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Golden San Diego

It retains the qualities that once made
California the envy of the world. **PAGE 10**



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COVER STORY:

Golden San Diego

Here for a change is a nice, positive, upbeat look into our city. Jordan McGillis, a writer for Manhattan Institute's City Journal takes a fresh look and came away praising San Diego's "patriotism, celebration of martial competence and positive spirit." Given the scandals of 101 Ash and Nathan Fletcher this piece is a pleasant reprieve. Enjoy.



BEST ATTORNEYS

Jessica Lujan of Gomez Trial Attorneys headlines our Best Attorneys for 2023. Her extensive knowledge of the insurance industry makes her a strong advocate for those who she represents. She is trilingual and a graduate of the University of Notre Dame. Go Irish! It's a list of legal stars in San Diego.



COX'S MOBILE LAUNCH

If you're a Cox Internet customer, here is an opportunity to sign up for Cox Mobile with unlimited talk and text and no term agreements. Cox has two simple data plans: Pay As You Gig and Gig Unlimited. They're worth checking out.



HUCKSTERS NEED NOT APPLY

The Unsold Mindset, a book written by two USC business school professors is a perfect guide if you're interested in a career in selling. Hucksters need not apply. Be real, build friendships. Establish solid relationships with both customers and prospects. Smart advice.



HURRAH FOR CALIFORNIA

The bureaucrats have finally stepped aside. Golden State's Department of Health finally decided medical professionals were no longer required to wear masks. Local managements can apply their own protocols. Wasn't it about time.

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SAN DIEGO SCENE

The Salk Institute's Harnessing Plants Initiative is an innovative, scalable, and bold approach to fighting climate change by optimizing a plant's natural ability to capture and store carbon and adapt to diverse climate conditions.

Salk Institute receives \$50 million from Hess Corporation

The Hess Corporation is donating \$50 million to the Salk Institute's Campaign for Discovery: The Power of Science, a seven-year, \$750 million comprehensive fundraising campaign to attract the people and build the technology and space necessary to accelerate critical research. The gift will specifically advance Salk's Harnessing Plants Initiative, an effort to mitigate climate change by optimizing plants and supporting wetlands to increase capture of excess atmospheric carbon, and provide vital infrastructure to this work by establishing the new Hess Center for Plant Science.

The Hess Corporation gift will support faculty recruitment and laboratory and research operations for the Harnessing Plant Initiative, as well as to endow the Hess Center for Plant Science. The new scientists will work within the future Joan and Irwin Jacobs Science and Technology Center building.

"The Harnessing Plants Initiative is a potential game changer in tackling the global challenge of climate change," says Hess Corporation

Chief Executive Officer John Hess. "We are honored to support this innovative research led by Harnessing Plants Initiative leaders Joanne Chory and Wolfgang Busch. We believe this groundbreaking work will implement scientific breakthroughs on a global scale and can make a major contribution toward achieving the world's ambition to reach net zero emissions."

To learn more about Salk's Campaign for Discovery, please visit www.salk.edu/Campaign.

Hess Corporation is a leading global independent energy company engaged in the exploration and production of crude oil and natural gas. Hess is committed to helping meet the world's growing energy needs in a safe, environmentally responsible, and socially sensitive way. More information on the company is available at www.hess.com.

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**Devon J. Arabo, Andrea Cisneros Valdez,
and Ronson J. Shamoun**
for being recognized as a
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UCLA Health's Pioneering Science Has Changed Breast Cancer Treatment

Long before Dennis Slamon, M.D., Ph.D., was universally recognized for scientific discoveries that changed the trajectory of breast cancer and improved health outcomes for countless people across the globe, he just wanted to look at cancer differently.

"We were very much interested in the idea of translational cancer research," says Dr. Slamon, director of clinical/translational research and chief of the division of hematology/oncology at UCLA Health. "Taking the knowledge coming out of basic science and applying it, where appropriate, to new approaches to clinical medicine and new therapies."

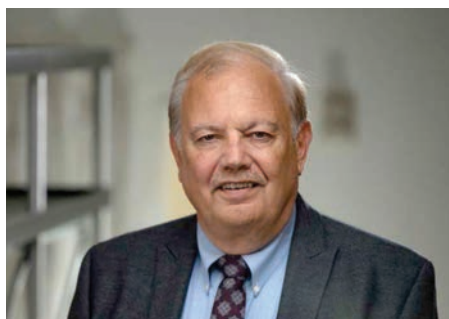
When Dr. Slamon first came to UCLA as a fellow in 1979, cancer treatment was determined by the organ it affected, he says. All lung cancers were considered one disease and treated the same way; same with breast cancer or colon cancer.

"We should have realized back then that we were dealing with a diversity of diseases within that organ system, a diversity of cancers," Dr. Slamon says. "Breast cancer was among the most obvious of those diseases where the outcomes were so varied, with some patients doing well and other patients doing poorly given the same approach to surgery, radiation and some chemotherapy or hormonal therapy."

Dr. Slamon and his colleagues began searching for molecular-level malfunctions in cancer cells with the intention of developing more targeted treatments. This work not only led to major discoveries that have transformed breast cancer treatment, but influenced how cancer research is done.

In the 1980s, Dr. Slamon found a mutation in the HER2 gene common to a very aggressive form of breast cancer. This research and subsequent clinical trials led by UCLA resulted in the development of a drug called Herceptin, now the standard treatment for HER2-positive breast cancer, which accounts for about 20% of cases.

"Herceptin has altered the natural history of that subtype of disease, turning it from a bad prognosis type of breast cancer to one that actually has a better prognosis than the other subtypes," says Sara Hurvitz, M.D., medical director of the Jonsson Comprehensive Cancer Center Clinical Research Unit and a colleague of Dr. Slamon.



In the 1980s, Dr. Dennis Slamon found a mutation in the HER2 gene that is common to a very aggressive form of breast cancer.

Searching for molecular malfunctions

That turnaround in prognoses resulting from gene-targeted therapy inspired other oncology researchers to look for similar molecular malfunctions in the diseases they study, leading to a number of new, targeted treatments.

"In all these diseases there's some diversity: — colorectal cancer, lung cancer — and this is likely due to their molecular diversity, there are 'many roads to Rome.' There are a lot of ways to convert a normal breast cell or lung cell or colon cell to a cancer cell from that organ," Dr. Slamon says.

"Whenever possible, therapy should be designed specifically to address what's broken, as opposed to the non-specific bombs thrown in hoping to kill more bad cells than good," he said.

Another discovery made by Dr. Slamon and colleagues has changed the trajectory for the most common type of breast cancer. Researchers at UCLA Health developed and led clinical trials for a targeted treatment for estrogen receptor positive, HER2-negative breast cancer, which accounts for 65% of diagnoses.

The resulting medications, called CDK4/6 inhibitors (Ibrance, Kisqali and Verzenio), have been shown to improve progression-free survival from the disease, and now data is emerging showing this class of drugs extends patients' lives, Dr. Hurvitz says.

"It's ended up having the biggest impact in that sub-population of breast cancer since the introduction of hormonal therapy back in the 1970s," Dr. Slamon says. "Both of those discoveries (Herceptin and CDK4/6 inhibitors) were game changers for the

treatment of breast cancer now adopted worldwide. And those came from UCLA."

Decades of advancement in research and treatment

UCLA Health has been a hub for breast cancer advances since the 1980s, with consistent discoveries over the decades, Dr. Hurvitz says. In just the past several years, four new breast cancer treatments tested at UCLA earned approvals from the U.S. Food and Drug Administration and more than 20 clinical trials are ongoing.

The average risk of a woman in the United States developing breast cancer in her lifetime is about 13%, or 1 in 8, according to the American Cancer Society. For men, the lifetime risk is about 1 in 833. There are more than 3.8 million breast cancer survivors living in the U.S.

Though UCLA Health is a multidisciplinary system with breadth beyond cancer, its advances in research and treatment for people with cancer stands alongside those generated by cancer specific centers, says Dr. Hurvitz.

"Even though we're not a stand-alone cancer center, where that's all we do, we have the ability to test drugs and concepts pre-clinically in the laboratory, design and run clinical trials, take the information as well as tumor tissue obtained from patients enrolled in those trials and test more new theories in the laboratory-generated from the results of the trial," she says. "So there's this cycle of translating discoveries from the lab to the clinic and back from the clinic to the lab."

These advancements mean the outlook for breast cancer has improved significantly, says Dr. Hurvitz. It used to be that when she told people she was an oncologist, they'd get a "look of gloom on their face, like, 'I'm so sorry for you.'"

Because of discoveries and treatments we have now due to clinical research that was done in the last several decades, breast oncology is a much, much happier place in which to be a specialist," she says. "To be able to dedicate time to research gives me a sense of hope, and deep satisfaction when our research actually translates into meaningful benefits for patients."

San Diego City Attorney's Office Sues Hyundai and Kia Over Car Thefts

If you own a Hyundai or Kia best to keep your doors locked and maybe even buy a Club steering wheel lock for added security.

The city of San Diego has sued Hyundai and Kia, alleging their failure to install industry-standard anti-theft technology makes their cars easy targets for stealing. City attorney Mara Elliott filed a complaint in Superior Court claiming Hyundai and Kia's decisions "to put cost savings and profits over public safety "has led to" a substantial increase in vehicle thefts, reckless driving, related crime sprees and public harm." Amazon will sell you a Club for \$22.



HAHN LOESER CONGRATULATES

Partner Danielle C. Humphries

and the entire 2023 group of *SD Metro* "Women of Inspiration and Accomplishment" as leaders who have made San Diego a better place to live and work.

As a leader within our firm and community, Danielle is a champion and a mentor for other women. She inspires those around her to be bold, to rise to the challenge, and to strive for excellence in everything they do.

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City holds first public workshop for Ocean Beach Pier plans

By Dave Scwab | Photos by Jim Grant

City officials conducted a public workshop on April 1 at Liberty Station Conference Center to share information – and receive public input – on the Ocean Beach Pier Renewal project.

Mayor Todd Gloria said the purpose of this initial OB Pier workshop and others to follow is to “find out what people love the most about the pier whether it be fishing, the views, the cafe, etc.”

Pressed before the workshop on what an actual dollar estimate for replacing OB Pier might be, Gloria replied: “Our preliminary reviews are talking about a project that would be north of \$40 million, and could be as much as \$100 million.”

“We’re looking to solicit opinion and get input – positive, negative or otherwise,” said Matthew Martinez, a port engineer with consultants Moffatt & Nichol, which issued a 2018 report evaluating repair, rehabilitation, and replacement options for OB Pier. Martinez added: “The City has considered the evidence and the replacement is the most likely (option). These structures are never intended to last forever. So you get into an increasing scenario of very expensive repairs to keep it open. At some point, it makes more sense to cut bait and go fish.”

Martinez pointed out that the design for an OB Pier replacement could be done in two years while adding that construction “if it goes down that road will be into 2028.” He said a prospective timeline for pier replacement is available at obpierrenewal.com.

“The Ocean Beach Pier is a local treasure as well as a national and international treasure that is visited by over half a million people a year,” said District 2 Councilmember Jennifer Campbell. She added, “It’s important that you make your voices heard and share your visions for the future of the pier.”

“Ultimately, no one conceives of a world where there isn’t an OB Pier,” noted Gloria. “We want to make sure that what we construct or repair with the OB Pier is something that people will love for another 60-plus years. I hope that we can bring people from around the City to work



together on a shared solution that is implementable as soon as possible.”

The mayor expressed hope that the City and the public can reach a consensus on a new pier design “that accomplishes X, Y, and Z. This is where we want to start the conversation.”

The City anticipates a lengthy public engagement process because of OB Pier’s iconic status. “It’s an important part of our Southern California lifestyle,” said Gloria adding, “Bottom line, we’re hoping to start the process for getting consensus so that we can go to federal and state funders and other folks to get the actual money necessary to execute the project.”

Gloria pointed out that repairs necessary to keep the OB Pier operational have become habitual in recent years following winter storms necessitating “shutting the pier, for weeks or months at a time, to provide hundreds of thousands of dollars in repairs.” He added, “That kind of budgeting approach is not sustainable and a wise use of taxpayer dollars.”

Asked to estimate how long, and what the cost might be, in replacing OB Pier, Gloria responded: “Unclear. We are sincere in asking for the public’s input on what they want to see for OB Pier. This is a multi-year process: It’s not going to be tomorrow. I think the goal ought to be that a future generation of San Diegans looks back and thanks us for the work that we did here today.”

OCEAN BEACH PIER

Opened in 1966, Ocean Beach Pier debuted as a sport fishing pier with no fee for

accessing it and no fishing licenses required. During its first 25 years, the pier received normal ongoing maintenance required by exposure to the harsh marine environment of wind, waves, and salt. In 1991, the pier underwent major structural rehabilitation.

Since the early 2000s, exposure to large waves and ongoing degradation has required structural pier repairs with increasing frequency. The pier is currently closed to the public after being damaged by storms and high surf in January, which has happened several times. The City will assess the full extent of the damage, once the storm season has passed, then decide the potential for repairing and reopening the pier.

Based on the findings of a 2018 study of the OB Pier, the City has determined that pursuing a potential replacement of the pier is the best option, all things considered. Consultant Moffatt & Nichol documented various structural problems with the pier, determining that it has reached the end of its service life.

The City is now working with Moffatt & Nichol to design the preferred alternative for the potential replacement of the pier. The City will host a series of upcoming community workshops, which began April 1, to share information about the project and gather input from community members.

A 12-member task force was created to represent the community’s interest in the project. Members include Corey Bruins, president OBTC; Denny Knox, OBMA executive director; Andrea Schlageter, chair OBPB; community member Stuart Seymour; engineer Ralph Teyssier; community member Mark Winkie; Nicole Ueno, OB Community Corp. Planning Board; James Nagelvoort, director and City engineer, Strategic, Capital Projects; Elizabeth Schroth-Nichols, deputy City engineer & project manager; Kohta Zaiser, City deputy director of community engagement; and Manuel Reyes, city council representative from District 2.

Costs for California High Speed Rail Out of Control

Surprise, surprise!

Still want the bullet train? The geniuses who run the California High Speed Rail Authority now estimate it will cost \$128 billion, or \$10 billion more than it was thought to cost to complete.

Brian Kelly, the authority's chief executive officer, blames the new projected costs on global supply chains, market instability, inflation, construction commodities and labor.

Brian Jones, the state senate minority leader from Santee, said it is time to bring this boondoggle to an end. "It's time to pump the brakes on the hot mess and defund" the high speed rail authority.

If the rail authority estimates are right, its new budget says the projected new costs to complete will be about \$206.4 million per mile. The authority also now believes fewer people will use the train from San Francisco to Anaheim and Los Angeles.

The new estimate is that nearly 31 million riders are expected to take the train from San Francisco to Los Angeles by 2040..

The rail authority blames its lower estimates of riders on stagnant population growth.

California lost 700,000 residents last year, blamed mainly on higher taxes, a difficult business environment and hefty environmental regulations, according to Chapman University.

The state was given a green light to build the high speed electrified train by voters in 2008 via Proposition 1A. Voters were told at that time the train would cost \$33 billion and be completed by 2022 or, last year!

If it were to work, the train is expected to take 2 ½ hours to run between the Bay Area and Los Angeles.

When the project was conceived, the rail authority was given \$9.95 billion from the state for planning and construction. It later received another \$2.5 billion from the American Recovery and Reinvestment Act in 2009, thanks to the Obama Administration.

In the meantime, the authority says it will complete the 171 mile piece between Merced and Bakersfield by the end of 2029.

All aboard!



Congratulations to
MAGGIE SCHROEDTER
on being named one of
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SAN DIEGO'S TOP ATTORNEYS 2023



William W. Eigner

Eigner has been called the “go to guy” for mergers and acquisitions and emerging companies. He serves as a catalyst for his clients’ success. His clients have grown from his involvement from a two-person start up to public companies or acquisition targets in Silicon Valley, Europe and Asia. He serves as a director Athletiverse, EvoNexus and has been active in San Diego Venture Group and the San Diego Regional Chamber of Commerce. He serves or has served on the boards of Encore Semi, eSub, Solyahealth, 3 + 2 Pharma LLC, Acenda and other companies. Eigner is a trustee emeritus of San Diego Police Foundation, a former trustee and land chairman of the LaJolla Town Council. A partner at Procopio, his practice emphasizes M & A, venture capital, angel financing, seed capital and the financing, governing, operating, buying, selling, and merging of growing and established companies. His M & A, financing, and contracts practice includes work in various sectors, including telecommunications, software, cybersecurity, electronic commerce/internet, energy, clean technology, life sciences and medical devices. He is a graduate of Stanford University and of the University of Virginia School of Law.



Samuel Sneed

Sneed is a leader at Hahn Loeser & Parks LLP, an innovative attorney, and champion for the community. He efficiently and fervently advocates for his clients, allowing them to meet their business goals, and thrive in San Diego. He mentors younger colleagues as they strive to grow their practice and join the firm’s partnership. He is hard working and brings creative legal strategy to the team of attorneys he collaborates with daily. He has successfully defended a plethora of class actions involving hundreds of millions of dollars of damages for Fortune 500 companies. He earned his J.D. from Wake Forest University where he was senior editor of the Wake Forest Intellectual Property Journal. He earned his B.A. magna cum laude from Cal State Sacramento where he was the university’s Male Student Athlete of the Year. He participates in Feeding San Diego’s annual Food from the Bar fund raising effort. He was elected a partner at Hahn in January 2019 and has been honored as a 40 Under 40 by SD METRO MAGAZINE.



Jessica Lujan

Lujan is a trial attorney at Gomez Trial Attorneys focusing her practice on catastrophic personal injury, premises liability, ADA enforcement, and wrongful death cases. She has significant experience litigating personal injury matters for both injury victims and insurance defendants in state and federal court. She is committed to holding businesses and individuals accountable for injuries caused by negligence. She is admitted to practice in state and federal courts and is a member of the San Diego La Raza Lawyers Association. Her extensive knowledge of the insurance industry and the California Tort Claims Act make her a strong advocate for those she represents. She is a graduate of the University of San Diego School of Law and her B.A. was earned at the University of Notre Dame. She is fluent in both Spanish and French and is passionate about supporting diversity efforts in the San Diego legal community. She is 2023 San Diego Rising Star attorney by Southern California Super Lawyers and a top 40 Under 40 Plaintiff by the National Trial Lawyers.

Steven Otto

Otto joined the real estate transaction group at Crosbie Gliner Schiffman Southard & Swanson LLC (CGS3) as a partner in 2021. Prior to joining CGS3, he worked for Pinnacle West Capital as a senior attorney and for several top tier San Diego law firms, including Latham & Watkins and Luce Forward (now Dentons) where he became a partner.



His experience spans the acquisition, development, leasing, licensing and sale office, industrial and retail portfolios and mixed-use office/retail projects. He has successfully negotiated numerous master developer and merchant builder agreements and as well as private party development agreements for retail shopping complexes and residential developments. His clients have included international firms and public companies, REITs, developers and private joint ventures. He played a key role supporting one of the largest nuclear power generating sites in the country. He earned his B.S. degree in engineering from the United States Naval Academy, a J.D. from the George Washington University School of Law and holds an MBA from the Rady School of Management at UC San Diego.

Maggie E. Schroedter

Schroedter has been recognized by several organizations for her excellence in the law. She is a top young lawyer by the ABA On The Rise attorneys and a Best Lawyer by US News. Previously a partner at Higgs Fletcher & Mack, she founded her own firm Robberson Schroedter with her partner, Mary Robberson in 2021. The firm practice areas include commercial litigation, business bankruptcy and restructuring, cross-border litigation and mediation. She leads the Bankruptcy, Restructuring and Creditors' Rights Practice Group and represents creditors, financial institutions and lenders in Chapter 7, 11 and 13 bankruptcy proceedings. She has extensive experience in prosecuting and defending non-dischargeability claims, objections to discharge, preference and voidable transfer actions, and automatic stay relief. She successfully defended her client in a case in which the government sought to recover \$3 million in alleged tax liability. She is a graduate of the University of Florida and earned her J.D. from the Boston University School of Law.



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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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Congratulations to our partner Steven Otto for his well deserved recognition as one of SD Metro's "Best Attorneys."

With special expertise in structuring complex deals in the office, industrial, retail, mixed-use and energy sectors, he is a valued member of our real estate transactions group.

TOP ATTORNEYS



Andrea Cisneros

Cisneros leads the International Tax Department at RJS Law. She has helped structure billions of dollars in investments in the United States. She helps investors to comply with US tax laws and regulations. Also, when US persons invest or reside outside the United States, she helps them to keep compliant with US laws and regulations. She is a member of the La Raza Lawyers Association, and the San Diego Chamber of Commerce. She is licensed to practice in both California and Mexico. She understands both commonwealth and statutory law being able to advise her international clients. She is a graduate of the University of San Diego School of Law.



Ronson J. Shamoun

Shamoun is the founder and chief executive officer of RJS Law firm, the leading tax law firm in San Diego. He also co-founded the annual USD Law School-RJS LAW Tax Controversy Institute which brings together tax attorneys, CPAs, enrolled agents, and tax preparers to discuss the latest changes in tax law. The institute is a leader in teaching tax law. Every year he donates Billboard campaigns throughout the San Diego area to the Girl Scouts of San Diego and Susan G. Komen for the Cure. He also donates school supplies to St. Theresa Academy and hosts an annual USD Law School “Big Give Bash” as well as one for the USD School of Business. He is such a believer in aiding the community that he is instilling the same generous and giving spirit in his own daughters by going on weekly homeless crusade missions with them where they supply sleeping bags, personal hygiene items and other essentials to those in need. He consistently supports USD and has established scholarship in his name at both the schools of law and business. He has earned three degrees from USD, B.A. in Accountancy, his Juris Doctor and master’s degree in the Laws of Taxation.



Devon J. Arabo

Arabo is a young energetic attorney for RJS Law who has demonstrated exceptional legal skills and a commitment to the San Diego community through his work on ERTC matters, pro bono legal services, and speaking engagements at the RJS Law Tax Controversy Institute. He has been the lead attorney for complex ERTC matters, demonstrating a deep understanding of tax law and an ability to navigate complex legal issues. He has submitted millions of dollars of credits in ERTC. His experience extends beyond his work on these matters. He has also worked on criminal cases and IRS audits, demonstrating a breadth of legal expertise and dedication to his clients, and reducing millions of dollars worth of taxes. He volunteers at the USD Legal Clinic and is a passionate mentor and encourager of both young and mature. He earned his law degree at the University of San Diego School of Law.



John Gomez

Gomez founded Gomez Trial Attorneys in 2005 and is the firm's lead trial attorney. He has been voted the number one trial attorney in San Diego, has been named the Plaintiffs Products Liability Attorney of the Year, a Class Action and Mass Tort Attorney of the Year and Avvo rates him a 10.0 out of 10.0. Since 2000, he has recovered over \$500 million in settlements and verdicts for his clients with more than 100 separate recoveries of one million dollars. Most notably, he has obtained five separate jury verdicts of more than one million dollars in which the defendant offered nothing prior to trial. He also serves in a leadership role relating to numerous coordinated litigations involving defective drugs and medical devices. He is a member of the Summit Council, a national group of the country's finest trial lawyers for plaintiffs. All members have obtained at least one ten million dollar verdict and at least three one million dollar verdicts. He donates enormous time to charitable causes and coaches each of his kids in soccer and basketball. He is a graduate of the University of San Diego and the Yale University School of Law.



HAHN LOESER CONGRATULATES PARTNER SAMUEL C. SNEED

for his selection as a 2023 *SD Metro* "Best Attorney".

Sam's commitment and dedication to his clients and community make him truly deserving of this honor.

Congratulations to Sam and all of the *SD Metro*
"Best Attorney" honorees!

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attorneys at law

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Cox Announces Successful Completion of Mobile Launch in Markets Nationwide

Cox Communications is excited to announce the successful national launch of Cox Mobile, the company's new mobile phone service available to Cox Internet customers in Cox markets nationwide.

With unlimited talk and text and no term agreements, Cox Mobile customers have access to two simple data plans designed with their needs and budget in mind – Pay As You Gig and Gig Unlimited. Customers also have access to a network with unbeatable 5G reliability, as well as the ability to stay connected with Cox Internet at home and with more than 4 million of Cox's on-the-go wifi hotspots.

"The convergence of wired and mobile communications has never been more important. Customers recognize Cox as a reliable provider of connectivity, so introducing a mobile phone offering was a natural extension of our services," said Mark Greatrex, president of Cox Communications. "With Cox Mobile, we are offering a new mobile phone options for consumers; one that offers flexibility, reliability and the opportunity to save money."



Cox Communications commemorated Cox Mobile's successful launch at the 2023 Consumer Electronics Show media breakfast in Las Vegas today, where Cox Mobile leaders discussed the launch, industry trends and previewed a national advertising campaign that will begin later this month.

Customers interested in learning more about Cox Mobile can visit their nearest Cox retail store, go directly to www.cox.com/mobile, or give us a call at 1-800-234-3993.

About Cox Communications

Cox Communications is committed to creating meaningful moments of human connection through technology. The largest private broadband company in America, we proudly serve nearly seven million homes and businesses across 18 states. We're dedicated to empowering others to build a better future and celebrate diverse products, people, suppliers, communities and the characteristics that make each one unique. Cox Communications is the largest division of Cox Enterprises, a family-owned business founded in 1898 by Governor James M. Cox.

Golden San Diego

By Jordan McGillis

It retains the qualities that once made California the envy of the world.

In *Top Gun: Maverick*, the 2022 sequel to the movie *Top Gun*, Tom Cruise reprises his role as the raffish fighter pilot who stole both his instructor's heart and America's back in 1986. Joining Cruise's *Maverick* is not Anthony Edwards's Goose (long gone) or Val Kilmer's *Iceman* (a mere cameo) but the original film's true costar: the city of San Diego.

From its shots of the clear skies over Naval Air Station Miramar to the breathtaking ocean views at Point Loma to the city's beachside Craftsman houses, the original movie's portrayal of San Diego reflected California's status as a global icon. The city was youthful, brash, optimistic, and thoroughly American—a testament to the nation's late-Cold War confidence. Thirty-six years later, *Maverick* again hits the sand, races his Kawasaki motorcycle down the coast, and gets the girl. The sequel features a richer plot and more mature characters than did its predecessor, but San Diego remains just as romantic as the first time around. Director Joseph Kosinski set out to depict “the perfect version” of California, he told the press, replacing the orange haze of the original movie with Pacific Ocean blues and Torrey Pines greens. While the aesthetic has evolved, the city's patriotism, celebration of martial competence, and positive spirit persist.

These days, however, the country finds itself on less stable footing. Rather than awaiting the crack-up of a geopolitical

rival, it is watching a new one consolidate power. The idea of a presidential candidate from either party tallying 500-some electoral votes, as Ronald Reagan did in 1984, is now unimaginable. And California itself has changed: its elections have become intraparty affairs, with zero Republicans winning a statewide race since 2006; its economy, while generating returns for the well-to-do, leaves many families struggling to afford homes. What was once the promised land for America's middle class has become a site of mass exodus.

Yet *Top Gun: Maverick*'s portrayal of San Diego as an optimistic beacon turns out to be surprisingly accurate. The city isn't free from difficulties, but it is better governed than its coastal counterparts. In San Diego, a multiethnic, civic patriotism flourishes alongside a relatively functional economy, making it the Golden State's true standout city.

With a population of 1.4 million and a metro area total of 3.3 million, San Diego is unique among big American cities for its relationship with the armed forces. As home to more than 115,000 active-duty service personnel (and three active aircraft carriers), San Diego County boasts more military might than any other major metro area in the country. Defying California caricatures, San Diego is a city defined by pride in the red, white, and blue.

Marquee installations include the Miramar air station, now



managed by the Marine Corps; Naval Air Station North Island, where the U.S. Pacific Fleet Naval Air Force is based; the sprawling Camp Pendleton, a Marine Corps base that separates San Diego from the outer reaches of the Los Angeles commuter region; Coronado Island's vaunted Navy SEALs training ground; and the USS Midway aircraft-carrier museum, which brings tourists to the downtown waterfront and serves as a kind of city symbol.

The military presence buoys the city's economy. In its 2022 Economic Impact Study, conducted with University of California–San Diego's Rady School of Management, the San Diego Military Advisory Council estimated that more than 150,000 service members and civilians work for the Navy, Marine Corps, Reserves, Coast Guard, or Veterans Administration in San Diego County. According to the city's annual financial report, defense-related activities and spending generate approximately \$55 billion of gross regional product for San Diego County, 25% of the region's total. Directly or as a result of defense contracts, the armed forces are responsible for an estimated 360,000 jobs in the region, or nearly 25% of total employment.

San Diego's symbiotic relationship with the armed forces is perhaps best exemplified by General Atomics, a defense-technology company specializing in aerial-warfare products and surveillance. Among the county's largest employers outside of government, education, and health care, General Atomics builds unmanned aircraft, high-powered lasers, and electromagnetic rail guns. It was founded in the 1950s as a division of General Dynamics and emerged as a key San Diego presence and partner of the armed forces by the end of the Cold War, when entrepreneur Neal Blue acquired its assets. For nearly two decades, Thomas J. Cassidy led a General Atomics affiliate that developed the Predator and Reaper drones, used extensively in America's wars in Iraq and Afghanistan. In the 1980s, Cassidy was the commander of Naval Air Station Miramar and the Top Gun program, playing himself in the

original movie. County records indicate that General Atomics employs about 6,500 San Diegans, continuing the city's military-industrial tradition.

Qualcomm is another example of the city's close ties with the military. Established in 1985, the firm built itself into a major national and international chip designer. Today, it is the largest public company headquartered in San Diego, developing technology for Samsung Galaxy smartphones and Meta's virtual-reality headsets. After Congress passed the CHIPS and Science Act, President Joe Biden touted Qualcomm as among the firms increasing domestic investment.

"If Los Angeles depends on imagination and San Francisco on bits, San Diego remains immersed in the world of atoms."

San Diego has also become a magnet for venture capital. According to Pitchbook, the San Diego metro area ranked fifth in the United States in 2021 for total venture capital investment, at \$9.6 billion, trailing only the Bay Area, New York, Boston, and Los Angeles. Biotechnology attracts much of these investments. Anchored by the life-sciences programs at UC–San Diego, the city's La Jolla, Torrey Pines, and Sorrento Valley

enclaves form a world-class research-and-development cluster. Such firms as Eli Lilly and BD Biosciences have set up West Coast facilities for pharmaceutical and immunology research in the city. Startups like the genomics company Replay, which develops technology platforms for gene and cell therapies, also contribute. Last summer, La Jolla-based firm National Resilience announced that it had raised \$625 million in a Series D funding—adding to a previously unannounced \$600 million Series C—to harden production and supply chains in biologics, vaccines, nucleic acids, and gene and cell therapies.

The biotech tilt is one reason that San Diego's commercial real-estate sector has withstood the rise of remote work. Workers can code from a spare bedroom, but they can't test drugs there. Last March, the San Diego Union-Tribune reported a scramble for office and lab space in the Sorrento Valley, which one financier called a "unique phenomenon." At the time of the Union-Tribune's reporting, office vacancy stood



San Diego County boasts more military might than any other major metro area in the country, including three aircraft carriers based there. (SARIT RICHESON/ALAMY STOCK PHOTO)

at about 11 percent in the city overall and under 8 percent in Sorrento Valley. The current rate in San Francisco, meantime, is 25 percent.

San Diego's practical ethos reflects an economy based on applied science and technology. If Los Angeles depends on imagination and San Francisco on bits, San Diego remains immersed in the world of atoms—and is more resilient for it.

For an aviation hub, San Diego is rather down-to-earth. While San Franciscans sip biodynamic wine and Angelenos hunt for boutique cocktails, San Diego is a beer town. With more than 100 breweries scattered about the county, the drinking culture is varied without being pretentious, reinforcing the city's common-man appeal.

No surprise, then, that compared with its California counterparts, San Diego is a paragon of political moderation. Since the turn of the millennium, San Diego County has voted for the winner in all but one presidential election. By comparison, Los Angeles County, San Francisco County, and Santa Clara County each voted for the Democratic Party candidate by 25 points or more each cycle. The city has become more Democratic since pulling the lever for George W. Bush twice—in 2016, San Diegans voted for Hillary Clinton by a 20-point margin—but support for Donald Trump was stronger in San Diego than in Los Angeles, San Francisco, and Santa Clara Counties, where the Republican lost by 43, 75, and 53 points, respectively, that year.

Though San Diego's congressional, state, and local offices have also swung Democratic, voters still hew closer to the center. Scott

Peters, San Diego County's longest-serving Democratic congressman, has embraced the reborn "neoliberal" movement, promoting market economics, free trade, and relaxed housing regulations. Democratic state assemblyman Brian Maienschein, a longtime area pol, campaigned and legislated as a Republican for years before switching parties in 2019. While he criticized the trajectory of the national GOP, Maienschein remains a centrist, winning a closely contested battle for a redrawn district last November, while touting "endorsements from every major law enforcement organization in California" and opposing "new and higher taxes."

Still, the city's leftward shift is real. In the 2020 mayoral race to replace term-limited Republican Kevin Faulconer—the mayor who stood out for his party affiliation and remained popular for his pragmatism—Democrats finished first and second in a nonpartisan primary. Eventually, progressive Todd Gloria defeated Barbara Bry to earn the mayoralty. A precursor to 2020 was the 2018 defeat of Republican city councilmember Lorie Zapf. Zapf's loss was the first for a city council incumbent since 1992, and it came by a margin of 16 points. In the telling of Scott Lewis, editor-in-chief for local nonprofit newsroom Voice of San Diego, these results reflect the crumbling of local Republican political infrastructure in the Trump era. The coda came in November 2022, when a Democrat was elected to the seat vacated by the final, term-limited city council Republican.

San Diego County of late has typified the "density divide" thesis, according to which higher-density places move to the left while

lower-density areas shift to the right. Consider the odyssey of Republican congressman and former House Oversight Committee chairman Darrell Issa. He served nine terms representing a North County area that ranged from the coast to the mountains that divide the county, but he declined to run again in 2018 (Democrat Mike Levin won the district). In 2020, Issa reentered the fray but opted to compete in a less dense, more right-leaning district and won by 7 percentage points. And after redistricting in 2022, Issa won his district—now stretching from the city’s eastern suburbs over the mountains and deep into Southern California’s inland desert—by 20 points. With the city proper’s recent move left and the outlying areas’ rightward bent, San Diego’s voting patterns increasingly resemble those in other American metros.

“If Los Angeles depends on imagination and San Francisco on bits, San Diego remains immersed in the world of atoms.”

Where San Diego looks painfully Californian is in its housing costs. Kosinski’s sunny portrayal of the city in the *Top Gun* sequel may be accurate, but the lifestyle of one character strains credulity. Jennifer Connelly’s Penny Benjamin owns not only a bar off the training runway, which aviation insiders might recognize as a reproduction of the I Bar on Naval Air Station North Island, but also a house on the water. Yet two-bedroom houses on Coronado Island sell for well into seven figures: a house measuring just 804 square feet sold last October for over \$1.8 million. Perhaps the house has been in the family for a while—Penny’s dad was an admiral name-dropped back in the original film—and thus enjoys the benefit of California’s Prop. 13 property-tax cap. But San Diegans watching the movie can’t help but laugh.

Many people would love to live on the Pacific Coast, but tax laws, zoning, and height restrictions mean that only a privileged few can. With house price-to-income ratios as high as in any city in the country, San Diego can be a hard place to find a home.

Relative to its California counterparts, though, San Diego is a housing-policy bright spot. Beginning under Faulconer and continuing under Todd Gloria, San Diego has been a state leader in permitting and land-use reform. Faulconer advanced, according to the *Los Angeles Times* in 2019, “some of the most aggressive strategies of any California city to promote apartment and condominium construction.” In 2017, 2019, and again in 2020, the city liberalized its policy on accessory dwelling units (ADUs), effectively making them legal in all single-family zones. According to *Voice of San Diego*, this boosted the number of new ADU builds from a combined total of 22 units in 2016 and 2017 to 492 units in 2019 and 2020, drawing Faulconer plaudits from across the country. “To actually move the needle in a significant way,” Faulconer told the *Wall Street Journal*, “you have to get government less involved in the production of housing, and take

away the barriers.”

Under Gloria, the city has been granted a “pro-housing designation” by the state, the largest city to earn the tag. As the *Times* wrote in November 2022, “San Diego has dramatically outperformed its neighbors to the north.”

Like other coastal cities in California, San Diego has a problem with homelessness, despite its relatively pro-housing posture. During the Faulconer era, homelessness surged, culminating with a horrific hepatitis A outbreak in 2016 and 2017 that left 20 people dead. In the wake of that episode, the mayor launched a homelessness counteroffensive on what *Voice of San Diego* calls the Faulconer Doctrine: offering homeless San Diegans the choice of services and housing or consequences from police.

Evidence suggests that the approach was effective. According to San Diego’s Downtown Partnership, the number of “rough sleepers” in the commercial heart of San Diego declined steadily from a 2016 peak of 1,400 to early 2021, when fewer than 700 people were outdoors downtown each night.

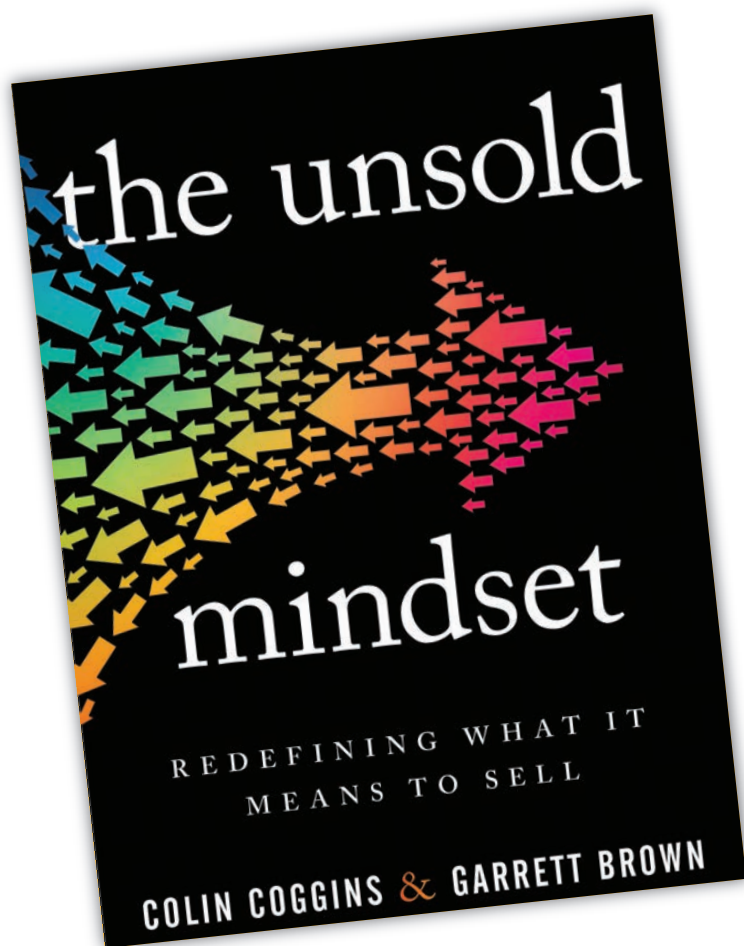
Since 2021, however, the trend has reversed with stunning speed. By the beginning of 2022, the count stood again at 1,400; by November 2022, the most recent month the Downtown Partnership has on record, it had eclipsed 1,800. This explosion has cost Gloria the support of former allies like the city’s most famous hippie, basketball legend Bill Walton, who has castigated him publicly and called for his resignation.

While Gloria made a campaign vow to “stop criminalizing the existence of San Diego’s poorest and sickest residents,” he has now come around to the wisdom of the Faulconer Doctrine, directing police to offer shelter beds and to issue warnings, then citations, and finally to make arrests when needed.

Gloria deserves credit for changing tack and for resisting (even in 2020) the progressive defund-the-police ethos. Indeed, in 2022, Gloria proposed increases to the police budget, and in his January 2023 State of the City address, he emphasized the importance of law and order. He has also long championed conservatorship laws and California’s CARE Court legislation to address what he refers to as the state’s behavioral health crisis. As Manhattan Institute fellow Thomas Hogan has noted in *City Journal*, San Diego remains one of the safest cities in the U.S., keeping violent and property crime rare with sensible law-enforcement policies.

San Diego’s culture resonates with the American mainstream more clearly than those of its coastal counterparts. Yet the city also retains the qualities that once made California the envy of the world: openness to ideas, newcomers, and risk-taking, not to mention natural beauty. San Diego pairs the best attributes of the Golden State with the virtues of civic patriotism and moderation. Perhaps it can serve as a template for a renewal of the California dream.

Hucksters Need Not Apply



The Unsold Mindset: Redefining What It Means To Sell

By Colin Coggins and Garrett Brown
(Harper Business, 271 pages, \$29.99)

By Douglas Page

Since the mission of a company's sales force is to drive top-line revenue to new heights, it needs to do the unorthodox – not act like a bunch of hucksters. Instead, it should focus on building relationships, keeping conversations with prospects and customers sincere.

"People with an Unsold Mindset [sic.] use a different playbook," Colin Coggins and Garrett Brown, two entrepreneurs and University of Southern California business school instructors, write in "The Unsold Mindset: Redefining What It Means To Sell." "They know that in the long run, they'll succeed if they stay real. And being real matters to them; they've realized that it is enormously rewarding to show up as the person we really are, in any situation."

In more than 200 pages, the authors provide examples of how this approach – asking questions and establishing more collegial relationships with prospects – leads to more sales. Salespeople are perceived as manipulative and phony, the authors say, and remaining that way won't help them.

"Sales is about connection through communication, and that connection shouldn't be any less genuine than when you're spending time with your friends at happy hour," they write.

It's long been a tradition for salespeople to know their products inside and out. But do they need to know it down to the last nail and screw?

Consider Stanley McChrystal, the U.S. Army general commanding U.S. and allied troops in Afghanistan until being relieved by President Obama. The general told the authors it isn't necessary for military leaders, any more than for salespeople, to know every detail.

The leader's role is to make the organization work, McChrystal said. They don't need to have all the answers, even when the stakes are high. But the organization, and thus, their underlings, do.

As the sales manager of one of Audi's dealerships says, it's no more imperative for their salespeople to know their cars' engineering details than the financing to buy one.

"We don't require our sales reps to become experts on our financing process," said Chuck Ueno. "Doing this allows our salespeople to specialize in getting to know their customers ... understanding them, teaching them about the things they know the most about, and guiding them through the buying process, by getting them to the best possible resources available."

The authors call this approach "intentional ignorance," saying it keeps the sales force fresh.

Kevin Williams, a medical device salesperson, didn't know much about the products he was selling initially, saying it allowed him to ask questions to learn his customers' perspective of what he was selling.

"When you ask a doctor or nurse for advice and they give it to you even though they don't have to, it means they respected that you asked. I'm always so grateful for their feedback, and I make sure they know it. I think a big part of why I'm a high performer to this day is because I spend most of my time asking for advice," Williams told the authors.

Authentic conversations, say the authors, allows salespeople to have fun and, more importantly, fosters genuine engagement.

As evidence, they write about two people who took very different approaches to their sales jobs. One memorized a script to "confidentially engage with prospects," while the other ad-libbed, often laughing while speaking with prospects.

In time, the one who memorized the script fell behind, but the other built relationships and, as a result, strong sales numbers, some of it because when he didn't have the answer to a prospect's question, he asked someone in his company who did.

"He stayed fresh and eventually got promoted," the authors note.

We implemented a similar approach during my tenure at newspaper syndicate Tribune Media Services, when famed Chicago Tribune columnist Mike Royko died. To replace him, we offered his clients Kathleen Parker, describing her as "Mike Royko in drag." Newspaper editors enjoyed the humor,

immediately understood her writing style, and the results speak for themselves: More than 300 newspapers bought her column.

As good as this book is, there are some astonishing omissions.

To make the book valuable to corporate officers, who may directly or indirectly manage their company's sales force, they should have mentioned something that's essential, and it comes from a leading sales management consultant, Andris Zoltners, and two of his colleagues, at ZS Associates: A company's sales force is its most empowered group of employees. They can build up and sustain their company's fortunes just as easily as they can ruin them.

That means it's critical senior management and front-line sales managers secure sales force buy-in for the products they're offering. If the sales force doesn't believe they're unique or better than the competition's – and they're not enthusiastic about pitching them – they likely won't sell well, potentially putting the company's future at risk.

A sales force plays another vital role: Not only does it provide its company with a share of voice before the market it serves, it's also the front-line intelligence operation, furnishing insight on competitors, learning why customers and prospects prefer their products or someone else's.

It's also surprising the authors didn't interview any customers. Was their enthusiasm for their collegial approach as ardent as the authors? There's more to sales than just closing the deal. It's the relationship. Was it improved through this technique?

The days of only joke telling and back slapping to make a sale are long gone. And while this book shows corporate leaders what it takes to succeed in sales today, anyone with sales experience, certainly in the last 30 years, will find it dated.

The best salespeople take a consultative approach with their clients. Their success is based on creating and maintaining great relationships with customers and prospects and, as a result, they don't act like peddlers in search of a quick commission. They know something else – customers and prospects judge them on their integrity.

Douglas Page was the sales manager and the sales director, domestic syndication for Tribune Media Services from 1996 – 2005. He is also an associate editor of SD METRO Magazine.



Hundreds of parents and students gather in front of the Chino Valley Unified School District to protest California Gov. Gavin Newsom's decision to keep mask mandate at K–12 schools on Feb. 15, 2022. (Linda Jiang/The Epoch Times)

California Lifts State's COVID Mandates on Health Care Facilities and Providers

By Elizabeth Dowell | The Epoch Times

California has lifted all government-enforced COVID protocols, with the state no longer requiring medical professionals to wear masks, allowing local management to apply their own protocols. The lifting of mandates came into effect on April 3.

Californians can be mask free inside any health care setting, including high-risk locations, elderly care centers, places that serve people experiencing homelessness, and correctional facilities, as stated by the new guidelines.

The California Department of Public Health (CDPH) initially made the announcement in March 2023 and detailed their updated COVID guidelines.

According to the new guidelines, health care workers are no longer required to get vaccinated if they choose not to.

"We stand before Californians today with a humble message of thanks for taking the

hard steps to help manage COVID-19, and with an ongoing commitment to be prepared for what comes next," CDPH Director and State Public Health Officer Dr. Tomás Aragón said in a statement at the time.

Aragón praised Californians for taking seriously the COVID protocols designed to help ease the spread of COVID throughout the state.

"Our communities did a lot of the hard work by getting vaccinated and boosted, staying home and testing when sick, requesting treatments when positive, and masking to slow the spread. With these critical actions and a lot of patience and persistence, we have now reached a point where we can update some of the COVID-19 guidance to continue to balance prevention and adapting to living with COVID-19," Aragón added.

California became the first state to mandate masks when the pandemic first broke out in March 2020.

"The State of California is deploying every level of government to help identify cases and slow the spread of this coronavirus," Gov. Gavin Newsom said in a statement at the time. "This emergency proclamation will help the state further prepare our communities and our health care system in the event it spreads more broadly."

In an effort to lead the pack, Newsom immediately issued a stay-at-home order that lasted months, closing all business and in-person classes, along with enforcing the mask mandates. Many Californians couldn't interact with other people or enter a building without a face covering.

Californians became frustrated with how long the mandate lasted and pushed against

Newsom's orders, especially parents who protested against the school mask mandate.

Dr. Larry Kocielek, a pediatric infectious diseases physician and researcher at Northwestern University, reassured parents that face masks were necessary to protect children at school.

"With the exception of vaccination, masking is the most effective risk mitigation strategy for schools," Kocielek told the Los Angeles Times at the time. "Lifting that—particularly in areas with substantial or high transmission of COVID-19—will undoubtedly result in more transmission in schools."

Newsom finally announced the end of the COVID-19 state of emergency last year in October.

"The State of Emergency was an effective and necessary tool that we utilized to protect our state, and we wouldn't have gotten to this point without it," Newsom said in a statement. "With the operational preparedness that we've built up and the measures that we'll continue to employ moving forward, California is ready to phase out this tool."

Health departments and individual health care facilities will be allowed to implement their plans in accordance with their personalized needs in response to local COVID outbreaks and containment.

In March 2022, California announced the release of the state's

SMARTER Plan.

Individuals will now be in control of continuing to abide by COVID guidelines without the strict protocols in place. It will be the responsibility of community members to help keep those who are most at risk for COVID protected from catching the virus.

These steps included vaccine shots to stay protected, properly wearing masks to slow the spread COVID and other viruses, awareness of how COVID is evolving, readiness to stay prepared for any new updates, continued testing, educational safety for in-person learning, and improving treatments for COVID, according to the state's previous COVID plan.

Andrew Noymer, an associate professor at the University of California-Irving's Program in Public Health, agrees with allowing people to be mask free in certain instances.

"At this point in the pandemic, I don't feel a masking mandate is justified for grocery stores, laundromats, post offices, etc. People should make their own decision about whether to mask or not," Noymer said in a phone interview.

"But, health care settings should continue to productively maintain a masking mandate, because they have a high concentration of immune-compromised people and people coming in to seek treatment for COVID," Noymer added.



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