

# SDMETRO

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NO. 5 VOL. XXXVII

## HOUSING TRIUMVIRATE

Affordable housing champion Jim Schmid, founder and CEO of Chelsea Investment Corporation, right, with company president Cheri Hoffman and son Charles Schmid, chief operating officer. The Schmid family have become synonymous with building affordable housing in San Diego and across California. Schmid is holding a piece of construction from one of his projects. See more on **PAGE 8**



23RD ANNUAL

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Under 40

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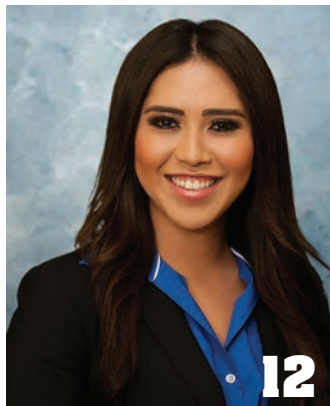


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### COVER STORY: San Diego's Affordable Housing Champion

Since 1984, Jim Schmid and the Schmid family have become synonymous with building beautiful housing communities that also happen to be affordable and attainable for low-income families, veterans, seniors and people with special needs. Page 8.



### 40 Under 40 Awards – Class of 2022

Here is our premier event honoring outstanding young leaders in San Diego County, successful young men and women who have contributed mightily to their professions and the community. Congratulations! Pictured left is Lupita Cruz Torres.



### Travel: Lake Arrowhead and a Dog's Tale

Travel writer Marlise Kast-Myers and her husband Benjamin Myers go on an adventure to the mountain town of Lake Arrowhead, taking their precious dog TJ, who they rescued from Tijuana, with them while they scoured the lake community.

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## **Scripps Clinic first to use 3D hologram technology in shoulder replacement**

Scripps Clinic recently became the first health care provider in Southern California to use an innovative mixed reality headset technology that offers surgeons a 3D holographic view of a patient's preoperative surgical plan during shoulder replacement procedures.

The new system allows surgeons to use hand gestures and voice commands to view and manipulate a hologram of the patient's preoperative plan from inside the headset lens, while simultaneously maintaining a direct view of the open surgical site. The technology lets doctors superimpose the 3D surgery plan over the patient's anatomy on the operating table, providing an intricate, personalized level of prosthetic placement.

"Being able to view the entire surgical plan during the operation is a big advantage for patients, because it can help surgeons replicate the pre-op plan with precision," said Brian Rebolledo, M.D., who is the first Scripps Clinic orthopedic surgeon to use the new system. "Having a detailed 3D model of the patient's surgical plan directly in our sights in real-time opens up a new window to help further enhance the procedure."

The surgeon can rotate and zoom in or out of the hologram model, while comparing it in real-time to the patient's anatomy. The holograms are generated by the system's software through preoperative CT scans.

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## **Viasat named one of Satellite magazine's Top 10 Satellite Companies for 2022**

Carlsbad-based Viasat Inc. has been named one of the Top 10 Hottest Satellite Companies for 2022 by Via Satellite magazine. The exclusive list, chosen by the magazine's editors,

was based on expected activity in 2022, a mix of market share, ground-breaking deals, innovative ideas and next-generation technology being delivered to the industry.

"Viasat has long been one of the most admired companies in satellite and has been a technology innovator for many decades," said

Mark Holmes, editorial director of Via Satellite. "Its deal last year to acquire Inmarsat takes the company into an exciting new era."

"This is an exciting time to be in the space sector — and we're pleased to be recognized by Via Satellite magazine as one of the preeminent companies leading the industry in terms of innovation, market evolution and growth," said Rick Baldridge, Viasat's president and CEO.

## James M. Cox Foundation awards \$500,000 grant to Sharp Health Care Foundation

To help transform health care in San Diego, the James M. Cox Foundation has awarded Sharp Health Care Foundation a \$500,000 grant for its technology immersion lab at the future Prebys Innovation and Education Center in Kearny Mesa. The James M. Cox Foundation is the charitable arm of Cox Enterprises, the parent company of Cox Communications. The Prebys Innovation Center and Education Center's five simulation labs is where nurses and other medical caregivers will learn technical acute and soft skills. The simulation rooms will provide hands-on training to prepare workers for an ICU environment and simulate the chaotic nature of an emergency room. The Foundations of Sharp Health Care support Sharp's respected regional medical centers and specialty hospitals through philanthropic investment and collaboration.

## St. Paul's Manor to undergo \$17 million renovation



St. Paul's Senior Services launches a \$17 million capital campaign for extensive renovations to St. Paul's Manor, an independent living community in Bankers Hill, supporting seniors of modest means for over 60 years. The Manor is the flagship of St. Paul's Senior Services, a community that has given quality of life to thousands of independent seniors since it first opened in 1963. Now, the Bankers Hill building is in much need of both cosmetic and infrastructure updates throughout the 11-story building.

Construction will begin this year. Enhancements will include updates to the building exterior, common areas which will feature a "pub" area for socializing, upgrades to the mechanical, electrical, and plumbing infrastructure, and cosmetic and structural updates to the 134 apartments as well. Construction should be completed by the fall of 2022 though applications for premium apartment selection are currently underway for potential new residents.

St. Paul's has received \$7,800,000 in gifts and pledges of its \$17 million fundraising goal.



### Congratulations to **Alex Waters**

Director of Economic  
Development at Jacobs Center



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The San Diego Metro Magazine "40 under 40" Award speaks to your innate ability to build networks, support early-stage entrepreneurs, and accelerate neighborhood businesses

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

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



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## Budget Blinds names retired Marine Corps major as 2022 Franchisee of the Year

An Oceanside man who entered franchising after serving the United States Marine Corps for 34 years and now co-owns and operates five Budget Blinds businesses throughout North County, has been honored with the top 2022 franchising honor from Budget Blinds, North America's largest window covering franchise.

Lloyd Biggs accepted the 2022 Budget Blinds Franchisee of the Year Award on behalf of his team of 15 from Budget Blinds President Doug Phillip during the 2022 Budget Blinds Virtual Key Initiative Meeting for Budget Blinds franchisees earlier this year.

The annual award recognizes the one franchisee out of more than 900 Budget Blinds business owners in the U.S., Canada, and Mexico who best models Budget Blinds values, provides uncompromising customer service, and contributes to employees and the local community.

Biggs and his business partner, Adam Berryman, own Budget Blinds franchises in Carlsbad, Oceanside, San Marcos, Vista and North San Diego, which they operate as a family and community enterprise under the umbrella of Budget Blinds of North County San Diego.

Biggs invested in his first business in 2015 to replace the stresses of corporate life with a company that could grow with his family and community. Currently, his wife, Angela, helps manage the business.



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# Congratulations Julio Medina

for being selected for the 2022 SD Metro

# Top 40 Under 40



Julio Medina pictured with his students from the NewSchool of Architecture & Design

## Making a Difference

As a Firm Leader at **SILLMAN**, Julio is passionate about **Making a Difference**. Using his professional experience as an Architect and Project Manager, he is helping the next generation of Architects learn how to seamlessly transition to the Architectural profession

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# JIM SCHMID — AFFORDABLE HOUSING CHAMPION

The founder of Chelsea Investment Corporation is proving that affordable housing can work for low-income families, veterans, seniors and people with special needs.

It is hard to argue that housing is not a fundamental human need. Decent, affordable housing should be a basic human right for everybody, not only in San Diego, but throughout the country, and the reason is simple — without stable shelter, everything else falls apart. According to Jim Schmid, founder, and CEO of Chelsea Investment Corporation: “The whole affordable housing issue needed a new, fresh approach, and I think we have been able to get the city, county and state working together to figure out how to provide affordable housing that does not obligate San Diego taxpayers.”

Since 1984, Jim Schmid, and the Schmid family, have become synonymous with building beautiful housing communities that also happen to be affordable and attainable for low-income families, veterans, seniors, and people with special needs. Chelsea Investment Corporation's success is a vivid example of affordable

housing leadership. Chelsea focuses on the financing and development of affordable housing. An attorney with an advanced degree in tax law, Schmid has extensive experience in all areas of development and management of commercial and residential properties.

With \$3 billion invested, and over 40,000 lives changed for the better, it is not only affordable housing for low-income families, but they are beautiful communities for farmworkers, and people with developmental disabilities and special needs.

Well-known San Diego architect Joseph Wong of JWDA, has partnered with Chelsea on many affordable housing projects, including Saint Teresa of Calcutta Villa — a partnership with Father Joe's Villages, Weingart Tower in the Skid Row District of Los Angeles, and Alpha Square located downtown, which won development of the year in 2016.

“We have enjoyed an incredibly positive relationship with Jim and the team at Chelsea. What we enjoy most is Chelsea's approach to architectural design in all of its affordable housing developments,” said Wong. “It is very important at the highest level at Chelsea that their affordable communities are inclusionary, supportive of its residents, and most of all that the communities they build are visually attractive and fit into the fabric and lifestyles of any residential area in the county.”

## San Diego's Affordable Housing Dilemma

According to a recent study issued by SANDAG, renters in San Diego County need to earn \$36.62 per hour — 2.8 times the City of San Diego minimum wage — to afford the average monthly asking rent of \$1,904. In San Diego, state funding decreased 31 percent while federal funding





increased 131 percent for housing production and preservation from FY 2008-09 to FY 2018-19. San Diego now tops the list for having the nation's most unaffordable housing market. In order to begin an aggressive plan to build affordable homes, local and state government must take bold steps, which, in fact, it is beginning to do under current leadership.

And now we are faced with inflation at an alarming rate. In March 2022, the Bureau of Labor Statistics issued a report stating that the rate of inflation in the U.S. reached almost 8 percent in February, a 40-year high. As has been with other pandemic disruptions, this has had the greatest impact on Americans with the fewest resources. "Both the city and the county have made great strides to make way for affordable housing developments, but even that progress does not protect the market from setbacks as a result of unprecedented inflation in recent history," said Schmid. "We will continue to work with local and state government leaders to identify creative ways to combat this problem, whether it's entitlement and permitting processes, or by allowing surplus land to be developed for affordable housing, we know it can be done."

Carlsbad-based Chelsea Corporation has largely remained out of the limelight, preferring instead to cast light on its business partners and the nonprofit service providers that support the residents of its affordable housing developments. Affordable Housing Finance magazine named Chelsea the largest California-based affordable housing developer in 2021. Chelsea has built over 8,000 beautiful affordable places to call home in the County of San Diego alone and is now building its 135th community.

With expansive projects throughout the state of California, Chelsea recently broke ground on three additional affordable housing developments and celebrated two

grand openings with total of 376 units, with a combined value of nearly \$150 million.

### For Jim Schmid, it's Personal

Jim Schmid has a passion for affordable housing, and since 1984 has built the company from the ground up. Chelsea, named after Jim's eldest daughter, is a family business in the truest sense of the word. Not only because several of Jim's now-grown children are involved in either Chelsea, or other family-owned enterprises, including Emmerson Construction Inc., and Border Communities Capital, but because the heart and soul of Chelsea is building affordable housing communities throughout the southwestern United States where families are given a chance to thrive.

Building Chelsea Investment Corporation was not just a business venture for Jim Schmid, it was deeply personal. Ten years ago, Schmid began adding affordable housing units for people with physical and mental disabilities. It is personal because his granddaughter, Avery, has Quad-spastic Cerebral Palsy. He committed to including apartment homes for those who would benefit from inclusionary housing, like Avery, and others with developmental and physical challenges within new Chelsea developments. Avery's dad, Nathan Schmid, is the executive director of the Southern California Housing Collaborative which develops housing for developmentally disabled people. Schmid recalls the gratitude expressed from a wheelchair-bound resident in one of Chelsea's developments who said that he was so thankful to have an apartment — a home — that was built with a roll-in shower he could use with his wheelchair and not have to rely on others to bathe.

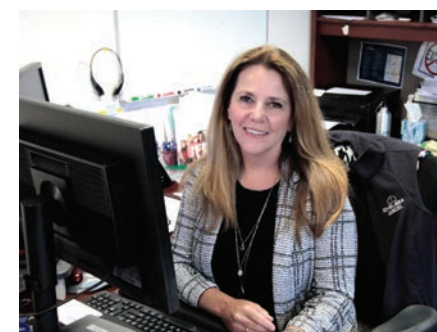
Schmid said: "Once you hear something like that, it changes you forever." Avery said of her grandfather: "What my grandfather does for the



Jim Schmid's son, Charles Schmid, is COO of Chelsea, and president of Chelsea affiliate Emmerson Construction. (Photo by Jim Childers)



On Feb. 10 this year, California State Treasurer Fiona Ma joined Mayor Todd Gloria and Chelsea Investment Corporation for the grand opening of Saint Teresa of Calcutta, a 14-story, \$186 million, 407-unit affordable housing development in East Village. Of the 407 apartment homes, 270 units were set aside for permanent supportive housing, and 70 units were set aside for veterans.



Cheri Hoffman, the president of Chelsea, has been part of the Chelsea development team since 1994 and has participated in the development of over 100 affordable apartment communities. (Photo by Jim Childers)



community of San Diego and people with developmental disabilities like me, he helps them find independence and homes. He gives them a space of their own.” Chelsea has built 115 specialized units, with an additional 80 units to be added over the next three years.

### Family Matters & Inclusionary Values

A privately held company, Chelsea incorporates family values into everything it does, from its own family to the families it serves. The Schmid family includes Charles, Nathan, Justin, Chelsea, Brianna, Haley, Afton, and Emma, all of whom are committed to the legacy their father is building for them and their families.

Charles Schmid, a UCSD graduate and chief operating officer of Chelsea Investment Corporation, and president of Chelsea affiliate Emmerson Construction — which builds most Chelsea developments, said of his father: “Jim has deep integrity and a work ethic like no other, and he’s instilled that ethic in his family. Not only in the work environment, but in all aspects of our lives.” He continued to comment on Jim’s own family involvement saying: “He always takes it a step further, though, in being a leader that embraces family values — not only in our own families, but in creating an environment that supports the families of our employees.”

Historically, men have dominated development and construction professions. Chelsea is proud of the fact that many of its top executives are women. Cheri Hoffman, the president of Chelsea, has been part of the Chelsea development team since 1994 and has participated in the development of over 100 affordable apartment communities, involving over \$2 billion in financing. Hoffman is an authority in financial modeling incorporating tax credits and tax-exempt bonds, and has extensive experience securing multiple forms of local, state, federal and private funding.

“I have always felt empowered to be bold and make tough business decisions at Chelsea because Jim did create the kind of environment where women thrive,” said Hoffman. “Twenty-eight years ago, he trusted me to help drive the company where it wanted to be, and I’m here because of that trust and the encouragement, and the space I needed to move ahead to eventually becoming president of the firm.”

In San Diego, Chelsea has built 73 affordable housing communities, including Alpha Square, a \$42.6 million, 203-unit infill development for low-income families; Estrella Del Mercado, a \$43.9 development also for low-income families; Courtyard Terrace, a \$24.5 million, 88-unit affordable housing community for seniors; Fairbanks Ridge, a \$58.2 million inclusionary development with 204 units; and Potiker City Heights, a \$34 million community for senior citizens with 150 units.

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“Saint Teresa of Calcutta Villa is a prime example of the housing needed to get our unsheltered neighbors into homes — not only ending their homelessness, but also providing the supportive services needed to lay the groundwork for a safe and healthy life,” said Mayor Todd Gloria. “The city’s partnership with Chelsea Investment Corporation has helped us bring more than 400 individuals and families in from off the streets and is a monumental step in the right direction and a genuine commitment to the principles of Housing First.”

Chelsea Investment Corporation successfully obtained both public and private resources to fund the \$186 million

project, including private banks, and by leveraging state and federal funding sources.

“This housing community developed by Chelsea is exactly what California needs to tackle homelessness,” said State Treasurer Ma. “I congratulate all the partners involved, the members and staff of the California Tax Credit Allocation Committee and the California Debt Limit Allocation Committee, two of the entities which I chair, for their collaboration on this project to create permanent homes for veterans, families, seniors, and individuals with disabilities in the San Diego area.”

Also at the grand opening celebration was military veteran Joseph Fish, who spoke during the program, saying; “My daughter Abigail and I are not unique; like many others over the past 24 months, life has been challenging. Last year we were faced with a very real and very personal housing crisis when given a 45-day notice to vacate. After six weeks of a vigilant search for housing, Abigail and I were homeless. After three months of rotating between motels and our Toyota’s air mattress, I received a call that we had been accepted into Saint Teresa of Calcutta. Proudly, I was able to give my daughter a Christmas gift like no other — a home.”

Last September, Chelsea broke ground on a years-in-the-making Weingart Tower, a 278-unit, 19-story permanent supportive housing high-rise located in the Skid Row neighborhood of downtown Los Angeles (officially known as Central City East). The development is strategically located to create a significant improvement in the quality of life for hundreds of people living in the largest concentrations of unhoused people in the United States. “With the right combination of government leadership, financial institutions, and tax credit tools to fund these important projects, there’s no reason why we cannot dive into these projects that change and, in some cases, save lives,” said Schmid. “When Weingart Tower is completed, there’s no doubt in my mind that — finally,



when driving through Skid Row – and hopefully there will be a new name to change the stigma of that community – people will look up and say: ‘what a beautiful building.’”

### **Affordable Housing Wrap-Around Supportive Services for Residents**

Chelsea goes beyond providing affordable housing opportunities for low-income families, veterans, senior citizens, farmworkers, the unsheltered, and people with developmental and physical disabilities. It also partners with local nonprofit organizations that provide supportive services such as adult education and skill-building classes, computer literacy, English as a Second Language (ESL), job counseling, financial literacy, health, and wellness. Most family apartment communities also offer an on-site tutoring and homework help program which includes mentoring, arts and crafts and other educational enrichment activities.

Nonprofit partners of Chelsea include Serving Seniors, St. Vincent de Paul/Father Joe’s Villages, Housing Development Partners, Southern California Housing Collaborative, Weingart Center Association, Pacific Southwest Community Development Corporation, United Cerebral Palsy, and others.

Pacific Southwest Community Development Corporation (PSCDC), a nonprofit company that acts as the managing general partner for low- and moderate-income apartment properties in California, has partnered with Chelsea to provide these services to the residents of Chelsea communities on numerous affordable housing communities. “It’s the ideal partnership with Chelsea Investment Corporation,” said Juan Arroyo, executive vice president of PSCDC. “Their business model brings help and hope

to those who need it, and we provide the wrap-around services for educational and community services that support and empower the residents in order to achieve economic and social stability.”

Chelsea’s corporate values include a commitment to San Diego-based nonprofit leaders that provide, in many instances, life-changing support to the residents of the communities they develop like Father Joe’s Villages, Serving Seniors, and Pacific Southwest Community Development Corporation. Outside of San Diego, Chelsea supports the Central California Family Crisis Center, Bakersfield Police Activities League, and other organizations that provide important services that help the families in the cities and counties in which they build.

On a personal level, Schmid’s alma maters are University of Minnesota and Boston University. He holds a FAA Pilot’s License, a U.S. Coast Guard Captain’s License and is former chairman of the San Diego Building Association. He also is a past president of the Encinitas Soccer League.

“The heart and soul of our company is not just building affordable housing, but also changing lives. It has been gratifying to work with local and state government leaders and elected officials throughout California. We have been able to accomplish new projects and completed affordable housing developments because of that leadership. It goes a long way to help improve the lives of so many families,” said Schmid.

As is customary, Chelsea is currently teaming with other development partners on potential projects, including being the affordable housing partner on the Midway Rising team for the redevelopment of the Midway/Sports Arena site, and is a contender to build an affordable housing community for SDSU at the former Qualcomm site.



A conceptual rendering of the Midway Rising plan by project architect Safdie Rabines shows the proposed new arena in the foreground. Market-rate and affordable housing units are located at the western side of the site. An urban public square and rooftop parks connect the two uses. Chelsea Investment Corporation is teaming with other development partners on the project. (Courtesy, Safdie Rabines Architects)



INTRODUCING THE 23RD ANNUAL

# 40

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40 Under 40 is San Diego's premier event honoring outstanding young leaders.

Sponsored by SD METRO Magazine, 40 Under 40 began in 1999, making this the 23rd consecutive year. Over this period of time 920 of San Diego's most outstanding young people have been honored.



## ANGELI CALINOG

Angeli Calinog is the public affairs manager for the San Diego Regional Chamber of Commerce. She has been a leading voice on one of the region's biggest challenges: creating enough housing to meet workforce and equity goals. She has worked on policy from a number of different stakeholder angles, including at the Business Industry Association, Circulate San Diego and at the chamber to create broad coalitions, reach policy solutions and educate policymakers. She manages cannabis and broadband policy for the chamber. Calinog is president of San Diego YIMBY Democrats, co-chair of Catalyst Public Policy Committee, a member of the Asian Business Association Policy Committee and a member of Mayor Todd Gloria's Middle Income Housing Working Group. She is a graduate of Cal Poly San Luis Obispo.



## WILL CHERASHORE

Will Cherashore is the chief financial officer of Evans Hotels. His responsibilities encompass the company's financial reporting and compliance, including accounting, tax, and audit functions. In addition, he strategizes and implements the company's plans concerning capital investments and financing and also oversees and provides financial analysis for operations and management. He will leverage his extensive hotel acquisition, development, repositioning, and operations experience in his new role, and will be responsible for the identification and execution of opportunistic hospitality acquisitions. Cherashore previously served as general manager of the Bahia Resort, leading the hotel through the COVID-19 pandemic and subsequent travel recovery. He has been an integral part of WE CARE, Evans Hotels' corporate social responsibility program. WE CARE focuses on proactive initiatives to support its employees, contribute to the community and better the environment. He is a graduate of the University of Southern California.



## HEATHER DIAMOND

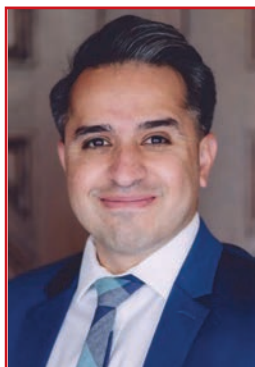
Heather Diamond is senior vice president for business development and community relations for San Diego County Credit Union. She is responsible for defining, and implementing SDCCU's overall community relations, public relations and business development strategy. This includes developing community relations campaigns and elevating awareness of them through integrated marketing communications and public relations. She also manages the coordination of strategic relationships with local companies and community organizations and SDCCU's more than 40 branch locations. She also oversees public relations for SDCCU and executes it as a means to communicate with diverse audiences to elevate the awareness of SDCCU. Diamond's efforts have earned notable recognition during her time at SDCCU. Her work has been recognized with a Gold Stevie Award in the Communications/PR Campaign of the Year for 2022, Platinum Hermes Creative Award for Stuff the Bus, and Community Business Award by Orange County LGBT Pride. SDCCU has \$11.5 billion in assets and over 434,000 members, and has increased its membership by nearly 20 percent in the four and a half years she has been with SDCCU. She is a graduate of Colorado Mesa College and holds an MBA degree from San Diego State University.



## SEAN D. DRAKE

Sean Drake is an associate with Latitude 33 Planning & Engineering. He has 16 years of experience in the civil engineering industry, serving both private and public sector clients. He has been with Latitude 33 since 2014 and has helped lead numerous project types including both traditional design-bid-build and design-build developments. He has been actively involved in a full range of civil engineering disciplines, including preliminary and final civil engineering design, and land project management. He has gained a particular proficiency in providing the most cost-effective solutions to meet his clients' goals. Drake has worked on numerous significant projects throughout the San Diego region, including Palomar Medical Center, upgrades to many campuses of San Diego Unified School District and Point Loma Nazarene University. He is a graduate of San Diego State University.





## JULIO MEDINA

Julio Medina is a Project Manager and Associate Principal at SILLMAN, a local architecture firm which has been a powerful voice in iconic Southern California architecture for over 45 years. During his time at SILLMAN, he has championed the firm's vision for integrated design, leading teams of interdisciplinary experts to realize highly contextualized and impactful work through open dialogue and collaborative reflection. His reputation as a helpful, knowledgeable presence on each project has led him to become the go-to liaison between clients, firms, and on-site personnel. He is an active leader in the San Diego Architectural scene guiding the next generation of A/E/C professionals to hard-earned success at his alma mater, the New School of Architecture & Design. He has also received the Recognition for Leadership Award from the County of San Diego. His leadership in the renovation of the historic 300,000 square foot San Diego County Administration Building gained award-winning recognition. He is also involved in the ACE Mentorship program.



## RILEY MIKAYO CUTNER-ORRANTIA

Riley Mikayo Cutner-Orrantia is an associate at Crosbie Gliner Schiffman Southard & Swanson (CGS3). She is a forward-thinking real estate attorney who takes a strategic and collaborative approach to each and every deal. Her versatility and passion adds an extra level of service to each transaction. Focused on a wide range of commercial real estate legal issues, she keeps every element of a deal organized and has the capacity to manage numerous ongoing transactions and high-velocity deals. Cutner-Orrantia represents developers and investors in all phases of the commercial real estate cycle – including acquisition, disposition, financing and construction in connection with commercial, residential and mixed-use projects. Prior to joining CGS3, she was an associate in the Denver office of Kaplan Kirsch & Rockwell, a boutique firm with a nationwide practice. She has worked for Earthjustice and contributed to Rio Muchacho Organic Farm.



## LOGAN PARMELE

Logan Parmele is the project manager for the 81-acre Kona Village Resort. His experience spans the hospitality and education markets with Delawie while serving as project manager for multiple projects in San Diego. He shows continued success in navigating and leading complex projects from initial conceptual design to the final details. He served 16 years as a Naval officer in the Civil Engineering Corps and is currently in the U.S. Navy Reserves. His passion for detailed woodworks and heavy timber projects led him to showcasing his hand-built furniture and boats at the San Diego Fine Woodworking exhibit and San Diego Wooden Boat Festival.

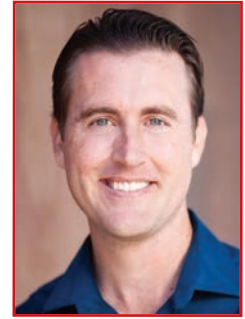


## MATTHEW PARNELL

When Matthew Parnell joined Sony Digital Imaging PR and Marketing Team, Sony sat in a very distant third place in terms of camera maker share. To change that, he worked with the executive team and took on the challenge to lead, create and deliver innovative digital and in-person experiences. The success speaks for itself as Sony now sits at number one in camera maker share. To date he has been part of over 500 product launches and each time he reimagines the emotional connection that the customer makes with the product. He has re-envisioned, invigorated and transformed the nature of photo industry PR and marketing. Parnell also developed Sony's partnerships with the Associated Press, Getty Images and USA Today during a time when visual media is more important than ever. He was recently elected a board member for the San Diego County Emerging Leaders Advisory Board of the Greater San Diego Chamber of Commerce. He is a graduate of the University of Maryland.


## SEAN SCARAMELLA


Sean Scaramella is an associate at Latitude 33 Planning and Engineering, with more than 16 years of experience working on projects varying from public improvements to thousand-acre developments. He has helped lead the planning and engineering elements of some of San Diego's most significant developments, including the \$3.4 billion San Diego International Airport's new Terminal 1 and UC San Diego's Mesa Nueva, one of the largest graduate and professional student housing facilities in the nation. Scaramella is experienced in project management, engineering design, and permit processing through multiple agencies across Southern California and Arizona. His specialties include hydrology, storm water quality, underground fire/water design, sewer, storm drain, rough and precise grading, and street design. He earned his B.S. degree in civil engineering from San Diego State University.



## MATTHEW WARREN

Matthew Warren is senior manager of public affairs for Southwest Strategies. He has dedicated his career to directing public affairs and policy strategies for industries and communities throughout San Diego. He has consistently received high praise from his clients for his ability to streamline complex issues, provide creative solutions and achieve client goals. He has a vast knowledge of policy issues stemming from his days interning in Congressman Wally Herger's Washington, D.C. office and Congresswoman Lois Capps' Santa Barbara office. His move to Southwest Strategies in 2017 has allowed him to build on his government and policy knowledge as well as establish a path in public affairs and community development in San Diego. He holds a bachelor's degree from UC Santa Barbara and a master's from British Columbia Okanagan.



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**Congratulations to Riley Cutner-Orrantia for her recognition as one of SD METRO's "40 under 40!"**

Representing developers and investors in all phases of the commercial real estate cycle, Riley is a forward-thinking attorney who takes a strategic and collaborative approach to each and every deal. We are proud to have her on our team!



40 UNDER 40 HONOREE

## Evans Hotels Congratulates Will Cherashore

*Chief Financial Officer of Evans Hotels*







**ALEX WATERS**

Alex Waters was integral to the genesis of CONNECT ALL at the Jacobs Center, the region’s first low-to moderate-income and diversity-focused business accelerator program, guiding startups that want to grow rapidly with the support they need to be successful. He was promoted to the Jacobs Center for Neighborhood Innovation’s director of economic development where he oversees the nonprofit’s efforts to help small businesses thrive in Southeast San Diego and beyond. CAJC’s key initiative is a free, four-month structured program geared specifically for San Diego-based, early-stage startups that are ready for sustainable growth. A strategic partnership between the City of San Diego and the Jacobs Center for Neighborhood Innovation, CAJC has jumpstarted more than 60 local businesses. Waters is a graduate of the University of Maryland and San Diego State University.



**MAX E. HALPERN**

Max Halpern is a trial lawyer at Gomez Trial Attorneys, and specializes in litigating catastrophic personal injury, wrongful death, sexual assault, child sexual abuse, Boy Scout sexual abuse, and religious sexual abuse. He has worked successfully to help recover tens of millions of dollars for his clients in trials and settlements against those responsible. He has worked with his colleague Allison Worden to recover over \$25 million in cases representing people critically injured where loved ones lost their lives, and numerous victims of sexual assault. He is currently representing victims of childhood sexual abuse through California’s new law allowing new cases to be filed against institutions such as schools, churches and other youth-serving organizations. He holds a bachelor’s degree from UC San Diego and his law degree, cum laude, from the University of San Diego.



**LUPITA CRUZ TORRES**

Torres serves as the accounts receivable manager at RJS Law. She is also an integral part of implementing the firm’s high standards of customer service and works hand-in-hand with the accounts/payable department to reconcile the month’s end report. She has years of extensive customer service and relations experience and is fluent in Spanish. She is heavily involved in RJS Law’s community activities. She started as a receptionist ten years ago and is now a valuable part of the executive team at RJS Law, and has been involved in the firm’s overhaul of its new software system.



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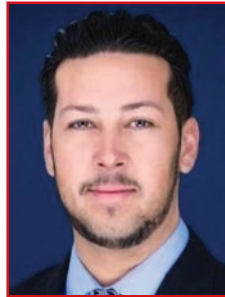
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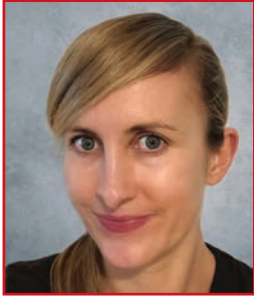
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Senior Manager of Public Affairs

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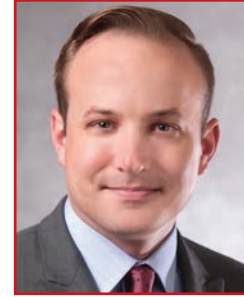
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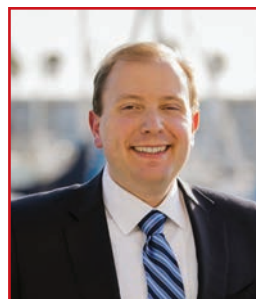
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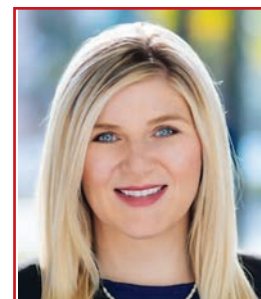
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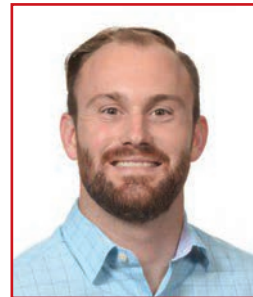
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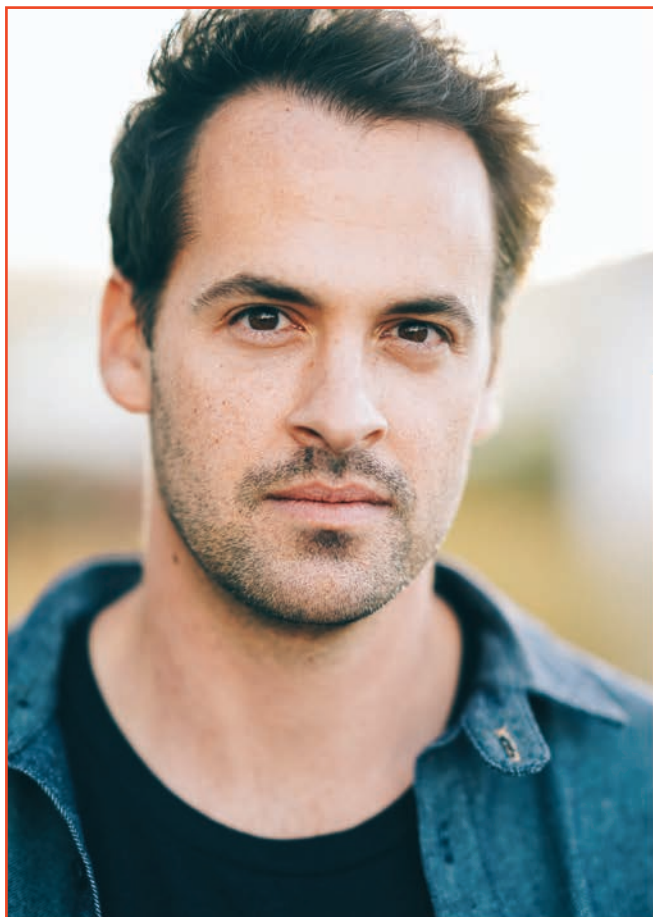
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Congratulations to

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Director of Marketing, Imaging +  
Head of Community Marketing,  
Sony Electronics

in being named to the San Diego Metro Magazine  
"40 under 40" class of 2022. Your leadership and  
creativity are inspiring to us all - your friends and  
colleagues at Sony and Blue Pixel.



# The Alps of Southern California

## Lake Arrowhead and a dog's tale

By Marlise Kast-Myers Photos by Benjamin Myers

Three years ago, I lost Lola, the dog of my life. She was a 7-pound bundle of joy that had the power to fill my love-tank with nothing but the wag of her tail. She shadowed my every move, to the point I felt I had physically lost part of my body when she left the world. Unable to bring her back, I went on a mad hunt to find a dog that, at least, looked like Lola. Friends warned me that I was setting myself up for the greatest letdown, yet I refused to stop the search.

And then it happened. One night while on a work assignment in Sweden, a dog appeared on Facebook that looked a little like Lola. The only caveat was that “she” was a “he” and the single photo was blurry, oh, and the dog lived in Mexico. My poor husband had suffered with me, doing all he could to heal my shattered soul. Thus, he caved into my begging and pleading, and that night, drove to the Tijuana border at 11 o'clock for a dog we had never met.

While I remained in Sweden, he bonded with this special-needs dog for several days, preparing me with the words, “Don't expect Lola.” But I did expect Lola, and my heart sank when I met this Tijuana pup we named “TJ.”

He was scruffy, shy, mean, bipolar, and stealthily ate dog treats in dark corners of our house. Visually, he looked nothing like Lola with

his snaggle tooth, watery eyes, and mullet that hung over his collar. TJ refused to cuddle, kiss, bond, or ride in a car. He peed when I approached, puked when in motion, and pulled away when I held him close.

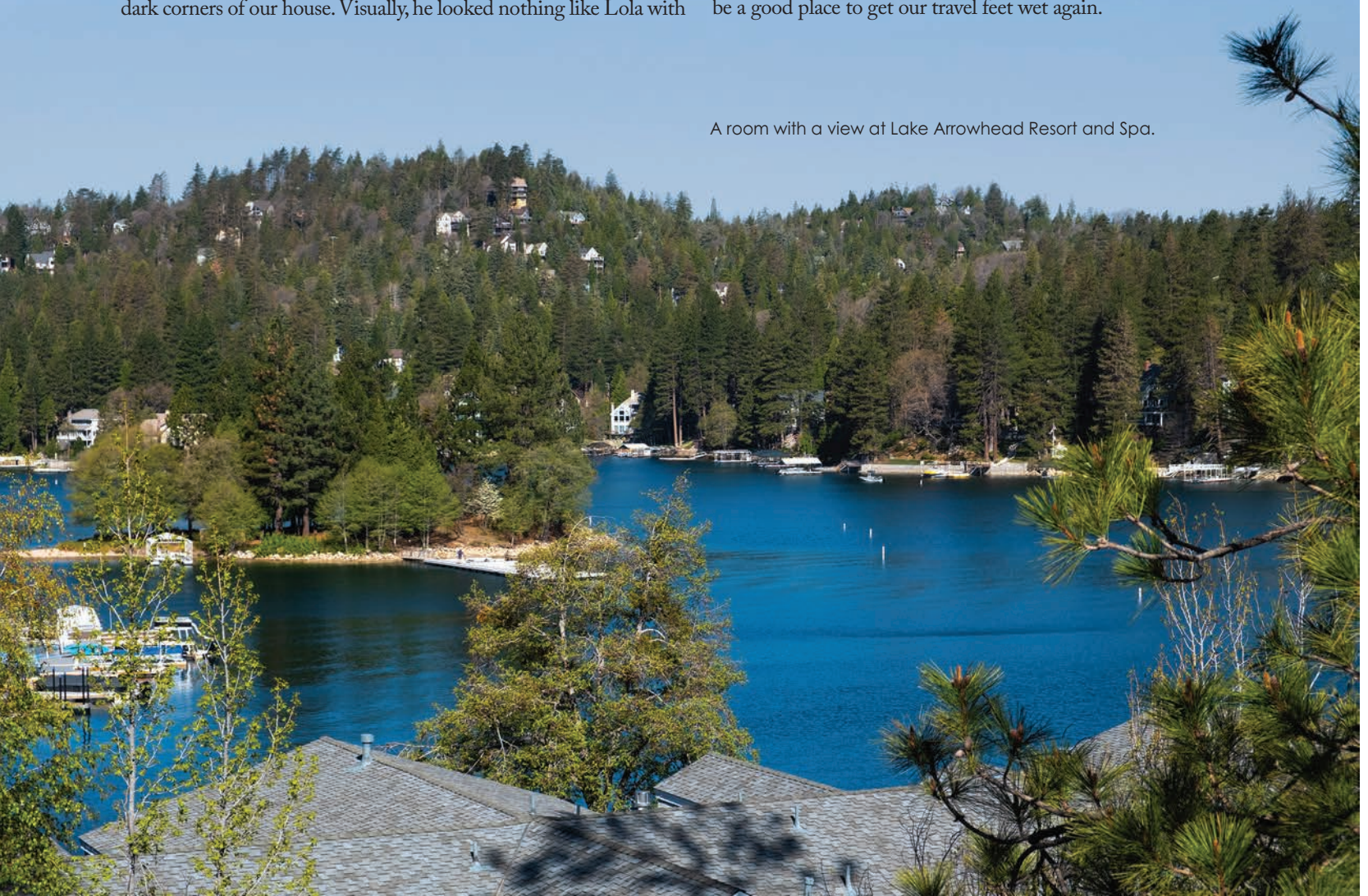
When I told my husband that I had made a horrible mistake, he told me that this “rescue” was no longer about what I wanted. Now, it was all about saving TJ.

Fast forward three years, and now, I can't imagine life without this little nugget. I won him over (or was it the other way around?) with daily hikes, cuddle sessions, and unconditional love despite his quirks. To this day, he collects pinecones when he's anxious, does handstands when he poops, burrows deep into blankets, and squints into the sun.

### On to Lake Arrowhead with TJ

Naturally, when my birthday hit this year, I had to take TJ with us on our romantic getaway to Lake Arrowhead. Since the onset of the pandemic, my husband and I had pushed pause on travel for the simple fact it had become overly complicated. But the SoCal mountain town of Lake Arrowhead seemed feasible and appeared to be a good place to get our travel feet wet again.

A room with a view at Lake Arrowhead Resort and Spa.





Located just two hours from San Diego, this lake community is often overshadowed by neighboring Big Bear, famed for its ski resorts. There wasn't much we knew about Arrowhead other than the fact it was nestled within the San Bernardino National Forest and boasted a network of hiking trails.

So away we drove, to the quaint hideaway that won us over with its proximity to home and its distance from the world. Considered "The Alps of Southern California," there was a stillness, secrecy, and preservation about the place we noticed the moment we laid eyes on the water.

Void of buzzing jet skis and boat parties, the exclusive lake is privately owned by residents perched around its 14-mile perimeter. Measuring 2.2 miles long by 1 mile wide, the beauty of the manmade lake was enough to restore my faith in humanity.

The dream of Arrowhead dates to the 1890s when the town was nothing more

than a sawmill community. Although the area had fertile soil for farming, it lacked sufficient water for irrigation. In 1891, engineers Adolph Koebig and Adolph Wood planned the Arrowhead Reservoir Company with the intention of impounding waters from neighboring creeks. Where there is water, there is potential, especially for tourism.

In 1914, the lake — originally named Little Bear Lake — was opened to fishermen, and less than a decade later, lured the leisurely with its fashionable alpine town. In 1971, Lake Arrowhead was purchased by seven businessmen from Chicago who saw dollar signs in development. Despite fires and droughts along the way, Arrowhead's chance to shine finally came in the 1980s with the unveiling of Lake Arrowhead Village.

Today Lake Arrowhead is home to not only "the Village," but to lodges, marinas,

and a golf course. The lake itself, owned by the Arrowhead Lake Association, is preserved solely for its lucky residents.

### A Pet Friendly Hotel

There is one exception, however. Lake Arrowhead Resort and Spa has "lake rights" with its own private beach and dock, open for fishing and kayaking for guests. Best of all, the hotel is pet friendly.

Stacking hands on these benefits, we settled into the lakeside resort for two nights, where midweek rates drop as low as \$150 per night. The property has transferred owners over the years, from Hilton to Marriott, to now the Los Angeles based investment firm, The Yucaipa Companies.

Clearly, they recognized a good thing when they saw it, showcasing a lobby with stone fireplaces, birchwood décor, and lake views. Within the three-story hotel are 173 rooms including 11 suites, plus a wellness center, Bin 189 Restaurant, a pool deck,



SEAN SCARAMELLA

Latitude 33 Planning & Engineering

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TJ living his best life on hikes around Lake Arrowhead.



'I can't imagine life without this little nugget. I won him over with daily hikes, cuddle sessions, and unconditional love despite his quirks.'



The lobby at Lake Arrowhead Resort and Spa boasts stone fireplaces and complimentary wine during happy hour.

health spa, and beyond.

Privileged perks include daily fitness classes, and complimentary coffee and wine in the lobby Thursday through Saturday from 3-4:30 p.m. Within walking distance is the waterfront village, reminiscent of the 1920s, featuring over 50 shops and restaurants.

Needless to say, we maximized our stay, of course with TJ in tow . . . hiking, boating, swimming, yoga, beer-tasting, and exceptional meals. The very pet-friendly Arrowhead Lake is like a refined dog park where people know your pooch by name. To TJ's delight, there were pinecones everywhere.

Shortly after check-in, we went to the lobby bar for a glass of Malbec, allowing TJ a chance to acclimatize to the good life. The copper bar beckoned early happy hour with its mountain décor complete with antler chandeliers, leather couches, stone fireplaces, and an outdoor patio facing the lake.

Next door to the resort was Lake Arrowhead Brewing Company, where locals go to exhale the day. Opening just three days before the pandemic, this beer-haven bravely survived the Covid storm.

It has certainly paid off. The place was packed solid, now thriving with 12 beers on the board, including Strawberry Peak, Shoreline Sour, and an AleSmith collab called "Trail Mix Speedway."

### Eating at Bin 189

Despite the endless list of local attractions, we returned to our hotel that evening for dinner at Bin 189 restaurant. With TJ tucked out under the table, we dug into hearty portions of Wagyu burgers, truffle

fries, and glazed Brussels sprouts.

We were hooked on the menu, returning the following night for grilled salmon, tenderloin, and dirty martinis. TJ might have sampled his first bite of Wagyu beef, and maybe even salmon (not guilty . . . guilty).

After all that consuming, we woke early the following morning to burn calories during a 3-mile hike on the Abell Memorial Trail. For some reason, the grey squirrels seemed to be moving in slow motion, meaning TJ was in full-hunting mode, barking up trees and digging into darkness.

My heart was full, watching this street-pup live his best life in the wilderness, fully safe with a warm bed, a full belly, and two people who vowed to protect him.

That afternoon, the three of us returned to the Village for lunch at Jetties Waterfront Kitchen. Heads turned as we passed, with several strangers commenting, "Look at that dog strut . . . he's one proud pooch."

That was a given. Months after we rescued TJ from the border, the good Samaritan who saved him from the streets, texted us photos of his original condition. Without a single hair on his scabby body, our little buddy was just days from starvation.

Now, three years later, we had him tucked into our booth at Jetties restaurant where we sunk our teeth into poke nachos, crab cakes, burgers, and fries. We washed it all down with jalapeno cucumber margaritas.

TJ might have snagged a sweet potato fry or two (not guilty . . . guilty).

That afternoon, time grew wings as we window shopped, sipped coffees, and toured Skypark at Santa's Village. Less than three miles from our hotel, this 230-acre adventure

park draws families with its ziplines, train rides, biking trails, entertainment, climbing walls, games, and themed-restaurants and shops. Kids and teens scurried about, reminding me that my years were literally increasing by the day.

Instead of riding trails and climbing walls, we returned to the Village to board the Arrowhead Queen. This one-hour boat trip enlightened us with lake tales of residents who had lived on its shores. Among them were Brian Wilson, Doris Day, Sammy Hagar, Michelle Kwan, Max Factor, Patrick Swayze, Desi Arnaz, Tom Selleck, Shirley Temple, Ed McMahon, and Liberace.

We passed homes as large as 20,000 square feet with private elevators and 20-car garages. On the banks were fisherman casting their lines for bass, trout, and carp that are restocked annually.

I was beyond impressed, nudging my husband with the question, "Could we live here?" Meanwhile, TJ fell asleep on the ship . . . as did I several hours later in the hotel. We napped as a family, grateful for the birthday escape we had chosen for May of 2022.

For over a century, Arrowhead has lured strangers to this mountain resort for its recreational activities, stunning scenery, and natural peacefulness. As a speck in its history book, it had also lured a couple from San Diego, along with their dog from Tijuana.

The three of them — healed from loss, loneliness, and isolation — finally reentered the world of travel in a little place called Arrowhead, with hearts full of contentment and a pile of pinecones.

## Elizabeth Babcock named the new president and CEO of Forever Balboa Park

Forever Balboa Park, the City of San Diego's nonprofit partner in sustaining Balboa Park, has named Elizabeth C. Babcock, current chief public engagement officer and Roberts-Wilson Dean of Education at the California Academy of Sciences, as the new president and CEO of the organization. She will begin her new role in April.

During her 10+ years at the California Academy of Sciences, Babcock proved her ingenuity and ability to inspire curiosity and interest in visitors to the institution. She also directed teams in developing and delivering a variety of innovative educational programs within and beyond the museum's walls. Dr. Babcock's career accomplishments include:

- Directed a \$13 million budget at the California Academy of Sciences and grew

offerings to 3.2 million annual in-person learning engagements and 20 million online views of education products and programs.

- Expanded and diversified program offerings in her last position by personally securing \$4+ million in grants each year.

- Cofounded and served as volunteer Chair of ChangeScale, the Bay Area's Environmental Education Collaborative, serving over 180 environmental education organizations and 35+ member organizations and universities.

- Honored as a White House Champion of Change in 2013 for her leadership in museum and library partnerships.



Elizabeth Babcock

## Sudberry Properties' 260-unit apartment and retail project nearing completion at Scripps Ranch

The Hub at Scripps Ranch, Sudberry Properties' apartment-retail development, is nearing completion at the former site of Pacific Southwest Airlines' Reservation Center and Flight Training Center.

The development will include 260 luxury apartments and 10,700 square feet of retail and restaurant space. A leasing office has opened. Apartment residents in the initial phases have started moving in. The property is located at the gateway to Scripps Ranch at 9840 Carroll Canyon Road.

The Hub features one- to three-bedroom apartments, ranging from 614 to 1,391 square feet, with rents starting at \$2,600 per month. Interior amenities include private patios or balconies (most locations), 9-foot ceilings, hardwood-style flooring in main areas, carpeting in bedrooms, fully equipped kitchens with GE Energy Star stainless steel appliances, quartz countertops, and full-size washers and dryers. The smoke-free apartment community is pet-friendly, with some breed restrictions in place.



View of fire pit and pool at Sudberry Properties' The Hub at Scripps Ranch.



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