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NO.1 VOL. XXXVII

SAN DIEGO'S TOP MARKETING EXECUTIVES 2022



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Jennifer Whitelaw



Ceanne Guerra



Sandy Young



Nathan Schmidt



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**COVER STORY:
San Diego's Top PR and
Marketing Executives**

Here are 11 of San Diego's best PR and marketing executives, top professionals who have flourished in a difficult and demanding field. Page 8



A Weekend in South Bay

Marlise Kast-Myers takes us to California's south bay beach towns of Manhattan, Hermosa and Redondo Beach, a trio of sparkling places without traffic or attitude.



**SoCal's First Tribally-Owned
Brewery opens in Ocean Beach**

The Rincon Economic Development Corporation has opened the OB tasting room for its Rincon Reservation Road Brewery on Newport Avenue in Ocean Beach. The 3,200-square-foot space is divided into a main bar and tasting room with views onto Ocean Beach's main commercial drag, and a back room.



Engineering Education

Gordon Hoople, assistant professor of engineering at University of San Diego, explains how, for the past six years, he's tried to figure out how to best educate the next generation of engineers.



Atmospheric River

Aerial storm observations over the Pacific Ocean by the Atmospheric River Reconnaissance program will expand this winter to fill in data gaps that will improve precipitation forecasts for the western states. The program is led by UC San Diego's Center for Western Weather and Water Extremes at Scripps Institution of Oceanography, with support from the U.S. Army Corps of Engineers and California Department of Water Resources.

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Creating zero G on a planet weighed down by gravity | By Albert KcKeon

It might seem like a tall order to conduct zero-gravity (G) testing on space technology here on Earth — where there’s a lot of gravity.

But using weights, pulleys and other forms of ground support equipment (not to mention a deep understanding of physics), Northrop Grumman engineers can mimic, as much as possible, the weightlessness of zero G. Their ability to unburden flight hardware from the bonds of gravity during Earthbound testing approximates

the conditions that specialized equipment will encounter in weightless space.

All kinds of space technologies are analyzed by these mechanical engineers, but no project has perhaps tested their knowledge and fortitude more than NASA’s James Webb Space Telescope. Webb is a marvel of engineering itself and has unique characteristics and components that prompted the mechanical engineers to rely on a

Continued on pg. 23

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Illumina collaborates with Nashville Biosciences to accelerate medicines development



Illumina Inc. and Nashville Biosciences LLC, a wholly-owned subsidiary of Vanderbilt University Medical Center, announced a multi-year agreement to accelerate medicines development through large-scale genomics and the establishment of a preeminent clinico-genomic resource.

Using Illumina’s next-generation sequencing (NGS) platforms, scientists and researchers will be able to better identify disease associations and targets for intervention by analyzing data derived from Vanderbilt’s extensive, high-quality biobank of approximately 250,000 de-identified human DNA samples and associated longitudinal, structured medical data.

Drug discovery is a difficult, expensive, and often time-consuming endeavor, with 90 percent of therapies failing in development. Medicines available today work on just a few hundred targets in the body while around 3,000 genes encode proteins that may be receptive to drug intervention. Genomics-based methods can find targets that are more likely to modify disease in a beneficial way, having the potential to greatly improve the speed of therapy development.

Sharp Grossmont Hospital plans to build \$58 million neurosciences center

Sharp Grossmont Hospital in La Mesa treated 734 stroke patients in 2019, the most recent year for which statewide data is publicly available. That’s the most handled by any San Diego County medical facility that year, and ranked 11th among more than 300 hospitals across California.

Given such volume, it is easy to see why East County’s main medical center plans to spend \$58 million on a new neurosciences center with 50 beds set aside for patients fighting everything from blood clots in the brain that cause strokes to cancerous tumors of the head, neck and spine.

Fundraising for the project began recently with the announcement of a \$4 million matching grant from the Grossmont Healthcare District. The funds will be released in \$1 million increments as the Grossmont Hospital Foundation raises \$10 million toward construction, the balance of which will come from borrowing.

General Atomics unveils new unmanned aircraft system called Mojave



A prototype of the Mojave UAS has been flying since July 2021. (Credit: General Atomics)

General Atomics Aeronautical Systems Inc. (GA-ASI) is unveiling a new unmanned aircraft system called Mojave, named for one of the harshest and most austere areas the world, where deadly rattlesnakes and horned lizards adapt to survive the extreme forces of nature.

Mojave is based on the avionics and flight control systems of MQ-9 Reaper and MQ-1C Gray Eagle-ER but is focused on short-takeoff and landing (STOL) capabilities and increased firepower. It features enlarged wings with high-lift devices, and a 450-HP turboprop engine.

Mojave provides options for forward-basing operations without the need for typical airport runways or infrastructure. It can land and takeoff from unimproved surfaces while also retaining significant advantages in endurance and persistence over manned aircraft. These innovations make Mojave the perfect UAS to perform armed overwatch, attack and armed reconnaissance missions, the company said.

A prototype aircraft first flew this summer and is continuing to demonstrate exceptional short-field performance and other unique qualities. Payload capacity is 3,600 lb. and Mojave can carry up to 16 Hellfire or equivalent missiles.

County breaks ground on affordable housing complex in Escondido

The County of San Diego has broken ground on a new 50-unit apartment complex for low-income seniors and older people who are homeless and have a serious mental illness.

The Valley Senior Village in downtown Escondido will be an affordable community for adults 62 and older. The complex is being built by the county in partnership with National CORE and San Diego Community Housing Corporation.

Valley Senior Village will offer residents an array of medical and mental health programs and services, including case management, designed to promote stability and independence. The services will be provided by the Hope through Housing Foundation, San Ysidro Health, and Interfaith Community Services through a contract with County Behavioral Health Services.

The \$24 million complex includes about \$10 million from the county's Innovative Housing Trust Fund and No Place Like Home capital and operating funding, ensuring the development remains affordable in the community of Escondido for 99 years.



Rendering of the Valley Senior Village

Austal USA finalizes deal on new San Diego waterfront ship repair facility

Austal USA has finalized a deal to establish a repair facility in the Port of San Diego. The deal includes a long-term lease of a waterfront site in National City adjacent to Naval Base San Diego. Austal USA's 15-acre site will focus on ship repair for U.S. Navy, Military Sealift Command, and U.S. Coast Guard ships. The site will be centered on a newly-built dry dock designed to efficiently dock small surface combatants and similar sized ships.

"When the dry dock is delivered we will be able to provide the Navy a highly capable full-service repair facility located in the homeport of San Diego," said Austal USA President Rusty Murdaugh.

Austal USA will establish a full service ship repair capability providing maintenance and modernization for small surface combatants, unmanned and autonomous vessels, and other ships. The site will include a dry dock optimized to execute availabilities on Littoral Combat Ships (LCS) and other small surface combatants. Services will include technical and material support, topside work, and drydocking availabilities. The new facility will enable more availabilities to be completed in their home port of San Diego reducing the strain on the fleet and Sailors.



Sue Almon-Pesch

Congratulations on being one of San Diego's 2022 Top PR and Marketing Executives!

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Astronaut inspires physics student's love for science

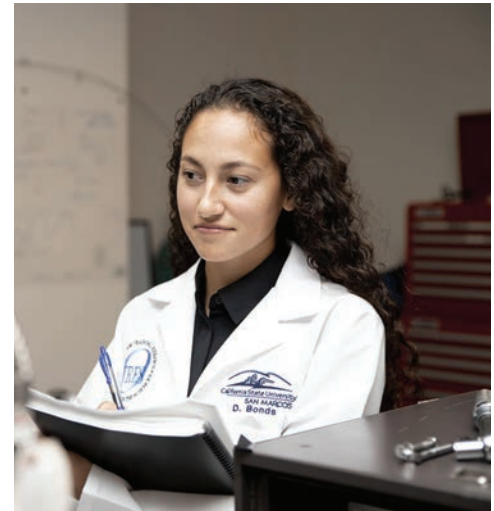
Sally Ride inspired a generation and beyond to pursue one's dreams no matter the obstacles. The first American woman and youngest American in space, Ride made her journey into history on June 18, 1983 as a crew member aboard the space shuttle Challenger STS-7.

About 25 years later, she inspired a fourth-grade girl from Escondido to pursue some science dreams of her own.

"I have always been interested in learning about physical science," said Cal State San Marcos physics senior Daria Bonds. "I met Dr. Sally K. Ride at the San Diego Air and Space Museum when I was in fourth grade. Seeing her talk about being a physicist, an astronaut and steward of the environment was inspirational."

That chance meeting, which came a few years before Ride died following a brief battle with pancreatic cancer, started Bonds on a science path that has led her to becoming CSUSM's current Society of Physics Students (SPS) president.

A graduate of Escondido High School, Bonds chose CSUSM for two reasons: the welcoming physics department and the supportive cross country and track coaches.



Daria Bonds.

Austal USA finalizes deal on new San Diego waterfront ship repair facility

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Jack in the Box to buy Del Taco restaurants for \$575 million

San Diego-headquartered Jack in the Box will acquire Del Taco in a deal the two companies say is valued at \$575 million, including debt.

The acquisition will help both companies expand, Jack in the Box officials said Monday morning in a public call with shareholders, and the companies expect to see \$15 million in benefits as a result of the acquisition by the end of 2023.

Jack in the Box will acquire each Del Taco share for \$12.51 in cash, the company said, far more than the \$7.53 price Del Taco stock closed at on Friday.

Del Taco serves more than 3 million guests each week at approximately 600 restaurants across 16 states. It will operate as the wholly-owned subsidiary of Jack In The Box following the completion of the transaction.

Jack in the Box intends to finance the acquisition by issuing additional securitization notes from its existing program with a financing commitment provided by BofA Securities Inc. It held \$73.6 million in cash and equivalents as of Sept. 30, 2021.

The transaction is expected to close in the first calendar quarter of 2022

San Diego Community College District's annual economic impact – \$3.6 billion

The San Diego Community College District (SDCCD) contributed \$3.6 billion to the region's economy during the 2020-21 academic year, according to a recent report from Emsi, an Idaho-based labor market analytics firm.

Among the report's highlights:

- The \$3.6 billion generated by the SDCCD in fiscal year 2020-21 supported 37,508 jobs or 1 out of every 57 jobs in San Diego County.
- The net impact of the SDCCD's former students currently employed in the county workforce amounted to \$3.1 billion in added income.
- Around 4 percent of students attending the SDCCD originated from outside the county. The expenditures of relocated and retained students added \$114 million in added income to the San Diego County economy.
- Getting an education with the SDCCD continues to be a good investment. Students will receive a cumulative present value \$2.3 billion in increased earnings over their working lives or a return of \$4.50 in higher future earnings for every dollar students invest in their education. The average return on investment for SDCCD students is 18.1 percent as compared to the stock market 30-year average rate of return of 10.6 percent.
- For every dollar of public money invested in the SDCCD, taxpayers will receive \$1.80 in return, over the course of students' working lives.

COMING NEXT ISSUE: AGELESS AT 80

Featuring honoree Gerald "Jerry" Hoffmeister



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Congratulations to Ceanne Guerra,
Manager, Public and Media Relations for
Cox Communications on being named one of
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SAN DIEGO'S TOP MARKETING EXECUTIVES 2022

SUE ALMON-PESCH



Sue Almon-Pesch is best known in San Diego for her love of helping the region's executives and companies gain visibility and credibility through awards entries. From the San Diego Metropolitan's 40 Under 40 to the Inc 5000 and BBB Torch Awards, it's Sue's nearly four decades of experience in the marketing and public relations industry that helps her spotlight an executive's or company's winning achievements. With her guidance, Baker Electric Home Energy was the BBB International Torch Awards for Ethics winner in 2017.

As a former owner of an award-winning Small Business of the Year New York ad agency, Almon Associates, Sue was the first woman president of the WNY Sales and Marketing Executives and was inducted into its Hall of Fame. The agency's national accounts were Marriott hotels and 12 Bryant & Stratton Business Schools with multi-million-dollar budgets. Client Quality Bindery Services stayed on when Sue went solopreneur and moved to San Diego in 1999.

The excitement of her San Diego clients' wins keeps Sue at her keyboard. She's come full circle with clients like World Amenities, a global supplier of Luxe skincare-brand amenities to more than 40,000 hotels, and OWL, a new global collaborative marketplace for sourcing temporary housing. 13ZERO3 Construction is her most recent client. Rick Itzkowich, San Diego Vistage chair and CEO of three Mexico-based manufacturing firms, holds the San Diego client record of 23 years.

Sue's Market 4 Profit public relations pro bono work earned her the President's Award for the Michelle's Angels Foundation.

Along with authors Wayne Dyer and Mark Victor Hansen, Sue contributed a chapter to "Wake Up... Live the Life You Love." In addition, Women's Voices Magazine featured her Buzz for Your Biz public relations column in its digital publication syndicated in 139 countries. Sue is a graduate of the University of Illinois.



LINDSAY FELDMAN

Lindsay Feldman is owner and creative force behind BrandBomb Marketing, a leading boutique public relations agency serving the San Diego area. She continues to use a combination of traditional public relations initiatives alongside innovative marketing techniques to place her clients at the forefront of their industries. Her clients include Beauty Lounge Medical Spa in San Marcos.

Deeply rooted in founder starter companies, her relentless passion, highly coveted media relationships, creativity and strategic vision have allowed her to elevate the success of both small and big businesses brands.

CEANNE GUERRA



Ceanne Guerra is the media and public relations manager for Cox Communications' California region. She manages planning and implementation for the technology company's external communications in San Diego, Orange County, Palos Verdes and Santa Barbara. In her role, she serves as a company spokesperson and liaison with the media and helps public awareness about Cox's products and services, community giving opportunities and corporate philanthropy.

During her 23 year career at Cox, Guerra has been involved in the company's public launch of innovative products and services, including home security and automation, gigabit Internet speeds and Panoramic Wi-Fi. She was also a key member of the public affairs team that launched Connect2Compete, the company's initiative to bridge the digital divide for low-income students and families.

Guerra has received various company and industry awards for her media relations, brand management and employee communications campaigns. Prior to joining Cox, she spent a decade in newsrooms as a print reporter, editor and freelance writer, covering everything from city hall and crime to education and business. She is board chair of the South Bay Family YMCA, and serves on the board of SBCS, a nonprofit that supports youth and families throughout San Diego County.

In 2020, she received East Lake Ostrem Award for her leadership and generosity in the community.

NATHAN SCHMIDT



Nathan Schmidt is responsible for strategic planning, brand, marketing, digital channels, product development, business development and community and media relations as an executive vice president at San Diego County Credit Union. SDCCU is the 18th largest credit union in the country and the largest

locally-owned financial institution in San Diego.

A cornerstone of his dynamic leadership is an unwavering focus on continually raising the bar on creativity, service, strategy and execution, resulting in exponential growth for SDCCU and impacting the overall credit union movement. He has always had the knack for not only seeing the big picture but taking others along to anchor and deliver those ideas.

Schmidt understands how every project impacts not only each one of the functions he oversees but also the impact on all facets of the organization. He led the successful launch of SDCCU's improved online banking platform.

Schmidt also led the creation of a new completely SDCCU-branded transit shelter to further showcase SDCCU's leading brand and elevate the awareness of SDCCU's auto loan program. SDCCU also has a new teaching tool for kids forced to study at home with its Biz Kid\$ program, mainly online and to teach kids about money.

He continually pushes the envelope with marketing, leveraging new technologies, enhancing traditional tactics and making new, creative and innovative ideas a reality to elevate awareness of SDCCU's breakthrough banking products and services, to encourage more customers to make the switch to SDCCU. He is a graduate of Cal State Sacramento and holds a MBA from St. Mary's College.

Under Schmidt's leadership, SDCCU has hosted financial wellness webinars that viewers could attend from the comfort and safety of their own homes. In 2020, SDCCU hosted 269 financial wellness presentations to over 4,000 attendees, and even more in 2021.

SYDNE MOORE



Sydnie Moore founded Moore & Moore Communications in 1995, and since that time has handled public relations and marketing outreach for a variety of local, regional and national companies in the commercial and residential real estate, law, hospitality,

health care retail and interior design industries.

With special expertise in media and community relations, Moore's firm also specializes in social media strategizing/consulting, brand development/ marketing and website design.

Crucial to any public relations program are media contacts. Sydnie has years of experience working with local, regional and national print and online/electronic media. Throughout her career, Sydnie has publicized and developed special events and promotions for a full range of local, regional and national accounts in the restaurant, hospitality, non profit, entertainment, professional services, real estate, retail and health care industries.

Prior to starting her own business, she worked as an account executive for two leading San Diego public relations and advertising firms. She was also a reporter for The Light Newspapers. She has contributed much of her time to a variety of nonprofits.

She earned a Bachelor of Arts degree in telecommunications from San Diego State University and attended the University of Madrid, where she earned a certificate of proficiency in Spanish language, history and culture.

TERESA YOUNG WARREN



Teresa Young Warren founded TW2 Marketing Inc. 30 years ago after discovering the lack of consultants who truly listened to and embraced their clients' vision to provide personalized, effective and results-oriented services. Since then TW2 has grown to become one of San Diego's leading marketing and public relations firms, serving clients primarily in the professional services, business-to-business and nonprofit sectors.

Before establishing her own business, she was one of the first law firm marketing directors in the United States. Many of the marketing and PR disciplines she helped to create in the law field are still used today.

A native of San Diego and a graduate of San Diego State University, she has served on many local boards and has volunteered for several community and charitable organizations. She has also enjoyed mentoring young professionals and other business owners.

Warren and TW2 have garnered many awards. In 2019, the San Diego Press Club honored her with the Andy Mace Award for Outstanding Contributions to Public Relations, the highest award given to PR professionals.

Her secret to running a successful business: "Be fair, and ethical, hire good people, only work with nice clients, and laugh a lot!"

JENNIFER WHITELAW



Jennifer Whitelaw is a senior consultant at TW2, a full-service marketing communications agency serving clients in real estate, finance, law, nonprofits and more. She leads the firm's real estate division and works with clients across a wide array of disciplines.

Whitelaw has earned an AMY Award from the American Marketing Association San Diego Chapter, an Emmy Award from the National Academy of Television Arts & Science San Diego Chapter, and several San Diego Press Club awards.

Prior to her 20 marketing and public relations career, she worked in commercial real estate as a project manager for an industrial development and as a business development director for an architectural firm. She also spent several years as assistant director of the San Diego Film Commission, and has served on the boards of directors of the Urban Land Institute San Diego/Tijuana.

Whitelaw holds degrees in English and Urban Planning from UCLA and UC San Diego.

JEAN WALCHER



Jean Walcher has a 25-year career in PR, marketing and communications outreach, and celebrated the 20th anniversary of her agency in 2021. She launched J. Walcher Communications (JWC) in 2001, an award-winning PR agency with a wide range of local and national clients.

Her "no PR BS" attitude has led to maintaining long-time clients and staff, garnering impressive media and communications results in a multitude of industries, leading clients through crisis communication situations that leave them with their reputations intact, and creating campaigns on important issues that get attention and results.

As a business owner, Walcher strives to break down the stereotypes that exist about women, especially in the field of public relations. She encourages her employees to be well-versed professionals in all facets of their lives, and most importantly, knowledgeable about news, cultural and current events.

She has served on the boards of Serving Seniors, Citizens Coordinate for Century 3, San Diego County Bar Association and is currently on the external marketing committee for Sharp Healthcare.



SANDY YOUNG

Sandy Young is celebrating her 12th years at J. Walcher Communications, where she is a vice president. She mentors staff and helps manage day-to-day office operations, along with leading a full load of clients and servicing their strategic and tactical PR and marketing needs.

This year she has added being a new mom to a 9-year-old daughter, Athena Ty-Ting, whom she and her husband adopted from Taiwan.

No matter the size of the project, she treats every project and individual with compassion and gives her full attention. She loves coordinating last-minute TV segments and the rush of only having an hour or less to complete a project. She is never without creative ideas and has terrific writing skills.

Young participates in numerous speaking engagements throughout the year. She volunteers on the board of trustees for the San Diego Repertory Theater, promoting progressive and diverse theater that feeds the curious soul.



HOPE REILLY

Hope Reilly is a senior director of public relations and the chief social media strategist at Southwest Strategies. She has more than a decade of strategic communications, public affairs and marketing experience.

In her current role, she leads transportation communications for one of California's premier public relations firms. Additionally, she spearheads social digital strategy for the firm.

Reilly was the 2021 president of the local chapter of the Public Relations Society of America. She is a graduate of George Washington University's School of Media and Public Affairs.

BRAD WEBER



Brad Weber is CEO and Group Publisher of Local Umbrella Media, a consortium of monthly, local glossy and newsprint magazines. The publications are mailed out to neighborhoods throughout the region, and also maintain an online presence.

As group publisher, Weber leads a team that publishes in over 30 San Diego area communities, in addition to several areas outside San Diego County and California. The company has grown from the production of a single edition of North Park News in 2015 to one which reaches over 125,000 area homes per month. North Park News was first launched in the late 1980s but maintained a small presence until Weber took over, and began the explosive development and growth of an entire publishing empire that included it.

Weber is a results-oriented professional with over 35 years of highly-successful experience in sales, printing, direct mail, advertising and marketing industries. Prior to running the Umbrella Media Group, he was president and sales director of Dolphin Publications, and advertising sales director for a variety of other organizations that benefitted from his skills in business development and production. He has a B.A. in business economics from Colorado State University.

A WEEKEND IN SOUTH BAY

MANHATTAN, HERMOSA AND REDONDO BEACH

An Unpretentious Trio of Coastal Towns Without Traffic or Attitude

By Marlise Kast-Myers

As a world traveler, I've spent the better part of my exploration outside my own country. Of course, March of 2020 changed that, with a growing pandemic that left me and my husband searching for nomadic experiences closer to home. For two years (and counting), we have been trading in our passports for gas cards, and international flights for road trips.

From camping in the Sequoias to surfing in Baja, our quicksilver getaways gave us a cure when the world around us masked up for the great pandemic. Up until that point, we were more familiar with foreign travel than we were domestic.

It had always been customary for us to simply spin the globe and point to a faraway land we dreamed of conquering. Tanzania, Finland, Vietnam, Turkey, Corsica — there were some 80 countries under our belt and many more on our bucket list.

But now, we had nowhere to go. International borders were closing, mandates were closing in, and fear of the unknown was pushing people six feet apart. We didn't need to go far, we just needed to go.

And so, we chose a SoCal beach community we knew nothing about . . .

South Bay. Just two hours from San Diego, the area is made up of Manhattan, Hermosa, and Redondo Beaches — an unpretentious trio of coastal towns just south of L.A. minus the traffic or attitude.

Often overshadowed by touristy Santa Monica and flashy Hollywood, we heard it offered the ideal weekend getaway for anyone seeking an honest beach vibe sprinkled with a hometown feel. For us, it needed to be about simplicity, spontaneity, and affordability. Oh, and boardwalk margaritas would be nice too.

With just one overnight bag between us, we jumped in the car and headed





Shade restaurant in Redondo Beach.



Shade hotel in Redondo Beach.

toward Shade hotel. This year, they celebrated their five-year anniversary as the first luxury boutique hotel in Redondo Beach. Just seven miles from LAX, Shade is right on the waterfront, and offers sweeping views of the Pacific from Palos Verdes to Malibu.

Marina-facing suites started in the \$220 range and included late checkout, beach cruisers, yoga, Continental breakfast, a rooftop pool, and organic bath products. The greatest draw for us was its location, smack in the middle of South Bay between King Harbor Marina and the boardwalk.

Three blocks from the Redondo and Hermosa piers, the hotel oozed sunshine, even on a cloudy day. Locals were either on bikes, or skateboards, or roller skates (not to be confused with rollerblades, because those aren't cool enough). It was as if everyone was on vacation — tan, free, and fit.

At some point we would join them, but for now, we would toast to our great escape at Sea Level Restaurant. Strings of market lights led the way from the hotel lobby to the neighboring patio. As the sun set over the marina, we cozied around the firepit and sampled California coastal cuisine by Executive Chef Alex Iniquez.

We started with hand-crafted cocktails and fresh oysters, before digging into mouthwatering mains like striped sea bass with macadamia crumble, and prime New York steak grilled over almond wood. And just because we were on vacation, we ordered a side of lobster mac-n-cheese with white cheddar Béchamel, and hand-cut fries served in a tin can.

As much as we tried to avoid talk of the pandemic, it was inevitable, discussing freedom and all the things we had taken for granted —from the simple things like hugs, handshakes, and

smiles, to fading memories of flights, languages, and international cuisine.

And so, we made a commitment to live like tourists in our own backyard.

That evening, we made our way back to room 311, a top-level, corner suite overlooking boats bobbing on the marina. Decorated in soft greens and tranquil blues, our modern room had been prepped for the night, with mood lighting that could be changed from a bed-side color wheel.

A thick-white duvet and Tempur-Pedic mattress had us sleeping soundly in no time, meaning we were early to rise for our full day in South Bay. After a beach breakfast of croissants with smoked salmon, we visited the Bay Club Redondo Beach. Here, hotel guests have free access to the gym, racquetball courts, swimming pool, and scheduled classes.

Rather than perch ourselves on exercise bikes, we grabbed a couple of non-stationary ones from Shade, and off we went toward Manhattan Beach. Uber-pricey cottages framed the boardwalk, where I imagined what life must be like on the other side of those wealthy walls. Volleyball nets lined the sand, and by early afternoon, every court was claimed.

Not by us of course, because we had to drink again, this time at Rock'N Fish at the foot of Manhattan Beach Pier. Located an easy 2.5-mile pedal from our hotel, this seafood restaurant is the epitome of beach culture. Dating back over 20 years, it's one of the few that has survived the times, due in part to local loyalty.

Owner, Michael Zislis, habitually stops by customers' tables to assure they're enjoying the New Orleans-meets-SoCal menu. After the legendary Navy Grog rum cocktail, there was no

TRAVEL

question. Jambalaya, creole, lobster rolls, crab cakes — so many choices, so little space. We started with the oak-grilled artichoke, and sourdough loaf with whipped butter, then moved on to the Memphis style ribs that fell off the bone. Portions were large and prices were reasonable. They say that on a rare chilly day, the mushroom chestnut soup hits the spot.

With full bellies and happy hearts, we had some exploring to do; so we popped into Roundhouse Aquarium at the end of the pier where we watched surfers catch waves below the pylons. In the distance, planes pierced the sky from LAX, taking passengers to other lands where more mask mandates would greet them again.

Ironically, the one place we had chosen to “travel” — on the back of a single-gear beach cruiser — had allowed us to live mask free. If only for a moment in time, we could inhale the salty air, smile at strangers, and cut sandy tracks in our wake.

The further north we biked, the more the beach traffic thinned, to the point we were virtually alone among the wind-swept dunes. Had we cycled all the way to Santa Monica, our trip would have been 40-miles round trip. Instead, we were content making it as far as El Segundo before turning back.

Along the way, we paused at the Manhattan Beach Botanical Gardens, and shopped at stores like Right Tribe selling

leather goods and accessories, and Human Landscapers offering by-passers a free nostril wax. With a motto like “Clean up your downtown, Downtown,” how could we not pop in and see what the hype was all about?

Low and behold, there was an entire business built around boutique waxing and small-batch ointments and salves. During our salon tour, we met owners, Bree and Jason Goldwater, waxing ninjas who have three store locations across the state. We liked them, and the fact they were more interested in learning about our lives than they were in selling a service. South Bay had that sort of vibe, one where people looked you in the eye, conversed about things other than Covid,



and genuinely wanted to know you.

By the time we left Human Landscapers, we had exchanged contact info with Bree and Jason, and even contemplated extending our stay a week for the Manhattan Beach fireworks show. Each December, the city hosts a community event with a snow park, live music, and holiday fireworks.

If nothing else, this darling couple gave us a reason to return to South Bay, along with the dinner we experienced at Strand House. Conceived by a small group of South Bay families, The Strand House opened its doors in 2011, leading the culinary revolution of Manhattan Beach. At the helm is Chef Craig Hopson, serving coastal California cuisine like pan seared Branzino, grilled Wagyu steak, and black winter truffle tagliatelle. And again, because we were on vacation, we ordered golden Osetra caviar with crème fraîche.

During this weekend escape, we adopted the motto, “why not?”

For over two years, our wallets had stayed closed to anything related to travel, pampering, dining, or self-care. In these 48 hours, we would go big, investing in guiltless pleasures without regret. From a couple’s massage at Trilogy Spa in Manhattan Beach, to morning mimosas at Zinc (on the ground floor of Shade’s second property in Manhattan Beach) — there were no rules, no agenda, and no “to do” list other than to live in the moment.

After champagne toasts and caviar dreams, it was hard to say farewell to South Bay. In a single weekend, we had experienced a micro-vacation that transported us to three beach towns near Santa Monica Bay. Each had its own personality; the trendy boutiques of Manhattan Beach; the tight-knit community of Hermosa Beach; and the laid-back vibe of Redondo Beach.

The one thing they all had in common however, was the South Bay pinpoint on Google maps . . . a little place we now called paradise.





SOUTHERN CALIFORNIA'S FIRST TRIBALLY-OWNED BREWERY OPENS IN OCEAN BEACH

BY: BRANDON HERNÁNDEZ

It was nearly a year ago when the Rincon Band of Luiseño Indians took over the Ocean Beach tasting room formerly operated by Belching Beaver Brewery.

Opened in 2016, it did good business in the quirky coastal community, but a lack of outdoor space in the pandemic era led the Oceanside-based brewing company to opt out when its lease was up for renewal. This allowed the Rincon Economic Development Corporation (REDCO) to move in and overhaul the space. After nearly a year of renovations, the tribe opened the OB tasting room for its Rincon Reservation Road Brewery.

The county's only tribal-owned brewing interest originally debuted at Harrah's Southern California resort as SR76 Beerworks in 2016. Three years later, it temporarily closed before returning under veteran brewer leadership with a new name and branding. Since then, beers from "3R Brewery" have been sold into Costco and BevMo! stores, expanding the tribal brewery's reach beyond Valley Center, but this will be its first off-reservation venue.

Located on Newport Ave., the 3,200-square-foot space is divided into a main bar and tasting room with views onto OB's main commercial drag and a back room. A colorful, meaningful mural from artist Joe Hopkins, a citizen of the Muscogee Nation, is visible upon entry and spans the length of the front room.

"Our story is about our Luiseño ancestors and the route they traveled from Palomar Mountain to the ocean," says REDCO Board Chairwoman Ruth-Ann Rodriguez Thorn. "We want to let people know we are the original Californians, and we believe Joe has captured that in his mural."

"I have depicted the sacredness of the traditional ancestral lands of the Luiseño people in a modern way," says Hopkins. "Traveling from inland to the shores, not only to admire the beauty, but to take in the indigenous culture from a visual perspective that honors them, this mural is a celebration of who they are, where they come from and who they are today."

The consumables at the OB tasting room are meant to celebrate the tribe, as well. A dozen taps will pour 3R Brewery's



The consumables at the OB tasting room are meant to celebrate the tribe.

beers, including Red Rattler Amber Ale, Chief IPA, Luiseno Hazy IPA, Oasis Blonde Ale, Rez Dog Hefeweizen, Tuupash Blueberry Saison, Alaawaka Spiced Hefeweizen and a pair of stouts (oatmeal and coffee). Upcoming collaboration beers brewed with fellow San Diego breweries will also be offered, along with beer-based cocktails, including Micheladas, Beermosas and "The Grazy", a blend of hazy IPA and grapefruit soda.

While the OB tasting room is not yet licensed for food service (an application is in to the ABC for an upgraded license), former Marine Room chef de cuisine Ron Oliver is working up a menu utilizing Indigenous American ingredients, including elderberries, mesquite, tepary beans and acorn oil. Oliver is further honoring tribal food culture by growing foodstuffs such as squash, corn and beans for use in 3R Brewery's dishes. The aforementioned ingredients find their way into new takes on traditional dishes such as fry bread and wewish (acorn porridge) as well as other creations created with the Luiseno people in mind.

"As the very first off-reservation tribal enterprise, we are thrilled to share our culture by way of our beer," says Rodriguez. "Our documented history dates back 14,000 years and it's about time we shared who we are as native, indigenous people. We are still here!"

As REDCO prepares to unveil its OB location, it is looking even further ahead. The tribe is planning to open another 3R Brewery tasting room in San Diego County. Next time around, REDCO hopes to purchase a building versus leasing a space. A specific site has yet to be determined, but if all goes as hoped, a second satellite brewery venue will debut before the year is out.

3R Brewery's OB tasting room will be open Sunday through Thursday from noon to 10 p.m. and Fridays and Saturdays from noon to midnight. The venue may be rented out for private events, and 3R Brewery's current license will allow Oliver and his culinary team to provide on-site food service for such affairs.



Part of the brewing process.



Ruth-Ann Rodriguez Thorn is board chair of the Rincon Band of Luiseno Indians.



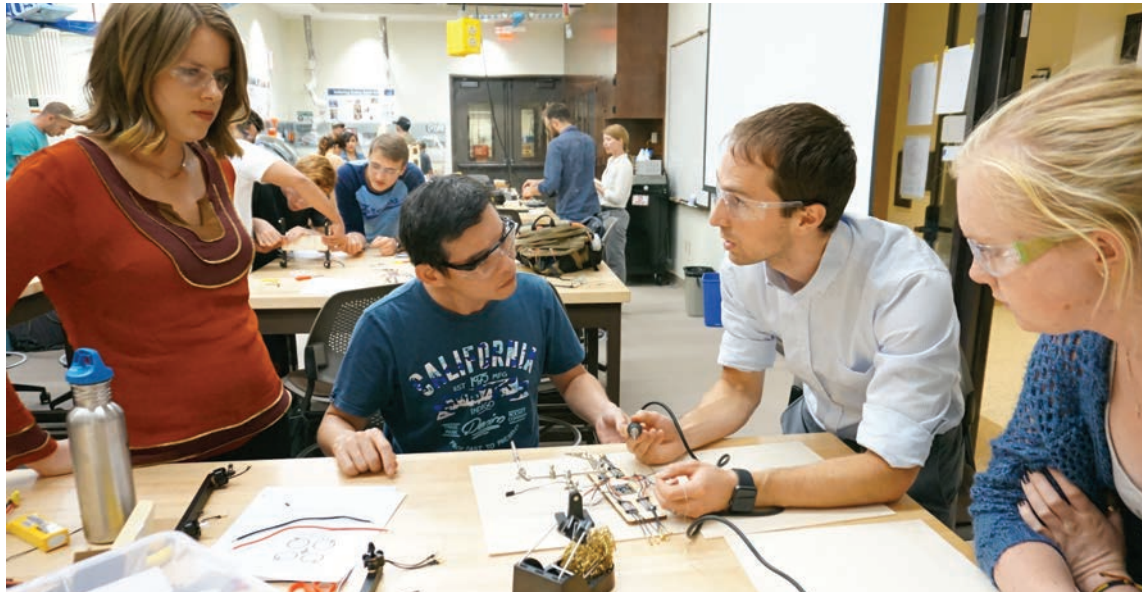
Brandon Hernández is the founder and executive editor of San Diego Beer News



Canning operation.



Joe Hopkins' mural.



Engineering classes at the University of San Diego have started integrating discussions of the social impact of technology like drones. (Gordon Hoople)

ENGINEERING EDUCATION

By Gordon D. Hoople | Assistant Professor of Engineering, University of San Diego

Engineers spend much of their time absorbed in the technical aspects of problems, whether they're designing the next generation of smartphones or building a subway.

As recent news stories attest, this technocentric approach has some critical limitations, and the result can end up harming rather than helping society.

For example, artificial intelligence algorithms designed by software engineers to promote user engagement turn out to undermine democracy and promote hate speech. Pulse oximeters, key tools in diagnosing COVID-19, work better on light skin than dark. Power plants and engines, which have enabled much of the “progress” seen since the Industrial Revolution, have fueled climate change.

As an engineering professor, I have spent the past six years trying to figure out how to educate the next generation of engineers to avoid these mistakes.

Research shows that one of the key problems is that engineering classes often focus on decontextualized problems, failing to take into account the social context. We ask students to spend far too much time solving mathematical equations and far too little time thinking about the human dimensions of the problems they are trying to solve.

Practicing engineers are called on to solve ill-posed, messy problems that do not have one correct answer that's easily found in a textbook. Students need the opportunity to confront, rather than avoid, this complexity during these crucial formative years when they learn to think like engineers.

The Cold War influence that lingers today

Most engineering programs focus on standard “engineering science” courses, such as statics, thermodynamics and circuits, that trace their influences back to the technological race with the former Soviet Union during the Cold War, as Jon Leydens and Juan Lucena explain in their book “Engineering for Justice.”

It was then – some seven decades ago – that engineering curriculums began to emphasize the scientific and mathematical basis of engineering, cutting back on hands-on engineering design and humanities courses. While most engineering programs now incorporate these types of courses, engineering classes themselves still often have a persistent divide between the social and technical.

Even more disheartening, my colleague Erin Cech's work on the “culture of disengagement” found that engineering students seemed to graduate from college more disengaged from social issues than when they started.

In a longitudinal survey of students across four universities, she found that students' commitment to public welfare declined significantly over the course of their engineering education. The study, published in 2013, surveyed 326 students each year during college as well as 18 months post-graduation. She found that students' “beliefs in the importance of professional and ethical responsibilities, understanding the consequences of technology, understanding how people use machines, and social consciousness all decline.”

Far from improving students' ability to engage on these critical issues when they graduate, the traditional approach may be making things worse. Some schools have changed their approach in recent years, but many have not.

How I'm encouraging a 'sociotechnical' mindset

I believe that engineers need to move away from a technocentric approach and adopt a sociotechnical mindset, as I explain in my book "Drones for Good: How to Bring Sociotechnical Thinking into the Classroom." By this I mean we need to start thinking about the ways in which the social and technical are always connected. These aspects should not be separated, with technical challenges going to the engineers and social challenges going to the sociologists.

Sociotechnical thinking is the capacity to identify this relationship and to solve problems with this relationship in mind.

In order to validate this approach to education, my colleagues and I have extensively studied the impact of sociotechnical thinking on student performance in a wide range of classes and contexts, including courses in energy, drones and design. Most recently, with funding from the National Science Foundation, we developed a new course, Integrated Approach to Energy, that integrated sociotechnical thinking from the first day.

We begin the semester not with the fundamental laws of thermodynamics, but instead with a practical conversation about how people actually use energy. As the semester progresses, we examine not only the technical intricacies of solar and wind, but also the ways in which fossil fuels have profoundly damaged our world.

Our peer-reviewed research on this class – conducted through interviews and analysis of students' work and behavior – has shown that with a sociotechnical approach students maintain a high level of technical achievement but also develop awareness of the social implications of engineering practice.

Cautious optimism for the future

The field of education is notoriously resistant to change,



Many elements of engineering have social impacts, particularly discussions of energy and climate change. (University of San Diego)

and engineering education is no exception. As I write this, however, there is room for cautious optimism.

College students today are part of a generation that has turned the tide on years of declining civic engagement. Young leaders like climate activists Greta Thunberg and Leah Thomas have begun to call a powerful older generation to account.

This transformative mindset has made its way into the engineering classroom. College students are increasingly ready for conversations about the ways engineers can promote a sustainable future or engage with issues of social justice.

Several new engineering programs, including the department of integrated engineering at the University of San Diego, where I teach, and engineering, design and society at the Colorado School of Mines, are making sociotechnical thinking central to their curriculum. Other engineering schools, like Harvey Mudd, Smith and Olin, require their students to take a substantial number of humanities and social science courses and have made hands-on learning central to their curriculum. In my view, the broad lesson is that it's not enough to think society is one thing and technology is another. Anyone with a social media account can tell you it's not that simple.

The preceding article originally appeared in The Conversation at University of San Diego.

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ATMOSPHERIC RIVER

Storm Observations over Pacific Ocean to Expand this Winter, filling data gaps that will improve precipitation forecasts for western states

By Steven Koppes and Lauren Wood | UC San Diego

“Hurricane Hunter” aircraft are mobilizing for an expanded 13-week period that began Jan. 5 to glean critical data for improving forecasts of atmospheric river storms over the Pacific Ocean. Such storms provide up to half of the U.S. West Coast’s annual precipitation and a majority of the flooding.

The flights are part of the Atmospheric River Reconnaissance (AR Recon) program led by UC San Diego’s Center for Western Weather and Water Extremes (CW3E) at Scripps Institution of Oceanography with support from the U.S. Army Corps of Engineers and California Department of Water Resources. The program works in coordination with NOAA’s Office of Marine and Aviation Operations and the U.S. Air Force Reserve 53rd Weather Reconnaissance Squadron “Hurricane Hunters” to execute data-collecting missions within these storms.

This winter, two Air Force Reserve WC-130J Super Hercules aircraft will be on standby to fly out of Mather Air Force Base near Sacramento, Calif., when atmospheric rivers approach the West Coast. NOAA will station its Gulfstream IV-SP jet in Hawaii during this year’s operations. Dropsonde instruments will be deployed from these aircraft over specialized transects over atmospheric rivers, transmitting critical data on the vertical profile of water vapor, wind, and temperature carried in fast-moving, low-altitude airstreams that form the atmospheric river.

An average atmospheric river carries 25 times the water equivalent of the Mississippi River in the form of vapor instead of liquid. These storms can cover a swath about 500 miles wide while extending thousands of miles in length. They pack winds ranging from more than 50 miles an hour to hurricane force.

“Science has discovered that the leading source of error in predicting when and where an atmospheric river will strike the U.S. West Coast and how much precipitation it will create is the position and structure of the atmospheric river itself offshore, prior to landfall,” said Scripps research meteorologist and CW3E Director F. Martin Ralph. “Obtaining accurate environmental measurements in and near the atmospheric river offshore using these aircraft and drifting ocean buoys has a significant impact on forecast accuracy. AR Recon not only fills in many data gaps over the Pacific Ocean for prediction, it supports improved scientific understanding that over time improves forecasts as well. These improvements are vital for water managers and public safety.”

Ralph leads AR Recon 2022, working closely with Vijay Tallapragada, who heads modeling efforts for the National Weather Service’s Global Forecast System (GFS); and Jim Doyle, who leads the Naval Research Laboratory’s Coupled Ocean/Atmosphere Mesoscale Prediction System.

Atmospheric rivers have helped break more than 40 percent of California’s droughts throughout recorded history. They also

A WC-130J Super Hercules aircraft before a mission to deploy drifting buoys from Ketchikan, Alaska.
(Photo credit: US Air Force 403rd Wing)





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The NOAA Gulfstream IV-SP jet before an atmospheric river reconnaissance flight, March 2020. (Photo credit: Yuba Water Agency)



A weather buoy parachutes to the Pacific Ocean after being released by the Air Force Reserve's 53rd Weather Reconnaissance Squadron Hurricane Hunters Dec. 15, 2021. (Photo credit: U.S. Air Force 403rd Wing)

generate many of California's most extreme precipitation events, driving 90 percent of California's heaviest rains in bursts lasting one to three days. They are also responsible for as much as \$1 billion a year in flood damages in western states.

"California experiences the greatest variability in precipitation in the country, with atmospheric river storms serving as the main driver," said U.S. Rep. Ken Calvert (CA-42). "The AR Recon effort helps leverage our military and civilian assets to better manage that gap between drought and flooding events. Improved forecasts enhance clarity of timing, location, and severity of storms and provide great value across a range of applications from national defense to water management."

Although meteorologists can see atmospheric rivers forming as much as eight days in advance, landfall forecasts can be hundreds of miles off target. AR Recon data improves forecasts of their intensity, allowing forecasters to more precisely determine potential benefits or hazards of atmospheric rivers. Situationally, they can refill reservoirs or bring flooding and debris flows. Real-time data will also be incorporated into AR scale rankings, which can serve as a predictive indicator of the storm's damage or benefit.

"AR Recon has been a key monitoring element of the State's Atmospheric River Research Program and is a great example of collaborative engagements that lead to improvements in precipitation prediction, providing multiple benefits to water managers seeking to understand climate change-caused weather extremes," said Michael Anderson, state climatologist with the California Department of Water Resources.

As California alternates between extremes of drought and flood, accurate forecasts are increasingly vital to water managers. A collaborative program called Forecast-Informed Reservoir Operations (FIRO) uses modern forecasting methods to give reservoir operators better decision-making tools to optimize water resources. FIRO is developing the capability for these advanced

forecasts to help water managers decide whether to retain water if no additional storms are forecast or release it to mitigate the risk of flooding.

"Research on atmospheric rivers from the Atmospheric River Reconnaissance program has helped us better predict, mitigate and optimize these weather events in California," said U.S. Sen. Dianne Feinstein (D-CA). "Applying this data through Forecast-Informed Reservoir Operations means better flood protection and improved water storage to help lessen the effects of drought."

"Water managers within the U.S. Army Corps of Engineers have long maintained that they can do a better job of making water management decisions if weather forecasts were better – i.e. more accurate at longer lead times," said Cary Talbot, chief of the Flood and Storm Protection Division at the U.S. Army Engineer Research and Development Center. "The AR Recon program, combined with the increased flexibility afforded by the FIRO program, is making better water management a reality in California and across the West because the forecasts are improving in both accuracy and lead time."

AR Recon observations began in 2016. This year the mission window will expand to 13 weeks, three weeks longer than last year. In addition to using dropsondes, the Air Force Reserves and ships of opportunity deployed 50 additional drifting buoys in key locations throughout the northeast Pacific this season, joining 48 buoys active from previous seasons. These buoys provide vital sea-level pressure, water temperature and wave measurements from a region lacking data needed for numerical weather predictions and climate studies. The buoy deployments were completed in partnership with the Scripps-based, NOAA-funded Global Drifter Program (GDP), the California Department of Water Resources, and the U.S. Army Corps of Engineers.

This year, Air Force Reserve aircraft will also be equipped with what are known as airborne radio occultation capabilities. Proven

on NOAA’s Gulfstream IV-SP platform in previous seasons, the airborne radio occultation technique uses GPS signals to detect variations in atmospheric properties and provide critical moisture and temperature profiles in the larger environment surrounding the aircraft, complementing the dropsondes.

Neither satellites nor other conventional observation methods can detect conditions captured from buoys and dropsondes. In offshore areas from the ground to a height of several miles, AR Recon dropsonde data account for most temperature and humidity observations and almost half of the wind observations. These data plug a serious gap in the standard network of weather observations impacting the U.S. mainland.

Weather officers and navigators of the U.S. Air Force Reserves will embed at Scripps Oceanography for flight planning this season, assisted by a team from NOAA’s Environmental Modeling Center and flight directors from NOAA’s Aircraft Operations Center. About 50 people aid flight planning throughout the season, including approximately 20 from Scripps Oceanography and up to 15 from the Air Force Reserves.

The AR Recon Program has grown from a demonstration phase in 2016 to an operational requirement in 2019 and is now included in the federal National Winter Season Operational Plan



Major Sonia Walker with the 53rd Weather Reconnaissance Squadron coordinates a dropsonde deployment during a flight Jan. 31, 2021. (Photo credit: U.S. Air Force/Kristen Pittman)

(NWSOP). It has expanded from flying three storm Intense Observation Periods (IOPs) in 2016 to 30 such periods in 2021, with more than 117 aircraft missions flown and data from more than 3,000 dropsondes assimilated in real-time operations.

The preceding story was originally published on the website of UC San Diego.

Continued from pg. 3

playbook that wouldn’t necessarily be followed in the development of other spacecraft.

But this challenge was embraced by the engineers. They found Webb invigorating and perhaps unsurpassable, even in a profession that presents its fair share of remarkable work. Having a hand in the creation of space technology is always rewarding — preparing Webb for its historic mission to study the universe will go down as a dream assignment.

“I’ve worked on a handful of programs, and this is a once-in-a-lifetime opportunity,” said Jonathan Chang, a Mechanical AI&T (Assembly, Integration & Test) manager at Northrop Grumman who worked on Webb for more than a dozen years before recently shifting to other projects. “It’s a huge undertaking. I’m proud of my team and will now be watching as it prepares for launch.”

The full story can be found at www.northropgrumman.com

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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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