey

A native of Statesville, North Carolina, Captain Emily Cathey is a 1999 graduate of the United States Naval Academy and has served in a variety of sea and shore commands.

Cathey's sea duty assignments include duty on cruisers, carriers, destroyers, patrol boats and littoral combat ships. She is respected by many for being the first female commanding officer aboard USS Independence.

At the encouragement of her mother, Emily went into the academy because she told her that everyone received the same pay, regardless of gender. After attending an all-girl Boarding school Emily had to choose between a regular college experience or the Naval Academy. She grew up in a family of public servants.

Emily has Sailed around the world - from San Diego to Mumbai, India; from Norfolk to North Arabian Sea; in the Arabian Gulf; through both Panama and Suez Canals; down and around South America. She is also a Mom, Wife, Sister and Daughter.

Alicia Gwynn

Alicia Gwynn, wife of baseball great and Hall of Famer, Tony Gwynn, is no stranger to community building, philanthropy and empowerment. She's carrying on Tony's legacy by continuing the work that was important to both of them while he was alive, empowering young people to do their best and seek opportunities to grow and become better people.

Praised as one of San Diego's leading ladies, Dr. Alicia Gwynn, long-standing business owner & philanthropist, community builder, and now recording artist, with the recent release of her new CD, I Am Alicia Gwynn, is blazing a trail of renewed hope, faith, and courage through her music and life story.

Alicia managed her daughter's singing career and is now pursuing her own dreams with her own inspirational music. In addition to touring with her music, Alicia has launched her own wine called "Lish". (Pronounced Leesh) An endearing nickname Tony referred to her by.

She maintains a robust portfolio as President/CEO of Gwynnindustries, Inc., a full-service management company, President/CEO for Gwynn Foods, President/CEO for Gwynn Sports, and President of the Tony and Alicia Gwynn Foundation, a charity organization dedicated to bettering the lives of disadvantaged youth.



Sarah Hassaine

Sarah was born in North Africa in Algiers, Algeria and grew up in San Diego. Her summers were spent back in Algeria on the Mediterranean and the travel back and forth at such a young age gave Sarah a global perspective. With her command of both Arabic and French, she gravitated towards international development work. Her first job out of undergrad was working in refugee camps in Lebanon conducting socio-economic living assessments of thousands of Palestinians. After one year of research and advocacy, Sarah moved to Washington DC where she spent 7.5 years in government consulting, diplomacy and international development.

Sarah's marriage took her to Saudi Arabia in 2013 where she assumed a Director role of an organization focusing on building the skill sets of expatriate women living in the capital Riyadh. Amidst her adjustment to living in one of the conservative cities in the world, she ended up in the hospital sick and sent back to San Diego to recuperate. While away, her husband divorced her behind her back and Sarah was left penny-less, homeless, and identity-less. At the age of 30, Sarah had lost all sense of direction, identity, understanding and purpose. But it was an opportunity to rebuild and rebrand and dig deep into who she was and what she really wanted to do. "The world is your oyster and the sky is the limit," are the words her mother whispered in her ears daily.

In less than a year, Sarah had moved to Seattle to work at Amazon and then found her way back to San Diego for the first time after 12 years of being away to accept a role with Qualcomm's Global Inclusion and Diversity team leading engagement efforts. Today, she is a strong advocate for refugees in San Diego and volunteers with different organizations, including Teach and Learn Literacy and the San Diego Tech Women Summit. She also advises and consults with many other national and local nonprofits.



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(W)right On Communications

Founded in 1998 with client partners from coast to coast, (W)right On Communications is an award-winning integrated strategic communications firm with offices in San Diego, Los Angeles and Vancouver, B.C. In 2019, the firm focused its mission on elevating the agency experience for its client partners, employees and the PR industry as a whole. The agency sought to achieve this elevated experience by combining three key ingredients: savvy, imagination and trust. The combination produced measurable results for its clients, gratifying work for the team and shared knowledge with the public relations industry. Leading the practice area growth was the tourism and hospitality practice which welcomed Visit Napa Valley, and Welk Resorts and as December, Breckenridge, Colorado. Existing clients include the San Diego Tourism Marketing District, Visit Oceanside, Tenaya Lodge at Yosemite and the new Cormorant Hotel in La Jolla. The agency helped Maraval LifeSciences celebrate its \$40 million investment in a new Sorrento Valley headquarters.



Sullivan Hill Rez & Engel

Sullivan Hill has been named a “Best Law Firm” by U.S. News & Report and has been presented with Accion’s Guidance Award for its continued support and pro bono legal services. Sullivan Hill became the first San Diego-based firm to be recognized as an ABA-EPA Law Office Climate Challenger Partner. Their attorneys are involved with the San Diego Opera and a number of other charitable organizations such as Las Colinas Women’s Detention Center.



Optima Office

Jenn Barnes started Optima Office in October, 2018, after leaving her previous company, Pro Back Office, a Fortune 1000 Company. Her new company, already with hundreds of clients, is striving to become the largest managerial accounting firm in the region. Barnes is a “people over profits” leader, who cares for her team and is often quoted as saying, “happy staff, happy clients.” Optima Office offers paid time off to employees who volunteer in the community.



PLATT/WHITELAW
ARCHITECTS, INC.

Platt/Whitelaw Architects

It is one of San Diego’s top architectural firms. Founded in 1955 as Robert Platt & Associates, the firm has focused on public and community-faced projects since its early days. The firm is known as an early pioneer in sustainable design, incorporating the discipline in its design projects, helping set industry standards and educating students.



Hollander
DESIGN GROUP

Hollander Design Group

From their rock 'n roll-infused Hillcrest headquarters that functions like a lab, HDG's collaborative design team of eight curates functional, meaningful and multi-dimensional spaces for occupants to live, work and play. They are injected with the surprise sensory elements of art, music, color and touch. Jeffrey Hollander and Viveca Bissonnette launched HDG after spending much of their careers in competition at larger design firms.



Dersch Design & Engineering Application

Dersch Design is an award-winning electrical engineering firm. It is a Small Business S-Corporation and certified city of San Diego Emerging Local Business Enterprise. DDE's experienced engineers team up with architects, owners, engineers and contractors to solve complex engineering design challenges for both public and private sector construction projects with an emphasis on renewable energy and microgrid designs.



Hill Construction

Hill is a premier residential builder specializing in high-end technical construction and meticulously-crafted luxury homes. Beautifying the California coast for over 40 years, Hill's award-winning team makes challenging projects look effortless from historic preservation to cutting-edge contemporary designs. Adept in modern technologies and sophisticated modeling systems, they have mastered complexities that are beyond the scope of other builders.



Wakeland Housing and Development Corporation

Wakeland is a nonprofit affordable housing developer. Wakeland and its employees are deeply involved in the community, providing contributions and sponsorships to local nonprofits' fundraisers such as St. Paul's Senior Services, the San Diego Housing Federation, the Chicano Federation, PATH (People Assisting the Homeless) and Southern California Association of Nonprofit Housing.



Wounded Warrior Homes

Mia Rosenberry founded Wounded Warrior Homes (WWH), a grassroots charitable nonprofit which provides transitional housing to singlepost -9/11 combat veterans with Traumatic Brain Injury and Post-Traumatic Stress Syndrome. She founded WWH after hosting a group of Marines, who had recently returned home. The Marines told her about the silent effects of war that many soldiers experience so in an effort to give back, she dedicated her time to creating WWH.



Invested Traveler

Invested Traveler designs and implements meetings, events and incentives travel programs that support employees and customers. Working with top travel and hospitality suppliers, the agency conducts market research to save time in finding the perfect venue; negotiates contracts to save money with concessions and discounts on all aspects of the contract; provides marketing support to help grow audiences and sponsors; and has on-site logistics to ensure a smooth and flawless execution.

SAN DIEGO'S TOP MARKETING EXECUTIVES 2020



TERESA WARREN

Teresa Warren loves the diversity of the work that she handles as founder and president of TW2, a marketing PR, content development and video consulting firm. A marketing and PR professional for nearly 40 years, she has “seen it all and done most of it” when it comes to strategies and tactics for promoting businesses. As an early adopter of marketing in the legal industry, she helped set many of the standards still used today. She started TW2 in 2002 after she discovered that none of the consultants she came in contact with knew any more than she did about marketing and PR. And in some instances, even less! In 2019 the San Diego Press Club honored Warren with the Andy Mace Award for Outstanding Contributions to Public Relations.



JENNIFER WHITELAW

Jennifer Whitelaw parlayed an early career in film and television into one in public relations and marketing while maintaining her storytelling spark. Over her 20-year marketing career, she has claimed a Telly award and even an Emmy award. After eight years running Whitelaw Marketing, she merged her firm into TW2 Marketing. She now leads most of TW2's commercial real estate accounts and also provides leadership and support for many of the firm's finance, law and nonprofit clients. She contributes on the Women's Leadership Initiative committee of the Urban Land Institute. Through her children's schools, she volunteers at special events and with classroom activities.



JULIANNE BEASON

Julianne Beason is the senior marketing manager for Irvine Company Office Properties, a leading marketing star in the commercial real estate industry. In the last 18 months, Irvine Company acquired over 1 million square feet of office space in Del Mar Heights and La Jolla UTC, and Julianne got to work building the company's brand locally. Julianne and her team created a submarket logo for Irvine Company and its newly acquired real estate projects, engaged in targeted marketing campaigns and held a broker kick-off event at the Del Mar Thoroughbred Club.



WILLIAM LOPEZ

William Lopez is founder and CEO of Alternative Strategies, a marketing communications firm he opened in San Diego in 2000. His client list, now numbering over 50, includes iconic fooding destinations as Rise and Shine Restaurant Group's nine Breakfast Republic locations and Downtown's barleymash. With backgrounds in marketing, public relations, advertising and communications, Lopez has expanded his expertise at his own accord, making him an all-encompassing resource with a bounty of well-rounded industry knowledge at his fingertips. Alternative Strategies' staff of 25 recognizes Lopez as a well-rounded, fair and respected leader.



JULIE WRIGHT

Julie Wright is President of (W)right On Communications, Inc., the award-winning integrated strategic communications firm she founded in 1998. With offices in San Diego, Los Angeles and Vancouver, B.C., her team handles complex communications challenges for B2B tech, clean tech and energy, healthcare, hospitality, not-for-profit and public sector organizations. Wright currently serves as a director and past chair of the San Diego North Economic Development Council, on the board of the Los Angeles chapter of the International Association of Business Communicators, and as board secretary for the La Jolla Village Merchants Association.

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