

40 Under 40 Awards — The Class of 2010

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Recognizing high achievement in business and civic affairs

Congratulations to the outstanding honorees who comprise the Class of 2010 – the 11th annual selection of San Diego’s finest young people.

Recognizing the achievements of these young business and civic leaders in whose hands lie our region’s future is a task we do not take lightly at San Diego Metropolitan Magazine.

And it is one we cannot do alone.

This year’s judges are: Adrian Kwiatkowski, director of community and governmental relations, The Monger Company; Lisa Morgan, a partner at Higgs, Fletcher & Mack; Dennis Guseman, Ph.D, dean, College of Business Administration, Cal State San Marcos; Eugene “Mitch” Mitchell, vice president for external affairs, SDG&E; Ileana Ovalle, senior manager, External Affairs, Cox Communications; Louise Torio, historic preservationist; Gail Stoorza-Gill, owner of The Right Question and occasional columnist for San Diego Metropolitan Magazine and Robert Gleason, chief financial officer and general counsel of Evans Hotels.

We’d also like to thank Shirley Horton, the former president of the Downtown San Diego Partnership for giving us a hand with the presentation of the awards, and to Dan Shea and his staff at Donovan’s Steak and Chop House for their sponsorship.

You’ll meet this year’s honorees on the pages which follow. Best yet, meet and celebrate with them in person on Sept. 9 at a spirited luncheon in their honor at the San Diego Convention Center.

Sustainability Champion



Sophie Akins

Sustainability and green living play a key role in both Sophie Akins' personal and professional life. An attorney in the San Diego office of Best Best & Krieger (BB&K), Sophie works as a member of the firm's special district practice group and BB&K's 'Green Team,' focusing on the sustainable energy needs of clients. With only eight years of legal experience under her belt, Akins was named a partner by BB&K at the beginning of 2010. Akins has successfully completed solar and renewable energy projects for public agencies throughout California, including, but not limited to, the Padre Dam Municipal Water District, Rancho California Water District, Valley Center Water District and Poway Unified School District in Southern California and the Dixon Unified School District and Zone 7 Water Agencies in Northern California and the Central Valley. Akins also successfully represented a coalition of six water districts and the San Diego County superintendent of schools, in their opposition before the California Public Utilities Commission (CPUC) to San Diego Gas & Electric's Shut-off Plan, which would turn off power to more than 130,000 residents in the San Diego County backcountry during certain "red flag" warnings. Akins led the nearly year-long battle in opposition to SDG&E's controversial shut-off proposal, forming a coalition with the county of San Diego, disability rights advocates, backcountry community activists, the telecommunication companies and consumer rights groups. She secured a temporary restraining order from the CPUC against SDG&E and was instrumental in defeating SDG&E's plan. In 2007, Akins was appointed as general counsel to the Ramona Municipal Water District and is currently assisting Ramona with its first solar projects, which will be constructed under a Power Purchase Agreement approach. The solar projects are estimated to save Ramona approximately \$1.5 million over 20 years, which will help Ramona stabilize its electricity rates.

High-Tech Wizard



Moe Arnaiz

At age 19, Moe Arnaiz and his girlfriend (now fiancée) moved to San Diego. Attending San Diego State University, Moe worked his way through college selling phones for Sprint out of a Fashion Valley Mall kiosk. After repeated top salesperson awards and his completion of his degree at SDSU, he moved up to indirect account manager at age 21, overseeing Sprint's largest indirect agent and several other key accounts in Southern California. Five years ago, just before his 23rd birthday, Arnaiz left his job at Sprint and decided to join three partners in a cellular consulting practice, Global West Communications Inc. In just three years he helped the practice grow to over \$1 million in annual revenue. Though the

business dissolved, Arnaiz still pursued his interest in the cellular industry and its rapid growth and decided to take his knowledge and compile it into a software application. In January 2008, Arnaiz and remaining business partner Walter Wong reinvested to start eMOBUS and help enterprises manage mobility smarter. Without a penny of venture capital, Moe grew the business organically by rigorously focusing on solving the customers' problems. eMOBUS' Electronic Mobility Management system combines process and logic, enabling clients to make the most cost-effective decision through an interactive experience. The application scans account data and, based on the user's needs, automatically prescribes the optimal carrier plan. Today, eMOBUS offers a comprehensive mobility management solution, serving clients such as Netsuite, Johnny Rockets Restaurants, Swinerton Builders, 99 Ranch Markets, groSolar and the San Diego Downtown Partnership.

Innovative Entrepreneur



Adam Baker

It's no mystery why, at age 32, Adam Baker is already one of San Diego's most innovative entrepreneurs. When he was 5, Baker started his first business selling his toys to kids in the neighborhood. And now, Baker is founder and president of Black Mountain Equities, a multi-strategy private investment company, which he established in 2009. Unlike many investment companies, Black Mountain Equities' primary target market is the residential real estate market — specifically buying pools of non-performing first trust deeds and first mortgages. In the first five months of 2010, Black Mountain Equities closed more than half the number of transactions that were closed in all of 2009. Black Mountain Equities has also experienced significant returns on each investment, ranging from 11 to 40 percent. Before Black Mountain Equities, Baker worked in the finance industry for a small financial planning firm followed by a local investor relations company. During this time, Baker realized that finding and providing young start-up companies with capital was his strength and would be a key to his success. He began finding small companies that needed capital and matching them with funding sources. La Jolla Cove Investors offered him the position of director, a position he held for five years. While at La Jolla Cove, Baker sourced, structured and funded the company's largest deal to date: a \$33

million transaction. From establishing Black Mountain Equities in the peak of a recession while maintaining a successful Website development business, Smoking Hot Inc., combined with co-founding the philanthropic organization PEERS, it seems as if everything Baker touches is destined to be successful.

Successful Litigator



Wendy Behan

Concentrating her practice on personal injury and pharmaceutical products liability, Wendy Behan has been an attorney with Casey Gerry, Schenk Fracaavilla Blatt & Penfield LLP since 1999, and was recently named partner. She currently represents clients injured by the diet supplement Hydroxycut and Yaz birth control, in addition to handling other serious personal injury cases. She was also an integral member of the litigation team in lawsuits filed on behalf of American prisoners of war who were brutally abused and exploited as slave laborers by Japanese companies during World War II. Behan is the newly elected president of the Lawyers Club San Diego, joining the ranks of local luminaries such as Bonnie Dumanis, Lynn Schenk and Marilyn Huff to be elected president of the club, which since 1972 has sought to advance the status of women in law and society. Behan, 37, will serve as president for one year for 2010-2011, spearheading the board of directors for the organization, a voluntary bar association comprised of female and male attorneys, judges, law students and others in the San Diego community. Behan serves as a mentor to law students and new attorneys through Lawyers Club and Cal Western mentor programs. She served on the planning committee for Couture for a Cause for the Association of Legal Administrators in 2009 and was a member of the Lawyers Club Membership Development Committee and then co-chair prior to joining its board of directors. Behan is a cum laude graduate of California Western School of Law (1998) and completed her Bachelor of Arts degree in law and society from UC Santa Barbara. She earned honors including Dean's List, the Wiley W. Manual Pro Bono Services Award and an American Jurisprudence Award.

OB/GYN Specialist



Dr. Robert Biter

While attending Pennsylvania State University, Dr. Robert Biter was recognized as the Most Outstanding Graduate entering the field of Obstetrics and Gynecology and the Best Resident Educator and Best Chief Resident by the nursing staff. After college, Biter was awarded the American Medical Association Foundation Leadership Award and the National Health Service Corps. Scholarship. Biter also founded Seaside Women's Health, Babies by the Sea Boutique and the upcoming Babies by the Sea Birth Center. He has also been named "Best Obstetrician/ Gynecologist" of 2009 and "Best Practitioner" of 2010 by Ranch and Coast Magazine and "Medical Community All Star" by the San Diego Padres. Biter is an advocate of natural birthing practices and natural baby and toddler products. He is the founder and president of "Her Heart's Wish," a nonprofit organization that grants wishes to women with terminal illnesses. Biter founded Seaside Giving, a local nonprofit that grants care to qualified women who then work hours of community service equal to the free care provided. He has received five state and national awards for his one-act play, "Strangers," which addresses the subject of terminal illness, and received the 10News Leadership Award in 2006, the 2000 American Medical Association Foundation Award and a 1997 Excellence in Obstetrics and Gynecology Award from Penn State's College of Medicine.

Self-Sufficiency Advocate



Karim Bouris

Karim Bouris currently serves as director of community and workforce development at The MAAC Project, a San Diego based nonprofit organization committed to promoting self-sufficiency among low-income families through advocacy, housing, social, workforce and educational services. Bouris has extensive experience developing and implementing programs that provide critical education, training and support to disadvantaged populations. Current projects include a federally-funded green jobs training program, a construction job training program for youth and an initiative designed to support the Latino population in pursuing careers in health care. Prior to joining The MAAC Project, Bouris worked on a national pilot program to support aging-out foster youth, developed an employment division for a community center, managed a statewide job training program for adults in need and worked with homeless youth in an urban shelter. Bouris has a master's degree in business administration from the University of Denver and completed his undergraduate studies in psychology at University of Denver and University of Paris-X, France. Bouris has promoted the voice of San Diego foster youth and successfully advocated for their inclusion in the county's decision-making structure. He co-chaired the Denver Employment Alliance, a consortium of community-based, nonprofit job training and placement organizations in the Denver area that provides workforce development programs, and served on the founding board of directors of Colorado Youth for a Change, a nonprofit whose mission is to solve the dropout crisis in Colorado. He is a volunteer basketball coach at the YMCA.

Health Care Reformer



Aaron Byzak

Aaron Byzak is the director of government and community affairs for UCSD Health Sciences, a goal he set and accomplished in less than a decade. As American society experiences contentious health care policy debates, increased government involvement in health care coverage and new challenges for health care providers, it is Byzak and his colleagues who are charged with navigating the troubled waters where health care delivery, business and policy intersect. Previously, Byzak was a 20-year-old emergency medical technician working on ambulances throughout San Diego County until a series of events changed his life. He was diagnosed with a congenital heart defect, which required heart surgery. His experience as a patient provided a new perspective on health care. Simultaneously, he became the primary caregiver for his mother, who was suffering from colon cancer, as well as a sister and two grandparents with disabilities. This provided yet another perspective of a family member attempting to navigate an increasingly complicated health care bureaucracy. Byzak's EMT experience with patients, many of whom were members of his grandparent's "Greatest Generation," showed him that the health care system often doesn't always treat elderly citizens with the respect and care they deserve. This sparked a profound change that led Byzak to develop a vision for his future. Because few people would listen to someone who was "just an EMT," Byzak was determined to become influential in the creation of health care policy. The goals and plan he developed led him, in December 2009, to his present position.

New Media Pioneer



Tammy Carpowich

As director of new media for KPBS, Tammy Carpowich is responsible for overseeing the burgeoning online news division for San Diego's public TV and radio station. Since starting the station's online news department from scratch in 2001, Carpowich's efforts have resulted in steady increases in Web traffic to kpbs.org — increasing the Website's audience by 250 percent during the past three years while also boosting the station's online fund-raising capabilities. A 15-year veteran of KPBS, she spearheaded the station's transition to "convergence journalism" by hiring and training an online news team that is highly skilled in reporting in multiple platforms (video, audio, print). Carpowich also is part of the KPBS leadership team, serving on the station's budget committee and strategic planning committee. She currently serves on the board of directors at the San Diego State University Children's Center, where her two children (Ben, 4 and Zoe, 2) attend. She recently created a fundraising plan for the National Hyperemesis Education and Research Foundation, which seeks a cure for this debilitating and potentially life-threatening pregnancy illness. Carpowich has also volunteered her time and expertise to the UCSD Cancer Center, Ravi Shankar Foundation for World Music and the Public Relations Society of America. During her career she has earned multiple industry awards, including honors for Website excellence from the San Diego Press Club and the Society of Professional Journalists. Her media relations work has also earned awards from the Public Broadcasting Service (PBS) and the Public Relations Society of America.

Communications Pro



Jacqueline Carr

Jacqueline Carr, associate director of communications for surgery at UCSD Health Sciences, has helped create national awareness of a rare blood disorder called hereditary hemorrhagic telangiectasia (HHT). People with this disease suffer from chronic, debilitating nosebleeds that sometimes cause disabled patients to live from blood transfusion to blood transfusion. Through her efforts, working with the hospital, patients and medical journalists, UCSD Medical Center received national media attention via television about the novel use of a drug to treat the condition. Patients from multiple states have e-mailed and called expressing gratitude at finding a potential treatment. Board members from the HHT Foundation have shared that this coverage has surpassed any of their previous media exposure. Carr has a passion for health care. Currently, she collects and donates prayer books and devotional items for the volunteer spiritual care staff to share with patients and families. She has volunteered her time to San Diego Hospice and Palliative Care to visit with patients, and has been one of UCSD's top fundraisers for the March of Dimes. She has done this while being a mother to her 6-year-old son, Connor. Carr is a former volunteer board member of the Balboa Park Endowment Fund, part of The San Diego Foundation. She represents more than 100 surgeons at UCSD Medical Center. Her work has resulted in coverage by SKY News London, TIME Magazine, CNN and BusinessWeek.

21st Century Woman



Kathryn Cloward

Entrepreneur, innovator, creative-risk taker, Kathryn Cloward embodies the 21st century woman. Since graduating from college 14 years ago, Cloward has given birth to three companies, to countless ideas and best of all to her son, all of which continue to inspire her as she navigates through the business arena. A native San Diegan and graduate of San Diego State, Cloward is a powerful entrepreneur. As founder and president of Guardian Foods, Natural Kidz and Kandon Unlimited, she has the commitment and optimistic strength to successfully balance managing multiple businesses and motherhood. Guardian Foods was launched in 2005 to provide food products for nonprofit agencies nationwide. In its first two years, Cloward grew the company into a multi-million-dollar business. In 2008, Cloward launched another thriving enterprise, Natural Kidz, to fulfill an environmental need by providing families with convenient access to eco-friendly products that help support busy lifestyles. The first quarter of 2010 introduced her latest endeavor, Kandon Unlimited (parent company to Kandon Publishing and Kathryn the Grape Co.), which now adds author to her resumé following the creation of “Kathryn the Grape,” a children’s book series. In 2005, she traveled to Zambia where she was able to immerse herself in village life and witness the direct impact financial assistance and micro-financing has on countless lives. This led to her creation of the “Walk Their Walk,” a dual city (San Diego and Bound Brook, N.J.) run/walk in support of providing fresh water and education for the people of Zambia. In just three years, Walk Their Walk has attracted hundreds of event participants and raised \$60,000 for the development of three freshwater wells and an elementary school for the Zambian community of Twachiyanda. Cloward’s determination and caring attitude have earned her more than 30 individual achievement honors, including two No. 1 sales management awards.

Green Energy Leader



Keith Coe

In less than two years, Keith Coe has positioned Quality Iron as one of the top five structural steel fabricators in the region, successfully competing against several national companies. Since purchasing the business in September 2008, Coe has grown revenues more than 300 percent. He has increased the employee count from one to 30, adding about two workers a week to his payroll, many of whom are dedicated to contracts in the green energy sector. Quality Iron is now considered a leader in solar energy plant design and installation, and Coe's management team often advises general contractors on how to enter and succeed in this fast-growing sector of the construction industry. Coe was the first member of his family to attend college, earning a full scholarship to Old Dominion University in Norfolk, Va. He took time out to pursue his dream as a Major League Baseball player, playing three years for the California Angels as a pitcher before returning to school to finish his undergraduate education at Rutgers. He then earned an advanced degree at George Washington University. For the past 10 years, Coe has proven himself as a successful owner and operator in the highly regulated industries of health care and construction. The Rancho Santa Fe resident and his wife are active in their community. His wife is chair of the Rancho Santa Fe Unit of the Rady Children's Hospital Auxiliary, and the two are actively involved in the local R. Roger Rowe elementary and middle schools. Coe is also involved in Little League and other youth athletic programs in that community. He is a member of The Lincoln Club of San Diego County as well as numerous professional organizations locally and nationally.

Consultant to Business



Chad Creviston

A graduate of Wright State University, Chad Creviston has always shown drive and dedication. He attended Wright State on a full-tuition state scholarship, based on his high school science fair project — developing a more environmentally friendly nuclear reactor. Upon graduation, Creviston joined global management and technology consultancy BearingPoint as an analyst and was quickly promoted to consultant in the firm’s elite business strategy practice after his first year at the firm. Prior to founding his own consultancy, he put the commercial sector aside, and dedicated almost two years to pursuing an officer commission in the Marine Corps. After extensive training with Marine units in San Diego, he attended the Marine Corps Officer Candidate School in Quantico, Va., and placed in the top 10 percent of candidates in the initial physical fitness test. Looking for an opportunity to apply his earlier career experience as a management consultant and his experience in the Marine Corps, Creviston founded First Hawthorn Group in 2008, and is acting principal. First Hawthorn Group is a management strategy consultancy dedicated to serving San Diego businesses of all sizes and industries. Creviston provides his clients best-in-class strategic analysis and management insight through an approach developed and refined during his time at BearingPoint. He volunteers with the San Diego Labrador Rescuers, including fostering of dogs up for adoption and providing operational consulting work free of charge. He adopted his own 14-year-old chocolate lab, Coco. Creviston also contributes his consulting services to local-area nonprofits, helping these organizations benefit from best practices used in the commercial sector. Creviston, via First Hawthorn Group, also sponsors the San Diego Harvard Business School Club.

Marketing Guru



Jay Cruickshank

One of marketing agency SixteenFifty's most creative minds, Jay Cruickshank serves as the vice president of marketing, including traditional avenues, as well as social networking and guerilla marketing. He has a history of creating great naming and brand programs and looking beyond the obvious to create solutions that get noticed. Cruickshank has been a key asset to the SixteenFifty team in developing out-of-the box marketing solutions that help clients meet their bottom lines, whether it's a gaming promotion involving rubber duckies or creating the perfect TV commercial to tell a property's story. Robert Earl Couture, one of his most exciting endeavors, led him to national acclaim twice, when the company was named one of AdWeek's Guerilla Marketers of the year in 2007 and one of the company's t-shirts was featured in InStyle magazine. His additional client work includes Station Casinos, VIVA, Hard Rock Las Vegas, SolidWave PCs and Simon. Cruickshank is a double major from San Diego State with a bachelor's degree in television, film and new media and a bachelor's degree in business administration. He volunteers with a number of organizations and won the 2007 Nell Carpenter Beautification Award for community service in La Jolla as a donor/volunteer for The La Jolla Beautification Committee, and is a donor and active participant in the National MS Society. He is also a partner in JunkMD, which donates five percent of gross revenue to five local charities. Cruickshank has traveled to over 25 countries and lived in both Hawaii and Singapore. His achievements in advertising are numerous and include Creative Execution Palms Las Vegas Advertising Campaign 2008, Creative Strategy Simon Las Vegas Brunch Ad campaign 2009 and Strategic Partner in the Re-brand of La Auberge Del Mar and Kitchen 1540.

Politics-Media Maven



Tyree Dillingham

Tyree Dillingham is a Sacramento native who developed a passion for politics at a young age. She began working on political campaigns at age 12 and interned with a number of elected officials, including California former Attorney General Dan Lungren and former Gov. Pete Wilson. While still in college, Dillingham went to work for a real estate investment company where she did marketing and sales for five years in its student housing division, until she was promoted and moved her career to Boston. In Boston, she worked on account acquisitions and event planning until she moved back to California when the recall of Gov. Gray Davis was beginning to take shape. She wrote business plans and marketing plans for high-tech and biotech start-up companies while volunteering in the governor's office until she was asked to come on board full-time in 2004. Dillingham served as the deputy director of the governor's San Diego office until December 2009. She currently is the owner of two companies in San Diego, Media Generation and Campaign Capital and has placed her clients in newspapers, television and radio. Dillingham graduated from San Diego State with a degree in business management and a degree in political science. In her free time, she is a Brownie Girl Scout leader and mentors a Little Sis from Big Brothers Big Sisters.

Business Defender



Marissa Dragoo

Attorney Marissa Dragoo represents employers in all types of employment-related litigation such as discrimination claims, wrongful termination, harassment and wage and hour violations. In the short time she has been working as an attorney, Dragoo has had many successes, in and out of court, from Fortune 100 clients to single-owner companies. Dragoo provides the full range of legal services required by municipal and governmental entities of all sizes and is an expert in contract and tort-based claims. During her second year in practice, at the age of 27, she successfully litigated an all-defense verdict in a trial involving employment-related issues against a San Diego hotelier where the damages sought exceeded \$500,000. She is recognized as an expert in employment law by her peers, and was interviewed on Univision in April 2010 for a segment focused on employee privacy rights. She provided viewers advice about what type of privacy rights employees may have with respect to the use of company-owned cell phones, computers and other company property. Dragoo's commitment to her community stems from her own humble background, and her parents' influence and commitment to giving back to the community. She is actively involved with the local legal and Hispanic communities. She frequently volunteers to read and speak to children throughout the San Diego community through a number of programs, including San Diego La Raza Lawyers and Lawyers' Club read-ins and San Ysidro Middle School's Career Day. Currently, she is the director for the Hermanitas Program of MANA de San Diego, the largest Latina mentorship organization in the U.S.

Design-Construction Veteran



Thomas Fine

After graduating with a bachelor's degree in construction science from the University of Oklahoma, Thomas Fine went on to serve as a project manager in the design and construction industry. He has led numerous design and construction projects over the past 10 years, totaling more than \$800 million. In 2007, Fine accomplished his successful certification as a Certified Construction Manager through the Construction Management Association of America. After serving as a project manager for two Engineering News-Record top 100 construction management companies, he successfully started J.E. Moore Consulting Inc., a design and construction management consulting firm, where he currently serves as the president and CEO. As the campus project manager for the San Diego Community College District's City College, Fine is currently leading a team of J.E. Moore professionals in the overall design and construction management of the Proposition S & N projects at City College. Additionally, he serves as an elder at Kaleo Church in San Diego, where he oversees the financial management. His role at Kaleo Church also includes leadership development, director of children's and family ministry and various teaching responsibilities. Fine is also part of a team of local craft brewers that is in the process of starting a new microbrewery in San Diego. The new company will not only serve the San Diego community with its brews, but will also provide new jobs. Fine's role in the company will be to lead a unit that will focus on charitable relations where portions of the proceeds from the business will be donated to charitable organizations throughout San Diego.

McMillin's Creative Eye



Evan Gerber

Evan Gerber, project manager at Oliver McMillan, has a creative eye and passionate intuition for city planning. Born and bred in San Diego, he graduated from University of Southern California with a bachelor of science degree in public policy, management and planning. A licensed California real estate broker, Gerber oversees the planning and entitlements for Hazard Center, a \$200 million redevelopment project that will be constructed using environmentally certified practices and materials. The project advocates reducing air pollution by encouraging walker access to the nearby trolley line and improving traffic flow. The City Planning Commission praised The New Hazard Center as an outstanding example of smart growth and sustainability. The project will stimulate economic growth, and create thousands of jobs and millions in revenues for the city. Additionally, Gerber secured federal grants from the Environmental Protection Agency in the amount of \$3 million and \$1.5 million on behalf of the Orphan Site Cleanup Fund. He also received approval from the San Diego City Council to add 473 residential dwelling units to the existing retail and office center in Mission Valley. As an active member of the Urban Land Institute's (ULI) San Diego/Tijuana chapter, Gerber partners with fellow community leaders to promote the responsible use of land in creating and sustaining thriving communities. He is actively involved as a founding member of the UJF Emerging Leaders (United Jewish Federation of San Diego County), where he works in coordination with rabbis and other synagogue leaders to provide effective community-wide planning. He serves on the East Village Business Improvement District board and shares the goal to beautify and improve the quality of life for residents and businesses in East Village.

Award-Winning Communicator



Stephanie Grant

As the manager of corporate communications at Scripps Health, Stephanie Grant brings the organization's mission to life through words, influencing employee engagement and the patient experience. Grant joined the \$2 billion nonprofit community health system in 2008 and quickly made an impact. She developed a multi-media marketing campaign last fall when the H1N1 pandemic struck, attracting more than 56,000 San Diegans to Scripps Website for information. In addition, she managed the organization's public relations campaign when Scripps was named to Fortune magazines "100 Best Companies to Work for in America" list, securing placements in dozens of local television and print media. Grant is also the editor of Inside Scripps, the award-winning monthly publication of record for all 12,000 Scripps employees. She was recently recognized by Health Care Communicators of San Diego County with a Gold Award for Inside Scripps. Grant was chosen in April by Scripps CEO Chris Van Gorder to participate in the organization's 2011 Leadership Academy. Admittance to Leadership Academy is highly-competitive and she was chosen from among 75 applicants to be part of the 25-person class that acts as agents of cultural change. Prior to joining Scripps, Grant was assistant vice president of public relations for Wells Fargo, where she was recognized as a top performer by both business banking and community banking divisions in 2007. She also managed crisis communications for four years as the public information officer at the city of Eden Prairie, a community of 70,000 in suburban Minneapolis. Grant is currently president of the International Association of Business Communicators San Diego chapter, which has 16,000 members in over 70 countries throughout the world.

Industry Role Model



David Hoffman

David Hoffman took over his family's business, Hoffman Hanono Insurance Services, in 1995, the third generation in a business that began in 1959. Under his leadership, the business has seen revenues nearly double. Hoffman has worked closely with the Gaslamp Quarter Association to establish an insurance program for restaurants, bars and taverns. In 2007, under Hoffman's leadership, Hoffman Hanono Insurance Services was awarded Insurance Agency of the year by California Capital Insurance Co. He was recently cited as an agent of distinction by Zenith Insurance Co. In 2008, Hoffman was honored by the county of San Diego for outstanding service, leadership and commitment to area residents. Hoffman believes in the importance of giving back to the community: He currently sits on the South Bay Family YMCA board of management, the Southwestern College Foundation board, and the Chula Vista Chamber of Commerce board of directors. He is also a member of the Chula Vista Rotary club and is the chair for its largest annual fundraiser, responsible for raising over \$40,000.

Expert Financial Adviser



Jason Jenkins

Jason Jenkins is founder and CEO of Causeworth Asset Management, a full service company handling client financial needs in areas of asset management, wealth advisory and strategic tax planning. As a financial adviser, Jason works to help maximize the growth of client assets. He donates a portion of every dollar earned by the firm to a nonprofit organization of his or a client's choice each time a policy is renewed. An Investment Advisor Representative licensed in both life and health insurance, Jenkins is a member of the National Ethics Bureau, an industry group that extends membership to advisers who uphold the highest ethical standards in their personal and professional lives and practices. His firm was featured in Forbes Magazine, and he was named as one of San Diego Magazine's 5 Star Wealth Managers in 2008, 2009 and 2010. Jenkins personally donates to the Rady Children's Hospital, a local hospital offering comprehensive pediatric care, with aspirations to pay for the x-ray films for families who cannot afford these services. In 2005, he traveled to Ghana where he committed to, and later broke ground on, a kindergarten through college educational facility. He led the efforts to acquire the initial 30 acres in Ghana for the school. Through sponsorships and donations, he has been able to open the doors to the Human Factor Leadership Academy, which currently educates kindergarten students and employs a staff of eight in a region of the world where it's needed. Jenkins has established a unique approach to giving financial advice as well as making financial contributions to the people, communities and organizations he cares about.

Online Marketing Leader



Thad Kahlow

“Gold sinks — blood, sweat and tears float” is a lesson that was instilled in Thad Kahlow early on and has stuck with him throughout his entire life. Those words became an essential motto that would eventually lead to the founding of BusinessOnLine, a San Diego-based online marketing agency, in 1999. Although Kahlow had no formal training in marketing or sales, he had the early vision of how pivotal and influential the Internet would be in our everyday lives, especially in business. Through Kahlow’s energy, vision and entrepreneurial leadership, BusinessOnLine has become one of the leading online marketing agencies, successfully launching hundreds of solutions for clients including Honeywell, American Red Cross, Cisco, Caterpillar, Chevron, Sony, NEC, Sybase and Hasbro, to name a few. While many agencies were struggling and shedding staff over the last several years, BusinessOnLine was growing. The agency has seen double-digit growth the past five years in terms of revenue and employees and it has all been fueled organically, with no external funding or acquisitions. Kahlow believes employees are the secret to the company’s success and growth. BusinessOnLine is an employee-owned firm (each employee owns stock) with 30+ percent of all profits shared among the team each year. Kahlow, along with the BusinessOnLine team, has contributed significantly to several nonprofit organizations. Most recently, Kahlow and his team donated their time building the “For the Love of Laurel” Website for Laurel Milne, a 12-year-old San Diego girl who was recently diagnosed with a rare and aggressive form of brain cancer called Glioblastoma Multiforme – Phase 4. The Website highlights upcoming fundraisers, encourages community support and donations and celebrates her bravery.

SDSU’s Key Link



Betsy Kinsley

Betsy Kinsley, chief of staff for the office of president of San Diego State University, is a profound link between SDSU and the broader community it serves. In particular, she has overseen a task force convened to consider how San Diego State's Calexico campus might best serve the needs of the Imperial Valley. She serves on the Enrollment Management Advisory Committee, the president's Budget Advisory Committee, and the Presidential Search Committee. Kinsley has brought a level of community awareness and engagement that has been of great assistance to San Diego State as it reaches out to understand and address the needs of the community. She was deeply engaged in the San Diego community long before she came to SDSU. She previously worked as chief of staff to San Diego City Councilman Scott Peters. In 2002-2005, she served as a policy analyst and council representative in Peters' office. Before that, Kinsley was with the Utility Consumers' Action Network. From 1998-2000, she served as a legislative clerk to the U.S. House of Representatives' Committee on Energy and Commerce. Kinsley, an attorney, is well-grounded in the community and a long-time resident of San Diego. She is a graduate of LEAD San Diego's class of 2006, a member of the San Diego Lawyer's Club, the San Diego County Bar Association and an ex-officio member of both the San Diego Regional Chamber of Commerce Public Policy Committee and the San Diego County Taxpayers' Association.

Surgeon for the Eye



Dr. Bobby Korn

A board-certified ophthalmologist, Dr. Bobby Korn specializes in oculoplastic surgery. This subspecialty of ophthalmology deals with cosmetic and reconstructive surgery of the eyelid and face, orbit (eye socket) and lacrimal system (tear drainage). Korn, assistant professor of ophthalmology at UCSD Shiley Eye Center, is a member of the American Society of Ophthalmic Plastic and Reconstructive Surgeons, whose members total less than 500 around the world. He is a new breed of doctor known as a clinician-scientist who balances his time as a physician and researcher. His research was the first to identify adult stem cells obtained from human orbital fat tissue. These adult (non-embryonic) stem cells were shown to be capable of developing into muscles and nerves, perhaps one day treating blinding diseases of the eye. Korn regularly lectures to patients, nurses, and physicians both locally and around the world. He is active in humanitarian medical efforts and has participated in seven international medical mission trips to such places as Thailand, Philippines, Vietnam and Mexico. He has performed live surgery throughout the world, demonstrating the advanced techniques of oculoplastic surgery to other physicians. Korn was voted the Most Outstanding Teacher five years in a row by UCSD medical students. He is the senior instructor of a course at his national society, the American Academy of Ophthalmology, and was awarded the Star Recognition award for the highest ratings in his specialty. His research on orbital stem cells received the Marvin H. Quickert award for the most outstanding thesis. Korn has published numerous scientific articles and is the editor of an upcoming book of oculoplastic surgery techniques.

A Teacher's Teacher



Kelly Kovacic

Kelly Kovacic is California's 2010 Teacher of the Year and was selected as one of four finalists for the prestigious 2010 National Teacher of the Year. She teaches 11th grade U.S. history, 12th grade U.S. government and a sixth grade advisory class at The Preuss School, a public charter school on the UCSD campus serving low-income students who will be the first in their families to graduate from college. She currently serves as a member of the school's Education Committee, which is responsible for creating and reviewing educational policies. Kovacic received her bachelor's degree in history from UCSD. While a student, she tutored at Preuss the first year it opened and was inspired by the school's mission, diverse student body and dynamic faculty. In 2002, Kovacic graduated from Stanford University with a master's degree in education and then returned to Preuss to begin her teaching career. She currently serves as the school's Social Studies Department chair and coordinates its annual Spring Learning Showcase and Saturday Enrichment Academy. She has been selected by the College Board as a reader to grade the national Advanced Placement United States History exam. Throughout her career, Kovacic has focused on providing all students with equal access to a rigorous and college preparatory curriculum. She believes in the power of education to inspire students to grow, learn and change the world. Outside the classroom, Kovacic coordinates after-school tutoring and community service projects. Two summers ago, she traveled to Malawi, Africa, to train teachers and teach literacy skills to students at a village school.

Zealous Prosecutor



Daniel Link

On Dec. 3, Dan Link will become the youngest president in the 110-year history of the San Diego County Bar Association (SDCBA). A San Diego deputy district attorney, Link has received recognition for his prowess as a trial attorney, his ability to connect to crime victims and his passion for serving the citizens of San Diego. While only three years into his tenure as a deputy district attorney, Link successfully tried his first murder case before a jury. Now, he has tried more than 90 cases (55 of which were tried in front of a jury) and adjudicated more than 600 preliminary examinations. Through his work, Link has been able to assist victims of felonies, including victims of rape, child abuse, molestation and domestic violence. Link is passionate about helping those who often are unable to help themselves and he is recognized for being a zealous advocate on behalf of victims. Outside of work, Link leads and participates in a number of community activities and volunteer programs. In addition to serving on the SDCBA's board of directors, Link teaches fifth grade students to recognize the social and legal consequences of criminal behavior through the Project Lead program. He visits local schools to teach junior high students the value of reading and higher education through a student literacy program, and he volunteers annually for Habitat for Humanity, even leading one of the Bar Association's volunteer teams of builders. Prior to his election to the SDCBA board, Link served as a member of the organization's Judicial Evaluation Committee.

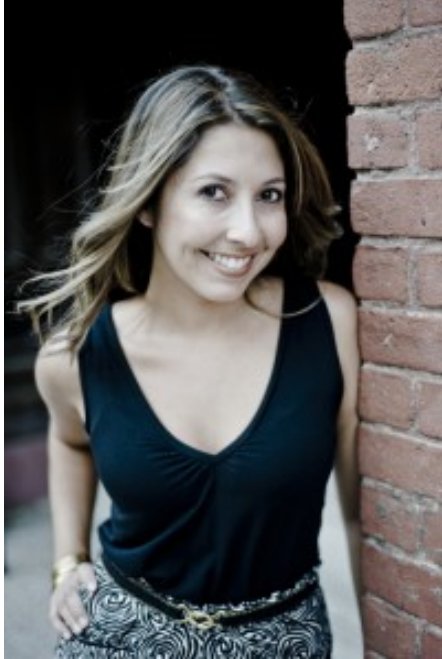
Design Team Innovator



Tatiana Machado-Rosas

Originally from Mexico City, Tatiana Machado-Rosas graduated from the Design Institute of San Diego with a BFA in interior design and has excelled in the field for over 15 years. She joined Jackson Design & Remodeling in January 2007 as a senior designer. Her natural leadership ability inspired her to address challenges faced by the design department by going directly to the CEO with a proposal for bringing the department to a new level. Within a few months, Machado-Rosas was promoted to department head. Within a year, business had expanded enough to require the hiring of a third designer and a second design assistant. Machado-Rosas leads an award-winning international design team, working closely with the CEO and other department heads to assure productive synergy with design development and company goals. Additionally, she manages her team to elicit the highest potential of their talents as they create project presentations and one-of-a-kind designs. With her ability to balance her artistic talent with a keen sense for smart business, Machado-Rosas manages the department for maximum efficiency and profitable production. She is a member of the American Society of Interior Design (ASID), the National Kitchen and Bath Association and is a certified green professional. She has been an active member of the ASID since 1995, volunteering for fundraising events that have benefited many local charities, including Habitat for Humanity. Her work has been published in numerous magazines and newspapers, including Better Homes and Gardens, San Diego Home and Garden, San Diego Magazine and the San Diego Union-Tribune.

Counselor to Youth



Michelle Martin

Michelle Martin is the founder of Karuna International, a local nonprofit organization dedicated to increasing global awareness among young adults. A University of San Diego graduate, she has traveled to over 35 countries and volunteered in Poland, Ghana and Brazil. Martin has worked as a consultant for the government of Ghana and developed a microcredit program for women living in poverty in Liberia. She works diligently to create positive out-of-school experiences for low-income Barrio Logan teens. With My First Passport, Karuna International's signature program, Martin provides teenagers a free eight-week global education course with the opportunity to earn a scholarship to volunteer abroad, traveling out of North America for the first time. The students who participate in Karuna International programs demonstrate an improvement in grades, an increase in leadership development and self-esteem and social consciousness. In its third year of programming, Karuna International has sent nine young adults abroad (to Costa Rica and Brazil) for the first time to participate in a volunteer program, with hopes of sending more individuals each summer.

Clean Water Enthusiast



Amanda Mineer

Amanda Mineer is changing the world one water filter at a time. Mineer is president of the San Diego-based nonprofit, Give Clean Water, an organization whose mission is to provide clean water to every person on earth who needs it. Give Clean Water takes teams from the U.S. to Fiji and Mexico to install clean water filters in people's homes. Under Mineer's leadership, Give Clean Water has installed over 1,300 filters in Fiji since 2008. They began work in Mexico in 2010 and have installed more than 60 filters in Rosarito. After the Haiti earthquake, Give Clean Water raised funds to send 2,700 filters to assist with the relief efforts. Mineer dedicates much of her time to community service. She initially began her work with Give Clean Water as a volunteer before becoming president/executive director. Mineer has volunteered as a co-facilitator of GriefShare, a support group at Newbreak Church for two years. During her time as a practicing attorney, she was a member of various boards including acting chairwoman of the board of the Women's Business Center of California and San Diego Regional Revolving Loan Fund. Mineer founded the Legal Center for Small Businesses and Entrepreneurs, a law firm focused on assisting entrepreneurs in getting their businesses started. Because of this work, Mineer was nominated as a finalist for the National Association of Women Business's Owners "Woman Business Owner of the Year" in 2007. She also is a co-founder of the National Association of Freelance Legal Professionals, an organization created to support and promote freelancers in the legal industry.

Emmy-Winning Anchor



Heather Myers

Heather Myers, news anchor for XETV Channel 6, is the winner of three Emmy awards for her coverage of the 2007 wildfires, best 10 p.m. newscast and a story profiling medical examiner investigators. She is currently nominated for two additional Emmys. In six years Myers worked her way from a teleprompter operator at KNSD to a reporter/anchor in Yuma, a reporter at KFMB and, in 2007, to her anchor position at XETV. Myers is involved with the Salvation Army's public relations team. She's also involved with a national organization called "Girl's Inc." She speaks to young women about the importance of being strong, smart and bold. She volunteers her time with the Children's Heritage Fund, a local group that helps bring education, food and housing to children in Uganda and the Dominican Republic. For the past two years, Myers has worked with the Escondido Humane Society as the emcee for its two largest fundraisers every year. Myers has received two Associated Press Awards, a "100 Women Strong" Award, and a Golden Bell Award given by the Salvation Army.

Green Building Manager



Jaime Ortiz

Jaime Ortiz, bond program manager for SGI Construction Management, is an international associate for the American Institute of Architects and an accredited professional in Leadership in Energy and Environmental Design (LEED). LEED is an internationally recognized green building certification system. Ortiz and his team at SGI deliver high-quality, sustainable educational facilities throughout California. Ortiz' expertise and overall management of his team has led to successful school bond programs from the Bay Area to San Diego. He has spearheaded green building efforts for the Sweetwater Union High School District's \$644 million school construction bond program, Prop O. Prop O is the largest LEED construction program west of the Mississippi River, with 11 projects positioned to qualify for Gold Accreditation, and two projects targeting enough points to achieve Platinum Accreditation. Ortiz has been instrumental in leading the mayors of the cities of San Diego, Chula Vista, National City and Imperial Beach to pass green school resolutions and become a member of the U.S. Green Building Council's Mayors' Alliance for Green Schools. In passing the green schools resolution, the mayors will make up 10 percent of the coalition of mayors across the nation making a difference in their communities by committing to building green schools. Ortiz is recognized for making the San Diego region an example of a regional commitment to sustainable building while greatly improving the future of the community by building better schools. He serves on numerous boards including the Chula Vista Chamber of Commerce, the South Bay Family YMCA, the Mariachi Scholarship Foundation, and is co-chair of the Green Schools Committee for the U.S. Green Building Council's San Diego chapter.

Home Lending's Conscience



Jake Pescatello

Jake Pescatello, founding partner of Integrity First Financial Group (IFFG), knows all too well the highly publicized highs and lows of the mortgage industry, having worked his entire career on the front lines of home lending. Before founding IFFG in 2006, Pescatello spent nearly a decade working directly with consumers at some of the top mortgage companies, including Windsor Capital Mortgage, the second largest mortgage broker in the U.S., where he was the nationwide top producer among the lender's 2,000 employees. Despite his own success in the field, he saw first-hand how predatory lending by some led many American's to financial ruin and was dissatisfied with what he witnessed in his industry. IFFG was born from Pescatello's desire to restore integrity to an industry mired in unethical lending practices and to give people an honest opportunity to achieve the American Dream. Founding IFFG at the height of the credit crisis and subprime loan meltdown was the greatest challenge of Pescatello's career, but, despite the difficulties, he set out to transform the negative timing into a positive opportunity to set new benchmarks for lending practices and ethics for the next generation of lenders. In his role as CEO, Pescatello works to continuously conceptualize, implement and refine technological and procedural strategies that reduce operating costs, allowing IFFG to offer consumers a low-cost home loan alternative. Since its founding, IFFG has funded a total of over 1,186 loans with a total volume of \$425 million and is on track for 2010 to fund more than 1,000 loans for more than \$320 million. With IFFG as a title sponsor, Pescatello co-founded the San Diego chapter of the St. Baldrick's Foundation, a national nonprofit organization that raises money for childhood cancer research.

Government-Business Pro



Colin Rice

Colin Rice, a veteran of 16 years in San Diego and California state government, also has enjoyed a successful business career. He is president of Alternative Energy Capital (AEC), a renewable energy financing firm that was recently awarded the Request for Proposal to finance a photovoltaic system on the roof of the San Diego Convention Center. The company has created a partnership with Urban Corps of San Diego County that will allow AEC to leverage the development of renewable energy projects at local schools with the learning and job training provided at Urban Corps. Rice also founded Elevate LLC, a small business in San Diego that specializes in political consulting, advocacy, public relations, marketing, advertising and creative design. His company combines over 60 years of experience, working with clients such as Neighborhood National Bank, The Continental Group, San Diego City Firefighters and more. Rice also holds the title of vice president of acquisitions for the Amerland Group, an affordable housing developer with projects throughout the western United States. In politics, Rice was a member of the campaign team that insured a 13-vote margin of victory for Denise Ducheny for state Assembly in 1993 and served as her first legislative aide. He holds a law degree from the University of San Diego and was admitted to the California State Bar in 1997. Rice has served and continues to serve on numerous civic and nonprofit organizations in San Diego, including the San Diego Children's Museum, Aquatic Adventures and the SDSU Alumni Board.

Sought-After Litigator



Michael Rosen

Michael M. Rosen is an associate in the Southern California office of Fish & Richardson P.C. His San Diego practice focuses on Intellectual Property (IP) litigation for small and large clients, including Google, LG, Honda, nonprofit research institutes and pioneering medical device companies in various fields, including medical devices, computer technology and biotechnology. He is currently an adjunct professor of law at the University of San Diego School of Law, where he has taught a practical seminar on patent litigation for the past three years. Rosen has served for more than three years as the secretary of the Republican Party of San Diego County. He is a frequent commentator on radio and television news programs and political debates on behalf of the party. He is a columnist for the North County Times and a regular contributor to Politico and the Jerusalem Post. Rosen's published works have appeared in the San Diego Union-Tribune, the Washington Times, the Weekly Standard and Commentary, among other places. An outstanding legal researcher, Rosen is also a regular contributor to the Daily Journal, a statewide publication read by most of the state's lawyers and a contributor to the San Diego Daily Transcript and Industrial Biotechnology magazine on issues of IP law. He is a member of the American Bar Association (Intellectual Property Section), San Diego County Bar Association and the San Diego Intellectual Property Law Association. He received his undergraduate degree magna cum laude in political science and his law degree cum laude from Harvard. Giving back to his community is an important aspect of Rosen's life. He is the president of the Republican Jewish Coalition, San Diego chapter, coordinating activities for the 300 members.

Public Relations Mover



Denise Scatena

As founding partner of Scatena Daniels Communications, a creative marketing communications firm, Denise Scatena delivers more than 15 years of event management and public relations experience. She established Scatena Daniels Communications in January 2010 with Arika Daniels, and in just a few months the duo has signed distinctive clients, including ElderHelp, Promises2Kids and the Park-2-Park Shuttle Service. Scatena is considered a resourceful PR pro who is adept at balancing expectations for her clients, media colleagues and community leaders. She seeks to create mutually beneficial relationships so that expectations are met by all parties. Whether it's meeting a live truck at 4:30 a.m. to coordinate multiple live shots on morning TV or executing a social media campaign with VIP bloggers, she creates and implements strategies that get clients noticed and meet client expectations. Most recently, one of her clients achieved a 15 to 20 percent increase in event attendance at a three-day consumer expo from the event's prior year. In addition to her current clientele, Scatena has led and supported public relations efforts for well-known business brands, including Time Warner Cable, Belmont Park, California Pizza Kitchen and the San Diego Wave House, among others. She has worked on trade shows and events on the West Coast, including Cirque du Soleil, Disney on Ice and the San Diego Boat Show. She has a long track record of community service and has been a volunteer board member with Mama's Kitchen and served as its marketing committee chairperson for a number of years.

Internet Marketing Leader



Brendan Smith

In 2002, at the age of 28, Brendan Smith was living in New York and working around the clock, sleeping an average of four hours a night, working a demanding full-time position with an advertising agency, and building a business of his own. One year later, he was ready to focus solely on his new online marketing venture, Motive Interactive, a technology driven Internet marketing company where he is the CEO. Motive puts Internet traffic sources and Internet advertisers together. In 2005, with revenues exceeding \$4.5 million, Motive was named one of the fastest growing companies in America by Entrepreneur magazine. In 2007, Smith was recognized in the Entrepreneur of the Year awards. Today Motive is a company that continues to grow with revenues that exceed \$20 million, winning numerous awards including Top 50 Affiliate Networks by Website Magazine, Top 20 Performance Marketing Networks by mThink's Online Advertising Bluebook 2010, the Summit Emerging Media Award for advancement in technology and 2010 Hot Companies by Network Products Guide. An avid surfer and outdoor enthusiast, Smith decided to follow his dream of building a business in an area where he could maximize the quality of life for himself and his employees. He moved the business to Lake Tahoe before relocating to San Diego in 2007. Smith is involved in a number of community entrepreneur groups and well as charities, including St. Jude Children's Research Hospital. Smith has set up an internship program at Motive to give opportunities to qualified students or recent graduates of San Diego high schools, colleges and universities.

Ocean's Protector



Jennifer Smith

In her Scripps Institution of Oceanography field research laboratory, assistant professor Jennifer Smith is studying how overfishing, pollution, climate change and ocean acidification are affecting coral communities. Smith performs experiments to identify ways to restore degraded environments and participates in expeditions to remote parts of the world to document pristine, un-impacted coral reefs to set baselines and targets for conservation. Smith is working in California and on coral reefs in the central Pacific and Caribbean to document how increased carbon dioxide in the ocean might be affecting the calcification and growth of marine organisms. Her research is an important step toward developing strategies for restoring these environments for future generations. As an assistant professor in marine ecology and conservation at Scripps Institution, Smith is often called upon to present public seminars throughout San Diego. Through this public outreach, she has demonstrated a commitment to promoting awareness of ocean conservation and communicating the importance of protecting natural resources for future generations. Smith is also an accomplished underwater photographer and her images of marine ecosystems, both flourishing and in peril, help translate her important research into identifiable terms for the public. Smith has received numerous awards and honors, including a 2008 Henry L. & Grace Doherty Career Development Award, a 2006 best paper honor for junior scientists and a 2005-2008 postdoctoral fellowship from the National Center for Ecological Analysis and Synthesis, to name a few.

Teaching Through Sports



Carson Sofro

Carson Sofro, founder and director of HSBCamps and HSBCares, is an influential figure in the sports business and nonprofit communities. Perhaps most importantly, he's a role model to the more than 1,000 youth that he works with each summer when he brings children face-to-face with professional and collegiate coaches and players to learn the game of basketball. To Sofro, basketball is not just a game or after-school activity; it is a vessel for building confidence, character and an appreciation for hard work and teamwork, both on and off the court. A former collegiate basketball all-star and San Diego resident, Sofro founded HSBCamps on the principle of giving back. Not only does he donate 100 percent of net proceeds back to the school host (Eastlake High School in San Diego), he also donates \$5 of every camp registration to HSBCares, a nonprofit founded by Sofro to award camp scholarships, support basketball programs for disabled and underprivileged children and provide public schools/programs with vital training equipment. This summer, Sofro will host a celebrity basketball tournament to raise funds so he and a team of seven other coaches can travel to Africa to build basketball courts, donate supplies and run free camps for underprivileged youth as part of his commitment to the Hoops 4 Hope organization. Sofro's belief that a supportive, educational youth program can provide life-changing experiences is evident not only in the funds he donates to local schools, but also in the scholarships he awards youth in need, the time he dedicates to fundraising and donating equipment and supplies to schools and nonprofits and the passion that he ignites in youth when they step foot on the basketball court. To date, HSBCares has raised more than \$30,000 and Sofro says he is committed to providing every child, regardless of age, income or physical ability, with the opportunity to attend camp.

Community Revitalizer



Elizabeth Studebaker

Elizabeth Studebaker has been a major leader in the revitalization of North Park. As executive director of North Park Main Street (NPMS), the community's business improvement district, she has helped make North Park a leading destination in San Diego. Some of her accomplishments include expanding the business district to double its original size, restarting the Farmer's Market, launching Taste of North Park, and re-energizing the Toyland Parade and Festival of the Arts. Studebaker has also initiated many community projects including planting additional trees, installing banners throughout the business district and starting work on numerous streetscape improvements including new sidewalks, trash cans, street lights, benches and increased pedestrian amenities. Two of her most important accomplishments are strengthening communication and relationships between community members and making North Park a desirable place for new businesses. Prior to working at NPMS, Studebaker worked for the Labor Council where she similarly helped revitalize its training department and also worked politically on numerous successful campaigns. Before that, she worked at San Diego Coastkeeper, where she developed community programs and events, growing beach cleanup and outreach programs. She has served on the board of Planned Parenthood for six years and now serves on its executive committee. Studebaker serves on several North Park community boards including the North Park Planning Committee and the North Park Historical Society. Studebaker was a founding board member of Progressive San Diego (now Empower San Diego) and has served as an adviser for New Leaders Council and Run Women Run. She also has volunteered on many local political campaigns. She has received the North Park Hero 2009 award, as well as North Park Lion's Club first annual Wilma Knott award for outstanding community service in 2009.

SDG&E's Powerlink Guy



Todd Voorhees

Todd Voorhees is the public affairs manager for San Diego Gas & Electric's \$1.8 billion Sunrise Powerlink Transmission line project, the region's largest proposed infrastructure project. The utility company says the new power line will increase the reliability of the power grid and transport renewable energy, such as solar, wind and geothermal power, from remote areas in southern California's Imperial Valley to residences and businesses in the San Diego region. Previously, Voorhees held the position of vice president of the Downtown San Diego Partnership and facilitated development of a business attraction program for the organization. Voorhees is a former senior policy aide to county Supervisor Pam Slater-Price and former legislative aide to state Sen. Jim Battin. His community involvement includes: Mayor's appointment to the city of Chula Vista Arts and Culture Commission (past chairman); vice president of legislative affairs for the San Diego Navy League (July 2007-June 2009); San Diego City Council appointment to the Downtown Parking Management Group; board member, San Diego Repertory Theater (June 2007-June 2009); former board member, Community Catalysts Housing Alliance; past member, city of San Diego Street Advisory Committee; past member, San Diego Regional Chamber of Commerce Infrastructure Committee; former mayor's appointee to the city of San Diego Boards and Commissions Recruitment Advisory Group. He attended Sacramento State University and served in the Marine Corps for four years.

CBRE's Big Broker



Doug Works

Doug Works has been with CB Richard Ellis for over 12 years and serves as its first vice president. Specializing in multi-tenant industrial and flex properties in the central San Diego and I-15 corridor markets of San Diego, Works focuses his efforts on representing, advising and servicing both institutional and non-institutional landlords. In addition to his landlord responsibilities, Works also represents and advises snowboard, skateboard, wakeboard, surf, moto and other action sports-related companies across the country on all product types. For the past five years, Works has been ranked among the top brokers in San Diego County based on leasing transaction volume. Prior to working for CB Richard Ellis, he worked for the Anheuser Busch Companies as a promotions representative at Sea World of Florida, where his responsibilities included contract negotiations, competitive reports, promotional van appearances and coordination of radio/television production in the park. Works is also involved in community service. As a member of Project Mercy's board of directors, he has been instrumental in coordinating the Baja Challenge, an annual event that builds homes in Tijuana's poorest neighborhoods. For the past 10 years, Works has organized participants from the commercial real estate industry in San Diego and has coordinated fundraising, building material purchases and construction logistics. With his help, Project Mercy has constructed over 300 homes in Tijuana since the program started. Works is currently coordinating and organizing over 250 volunteers to participate in the 11th Annual Baja Challenge, taking place Oct. 2.